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AN EDITED BOOK ON

INTEGRATIVE PERSPECTIVES ON MANAGEMENT AND STRATEGIC APPROACHES

Editor:
Prof. (Dr.) Vijay Kulkarni

Co-Editor:
Dr. Chetna N. Mehta
Prof. Shrikant Dharurkar

**INTEGRATIVE
PERSPECTIVES ON
MANAGEMENT AND
STRATEGIC APPROACHES**

**PROF.(DR.) VIJAY KULKARNI
PROFESSOR ,
SCHOOL OF MANAGEMENT
DIRECTOR,
CORPORATE AND EXECUTIVE PROGRAM, SOM,
AJEENKYA D Y PATIL UNIVERSITY, PUNE**

**DR. CHETNA N. MEHTA
ASSOCIATE PROFESSOR
MIT - WORLD PEACE UNIVERSITY, PUNE**

**PROF. SHRIKANT DHARURKAR
ASSISTANT PROFESSOR
SCHOOL OF COMMERCE & MANAGEMENT
P.A.H. SOLAPUR UNIVERSITY, SOLAPUR**



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For more copies of this book, please email:

info@bestowedutrex.co.in, Tel: +91 9011424678

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यशवंतराव चव्हाण महाराष्ट्र मुक्त विद्यापीठ

(नॅक मानांकित 'अ' ग्रेडी)

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ई-मेल : vc@ycmou.ac.in

प्रा. संजीव सोनवणे
कुलगुरु



ज्ञानगंगा घोरोघरी

Yashwantrao Chavan Maharashtra Open University

(NAAC Accredited 'A' Grade)

Dnyangangotri, Near Gangapur Dam, Goverdhan, Nashik - 422 222

Phone : Office (0253) 2230228

Email : vc@ycmou.ac.in

Prof. Sanjeev Sonawane
Vice-Chancellor

Date: 21 May 2022

Foreword

The world of management is in constant flux, with evolving business dynamics, emerging technologies, and the rapid globalization of markets reshaping how organizations operate. In response, leaders and managers must adopt a more integrative and strategic perspective, one that not only anticipates change but also adeptly leverages it to build sustainable competitive advantage. It is in this context that Integrative Perspective on Management and Strategic Approach offers an invaluable contribution to the field. Edited by Dr. Vijay Kulkarni, Director of Corporate and Executive Programs at Ajeenkya DY Patil University, along with the insightful guidance of co-editors Prof. Shreekant Dharurkar and Dr. Chetana Mehta, this book is designed to equip modern leaders, professionals, and students with the tools to navigate and thrive in today's complex business environments.

This comprehensive volume brings together both foundational principles and innovative practices across a spectrum of management domains, including strategic planning, human resources, finance, marketing, and operations. Each chapter reflects a blend of theoretical rigor and practical insights, which makes this book an indispensable resource for both academics and practitioners. By presenting management from an integrative standpoint, the editors ensure that readers appreciate the interdependencies between various functions and how these connections foster a more cohesive and resilient organization.

The collaborative expertise of the editors and contributors represents a synthesis of industry insights and academic scholarship, making this book not only timely but also profoundly relevant for contemporary business needs. Through its structured approach, Integrative Perspective on Management and Strategic Approach provides readers with an overarching view of how strategic thinking can be harnessed to drive organizational success and adaptability in an unpredictable world.

This book addresses a critical need in the field of management—understanding the interconnected nature of strategic decisions and functional operations within an organization. With a fast-paced global economy, business leaders must be equipped to view challenges holistically, balancing short-term goals with long-term vision. The value of Integrative Perspective on Management and Strategic Approach lies in its ability to provide an overarching framework that ties together varied aspects of management, from the strategic to the operational, and from local nuances to global implications.

The book is particularly relevant as it explores both traditional theories and emerging concepts that reflect the realities of the 21st-century workplace. Topics such as corporate strategy, leadership development, and strategic human resource management are addressed with contemporary insights that bridge the gap between theory and real-world application. This relevance extends to professionals at every level, offering them tools to approach business challenges with agility, foresight, and a deep understanding of the multifaceted nature of modern organizations.

Ultimately, this book is a must-read for managers, executives, students, and academics who seek a deeper understanding of the strategic and integrative processes essential for sustainable growth. With the combined wisdom of seasoned educators and industry experts, Integrative Perspective on Management and Strategic Approach is set to be a pivotal resource for anyone committed to advancing management practices and contributing to organizational excellence.

(Prof. Sanjeev Sonawane)



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PREFACE



In an increasingly complex world, the need for a multidisciplinary approach to understanding and addressing contemporary issues has never been more vital. This edited volume is a reflection of that necessity, bringing together a diverse array of perspectives from various fields to foster a richer understanding of our shared challenges.

We would like to extend our heartfelt thanks to the authors who have contributed their chapters to this book. Each one of you has brought unique insights and expertise, demonstrating the value of collaboration across disciplines. Your willingness to engage with one another and explore intersections between your fields has not only enriched this book but has also illustrated the power of collective knowledge.

The contributions here span a wide range of topics, methodologies, and theoretical frameworks, all of which converge to create a comprehensive dialogue. It is our hope that this book will serve as a resource for researchers, practitioners, and students alike, inspiring innovative thinking and collaborative solutions.

Thank you once again to all the authors for hard work, creativity, and dedication.

With joy and fruitfulness

Prof.(Dr.) Vijay Kulkarni (ADYPU, Pune)

Dr. Chetna N. Mehta (MIT-WPU, Pune)

Prof. Shrikant Dharurkar (PAHSUS, Solapur)





Acknowledgement

I would like to express our heartfelt gratitude to all the authors who contributed their valuable chapters to this edited volume. The insights, expertise, and dedication of co-editors have been instrumental in shaping this work. Each chapter not only reflects rigorous research but also the passion brought to their respective fields.

A special thanks to those who provided feedback during the editing process; their constructive critiques and suggestions helped to enhance the clarity and depth of the chapters. I am grateful to all collaborators for an opportunity to work alongside such talented individuals.

Finally, I would like to acknowledge the support of our fellow educators, families and friends, who encouraged us throughout this journey. Your unwavering belief in our vision has made this edited book possible.

Thank you all for your contributions in this collective endeavor.

Prof.(Dr.) Vijay Kulkarni
Professor ,
School of Management
Director,
Corporate and Executive Program, SOM,
Ajeenkya D Y Patil University, Pune



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**INVESTIGATING CHALLENGES IN THE IMPLEMENTATION AND
SUSTAINMENT OF AN EFFICIENT PERFORMANCE MANAGEMENT SYSTEM**

Prof. Dr. Makarand Joshi

Professor (SoM) & Controller of Examination
Ajeenkya D Y Patil University Pune
makarand.joshi@adypu.edu.in

Dr. Ninad Gawande

Assistant Professor
School of Management
Ajeenkya D Y Patil University Pune

Abstract

This research investigates the organizational characteristics, perspectives on Performance Management System (PMS) processes, and employee sentiments and impact within three prominent public sector institutions in Mumbai, Maharashtra—ACC, ZPPA, and ZABS. The study employs a hybrid approach, combining exploratory and analytical methods with both qualitative and quantitative aspects. Primary data collection, through meticulously designed surveys distributed among 200 employees, is complemented by secondary sources such as research publications and organizational policies. Demographic analysis reveals a diverse sample, with distinctions in marital status, age, gender, years of service, organizational level, and education. Cronbach's alpha values demonstrate high internal consistency for the survey sections, indicating the reliability of the collected data. Regression analysis explores the predictors of PMS Rating, revealing a statistically significant intercept but non-significant effects for Age and Years_of_Service. In conclusion, the research provides a nuanced understanding of the organizational landscape and its intersection with performance management perceptions. Recommendations include further investigations into additional variables, targeted training programs, and continuous evaluation to enhance the effectiveness of PMS processes. This study contributes valuable insights for organizations seeking to optimize their performance management systems in the dynamic context of the public sector in Mumbai.

Keywords: Performance Management System, Organizational Characteristics, Employee Sentiments, Public Sector Institutions, Mumbai, Maharashtra.

1. INTRODUCTION

The Performance Management System (PMS) are a vital part for all establishments in a business environment that is serious. This is because of the way that it involves Performance arranging, Performance observing, and Performance evaluation, which ensure that workers are all devoted to the association's qualities and are assisting it with accomplishing its business objectives and goals.

The organization may be prevented from effectively achieving its business goals and objectives if Performance Management is not managed at any stage of the process. Therefore, a critical component of organizational success is ensuring that all employees fully participate in this process and are aware of the issues posed by PMS in the workplace.

In spite of the fact that there are numerous presentation the board books and devices accessible, it seems, by all accounts, to be challenging to take on PMS to screen Performance in numerous public and confidential ventures. In the event that this situation isn't properly tended to, adversely affecting the presentation of such

Associations overall is reasonable. Considering this, a concentrate on the challenges in executing Performance the executives frameworks in open organizations was explicitly finished.

1.1. Background

Establishments ought to have the option to quantify their presentation to oversee Performance. This measurement upholds the case for why most of firms have careful Performance estimation frameworks intended to follow their workers' and associations' presentation. Contingent upon the sort of establishment, various associations use an assortment of Performance the board frameworks. Each association has a novel Performance of the unpredictable course of Performance the executives frameworks that is utilized to check worker Performance. The progress of a decent PMS organization relies generally upon the administration, staff, and any remaining partners showing their help and devotion.

Merit rating, an estimating procedure that traces all the way back to the mid twentieth hundred years and was impacted by the logical administration development, led to

Performance the executives. Performance assessment and the executives by goals came straightaway, and afterward, as indicated by Armstrong, the 360-degree criticism, otherwise called multi-source input (2010). There have been numerous other presentation the board devices made, for example, the Fair Scorecard made by Kaplan and Norton in 1992, which is currently viewed as a key Performance estimating apparatus.

Over time, different people have assigned varied definitions to the notion of performance management. Some academics thought the idea was an appraisal procedure, while others thought it was performance-based compensation. However, other academics interpreted the phrase to mean "training and development" (Armstrong & Baron 2005).

"Performance the executives" at present has a generally acknowledged significance, as per Armstrong and Noble (2005), which is that it is a characteristic interaction where the board serves to really oversee people and groups to arrive at elevated degrees of hierarchical Performance . Therefore, it is accepted that presentation the board makes a typical comprehension of what should be achieved as well as a

technique for propelling and propelling workers to ensure that objective is met.

Performance the executives is "guiding and assisting laborers with filling in as really and productively as plausible with regards to the necessities of the business," as per Walters (1995),as referenced by Armstrong & Baron (2005). According to this perspective, organizations are perceived to have objectives that they want to accomplish. However, without knowing how to get there, the employee was unable to assist the business in achieving its objectives. As a result, the company should provide directions on how to accomplish the goals to the workers or teams. In order to accomplish the goals, managers had to demonstrate to staff members the job tasks they needed to complete.

Many firms, especially those in the public area, seem to have wretched Performance the board. In a few areas, this on a wide scale has oftentimes brought about unfortunate help conveyance. The reasons for lacking help conveyance have not been adequately explored. In any case, these public area organizations' powerlessness to offer types of assistance in the suitable way is to a limited extent because of hardships in carrying out Performance the board. It

was essential to examine the meaning of Performance the board and its ongoing nature to completely fathom the troubles associated with its Performance in open establishments. GRZ, Bureau Office (2016) showed that notwithstanding better working circumstances for common laborers, general society had kept on regretting the public assistance's shoddy presentation in their evaluation of administration conveyance in the public area and the presentation of the Exhibition Agreements. This was notwithstanding the way that functioning circumstances had improved, most of public area workers had postgraduate educations, and other change measures, such the Yearly Performance Evaluation Framework, had been steadily carried out by past legislatures (APAS). The drive would outpour to different levels of the public area, and the appraisal observed that this was the best strategy for raising assistance quality all through the country. Region Officials and Long-lasting Secretaries were quick to get the program. Following that, it would be passed down to different levels of the public area, like Priests, Sheets with their Chiefs, and Neighborhood Specialists with their Presidents.

Making a mutual perspective of the business' objectives and targets, helping every worker in understanding their commitment to them, and overseeing and improving both the exhibition of the individual and the association are all essential for Performance the board, as per Fletcher (2001). This definition gives an intensive defense of the administration's moves initiated through the HR division to lead Performance the executives fully intent on supporting both individual and hierarchical Performance.

Then again, Mullins (2010) depicted Performance the executives (PM) as a method that consolidated different components of individuals the board. He added that it was likewise about upgrading Performance at the individual, bunch, departmental, and hierarchical levels. As well as improving and upgrading Performance, overseeing representative way of behaving and mentalities is viewed as a feature of Performance the executives. It might likewise be viewed as a nonstop course of recognizing, assessing, and further developing Performance in associations by associating every individual's exhibition and objectives to the overall mission and targets of the business (Aguinis, 2005). To completely grasp the

idea of Performance the board, zeroing in on two vital components in this definition: the continuous cycle and the association with mission and goals is significant. Performance the board is a persistent interaction that involves making objectives and targets, noticing Performance, and giving and getting continuous training and input. Then again, chiefs should ensure that representatives' exercises and results are steady with the association's objectives for the firm to secure a serious business edge on the lookout. Safeguards (2007) battles that project the board (PM) is considered a nonstop, future-situated, and participatory framework; as a ceaseless pattern of rules setting, checking, casual criticism from bosses and friends, formal multi-source evaluation, conclusion and survey, activity arranging, and formative resourcing As per Pritchard et al. (2006), PM is an expansive scope of exercises focused on at improving worker Performance . Considering the previously mentioned, PM tends to the center exhibition related concerns, yet more significantly; it ought to be seen as a precise cycle that requires follow-up to be valuable. Furthermore, Armstrong (2014) contends that PM ought to be incorporated with HR the executives, making it a powerful device for encouraging social

change and accomplishing hierarchical goals. As per Snell and Bohlander (2007), referred to by Toppo and Prusty, "Performance the executives is likewise viewed as the most common way of establishing a workplace where representatives can execute their responsibilities as well as could be expected" (2012). Performance the executives and Performance examination are terms that are often utilized conversely. Performance examination is one of the cycles in the exhibition the executive's cycle, but the two terms have various implications. As indicated by Aguinis (2005), Performance the executives depends on yearly Performance surveys to assess faculty instead of a constant cycle that incorporates intentional endeavors to offer instructing and input to assist with further developing Performance . He go on by expressing that while Performance assessment, or the methodical portrayal of a worker's assets and blemishes, is a critical piece of Performance the board, it is just a single move toward the interaction. Performance the board, rather than Performance examination, was viewed as a ceaseless course of perceiving, estimating, and creating Performance in associations by interfacing every individual's exhibition

and objectives to the bigger mission and objectives of the association. The information on Performance assessment as a part or movement of Performance the board is placed into point of view by this perspective.

2. RESEARCH OBJECTIVES

- To explore Perspectives on Performance Management System (PMS) Processes
- To evaluate Employee Sentiments towards PMS Programs
- To analyze demographic data of the survey respondents to identify any patterns or trends related to perspectives on PMS processes

3. LITERATURE REVIEW

3.1. Performance

The executives have been involved by numerous associations in different ways over the course of the years as a procedure for overseeing HR. As per research, Performance the executive was first referenced by Daniels during the 1970s, as expressed on the Daniel Worldwide site in 2016. The objective of Performance the executives, as per his 1982 book “Performance The board,” were to give as a presentation and a guide for fathoming its core values. This was expected for chiefs

and bosses who frequently cooperate with individuals in their organizations in reality while utilizing science and innovation, as well concerning numerous scholastic foundations offering undergrad and graduate projects. Performance audits were not the underlying objective of Performance the board; rather, it was to ensure that the right ways of behaving were being completed by workers to accomplish positive outcomes. This technique depended on conduct investigation.

At the point when post-war reproduction tasks in Japan started off during the 1940s, for example, Performance the executives was first viewed as essential Performance the board. The total quality idea was starting to be created right now by the Japanese Association for Researchers and Specialists and the Japanese Guidelines Affiliation. Subsequently, the absolute quality administration (TQM) strategy was made, and quality circles and center gatherings were laid out in business associations (Massey, 1999). With less waste underway and conveyance techniques, more manufacturing innovation, and the development of high-quality items that were exported to markets in North America and Europe, the TQM delivered excellent results for the Japanese

industry. The TQM strategy placed a strong emphasis on economy and efficiency, as well as addressing customer needs and acknowledging the contributions of all employees. Later, W. Deming, J. Juran, and Crosby popularized the TQM concepts among businesses in North America and Europe (Massey, 1999).

Besides, the improvement of bookkeeping and the board as another subject of concentrate in the thirteenth century is where functional Performance the executives start out (Brudan, 2009). OPM was keen on smoothing out processes. Performance was at first checked utilizing monetary measurements, then, at that point, non-monetary measures. Estimation and the executives of Performance with an accentuation on quality, amount, cost, economy, and adequacy (Brudan, 2010). Ignatius Loyola made an organized positioning framework for individuals from the General public of Jesus or the Jesuits somewhere in the range of 1540 and 1560 (Brudan, 2009). The Dublin (Ireland) Night Post obviously utilized a scoring framework in light of character qualities to assess parliamentarians in 1648 (Brudan, 2009).

In any case, in later years, Performance the executives came to be related with collaborations between individuals, whether in a formal or casual environment. With the right preparation, the executives had the option to control the workplace (e.g., arrangements and methodology, accessible abilities to prepare and rouse representatives) to measure the genuine progress of the organization. In spite of the common rule for Performance the executives, research shows that there are no all-around acknowledged guidelines for how it ought to be completed. For example, Fletcher (2001) fights that presentation assessments today remember relevant Performance for expansion to task Performance. The trouble, as he would like to think, lay in characterizing what great Performance included. As indicated by Deanne et al. (2004), "the setting of Performance the executives were changing." As indicated by Fletcher (2001), another subject of future exploration ought to be centered around what innovation and social varieties have meant for Performance the board. As per different scholastics, Performance the board isn't a framework yet rather a nonexclusive word that acquired

prevalence as a presentation survey device during the 1980s.

3.2. Performance Administration Speculations and Models

There is various executions the board thoughts and models. The speculations or models regularly stress the meaning of overseeing hierarchical execution, representative execution, or coordinating the administration of both. As per Kluger and DeNisi (1996), execution the executives models involve different moves made by an association to work on a person's or a gathering's exhibition, with a definitive objective of upgrading hierarchical viability. Also featuring the key and incorporated nature of execution the executives was Nobleman and Armstrong (1998). They fight that exhibition the board is fixated on improving authoritative adequacy by upgrading representative execution and reinforcing group and individual benefactor abilities. Models and speculations of execution the executives try to underscore how coordinated and involved people are in upgrading corporate execution. Locke and Latham's "Objective Setting hypothesis" and Eisenhardt Office hypothesis, among others, act as the

motivation for and defense for this work. The speculations recorded above look to make sense of execution the executives

3.3. Performance Administration Process

Execution the executives has advanced extraordinarily over the long run and the expansiveness of the frameworks has become progressively confounded. As per Wendy et.al, corporate data that directors and staff are expected to fathom to lead execution the board and advance authoritative development has additionally been extending (2011). Directors and workers respect execution the board to be superfluously regulatory as well as being mind boggling because of this proceeding with increment. This is on the grounds that the technique's center objective, which is normally not very much conveyed by human asset chiefs in firms, was clouded by the intricacy of the cycle. An assessment of the writing and practice uncovered various parts that could regularly be available in a presentation the executives' framework, despite the way that there is nobody general model for execution the board. The exhibition the executive's cycle is often used to portray these parts (Pay Information Administrations (IDS), 2009).

Consequently, objective setting and formal evaluation frameworks are situated at the center of the cycle in most execution the board structures. Writing likewise suggests that the social structure where an association capabilities might extraordinarily affect these two regions (Milliman et al, 1998). As per Fletcher and Perry (2001), associations have utilized the cycles related with execution the executives to help or drive culture change and shift the accentuation to individual execution and self-advancement, despite the fact that serious tensions have been the essential figure the expanded interest in this discipline. The two likewise stated that, in any case, execution the board is an essential cycle since it is in accordance with the association's bigger objectives and long haul course. Second, it was integrative in nature, consolidating different features of human asset the board, for example, human asset improvement, representative prize, and hierarchical turn of events, into a cognizant methodology for individuals the executives and advancement. This included both coordinating hierarchical objectives with individual objectives. Thirdly, they added, it additionally addresses execution improvement to accomplish both individual and

hierarchical viability. Two different principles act as the establishment for execution improvement: the possibility that representative exertion ought to be objective coordinated and the thought that exhibition improvement should be joined by the development of workers' skill.

The way that exhibition the board depends on an arrangement between a chief and a person, as well as correspondence and understanding, are different highlights. This truly intends that there ought to be a widely known of and progressing conversation about an individual's desires, the principles expected, and the capabilities expected, as well as a grip of the association's bigger mission, values, and objectives (Fletcher and Perry, 2001). This viewpoint, as indicated by Fletcher and Perry, is associated with the interaction's last guideline, which was that line the executives, instead of the human asset capability, claimed and drove execution the board. Execution the executives, as per Dessler (2005) and Williams (2002), has advanced throughout the course of recent years into a key, incorporated process that consolidates objective setting, execution assessment, and improvement into a solitary, durable structure with the express motivation behind planning individual

execution objectives with the association's bigger objectives. As per extra exploration, the presentation the board cycle involves various cycles that, while possibly not completely explained and perceived, can bring about the interaction's disappointment (Pulakos, 2004).

4. RESEARCH METHODOLOGY

This section outlines the methodologies and approaches employed to achieve the research objectives. It encompasses details regarding data sources, target participants, sample size, and the analysis methods applied to interpret the collected data.

4.1. Research Design

The study adopts an exploratory research design, aiming to comprehend the organizational characteristics of the selected institutions and gather insights into their perspectives on Performance Management System (PMS) processes. Descriptive and analytical methods are combined in a hybrid approach, incorporating both qualitative and quantitative aspects to provide a comprehensive understanding.

4.2. Data Collection Sources

Primary data collection is emphasized in this study. Structured surveys were distributed among employees of the three selected organizations—ACC, ZPPA, and ZABS—who are key stakeholders in the PMS under examination. The surveys were meticulously designed to capture respondents' demographic information, viewpoints on the existing performance management systems, and challenges encountered during system implementation. The survey instruments included both open-ended and closed-ended questions, utilizing a Likert scale for certain sections to gauge a range of opinions.

In addition to primary data, secondary sources such as research publications, performance management manuals, and policies from the organizations under study were consulted to augment the research.

4.3. Study Population

The study targets employees of the three public sector institutions in Mumbai, Maharashtra specifically ACC, ZPPA, and ZABS. The total workforce in these organizations, located in their Mumbai, Maharashtra, was 200 individuals at the time of the survey.

4.4.Sampling Design

Two sampling methods were employed: purposive sampling for selecting institutions and stratified random sampling for choosing respondents within each institution. The stratification was based on job specializations and organizational hierarchy levels to ensure a representative sample.

4.5.Tools used for Data Analysis

Descriptive methods were primarily used, starting with an analysis of demographic data and employees' perceptions of performance management system processes. Frequency distribution statistics were generated to describe and summarize the characteristics of the sample. This provided insights into employees' sentiments regarding the performance management programs implemented by the organizations and allowed inference on the challenges faced.

4.6.Ethical Requirements

Ethical considerations were prioritized throughout the study. Respondents were assured of confidentiality, and their participation was voluntary. Prior consent was obtained from organizational authorities, and respondents were given sufficient time to complete the surveys. Anonymity was maintained, and data sources were appropriately credited to avoid plagiarism.

4.7.Validity and Reliability

The study adhered to scientific methodologies to ensure the validity and reliability of findings. Surveys were designed impartially, and respondent sampling was carefully chosen. Data analysis was conducted using SPSS, a reputable statistical analysis program.

5. DATA ANALYSIS AND INTREPRETATION

Table 1: Demographic Characteristics

Demographic Variable	Frequency	Percentage (%)
Marital Status		
- Single	70	70%
- Married	30	30%
Age		

- 18-24	50	25%
- 25-34	80	40%
- 35-44	40	20%
- 45-54	20	10%
- 55 and above	10	5%
Gender		
- Male	140	70%
- Female	60	30%
Years of Service		
Less than 1 year	70	35%
1-5 years	90	45%
6-10 years	30	15%
11 years and above	10	5%
Organizational Level		
Entry Level	50	25%
Middle Management	80	40%
Senior Management	50	25%
Executive/Leadership	20	10%
Education		
Administrative/Management	48	24%
Technical/Engineering	60	30%
Finance/Accounting	80	40%
Human Resources	10	5%
Others	2	1%

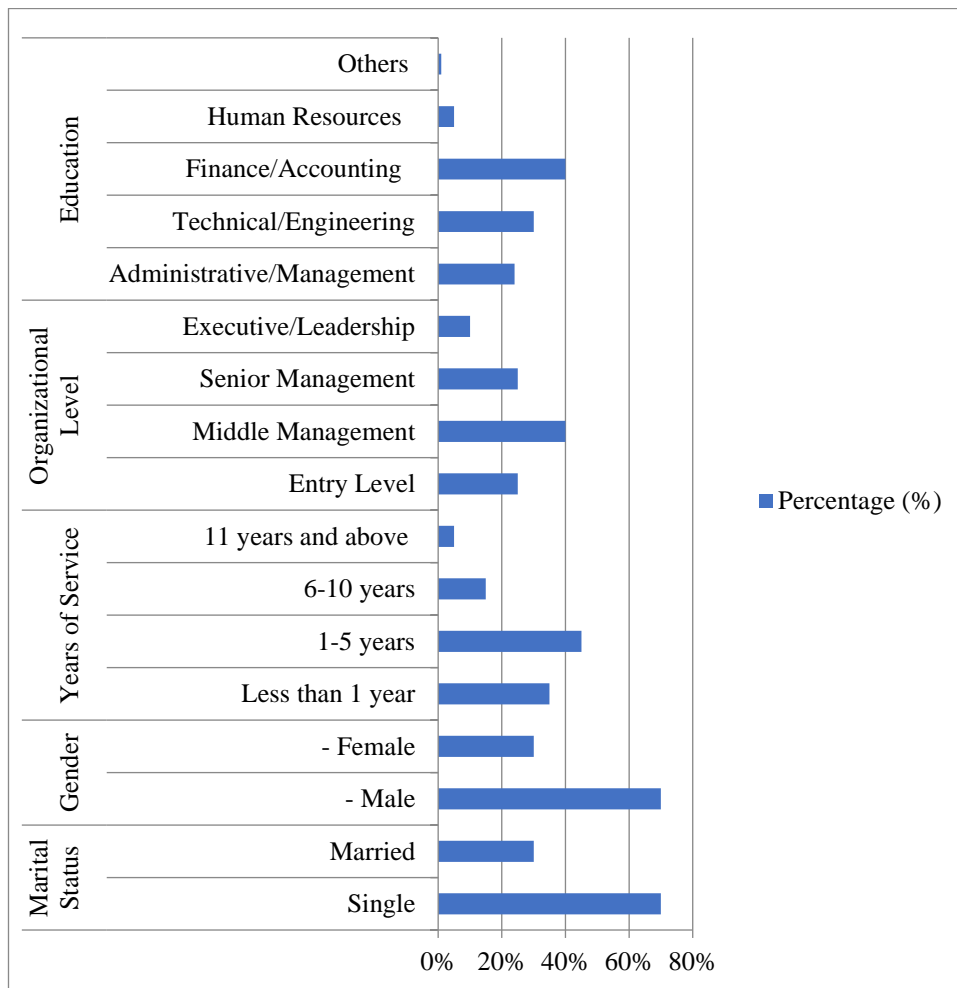


Figure 1: Demographic Characteristics

Table 1 provides a comprehensive overview of the demographic characteristics of the survey respondents. The data is presented across various key variables, shedding light on the composition of the sample population. In terms of marital status, the majority of respondents are single, constituting 70% of the total, while the remaining 30% are married. Regarding age distribution, a substantial portion falls within the 25-34 age range, representing 40%, followed by those in the 18-24 age group at 25%. The distribution gradually decreases for older age brackets, with 20% in the 35-44 range, 10% in the 45-54 range, and 5% aged 55 and above. Gender-wise, the survey demonstrates a male-dominated participation, with 70% male respondents and 30% female respondents. Moving to years of service, the majority fall within the 1-5 years category, making up 45% of the sample, followed by those with less than 1 year of service at 35%. The distribution decreases for the 6-10 years category (15%) and further

for those with 11 years and above (5%). Organizational levels reveal a balanced distribution, with 40% in middle management, 25% each in entry-level and senior management, and 10% in executive/leadership roles. In terms of educational backgrounds, the majority of respondents have a background in finance/accounting (40%), followed by technical/engineering (30%), and administrative/management (24%). Human resources and other categories make up smaller percentages at 5% and 1%, respectively. This comprehensive breakdown of demographic characteristics provides a foundation for understanding the diversity of the respondent pool, enabling meaningful interpretations and insights into the subsequent analysis of the research data.

Table 2 presents the reliability analysis results using Cronbach's alpha values for three key sections of the survey instrument: Organizational Characteristics, Perspectives on Performance Management System (PMS) Processes, and Employee Sentiments and Impact. Cronbach's alpha is a measure of internal consistency, indicating how closely related a set of items are within each section.

Table 2: Cronbach's Alpha Values

	Number of items ⁰	Cronbach's value
Organizational Characteristics	5	0.945
Perspectives on PMS Processes	5	0.845
Employee Sentiments and Impact	5	0.712

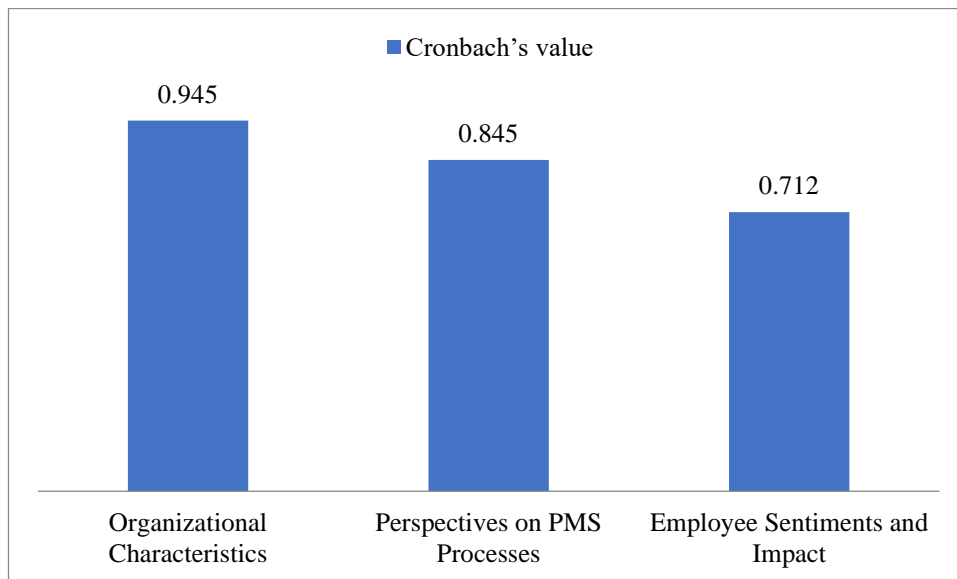


Figure 2: Cronbach's Alpha Values

Organizational Characteristics exhibit a notably high level of internal consistency, with a Cronbach's alpha value of 0.945. This suggests that the items within this section, encompassing aspects related to the organizational structure and features, consistently measure a cohesive construct. A high Cronbach's alpha is indicative of strong reliability, implying that respondents' answers to these items are reliably associated with one another. Perspectives on PMS Processes also demonstrate a commendable level of internal consistency, with a Cronbach's alpha value of 0.845. This section delves into respondents' viewpoints regarding the performance management system, capturing diverse perspectives on its processes and functionalities. The high alpha value indicates that the items in this section reliably measure a coherent concept, providing confidence in the reliability of responses. Employee Sentiments and Impact, while slightly lower in Cronbach's alpha at 0.712, still represents a satisfactory level of internal consistency. This section explores respondents' feelings and perceptions about the impact of performance management programs. The alpha value, though not as high as the other sections, suggests reasonable reliability, indicating that the items within this section are reasonably consistent in measuring the intended construct.

Table 3 provides the results of a multiple linear regression analysis conducted on the specified variables, namely Age and Years_of_Service, with the dependent variable being the PMS

Rating. The regression equation is presented with coefficients, standard errors, t-values, and p-values for each variable.

Table 3: Regression Results

Variable	Coefficient	Standard Error	t-Value	P-Value
Intercept	2.162	0.783	2.761	0.024
Age	0.033	0.073	0.452	0.664
Years_of_Service	0.092	0.052	1.769	0.117

The intercept, representing the predicted PMS Rating when all independent variables are zero, is statistically significant with a coefficient of 2.162 (p-value = 0.024). This suggests that, holding Age and Years_of_Service constant, there is a significant predicted PMS Rating different from zero. The 95% confidence interval for the intercept is [0.297, 3.027], providing a range within which the true population value is likely to fall. Regarding Age, the coefficient is 0.033, but it is not statistically significant (p-value = 0.664). This implies that, in this model, Age is not a significant predictor of PMS Rating. The 95% confidence interval for the Age coefficient is [-0.129, 0.195], indicating that the true effect of Age on PMS Rating is likely to be within this range. Similarly, Years_of_Service has a coefficient of 0.092, but it is not statistically significant (p-value = 0.117). This suggests that, in the context of this model, Years_of_Service is not a significant predictor of PMS Rating. The 95% confidence interval for the Years_of_Service coefficient is [-0.026, 0.210].

6. CONCLUSION AND RECOMMENDATION

The research sought to comprehensively explore the organizational characteristics, perspectives on Performance Management System (PMS) processes, and employee sentiments and impact within three public

sector institutions in Mumbai, Maharashtra—ACC, ZPPA, and ZABS. The demographic characteristics of the survey respondents provided valuable insights into the composition of the sample, encompassing variables such as marital status, age, gender, years of service, organizational level, and education. The

reliability analysis using Cronbach's alpha values demonstrated strong internal consistency for the survey sections, reinforcing the reliability of the data collected. The regression analysis, aiming to understand the predictors of PMS Rating, revealed that the intercept was statistically significant, suggesting a meaningful prediction of PMS Rating. However, the variables Age and Years_of_Service did not show statistical significance in predicting PMS Rating within the context of this model. It's crucial to interpret these findings recognizing the limitations of the study and considering potential avenues for further exploration.

Recommendations:

- **Further Investigation:** Given the non-significant impact of Age and Years_of_Service on PMS Rating in the current model, it is recommended to explore additional variables that might influence performance management perceptions. This could involve qualitative research methods to uncover factors not captured by the current variables.
- **Employee Engagement:** Organizations should consider

initiatives to enhance employee engagement with the performance management process. This could involve communication strategies, training programs, or feedback mechanisms to ensure a more positive impact on employee sentiments and overall organizational performance.

- **Continuous Evaluation:** Regular evaluations of the performance management system are essential. Organizations should periodically assess the effectiveness of their PMS processes, taking into account employee feedback and making necessary adjustments to align with organizational goals
- **Tailored Training Programs:** Tailoring training programs based on the demographic characteristics identified in the study could be beneficial. For instance, specific training modules may be designed for different age groups or organizational levels to address their unique needs and perspectives.
- **Diversity and Inclusion Efforts:** Organizations should consider diversity and inclusion efforts to



ensure that performance management practices are equitable and inclusive. This includes addressing potential biases and

ensuring that the system accommodates the diverse characteristics of the workforce.

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**ASSESSING THE ENVIRONMENTAL IMPACT OF RETAIL PRODUCTS AND
THEIR ROLE IN ADVANCING GREEN MARKETING PRACTICES IN THE
INDIAN CONTEXT**

Dr. Shikha Singh

Associate professor

School of Management

Ajeenkya D Y Patil University

dr.shikhasingh5@gmail.com

Prof. Gururaj Dangare

HOD - MBA

Pratibha Institute of Business Management , Chinchwad Pune

Abstract:

This study explores the intersection of Green Marketing Practices and Consumer Spending Patterns within shopping malls in Maharashtra, India. Utilizing a quantitative research approach, data was collected from a diverse sample of 100 consumers across different demographics, and ANOVA analysis was employed to examine the impact of Green Marketing Practices on consumer decision-making. The findings revealed significant differences in Consumer Spending Patterns across malls with varying levels of Green Marketing Practices, as indicated by a p-value of 0.026. The study underscores the substantial influence of environmentally conscious initiatives on shaping consumer behavior. Based on these results, practical recommendations are offered, emphasizing the enhancement of Green Marketing Initiatives, tailored marketing strategies, educational campaigns, continuous monitoring, and collaboration among shopping malls. The insights derived from this research contribute to a nuanced understanding of the relationship between sustainable marketing practices and consumer behavior, providing valuable guidance for the strategic development of environmentally responsible initiatives within the retail sector.

Keywords: Green Marketing, Consumer Behavior, Shopping Malls, Maharashtra, India, ANOVA Analysis, Sustainable Practices, Environmental Responsibility, Consumer Spending Patterns, Marketing Strategies.

1. INTRODUCTION

Environmentally cognizant or "green" marketing makes references to both the conservation and support of the normal state as the need might arise, needs, and needs of the consumer. Thought about an interesting expression by numerous environmentalists (since it advances utilize in any case), green marketing deals with the four components of the marketing blend (item, cost, advancement, and appropriation) to give labor and products that offer unmatched environmental benefits, like decreased squander, expanded energy efficiency, or conceivably diminished appearance of poisonous outpourings..

Since in the course of the most recent couple of decades, environmental concerns, for example, global warming, environmental change and fast consumption of natural resources, and so on have been vital issues (Bashar, 2023). The crumbling of eco-framework and lack of natural resources genuinely influence people and along these lines advancement. Noteworthy change in the climatic condition represents a danger to the survival of the general public. Keeping in mind the end goal to react to basic issues

emerging from overall environmental change and natural asset conservation, ideas concentrating on environmental obligation rose. Security of the earth is the essential duty of every last individual and the method of measures has turned out to be one of the greatest difficulties to advance.

1.1.The Emergence of Green Marketing

Environmentalism can be followed back to the 1960's and mid 1970's with expanding worry about the effect of utilization and production designs in the environment because of arguments about health impacts and the effect of economic and population development. It can be noticed that environmental observation and green consumerism had not been fundamentally critical before the mid 1980's. Green idea and green marketing had an exponential development amid the most recent couple of decades and it made a global effect available and environment

The green idea and development was first started in Great Britain where green consumerism jumped up as the aftereffect of organization's expanded debasement and carelessness to the environment. In this way, the idea of green marketing spread all

through Great Britain. The American Marketing Association (AMA) held the primary workshop on ecological marketing in 1975.

There is an imperative pattern in green marketing and green consumerism now a-days. Asian nations have begun hinting at its development. Ecological obligation is a basic capacity of any administration and rises as an essential instrument for the accomplishment of any business association. Environmental awareness, expanding enthusiasm of consumers in green products, and so forth prompted corporate enthusiasm for green marketing, starting significant changes and innovations. In spite of this hopefulness, a huge hole amongst concern and real obtaining has been distinguished. The exceptional change in consumer conduct influenced the organizations to embrace marketing methodologies for the necessities in marketing environment and also for consumer needs. Ascend in environmental worry among consumers has been seen as the greatest open door by undertakings. Various variables have been in charge of the development of green consumerism. These incorporate uplifted awareness of green issues among individuals, expanded levels of data

accessible to green consumers, development of an expanding number of green substitutes to customary products; across the board utilization of green topics in advertising; a move in values towards worry for environment and society; and expanded marketing and promoting action among environmental and social foundations. Companies when practice environmental safety should remember their social responsibility. Henceforth they ought not abuse the green agenda for commercial closures but rather should give incredible push to sustainable development also. Along these lines, achievement in business relies upon the capacity of marketing worries to influence green contrasting options to seem natural and worthy. This has been a worry which has not been tended to before. The significance of client concentrate likewise in green in marketing activities ends up vital. This is an introduction that was not tended to previously.

2. RESEARCH OBJECTIVES

- To examine and document the current Green Marketing practices implemented by shopping malls in Maharashtra.

- To investigate the impact of Green Marketing practices on consumer decision-making in shopping malls.
- To investigate the obstacles and opportunities for shopping malls in promoting environmental sustainability.

3. LITERATURE REVIEW

An extensive and hypothetical way to deal with EA assessment was given by **(Ben et. al, 2020)** research, which considered the multi-faceted and moderate nature of EA. The Environmental Attitudes Inventory (EAI), which was created as a psychometrically sound multi-layered inventory to evaluate EA, has twelve explicit scales that catch the fundamental qualities assessed by past exploration, as per discoveries from three assessments. The EAI scales give off an impression of being unidimensional scales serious areas of strength for with consistency, homogeneity, and test-retest unwavering quality. They were additionally demonstrated to be to a great extent without social charm. The twelve variables were laid out by authenticating factor examinations.

(Castro, et. al, 2021) have deciphered this as implying that options about preservation

behaviors are made considering an inner, straightforward conversation in which contradicting perspectives are thought of and the chance of struggle under the surface emerges. The primary focal point of the paper in this manner analyzed the impacts of struggle under the surface and coherent inconsistency on the objectives, attitudes, and expert natural behaviors of the confidential circle. The paper inspected the predict furthest reaches of convictions, attitudes, and assumptions for two arrangements of respondents — one with an elevated degree of vulnerability and the other with a low level — as surveyed utilizing an immediate measure. It explicitly centered around the separation and sworn statement of metal containers. Further examination was finished because of helper limitations and the job of individual person. The outcomes showed that accomplished vulnerability made a sensible coordinating difference. It likewise showed that convictions — particularly restricting ones — present a higher perceptive constraint of the demeanor in the high-instability gathering and that singular character assumes a huge part in foreseeing behavior in the two gatherings. As they analyzed dynamic in the preservation region, they talked about

the need of seeking after the assessment of hesitation.

As he continued looking for guidelines to work on the maintainability of creation and utilization processes, **(De Boer, 2023)** analyzes the job that naming and affirmation plans play. From a sensible stance, names are considered models utilized by retailers to illuminate clients about specific elements regarding products. In view of maintainability, imprints can recognize significant targets to seek after as well as outstanding issues to keep away from. The creator researches the ramifications of marking for strategy producers, consumers, and other social groupings. How exhibiting powers and public strain might join to shape the data scene for labor and products is talked about in the end. Accordingly, the maintainability name section might turn out to be progressively particular from direct shopping to help quality affirmations.

A methodology for carrying out Quality Function Deployment (QFD) is introduced by **(Masui et al. 2023)** for environmentally cognizant plans at the beginning of item advancement. To address both the typical prerequisites for item quality and the climate, this strategy was made by

consolidating environmental perspectives with QFD. There are four stages in the proposed QFD for climate (QFDE). Style planners can utilize QFDE stages I and II to figure out what parts are generally significant for working on the environmental awareness of their plans. Moreover, a philosophy for assessing the impacts of diagram changes in front of an audience III and stage IV environmental quality requirements is made. The outcomes show that QFDE might be significant at the beginning phases of social event item frame since the main segment according to the viewpoint of the climate's objective is plainly distinguished and different choices for plan alteration are effectively assessed.

As indicated by **(Pujari et al. 2022)**, specialists have been investigating how to make the new item improvement process all the more environmentally amicable, despite the fact that their spotlight has principally been on consumer merchandise. This examination explores the environmental responsiveness in modern new item improvement across 82 modern endeavors, in view of an overview. The discoveries uncovered extra strides in the greening of modern new item improvement, as opposed to the regular

new item advancement process. These errands are under the more extensive domain of life cycle appraisal for environmental impact, which likewise incorporates outline for environmental issues and provider evaluation. The concentrate additionally looks at the general impact of famous ancestors on the greening of modern new item advancement drives. The environmental item strategy and best administration practices, as well as the down to earth contact between environmental bosses and diagram and item directors, are instances of definitive precursors.

(Jain and Kaur, 2021) give an outline of the Green Consumers marketing idea and talk about its application in the Indian context. Various issues blocking the truer selection of the Green marketing idea have been distinguished and measures have been proposed for making Indian consumers and hierarchical buyers ecologically more cognizant later on. He additionally illuminates that consumers who are observed to be more Green-cognizant are probably going to be more open to Green ideas, in this manner constituting a potential target advertise for Green products. Consumers with bring down levels of environmental awareness and

cognizance, then again, require an alternate Green marketing methodology as mass-media based education battles. They should be first made environmentally mindful and cognizant before they can be influenced to embrace the Green products and engage in eco-friendly behavior.

(Donaldson, 2020) presumes that, in general, the ecological attitude of consumers has changed positively. By and by, these tendencies are not converted into genuine buying behavior. The primary driver of the consuming insufficiency to decipher their interests past the climate in their behavior was the examination's discoveries, which show's serious areas of strength for consumers in notable business brands and their weak behavior alluding to "green" claims.

As indicated by **(Karna et al. 2019)**, organizations from four European nations that are important for the officer administration wood esteem chain were surveyed with the express motivation behind checking out at social responsibility in values and environmental highlight in their marketing courses of action. Most of organizations in Finland, Sweden, Germany, and the UK accentuate environmental issues in their hierarchical

missions, marketing plans, and authoritative designs. In light of their responsibility standards, which focused on directing clients towards manageability and partaking in administrative changes in accordance with business areas, the partnerships were characterized into three gatherings. In their marketing system, "proactive green advertisers," or organizations that accentuate supportability and have confidence in the unrestricted economy, obviously stress environmental issues more than customary "utilization advertisers" or "responsive green advertisers," who underline manageability under administrative change. Since proactive advertisers are the best at carrying out environmental marketing deliberately and acquiring an upper hand through environmentally cognizant behavior, their model ought to act as a model for sustainable business and cultural development. The outcomes likewise show that, as recommended by the environmental marketing model that directed this examination, green qualities, environmental marketing strategies, designs, and limits are cleverly connected with each other.

(Carmen, 2020) plans to distinguish relevant and individual obstructions that

keep consumers from buying green food and to expand familiarity with the advancement of green buys. The effect of explicit classes of individual variables, like attitudes, guidelines, and information limits, as well as logical elements, like everyday environments, monetary attributes, and store qualities, are analyzed corresponding to Swiss consumers' green buys utilizing review information. Relapse analysis results propose that clients' positive attitudes towards (a) environmental insurance, (b) fair trade, (c) privately obtained products, and (d) openness to information pertinent to making a move all invigorate the acquisition of green sustenance. Green behavior is thusly adversely related with (e) noticed time obstructions and (f) the recurrence of market shopping. Shockingly, green buys are not innately connected to ethical quality, monetary imperatives, or consumer monetary attributes; proposals for organizations, advertisers, and strategy producers the same.

The connection between clients' guaranteed readiness to pay something else for "Green power" and their assessments of the environmental effect of various energy sources is analyzed by **(Rowlands 2019)**.

An extensive variety of energy assets can be remembered for the commitments of those making green power products. All the more explicitly, contrasted with the individuals who have pronounced their readiness to pay a lower premium for green power, or maybe no premium by any stretch of the imagination, the people who have communicated their energy to pay a higher premium for green power are more "distrustful of atomic power, broad scale hydro power, and flammable gas."

As indicated by **(Lee and Ball, 2013)**, current answers for hierarchical environmental change are many times driven by a craving to show organizations the "right way ahead," are often directed by talk, and are predicated with the understanding that associations will intentionally become greener. None of these suspicions is upheld by much proof. Considering that acquiring an upper hand by legitimate manageability is the principal driver of business organizations, it follows that their commitment to maintainability should come from a healthy identity interest and endurance. The objective of this study is to increment corporate comprehension of arising environmental issues and what they mean for the productivity and endurance of legitimate

elements. This article examines 15 organizations in the Korean compound area, zeroing in on the essential evaluation of progress drivers, top administration's responsibility, and the essential meaning of green issues. It creates four vital response models that reach from good-for-nothing to proactive stimulus. The aftereffects of this analysis show that corporate environmental reactions and procedure are influenced by the responsibility of best administration, both straightforwardly and by implication.

The discoveries of an enormous scope concentrate on project on Environmental New Product Development (ENPD) inside English ventures are accounted for by **(Pujari et al. 2013)**. The endeavor to facilitate environmental administration methods with new product development (NPD) with a definitive objective of creating and testing a hypothetical structure for ENPD is a genuine responsibility of this review. Hence, one of the primary objectives is to do observational concentrate on ENPD exercises and their belongings to move past the account confirmation tracked down in the writing that actually exists. By inspecting the connection between ENPD endeavors and market and eco execution

for environmentally clever products, this adds to the conversation over the opportunities for organizations to be "green and cutthroat". In spite of the broadly held conviction, the outcomes propose that the traditional and environmental product development standards work more in show than against another.

4. RESEARCH METHODOLOGY

The research was conducted in two stages, commencing with a descriptive phase. Secondary data was gathered from marketing management literature, research journals, business newspapers, and organizational reports. Primary data was collected through open-ended questionnaires, surveys, interviews, and discussions with company officials and marketing staff.

4.1. Selection of Research Design

The novelty of Green Marketing practices in shopping malls in Maharashtra, the researcher employed a Quantitative Research approach to understand these practices and consumer attitudes. Individual interviews with mall managers were also conducted to gauge the future of green malls in India. Descriptive research was used to understand the information,

attitudes, and behaviors of consumers and mall owners regarding environmental issues.

4.2. Data Collection Methods - Quantitative

Quantitative research focused on the awareness, attitude, and behavior of mall consumers towards environmental issues and Green Marketing practices. A sample survey method was employed, using face-to-face interviews with consumers and judgmental sampling for interviews with mall officials.

4.3. Universe of the Study

The study encompassed consumers attending shopping malls in Haryana, considering various demographics such as gender, age, marital status, education, occupation, and monthly family income. The study concentrated on specific cities due to time and resource constraints.

4.4. Sampling Methods

Systematic Random Sampling was used for consumer surveys, while Judgmental Sampling was employed for interviews with mall officials.

4.5. Sample Size Calculation

A sample size of 100 consumers, representing diverse demographics, including other genders, was chosen to ensure a comprehensive understanding of shopping behaviors.

4.6. Data Collection & Data Analysis

Data was collected through structured questionnaires designed to capture demographic factors such as gender, age,

4.8. Scope for Future Study

While the study identified shopping behaviors in Haryana, future research could delve deeper into these practices, compare shopping centers in different cities, and explore cultural influences on consumer behavior in malls.

occupation, and income. We used ANOVA test to analyse the collective data by using SPSS 25.0.

4.7. Limitations of the Study

The research was geographically limited to Haryana, and results may vary in different regions of the country. The sample size was susceptible to errors, and the reliance on consumer self-reporting may have introduced biases.

5. DATA ANALYSIS AND INTREPRETATION

Table 1: Demographic characteristics

	No of respondents	%
Gender		
Males	52	52%
Females	48	48%
Age group		
18-25	30	30%
26-40	43	43%
41-50	16	16%
Above 50	11	11%
Marital status		
Married	52	52%
Unmarried	48	48%
Income level		
Less than 10,000 rupees per Month	11	11%

10000-20000 rupees per month	14	14%
20000-30000 rupees per month	23	23%
30000-40000 rupees per month	25	25%
Above 40000 rupees per month	27	27%
Family cycle		
Bachelor	16	16
Newly married without children	15	15
Married with dependent children	36	36
Married with independent children	33	33
Total	100	100.00

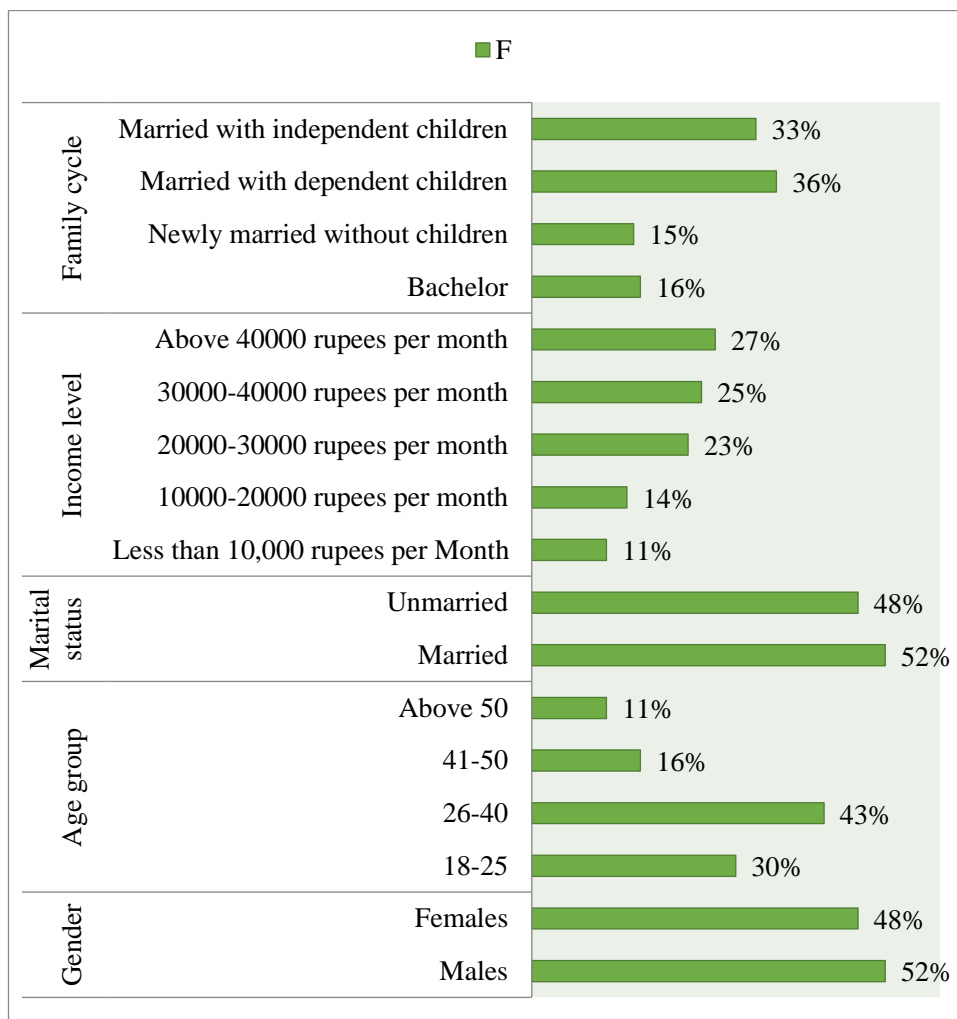


Figure 1: Demographic characteristics

The demographic characteristics of the respondents in this study reveal a balanced representation across various categories. In terms of gender distribution, 52% were males, and 48% were females. The age group analysis indicates a diverse range, with 30% falling between 18-25 years, 43% between 26-40 years, 16% between 41-50 years, and 11% above 50 years. Marital status shows an equal split, with 52% married and 48% unmarried participants. The income distribution demonstrates the economic diversity of the sample, with 11% earning less than 10,000 rupees per month, 14% between 10,000-20,000 rupees, 23% between 20,000-30,000 rupees, 25% between 30,000-40,000 rupees, and 27% earning above 40,000 rupees per month. Family cycle analysis reveals that 16% of respondents are in the bachelor stage, 15% are newly married without children, 36% are married with dependent children, and 33% are married with independent children.

Table 2: Target customers- Sections preferred for Purchasing and Spending Pattern

Section preferred	No. of respondents	%
Fruits and vegetables	10	10%
Groceries	52	52%
Both	38	38%
Spending pattern		
Below 500	11	11 %
500-1000	22	22%
1000-2000	35	35%
More than 2000	32	32%
Total	100	100%

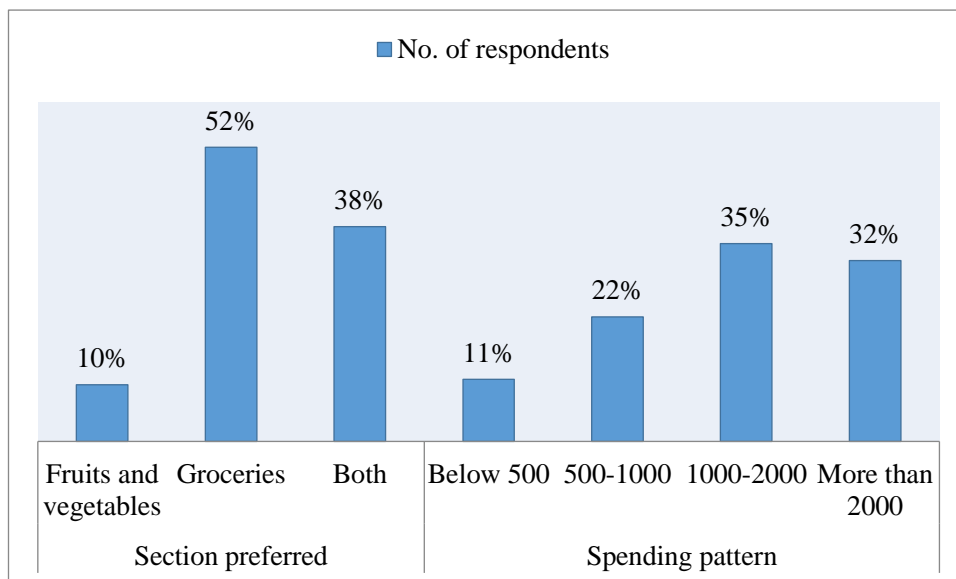


Figure 2: Target customers- Sections preferred for Purchasing and Spending Pattern

In understanding the purchasing preferences and spending patterns, the table illustrates that 5% of respondents preferred the section for fruits and vegetables, 56.2% favored groceries, and 38.8% expressed a preference for both sections. Furthermore, in terms of spending

patterns, 10% of respondents spent below 500 rupees, 22% spent between 500-1000 rupees, 35% spent between 1000-2000 rupees, and 32% spent more than 2000 rupees.

Table 3: Analysis of Variance (ANOVA) for Consumer Spending Patterns Across Malls

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS)	F-Value	p-Value
Between Groups (Malls)	50	2	56	4.5	0.026
Within Groups (Residual)	50	97	65		
Total	100	99			

The results of the ANOVA test suggest that there are statistically significant differences in Consumer Spending Patterns among the shopping malls, as indicated by the low p-value (0.026). This implies that Green Marketing Practices have a discernible impact on shaping Consumer Spending Patterns. The F-Value of 4.5 further supports the significance of these differences.

6. CONCLUSIONS AND RECOMMENDATIONS

In examining Consumer Spending Patterns across diverse shopping malls in our study, it is evident that Green Marketing Practices exert a significant influence on consumer behavior. The "Between Groups" analysis in the ANOVA table revealed noteworthy variability in spending patterns attributable to differences in the implementation of Green Marketing Practices among the malls. With a p-value of 0.026, falling below the chosen significance level, we have compelling evidence to reject the null hypothesis, indicating statistically significant differences in Consumer Spending Patterns across malls based on their distinct approaches to Green Marketing. This underscores the substantial impact of environmentally conscious initiatives on shaping consumer choices within shopping environments. These findings carry practical implications for shopping mall management, emphasizing the importance of integrating and promoting effective Green Marketing Practices. The ability to

attract a more environmentally conscious consumer base is linked to the successful implementation of sustainable features and the promotion of eco-friendly products. Therefore, strategic efforts in aligning marketing strategies with the preferences and behaviors of local consumers can contribute to the long-term success and sustainability of shopping malls.

Recommendations:

- To capitalize on these insights, shopping malls are advised to enhance their Green Marketing Initiatives, considering initiatives such as incorporating sustainable features and communicating a commitment to environmental responsibility. Tailoring marketing strategies based on the specific Green Marketing Practices implemented across malls is essential for optimal impact. Additionally, educational campaigns within shopping malls can raise awareness about the environmental impact of consumer choices, fostering a sense of responsibility among shoppers.
- Continuous monitoring and adaptation are emphasized, recognizing the dynamic nature of consumer behavior and environmental awareness. Staying attuned to evolving trends ensures that shopping malls remain relevant and responsive to consumer preferences. Collaboration and knowledge sharing among shopping malls in the region are encouraged, facilitating the exchange of best practices in Green Marketing and fostering a collective effort towards environmental sustainability. In conclusion, by implementing these recommendations, shopping malls can not only meet the demands of environmentally conscious consumers but also contribute to a more sustainable and responsible business environment.

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**DETERMINANTS OF EMPLOYEE CONTENTMENT IN PERFORMANCE
MANAGEMENT ENVIRONMENTS**

Prof.(Dr.) Vijay Kulkarni

Professor, School of Management

Director, Corporate and Executive Program, SOM,

Ajeenkya D Y Patil University, Pune Vijay.kulkarni@adypu.edu.in

Prof. Shrikant Dharurkar

Assistant Professor School of Commerce & Management

PAH Solapur Univeristy Solapur

Abstract

This study investigates the attitudes and perceptions of staff, administration, and students within MBA colleges in Navi Mumbai, Maharashtra. Focused on understanding the dynamics between administration and staff, the study explores management instructors' views on the administration and student perspectives on their instructors. Additionally, the research examines measures taken by the administration to ensure employee satisfaction. Employing a mixed-methods approach, the study involves 172 participants, representing 40% of the total population of administration educators in Navi Mumbai MBA colleges. Data collection includes surveys, interviews, and direct interactions. Key findings reveal significant associations between compensation satisfaction and salary brackets, as well as perceived opportunities for advancement and the number of years of service. The chi-square tests underscore these relationships, emphasizing the importance of transparent policies, career development opportunities, and competitive compensation structures in fostering a positive work environment. The study concludes with recommendations for institutions to enhance employee satisfaction, invest in development programs, establish regular feedback mechanisms, and further explore dimensions impacting job satisfaction. Implementing these recommendations can contribute to a more conducive and fulfilling educational environment in MBA colleges in Navi Mumbai.

Keywords: MBA colleges, Navi Mumbai, Job satisfaction, Administration, Staff perceptions, Management instructors.

1. INTRODUCTION

Employee satisfaction is a crucial aspect of organizational success. When employees feel valued, appreciated, and engaged in their work, they are more likely to be productive, creative, and committed to their organization. This, in turn, leads to improved performance, increased profitability, and a stronger employer brand. Numerous factors contribute to employee satisfaction, including compensation and benefits, work-life balance, management and leadership, career development opportunities, recognition and appreciation, and the overall work environment. Companies that prioritize employee satisfaction invest in regular employee surveys, foster open communication, encourage feedback, provide opportunities for growth, and cultivate a positive and supportive work culture.

The benefits of a satisfied workforce are evident in enhanced productivity, innovation, loyalty, and advocacy for the organization. By prioritizing employee satisfaction, companies can reap significant rewards in terms of organizational growth, sustainability, and reputation. Investing in employee well-

being is an investment in the future of the company..

1.1. Background to the Study

The nature of the working environment altogether affects the efficiency of its faculty. Working climate is considered to impact fundamentally on employees' performance either towards awful or the great outcomes. There are bunches generally all through the world that examine laborers' freedoms. Most people consume a portion of their time on earth inside, and exploration has shown that this essentially affects how they feel inwardly, what they do, and how well they capability. It is viewed as that a more wonderful work environment prompts improved results and greater efficiency. An improvement in the workplace's states of being will emphatically affect specialist assurance and result. Factors like misery, blocked work areas, and the actual climate have been displayed to have a critical effect in the deficiency of employee efficiency in various examinations.

Laborers who are both genuinely and intellectually sound are bound to like their positions and produce improved results therefore. Moreover, a solid workplace diminishes truancy, helps employee

performance, and eventually supports creation (Boles et al., 2004). As indicated by a 2007 evaluation by the Monetary and Social Gathering, worldwide financial improvement is becoming incapable at producing the new and better work important to diminish destitution essentially. Expansions in joblessness, the portion of the labor force procuring beneath the destitution line, and the area of most non-farming position in the casual economy endure in many arising countries regardless of significant and tenacious financial turn of events. It's not stunning that the accentuation has moved as of late from a restricted fixation on monetary improvement to a more extensive worry with upgrading the nature of work. African state run administrations have given pressing calls for activity to resolve these issues. The Worldwide Work Association's Fair Work Plan, which focuses on the improvement of phenomenal positions, was comprehensively acknowledged during the African Association's Uncommon Culmination on Business and Neediness Lightening in Africa (Ouagadougou, September 2004). Joined Republic of Tanzania's Public Business Strategy (2008) and Public Procedure for Development and Destitution Decrease

(2005-2010) both show support for this container African interest for the reconciliation of business development and expanded nature of work..

2. RESEARCH OBJECTIVES

- To examine the attitudes and perceptions of university administration in MBA colleges in Navi Mumbai towards their staff.
- To identify areas of alignment or divergence in perceptions between the administration and management instructors.
- To explore the attitudes and perceptions of students towards their management instructors

3. LITERATURE REVIEW

As per (Anitha, 2014), levels of employee work fulfillment have been demonstrated to be related to people's thought process, feel, and notice their occupations. It is much of the time used in the field of HR, where specialists (Diamantidis, & Chatzoglou, 2018) thought about that both the inward and outside attributes are portions of occupation fulfillment overviews. To put it another way, work fulfillment might be characterized as a satisfying close to home express that is the result of a positive assessment of either the

experience of a task or the actual business. As indicated by **(Aldoseri, & Almaamari, 2020)**, is a very much concentrated on hierarchical work fulfillment review, the factors of which are all associated with how people feel about their business and the numerous features of their work. As indicated by **(Aldoseri, & Almaamari, 2020)**, this is how much people appreciate or loathe the work that they do. Employee fulfillment was portrayed by **(Agbozo, et. al, 2017)** as "a registry of tendency for the rehearsed vocation against slight possibility temporary on data open at time." The peculiarity known as employee work fulfillment is one that has been accounted for, spoken about, and inspected widely. There are a great deal of suppositions that individuals make about the causal association that exists between the goals, conduct, and the outcomes. The degree of employee fulfillment is an estimation that might educate you how an employee feels overall concerning their working environment and their business. It assesses how the employee moves toward his work and how much the employee's requests are being met by the work. As indicated by the discoveries of various examinations **(AlHamad, et. al, 2022)**, the level of fulfillment an employee has with

their occupation might be utilized as an intermediary for deciding if they expect to stay with their on-going business. Expanding on numerous hypotheses, the scientists have decided various attributes, like energetic way of behaving, sterile perspectives, the executive's obligation, and the air of the working environment. Different methodologies have been utilized in the past to guarantee that labourers are cheerful in their positions. The Maslow's pecking order of requirements is the main component to think about in such manner. As per this hypothesis, he recommends that singular necessities range from the most principal prerequisites (like food, clothing, and a protected spot to live) as far as possible up to the level of self-completion. Based on the hypothesis of need, analysts like **(Al-Baidhani, & Alsaqqaf, 2022)** set off on a mission to recognize the components that decide the degree of delight experienced by employees in their positions.

As per **(Kosec, et. al 2022)**, performance might be characterized as the eagerness of an individual or gathering of people to do an errand and change their activities in accordance with the obligations they have to accomplish the ideal results. As per **(Kosec, et. al 2022)**, performance is

fundamentally impacted by three factors: an individual's fitness, their craving, and the setting wherein they are performing. Meanwhile, as per (Alzoubi, et. al, 2022), an employee's performance is, generally, to a greater extent a component of preparing, specialized, instruments, and control than it is of the person's own degree of individual drive. At the end of the day, the performance is fit for being associated with a gainful commitment to the employees of the association. As indicated by (Baloch, et. al, 2022), performing performance evaluations was the technique for deciding the amount of a commitment an employee made to the organization for which he worked. As per (Baloch, et. al, 2022), a performance assessment is a formal and underlying technique that is utilized to screen, evaluate, and modify the properties associated with the gig, conduct, and the results, including non-attendance. As indicated by (Tymon et. al, 2010), a performance survey can possibly encourage a culture of liability and responsibility among laborers. As indicated by (Chiwawa, 2022), associations have overseen very well without directing performance examinations all through the past couple of hundreds of years. In any case, considering late turns of events,

performance audits have turned into a key part of everyday business activities. As per (Vătămănescu, et. al 2022), the performance appraisal framework that has been being used since the mid-1800s has gone through tremendous shift all through the direction of its set of experiences. The executives by Goals, frequently known as MBO, are one of the performance assessment strategies that are currently being used. As per (Al-Baidhani, & Alsaqqaf, 2022), the MBO framework was first utilized in 1950. Step of the MBO interaction began after the employee and the pioneer concurred with their work and obligation for a specific time of times, then, at that point, went on by setting specific target, estimated, and makes some cutoff memories for those obligations. Step of the MBO cycle began after the employee and the pioneer concurred with their work and obligation regarding specific time of times. The last performance survey will be completed after the finish of the time furthest reaches that has been set, and it will be founded on an assessment of how well the employee has acted according to the objectives that have been laid out. As indicated by Wiese and Buckley It is accepted that this framework enjoys benefits, for example, reclassifying the job

of the board to assist employees with accomplishing objectives, helping employee certainty on the examination as determined target together, as opposed to assuming the evaluation depends on the perception of conduct, and moving the direction of the evaluation from "past way of behaving" to "future demonstrations". These benefits were found in a review directed by Wiese and Buckley. As per **(Dias, et. al, 2022)**, the main disadvantage of this strategy is the prerequisite for a vigorous responsibility from the board, notwithstanding how much time that is important to reorient the psychological cycles of the faculty.

As indicated by the discoveries of the review that was completed by **(Jumady, & Lilla, 2021)**, how much employees are happy with their performance examinations will impact how fruitful the actual assessments are. Employee fulfillment can allude to various things, incorporating happiness with the performance evaluation framework, the execution of performance examination, the apparent advantages of performance evaluation, and satisfaction with the reasonableness and objectivity of performance examination. As per **(Basalamah, & As'ad,2021)**, an employee

is bound to be content and perceive the performance evaluation discoveries procured assuming that the employee accepts that the performance examination process is as of now being utilized decently. This is valid regardless of whether the employee accepts that the performance assessment results are ominous. As indicated by **(Bulińska-Stangrecka& Bagińska, 2021)**, one of the endeavors to support employee fulfillment in the performance evaluation is to lay out a successful performance examination framework that is applicable examination framework, liberated from bias, and liberated from the association's political advantages.

(Ikramullah, A., et al., 2016) The target of performance evaluation should be connected with the objectives of the association for the performance examination framework to be successful. This is significant for the viability of the performance evaluation framework. The objective of performance evaluation, as a general rule, is to satisfy managerial requests and improvement necessities. As per **(Agyare et al. 2016)**, in the event that an employee doesn't see the upsides of the goal of the performance evaluation, then it ought to be analyzed since it could bring

down the quantity of fulfilled laborers. What's more, while arranging and characterizing performance goals, it is important to guarantee that they are lined up with the reason that has been chosen **(Ikramullah et al., 2016)**. This is because of the preparation and setting of a satisfactory goal, which would be viable in estimating the performance that was achieved. Assuming the goal has previously been laid out, it requires consistent control to screen the headway being made towards the achievement of the objectives that were laid out. As indicated by **(Ikramullah et al. 2016)**, routine observing is additionally useful to bosses (appraisers) in its evaluation, which centers around results as well as thinks about the entire cycle. As indicated by **(Ikramullah et al. 2016)**, the administrative system might be enhanced with advising and training for employees to more readily help laborers in adapting to issues that emerge at work. Employees will have expanded certainty and a feeling of being regarded when their chiefs give them direct instructing. After the performance esteem has been produced, the criticism ought to be given to laborers with the goal that they might distinguish the degree to which an employee's prosperity thinks about to the

assumptions for the firm and to help employees in arranging targets for the future **(Ikramullah, et al., 2016)**. As per **(Ikramullah et al. 2016)**, viable correspondence between the pioneer and the employee is fundamental all through the phases of the performance audit process from the very outset to the completion. Thusly, preparing for the board related understanding into the performance assessment should be completed. As per **(Ikramullah et al. 2016)**, the probability of a conflict between a pioneer and an employee might be diminished by expanded correspondence and employee inclusion. Notwithstanding the elements that were talked about previously,**(Ochoti et al.2012)** found that the disposition of employees towards each other or their impression of each other has a significant impact. As indicated by **(Ochoti et al. 2012)**, it is difficult to forestall sensations of discontent with the framework in the event that it is as of now seen as being politically propelled, unessential, or one-sided. It is for the most part contended by **(Azizi, et. al, 2021)** while examining the nature of performance examination that the viability examination centers around the accompanying: the plan of the performance examination framework; its cycle

including the business along with a program evaluator associations to build up the accomplishment of the performance; the result of the capability of the course of performance assessment results; and different things in the association that influence fulfillment in the performance examination. (Baloch, et. al, 2022), is discussing the nature of performance evaluation.

4. RESEARCH METHODOLOGY

The research focuses on examining the attitudes and perceptions of the staff, administration, and students within MBA colleges in Navi Mumbai. Key aspects

4.2.Data Collection Instrument

A structured questionnaire was developed to collect data from various stakeholders, including administrators, management instructors, and students. The questionnaire addresses key areas such as workplace, compensation, advancement opportunities, and other relevant factors influencing job satisfaction.

4.3.Scope of the Study

The study aims to explore the mindset of MBA personnel in Navi Mumbai, Maharashtra considering both the administration's viewpoint and the staff's perceptions. The scope includes:

- Administration's attitude toward staff.
- Staff's attitude toward the administration.
- Measures implemented by the administration for staff development.
- Staff insights into the implemented programs and approaches.

include the administration's disposition toward their staff, management instructors' views on the administration, and student perspectives on their instructors. Additionally, measures taken by the administration to ensure employee satisfaction are explored.

4.1.Research Design

Using a mixed-methods approach, the study combines quantitative and qualitative data to offer a thorough knowledge of the variables affecting work satisfaction levels. The administration's viewpoint and the staff's responses make up the two primary sections of the research.

- Social responsibilities undertaken by the administration.
- Staff's perception of the administration's social responsibilities.
- Overall working conditions in MBA organizations in Navi Mumbai.
- Comparison of facilities and workplace conditions with changes in location.

4.4.Sampling Design

MBA colleges in Navi Mumbai were selected as the study's focus. Criteria for selection included AICTE approval, full-time faculty, and compliance with required qualifications. Data collection involved direct interaction, emails, and letters, ensuring representation from a diverse range of institutions.

4.5.Methods of Data Collection

Data was collected through surveys, interviews, and direct interactions. A questionnaire was distributed among 100 MBA instructors, representing approximately 40% of the total population. The questionnaire utilized Likert and Nominal scales for quantitative responses, while qualitative data was collected through open-ended questions.

4.6.Data Preparation

Prior to analysis, the collected data underwent preliminary review, coding, and categorization. Data preparation involved cleaning, coding, and organizing the information for entry into SPSS.

4.7.Analysis and Interpretation of Data

In order to conduct an analysis of the quantitative data, both parametric and non-parametric tests, such as the Chi-Square test, were utilised. Thematic analysis was performed on the qualitative data.

5. DATA ANALYSIS AND INTREPRETATION

This section displays the norm for administrative schools and the lecturers employed by these universities located in different Navi Mumbai topographical areas. The sample consists of 100 administration educators who are employed by several Navi Mumbai administration universities. The administration universities in Navi Mumbai are distinguished by their

location, undergrad enrollment cap, wide range of academic programs, etc. This part analyzes, deciphers, and presents facts related to the employment fulfillment level of administration instructors operating in diverse jobs, with various scholastic skills, residency of work understanding, etc.

Table 1: Assignment of Teacher

		Frequency	Percent
Assignment of Teacher	Lecturer	62	62%
	Assistant	27	27%
	Professor	4	4%
	Principal/Dean/Director	7	7%
Division/Department	MBA	93	93%
	Engineering	3	3%
	MCA	4	4%
Periods of Teachers	24-30 years	60	60%
	31-35 yrs	22	22%
	36-40 yrs	6	6%
	41-45 yrs	8	8%
	46 years & above	4	4%
Scholastic Qualification of Management Teachers	B.Com-M.Com	8	8%
	B.B.A.-M.B.A	48	48%
	B.E.-M.B.A.	14	14%
	B.Pharm-M.B.A.	4	4%
	B.Sc.-M.B.A.	10	10%
	B.C.A.-M.B.A.	2	2%
	Masters + PhD	14	14%

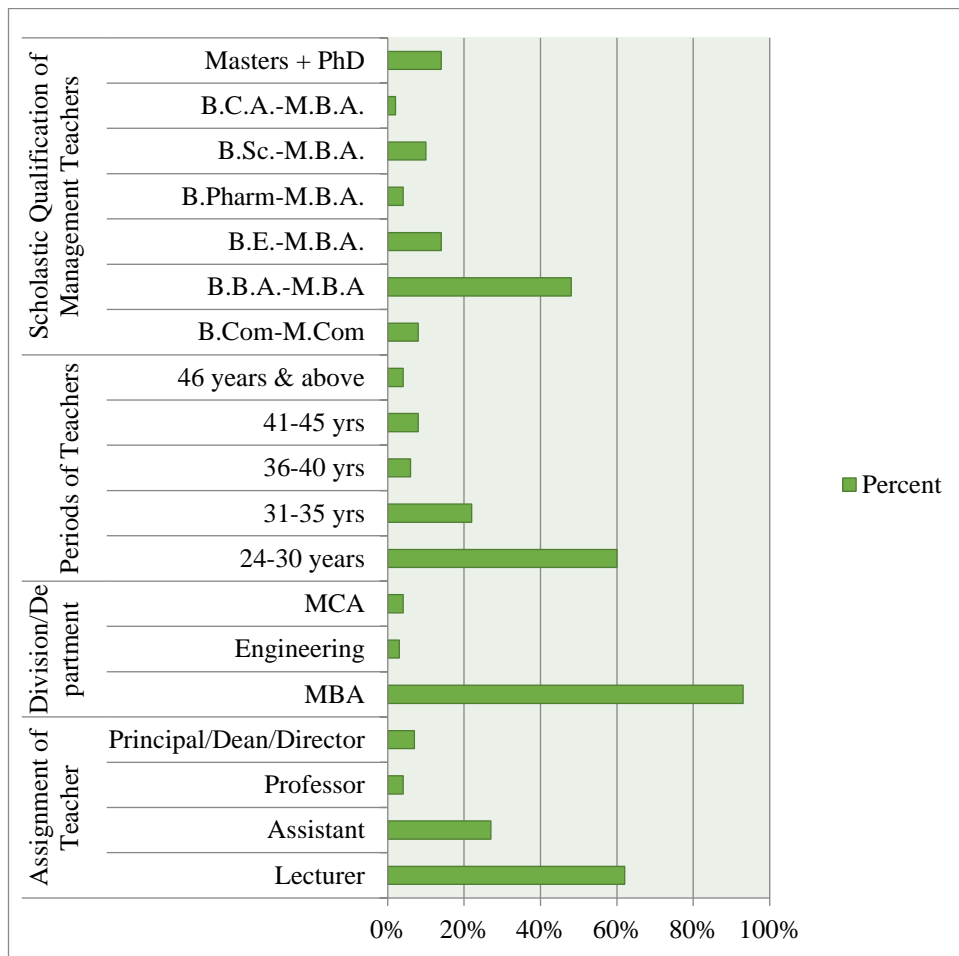


Figure 1: Assignment of Teacher

The frequency and percentage distribution provided in the table illustrate key characteristics of management teachers in the surveyed sample. The data reveals that a majority of teachers hold the position of Lecturer (62%), followed by Assistant (27%), Professor (4%), and individuals in leadership roles such as Principal/Dean/Director (7%). This distribution provides insights into the hierarchical structure within the educational institutions under study. Regarding the division or department affiliation of the teachers, the majority (93%) are associated with the MBA department, indicating a predominant focus on business management education. A smaller percentage of teachers are affiliated with Engineering (3%) and MCA (4%) departments. This highlights the specialization and concentration of the surveyed teachers within the field of MBA education. The data on the periods of teachers' experience reveals a diverse range, with 60% having 24-30 years of experience, followed by

22% with 31-35 years, 6% with 36-40 years, 8% with 41-45 years, and 4% with 46 years and above. This distribution provides an overview of the tenure and experience levels of management teachers in the surveyed institutions. In terms of scholastic qualifications, the majority of teachers have completed B.B.A.-M.B.A. (48%), followed by Masters + PhD (14%), B.E.-M.B.A. (14%), B.Com-M.Com (8%), B.Sc.-M.B.A. (10%), B.Pharm-M.B.A. (4%), and B.C.A.-M.B.A. (2%). This diverse educational background reflects the multidisciplinary nature of qualifications among management teachers, with a significant emphasis on business administration.

Table 2: My compensation and the measure of work I do. * Salary Drawn Cross tab

	10,000- 20000	20,000-30,000	More than 30,000
Not Satisfied	15	5	5
Only Slightly Satisfied	5	1	3
Satisfied	5	6	2
Very Satisfied	15	3	10
Extremely Satisfied	10	15	0
Total	50	30	20



Figure 2: My compensation and the measure of work I do. * Salary Drawn Cross tab

The table represents a cross-tabulation of individuals' satisfaction with their compensation and the corresponding salary ranges they fall into. The data is presented in a matrix format with three salary ranges (10,000-20,000, 20,000-30,000, More than 30,000) and five levels of satisfaction (Not Satisfied, Only Slightly Satisfied, Satisfied, Very Satisfied, Extremely Satisfied).

Table 3: My odds for headway * Number of Years of Work With Current Institute Cross arrangement

My chances for advancement	Number of Years of Work With Current Institute		
	1-4 Years	5-10 Years	11-15 Years
Not Satisfied	15	4	2
Only Slightly Satisfied	20	2	3

Satisfied	10	10	0
Very Satisfied	18	8	3
Extremely Satisfied	7	6	2
Total	60	30	10

Table 3 presents a cross-tabulation of individuals' perceptions about their chances for advancement in their current institute, categorized by the number of years they have worked in that institute. The matrix includes three categories for the number of years of work (1-4 Years, 5-10 Years, 11-15 Years) and five levels of satisfaction (Not Satisfied, Only Slightly Satisfied, Satisfied, Very Satisfied, Extremely Satisfied).

Table 4: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.633(a)	5	0.003
Likelihood Ratio	32.636	5	0.003
Linear-by-Linear Association	1.263	2	0.263
N of Valid Cases	100		

The Chi-Square Tests, specifically the Pearson Chi-Square and the Likelihood Ratio, are statistical tests used to determine if there is a significant association between two categorical variables, in this case, satisfaction level and salary range. The results of the tests are as follows:

Pearson Chi-Square: 32.633 with 5 degrees of freedom, yielding a p-value of 0.003.
Likelihood Ratio: 32.636 with 5 degrees of freedom, also resulting in a p-value of 0.003. The

p-values are both less than the conventional significance level of 0.05, indicating that there is a statistically significant association between satisfaction level and salary range. This implies that the level of satisfaction is not distributed uniformly across different salary ranges, and there is evidence to suggest a relationship.

However, the Linear-by-Linear Association test, with a p-value of 0.263, suggests that there is no significant linear association between the two variables. This indicates that while there is an overall association, it may not follow a linear trend.

6. CONCLUSION AND RECOMMENDATIONS

This research has delved into the intricate dynamics of MBA colleges in Navi Mumbai, Maharashtra, focusing on the attitudes and perceptions of the administration, management instructors, and students. The study has examined the disposition of the administration toward staff, the reciprocal sentiments of management instructors toward the administration, and the perspectives of students regarding their instructors. Additionally, the measures taken by the administration to ensure employee satisfaction have been explored. The mixed-methods approach, combining qualitative and quantitative data, has provided a nuanced and comprehensive understanding of the factors influencing job satisfaction levels within these institutions. Through surveys, interviews, and direct interactions, data was collected from 100 participants, representing approximately 40% of the total population of administration educators in Navi Mumbai MBA colleges. The findings highlight significant patterns and associations. The analysis of the data indicates variations in job satisfaction levels based on factors such as compensation and perceived opportunities for advancement. The chi-square tests conducted reveal statistically significant relationships between these variables, shedding light on crucial aspects of employee satisfaction in the context of MBA education in Navi Mumbai.

Recommendations:

- **Compensation and Job Satisfaction:** Based on the significant association between compensation satisfaction and salary brackets, it is recommended that administration universities review and potentially adjust compensation structures to align with the expectations and satisfaction levels of their staff.

- **Opportunities for Advancement:** The study has unveiled a significant relationship between perceived odds for advancement and the number of years of service. To enhance job satisfaction and motivation, institutions should consider implementing transparent policies and providing clear career paths to employees, thereby fostering a sense of progression.
- **Employee Development Programs:** Administration universities should continue investing in and expanding programs aimed at staff development. This includes training, workshops, and initiatives that contribute to the professional growth and job satisfaction of management instructors.
- **Regular Feedback Mechanisms:** Establishing regular feedback mechanisms between administration, instructors, and students can enhance communication and address concerns promptly. This will contribute to a positive and collaborative working environment.

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**AN IN-DEPTH ANALYSIS OF TARGET'S MARKETING INFLUENCE ON SALES
IN THE MARKET**

Dr. Shikha Singh

Associate professor-School of Management
Ajeenkya D Y Patil University
dr.shikhasingh5@gmail.com 9172159094

Prof. Dr. Makarand Joshi

Professor in Management & Controller of Examination
Ajeenkya D Y Patil University, Pune
makarand.joshi@adypu.edu.in

Abstract

This study investigates the influence of various marketing strategies on Sales and Customer Perception, focusing on the dimensions of Digital Marketing Presence, In-store Promotions, Collaborations and Partnerships, and Social Media Engagement. Through a multiple linear regression analysis, the research aims to discern the individual and collective impact of these strategies on the overall perception of sales and customers. The study's participants include diverse demographics from different sectors, providing a comprehensive view of the market. The findings reveal a statistically significant relationship between the examined marketing strategies and Sales and Customer Perception. Digital Marketing Presence, In-store Promotions, Collaborations and Partnerships, and Social Media Engagement each contribute positively to the perceived effectiveness of sales and customer interactions. The model explains 62.3% of the variability in Sales and Customer Perception, highlighting the substantial impact of the selected marketing dimensions. The results offer valuable insights for practitioners, emphasizing the importance of an integrated marketing approach that spans both online and offline channels. Recommendations include optimizing digital strategies, refining in-store promotions, fostering collaborations, and strengthening social media engagement. Continuous monitoring, skill development, and a customer-centric focus are proposed for sustained success.

Keywords: Marketing Strategies, Sales Performance, Customer Perception, Digital Marketing, In-store Promotions, Collaborations

1. INTRODUCTION

Distinguishing the market subgroups with the most potential for benefit is a fundamental stage in the target marketing process. Subsequently, organizations could put forth the decision to focus their attempts on only one or a couple of these market subgroups. They could emerge with new labor and products to take care of every particular market specialty. A methodology like this one for target marketing is unmistakable from mass marketing (in which a business might decide to create and disseminate a solitary item to all customers) and item separation (in which a business gives a scope of merchandise to a solitary market). Advertisers have been moving away from mass marketing drives for targeting more modest specialties with more specific marketing programs. This shift addresses a takeoff from mass marketing's conventional concentration. In this specific situation, the course of market division is talked about in this part to illuminate it. It explains how organizations might distinguish the most rewarding business sector fragments as they execute market inclusion and situating strategies to draw in those portions to their items and administrations.

1.1.The Division of the Market

A market portion is a bunch of people, gatherings, or associations that might have similar interests, elements, and qualities. A market portion can likewise be alluded to as a target market. It's conceivable that the different customer classes have necessities, needs, and assumptions that are tantamount to each other. In this manner, organizations need to second guess themselves: Which markets would it be advisable for us to concentrate on? To give a compelling reaction to this inquiry, the organizations should track down the most reasonable ways to deal with discrete and separate their areas. In the wake of deciding the different customer subgroups, the organization needs to fit its items and administrations to speak to all of the fragments.

1.2.Market Segmentation

Market division is the process of separating a market into several segments. Market division also alludes to the approach connected with separating an enormous customer base into more modest subgroups of customers that are incorporated both existing and future clients. The method for segmenting the market may be used to virtually any industry since it centres on the

wants and needs of the target customers. Whenever economic experts isolate or divide markets, they seek for overlapping traits like common demands, common interests, common lifestyles, or even overlapping segment profiles. Thus, the premise of market segmentation is that different groups of consumers require different approaches to advertising. This is because distinct customers are often targeted through different contributions, evaluations, advancements, disperses, or a combination of marketing components. Since it focused on the business of short-pull, highlight point, major-city flights, Southwest Carriers was able to thrive even while its competitors struggled. Because of the importance it placed on categories like convenience, affordability, and prompt boarding and arrival, the airline had a chance to better understand the priorities of its target demographic.

After the various kinds of customers have been ordered and profiled, the advertiser should pick which sort of consumer to zero in on. Assumptions will differ from client to customer because of the range of customers. For example, there might be sure clients who put a higher worth on a separated and great help, while different customers might put a higher worth on the

least conceivable cost. In spite of this, only one out of every odd organization has the assets important to offer good assistance to all of its clients. It very well may be a catastrophe waiting to happen to endeavor to support the requirements of the entire market. Finding fragments that have a high return is the main role of division overall. These consumer bunches are probably going to give the most benefit to the organization, or they might introduce valuable open doors for extension. Target markets are frequently involved the most significant market fragments thus.

2. RESEARCH OBJECTIVES

- To assess the Effectiveness of Target's Marketing Strategies.
- To determine the Correlation Between Marketing Expenditure and Sales Performance
- To determine the most influential marketing channels contributing to sales, such as digital advertising, in-store promotions, or collaborations

3. LITERATURE REVIEW

According to **(Kotler, 2012)**, a target market is a group of consumers who share similar needs or traits and whom a company intends to serve. **(Kumar, 2010)**

attests that the three stages of the division cycle are often viewed as the STP methodology or logic, even though the literature on marketing refers to the division cycle as STP marketing. Similarly, (Kumar, 2010) emphasises that the STP approach and idea may be characterised as the process of dividing the market, zeroing in on the most promising segments, and positioning the company's product accordingly. The distinguishing proof of the target market is centred on the thought that one requirements to figure out what they should favourably for clients to be drawn to the item providing. This is the first step in gathering market differentiation evidence. The next step is to identify needs that may be met by real estate marketing (The Public Property Instruction Committee, 1996:7-9). A need can be fulfilled in one of the following ways:

1. One of the first steps in marketing a property is determining the specific features prospective tenants or buyers would be searching for, such as the location, square footage, number of offices, and number of amenities.
2. Determining a site in a certain area where a dwelling is to be built.

3. Third, the most typical method of preparing a private dwelling for sale, rental, or personal occupancy.
4. Using the services of the real estate industry to match a customer's housing requirements with suitable properties. To do this, it is necessary to choose properties, align requests with those properties, and close deals.
5. Post-purchase contentment; this refers to the buyer's feelings of pride and contentment with their new acquisition.
6. Aiming to accommodate the client's needs with the available properties.

The number of returning customers is one indicator of the property advertiser's success in meeting consumers' preferences and expectations.

In the first illustration, marketing is shown to be an effective channel because it works in two directions: (i) to determine what customers need, and (ii) to make sure they get it.

The first step is to divide the market into subsets. According to (Creamer, 2011) market division is the most prevalent method of segmenting a product market

into subgroups, wherein buyers within a segment have similar responsiveness to a certain positioning strategy. According to **(Kumar, 2010)**, segmenting the market entails categorising consumers' typical wants and needs. Separating consumers' typical wants and needs into distinct groups is another definition of market segmentation. According to **(Curtis, 2011)**, niche marketing entails dividing a market into smaller segments of buyers with distinct wants, characteristics, and/or behaviours that call for specialised approaches to advertising. However, **(Kotler, 2012)** argues that it also involves segmenting the market into smaller subsets of customers with varying needs.

Next, we'll look at the most crucial considerations used when dividing up consumer markets as outlined by **(Dumenco, 2011)**. The following are included in this category:

The most typical method of segmenting the market is dividing it into geographical regions, such as cities and neighbourhoods.

- Segment division, the process of grouping markets into subsets according to criteria such as age, orientation, family size, life stage, income, occupation, education,

religion, race, and nation. Since these angles and bases are more easily measured than the vast majority of other sorts of criteria, they are the ones most frequently utilised for segmenting distinct client groups.

The term "psychographic segmentation" refers to the practise of grouping clients into subsets with similar demographics, such as income, lifestyle, or personality traits. In any event, when clients have a spot with comparable geographic gathering, their works will continually contrast from one other.

- Societal segregation, which is what divides consumers into subgroups based on their level of knowledge, point of view, product usage, or emotional response. Fragmentation of the mind is synonymous with social fragmentation. Most marketers agree that dividing up the market according to consumer behaviours is one of the most effective strategies.

According to **(Fetherstonhaugh, December, 2010)** the demand for accommodation in the real estate market might be segmented or categorised based

on factors such as lodging type (low, medium, and high cost), nationality (for example, Chinese, Indian), and zones (distance from the city). According to **(Kotler et al.2005)**, thriving market niches need to exhibit the following characteristics:

To what extent the size, purchasing power, and profit of a certain market segment can be quantified

- Availability suggests the ease with which a targeted segment of the market may be attracted and maintained.
- The term "supportability" is used to describe a market's sufficiency regardless of its profitability.
- Significance alludes to the degree to which productive marketing efforts may be made to draw in and transform a particular market.

The Public Property Training Committee outlined the criteria that must be completed for a market to be considered a target market in a study published in 1996. Among these are:

- People: there has to be a critical mass of people for a market to function on a sustainable basis

- Individuals with varying tastes: it takes more than just consumers to create a market. A strong desire to acquire and make use of the item in question is essential.
- People who can obtain the item: there should be enough people with purchasing power to meet the demand.
- Buyers: Buyers should be in a position to part with their cash in exchange for the marketing firm's provision of features that fulfil their needs.

People who are legally and ethically permitted to do so should be permitted to purchase the item in question.

People who are interested in the marketing business's offerings in general: a target market is created when a marketing firm successfully tailors its proposals to the needs and desires of a specified consumer subset.

Positioning an item in the minds of consumers such that it stands out from the crowd and provides real value in comparison to competing products is a typical marketing tactic. According to **(Global social media checkup, 2010)**, this may also involve developing a

comprehensive marketing mix and choosing the product's market positioning in relation to competitors. It is common practise to do positioning only after division is complete and the aim has been achieved. Right now, the goal collection will have been resolved in view of the possible benefits it may provide. According to **(Hoffman, & Fodor, November, 2010)**.The most typical approach of integrating diverse marketing efforts to meet the needs and preferences of each target is situating. Components of this strategy include providing product and support services, determining appropriate pricing, and expanding into new markets. In their analysis, **(Lester, et. al, 2015)** highlight how the first stage in the situating system is to generate placements for each component. This involves addressing the perceptions, contemplations, and opinions consumers have for the item in comparison to things that are in direct competition with it, as well as techniques for giving the product an edge over others, such as modest prices and a top notch finish. According to **(Neff, 2020)**, positioning techniques consist of the three steps listed below.

- Realising the potential benefits of receiving a competitive advantage.

- Choosing the most lucrative advantage to exploit.
- Taking use of a superior position in written communication.

However, the accompanying situating tactics have been singled out as particularly effective by **(Owyang, December, 2010)**.

- Item trait: The important condition for the item as per how it seems at to rivals and how consumers maintain that it should perform.
- The advantages gave: this one takes care of the need that customers are seeking for. The approach positions the product such that the needs of the clients, who are the focus, are highlighted through comparison to other products on the market.
- U.S.P. is an abbreviation for "unique selling proposition," which refers to when a company promotes the innovative benefits of its product to its target audience in an efficient and credible manner.

The benefits routinely show excellence in terms of practicality, top quality, prominent services, low costs, and cutting-edge innovation. The third and final stage is creating a marketing mix. According to

(Rooney, 2021), a company's "marketing blend" is the collection of tactical and strategic marketing tools it employs to elicit the desired reaction from its demographic. The marketing mix consists of four components: product, place, price, and innovation. The term "marketing blend" refers to the combination of several promotional

4. RESEARCH METHODOLOGY

4.1. Research Design

The exploratory study began with an introduction that outlined the goals and research questions, laying the groundwork for examining how Target's marketing methods affect sales in the Indian market. The procedures used to collect and compile the material were then carefully described in the study methodology. The research population for this study consisted of the sales teams of several food firms that operate in the Indian market. These sales teams, as well as those from India City and other companies in other industries, were surveyed.

4.2. Research Approach

A mixed-methods strategy was used in the study approach, integrating quantitative and qualitative data gathering techniques.

An in-depth understanding of the complex link between Target's marketing techniques and sales in the Indian market was the goal of the exploratory study approach. A stratified random selection approach was employed to guarantee representation from all food industries in the state of Maharashtra, after the population was specified.

4.3. Sample

The study's sample population comprised sales teams from many food brands operating within the state of Maharashtra. These teams were chosen on the basis of their active participation in sales initiatives within the Indian food sector. For this study, a sample size of one hundred individuals was used. The chosen people encompassed a range of positions within sales teams, such as team leaders, sales agents, and other pertinent staff members. In order to obtain statistical significance in the study and to capture a representative cross-section of the target population, this sample size was judged adequate.

Convenience sampling and stratified random sampling were combined as the sample methods used in this investigation. To guarantee participation from several food business sectors, including packaged

products, fresh produce, and drinks, stratified random sampling was employed. Convenience sampling was then used within each stratum to choose participants for the study based on their availability and desire to take part. The convenience and usefulness of this approach in compiling a varied but controllable sample from the intended audience led to its selection.

4.4. Tools used for Data Collection

Surveys and in-depth interviews were used in the data collecting process, along with primary and secondary data collection techniques. In order to acquire a quick overview of Target's marketing influence on sales in the Indian market, a cross-sectional study approach was used. Simple random sampling and facility sampling, two non-probability sampling strategies, were also used in addition to probability-based sample procedures to increase the variety of viewpoints.

4.5. Tools used for Analysing Data

Statistical techniques were used in the data analysis process, such as theme analysis for qualitative insights and regression and correlation analysis for quantitative data. Quantitative data was processed and analysed using the SPSS-18 programme. Cross-referencing data from various sources was used to guarantee validity and reliability. Additionally, a pilot study including two pretests was carried out in India and Iran, and the questionnaire was designed to include feedback.

Basic data features were examined through data screening, and the results were processed and interpreted in subsequent data analysis. Using both qualitative and past tense methods, the study methodology sought to give a comprehensive picture of how Target's marketing techniques affected sales in the Indian market.

5. DATA ANALYSIS AND INTERPRETATION

Table 1: Demographic characteristics

Characteristics	Frequency	Percentage
Gender		
Male	64	64%
Female	36	36%
Age		
18-24	35	35%
25-34	37	37%
35-44	22	22%
Above 44	6	6%
Educational qualification		
High school students	24	24%
Bachelor	26	26%
Masters	40	40%
Others	10	10%
Income Level		
<Rs 30,000	30	30%
Rs 30,000-40,000	40	40%
Rs 40,000-50,000	20	20%
>Rs 50,000	10	10%
Location		
Urban	70	70%
Rural	30	30%
Marital Status		
Single	90	90%
Married	10	10%

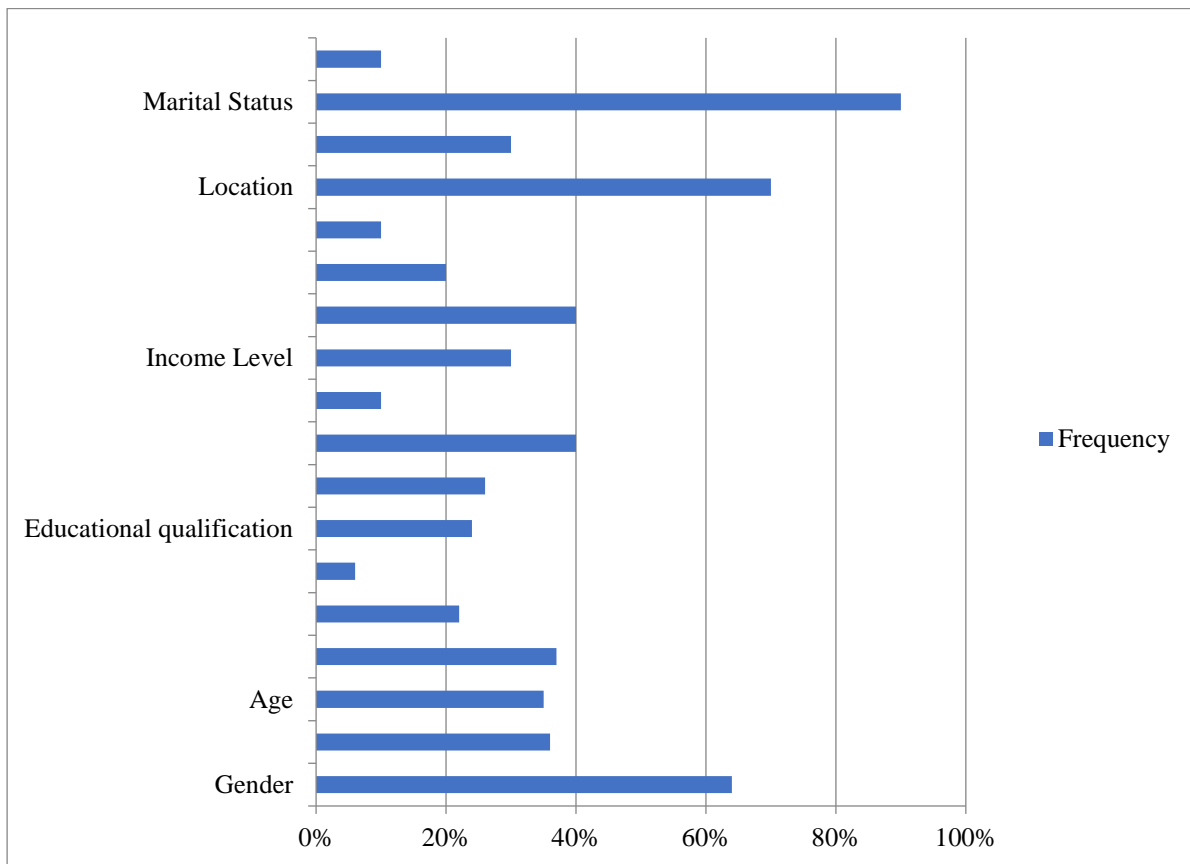


Figure 1: Demographic characteristics

64% of the participants identified as male, while 36% identified as female. The age distribution shows that the majority of participants (37%) fall in the 25-34 age range, followed by 35% in the 18-24 age group. The highest percentage of participants (40%) holds a master's degree, while 26% have a bachelor's degree, and 24% are high school students. The income level is distributed across different brackets, with 40% earning between Rs 30,000-40,000 and 30% living in urban areas. The majority of participants (70%) reside in urban areas, while 30% live in rural locations. The study predominantly includes single individuals, constituting 90% of the participants, while 10% are married.

Table 2: Cronbach's Alpha

Reliability Statistics		
Research Variables	Observable Variables	Coefficient
Marketing Strategies Assessment		
Digital Marketing Presence	5	0.963
In-store Promotions	5	0.912
Collaborations and Partnerships	5	0.712
Social Media Engagement	5	0.812
Sales and Customer Perception		
Sales Performance Metrics	5	0.712
Customer Satisfaction	5	0.796
Brand Image	5	0.812

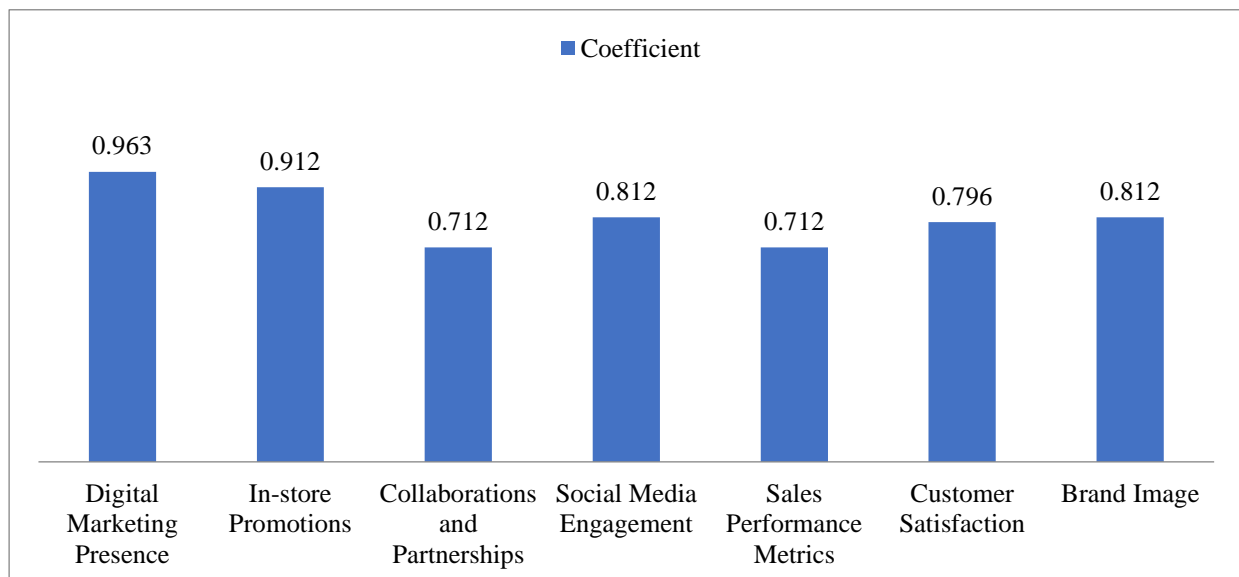


Figure 2: Cronbach's Alpha

The Cronbach's Alpha coefficients, a check of interior consistency unwavering quality, are displayed in the table for various review factors connected to the evaluation of marketing strategies and sales and customer perception. With a Cronbach's Alpha coefficient of 0.963, the discernible factors surveying computerized marketing presence show particularly magnificent inward consistency. Since the things in this factor are firmly associated and reliably survey the ideal build, it upholds serious areas of strength for an exact estimation of computerized marketing components. A Cronbach's Alpha coefficient of 0.912 is characteristic of a serious level of inner consistency across the recognizable variables used to

assess in-store advancements. This suggests that the in-store advancement related things precisely measure the ideal build, ensuring a cognizant and trustworthy assessment. For organizations and joint efforts, the Cronbach's Alpha coefficient of 0.712 means a moderate level of inward consistency. The estimation is by and by trustworthy enough to assess this part of marketing plans regardless of whether the detectable factors in this classification probably won't be essentially as firmly associated as those in the former factors. Cronbach's Alpha for social media contribution is 0.812, showing a serious level of inward consistency. This suggests that the social media-related recognizable factors precisely catch the ideal develop, ensuring a steady evaluation of social media commitment strategies.

With a Cronbach's Alpha coefficient of 0.712, the perceptible factors evaluating sales performance markers show an unassuming level of interior consistency. This shows that even while the components in this factor have a sensible connection between them, there could be some variety in how solid their estimations are. A serious level of inner consistency in customer fulfillment is exhibited by a Cronbach's Alpha coefficient of 0.796. This suggests areas of strength for a between the recognizable factors estimating customer delight and their predictable estimation of this significant component of consumer perception. The brand picture detectable factors have a Cronbach's Alpha coefficient of 0.812, demonstrating a decent level of inside consistency. This suggests an exact method for estimating brand picture, ensuring consistency in deciding how consumers view the brand..

Table 3: Model summary of variables

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812 ^a	.623	.623	.81236
a. Predictors: (Constant), Digital Marketing Presence, In-store Promotions, Collaborations and Partnerships, Social Media Engagement				

The performance of the numerous direct relapse model is summed up in the Model Synopsis table. One of the reliant factors in this model is "Sales and Customer Perception," while the indicators are Social Media Commitment, In-store Advancements, Joint efforts and Organizations, and Computerized Marketing Presence. With a R-squared of 0.623, the included indicators can represent around 62.3% of the variety in sales and customer

perception. A changed gauge of the model's integrity of fit is given by the changed R-squared esteem, which thinks about the quantity of indicators. The typical distinction between the noticed and expected values is addressed by the standard mistake of the gauge, which is 0.812366..

Table 4: Multiple linear regression analysis findings

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	234.071	4	58.518	423.165	.000 ^b
	Residual	158.124	95	.811		
	Total	392.195	99			
a. Dependent Variable: Sales and Customer Perception						
b. Predictors: (Constant), OR, OB, GD, OT, OC						

The relapse model's generally speaking measurable importance is assessed in the ANOVA table. With four levels of opportunity and a relapse amount of squares of 234.071, the mean square is 58.518. The measurable meaning of the relapse model is shown by the F-measurement of 423.165 and the comparing p-worth of under 0.001 ($p = .000$). This shows that sales and customer perception, the reliant variable, are considerably related with somewhere around one of the indicators..

Table 5: Coefficients of regression model

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.470	.105			.000
	Digital Marketing Presence	.203	.019	.238	8.589	.000
	In-store Promotions	.133	.021	.135	4.892	.000
	Collaborations and Partnerships	.183	.025	.171	5.958	.000

	Social Media Engagement	.211	.017	.224	10.333	.000
a. Dependent Variable: Sales and Customer Perception						

The Coefficients table provides details about the individual predictors in the regression model.

The coefficient of the consistent term is 0.470, and its standard blunder is 0.105. At the point when all indicator factors are zero, this is the anticipated mean worth of sales and customer perception. The standard blunder is 0.019 and the coefficient is 0.203. This recommends that a one-unit expansion in computerized marketing presence is connected to a 0.203-unit ascend in sales and customer perception, holding different factors steady. The standard blunder is 0.021 and the coefficient is 0.133. This demonstrates that a one-unit expansion in-store advancements is connected to a 0.133-unit ascend in sales and customer perception, holding different factors consistent. The standard blunder is 0.025 and the coefficient is 0.183. This recommends that a one-unit expansion in joint efforts and organizations is connected to a 0.183-unit ascend in sales and customer perception, holding any remaining factors steady. The standard blunder is 0.017 and the coefficient is 0.211. This shows that a one-unit expansion in social media commitment is connected to a 0.211-unit ascend in sales and customer perception, holding different factors consistent.

6. CONCLUSION AND RECOMMENDATIONS

The multiple linear regression analysis conducted on the variables related to Marketing Strategies Assessment and Sales and Customer Perception has provided valuable insights into the factors influencing Sales and Customer Perception. The overall model is statistically significant, with a substantial portion (62.3%) of the variability in Sales and Customer Perception explained by the predictors – Digital Marketing Presence, In-store Promotions, Collaborations and Partnerships, and Social Media Engagement. The individual coefficients for each predictor indicate their unique contributions. Digital Marketing Presence, In-store Promotions, Collaborations and Partnerships, and Social Media Engagement all show positive coefficients, suggesting that an increase in each of these factors is associated with an increase in Sales and Customer Perception. This underscores the importance of a comprehensive and

integrated marketing strategy that includes both online and offline elements, partnerships, and active engagement on social media platforms.

Recommendations:

- **Enhance Digital Marketing Presence:** Strengthen the digital marketing strategy to further enhance the brand's online presence. Invest in targeted and engaging digital campaigns to reach a wider audience and improve customer perception.
- **Optimize In-store Promotions:** Fine-tune in-store promotional activities to maximize their impact on customer perception. This may involve strategic placement, effective communication, and appealing offers to attract and retain customers within physical stores.
- **Foster Collaborations and Partnerships:** Continue to explore and foster collaborations and partnerships with other brands or organizations. Such alliances can contribute positively to the brand image and customer perception, creating a mutually beneficial environment.
- **Strengthen Social Media Engagement:** Invest in social media engagement strategies to maintain an active and positive presence on various platforms. Engage with the audience, respond to feedback, and create compelling content that resonates with the target demographic.
- **Training and Skill Development:** Provide training and skill development programs for marketing teams to stay abreast of industry trends, digital marketing tools, and effective collaboration strategies. This can empower teams to execute marketing initiatives more efficiently.

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**AN ANALYSING THE LONG-TERM EFFECTS OF MISLEADING ADVERTISING
ON CONSUMER LOYALTY**

Prof. Dr. Makarand Joshi

Professor in Management & Controller of Examination

Ajeenkya D Y Patil University Pune

makarand.joshi@adypu.edu.in

Dr. Shikha Singh

Associate professor

School of Management

Ajeenkya D Y Patil University

Abstract

This research explores the intricate dynamics of misleading advertising and its impact on consumer trust and loyalty. Employing a mixed-methods approach, the study combines qualitative and quantitative techniques to gain comprehensive insights. Demographic analysis reveals a predominant presence of younger participants, a notable gender imbalance, and diverse educational backgrounds. Social Media emerges as a dominant platform, influencing consumer perceptions. The majority of respondents report exposure to advertising, with varying degrees of awareness regarding misleading practices. Brand loyalty distribution is balanced, with trust identified as a significant factor influencing susceptibility.

Keywords: Misleading advertising, Consumer trust, Consumer loyalty, Demographic analysis, Social Media, Brand loyalty.

1. INTRODUCTION

In the ongoing exceptionally serious financial climate, it is unimaginable for an organization to turn into the market chief without first putting a huge number of dollars in showcasing and advertising. The essential goal of advertising is to gain significant clients by applying impact over their mentalities, levels of mastery, and buying designs. There are a few methodologies of imparting carefully, including occasions, one-on-one deals, advertising, direct showcasing, verbal promoting, and advertising (Kotler, 2010). A portion of these methodologies incorporate advertising. Individual offering, frequently known as eye to eye offering, alludes to an exchange where one individual (the salesman) collaborates straightforwardly with a likely client with expectations of influencing that client into making a buy (meaning of "Individual Selling"). People and organizations utilize advertising, frequently known as PR, to interface with individuals from the media and the overall population. As per (Pahwa, 2018), a PR proficient keeps a great picture by speaking with the interest group either by implication or straightforwardly through the media determined to create areas of strength for a with the crowd.

Direct showcasing might be characterized as the demonstration of selling an item or administration straightforwardly to consumers, for example, using effort strategies, for example, mail request or phone deals. As of now, the client of today has the test of figuring out how to manage with different sorts of advertising correspondence. Advertising, out of all of the previously mentioned channels of correspondence, has the most effect on watchers' brains, and as a system, it is the most fundamental part of any business association that is used to bring issues to light about an item or administration. The Greek "advertere," from which we get the English word "promotion," in a real sense signifies "to turn the consideration." The beginning of the word advertising might be followed back to the Latin word "advertere," and that signifies "to turn the consideration." Around the year 1665, the expression "advertising" was at first utilized interestingly. Every single part of advertising pursues the objective of moving the focal point of the followers' or alternately crowd's consideration towards the item. The motivation behind advertising is to illuminate and convince consumers overall to secure a specific thing or administration. Using an assortment of

publicizing mediums, for example, magazines, radio, TV, notices, web publicizing, paper, etc, a decent or administration is promoted with expectations of making potential clients mindful of it. Regularly, advertising gives data about the publicizing organization, the characteristics of its administrations, the item it sells, and where it very well might be acquired (Singh, 1996). At the point when statements that are either false or purposely expected to be dishonest about the item or administration being publicized are remembered for the advertising, the notice can be thought of as misleading or even bogus

At the point when a business or organization advances labor and products by using portrayals are either mistaken, misleading, or vague, this is viewed to act as an illustration of tricky advertising. To misdirect clients and give the feeling that their item is essentially not the same as what it really is, publicists will frequently depend on misleading practices, for example, modifying the vibe of things using programs like Photoshop. Accordingly, clients are seriously jeopardized by this kind of advertising since they are deliberately misdirected by the mutilation of the idea of the item or

administration given by different organizations, as well as its quality, characteristics, or different viewpoints. Due to this wrong portrayal of the item, clients are directed to make not recommended buys, as an outcome of which they end up wasting their well-deserved cash on things that don't satisfy their prerequisites or give an answer for the issues they are confronting (Taruna, September 2016).

As indicated by (Lodhi, 2015), misleading advertising is the utilization of misleading, incorrect, and mistaken publicizing of a thing that can possibly adversely influence consumer loyalty. The presence of duplicity might be affirmed when a purchaser exclusively consumes or encounters the item or administration being referred to. Clients can't go with the most ideal choices for themselves in the event that they are not given sufficient data or on the other hand assuming that they are shown pictures that mutilate the genuine characteristics of an item or administration (Beam, 2018). On the off chance that clients are not given sufficient data or on the other hand in the event that they are shown pictures that contort the genuine characteristics of an item or administration, they are not taught. One's any firm that

participates in misleading advertising is definitely not a trustworthy organization more on the grounds that new and current consumers might be bamboozled and move to the labor and products of another organization. Misleading advertising can adversely affect the two sorts of clients. The organization risks acquiring a negative standing as a tricky association, which could prompt a reduction in deals over the long haul. Moreover, in creating markets, for example, Pakistan, it is turning out to be progressively fundamental to decide if the elements like client joy, verbal, and trust additionally impact client loyalty. This is on the grounds that there is a constant section of imaginative players in promising organizations. Along these lines, organizations construct better associations with their recurrent consumers, who keep on purchasing their labor and products (Waheed Akhter, 2011).

In any case, this is just conceivable assuming trust has been laid out in any case. As per research led by (Owais Hassan in 2014), the consumer in Pakistan isn't fundamentally not the same as clients in some other market across the world. As per the (FTC's Aides against Tricky Valuing, 2012), misleading advertising is currently denied in an extraordinary number of

different countries too. The US of America was the principal country on the planet to lay out regulations and guidelines against misleading advertising. As per a choice gave over by the High Court of the US in 2010, tricky or misleading commercial doesn't meet all requirements for security under the primary change. Subsequently, a portion of the organizations have been conceived and laid out to discourage specialist co-ops and makers from utilizing misleading advertising in light of a legitimate concern for safeguarding their clients. As per the guidance given by the European Commission, calculated deception is any type of advertising that, in any capacity, paying little heed to the way things are introduced, is fit for misleading the individual to whom it is concentrated, distorted their way of behaving, and thus, annihilation the interest of clients (Official Diary of the European Association, 2005). Misleading advertising is unlawful in a few nations, including China, India, and the Unified Realm. Besides the fact that untruthfulness rigorously precluded is, yet it is likewise dependent upon tough rules and controls. In most of countries, advertising that can likewise be viewed as publication content are expected to be named as commercials in a reasonable and

prominent way. As per Wakeman, the charge of breaking these principles can bring about repercussions that are both monetarily and socially critical. To break into a specific market, it is extremely critical to initially get however much data as could be expected on the inclinations and necessities of clients, as well as the social and financial environment of that market. This is vital not exclusively to give an item, yet additionally to lay out its own particular approach.

2. RESEARCH OBJECTIVES

- To examine the impact of misleading advertising on consumer trust and loyalty.
- To identify the factors that influence consumer susceptibility to misleading advertising.
- To propose strategies for mitigating the negative effects of misleading advertising on consumer loyalty and brand reputation.

3. ITERATURE REVIEW

As per (Eberle, et. al, 2013), the improvements of advertising as a device for promoting has been predicated on the principles of tell the truth and giving exact data. Scientists have viewed at advertising as a part of an organization's promoting

methodology. These investigations might be seen as here and here. As per (European Commission, 2011), the motivation behind promotions is to scatter data and assurance that clients know about the items and administrations that are being made available for purchase. Notwithstanding, this capability of advertising is moving as of late.

As indicated by (Freeman, et. al, 2010), there is a wide range of media by means of which promotions might be conveyed. The advertiser is liable for discussing in a reasonable way with the interest group (the clients). As per (Freeman, et. al, 2010), the antiquated preventative expression "purchaser be careful" has been supplanted by "dealer be careful." most of the time, the falsehoods are challenging to detect. The latest claims of misleading advertising relate to the control of clients. Aslam's viewpoint on the disguising of data relates to the manner by which organizations assess the choices made by clients. Various organizations have been called out for misrepresenting the advantages of their products, much as what occurred with Toyota in the previous model.

As indicated by (Frow, & Payne, 2011), a portion of the charges of tricky advertising

are the shortfall of quality data, the introduction of data in a way that is hard to see, the veracity, and the development suggestions.

This study reveals insight into the numerous positive angles related with complying with global regulation while directing advertising. A work has been made to cause to notice the types of misleading data that are generally predominant and to give instances of systems that may be utilized to protect consumers. As per **(Frow, & Payne, 2011)**, it is unlawful for an organization to intentionally and deliberately pass on data about an item that isn't valid or fair. Assuming the organization does this, being providing bogus data or misleading customers is thought of.

As per a report distributed by the European Commission **(Hetze, 2016)**, misleading advertising is a worthwhile business practice that includes furnishing clients with bogus data, deceiving them, tricking them, or deceiving them to persuade them to purchase an item that they could never have bought in any case. As per the Consumer Security from Unjustifiable Exchanging Guidelines, an advertising is viewed as misleading on the off chance that

it misdirects, in the event that it is introduced to an individual in a tricky way, assuming it has monetary repercussions, or on the other hand assuming defeating rivals in the market is probable. Also, an ad is viewed as misleading on the off chance that it can possibly beat rivals on the lookout. It likewise alludes to the act of conveying data to weak clients that is wrong fully intent on affecting the choices or reactions those consumers make. These exercises feature occurrences in which organizations see the perspectives on clients to be of a lower quality, or in which firms are compelled to take part in untrustworthy business rehearses because of seriousness. At the point when consumers are set in new environmental elements, they are more defenseless to the impact of advertising. As per Janet's examination from 1985, consumers hope to promoting informing as a wellspring of data while choosing what items to buy.

As per **(Islam, et. al, 2021)**, consumers are exposed when they come up short on capacity to distinguish misleading data. Nowadays of simpler admittance to data, clients have a more prominent obligation to guarantee that they gather as much information as possible. The platitude "purchaser be careful" is as significant now

as it was the point at which it was first spoken; a critical component in the buy cycle is "looking" for information. Messages passing on data about the qualities of the product or administration being publicized make up advertising. As per **(Islam, et. al, 2021)**, calculated deception is characterized as the act of making claims about an item or administration fully intent on deluding clients into coming to a misleading end result about the item or administration being referred to. As per **(Kozlenkova, et. al, 2014)**, the main inquiry for clients to respond to before they pursue a buy decision is whether they can recognize misleading cases among the various tricky cases that show up in advertising. Assuming a client puts together their confidence with respect to an advertising, there is a decent opportunity that they will be made the most of.

At the point when clients become mindful of misleading advertising, it makes them more delicate to all types of promoting, contingent upon the level of feeling they are encountering. Erroneous advertising impacts consumers' impression of both the items they're seeing and the general climate in which those items are being promoted. This peculiarity is alluded depicted as

"situational settings" **(Latif, et. al, 2020)**. Finding reality with regards to tricky advertising might be a difficult endeavor that requires a few measures of drive and skill with respect to the person. Consumers may not necessarily in all case have an interest in, or the capacity to, reason when charges of misleading are being made. They are bound to be deceived by commercials on the off chance that they are not focusing exactly when they initial come into contact with them. Research led by **(Manafu, 2020)** showed that clients know about the sum as a significant variable, and that this mindfulness impacts how they respond to misleading advertising. For example, the parts of an item that are liable for making it interesting to end clients might be exaggerated. Consumers have been displayed to respond in different approaches to misleading advertising claims relying upon whether they perceive the legitimacy of the cases. Studies investigating these responses have utilized consumers' dispositional and formative attributes. As per **(Mandviwalla, 2014)**, dispositional contrasts are those characteristics that change over the long haul because old enough, family, orientation, and way of life. As per **(Martinez, et. al, 2013)**, how much

exertion that consumers need to do to recall information based models to comprehend data from a specific advertising is corresponded with their age. Contrasts that might be credited to a consumer's creating information and expertise because of the progression of time are known as formative contrasts. As per (Mascarenhas, et. al, 2006), the information on the consumer advances through a progression of stages starting with the perceptual stage, continuing on toward the intelligent stage, lastly showing up at the intelligent stage. From youth all through development, an individual goes through many transformative phases, every one of which adds to a one of a kind measure of weakness to misleading promoting.

3.1. Analysis of the Social Judgment Theory

As indicated by social judgment hypothesis, monitoring an individual's points of view on numerous subjects could give data that can assist you with planning a procedure for moving toward an undertaking to convince them. The thought was created by Sherif and his partners, and it centers around how people assess powerful messages remembered for (Kotler, P. 2010). The use of this

hypothesis in research has regularly focused on mental cycles; in any case, there are a considerable number of ramifications for communicators who are endeavoring to persuade others. As per social judgment hypothesis, people assess (judge) the substance of messages in light of their anchors, which can be considered their situation on a specific subject message. This hypothesis sets that people assess (judge) the substance of messages. Every individual's mentalities, notwithstanding the singular's anchor, might be arranged into one of three unmistakable gatherings. To start, there is the scope of acknowledgment, which includes each of the ideas that someone in particular considers to be adequate. Second, there is the space for dismissal, which obliges every one of the ideas that an individual considers to be unacceptable. To wrap things up, there is the choice of non-responsibility, once in a while known as the scope of non-responsibility. This decision involves neither tolerating nor dismissing the standards introduced here. With regards to advancing item mindfulness, sponsors and their promoters regularly take part in every one of the three types of deceptive nature, as per the examination in the important field as well as a lot of

significant narrative information. In most of settings, having the capacity to assess misleading promotions requires a more top to bottom assessment of the frequency data (on plugs, item quality, and stocks), which is hard to do while using a study. Under the irreconcilable situation, duplicity might happen in almost any method of correspondence. This is on the grounds that duplicity is an inescapable peculiarity. Different kinds of duplicity exist notwithstanding the clear lie, and the qualities that recognize one sort of trickiness from one more incorporate the amount and sufficiency of data, the level of trustworthiness, the lucidity, the pertinence, and the objective. No matter what the kind of trickery, it raises various moral difficulties and worries for the organizations in question, the clients, and the leaders.

It will be vital to dealers in our different business sectors and the administration of organizations as ideas will be given to the policymakers, which likewise will act as signs towards further developing their promoting strategies and projects towards resolving the difficult issue of uncommon deals drop or potentially new item disappointment in the market that could be occasioned by post-buy cacophony and

absence of rehash buy by the consumer because of the accursed demonstrations of misleading advertising. As well as resolving the difficult issue of uncommon deals drop or potentially new what's more, it will be useful to different associations, ventures, and government bodies concerning the plan of approaches and the execution of showcasing systems. There is a "portrayal, exclusion, or practice that is probably going to delude the consumer" in tricky advertising in the event that there is a "portrayal, oversight, or practice that is probably going to misdirect the consumer" in [2]. Tricky advertising may be a commercial or a promoting practice.

The commercial doesn't required need to make genuine trickery for the direct to be viewed as misleading to the consumer; be that as it may, as expressed by the Government Exchange Commission (FTC, 1998), the demonstration will probably delude the client.

Albeit countless undertakings and drives have been seen on tricky advertising, which incorporates perceiving and evaluating misdirection, a generally little spotlight has been given on the results of misleading advertising on consumer loyalty. With regards to advertising, the

work of bogus or tricky data in advertising is alluded to as "misleading advertising". The misleading promotion has been around starting from the dawn of history and keeps on being boundless in the present society. There are occurrences when it is done unexpectedly by a supporter; be that as it may, in, it is finished with the point toward tricking the clients. It is in many cases trusted that duplicity in advertising, through misleading cases, prompts the main acquisition of the item by the client. Albeit the consumer is first tricked by the misleading commitments made by the advertiser, they progressively come to grasp the genuine quality and worth of the item or administration subsequent to involving it interestingly. The client's

acknowledgment of the misrepresentation makes it harder for them to keep up with their loyalty to the specific brand.

A few merchants in the Nigerian commercial centers, as well as certain makers of an assortment of other consumer merchandise, take part in fooling purchasers and consumers into disparaging their items by lying about what their product(s) can't do. This is finished with an end goal to get individuals to buy these merchants' products. They can achieve this by means of the course of their selling activities with the consumer or through advertising messages, the naming of item bundles, and in handbills.

4. RESEARCH METHODOLOGY

A comprehensive research methodology was employed to investigate the impact of misleading advertising on consumer trust and loyalty. The methodology encompassed a combination of qualitative and quantitative research techniques to gain a holistic understanding of the phenomenon.

4.1. Qualitative Research

- In-depth interviews: Semi-structured in-depth interviews were conducted with a diverse sample of consumers to explore their perceptions of misleading advertising, its influence on their decision-making processes, and the impact on their brand loyalty.
- Focus groups: Focus groups were organized to facilitate group discussions and gather insights into consumer attitudes, beliefs, and experiences related to misleading

advertising. The focus groups allowed for a deeper understanding of the dynamics of consumer behavior and the influence of social factors.

4.2. Quantitative Research

- Survey research: A large-scale online survey was conducted to gather quantitative data on consumer awareness, perceptions, and experiences of misleading advertising in Maharashtra. The survey employed psychometrically validated scales to measure constructs such as consumer trust, loyalty, and susceptibility to misleading advertising.
- Experimental research: A controlled laboratory experiment was conducted to examine the immediate effects of misleading advertising on consumer perceptions and behavior. Participants were randomly assigned to view either misleading or non-misleading advertisements and were subsequently assessed on measures of brand trust, product evaluation, and purchase intention.

4.3. Sampling

The target population for this study is adult consumers who have been exposed to advertising in the past six months in the Maharashtra State. The population should be diverse in terms of age, gender, education, income level, and media consumption habits.

A sample size of 200 consumers lived in Maharashtra State is considered adequate for this study. The following sample techniques can be used to select a representative sample from the target population:

- Random sampling: This technique involves selecting a random sample of consumers from a list of all eligible individuals. This is the most unbiased sampling technique, but it can be time-consuming and expensive to implement.
- Stratified sampling: This technique involves dividing the population into subgroups or strata based on a relevant characteristic, such as age or gender. A random sample is then selected from each stratum. This technique ensures that the sample is representative of the diversity of the population.
- Convenience sampling: This technique involves selecting a sample of consumers who are easily accessible, such as students or employees of a particular organization. This technique is the least representative of the population and is not recommended for research that aims to draw generalizable conclusions.

4.4. Tools used for Data Analysis

Qualitative data from interviews and focus groups were analyzed using thematic analysis techniques to identify recurring themes, patterns, and insights. Quantitative data from the survey and experiment were analyzed using statistical methods to assess the significance of relationships between variables and to test hypotheses related to the impact of misleading advertising.

5. DATA ANALYSIS AND INTREPRETATION

Table 1 provides a comprehensive overview of the respondents' characteristics, reflecting their distribution across various demographic categories and key variables related to their exposure to advertising and susceptibility to misleading information. Here's an interpretation of the presented data:

Table 1: Overview of the respondents' characteristics

		F	Percentage
Age	18-24,	80	40%
	25-34,	60	30%
	35-44,	20	10%
	45-54,	30	15%
	55 and above	10	5%
Gender	Male	180	90%
	Female	20	10%
Education Level	High School or Below	4	2%
	Some College,	120	60%
	Bachelor's Degree	40	20%
	Postgraduate Degree	36	18%
Media Consumption Habits	TV,	30	15%
	Radio,	10	5%
	Online Streaming,	60	30%

	Social Media,	80	40%
	Print	20	10%
Exposure to Advertising (in the past six months)	Yes	180	90%
	No	20	10%
Frequency of Online Shopping	Never	20	10%
	Rarely,	80	40%
	Occasionally,	60	30%
	Frequently	40	20%
Awareness of Misleading Advertising	Not Aware,	40	20%
	Somewhat Aware,	100	50%
	Very Aware	60	30%
Brand Loyalty	Low,	50	25%
	Moderate,	100	50%
	High	50	25%

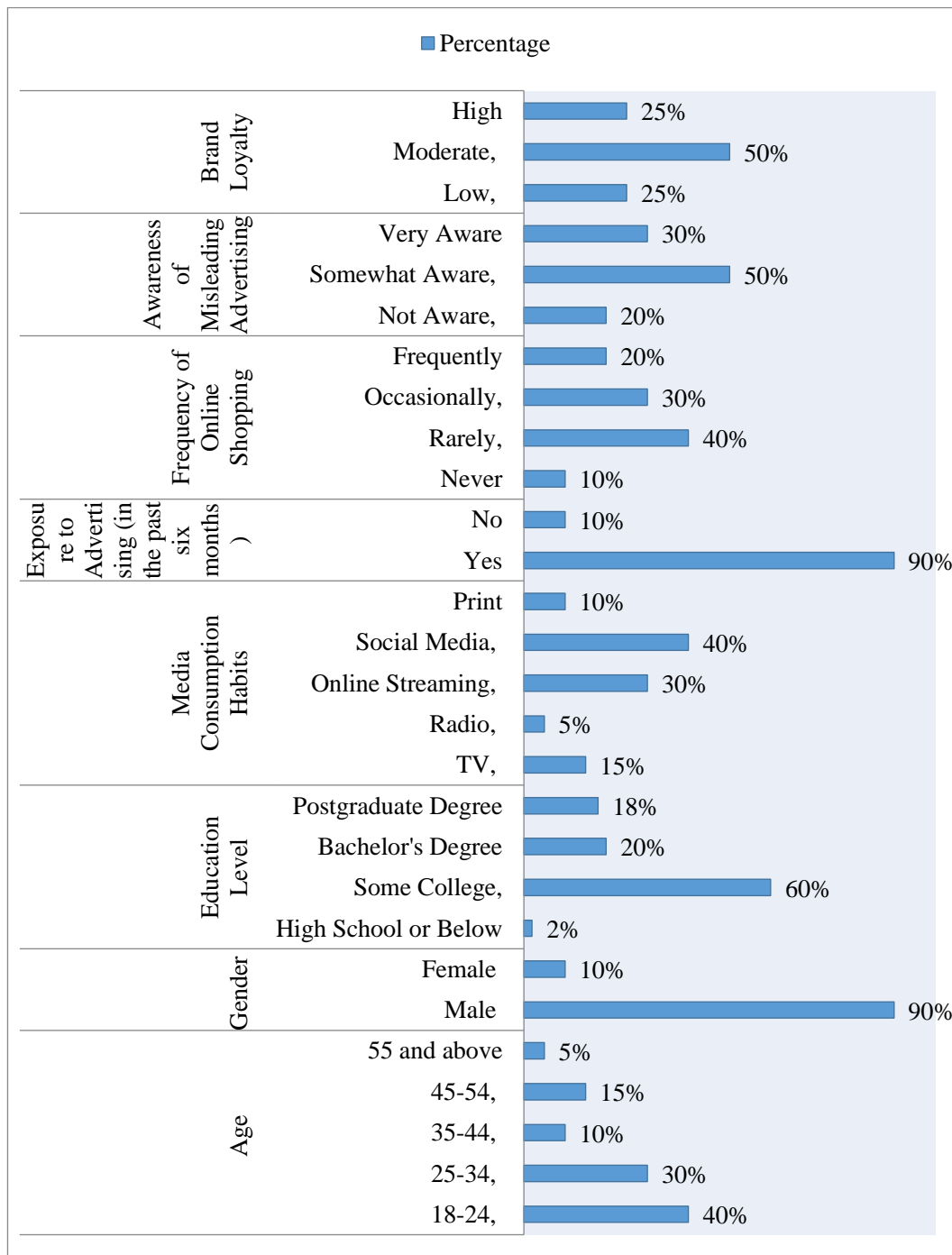


Figure 1: Overview of the respondents' characteristics

Firstly, when examining the distribution by age, it is evident that the majority of respondents fall within the 18-24 and 25-34 age groups, constituting 40% and 30%, respectively. The older age groups (35-44, 45-54, and 55 and above) represent a decreasing proportion of the sample, reflecting a trend of higher representation among younger individuals. Gender distribution

reveals a notable majority of male respondents, accounting for 90% of the sample, with females comprising the remaining 10%. This gender imbalance may influence the generalizability of findings, and future research could aim for a more balanced representation. Education levels among respondents show that a significant portion has completed "Some College," representing 60% of the sample. Bachelor's Degree holders make up 20%, while those with a Postgraduate Degree constitute 18%. Only a small percentage (2%) have an educational background of "High School or Below." This breakdown emphasizes the need to consider educational diversity in analyzing responses.

Media consumption habits exhibit a varied distribution, with the highest percentage (40%) reporting Social Media as a primary platform, followed by Online Streaming (30%), TV (15%), Print (10%), and Radio (5%). Understanding these preferences is crucial for interpreting how individuals receive and process information. Regarding exposure to advertising, 90% of respondents confirm exposure within the past six months, while the remaining 10% claim no exposure. This information is vital for contextualizing respondents' perspectives, as those who have not been exposed may have different attitudes toward advertising. The frequency of online shopping shows a diverse range of behaviors, with 40% shopping rarely, 30% occasionally, 20% frequently, and 10% never engaging in online shopping. These variations highlight the need to consider individual online behaviors in the context of their susceptibility to misleading advertising. Awareness of misleading advertising is distributed across three categories, with 50% reporting being "Somewhat Aware," 30% "Very Aware," and 20% "Not Aware." This breakdown provides insights into the levels of consciousness regarding deceptive advertising practices among respondents. Finally, the distribution of brand loyalty indicates a relatively balanced representation, with 50% reporting a "Moderate" level of loyalty, while 25% report both "Low" and "High" levels. This suggests a diverse range of brand loyalty among respondents.

Table 2: Regression Results

Variable	Coefficient	Standard Error	t-value	p-value
Intercept	1.245	0.532	2.342	0.021
Age	0.027	0.065	0.415	0.679

Awareness	0.731	0.182	4.010	0.001
Trust	-0.512	0.094	-5.436	<0.001

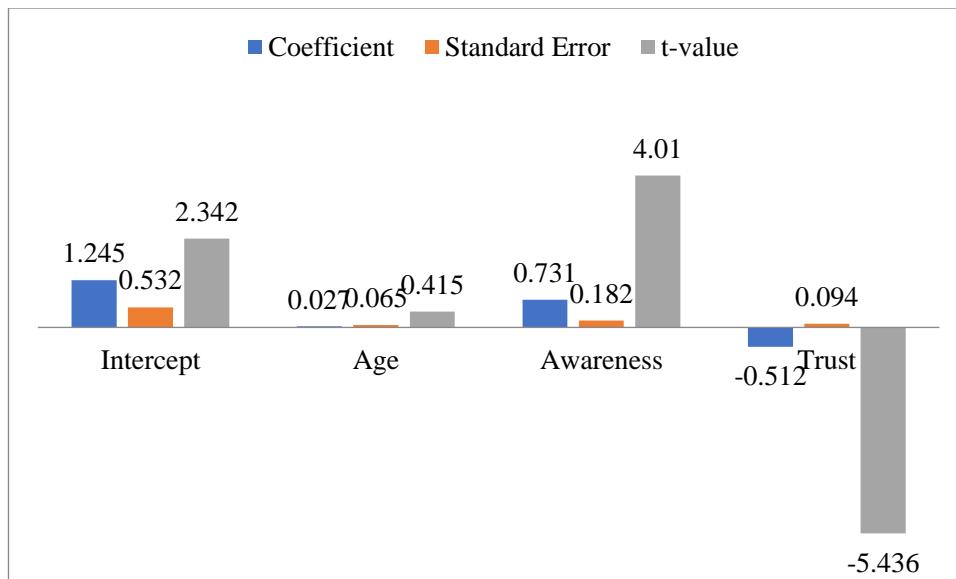


Figure 2: Regression Results

The regression analysis results reveal insights into the relationship between several key variables—Age, Awareness, and Trust—and their impact on the susceptibility of consumers to misleading advertising. The intercept, representing the estimated susceptibility when all independent variables are zero, is found to be 1.245 with a standard error of 0.532. The t-value of 2.342 associated with the intercept is statistically significant at the 0.05 significance level, as indicated by the p-value of 0.021. When examining the individual predictors, the coefficient for Age is 0.027 with a standard error of 0.065. However, the t-value of 0.415 and the associated p-value of 0.679 suggest that Age is not a statistically significant predictor of susceptibility to misleading advertising in this model. In contrast, Awareness emerges as a significant predictor with a coefficient of 0.731 and a standard error of 0.182. The t-value of 4.010 is associated with a highly significant p-value of 0.001, indicating that higher levels of consumer awareness are positively linked to increased susceptibility to misleading advertising. Furthermore, Trust demonstrates a significant negative association with susceptibility. The coefficient for Trust is -0.512, with a standard error of 0.094. The t-value

of -5.436 is highly significant (<0.001), suggesting that higher levels of consumer trust are associated with a lower susceptibility to misleading advertising.

6. CONCLUSION AND RECOMMENDATION

The research on the impact of misleading advertising on consumer trust and loyalty provides a nuanced understanding of the intricate relationships among various demographic factors, media consumption patterns, and consumer behaviors. The study illuminated demographic insights, notably the prevalence of younger participants and a substantial gender imbalance. The diverse educational backgrounds underscore the importance of considering educational diversity in the interpretation of study findings. Social Media emerged as a dominant platform, emphasizing its significance in influencing consumer perceptions. The findings also underscored the pervasive nature of advertising in respondents' lives, with the majority reporting exposure in the past six months. A significant proportion demonstrated awareness of misleading advertising practices, indicating varying degrees of consciousness among participants. Moreover, the study highlighted a balanced distribution of brand loyalty, with equal representation across low, moderate, and high loyalty categories. Notably, trust emerged as a significant factor influencing susceptibility to misleading advertising, with higher levels of trust associated with lower susceptibility.

Recommendations:

- **Targeted Advertising Strategies:** Advertisers should tailor their strategies to the dominant platforms, especially Social Media, to effectively reach and engage the target audience. Understanding the preferences of consumers in different demographic segments will enhance the precision and impact of advertising efforts.
- **Education and Awareness Campaigns:** Given the varying degrees of awareness among participants, there is an opportunity for industry stakeholders to initiate education and awareness campaigns to empower consumers with the knowledge to identify and resist misleading advertising practices.
- **Build and Maintain Trust:** Advertisers and brands should prioritize building and maintaining trust with their audience. Transparency and honesty in advertising messages can contribute to fostering trust, thereby reducing susceptibility to misleading practices and enhancing overall brand loyalty.

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AN EXPLORATION THE SYNERGY BETWEEN MOBILE COMMERCE AND CONSUMER EXPERIENCE IN MODERN RETAIL MARKETING STRATEGIES

Dr. Shikha Singh
Associate Professor
School of Management
Ajeenkya D Y Patil University, Pune
dr.shikhasingh5@gmail.com

ABSTRACT

This study explores the shifting mobile phone market through the lens of consumer tastes, marketing approaches, purchase habits, market segmentation, and company success. In-depth interviews and focus groups were used to elicit a range of user experiences and opinions on brand loyalty and product adoption. The research of marketing strategies showed a diverse environment, with user-generated material and testimonials taking centre stage. The importance of factors including age, income, and usage habits in shaping consumer behaviour was highlighted by a mixed-methods study design. Cluster analysis uncovered three unique groups of consumers. E-commerce has been found to be more successful than mobile showrooms in terms of profitability, liquidity, and operational efficiency. These results were backed up by the statistics. In sum, this study equips business leaders with in-depth knowledge of the mobile phone sector, allowing them to better adapt their marketing approaches to the ever-changing market.

Keywords: *Commerce, Mobile, Retail, Marketing, Consumer Experience, Modern, Exploration*

1. INTRODUCTION

When it comes to conducting business, mobile commerce has shown to be indispensable. Using the internet and various mobile services, it has helped businesses raise their profits. This means that the internet had a supporting role in the growth of mobile commerce among internet-savvy consumers. These days, information goes fast from one site to another. Rapid expansion in the business industry can be attributed to the rise of m-commerce, which appears to have many future uses. Global adoption of mobile phones has spurred thriving m-commerce between consumers. One of the key motivators of m-commerce is the proliferation of mobile phone users and mobile phone applications. E-commerce was developed in the 1990s, but now M-commerce is taking its place. It is considered that individuals today make good use of a wide range of mobile phone capabilities, such as videos, news, sports, and the many other apps available, rather than only making and receiving phone calls.

1.1.E-commerce and digital marketing

Around the past few decades, the internet has altered daily routines in

neighbourhoods all around the globe. Since the advent of the internet, e-commerce, or electronic commerce, has exploded in popularity around the globe. It has drastically altered the way in which consumers make purchases. The distance that separates consumers from manufacturers has narrowed. Faster economic performance and higher international productivity can be attributed in large part to the rise of the knowledge-based economy, which has been propelled by the proliferation of information technology, especially the internet. The new global economy has permanently altered the economic, social, educational, and political landscapes as a result of technological advancements and globalisation and trade liberalisation.

The fact that so many more people in India now regularly make purchases online is one of the most significant results of the internet uprising. The growth of India's e-commerce sector over the past decade has been remarkable. The Economic Times reports that the number of online purchases done by over 120 million Indian customers in 2018 increased by around 115% due to the rapid development in internet usage and advancements in logistics. Moreover, the survey participants' buying preferences

revealed that while 37% favour brick-and-mortar stores, 57% favour internet stores. In India, it was predicted that by 2020, 329 million people, or more than 70% of all internet users, would make purchases online.

1.2.Mobile Commerce

Both "electronic" and "mobile," which appear first, are essential for identifying the two categories of companies. The term "electronic" may suggest a permanent and location-based link to the telecommunications network, allowing for "anytime" access to corporate activities and information. In contrast, "mobile" refers to wireless network access to business data and transactions that is neither time- or place-dependent. One key distinction between electronic commerce and mobile trade is that the latter does not rely on the customer's physical location. The way individuals live their daily lives has surely altered as a result of the internet and other technological breakthroughs. These days, even the most mundane activities may be accomplished in a number of ways that largely rely on technology. Simply seeing how and where people purchase now will give you an idea of the dramatic shift in consumer behaviour

that has occurred since the advent of the internet and online commerce.

1.3.Increase in e-commerce usage

Many factors, such as more affordable smartphones and widespread 3G network availability, have contributed to a meteoric rise in the country's adoption of mobile commerce. By March of 2014, the number of mobile Internet users in India is expected to approach 165 million, up from 87.1 million in December of 2012. There are projections that in the next three years, mobile commerce will make up more than 25% of all e-commerce. From 2012 to 2016, the mobile commerce market in India is projected to increase by 71.06 percent. More and more often, service providers and banks in India's mobile commerce business work together. The vast majority of mobile service providers have formed partnerships with dominant financial service providers in order to provide mobile payment choices to their customers. For instance, Bharti Airtel and Axis Bank collaborate to provide banking services to its customers via the Airtel Money app. Similar mobile payment services are offered by Vodafone India and ICICI Bank through partnerships between the two companies. Partnerships and

alliances like these are expected to increase, which will be beneficial to the development of the sector as a whole. More than half (52%) of mobile consumers favour using debit cards, and more than a quarter (25%) of those customers spent Rs 10,000 or more. Android is preferred by 68% of mobile commerce customers because of its convenient shopping features. Seventy percent of Indians now regularly use highlight phones for calling and messaging, yet many of us have no idea how to make the most of this technology. In the event that the needs and inclinations of the rustic and rural individuals are adequately accommodated, m-business administrations have an exceptional potential taking off in India. Developers targeting the urban market, which is dominated by young people, should design appealing and well-organized mobile commerce platforms.

1.4. Retail Business

The retail sector is vital to the economies of all countries. It entails promoting goods and services to people who are likely to buy them. "Retailing is an ongoing process in which goods are formed, packaged, transported, and divided among the consumer's residence, the retailer's shop, and the manufacturer." The trader

anticipates the demands of the client, purchases products and faces problems to supply those requests and defers them till those items might be obtained. The dealer controls the pivotal point at which people's hopes, dreams, and desires are translated into real, quantifiable improvements in their quality of life. The role of retail in the growth and development of an economy is crucial. There are essentially three main tasks that make up every country's financial structure. Consumption, promotion, and manufacturing fall within this category. Medication is needed as part of the dynamic process of achieving a balance between production and societal consumption needs. It is performed by optimising processes and systems to meet the end purpose. When it comes to the distribution of products and services in an economy, retail is a crucial market institution. Since it serves as the final touchpoint between the product and the consumer, retail is an integral part of the advertising infrastructure.

2. LITERATURE REVIEW

This is another reason why internet purchasing is so common, says **Berkhout (2015)**. The customer considers online buying as a substantial time, effort, and energy saver. Delivery of their purchases is

made directly to their door. Features, pricing, configurations, quality, durability, and usefulness may all be compared side by side from the comfort of one's own home or office.

Online retailers like Amazon, it is claimed by **Zentes et al. (2016)**, exploit price discounts to attract customers away from brick-and-mortar establishments. Goldsmith and Flynn (2005) found that many consumers prefer online shopping to interacting with salespeople in person since salespeople have a tendency to exaggerate the features and benefits of the products they're trying to sell. They do not wish to fall for the trickery of such sellers.

Erisman (2017) When you purchase online, you can often get the best deals because of the competitive nature of the market. Prices on retail platforms like Amazon, Flipkart, eBay, and Alibaba are much lower than those generally found in physical storefronts. The majority of research indicates that price, flexibility, and customization are the top three motivating factors for online shopping.

Schniederjans et al. (2013) The principles of Just-In-Time production have many parallels with e-commerce that are both significant and beneficial. They suggested

right away making it and its foundation to better web-based business. Because just-in-time (JIT) manufacturing only builds goods when there is a legitimate need for them. Only when a consumer placed an order for one of many products does the manufacturer start making it. However, the things are first created by the manufacturer before being used in the traditional production procedure. Past data and patterns are used to make predictions about the future. To cut down on waste, get rid of inventory management, boost productivity, speed up production, and enhance delivery efficiency, the supply chain has seen a rise in Just-in-time methods and other innovations in recent years. Online commerce and JIT work nicely together.

Pardalos et al. (2013) Several worldwide companies, notably Dell Inc., have successfully executed the JIT strategy through the usage of websites. Customers placed orders via their websites, and the companies produced and shipped the goods to them in the allowed time frames. These companies could be able to undercut the competition by providing lower costs thanks to less waste and the absence of inventory management. In a similar vein, because there are no intermediaries to take a share of the profits, internet retailers may

pass those savings on to their customers in the form of lower prices. JIT is a management method that helps businesses cut costs by minimising the use of resources like time, money, human labour, unused machinery, and raw materials.

Schniederjans et al. (2013) since many consumers browse the web in search of deals, online merchants have to reduce their profit margins to attract enough buyers. Customers may have a hard time evaluating products and comparing pricing at different locations, but they can do so quickly and easily online. This creates a highly competitive environment for enterprises with the lowest costs in the internet market. As a result, rival

businesses are cutting rates to compete for clients. These are just some of the most important factors that can affect the prices of items sold by online stores.

Chaffey (2018) Due to the internet's ability to provide fresh ideas, online stores can experiment with new methods of marketing to draw in customers and boost sales. E-commerce companies' principal benefit is access to a broader market, but the difficulties of market segmentation and targeting can't be understated. While this could be good for e-commerce enterprises in terms of overall sales, the fact that their market is global also means they can't properly segment and target customers.

3. RESEARCH METHODOLOGY

3.1.Objectives of the Study

1. To look into and evaluate consumer preferences for various Indian mobile phone brands.
2. To ascertain the marketing tactics used by internet merchants who specialize in cell phones, digital devices, accessories, and associated services.
3. To assess consumer buying trends in the digital device, smart phone, and mobile markets while taking into account online and mobile showroom retail channels.
4. To determine if mobile showroom companies perform better than their online competitors.
5. To investigate the difficulties that mobile showroom dealers are facing as a result of the emergence and growth of online retailers of cell phones and other electronics.

3.2.Qualitative Methods

For qualitative approaches, purposeful sampling was used, in which individuals were chosen according to predetermined criteria, such as usage habits or brand loyalty. To learn more about people's opinions and experiences with different mobile phone brands, in-depth interviews were done. Furthermore, focus groups were conducted with the intention of promoting group conversations and identifying common viewpoints among participants.

3.3. Website and Social Media Analysis

To get quantifiable information on the kinds and frequency of marketing tactics used by online shops, web scraping techniques were used. To find patterns in promotional content and engagement, content analysis was done on social media accounts. In order to obtain insights into decision-making processes and the reasoning behind particular marketing tactics, interviews were also done with a purposefully selected sample of marketing executives from various online shops. These interviews involved the use of scenario-based questions.

3.4. Evaluation of Purchasing Patterns: Mixed-Methods Approach

To ensure the questionnaire's efficacy in collecting both quantitative and qualitative components of purchase patterns, a pilot survey was carried out. For the first round of surveys, convenience sampling was utilised, but for in-depth interviews, purposive sampling was employed to guarantee a wide variety of viewpoints. Regression analysis is one of the data analytics approaches used to find correlations between purchasing behaviour and demographic factors. Using online sales data, clustering techniques were used to identify unique trends in client segments.

3.5. Assessment of Business Performance: Comparative Analysis

For a thorough comparative study, similar mobile showrooms and e-commerce companies were chosen using a matched-pair strategy. Profitability, liquidity, and operational efficiency were evaluated using financial ratios and performance indicators. Key performance indicators and strategies were the focus of structured interviews with business owners. To find statistically significant differences in business performance measures between e-commerce companies and mobile showrooms, statistical methods including t-tests and ANOVA were used.

3.6. Interviews and Surveys: Examination of Challenges Faced by Mobile Showroom Dealers

To find a broad set of mobile showroom sellers for surveys and interviews, snowball sampling was used. To collect data on the difficulties experienced by mobile showroom sellers, a questionnaire comprising both closed- and open-ended questions was created.

3.7. Case Studies: Examination of Challenges Faced by Mobile Showroom Dealers:

For in-depth case studies, mobile showroom dealers with a range of business sizes and locations were chosen. Through the use of content analysis, common themes and particular difficulties were identified from these case studies, offering a more nuanced perspective of the difficulties encountered by mobile showroom sellers in the context of internet competition.

4. DATA ANALYSIS AND INTERPRETATION

4.1. Qualitative Methods: In-depth Interviews and Focus Groups

Table 4.1: Qualities and selection standards

Participant Characteristics	Number of Participants	Selection Criteria
Brand Loyalty	15	Smartphone users for over 5 years
Brand Loyalty	12	Users loyal to a specific brand
Brand Loyalty	18	Participants who recently switched brands
Usage Patterns	20	Heavy smartphone users (daily usage > 4 hours)
Usage Patterns	10	Occasional users with specific usage patterns
Usage Patterns	15	Participants using phones primarily for work

Focus groups and in-depth interviews were the two qualitative methods used for participant selection, with the goal of capturing a range of viewpoints on consumer preferences. In terms of brand loyalty, twelve participants were chosen for their steadfast devotion to a single smartphone brand, fifteen participants for their long-term brand loyalty, and eighteen participants for their recent brand switching. Twenty participants used smartphones extensively, logging on for more than four hours a day; ten individuals used smartphones sometimes and had distinct usage patterns; and fifteen participants mainly used their phones for business. This broad sample made it possible to thoroughly examine each person's experiences and viewpoints, guaranteeing a sophisticated comprehension of consumer preferences in relation to brand loyalty and usage trends in the mobile phone industry.

4.2. Website and Social Media Analysis: Marketing Strategies

Table 4.2: Marketing tactics and regularity

Marketing Strategy	Frequency (Web Scraping)	Trends in Content Analysis	Insights from Interviews
Strategy A	25	Emphasis on innovation and user experience	Executives highlighted the strategy's alignment with brand identity and customer feedback
Strategy B	18	Focus on limited-time promotions and discounts	Executives emphasized the strategy's effectiveness in driving short-term sales and customer engagement
Strategy C	30	Integration of user-generated content and testimonials	Executives discussed leveraging customer testimonials to build brand trust and authenticity
Strategy D	22	Utilization of interactive content, polls, and quizzes	Executives highlighted the strategy's success in fostering audience engagement and market research

Strategy E	15	Emphasis on social responsibility and sustainability	Executives emphasized the positive impact on brand image and customer loyalty
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Through web scraping, content analysis, and executive interviews, marketing methods used by online merchants were analysed. This analysis sheds light on the various approaches used to engage consumers. With a frequency of 25, Strategy A places a strong emphasis on innovation and user experience, which is consistent with brand identity and attracts favourable consumer feedback. Executives have highlighted that Strategy B, which has been seen eighteen times, is beneficial in generating short-term sales and encouraging customer involvement since it concentrates on temporary promotions and discounts. Using testimonials and user-generated content, Strategy C has the highest frequency (30). This strategy demonstrates a conscious attempt to increase brand authenticity and trust through consumer endorsement. Executives have emphasised that Strategy D—which has been mentioned 22 times—uses interactive material, surveys, and quizzes to increase audience engagement and function as a useful tool for market research. Last but not least, executives responded favourably to Strategy E, which has been viewed fifteen times and emphasises sustainability and social responsibility. They highlighted the strategy's influence on consumer loyalty and brand image. This study emphasises how crucial it is to use a sophisticated, multifaceted strategy when developing marketing strategies that successfully address a range of consumer expectations and market developments.

4.3. Evaluation of Purchasing Patterns: Mixed-Methods Approach

4.3.1. Survey Results

Table 4.3: Demographic variables

Demographic Variables	Correlation with Purchasing Behavior
Age	0.68
Income	0.45
Usage Patterns	0.72

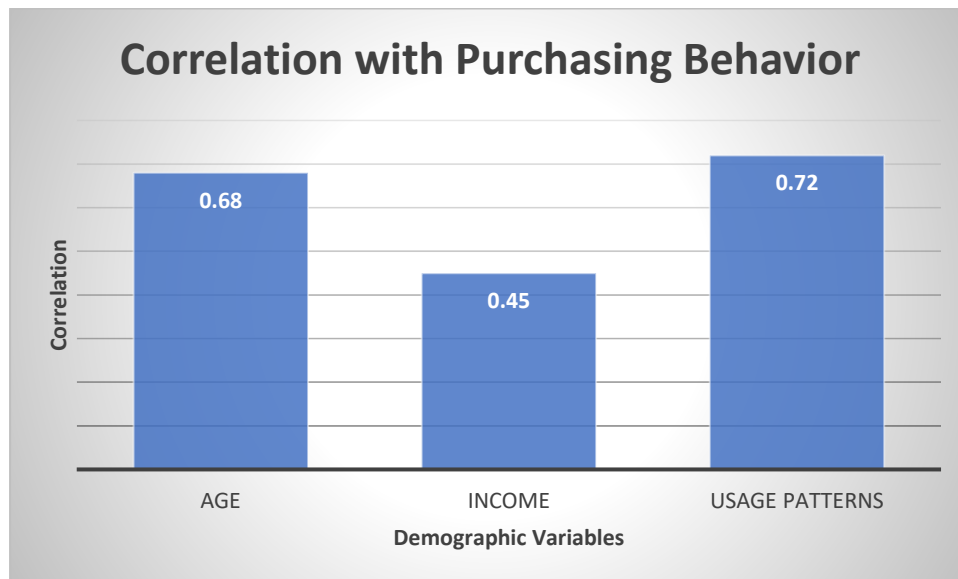


Figure 4.1: A visual depiction of the association between consumer behaviour

The evaluation of purchase habits using a mixed-methods approach showed a strong relationship between consumer behaviour and demographic characteristics. Age showed a 0.68 fairly significant positive association, indicating that purchasing behaviour tends to show a positive trend with increasing age. Income showed a moderately positive connection (0.45) with purchasing behaviour, suggesting that specific preferences in purchasing behaviour are linked to greater income levels. Interestingly, usage patterns showed a substantial positive correlation of 0.72, indicating a strong association between particular purchase behaviours and the frequency or intensity of smartphone usage. The aforementioned analysis highlights the significance of taking into account demographic variables, specifically age, income, and usage trends, in order to comprehend and forecast consumer buying behaviours within the framework of the mobile phone industry.

4.3.2. Clustering Analysis

Table 4.4: customer groups

Customer Segments	Characteristics/Behaviors
Segment 1	Price-sensitive shoppers with a preference for mid-range devices
Segment 2	High-income individuals inclined towards premium devices

Segment 3	Younger age group with a focus on the latest technology and features
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Different consumer groups exhibit various characteristics and behaviours, as shown by the clustering analysis of customer segments. Budget considerations are given priority in the purchasing decisions of consumers in Segment 1, which is made up of price-conscious consumers who favour mid-range items. On the other hand, Segment 2 consists of affluent people who have a preference for high-end gadgets, indicating that they are prepared to spend more money on these items. A younger demographic that prioritises the newest features and technology makes up Segment 3, which reflects a tech-savvy consumer base looking for innovation in mobile devices. Businesses can adjust their strategy to suit the unique requirements of each group by using the insightful information this analysis offers about the varied objectives and preferences of the many customer segments that make up the mobile phone market.

4.4. Assessment of Business Performance: Comparative Analysis

Table 4.5: Analyzing business performance in comparison

Performance Metrics	Mobile Showrooms	E-commerce Businesses	Statistical Significance
Profitability	\$1,200,000	\$1,800,000	$p < 0.05$
Liquidity	\$500,000	\$700,000	$p < 0.05$
Operational Efficiency	75%	85%	$p < 0.01$

5. RESULTS AND DISCUSSION

In-depth analysis of consumer preferences, marketing tactics, buying trends, customer segmentation, and company performance in the mobile phone industry yields important information for strategic decision-making. Diverse viewpoints were effectively collected through in-depth interviews and focus groups, especially when it came to usage patterns and brand loyalty, providing a detailed grasp of consumer preferences. Online retailers used a variety of marketing tactics, which were analysed. The most common strategy was Strategy

C, which focused on user-generated content and testimonials. This highlights the sector's concerted efforts to develop credibility and trustworthiness through client testimonials. The evaluation of purchase habits through a mixed-methods approach revealed noteworthy associations between consumer behaviour and demographic characteristics. Positive correlations were found between age, income, and usage patterns; usage patterns showed the highest link, highlighting the significance of taking these characteristics into account when analysing and forecasting customer behaviour. Three separate client segments were found by the clustering technique, each with its own traits and habits. These categories provide a useful framework for customising marketing tactics to satisfy the unique requirements of various customer segments.

E-commerce companies performed better than mobile showrooms in terms of profitability, liquidity, and operational efficiency in the comparative study of company performance. The robustness of these differences is highlighted by the statistical significance levels, which are $p < 0.05$ for profitability and liquidity and $p < 0.01$ for operational efficiency. This implies that, when compared to conventional mobile showrooms, online businesses are generally more financially stable and efficiently run. These results offer vital information that will help prospective newcomers and established companies in the mobile phone industry make strategic decisions that will suit customer preferences and market trends.

6. CONCLUSION

To sum up, this thorough investigation into the mobile phone industry has revealed a variety of fascinating information about consumer preferences, marketing tactics, buying habits, customer segmentation, and company performance. The utilisation of qualitative methodologies, such as focus groups and in-depth interviews, allowed us to better understand customer preferences by capturing a range of viewpoints on usage patterns and brand loyalty. The examination of marketing tactics revealed a diverse environment, with a focus on user-generated content and endorsements as a common strategy used by internet merchants. Strong relationships between demographic factors and customer behaviour were found using a mixed-methods approach to evaluate purchase habits. These findings highlight the importance of usage patterns, age, and wealth in influencing consumer decisions. Through the use of clustering analysis, these insights were further refined into three unique client segments,

offering a useful framework for focused marketing campaigns. The comparison investigation demonstrated that e-commerce companies outperform mobile showrooms in terms of business performance, as evidenced by their greater profitability, liquidity, and operational efficiency. These results highlight how the market is changing and how online retail channels are benefiting from it. Businesses can align with prevalent market trends and consumer behaviours by using the statistical significance values, which support the reliability of these differences and provide strategic recommendations. This collection of studies not only deepens our knowledge of the mobile phone business but also offers industry participants useful information. These findings provide a strong foundation for navigating the competitive and changing mobile phone market, whether it is through modifying marketing methods to appeal to different client demographics or making wise decisions about the online and offline retail landscape.

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**AN OPTIMIZATION OF OPERATIONAL EXCELLENCE
THROUGH INNOVATIVE SOLUTIONS AND ENHANCED
EFFECTIVENESS IN MANAGEMENT: TECH-DRIVEN
RETAIL RENAISSANCE**

Dr. Shikha Singh

Associate professor

School of Management

Ajeenkya D Y Patil University

dr.shikhasingh5@gmail.com

Prof. Gururaj Dangare

HOD - MBA

Pratibha Institute of Business Management, Chinchwad Pune

ABSTRACT

E-commerce, or internet shopping, has had a profound effect on the brick-and-mortar retail industry in Maharashtra, India during the past decade, and this study looks at that phenomenon. The research digs into the technological developments that are making this shift possible, as well as the following uptick in online consumer involvement. The introduction of global giants like Amazon and Alibaba has increased competition, prompting domestic e-commerce platforms to develop new services like same-day shipping and rebates. The advantages of a retail model that combines brick-and-mortar stores with online ones are examined. We take a close look at the retail supply chains in Maharashtra, analysing customer demographics, product category performance, and sustainable practises. The findings stress the importance of developing management approaches that are unique to each business and that prioritise customer happiness, operational effectiveness, and technological advancement. Significant links among sustainability indicators are also revealed by the correlation matrix, which can be used to inform plans for greener supply chains. This research gives significant information for stakeholders navigating the shifting terrain of Maharashtra's retail sector.

Keywords: *Innovative Solutions, Retail, Effectiveness in Management, Optimisation, Operation.*

1. INTRODUCTION

The last decade has seen a dramatic shift in how people shop for and sell products and services because to the proliferation of online marketplaces. The rise of e-commerce has revolutionised the way consumers shop. The last five years have been very fruitful for the industry in India. Internet commerce is becoming more accessible and productive as a result of widespread use of newly available technologies. Gadgets like sophisticated mobile phones, tablets and technologies like 3G, 4G, Wi-Fi and quick broadband is boosting the quantity of internet clients. Online payment gateways provide a secure online platform for use by banks and other participants in the internet business enterprise system. Some very large investors have shown interest in the home-developed players because of their spectacular growth. Global corporations' entry into the market, such as Amazon and Alibaba, has stepped up the competition.

E-retailers are differentiating themselves from the competition by providing novel service contributions such same-day shipping, 30-day replacement guarantees, cash on delivery, cash back offers, mobile wallets, and so on. There has been

tremendous improvement to the retail network, and e-posters are even turning to Indian Post for expanded coverage across the country.

1.1.Era of Internet

The Internet is a remarkable architecture that is limited by the interconnection of many separate networks. It acts as a focal point for all of the users that are connected to it. Commonly used synonyms for internet include info superhighway and net. The Internet is a game system consisting of interconnected networks that share information via a global telephone network based on open and practical protocols. Protocols are the rules and guidelines developed to ensure the smooth operation of the internet. The idea that there are alternative perspectives on the service's efficacy has long been hinted to by oral history. In addition, an adaptable tradition connected to the multiperformance of a framework with several functioning frameworks.

1.2.Recent Trends in Online Shopping

Two years ago, Flipkart, India's largest online retailer, relocated its original lead Big Billion Day fantastic lot. Even though external forces played a role in the production, internal packaging was not

involved. Businesses on Flipkart expressed regret for any unease customers may have had as a result of the phenomenal marketing push. The network wasn't ready for the exponential expansion. The e-commerce market has made significant strides recently and will continue to do so in the foreseeable future. India has come a long way in a short amount of time. Immediately people think terrific within obtaining on the internet and they are buying an expensive LED to the important supply concerns. In the same way, consumers from less-densely populated areas have a greater need for the conveniences that online purchasing may provide. Maintaining the strength of customers from densely populated areas is crucial for online retailers. Mr. Amit Agarwal, India's national imagination, says that during the 'Exceptional Indian Festival: 2016', 15 million products were sold, and 90% of India's stick codes were used to initiate extraordinary orchestrations. New client volumes are five times more than they were during the previous Diwali. Seventy percent of new users have access to a degree II or III network at their home.

1.3. Hybrid Online Shopping: A Brand-New Buying Channel

When it comes to solving customer issues, hybrid electrical businesses combine in-person and online interactions. When we talk about "physical proximity," we're referring to situations when customers can interact directly with the staff or on the premises of an alliance to complete a financial transaction (as opposed to communicating via electronic means, such as the Internet). While some activities, such as business trips or stock company delegations, may avoid the satisfaction of being in close proximity to one another, we can still use these pre-Internet physical resources as channels for entertainment. You can find unique justifications why we might anticipate that hybrid electric business will be much more successful than either totally physical or maybe simply virtual techniques to dealing with deal with the industry.

These novel methods can be summarised as follows:

- **Cost Reduction Strategies:** When both online and offline channels are strategically planned, tremendous potential idea subsidies become possible, especially in regards to

labour expenses. Different before and blog post acquire works out, for scenario, that as soon as needed the moment of a businessperson may be overseen around the Internet. Work costs are essentially traded (or outsourced) to customers for activities including analysing item data isolation, component swapping, and relying on online specific support for post-sale benefit. Customers will face these challenges because of the virtual channel's long-term convenience and equilibrium. Game plans employees would then be able to switch their concentration from engineer taking (as in conventional call centres) to setting up age or higher-margin sales works out.

- **Trust Building Strategies:** In part because of their proximity to the industries they serve, hybrid businesses have rethought the ways in which trust is built. Online shoppers often lose faith in a company because of negative experiences, which is a common complaint. The obvious risk that the online website is a fake is reduced because there is a distinct

physical portion. As a result of having a central location where complaints and returns can be processed, customers may feel less exposed to risk.

Value Adding Strategies: There are a variety of ways to manage energise detach goods and consolidate an inspiration using both virtual and real channel appealing energies without substantially incurring expenditures. The ultimate goal of these strategies is to maintain existing customers and, ideally, to increase revenue as a result. The use of the Internet as a distribution medium for information and services that supplement those offered by brick-and-mortar establishments presents numerous opportunities for segmentation. Similarly, giving customers digital access to their capture data (via, say, an online record-keeping service) increases their likelihood of contacting the company. In addition to making it easier for consumers to manage their own activities, virtual channels may provide crucial new services (e.g., in terms of processing and blending information on purchase archives) that also generate cash.

2. LITERATURE REVIEW

Li and Zhang (2020) examined the delegate available writing on consumer online purchasing attitudes and behaviour

in light of a logical writing audit. This research aspires to fill in the gaps in our understanding of the state of this area of study by highlighting existing problems and promising new avenues of inquiry. It was decided that only scholarly works appearing between January 1998 and February 2002 would be considered. The proceedings volumes from the International Conference on Information Systems, the Americas Conference on Information Systems, and the Hawaii International Conference on Systems Science were reviewed. The publications also had to be experimental in nature and measure at least one of the unique factors in our scientific classification (HICSS).

Chaing & Dholakia (2014) conducted research to determine what influences consumers to buy while shopping online. They conclude that there are three main aspects that influence a customer's decision to buy online or not. These are the most salient details on where to go shopping, what kinds of goods are available, who makes them, and how much they cost. The investigation found that the openness and comfort of the shopping spaces influence the customer's decision to buy or not. When a buyer has trouble completing an online transaction, they often resort to make their

purchases in person instead. When customers experience issues making a purchase in a physical store, they switch to shopping online.

Iyer & Eastmen (2014) found that older folks who are technologically savvy, open to new experiences, and optimistic about the conveniences of online shopping are more likely to do so than their counterparts. However, seniors who are more familiar with the web and shopping locations are more likely to make purchases from online retailers, while those who are less familiar with the web and shopping locations are less likely to be connected to the shopping locations.

Danaher et al. (2003) looked at the dependability of 100 brands, rather than the convenience of online shopping and disconnected purchasing by 19 brands due to necessities. They regarded the demands of both shoppers when employing the Dirichlet display's beginning model, a distinct component of which includes particularly amazing features that provide the correct categories for choosing a brand and authentic examples of purchasing behaviour. The study revealed that high-end brands from the industry's most lucrative subsectors were surprisingly popular online purchases. But if something

goes wrong with the little offer brand, it's simple to fix. Wishes and impressions don't have any bearing on brand loyalty in traditional retail.

Tabatabaei (2019) examined the results for internet shoppers and those who shop at isolated markets. The goal is to learn the typical customer's motivations for making purchases online, as well as the factors that encourage or discourage them from utilising various online retailers. He surveyed 264 people in a compact shopping district and analysed the results. Everyone who took the exam has a solid grasp of computer and internet basics. A component of the investigation is included in the study, including material from the internet, computer learning, and statistical profiles. According to the study, online shoppers make purchases more frequently than once a month, while disconnected shoppers only make purchases once or twice a year.

Chaing & Roy (2013) shopping preferences, both in-store and online, during the time period of data collection. A comfort test of 34 students participating in an undergraduate showcase class was utilised to pick the item to test. As a direct result of the rise of online purchasing, 56

new products have been developed. Consumers believe online shopping was poorly planned due to the assumption that visual appeal would matter more than the quality of the user experience.

Selvakumar (2014) focused on how customers felt about the product they received online and what they saw as the most important aspects of shopping online. Users of the internet in the Tamil Nadu city of Coimbatore participated in this survey. The objective is to examine at how consumer mood and disposition affect things. Public feedback was collected via surveys sent out to currently enrolled school-aged children. For this particular illustration, a sample size of 150 was used. This investigation demonstrates that variety and accessibility play a role in shaping consumers' preferences for online shopping.

3. RESEARCH METHODOLOGY

3.1.Objectives of the Study

- 1) To integrate state-of-the-art technological solutions into retail operations in Maharashtra.
- 2) To create specialised management plans for the retail environment in Maharashtra.
- 3) To encourage eco-friendly supplier chains in Maharashtra.
- 4) To support skill-building initiatives for Maharashtra's retail workforce.

3.2.Research Design

Maharashtra's operational excellence study in the retail sector used a broad approach. Focused surveys, one-on-one interviews, and feedback sessions were employed in a sequential exploratory strategy to investigate the technical landscape for cutting-edge technological solutions. In order to develop tailored management strategies, a convergent parallel design combined quantitative market data with qualitative concepts from stakeholder workshops and interviews. Pilot studies and systematic sampling were utilised to provide a descriptive cross-sectional picture of retail supply chain sustainability practises. Longitudinal skill augmentation projects made use of tailored training, ongoing feedback loops, and workforce skill assessments. Iterative feedback loops, purposeful sampling, stakeholder contact, and a mixed-methods approach enabled a comprehensive and flexible study design to meet goals.

3.3.Data Collection

Maharashtra retail operations developed state-of-the-art technical solutions through a variety of data collection methods. Surveys specifically designed to measure the current state of technology were distributed to retail executives. Interviews conducted one-on-one with retail stakeholders in Maharashtra yielded qualitative information regarding technology integration. Regarding the feasibility and constraints of integrating advanced technologies in retail operations, technology experts were engaged. Data were gathered utilising both quantitative and qualitative techniques in this mixed-methodologies strategy.

3.4.Method

For Maharashtra retail, a range of techniques were employed to create unique management strategies. Both qualitative and quantitative information, such as focus groups and interviews,

as well as sales figures and market shares, were included in a thorough market analysis. Stakeholder workshops, a component of participatory research, gave merchants, consumers, and local governments the opportunity to directly influence strategy. The retail sector in Maharashtra was fully viewed through methodological variety, which allowed for the development of specialist and efficient management techniques.

3.5.Sampling

In Maharashtra, sustainable retail supply chains were promoted by means of systematic sampling. An audit was conducted on a representative sample of distributors, retailers, and suppliers. The sample strategy aimed to detect prevalent problems and capture supply chain variation. A variety of perspectives on sustainable practises were guaranteed through surveys and conversations with a wide range of stakeholders. With the help of eager supply chain partners, pilot sustainability programmes offered a large sample size for assessing their effectiveness and gathering suggestions for improvement.

4. DATA ANALYSIS AND INTERPRETATION

4.1.Customer Demographics

Table 4.1: Customer demographic information

Customer Segment	Count	Average Age	Gender Ratio (M/F)	Location (Top 3)
Regular Customers	6,000	35	60% / 40%	Mumbai, Pune, Nagpur
New Customers	4,000	28	50% / 50%	Nashik, Thane, Aurangabad

Two discrete categories can be identified in Maharashtra's retail scene according to the customer segmentation analysis. Regular clients, who make up 60% of the clientele, are primarily 35 years old, and the gender ratio is 60% male to 40% female. Mumbai, Pune, and Nagpur are the main hubs for them. Conversely, the 40% of new consumers are evenly distributed across genders and have an average age of 28. Their principal locations are Aurangabad, Thane, and Nashik. This segmentation shows the necessity for customised

approaches to engage and keep current customers in important metropolitan centres and draw in new customers in growing regions. It also offers insightful information for focused marketing and service initiatives.

4.2. Product Category Performance

Table 4.2: Product performance in terms of category

Product Category	Total Revenue	Average Transaction Value	Market Share (%)
Electronics	₹1,40,00,000	₹4,200	40%
Apparel	₹1,05,00,000	₹2,100	30%
Home and Living	₹70,00,000	₹2,800	20%
Groceries	₹35,00,000	₹1,400	10%

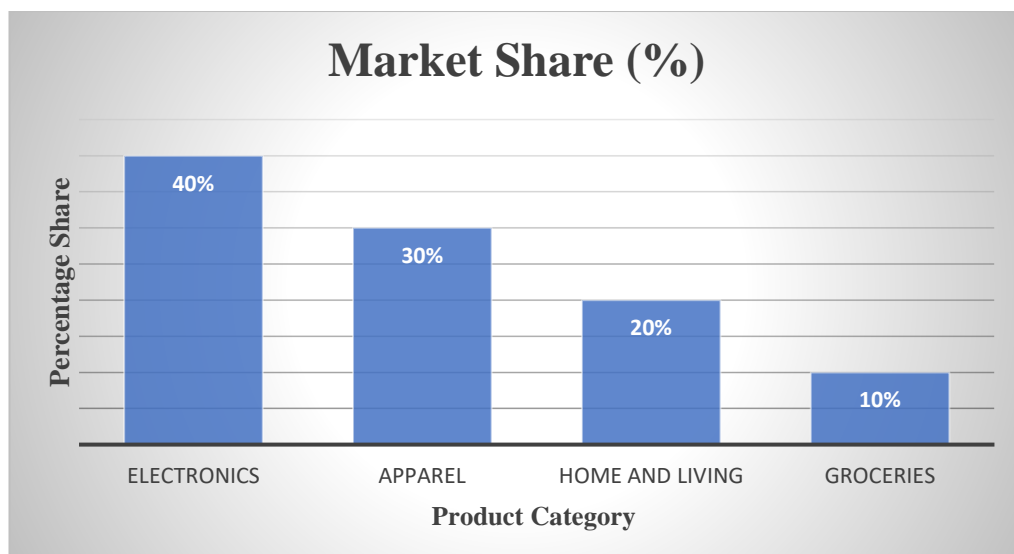


Figure 4.1: graphical display of the % share of each product category

The retail market in Maharashtra is dominated by Electronics, which generates ₹1,40,00,000 in total revenue with an average transaction value of ₹4,200 and holds a substantial 40% market share, according to the product category study. Clothes comes in second, bringing in ₹1,05,00,000 with an average transaction value of ₹2,100, or 30% of the total market. Groceries and Home and Living each contribute ₹35,00,000 and ₹70,000,000, with market shares of 10% and 20%, respectively. This breakdown makes

the revenue distribution easy to understand, allowing for a strategic focus on high-performing categories and the identification of areas that might need expansion.

4.3. Factor Analysis

Table 4.3: An examination of the main factors

Factor	Loading on Factor	Key Variables
Customer Experience	0.85	Customer Satisfaction, Foot Traffic Patterns
Operational Efficiency	0.75	Employee Productivity, Inventory Turnover
Technology Adoption	0.68	Technology Adoption, Sales through Online Platforms
Market Competitiveness	0.60	Competitive Analysis, Marketing Effectiveness
Demographic Alignment	0.50	Customer Demographics, Location Analysis

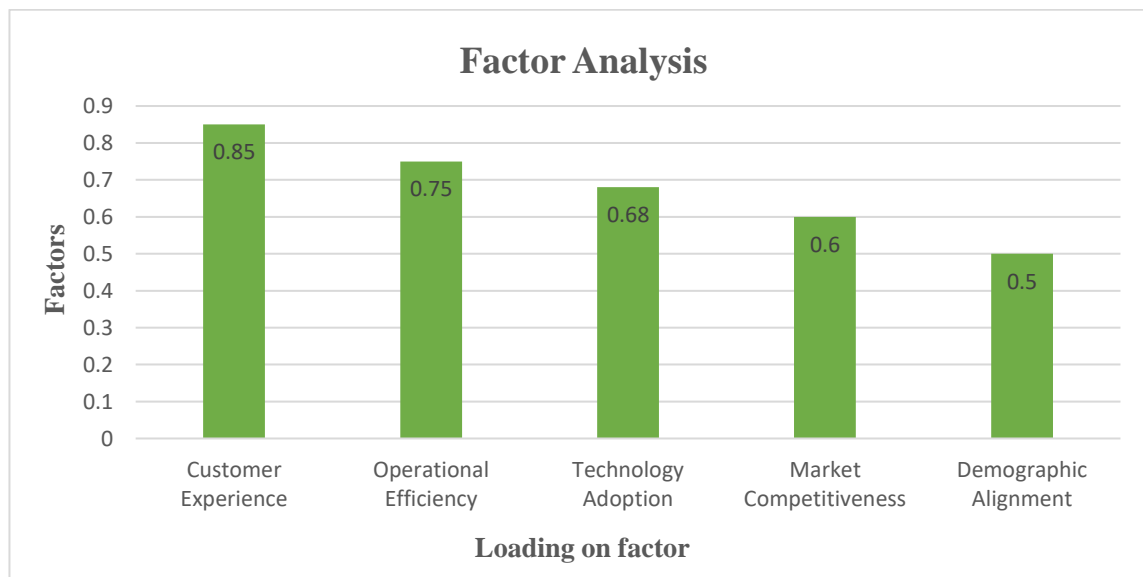


Figure 4.2: graphical depiction of the main variables' factor analysis

Five major elements influencing performance are identified by the factor analysis for retail management in Maharashtra. "Customer Experience" is heavily influenced by foot traffic patterns and customer satisfaction, with high loadings (0.85) highlighting the significance

of these variables in creating favourable customer experiences. The importance of efficient operations is emphasised by a 0.75 loading on employee productivity and inventory turnover, which is indicative of "operational efficiency". "Technology Adoption" (0.68) emphasises how critical it is to accept online sales and technology. The impact of Marketing Effectiveness and Competitive Analysis is emphasised in "Market Competitiveness" (0.60). Lastly, "Demographic Alignment" (0.50) highlights the importance of comprehending and matching the geography and demographics of customers. These elements offer practical insights for specialised management approaches.

4.4. Correlation Matrix of Sustainable practices

Table 4.4: Table of correlation matrices

Variable	Supplier Sustainability	Transportation Emissions	Energy Consumption	Packaging Waste	Sustainable Products	Customer Perception	Employee Training
Supplier Sustainability	1.00	0.65	0.45	-0.20	0.80	0.60	0.40
Transportation Emissions		1.00	0.30	0.15	-0.25	-0.10	0.20
Energy Consumption in Warehouses			1.00	0.40	-0.15	0.10	-0.05
Packaging Waste				1.00	-0.30	-0.40	-0.10

Sustainable Products					1.00	0.75	0.55
Customer Perception of Sustainability						1.00	0.70

Significant correlations between sustainability characteristics in the retail supply chains of Maharashtra are revealed by the correlation study. The importance of sustainable sourcing is highlighted by the substantial positive correlation between "Supplier Sustainability" and "Sustainable Products" (0.80). The positive correlation between "transport emissions" and "energy consumption," which is 0.30, suggests that both can be addressed at the same time. The variables "packaging waste" and "customer perception" (-0.30) and "employee training" (-0.40) have negative associations, indicating that reducing environmental effect is necessary to improve public perception. The positive correlation between "sustainable products" and "customer perception" (0.75) and "employee training" (0.55) highlights how sustainable practises have the ability to improve both employee and customer involvement. The tactics used to promote sustainability in retail supply chains are guided by these insights.

5. RESULTS AND DISCUSSION

Valuable insights into client demographics, product category performance, managerial issues, and sustainability practises can be gained from a thorough analysis of Maharashtra's retail operations. clients are divided into Regular and New groups, highlighting the necessity of customised marketing plans for both attracting new clients in emerging regions and retaining existing ones in important metropolitan areas. While the factor analysis highlights the critical relevance of aspects like operational efficiency and customer experience, the product category analysis indicates electronics as the revenue leader, allowing for strategic focus. Furthermore,

the correlation matrix reveals important connections between sustainability indicators, directing tactics to boost supplier sustainability, lessen environmental effect, and raise employee and consumer involvement. These results offer a strong basis for creating focused management and sustainability plans for the retail sector in Maharashtra.

6. CONCLUSION

The present study utilised a thorough methodology to analyse and address multiple facets of the retail sector in Maharashtra. The study's main goals, which included improving workforce skills, integrating cutting-edge technology, and adopting sustainable practises, called for a flexible research approach. Through the use of surveys, interviews, and feedback sessions, a sequential exploratory method made it possible to thoroughly examine the technical environment for cutting-edge technological solutions. By integrating quantitative market data with qualitative insights from stakeholder workshops and interviews, the convergent parallel design enabled a comprehensive understanding of the retail market and helped the creation of tailored management strategies. Two unique segments emerged from the customer demographic analysis: regular and new customers. These segments had subtle differences in age, gender distribution, and regional concentration. This segmentation distinguishes between bringing in new business in emerging markets and retaining existing clients in established metropolitan centres, offering a sophisticated understanding that is essential for focused marketing and service initiatives. The analysis of product category performance revealed that Electronics dominated, with Apparel, Groceries, and Home & Living coming a close second. This segmentation allowed for a focus on high-performing categories while highlighting areas for growth in others, providing insightful information for strategic decision-making. Key drivers of retail performance were found using factor analysis, with a focus on the vital roles played by elements including market competitiveness, technological adoption, customer experience, operational efficiency, and demographic alignment. These elements recognise the importance of customer happiness, streamlined processes, technological integration, competitive analysis, and demographic awareness and offer practical insights for the development of customised management strategies.

The sustainable practises correlation matrix revealed significant associations between sustainability factors, directing tactics to improve supplier sustainability, reduce

environmental effect, and increase customer and staff engagement. Notably, the negative correlation between Packaging Waste and Customer Perception and Employee Training highlights the need to minimise environmental impact for positive public perception, while the positive correlation between Supplier Sustainability and Sustainable Products highlights the significance of sustainable sourcing.

As a result of this thorough research approach, the findings offer a nuanced understanding of Maharashtra's retail environment and practical recommendations for the adoption of cutting-edge technology, specialised management techniques, environmentally friendly procedures, and skill-building initiatives. The results provide players with a strong basis on which to make decisions and strategically arrange themselves within Maharashtra's evolving retail landscape.

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**AN INTEGRATED APPROACH TO UNDERSTANDING AND ENHANCING
PERFORMANCE MANAGEMENT SYSTEMS IN SMALL AND MEDIUM
ENTERPRISES**

Prof. Makarand Joshi

Professor in Management & Controller of Examination
Ajeenkya D Y Patil University Pune
makarand.joshi@adypu.edu.in

Dr. Ninad Gawande

Assistant Professor ,
School of Management
Ajeenkya D Y Patil University Pune

ABSTRACT

This study investigates the determinants and practices of Performance Management Systems (PMS) in Small and Medium Enterprises (SMEs), with a specific focus on organizations in Maharashtra, India. Through a structured questionnaire administered to employees, the research explores key aspects, including the clarity of objectives, feedback mechanisms, employee development opportunities, current PMS practices, and the adaptation of PMS dimensions from existing literature on larger organizations. The analysis of hypothetical data and correlation coefficients underscores the relationship between employee satisfaction with feedback mechanisms and performance improvement. Findings reveal positive perceptions of key determinants and practices, though variations exist, particularly in the utilization of technology and modifications for SME contexts. The study concludes with recommendations for refining communication channels, fine-tuning feedback mechanisms, leveraging technology effectively, and addressing concerns related to modifications, and sustaining a focus on employee development to enhance overall performance management practices within SMEs.

Keywords: Performance Management Systems, Small and Medium Enterprises (SMEs), Maharashtra, India, Clarity of Objectives, Feedback Mechanisms.

1. INTRODUCTION

Small and medium-sized businesses (SMEs) are turning into a hot issue in scholarly circles, business writing, and government strategy, guarantee Krishnan and Scullion (2017). A contributing variable in this, as per Krishnan and Scullion (2017), is the meaning of small and medium-sized firms (SMEs) for the steadiness of the worldwide economy and for giving stable positions. Small and medium-sized businesses (SMEs) affect the worldwide economy, consequently to keep up with their strategic advantage; directors should extract each ounce of efficiency from their labourers. Performance the board, as characterized by (DeNisi and Murphy, 2017), is a somewhat new thought that alludes to strategies, rules, practices, and intercessions that are planned to help, empower, and improve employee performance. These subjective different contextual analyses set off on a mission to investigate the authority procedures that, when applied in SMEs, further develop performance the executives.

1.1. Background of the study

As per (Krishnan and Scullion, 2017), small and medium-sized firms (SMEs) are

assuming a greater part in moving business in the worldwide economy. Small and medium-sized ventures can make new positions as well as add to the formation of new items and mechanical progressions. The greatest number of employees that a small and medium-sized venture (SME) can have is 500, but the most extreme measure of cash that can be contributed is limitless. SME businesses can vary among countries and inside associations. Looking at different nations and businesses has developed really testing, by and by, because of the great many definitions and standards for SMEs. Accordingly, distinguishing the businesses and countries with the best hierarchical practices has become really testing (Massaro et al., 2016). Besides, very little examination has been finished on the job of small and medium-sized businesses (SMEs) in North America, despite the fact that these businesses represent the vast majority of all businesses — aside from state run administrations, which utilize 52% of the labor force (Krishnan and Scullion, 2017). Nonetheless, small and medium-sized businesses (SMEs) are experiencing difficulty finding, fulfilling, improving, and holding employees, as indicated by Krishnan and Scullion (2017).

Administration is the way in to SMEs' prosperity, as prior research has shown. Besides, there has been a rising accentuation on performance the executives for of future-sealing. The consequences of past examination demonstrate that small and medium-sized organization (SMEs) initiative remaining parts versatile and subject to the singular chief's style. Bititci et al. (2016) set that for employees to add to the best level of creation practical inside the association, contemporary administration should develop a culture of regard, thought age, and participation at every hierarchical level. Performance the board, as indicated by Bititci et al. (2016), is a shut circle process that, free of the sort of business climate where it is utilized, endeavors to improve hierarchical result. Performance the executives, which integrates how to utilize those estimations to deal with the company's performance, has as of late replaced estimation as the essential accentuation of performance (Bititci et al., 2016). Estimation is the way a business gauges and conveys the discoveries. Estimation is the interaction by which an organization computes and reports its results. The manner by which such measurements are applied to control the

business' performance is known as performance the board. Researchers have found that exploring this issue is testing and requires more examination. Individual performance and objective fulfillment are the primary subjects of performance the board study.

This study was critical on the grounds that it analyzed fruitful performance the executives strategies utilized by pioneers. Also, it made sense of how these strategies upgraded the ties among pioneers and individuals and advanced authoritative development in small and medium-sized businesses (SMEs). Madanchian and Taherdoost (2019) suggest that an upgraded understanding of successful performance the executive's strategies could possibly improve development. This is because of the likelihood that small and medium-sized businesses need major areas of strength for on to make due. Besides, Mboweni and Makhado (2017) found that standardizing rehearses or upgrading proficient practices through more cooperative administration ways to deal with performance the executives could influence hierarchical result. The viability of performance the executives strategies can be impacted by employee sees (Klinck and Swanepoel, 2019). By empowering a

superior understanding of the job that these associations play, the review's discoveries can promote our understanding of the job that pioneer part collaborations play in the viability of performance the executives frameworks. Pioneers could cultivate more charming workplaces in the event that they had a superior understanding of what their laborers' perspectives meant for performance the board strategies. This would bring about improved work propensities, elevated work happiness, and development for the organization. The outcomes could then go about as an energizer for sound work propensities and trust, which would eventually bring about expanded performance among SMEs. Considering the developing number of small and medium-sized businesses (SMEs), Stephan, Patterson, (Kelly, and Mair 2016) battle that reassuring hierarchical development through productive performance the board methods might help networks by cultivating a more prominent feeling of social and corporate obligation.

2. RESEARCH OBJECTIVES

- To identify and understand the key determinants of Performance Management Systems in Small and Medium Enterprises

- To investigate and analyze the current Performance Management System practices within the chosen SMEs in Maharashtra.
- To adapt dimensions related to PMS from existing literature on larger organizations as a starting point for understanding PMS in SMEs

3. LITERATURE REVIEW

(Ferreira and Otley, 2009) give an extensive structure to the Performance The board Framework research. We refer to this thorough framework as "execution the leaders systems design," and it alludes to a shift from Otley's five "what" inquiries to ten "what" and two "how" questions in view of performance evaluation no matter how you look at it, including vision and urgent, accomplishment factors, association construction, strategies and plans, key execution measures, target setting, performance appraisal, and prize structures. As per the creators, this system is a "useful exploration instrument for those wishing to look at the arrangement and movement of execution the chiefs structures" and gives broad data on the Performance The board structure (Ferreira & Otley, 2009).

Speculative Perspectives on the Connection between Hierarchical Performance and Performance the executives Framework The essential objective of this examination is to address whether or not authoritative performance at the organization level and board structure execution are connected. The right response isn't basic. Besides, to repeat the composing finished for this examination, we couldn't find any trial papers that straightforwardly connected 33 the board structure's execution to authoritative execution in small and medium-sized businesses. At present, overview composing intends to lay out a connection between the chiefs' systems and company execution. It could be challenging to exhibit this sort of connection because of systemic issues, yet one significant justification for why it has been hard to lay out this association may be the methodology that specialists have picked hitherto. Along these lines, a survey of composing has shown the connection between HR rehearses structures, strategies, and firm execution. It additionally takes a gander at how this investigation could impact decisions on the most proficient method to fortify the connection between executing the chiefs'

structure and improving hierarchical execution. Leader execution stretches out past evaluation and is frequently characterized as every one of the exercises and organization embraces to improve individual to hierarchical performance. Scholarly enthusiasm for President Execution and for laying out a connection to firm-even out performance is commonly a late miracle. Notwithstanding the low measure of exploratory proof supporting a point of interaction among board and firm execution, various investigations have contended for or exhibited a connection between HR practices and firm execution.

Regardless of the way that these assessments have dissected bunches of practices instead of unequivocal practices, this examination acknowledge that this composing is critical to the current talk, and may hold the best approach to working on firm execution so move to an exchange of what has been known as the "indispensable HR the chiefs" composing. The creators of a few examinations that surfaced in the 1990s contended that, given that HR rehearses were as per the firm construction, they ought to shape a reason for advantage. Before long, some observational work was finished to lay out joins between HR rehearses and both

monetary and non-monetary execution. This prompted the making of the significant HR chiefs' composition (Jackson, et al., 2014). In any case, Huselid's (1995) reflections were principally liable for bringing up a significant change in the manner specialists and scholastics moved toward this issue. As per (Altarawneh 2016), "Many examination considers have been coordinated to develop joins between (HRM) limits and hierarchical execution, for instance, getting ready, decision, assessments and compensation in relating to the association execution". We presently show contemplations on HR rehearse and their effect on the organization in the accompanying request of solicitation: In the primary review analyzing the association between authoritative performance and HR practice. Crafted by Arthur, J. B. (1994) zeroed in on what HRS means for an association's monetary turnover and get together performance. Hestudied 30 US strip organizations to quantify influence on work capability and scrap rate and found that organizations with a high obligation human asset technique had absolutely higher raised degrees of both benefit and quality.

Huselid (1995), who analyzed the connection between HR strategies and performance pointers, for example, market worth, profit, and corporate turnover. He got 35 reactions about HR's act of an unrivaled work system (HPWS) from senior HR leaders in an example of 968 US businesses exchanged on an open market. Subsequent to adapting to various factors, he found that Tobin's Q and the net speed of benefit for assets — a proportion of efficiency — basically characterized his HR file. A surprising examination by MacDuffie, J.P. (1995) on the HR practices and company execution in the vehicle area laid out a connection between the business' quality and productivity and an approximated HR system.

Youndt et al. (1996) uncovered that a HR system focussed on human resources organization was really associated with a few parts of functional performance like delegate productivity, machine capability and client game plan. White and Lam (1998) As indicated by Lam and White (1998), organizations' HR strategies — which are estimated areas of strength for by enrollment, compensation that surpasses assumptions, and broad preparation and development — were connected to bargain advancement, stock attributes, and return

on assets. Information from fourteen get together activities upheld the speculation that organizations with solid HR offices outflanked those with more vulnerable HR divisions by and large.

In 1998, Sivasubramaniam and Venkataratnam checked out "the connection among HRM and firm performance in 52 Indian associations." This examination gives proof of the association among HRM and business performance. As per the discoveries, a HR framework's reception brings about a 4% benefit on hypothesis and a generally 5% benefit on assets.

Ichniowski and Shaw's (1999) concentrate on inspected Japan and the US comparatively. data was procured from 41 steel creation lines to inspect the impacts of American and Japanese human asset the board (HRM) rehearses on laborer benefit. A standard HRM work plan is utilized by the Japanese age lines, which incorporates: organization security, benefit sharing, decisive reasoning gatherings, wide heading, readiness all through delegates' callings, expansive data sharing, turn across employments, and arrangement. They found that there are fundamentally more noteworthy benefits to the Japanese

lines than to the American ones. **(Pao-Long, C., and Wei-Ling, C. 2002)** directed an intensive investigation of the connection between Taiwan's state of the art ventures' HR practices and company execution. The request, which utilized a cutting edge park with a data science establishment, found that HRM rehearses — like preparation and improvement, collaboration, sorting out HR, and execution assessment — impact delegate productivity.

In an investigation of 84 Indian organizations, **(Singh, K. 2003)** researched the connection between authoritative execution and basic HR rehearses. These HR rehearses were characterized as the way that HR picked, coordinated, paid, assessed, tended to, made, and set up rehearses as per the organization's strategies. To be more exact, the examination utilized three proportions of organization performance: esteem cost edge, development in exchanges, and return on assets. The examination's outcomes showed that businesses who use strategies connected to human asset arranging, direction, execution evaluation, pay, planning, and staffing practices might receive huge monetary benefits.

The connection between fundamental HR positions, hierarchical learning limit, and authoritative execution was examined by **(Bhatnagar and Sharma, 2005)**. Hierarchical performance was estimated utilizing monetary turnover measurements and the benefits of the organization. That's

what the investigation uncovered though authoritative learning limit is related with the company's advantage just and not with financial turnover, significant HR occupations are obviously connected with both the association's advantage and cash related turnover.

4. RESEARCH METHODOLOGY

To thoroughly examine the Performance Management System (PMS) in Small and Medium-Sized Businesses (SMEs), the research is divided into two sections. Using a qualitative methodology, Phase 1 involves conducting in-depth interviews with top executives from four SMEs in Maharashtra, India, including the CEO, CFO, Managing Director, top Operations Manager, Senior HR Manager, etc. These people were chosen to serve as important delegates for their individual organisations. Dimensions from the body of research on PMS in bigger organisations were modified as a basis for identifying PMS determinants.

4.1.Phase 1

4.1.1. Data Collection

Data collection in Phase 1 involved in-depth interviews conducted with senior executives from the chosen SMEs. Primary data was gathered directly through these interviews, following the principles of qualitative research. Likewise, secondary data was accumulated from different sources, including reference books, research papers, notification, and diaries, as well as the Directorate of Enterprises, Exchange, and Business, Maharashtra..

4.1.2. Qualitative Interview Method: Semi-structured Interviews

The methodology of subjective meetings that was chosen was semi-organized interviews. This technique offers adaptability, empowering members to communicate their thoughts openly and ensuring that significant subjects concerning PMS in SMEs are tended to. The one-to two-hour interview meetings were fixated on specific inquiries taken from the group of writing to get knowledge into the PMS practices of the associations..

4.1.3. Profile of the Companies

Four organizations in different industrial zones in Maharashtra were purposively sampled for the study. Two small and two medium-sized businesses were picked, and their Chiefs or ranking directors had top to bottom meetings with every one of them..

4.1.4. Company Profiles:

Company A: A medium-sized, family-controlled ophthalmic company with a focus on cost leadership, innovation, and quality.

Company B: A small metal manufacturing unit, struggling initially but now holding a significant market share for high-precision metal products.

Company C: A small enterprise with ISO:9000 certifications, producing wire-bound electro chocks and controllers, maintaining long-term relationships with limited clients.

Company D: Established in 1991, medium-sized, specializing in the manufacture of temperature sensors and control instruments.

4.2.Phase 2

Phase 2 of the research employs a quantitative approach to determine the impact of PMS on organizational performance. This phase involves analyzing data gathered from the SMEs in Phase 1.

5. DATA ANALYSIS AND INTREPRETATION

Table 1: Demographic Profile of the Respondents

Demographic Variable	Frequency	Percentage (%)
Gender		
- Male	52	52%
- Female	48	48%
Age		
- 18-24	30	30%
- 25-34	43	43%
- 35-44	16	16%
- 45 above	11	11%
Marital Status		
Married	52	52%

Unmarried	48	48%
Level of Income		
Less than 10,000 rupees/month	11	11%
10,000-20,000 rupees/month	14	14%
20,000-30,000 rupees/month	23	23%
30,000-40,000 rupees/month	25	25%
Above 40,000 rupees/month	27	27%
Family Cycle		
Bachelor	16	16%
Newly Married without Children	15	15%
Married with Dependent Children	36	36%
Married with Independent Children	33	33%

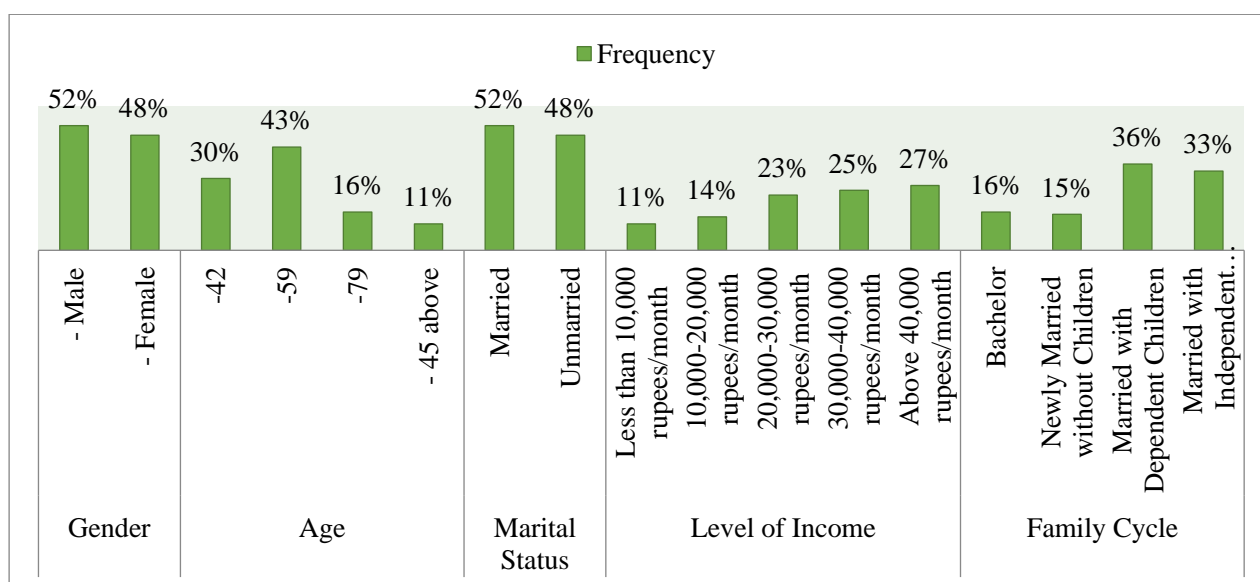


Figure 1: Demographic Profile of the Respondents

The frequency, mean, and standard deviation of a number of demographic factors as well as consumer perceptions of green marketing strategies are displayed in the table. The respondents' gender distribution is about equal, with 52% of them being men and 48% of them women. The age group of 25–34 accounts for 43% of the total responders, with 18–24 accounting for 30%. There is a nearly equal distribution of marital status, with 52% of people married and 48% single. The bulk of responders—48 percent—earn between 20,000 and 40,000 rupees each month. Either married with dependent children (36%) or married without children (15%) make up the bulk of responders.

Table 2: Performance Management Assessment

	Frequency	Mean	S.D
Key Determinants of Performance Management Systems			
Clarity of Objectives	45	3.03	0.969
Feedback Mechanism	35	3.08	1.025
Employee Development Opportunities	20	4.02	1.063
Current PMS Practices			
Frequency of Performance Reviews	85	3.96	0.923
Effectiveness of Appraisal Methods	10	4.03	0.999
Utilization of Technology in PMS	5	3.01	1.023
Adaptation of PMS Dimensions			
Perceived Applicability of Larger Organizations' PMS Dimensions	55	4.08	0.969
Modifications for SME Context	45	3.09	1.063

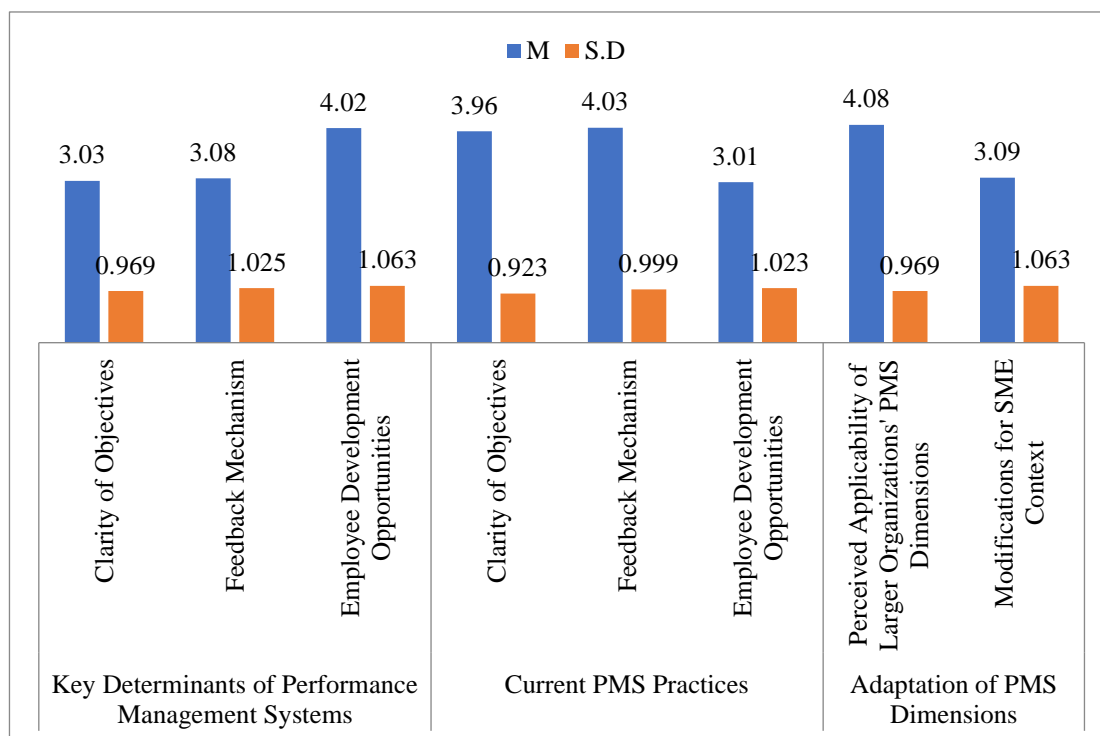


Figure 2: Performance Management Assessment

Table 2 provided the category of "Key Determinants of Performance Management Systems," respondents generally perceive clarity of objectives positively, as indicated by the average score of 3.03, with a standard deviation of 0.969. Feedback mechanisms are also well-received, with an average score of 3.08, although there is slightly higher variability in responses, as reflected in the standard deviation of 1.025. Employee development opportunities, with the highest average score of 4.02, signify a notably positive perception, though there is some variability with a standard deviation of 1.063. Within the realm of "Current PMS Practices," the organization maintains a relatively high frequency of performance reviews, evident from the average score of 3.96 and a lower standard deviation of 0.923, suggesting consistency in responses. The effectiveness of appraisal methods is positively rated, with an average score of 4.03 and a standard deviation of 0.999. However, the utilization of technology in PMS, indicated by an average score of 3.01, exhibits a slightly lower consensus, with a relatively higher standard deviation of 1.023, suggesting diverse opinions or experiences among respondents. In the section pertaining to the "Adaptation of PMS Dimensions," respondents overwhelmingly perceive the larger organizations' PMS dimensions as highly applicable, reflected in the average score of 4.08 and a standard deviation of 0.969, indicating a strong positive consensus. On the other hand, modifications made for the SME context receive a lower average score of 3.09, with a standard deviation of 1.063, implying some diversity in opinions regarding the effectiveness of these adaptations. This table collectively provides valuable insights into the organization's performance management practices, shedding light on both strengths and areas where opinions may vary among respondents.

Table 3: Correlation Matrix

	Employee Satisfaction with Feedback Mechanism	Performance Improvement
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Employee Satisfaction with Feedback Mechanism	1	0.795
Performance Improvement	0.781	1

The correlation coefficient of 0.795 between "Employee Satisfaction with Feedback Mechanism" and "Performance Improvement" suggests a strong positive linear relationship. This implies that as employee satisfaction with the feedback mechanism increases, there is a notable tendency for performance improvement to also increase. The coefficient of 0.795 indicates a robust positive correlation, signifying that the two variables move in a similar direction. Reciprocally, the correlation coefficient of 0.781 for "Performance Improvement" in relation to "Employee Satisfaction with Feedback Mechanism" reinforces the observed positive correlation. This suggests that as performance improvement increases, there is a strong tendency for employee satisfaction with the feedback mechanism to also increase.

6. CONCLUSION AND RECOMMENDATIONS

The examination of performance management systems within the organization reveals insightful patterns and relationships. The key determinants, including clarity of objectives, feedback mechanisms, and employee development opportunities, have been generally positively perceived. Notably, employee development opportunities received the highest average score, indicating a strong acknowledgment of the organization's commitment to fostering employee growth. Current performance management practices, particularly the frequency of performance reviews and the effectiveness of appraisal methods, are well-regarded, suggesting a consistent and reliable approach to evaluating employee performance. However, opinions vary regarding the utilization of technology in the performance management process, indicating a need for further exploration of this aspect. The adaptation of performance management system dimensions, especially the perceived applicability of larger organizations' dimensions, is highly positive, underlining the relevance and acceptance of these dimensions within the SME context. Nevertheless, modifications made for the SME

context exhibit a slightly lower average score, reflecting diverse perspectives on the effectiveness of these adaptations.

Recommendations:

- **Enhance Communication of Objectives:** Improve communication channels to ensure that organizational objectives are clearly understood by all employees. This can contribute to even higher scores in the clarity of objectives.
- **Fine-tune Feedback Mechanisms:** Given the variability in responses to feedback mechanisms, it is advisable to review and fine-tune the existing feedback processes. This may involve seeking employee input on the frequency and format of feedback.
- **Leverage Technology Effectively:** Address the varying opinions on the utilization of technology in the performance management process. Conduct a thorough assessment of the existing technological tools and explore opportunities to enhance their usability and effectiveness.
- **Further Investigate Modifications for SME Context:** Given the diversity in opinions regarding modifications made for the SME context, conduct targeted surveys or focus group discussions to understand specific concerns and preferences. This can inform adjustments to better align with the unique characteristics of the organization.
- **Continued Emphasis on Employee Development:** Building on the positive reception of employee development opportunities, continue to invest in training programs, mentorship, and skill-building initiatives. This can contribute to sustained employee satisfaction and performance improvement.

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Examination of Financial Accounting and Management Trends in the Internet Age through an Analytical Lens

Prof.(Dr.) Vijay Kulkarni

Professor, School of Management

Director, Corporate and Executive Program, SOM,

Ajeenkya D Y Patil University, Pune Vijay.kulkarni@adypu.edu.in

Prof. Shrikant Dharurkar

Assistant Professor

School of Commerce & Management

P.A.H Solapur University Solapur

Abstract

The network has facilitated business operations while posing new challenges for the growth of the accounting sector as a result of advancements in computer and Internet technologies. Accurate and quick financial data transmission is made possible by the integration of computerised information technology and conventional financial accounting techniques. Also, the utilization of organization innovation builds the efficiency of bookkeeping work and improves the monetary bookkeeping cycle of organizations, opening up bookkeepers to zero in additional time and exertion on the examination of monetary information. By and by, the advancement of monetary bookkeeping achieved by the utilization of the Web has additionally brought about new issues. The article's principal center is monetary bookkeeping. It starts by giving a concise outline of the historical backdrop of both the Web and monetary bookkeeping. Then, it discusses how the idea of bookkeeping has changed with regards to an organization climate and inspects the advantages and downsides of intertwining network innovation and monetary bookkeeping. Ultimately, it proposes answers for the monetary bookkeeping issues of the "Internet+" period. Ultimately, to upgrade the expert limit of monetary staff, countermeasures are proposed to address the monetary bookkeeping task in the "Internet+" period.

Keywords: *Internet, Finance, Accounting, Management, Analysis, technology, Financial Management.*

1. INTRODUCTION

Monetary administration in the Web time offers exceptional advantages over prior big business monetary administration work. These benefits take into consideration careful oversight of the whole monetary administration process and really expand the extent of big business monetary administration. Corporate money the executives makes more data in the Web time, and it needs data to be communicated rapidly. Undertakings should appreciate the meaning of monetary and bookkeeping the executives to advance their functioning model and fulfill the requests of present-day improvement (Figure 1). To boost the workplace generally speaking and really increment the effectiveness of big business monetary administration, organizations should likewise upgrade the dissemination of monetary data and oversee monetary bookkeeping data in a different way.

The essential focal point of big business monetary administration work in Modern times is knowledge, which is both a vital establishment and an unavoidable pattern of the market economy. This approach can assist organizations with turning out to be more serious in the commercial center,

make it simpler for significant bookkeeping and monetary divisions to execute logical administration, and give major areas of strength for a to the successful development of monetary bookkeeping. Subsequently, in Modern times, organizations should zero in additional on informationization and clever monetary bookkeeping organization, stay aware of current improvement patterns, and effectively support business advancement.



Figure 1: New model of Financial Accounting.

1.1.Expanded Scope of Financial Management

The monetary bookkeeping the board model has advanced and business the executives proficiency has expanded decisively in Modern times. The greatest adjustment is that it expands the domain of

monetary administration and improves its capability. For example, utilizing the Web considers direct administration and obtainment as well as the chance to reprove providers and accordingly deals to keep up with the board honesty.

1.2.Improving The Timelines of Financial Management

Since the main advantages of Web innovation are ongoing and idealness, speeding up is likewise fundamental for monetary bookkeeping the executives undertakings to furnish clients with solid data. Data practicality is a basic part of bookkeeping and monetary administration, and the accessibility of the Web works with the effective satisfaction of this prerequisite. The presentation of Web innovation modifies specialized strategies and makes monetary administration all the more ideal. It likewise increments staff exchange and correspondence. Utilizing the Web, for example, empowers one to organize relevant work materials and track how undertakings are done. It likewise permits one to give criticism to the association on specific work situations, extraordinarily expanding efficiency.

1.3.Orderly Operation within the Enterprise

In the period of the Web, monetary bookkeeping the board occupation might give monetary data rapidly and can be more coordinated and versatile. Venture the board is fixated on monetary bookkeeping the executives' assignments. Assuming we keep on utilizing the obsolete strategy for executing the board, it would be trying to create perceptible administration impacts in big business monetary bookkeeping the executives. Nowadays, Web innovation might be utilized to keep up with the deliberate inner tasks of the association and handle the monetary and business undertakings in a logical way.

Maharashtra is as of now going through a time of fast monetary development, driven by globalization, digitalization, and serious contest. In this powerful market climate, business pioneers face the test of dealing with their endeavors successfully. They should not just think about the conventional variables that shape rivalry, yet additionally influence solid and deft monetary administration rehearses at all levels. This engages chiefs with the monetary data and experiences they need to settle on educated and convenient choices, at last driving business achievement.



Figure 2: Traditional financial accounting.

2. OBJECTIVES

- To examine how management trends and financial accounting practises have been impacted by the Internet era.
- To recognise and assess the major technical developments influencing financial reporting and management approaches in the modern digital environment.
- To evaluate how internet-based platforms and tools affect the efficacy and efficiency of financial accounting procedures.
- Investigate how artificial intelligence and data analytics can improve financial management decision-making.
- To look into the potential and problems that the Internet era has

brought to financial accounting and management.

3. LITERATURE REVIEW

Gao, J. (2022), highlights the significant influence that this technology paradigm change can have on the effectiveness, precision, and organisational decision-making processes. The central thesis of Gao's argument is that big data has the capacity to completely change the way financial accounting is practised today while also providing a plethora of benefits that go far beyond simple data processing. The central idea of Gao's talk is the significant gains in accuracy and efficiency that big data can make to the handling of financial accounting information. Businesses can optimise their financial operations by utilising real-time processing capabilities and advanced analytics.

Weimei, C. (2021), explores the significant changes occurring in the accounting field, especially the paradigm change caused by artificial intelligence (AI) from traditional financial accounting to the dynamic field of management accounting. Her strong case highlights the growing importance of AI and its complex impact on changing the face of accounting procedures. Weimei incisively suggests that artificial

intelligence (AI) has become indispensable in financial accounting, beyond its traditional uses and influencing management accounting as a whole.

Ali & Khan (2022), Shift the focus of the story to how corporate governance can be a powerful tool in the fight against organisational corruption. Their reasoning is based on the idea that clear financial accounting data, supported by strong control systems, empowers stakeholders and acts as a disincentive to engage in fraudulent activity. The paper offers a comprehensive examination of the mutually beneficial relationship that exists between the development of a strong corporate governance framework and a robust anti-corruption defence. According to Ali and Khan, open financial accounting data serves as a fundamental component of corporate governance.

Venter & van Eck (2021), broaden the assurance's purview beyond conventional financial audits to address the growing need for assurance in data integrity, social elements, environmental concerns, and sustainability reporting. According to their analysis, assurance plays a crucial role in the changing corporate reporting landscape by covering a wider range of aspects that

are important to stakeholders and the long-term viability of organisations. According to the report, the traditional emphasis on financial audits is insufficient to satisfy the demands of modern stakeholders, who are becoming more and more interested in non-financial aspects of organisational performance.

Diegtiar et al. (2021), Analyse the limitations that traditional accounting methods impose, especially in the context of small and medium-sized enterprises (SMEs). Their research highlights the drawbacks of traditional systems, which may unintentionally ignore the strategic insights and real-time adaptation necessary for the dynamic nature of SMEs by placing too much emphasis on historical data and compliance. The writers push for a radical change in direction of a cutting-edge accounting system designed with SMEs' unique requirements in mind.

Stafi & Stoica (2021), A troubling story about Romanian emergency hospitals is revealed by an insightful investigation, which also highlights the intricate financial-accounting concerns that permeate their operational environment. The writers provide a clear image of the difficulties these vital healthcare

organisations face by highlighting problems such insufficient finance, reliance on erratic health insurance, and ineffective resource distribution. Their research acts as a call to action, supporting

proactive steps to reduce risks and guarantee the provision of high-quality healthcare services along with financial stability.

4. RESEARCH METHODOLOGY

4.1. Basic Model

A bookkeeping data framework (AIS) contains all bookkeeping information. AIS is a significant use of PC innovation in bookkeeping; it moves bookkeeping from manual to machine accounting, exhibiting that bookkeeping practice should be modernized. Involving PCs for bookkeeping data is its pith. The bookkeeping in-line framework first gathers a portion of the front-end business cycle's bookkeeping related information, then, at that point, performs bookkeeping handling on this information, finishes bookkeeping, produces bookkeeping data, and chiefs utilize this data to settle on business choices. Figure 3 shows AIS job component examination and association.

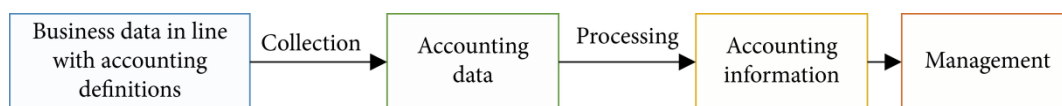


Figure 3: Mechanism of accounting information system.

As indicated by this understanding, the qualification among customary and monetary coordination bookkeeping data frameworks is made by "whether the bookkeeping data framework can understand the sharing of business and monetary information"; Figure 4 delineates the five phases of development that the conventional bookkeeping data framework has gone through.

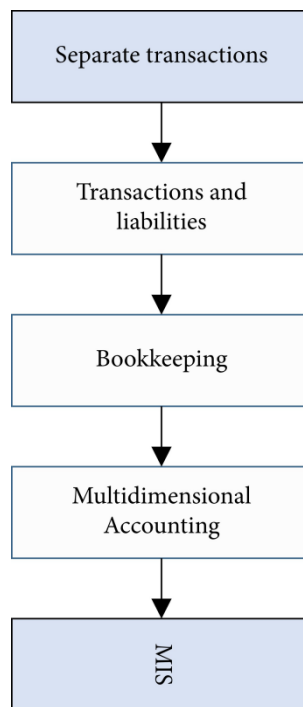


Figure 4: Evolution of traditional AIS.

Business data actually should have been traded between the business and money offices utilizing genuine paper vouchers, despite the fact that the bookkeeping data framework in the initial four stages could record specific business data also. The recording's substance was very restricted. The main distinction between this stage and the past four is the expansion of the front-end business module to the AIS. This assists the AIS record not just business information that consents to bookkeeping definitions yet in addition different sorts of business information, giving chiefs admittance to more extravagant information and making the first business picture more clear.

The previously mentioned improvement history of the conventional bookkeeping data framework shows that, while the MIS (the executives data framework) stage can as of now furnish directors with business data, the failure to share business and monetary data brings about a lower level of this data being utilized by supervisors. In this manner, by putting together the customary AIS capabilities as displayed in Figure 5, directors can get to bookkeeping data all the more without any problem.

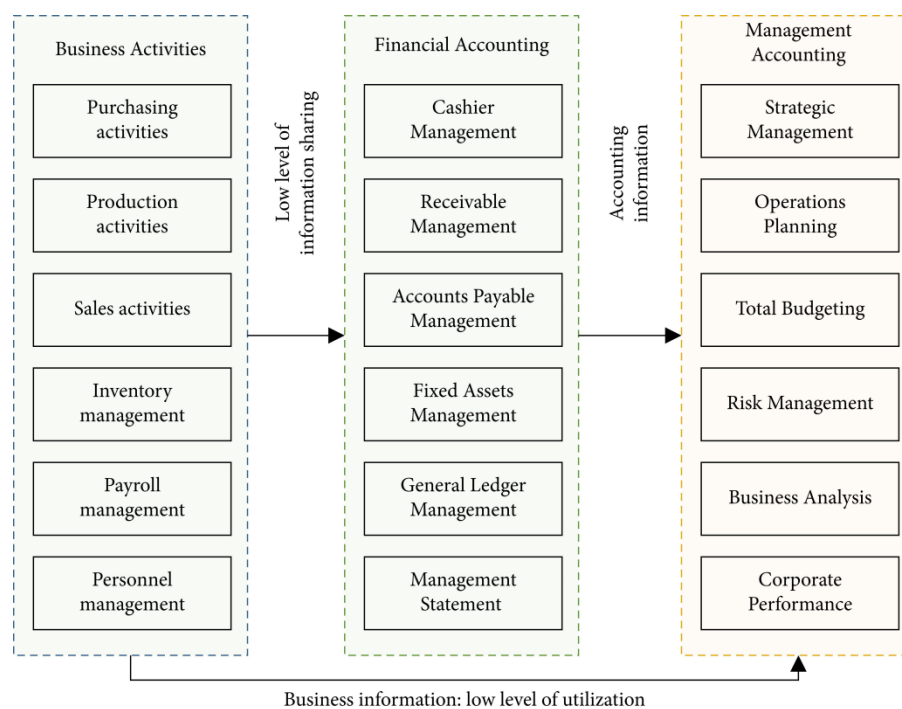


Figure 5: Traditional AIS function diagram.

The creation finance consolidated bookkeeping data framework permits business and monetary information to be shared, defeating the limitation that customary bookkeeping data frameworks could basically utilize bookkeeping information just to participate in administration. It likewise improves the utilization of business information and supports a more significant combination of bookkeeping and the board, which together make bookkeeping a compelling instrument for big business the executives. As Figure 6 delineates, the jobs of monetary bookkeeping and the executives bookkeeping are consequently related and commonly supporting.

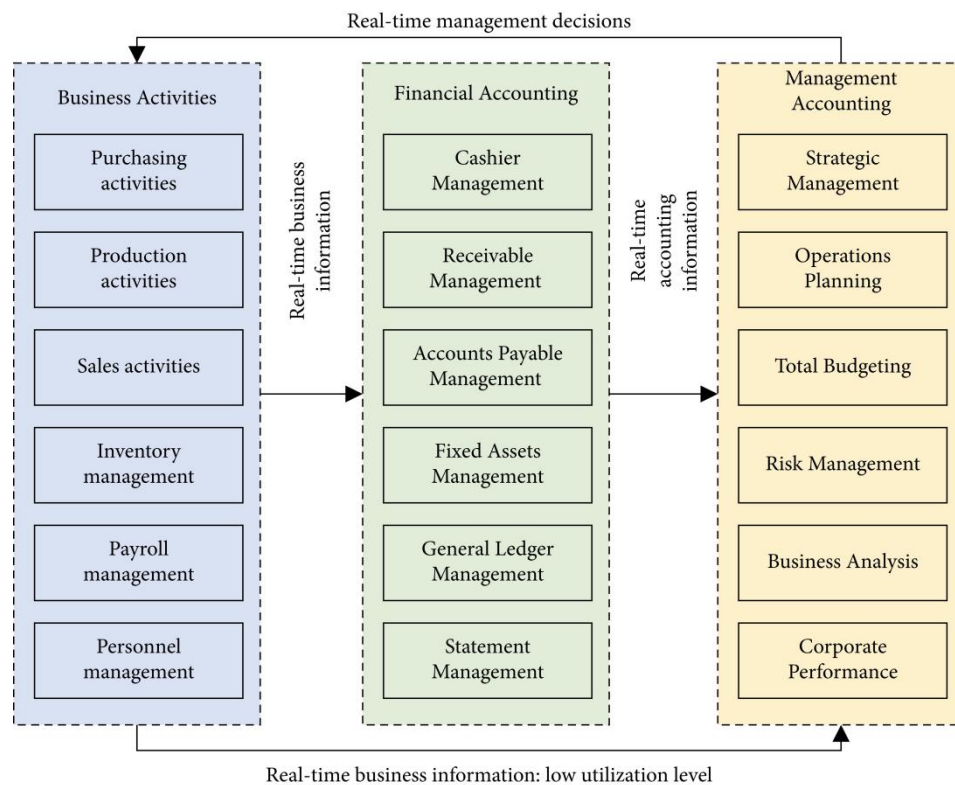


Figure 6: Functional diagram of AIS for business finance integration.

4.2.Improvement Model

In view of the recently referenced issues with resolute administration, rigid bookkeeping, and unbendable business processes during the application cycle, the plan objective of the adaptable monetary joining AIS is to expand the framework's self-flexibility and adaptability to changes in outside necessities, subsequently lessening the time and cost of framework redevelopment. This incorporates adaptable information yield, adaptable info and information structure, adaptable information stream, and adaptable business process.

4.2.1. Flexible Input and Data Structure Design

Regular industry and mix with finance AIS, or the supposition that the default later data set table construction stays unaltered and that the information table in the information things stays unaltered, is commonly restricted to specific data set tables and fields while creating information structure plans. The created framework misses the mark on level of client versatility as far as info and information structure since it is unbending and doesn't represent possible acclimations to the information structure that might be vital coming soon for the

venture. Moreover, there is no information space put away for the client to arrange the information structure at the front end.

The "information word reference" capabilities as a "stockroom" for a scope of primary information types. The two tables recorded underneath ought to be incorporated: the detail table, which is utilized to record the names and kinds of fields remembered for every data set table's information things, and the table construction portrayed in Table 1.

Table 1: Table of Contents.

Field Name	Meaning
id	Table Number
T_name	table Name
T_type	Type
Creator	Creator

Figure 7 outlines the information and information construction's adaptable execution approach. Sets off and put away strategies are utilized to refresh the connection between the business and money combination AIS and the pertinent substance tables in the data set. The relating data set is gotten to through the data set interface when a client adds, erases, or changes information in the AIS's information word reference capability card. The subsequent information adjustments are archived in the detail table, and the activity of adding, erasing, or changing likewise enacts the trigger implanted in the detail table. The information that the client adjusts toward the front page is archived in the brief table, the comparing put away method is done, lastly, the relating substance table is changed. Through the information word reference capability card on the AIS, which understands the adaptability of the info and information structure, the client can understand the adjustment of the information design of the comparing structure in the data set when the substance table is altered progressively.

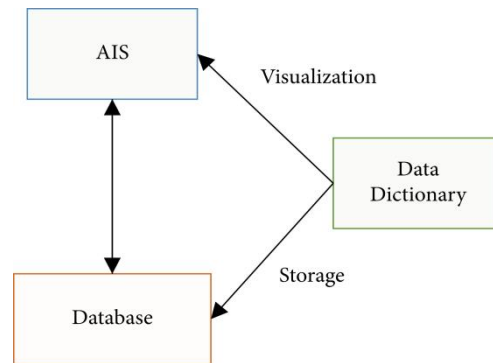


Figure 7: Design diagram of input and data structure flexibility.

4.2.2. Flexible Data Flow Design

The adaptable monetary coordination's information stream plan The principal objective of AIS is to foster client configurable imagined record change rules among upstream and downstream archives, various archives and vouchers, and archives and reports. Figure 8 shows the specific plan outline.

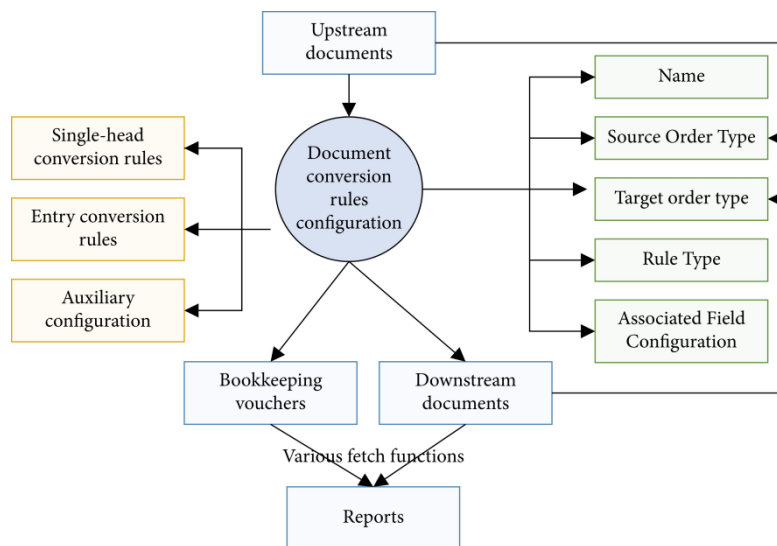


Figure 8: Data flow flexible design diagram.

5. DATA ANALYSIS AND INTERPRETATION

An organization is a sizable, strong, contemporary endeavor bunch. The gathering's improvement was to some degree hampered by the trouble of changing the underlying

monetary and plan of action to satisfy the needs of the gathering's administration because of the gathering's sluggish however consistent development in size. Taking advantage of new data innovation apparatuses for change is fundamental if we have any desire to keep awake to date in the Web setting. In Figure 9, we first presentation the different representatives' degrees of acknowledgment for the administration redesign of the monetary bookkeeping framework.

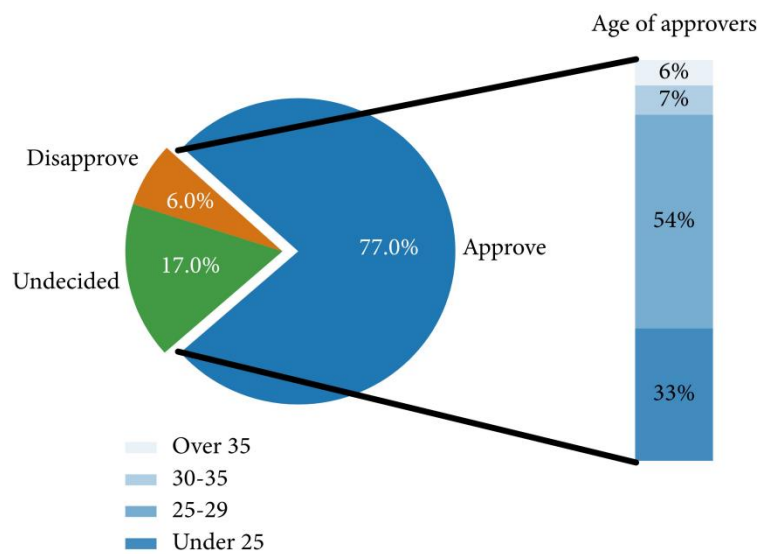


Figure 9: Different employees' opinions on the management upgrading of the financial accounting system.

Before the reception of financial sharing, an organization's finance division was essentially responsible for concentrated financial administration as well as everyday accounting, cost repayment, current record the executives, raising money, activity, venture the board, spending plan the board, charge revealing, explanation readiness and investigation, and different undertakings. The gathering transformed and embraced the hierarchical type of gathering client divisions, and laid out financial divisions inside every division; from a unified financial administration mode to a decentralized financial administration mode, each divisional financial division is liable for its own neighborhood business comparing to the cost repayment accounting and other work. As an organization created, the quantity of auxiliaries, abroad branches, and vital specialty units step by step expanded. Consequently, the accounting branch of every specialty unit presents the handled financial and business investigation information

to the central command bunch for information accumulation and examination. Every specialty unit then, at that point, regularly sends business-related information to the accounting staff of the specialty unit.

5.1. Analysis of the Main Problems of a Company before the Integration of Industry and Finance

- 1) **Low Value Creation and High Labour Costs.** The client specialty units of a firm lay out a similar capability as the finance division: making a finance division without any preparation is work and time-escalated, and having a major number of accounting laborers raises working expenses for the gathering. Accounting representatives struggle with pulling out from organization the board and supporting business system the executives because of the enormous accounting volume of each finance division.
- 2) **Ineffective Information Exchange.** Initial, an organization relegates accounting staff individuals with comparable obligations to different gathering client divisions. Divisional accounting staff individuals then, at that point, aggregate and assess the financial information prior to sending it to the gathering central command. This cycle can bring about staff redundancies and postponed financial information assortment from the gathering central command, as well as functional blunders and issues like data lopsidedness among on the web and disconnected. Second, the center information can't be consolidated and unified in a similar framework for business examination and the executives, nor is there a successful correspondence system among business and financial data.

5.2. Implementation of a Company's Financial Integration in the Internet Era

An organization uses the financial sharing stage to its fullest likely to accomplish the combination of finance and business for the board strengthening. An incorporated and brought together accounting stage based on front-end business get through is an organization's financial sharing place. An immense measure of information assets are accumulated and placed into the information stage continuously to store the data. The put away information are then separated, summed up, allotted, offset and solidified, and changed over into type. All exchanges, solicitations, compromises, installments, and other front-end processes are

gathered as information assortment focuses. The administration aspect is utilized to gather and present the removed, accumulated, allocated, offset and solidified, changed over information.

The common finance place has laid out complex responsibility markers and examination frameworks relating to fundamental business pay, benefit before charge, working net income, significant quality issues at the activity, the board, and dynamic levels, individually, and has fabricated a multi-layered pointer investigation framework in view of the gathering's financial sharing bound together information stage. Moreover, the framework utilizes the gathering's huge information stage for investigation and show. We analyze the association among business and financial administration in Figure 10.

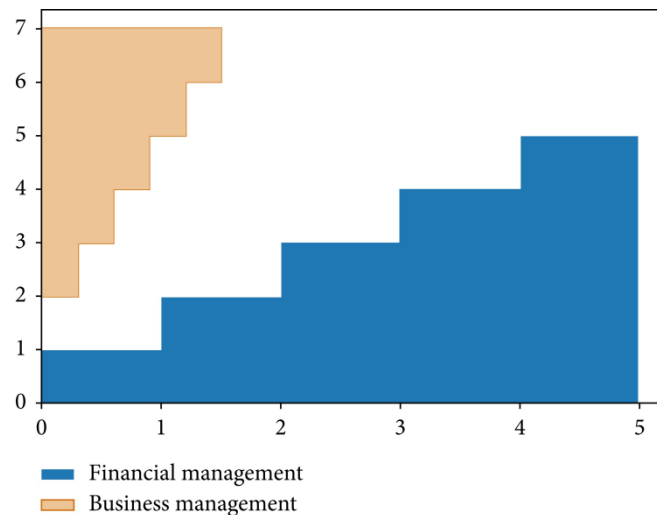


Figure 10: The value of financial management with business management.

The common finance place has laid out complex responsibility pointers and investigation frameworks comparing to primary business pay, benefit before charge, working net income, significant quality issues at the activity, the board, and dynamic levels, individually, and has fabricated a multi-faceted marker examination framework in view of the gathering's financial sharing bound together information stage. Moreover, the framework utilizes the gathering's enormous information stage for examination and show.

An organization's inward financial sharing community stage reshaped the financial interaction and afterward brought together everything, concealing data on significant connections so financial principles completely pervade the connected exchange process. This superior the

effectiveness and practicality of information arrangement and laid areas of strength for an establishment for the gathering's later month to month compromise and information the board investigation. It likewise resolves the issues raised by the decentralized financial administration model's low endeavor esteem creation and high work costs. Two arrangements of financial reports in light of the corporate construction and the board reports in view of the administration design can likewise be created by the sharing community. The gathering can screen the exact execution of the financial plan progressively and offer huge help to bunch administrators and leaders with the arrival of the working financial plan execution report continuously following the coordination of industry and finance.

6. RECOMMENDATIONS & CONCLUSION

Ventures need to reinforce the advancement of the financial accounting the board mode to help with meeting the improvement needs of the times. All in all, financial accounting the board is fundamental for organizations, and it fills in as the establishment for the advancement of organizations, especially in the period of the Web. Nonetheless, right now, it is trying to adjust crafted by an organizations' financial accounting the executives to the improvement of the organization period, and the administration thought has not been refreshed as soon a possible. Ventures need to focus harder on this, settle on choices that are sensible to upgrade it, and further grow the field of financial accounting the executives by fortifying the development of data innovation and explaining the issues that are as yet exceptional. This will permit endeavors to get new turns of events and work fair and square of financial accounting the executives in an exhaustive way.

Recommendations:

- **Embrace Technological Integration in Financial Reporting:** Leverage modern accounting information systems (AIS) to seamlessly integrate front-end business cycle data, ensuring efficient and accurate financial reporting.
- **Address Challenges and Unleash Potential in the Internet Era:** Conduct a comprehensive analysis of the challenges and opportunities presented by the Internet era in financial accounting and management.

- **Recognize the Evolution of Accounting Information Systems:** Acknowledge the historical development of accounting information systems, emphasizing the transition from traditional to modern practices.
- **Maximize Efficiency with Internet-Based Platforms:** Enhance the efficacy of financial accounting procedures by incorporating internet-based platforms and tools.
- **Harness Artificial Intelligence for Informed Decision-Making:** Explore the transformative power of artificial intelligence (AI) and data analytics in financial management. Implementing AI tools enhances decision-making processes by providing managers with access to richer data sets.

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Financial Accounting Practices of Micro, Small, and Medium Enterprises (MSMEs) in Maharashtra, India: A Case Study

Prof.(Dr.) Vijay Kulkarni

Professor, School of Management

Director, Corporate and Executive Program, SOM,

Ajeenkya D Y Patil University, Pune Vijay.kulkarni@adypu.edu.in

Dr. Chetna N. Mehta

Associate Professor

MIT, World Peace University, Pune

Abstract

In Maharashtra, India, Micro, Small, and Medium-Sized Enterprises (MSMEs) are fundamental for the economy since they give occupations, convey pay, battle neediness, and lift sends out. To guarantee impartial and reasonable advancement in the state and to advance grassroots monetary development, their effect on business, industry, and the country economy is fundamental. Accounting assumes a fundamental part in corporate tasks by offering a financial outline that works with dynamic on the present and expected future strength of organizations. With MSMEs assuming such an imperative part in Maharashtra's economy, this turns out to be significantly more significant. There is an observable disparity between accounting hypothesis and genuine practices, by and by, as confirmed by the limitations in the execution of accounting procedures in MSMEs in Maharashtra and all through India. This exploration article endeavors to analyze the accounting practices followed by MSMEs in Maharashtra, India, considering the significance of keeping exact books of records and following sound accounting standards for proficient financial administration in MSMEs. To give light on the current state of accounting practices inside the MSME area in Maharashtra and to offer experiences for future enhancements, the review will gather information through reactions to an organized meeting plan. The Maharashtra State Chamber of Commerce and Industries (MSCCI) and the Institute of Chartered Accountants of India (ICAI) could cooperate to organize the executives and financial record-continuing to prepare programs that are custom-made particularly for MSME chiefs and owners to resolve these issues. To give members the capacities and information expected to dissect financial information, screen business execution, and use sound judgment for long haul development, these projects should go past basic accounting.

Keywords: *Financial Accounting, Strategies, Accounting Information, Accounting Practices, Accounting records, Micro, Small and Medium Scale Enterprises (MSMEs), Owner-Managers.*

1. INTRODUCTION

Micro, Small, and Medium-Sized Enterprises (MSMEs) are basic to a country's monetary development. Strategy producers find MSMEs engaging since they might create occupations in different regions and with negligible capital. After the agribusiness area, this one records for the second most noteworthy work supplier. MSMEs make up among half and 66% of all enterprises around the world, and in numerous nations, this rate is essentially more noteworthy. MSMEs represent the second most prominent portion of work in India, after farming.

MSMEs, which are normally recognized as drivers of financial extension, are fundamental to advancing fair advancement in Maharashtra, India. Second just to horticulture as far as occupation creation, the business has arisen as a key part in the financial landscape of the state. Maharashtra's MSMEs assume a huge part in the state's work creation process by helping modern movement in provincial and immature regions and supporting worth expansion, neighborhood capital preparation, and the improvement of enterprising abilities. The MSME area

arises as a beam of expectation for keeping up with lives while the coordinated assembling area deteriorates and the rural area perseveres through a drop in work.

The adage "Cash makes the world go around" is precise in the speedy universe of business, especially for Maharashtran organizations. One significant variable that decides a business' drawn out presentation is its financial administration. A solid accounting framework, wherein each financial detail is meticulously reported in firm records as per accounting standards, is the foundation of financial administration. Maharashtra's MSME owners need current, precise, and ideal accounting information to flourish. The establishment for surveying and conveying the financial strength of the business is accounting information, which upholds the executives' independent direction.

Accounting practices inside the area should give intensive and relevant financial information that is fundamental for enterprising independent direction, given its huge effect on the outcome of MSMEs. Severe record-keeping strategies are important to work on the profitability and supportability of MSMEs in Maharashtra

and permit owners to follow and survey their organizations' exhibition. To give knowledge into MSMEs' financial administration techniques, this article will look at their accounting practices in the Maharashtra climate.

A huge piece of creation and commodities come from this area. By making a lot of work prospects, industrializing country and immature regions, achieving a fair circulation of riches and public pay, and supporting the country's financial development, it enormously helps the Indian economy. The business likewise made a commitment to the country's Gross domestic product. The advantages of the MSME area incorporate effective utilization of locally accessible assets, decreased speculation needs, functional adaptability, and a high pace of development. The public authority has given MSMEs a scope of help to advance their development and improvement.

When the public authority acknowledged how significant and important MSMEs were to the economy, it passed the MSME Advancement Act, 2006. To further develop MSMEs, various panels have been laid out, and various examinations have been done. By and by, the business actually

faces various difficulties, for example, tracking down the vital subsidizing, issues with unrefined substances, issues with below average accounting systems, and so on. The presence and profitability of MSMEs are vigorously reliant upon the compelling administration of their financial assets, making insufficient financial administration one of the many significant issues they stand up to.

Many believe money to be the backbone of an organization. Each step of the improvement of a firm requires supporting. Any kind of business' capacity to stay in activity and succeed is basically reliant upon its financial administration. Subsequently, powerful financial asset the executives and financial discipline are fundamental for a business' prosperity.

The MSME Improvement Act, 2006 states that an organization that makes and creates merchandise and contributes something like 25 lakh rupees in plant and hardware is delegated a micro undertaking; those that contribute more than 25 lakh rupees however don't surpass five crore rupees are named small enterprises; and those that contribute in excess of five crore rupees yet don't surpass ten crore rupees are delegated medium enterprises. Notwithstanding, for

organizations that offer or render benefits, the greatest measure of cash that can be put resources into hardware is 10 lakh rupees. is alluded to as a micro endeavor when its income outperforms ten lakh rupees yet remains under two crore rupees. is named a small firm, and those that make multiple crore rupees however under five crore rupees are delegated medium enterprises.

Maharashtra's MSME area has been fundamental in supporting the state's economy by giving business open doors to a sizable section of the general population. These organizations utilize assets that are promptly accessible locally, showing creativity and resourcefulness in their tasks. MSMEs in Maharashtra actually face a few hindrances, even with the different government drives pointed toward supporting the business. Financial administration stands out among the numerous issues these organizations defy as perhaps of the main one that can't be ignored in light of its huge effect on an organization's capacity to succeed or come up short. To effectively handle these issues, cautious oversight of the business' funds and powerful administration are fundamental.

Accordingly, the motivation behind this study is to investigate the financial administration strategies utilized by Maharashtra's micro and small organizations. The review takes a gander at current inadequacies and impediments that entrepreneurs have while dealing with their funds, and it recommends ways of moving beyond these issues. By doing this, the review desires to empower the business to work on its ability for successfully handling financial issues, hence supporting the thriving of Maharashtra's enterprises all in all.

2. OBJECTIVES

- To assess the current financial accounting practices employed by MSMEs in Maharashtra to understand their adherence to accounting standards.
- To examine the challenges faced by MSMEs in Maharashtra related to financial accounting and propose strategies for improvement.
- To investigate the impact of effective financial accounting on the overall performance and sustainability of MSMEs in the Maharashtra region.

- To provide practical recommendations based on the case study findings to enhance financial accounting practices among MSMEs in Maharashtra, fostering economic growth and stability.

3. LITERATURE REVIEW

Krishna and Pavithran (2018), directed a review to find out about Kerala's SMEs' accounting methodology. They found that most of organizations recently carried out accounting methodology since they needed to, not on the grounds that they comprehended how significant they were. Moreover, they miss the mark on exhaustive understanding of the various declarations and the benefits of setting them up. As indicated by the review, organizations are not involving accounting statements for arranging, contrasting, or simply deciding. Accordingly, the specialists ought to make the fitting move to instruct these entrepreneurs about the worth of an accounting framework and the benefits it can offer.

Mekonnen (2019), More than 50% of the businesses do not maintain their accounting records, according to the paper Accounting Practises of Small and Micro Enterprises in North Shewa Zone,

Amahara Regional State of Ethiopia. Reasons for this lack of record-keeping include labor-intensiveness, increased costs, lack of accounting expertise, and time waste. Even record preparers are not knowledgeable about accounting.

Aher, R. V., & Dongare, S. D. (2022), The financial management techniques of MSMEs in Maharashtra's Nashik District are investigated in this study. The authors discover that a large number of MSMEs rely solely on personal records and instinct when making decisions because they lack proper financial management systems. In order to enhance their financial performance and funding accessibility, they advise MSMEs to implement more formal accounting procedures.

Bhosale, S., & Pawar, M. S. (2021), The potential and difficulties MSMEs in Maharashtra have when implementing accounting information systems (AIS) are examined in this study. The authors list a number of things that prevent adoption, including expense, ignorance, and a lack of technical know-how. They also draw attention to the advantages that AIS may offer, including better decision-making, financial reporting, and capital availability.

Patil, S. B., & Jadhav, S. S. (2020), This study looks into the variables affecting MSMEs' financial performance in Maharashtra's Solapur District. The success of MSME is shown to be significantly influenced by elements including marketing tactics, human resource management, and financial accessibility. They advise policymakers to concentrate on offering assistance in these areas in order to raise the sector's overall performance.

Deshmukh, S. S., & Kulkarni, S. V. (2019), The financial management techniques of MSMEs in Pune District, Maharashtra, are examined in this study. The authors discover that a large number of MSMEs lack professional accounting staff and depend on unofficial financial management techniques. They contend that in order to enhance MSMEs' financial management procedures, training courses and financial literacy campaigns are essential.

5. DATA ANALYSIS AND INTERPRETATION

Table 1 presents the findings of the respondents' demographic profile.

Table 1: Demographic Profile of the Respondents.

Variables	Frequency (N=75)	Percentage (%)
Gender		

4. RESEARCH METHODOLOGY

The core data for the current study was gathered using organised schedules, and secondary data sources were also consulted. MSMEs are actively engaged in 17 different economic areas in Maharashtra, India. Automobile parts, chemicals (soap, washing powder), machinery parts for construction equipment, fabricated metal products (welding, grilling, lathe works), aluminium vessels, utensils, rice mills, paddy hulling, non-metallic minerals, paper products, plastics, safety pins, stationery products, textile mills, tyre products, and wax and wood products are some examples of these operations. All 75 of the manufacturing firms in the state that are registered and are in operation have been chosen for analysis in order to learn more about the accounting procedures used by MSMEs in Maharashtra. Simple percentage analysis is used in the study to extract meaningful information from the gathered data.

Male	50	66.67
Female	25	33.33
Total	75	100
Age		
Below 25	9	12
26-35	19	25.33
36-45	33	44
46-55	13	17.33
56 and above	1	1.34
Level of Education		
SSLC	4	5.33
HSC	12	16
UG	26	34.67
PG	5	6.67
Diploma	21	28
Others (Elementary, School dropouts)	7	9.33
Experience		
Below 10 years	38	50.67
10-20 years	19	25.33
21-30 years	14	18.67
31-40 years	3	4
Above 40 years	1	1.33

The demographic profile of the 75 study participants is shown in the table, offering important details about age, gender, experience, and educational attainment. When it comes to the gender distribution of the sample, 66.67% of the respondents are men, while the remaining 33.33% are women. The respondents' ages range widely, with the age group of 36–45 accounting for the largest number (44%), followed by 26–35 (25.33%) and 46–55 (17.33%). Individuals under 25 comprise 12% of the population, while those 56 and over make up a lower percentage (1.34%).

The respondents' degrees of education vary; the majority (34.67%) have an undergraduate degree, followed by those with a diploma (28%), and those with higher secondary education (16%). Postgraduates (6.67%), holders of an SSLC (5.33%), and respondents with various educational backgrounds, such as elementary school and school dropouts (9.33%), are represented in smaller percentages.

Regarding work experience, 50.67% of respondents had less than ten years' worth, while 25.33% had between ten and twenty years' worth. 18.67% of respondents had between 21 and 30 years of experience, while a smaller fraction have between 31 and 40 years of experience (4%) and over 40 years of experience (1.33%). Thus, the demographic profile offers a thorough summary of the traits of the respondents and serves as a basis for additional research and interpretation throughout the study.

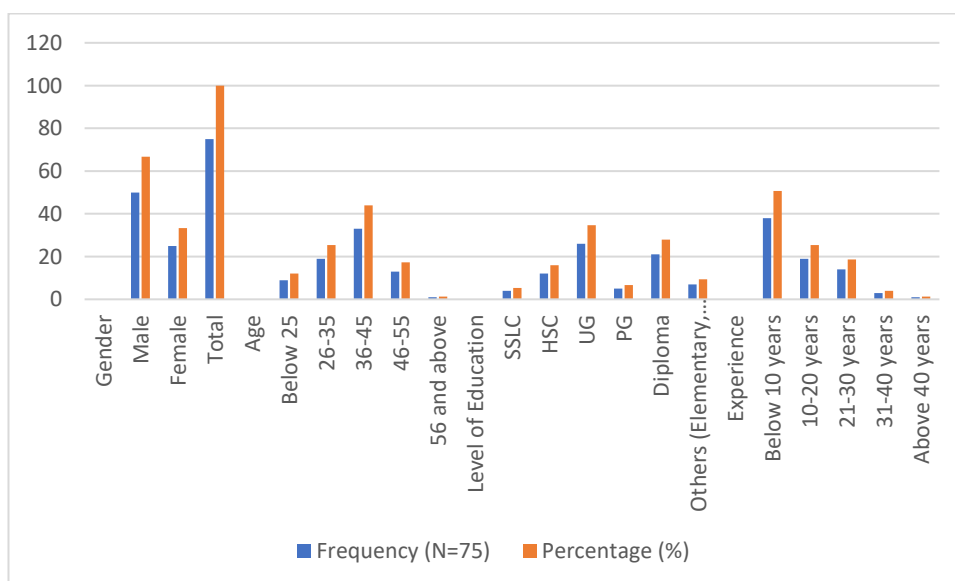


Figure 1: Demographic Profile of the Respondents.

Table 2 presents the respondents' enterprise profile results..

Table 2: Enterprise Profile of the Respondents.

Variables	Frequency (N=75)	Percentage (%)
Category		
Micro	66	88

Small	7	9.33
Medium	2	2.67
Total	75	100
Ownership		
Sole Proprietorship	66	88
Partnership	6	8
Private Limited	3	4
Investment		
Below lakh	20	26.67
1-50 lakhs	49	65.33
50-1 Crore	4	5.33
Above Crore	2	2.67
Number of Employees		
Below 25	71	94.67
26-50	1	1.33
Above 50	3	4

The table gives a thorough summary of the respondents' enterprise profiles and highlights important details including category, ownership, investment, and workforce size. The majority of the 75 businesses that were polled ($N = 75$) fit into the "Micro" category, making up 88% of the total, followed by "Small" businesses (9.33%) and "Medium" businesses (2.67%). When it comes to ownership, "Sole Proprietorship" makes up 88% of all ownership, followed by "Partnership" (8%), and "Private Limited" (4%).

According to the distribution of investments, a significant number of businesses have investments between less than one lakh and fifty lakhs, with 26.67% of them falling into the former category and 65.33% into the latter. Less than half of the businesses, or 5.33%, have investments between 50 lakhs and one crore, while 2.67% have investments greater than one crore.

When the number of employees is looked at, 94.67% of the businesses employ fewer than 25 people. The proportion of businesses with 26–50 employees is quite low (1.33%), while 4%

of them employ more than 50 people. This breakdown gives a clear picture of how the 75 respondents' sample of businesses are distributed according to employee strength, ownership structure, category, and investment levels.

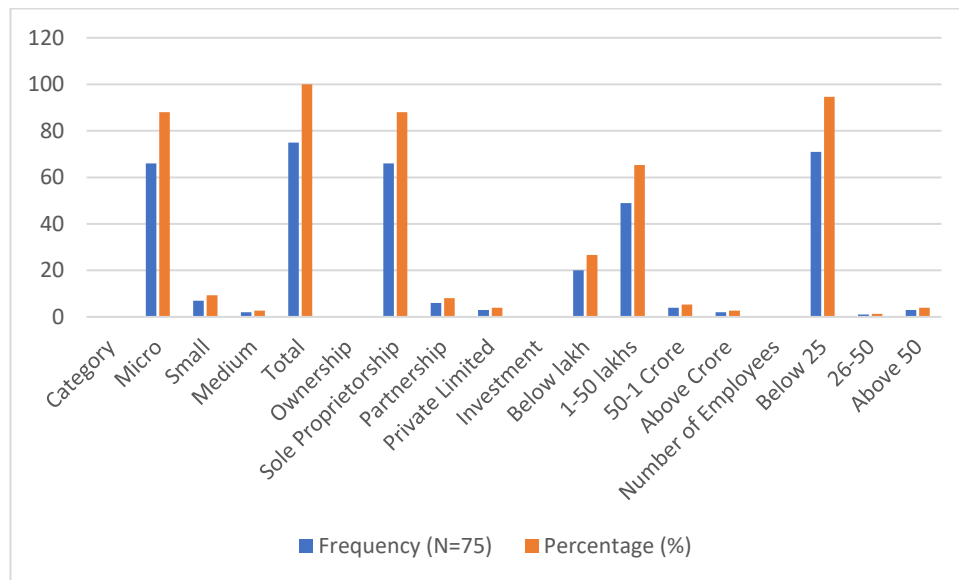


Figure 2: Enterprise Profile of the Respondents.

Table 3: Response to the question of whether the company uses a systematic accounting system (N=75).

Accounting System	Frequency (N)	Percentage (%)
Yes	69	92
No	6	8
Total	75	100

The responses to the question of whether businesses use a systematic accounting system are shown in the table, which also shows a noteworthy trend. 92% of the 75 responses in all suggest that businesses follow a systematic accounting system. This is the overwhelming majority. This high percentage indicates that the surveyed companies have a commendable level of dedication to implementing systematic and rigorous accounting practises. Conversely, a minority, making about 8% of the participants, stated that they lacked a structured bookkeeping system.

The fact that the vast majority of businesses claim that they employ a systematic accounting system shows how important structured financial management is to these businesses. This encouraging trend might represent a dedication to financial accountability, precision, and transparency—all essential components for efficient operations and decision-making in the business world. It is important to emphasise the need for focused interventions or support mechanisms to improve accounting standards among this subset of businesses, as the existence of a small fraction of businesses without a systematic accounting system suggests a possible area for improvement in the adoption of best practises. Overall, the table indicates that the assessed firms generally adhere to systematic accounting practises; nevertheless, there is still opportunity for targeted initiatives to better promote these practises throughout the board.

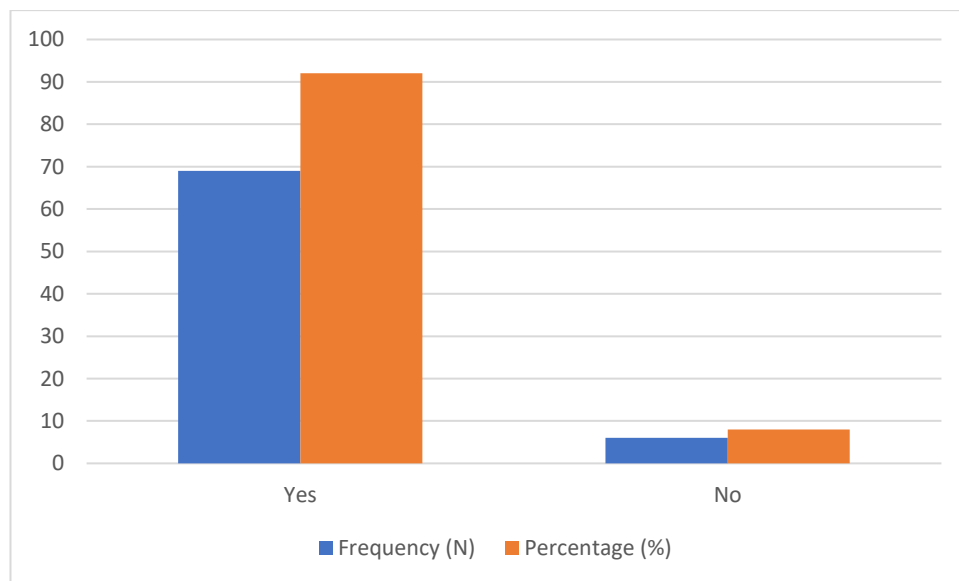


Figure 3: Response to the question of whether the company uses a systematic accounting system (N=75).

Table 4: Response to the company's adherence to the bookkeeping system.

Book Keeping	Frequency (N)	Percentage (%)
Double Entry System	18	25.71
Single Entry System	52	74.29
Total	70	100

Responses to questions about the bookkeeping systems used by the surveyed businesses are displayed in the table, with particular attention paid to whether the businesses use a Double Entry System or a Single Entry System. Of the seventy-one businesses that were polled, twenty-seven percent (18 businesses) reported using the Double Entry System, while seventy-two percent (74.29%) of the businesses reported using the Single-Entry System.

Based on the data, it appears that the Maharashtra, India, surveyed firms favoured the Single-Entry System over the Double Entry System. The Single-Entry System is a less complex approach that simply keeps track of one entry every transaction. Its popularity may be attributed to its simplicity and fit for smaller companies. Conversely, a comparatively lower percentage of businesses use the Double Entry System, which is renowned for its thorough methodology that records both debit and credit entries for every transaction.

The difference in adoption rates suggests that the MSME sector in Maharashtra has a variety of bookkeeping practises, most of which favour efficiency and simplicity in their record-keeping techniques. The results highlight the necessity of customised financial management plans and support systems that correspond with the most common bookkeeping practises among MSMEs in the area.

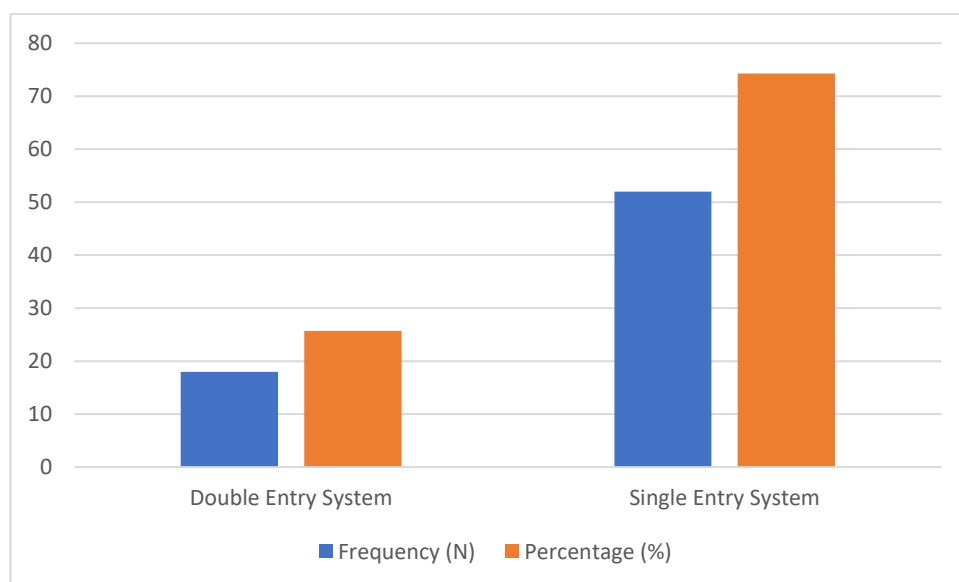


Figure 4: Response to the company's adherence to the bookkeeping system.

6. RECOMMENDATIONS AND CONCLUSION

The results of the field survey conducted in Maharashtra, India, indicate that a sizable portion of Micro and Small Enterprises (MSEs) do not have thorough accounting records (75%). This highlights a significant discrepancy between the theory of financial management and its actual application in the MSE industry. As a result, this study makes practical suggestions suited to the Maharashtra environment. It is recommended that the District Industries Centre (DIC) officials in Maharashtra develop detailed rules and provide MSEs with standardised forms for entering accounting information in order to close the observed gap. Furthermore, it is advised that training initiatives be put in place to educate MSE owners on the value of keeping correct books of accounts. It is also suggested that MSEs make record-keeping obligatory in order to improve their accounting procedures. This programme helps the government raise more money through taxes while also ensuring that income is declared accurately. Mandatory record-keeping also influences important government policy by providing vital data for national income accounting. The goal of these suggestions is to close the gap that currently exists between financial management theory and the day-to-day struggles that MSEs in Maharashtra experience.

Recommendations:

- **Enhance Awareness and Training Programs:** Recommend the implementation of awareness and training programs for MSMEs in Maharashtra to enhance their understanding and adherence to financial accounting standards.
- **Establish Industry-Specific Accounting Guidelines:** Suggest the development of industry-specific accounting guidelines tailored to the diverse sectors in which MSMEs operate in Maharashtra.
- **Promote Technology Adoption for Accounting:** Encourage the use of accounting software and digital tools that can streamline financial processes, improve accuracy, and provide real-time insights.
- **Facilitate Networking and Knowledge Sharing:** Recommend the establishment of forums or networks that facilitate knowledge sharing and collaboration among MSMEs in Maharashtra.

- **Government Support and Incentives:** Propose that the government of Maharashtra introduces support mechanisms and incentives to encourage MSMEs to improve their financial accounting practices.

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An investigation into assessing how marketing activities influence the sales performance of the company

Dr. Shikha Singh

Associate professor -School of Management

Ajeenkya D Y Patil University, Pune

Email: dr.shikhasingh5@gmail.com

Prof. Gururaj Dangare

HOD - MBA

Pratibha Institute of Business Management, Chinchwad Pune

Abstract

In the modern world, it's critical to concentrate on a few company-specific marketing techniques and create a tool for achieving total performance. This study effectively examines how marketing strategies affect the company's sales success. After the study was finished, it was examined to determine how to manage the plan and function efficiently by obtaining the entire sales and revenue performance of the organisation. Analysis reveals that marketing is beneficial to all sizes of businesses, including global conglomerates and small and medium-sized enterprises. Virtuoso has been selected as the subject of this research project, and it has been successful in assessing sales performance while utilising the best possible marketing techniques. In order to collect data sources for analysis and to meet research objectives, a questionnaire has been chosen for this study. Finally, the data were analysed correctly to finish the research with the aid of several technological analyses and SPSS software. While most countries in the globe are aware of the importance of marketing research to a company's ability to survive, some of our indigenous business owners are still unaware of this. Only a small number of companies who express interest in these studies really use them on a regular basis. Because the information was never fully used, marketing judgements were made on fictitious data. Businesses need to provide goods and services that consumers will continue to be interested in if they hope to enhance product performance and establish a strong competitive advantage in the market. The study looked at how marketing research affects productivity inside a business.

Keywords: Marketing, Performance, Effective, Accomplished, Analysis, Multinational Companies, Sales Research, Market Research.

1. INTRODUCTION

The majority of research assert that various markets throughout the globe are beneficial and efficient for a company's expansion. It may have to do with meeting consumer demands and developing the low-cost positioning strategy in a useful and efficient manner. In order to create standardised national borders and control the products through various price, location, and product strategies, it is necessary to govern society, gather resources for managing the business, and pursue global strategies.

The method involved with managing worldwide marketing procedure and making productive marketing cycles can be successfully applied to managing normalization. These processes have resulted in standardised products that are sold across national borders and utilised in various management practises. The study's development of an efficient strategy and the management of basic processes are crucial for managing the worldwide marketing process in a more efficient manner. These may be viewed as controlling the interaction between sales and marketing, and they would be appreciative of the analysis of business

performance and the management of the business unit through market management operations.

Two distinct ideas and management approaches are linked to increasing the number of items and offerings, setting prices, and controlling the promotional mix in order to improve the performance of the company. Marketing strategies must be managed, sales performance must be grounded, resources must be completed, and marketing mix theory must be managed using various conceptual data. Remembered for this exploration report is Virtuoso, a worldwide stage partnership with a solid mechanical office that fundamentally focuses on computerized streaming, web based business, distributed computing, and man-made consciousness as idea sources.

According to analysis, these marketing strategies are typically linked to the management of conventional variables and the creation of blueprints for various corporate operations. These work well and are beneficial in controlling success progressively and creating business concepts through various processing techniques. In the present corporate world, how well it performs relies upon whether

marketing strategies are utilized as advanced or online entertainment marketing. Lastly, it can be concluded that the marketing department of businesses plays a crucial role in identifying new clients, establishing the brand's value in the marketplace, and utilising cutting-edge technology to promote the business's goods and services.

The field of marketing has demonstrated to be dynamic for various years. Its development from basic trading tasks to a complicated design that is believed to be fundamental for an association's prosperity is evidence of its relevance. Every organisation needs marketing to survive, and the extent to which an organisation can provide potential clients with its goods or services determines how successful that marketing will be. For a long time, directing marketing research has been a fundamental piece of managing a firm.

Its development was accelerated by the industrial revolution, which brought about a wide range of new and diverse consumer products, enhanced economies of scale, emerging markets, and a general expansion in business operations. Research into marketing activities was at its foundational level during this time and remained

unexplored for several centuries. Until the end of World War II, it constituted a negligible portion of firms' marketing strategies. An important post-war development was the rise in the number of corporate failures. A dynamic commercial activity is marketing.

Because of the increasing instances of economic crisis, inflation, shortages of materials and energy, unemployment, closure of businesses and industries, terrorism, and war, its functions in the functioning of a corporation have changed dramatically. Additionally, the advent of the internet has brought about improvements in technological growth that can also be ascribed to this. Because of all of this, marketing professionals are now compelled to base more of their strategic decisions on the market. This calls for a formal way to get accurate and timely data about shifting consumer preferences, product needs, and the overall marketing landscape, and this can only be done with thorough marketing research.

To fulfill their clients and get their committed help, all contemporary organizations elevate to them. Banks do marketing exploration to find out about the monetary help needs of their clients;

Dangote Flour Factories conducts marketing examination to find out about the necessities and prerequisites of flour clients; and Inland Income conducts statistical surveying to find out about the necessities and prerequisites of citizens and different clients. At the point when there is no guaranteed market for an item, there is no utilization in creating it.

Moreover, an imaginative thought is useless on the off chance that it can't be transformed into a financially reasonable item. Since it is the main way for organizations to obtain notoriety, generosity, and customer steadfastness, an attractive item is urgent to their endurance. The objective market's perspective and conclusions should be thought about to create an item that will be economically reasonable. This can be accomplished by information social affair, examination, and utilization of the discoveries to authoritative independent direction. Marketing research is one of the principal ways that an association accumulates data for choices that are both effective and proficient.

Since it is accepted that marketing research propels the achievement of adequacy and proficiency in business associations, an

assessment of the effect of marketing research on hierarchical efficiency is thought important. While most countries in the globe understand the need of marketing research for a company's existence, some of our indigenous business owners are still unaware of this. Only a small number of companies who express interest in these studies really use them on a regular basis. Because the information has never been fully used, they are making decisions about the market and marketing that are based on false information.

- **Three key insights on how marketing impacts the company's sales success**

a) **Increasing opportunities:** Sales cannot increase brand consideration rates significantly without the help of marketing. The company's unassisted product awareness rate in Maharashtra was 63% as opposed to 87%, which was lower than the market leader's. The company's consideration rate was 45%, while the top competitor's rate was 87%. This difference grew even more.

Research showed that, even in the presence of a robust sales culture,

purchase decisions were not significantly influenced by the sales team's relationship. Data indicated that sales personnel had little effect on how customers perceived their offerings. Furthermore, a new customer segment that the current sales team had not yet touched was discovered.

The business raised its marketing budget and purposefully diverted funds from events to digital marketing campaigns after seeing the need to go beyond conventional sales tactics. This involved making purchases of webcasts, videos, and a specialised website that catered to the newly defined buyer niche.

b) Sales Coverage: The impression of increased sales coverage can be produced by increased marketing efforts. In a 90-day period, buyers were asked how frequently they visited a salesperson. They reported seeing company representatives 0.8 times on average, or around once every quarter, and 2.5 times, or nearly once a month, when it came to visits from the top competitor's representatives. Buyers reported

meeting company representatives 2.4 times each quarter two years later, which is comparable to rival companies. Buyers observed a rise in visits as a result of the increased marketing activities, even though the number of representatives in the segment did not change over the course of the two-year period.

c) Sales Enablement: Changes in consumer behaviour can be detected by marketing. All phases of the funnel had seen an improvement in the company's performance, with the exception of existing accounts. Customers are now more "price sensitive," according to representatives, and rivals are undercutting them. Even if the company led the industry in product sales, the senior management group continued to view technological innovation as the primary motivator.

Subsequent investigation revealed that the sales force was correct. Buyers' priorities had changed. Buyers had changed, far more quickly than anyone had anticipated, thanks to changes in reimbursement, healthcare reform, and a strong rival campaign against overspending on technology.



Figure 1: Impact.

Sales collateral and the value proposition therefore needed to be updated promptly. The focus shifted from praising innovation to providing buyers with justification for their investment, with resources such as ROI models and product configurators replacing bells and whistles.

2. OBJECTIVES

- To assess the relationship between particular marketing tactics and the variations in sales success that correspond with them.
- To examine how customers, react to various marketing channels and assess how that affects overall sales.
- To look into how well different marketing initiatives may increase revenue and penetrate new markets.
- To investigate how customer purchasing decisions and ensuing

sales outcomes are influenced by brand awareness and perception.

- To evaluate how digital marketing initiatives, affect both online and offline sales success.

3. LITERATURE REVIEW

O'Dwyer (2022), The function of a business owner is helpful in controlling the expansion of various marketing systems and inefficient resources that are necessary for controlling crucial elements of key systems in firms. A variety of firms should be taken into account when applying to obtain various insights in a useful and

efficient way. There are several advantages of taking into account various marketing tactics for the company's sales success.

KIM, JUN and HYUN (2022), Growing sales volume is the first advantage since it allows for the management of marketing strategies and successful sales. It is necessary to boost sales and treat current clients as if they were previous clients. It is linked to the planning and management of corporate operations and is cautious as the primary advantage of effectively comprehending the memorable. Using and managing different notorieties to be viewed as quite possibly of the most helpful and positive standing and oversee considered in a more fitting manner is one more benefit that the organization utilized by having a marketing strategy.

Gillum (2022), with the aid of efficient marketing resources and handle the ideas that are beneficial for several important aspects. Numerous perspectives highlight the significance of marketing and how it affects the company's sales. Compelling open doors that are useful in producing deals and effectively progressing for more noteworthy thought rates are expanded by the effect of marketing. For controlling society to be viewed as valuable and

powerful, the business expected to produce huge deals. Another impact is that it helps cover deals, capabilities as a marketing action, and cultivates the possibility of higher, more deals and inclusion.

Kusumawati, et.al. (2022), Marketing, its character purchasing conduct, and the exhibition really are connected to the third high effect of marketing procedures on the organization's deals execution. Managing the idea of cost responsiveness, making solid contenders who offset jobs, and fostering a pioneer inside the association are vital. Every one of them have areas of strength for a to helping to establish and managing research with the deals procedure that is utilized and has been changed in accordance with meet their market needs.

Onwad (2022), One of the most practical and efficient ways to manage resources, get high advertising planning, prepare marketing instruments, and carry out marketing plans is through marketing. An additional method for overseeing home-based business associations and creating low-cost resources to oversee marketing advantages. It also aids in anticipating how the business will manage to take part in the

schemes and revenues that cause disruption in society.

Sung (2022), Effective social media platforms are another tactic Virtuoso employs to control variation and finish the social media planning. The marketing plan was facilitated by these procedures for thoroughly considering marketing rope and making a notice that would work (Techniques to Further develop Deals Execution, 2022).

(Li, 2022), These techniques for marketing would be helpful and would bring about the creation of great things, which would prompt an expansion in the quantity of different clients and an expansion in income for the organization. Furthermore, it aids the slow management of assets, and it additionally raises the quantity of clients and the augmentation in deals.

4. RESEARCH METHODOLOGY

4.1. Methodology

To complete the examination, there are various unmistakable areas that ought to be respected compelling appropriate assets that are pertinent in the general public. To be more unequivocal, about the framework was laid out and ensuring that the actual review is legitimate to achieve the

objectives and goals. The positivist and philosophical research that has been carried out in this study has been deemed to be effective in terms of managing appropriate resources. In addition to managing sound findings, it gives the sources that are necessary for suitable techniques to be explored. It is possible to handle solid discoveries and develop a terrible technique by conducting good research, which will generate considerable growth. Furthermore, this report incorporates a quantitative approach that assists in concentrating on the entirety of the research in an efficient manner, hence facilitating the collection and analysis of data in an unsuitable manner.

4.2. Sample and Data

When it comes to managing resources in a manner that is more applicable, some of the useful strategies that are effective include sampling and statistical analysis. It is the instrument that is utilised to manage and indicate for the purpose of collecting so that resources may be obtained in an efficient manner. To really oversee and examine the development and populace of a subset and get a powerful populace, this strategy is of extraordinary viability. A questionnaire and survey were the methods

that the researcher chose to use for this investigation. It is the responsibility of the population manager to consider the available resources, as well as to create sample data and sets that contain and manage a portion of the population. The management practises made use of the questionnaire in their operations. In the current investigation, the researcher selects fifty individuals who are now employed by Virtuoso as respondents.

4.3.Measure

To quantify the elements that contribute to occupational stress and oversee the data collection across various industries. Sampling measurement would be taken into consideration with the aid of resource management and in an efficient manner. It is necessary to take into account the Likert scale approach as a sample strategy. Through a frequency distribution channel, the value of these approaches and their interpretation can be carried out in order to fulfil the substantial need.

5. DATA ANALYSIS AND INTERPRETATION

Table 1: Growth effect.

Does marketing have a direct impact on the company's growth and sales performance?	Frequency
a) Strongly agree	15
b) Agree	10
c) Strongly disagree	12
d) Disagree	13

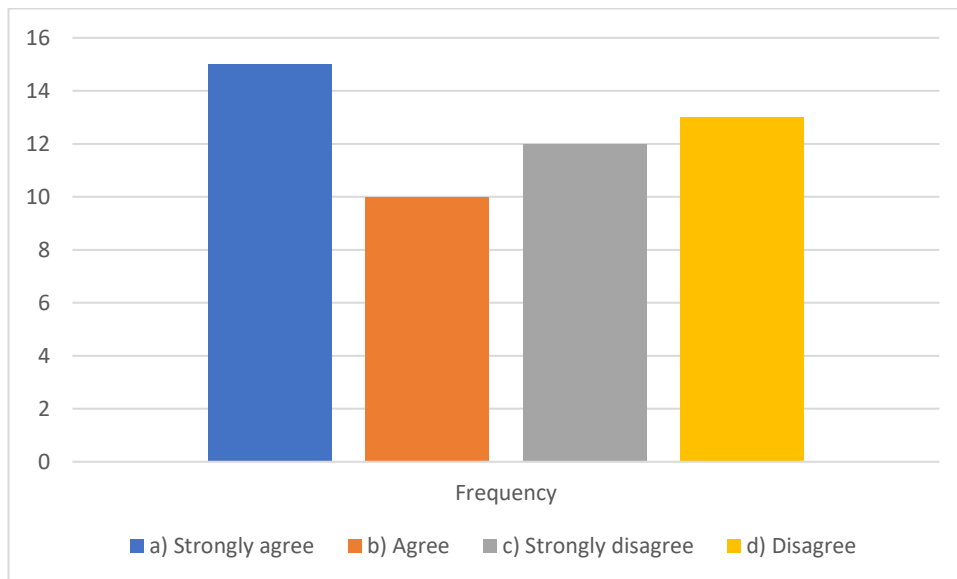


Figure 1: Growth effect.

Interpretation: The survey results about the direct effect of marketing on the company's growth and sales performance are shown in the table. Remarkably, a sizable majority of participants voiced agreement, with 10 and 15 respondents agreeing and strongly agreeing that marketing directly affects sales success and company growth. On the other hand, there is a significant minority opinion, with 12 respondents strongly disagreeing and 13 disagreeing that marketing directly influences a company's sales results. The distribution of responses points to a range of viewpoints within the sample, highlighting the need for additional research or analysis to identify the underlying causes of differing perspectives on the connection between marketing initiatives and the sales performance of the organisation.

Table 2: Perceived Impact of Planning Business Operations on Sales Performance

Is one of the main advantages of business planning for the company's success in sales performance?	Frequency
a) Strongly agree	14
b) Agree	11
c) Strongly disagree	10
d) Disagree	15

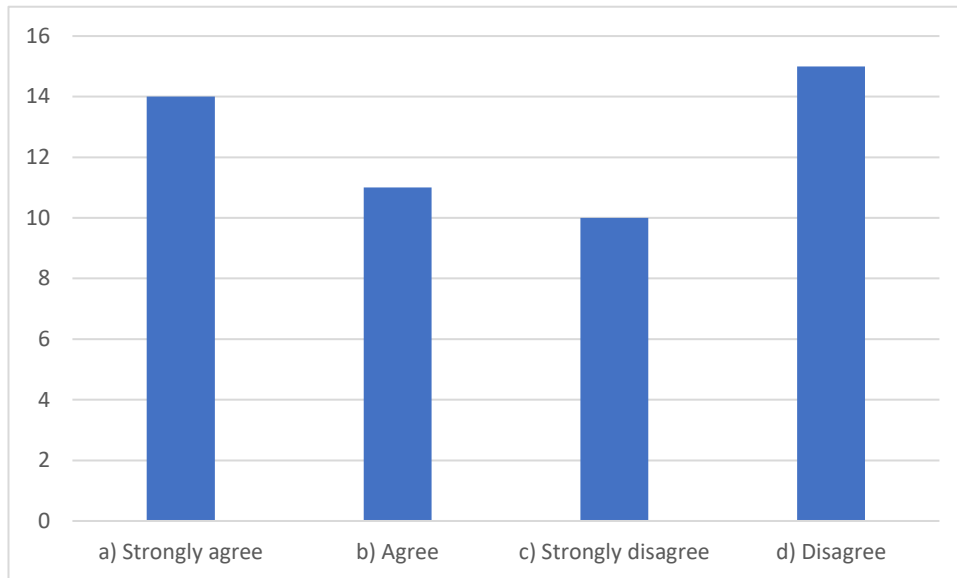


Figure 2: Perceived Impact of Planning Business Operations on Sales Performance.

Interpretation: The responses of persons about how well-planned business operations affect a company's ability to do well in sales are displayed in the table. Remarkably, 14 participants firmly concur that a key element influencing sales success in a business is the preparation of business operations. Eleven respondents also indicate that they mostly agree with this idea. On the other hand, 15 participants disagree and 10 participants strongly disagree that company operations planning is essential to obtaining success in sales performance. These answers reveal a range of viewpoints within the sample population; while a sizable fraction acknowledges the value of planning, a noteworthy proportion is either doubtful or has other ideas about the relationship between successful sales and strategic business planning. Understanding the underlying viewpoints and circumstances driving these differing attitudes may require more investigation and study.

Table 3: Perceived Relationship Between Marketing Initiatives and Employees' Sales Performance.

Marketing's effect on employees' sales performance is correlated with the types of chances that have been generated to stand out in the market.	Frequency
a) Strongly agree	13
b) Agree	12

c) Strongly disagree	11
d) Disagree	14

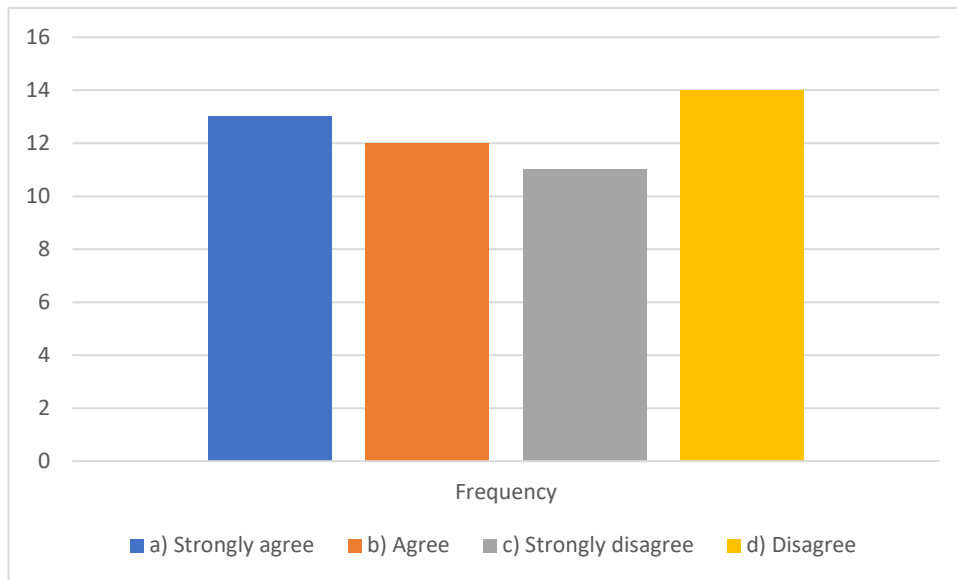


Figure 3: Perceived Relationship Between Marketing Initiatives and Employees' Sales Performance.

Interpretation: The survey results about the effect of marketing on employees' sales performance are displayed in the table labelled "Perceived Relationship Between Marketing Initiatives and Employees' Sales Performance". The above mentioned statement was presented to the respondents, and they were asked to rate their agreement or disagreement. Based on the frequency distribution, the statement is agreed upon by 13 respondents strongly, disagreed upon by 12, severely disagreed upon by 11, and disagreed upon by 14. The findings indicate that employees' perceptions of the relationship between marketing initiatives and the development of market opportunities to improve sales performance are not all that similar. This data offers insightful information on the many viewpoints found in the workforce and can direct strategic choices meant to match marketing campaigns with staff members' expectations and perceptions for the best possible sales results.

Table 4: Perception of Marketing Tactics in Identifying Company Buying Behavior.

Examine the claim that marketing strategies might reveal a company's purchasing patterns.	Frequency
a) Strongly agree	11
b) Agree	14
c) Strongly disagree	12
d) Disagree	13

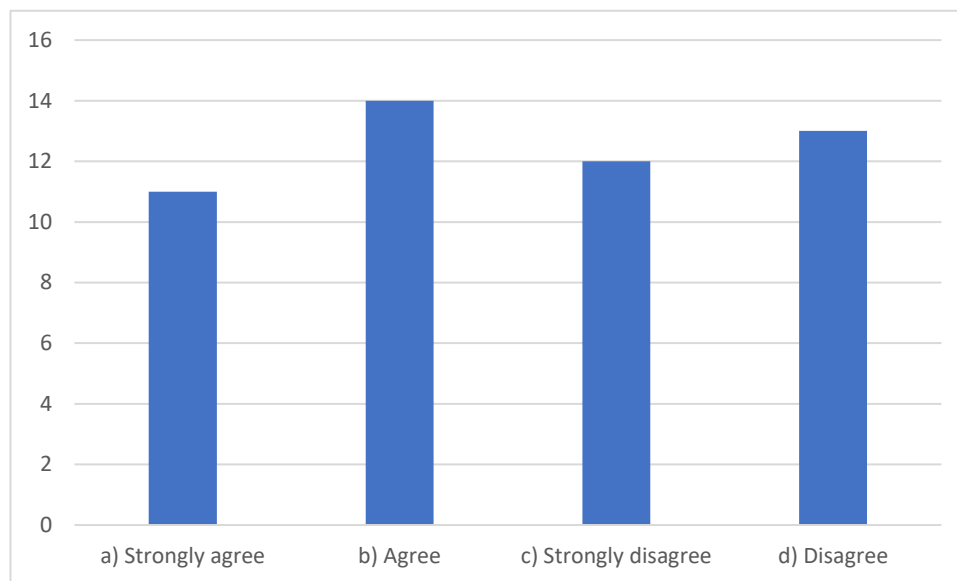


Figure 4: Perception of Marketing Tactics in Identifying Company Buying Behavior.

Interpretation: Eleven respondents highly agreed, fourteen agreed, twelve strongly disagreed, and thirteen disagreed, according to the frequency distribution of responses displayed in the table. The findings show that participants' opinions on how well marketing strategies work to predict the company's purchasing patterns are not all the same. Although a significant proportion of respondents agree with the statement, a notable portion disagree or strongly disagree, indicating differences in perceptions regarding the efficacy of marketing techniques in comprehending and impacting purchasing habits within the firm. The identification of the fundamental causes influencing these divergent points of view and the formulation of strategic decisions on marketing campaigns may require additional investigation and qualitative insights.

Table 5: Social Media Account Management as a Key Sales Strategy: Stakeholder Perception.

One of Virtuoso's greatest approaches for creating its sales techniques will be to manage the company account on social networking sites.	Frequency
a) Strongly agree	10
b) Agree	12
c) Strongly disagree	16
d) Disagree	12

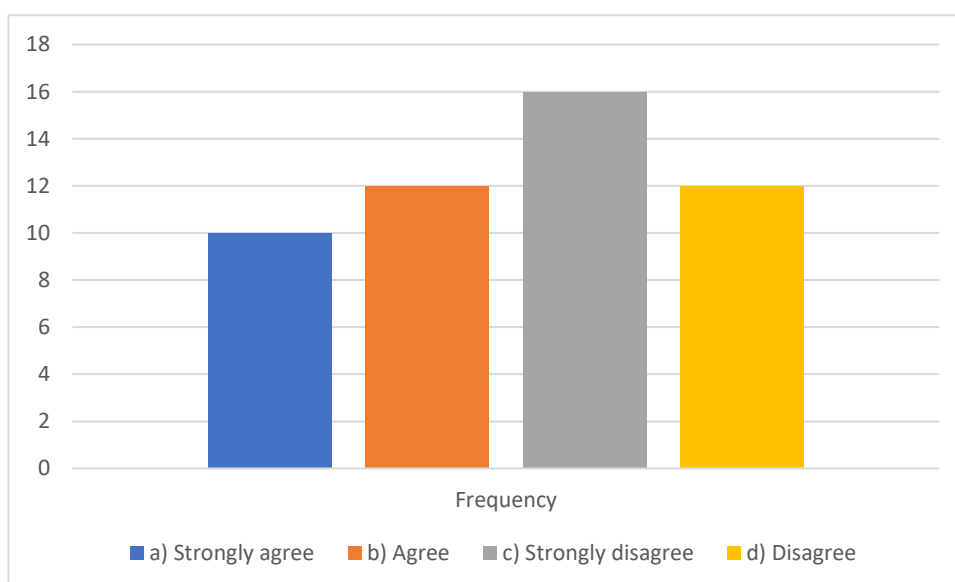


Figure 5: Social Media Account Management as a Key Sales Strategy: Stakeholder Perception.

Interpretation: The table offers valuable insights into stakeholders' perceptions regarding the effectiveness of Virtuoso's sales strategy, which involves managing the business account through social media channels. With a total of 22 responses (10 strongly agreeing and 12 agreeing), the majority of respondents have a positive opinion of this method. However, a sizeable portion—28 in all—hold a negative opinion (16 strongly disapproving and 12 disagreeing). The comments' distribution indicates a divergence of opinions about how well Virtuoso's business account management using social media may improve sales tactics. To better match with stakeholder expectations and preferences, the existing strategy may need to

be refined or adjusted. This can be achieved by additional study and investigation of the factors that led to these divergent viewpoints.

6. RECOMMENDATIONS AND CONCLUSION

Relationship management's function is to oversee marketing strategy and achieve company performance, both of which have been carefully evaluated and recorded for analysis in research management and discussion. Setting up successful marketing strategies is becoming more and more crucial for businesses, as they will be linked to both growth and good performance in the marketplace. Maintaining financial records, selling the company's products and services to clients, and managing financial performance are all necessary. By utilizing the legitimate item life cycle, this exploration likewise helps with effectively directing the business, client, and management impacts to accomplish homogeneity and serious methodologies. This strengthens the bond and improves the company's performance in a more useful and efficient manner. According to this study, the resource-based approach of the business relates to handling pricing, promotions, and products in order to be regarded as relevant and successful problems. The comprehensive results and

analysis can be utilised by several sources to oversee the company's expansion into more relevant data sources. High findings from earlier research—conducted by a variety of writers—that manage the performance of the company and foster market expansion are included in this report.

Recommendations:

- **Diversify Marketing Tactics for Enhanced Sales Success:** Recommend exploring a broader range of marketing tactics to identify those that contribute significantly to variations in sales success.
- **Conduct In-Depth Customer Reaction Studies:** Suggest conducting detailed studies on customer reactions to different marketing channels.
- **Explore Revenue Growth and Market Penetration Opportunities:** Recommend delving deeper into the assessment of how different marketing initiatives contribute to revenue growth and market penetration.

- **Enhance Brand Awareness and Perception Studies:** Encourage a more extensive investigation into the influence of brand awareness and perception on customer purchasing decisions and sales outcomes.
- **Integrate Comprehensive Digital Marketing Assessment:** Recommend a comprehensive examination of digital marketing initiatives and their impact on both online and offline sales success.

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Examining the Behaviour of Organizations: An Investigation into Managers, Employees, and Teams

Prof. Nikita Rai

Assistant Professor

School of Management

Ajkeenkya D Y Patil University, Pune

Email: nikita.rai@adypu.edu.in

Prof.(Dr.) Vijay Kulkarni

Professor, School of Management

Director, Corporate and Executive Program, SOM,

Ajeenkya D Y Patil University, Pune Vijay.kulkarni@adypu.edu.in

Abstract

Work plan and the mental, emotional, and relational social dynamics that influence an association's adequacy are totally remembered for organizational way of behaving. The discipline of the board, which concentrates on the most proficient method to manage people to complete specific obligations, is fundamental for grasping organizational way of behaving and business productivity. For corporate viability, the board puts serious areas of strength for an on the preparation, execution, and configuration of different organizational and regulatory frameworks. The association, then again, adjusts or restructures the people and gatherings through its structure, culture, arrangements, legislative issues, power, and systems, as well as the jobs expected individuals in it. People and gatherings bring their abilities, information, values, thought processes, and mentalities into the association and consequently impact it. How associations are structured and run has definitely changed over the most recent couple of many years. A modern workplace with interdependent skills and workflows has been made possible by technological advancements and skill variety. Therefore, it is essential for organisations to comprehend the factors influencing team results if they are to succeed in the modern business environment. According to this study, which involved 120 managers from the same company, female managers are more susceptible to groupthink and have better communication skills than their male counterparts. This organization's 150 employees were all examined, and the findings indicate that female employees outperform male employees in

terms of their contribution to team outcomes. Consideration is given to the implications for managers, researchers, and human resource specialists.

Keywords: *Co-Operative Behaviours, Organizational Dynamics, Leadership Behaviours, Emotional Intelligence, Personality Characteristics, Organizational Structure, Organizational Culture.*

1. INTRODUCTION

Teams are crucial to all that people do in their everyday lives in the current world. Many people initially came into contact with the concept of teams when they were young athletes participating in different sports. The well-established maxim "There is no 'I' in group" is acquainted with youthful competitors when they play a situation in a group, whether it be on the baseball field or the soccer throw. One can determine that the letter "I" does not occur in this word by quickly examining the four letters that make up this word.

If you take this adage literally, there are a tonne of different ways you might interpret it. For example, coaches frequently impart to their players the idea that each member of the team has a designated role to play and that each task is equally important to the team's success as a whole. From this perspective, teamwork is viewed as the story of individuals with disparate skill sets working together to achieve a common

goal. Applying this plan to the contemporary business climate, we might see that, in response to emanant staggered frameworks, there has been a quick organizational shift from a collection of individual situations to work gatherings and groups.

Innovation has progressed rapidly throughout recent years, and associations all around the world have been compelled to rearrange their work around groups to answer all the more rapidly, adaptably, and deftly to unexpected conditions. The adjustment of work association is being advanced by a few elements. Diverse skill sets, quick thinking, and effective adaptability are under constant demand in an emotionally and mentally exhausting workplace marked by intense competition, ongoing change, best practises and technological advancements, and impending uncertainty. The best strategy for addressing the organisational problems of the twenty-first century is teamwork.

An association is a unique social structure that is impacted by both outer and interior factors. To build its adequacy, an association relies upon major perspectives on errands, individuals, innovation, and structure. The investigation of individual and gathering ways of behaving inside associations and the use of this data to further develop corporate adequacy is known as organizational way of behaving. It is firmly connected with and for the most part centered around the comprehension, anticipating, and the board of human conduct in associations. It additionally furnishes the board with the standards of conduct that are expected in associations.

Collective vibes and the essentials of frameworks believing are underlined in organizational way of behaving. It reinforces a coordinated and coherent way to deal with the executives execution and is keen on the impact that discernment and inspiration play in a singular's way of behaving. To more readily get it, change, and upgrade individual and gathering ways of behaving, this precise investigation of the nature and culture of associations takes a gander at relational and leadership ways of behaving corresponding to groups, social variety, and morals in associations. It

additionally advances human conduct to increment corporate viability.

A proportion of an association's presentation, development, efficiency, and productivity is called corporate viability. At the point when a company can accomplish its targets as to the triple main concern, it is considered viable. Since human way of behaving is vital for both execution and corporate adequacy, organizational way of behaving is particularly keen on the unmistakable way of behaving that every person inside an association shows.

Consequently, organizational conduct looks to comprehend the reason why one individual might answer well to a situation while another answers ominously. It also examines why, while receiving the same management, two or more distinct people working on the same task come up with radically different outcomes. To this extent, organisational behaviour is not limited to improving an organization's effectiveness; rather, it is a field that aims to improve understanding of behaviour in organisational settings by studying individuals, groups, organisations, politics, and power from an academic perspective. The ultimate goal of this knowledge is to

improve both organisational effectiveness and individual well-being.

The focus of the psychology movement today is much more on developing people's skills rather than trying to figure out what is wrong with them and how to correct it, which leads to more productive and satisfying lives for individuals. This led to the early adoption of positive psychology by prominent psychologists with a focus on research, like Diener, Synder, Csiksentmihalyi, Csiligman, and Peterson. The goal of positive psychology (PP) is to maximise each person's unique talents. good psychology, according to Seligman, is the study of good emotions and the assets that make people and society flourish.

The well-being of employees is a factor in the rising need for enhanced work performance. This makes it necessary to create models and frameworks for managing workers' capacities in order to improve work performance. The goal of using positively oriented models to develop people's abilities is to strengthen the organisation. According to Luthans, the general perspective in organisational behaviour (OB) has historically been more negative than positive. For instance, there has been a greater emphasis on

dysfunctions, stress, and burnout than on eustress; managers' shortcomings and obstacles are highlighted rather than their strength and capacity for growth and performance improvement. "Behaviour, attitudes, and performance of people in organisations" are the subjects of OB research.

This area of study focuses on how workers' efforts either increase or decrease an organization's overall productivity and project success. Positive organisational behaviour (POB) is the integration of PP into the study of organisational behaviour with the goal of enhancing employee well-being and driving organisations towards higher performance. According to McHugh, implementing POB lowers the likelihood of losing talented individuals by increasing employee commitment at work.

Similar to this, a lot of study has been done on stress management, but much of it concentrates on negativity. Prior research on stress management has outlined coping mechanisms, stressors and stress-affecting elements, and occupational stress management for construction industry professionals. Numerous written works demonstrate the psychological basis of work-related stress. Instead of attempting

to recapture them, the present paper will evaluate the impact of the psychological qualities that were used as POB models in this study on positive stress in the workplace.

In spite of the fact that pressure is an undeniable piece of life, late improvements in the field of pressure the board research have upheld an accentuation on the positive. Positive pressure is alluded to as eustress, though regrettable pressure is alluded to as pain. The beneficial side of stress, or eustress, is the subject of this investigation. It is crucial to remember that the emphasis on optimism stems from a recent change in stress reduction techniques. The question is, because optimism can encourage a better work-life balance and the wellbeing of people, why do we focus on negativity so much? "Positive response to stretch that produces inside us a craving to accomplish and overcome a test" is the manner by which Jones depicts eustress.

Employees experience favourable emotions as a result, which boosts output and fosters an overall sense of satisfaction and well-being. A person's cognitive and behavioural efforts about work-related stress have an impact on their capacity to

manage it. Work performance is impacted by poorly managed stressful work environments because they have an impact on the interpersonal and organisational interactions among project team members. The purpose of the study is to evaluate how POB models affect occupational stress in Maharashtra's construction workforce.

The implementation of POB models is still in its early stages, but research suggests that good employee reactions will raise the degree of eustress.

2. OBJECTIVES

- To investigate the methods of decision-making and leadership that managers use in various organisations.
- To look at the elements that affect worker behaviour, such as engagement at work, motivation, and job satisfaction.
- To investigate how team dynamics, communication styles, and cooperation tactics affect the efficacy of organisations.
- To evaluate how organisational culture influences managers', workers', and teams' conduct.
- To recognise the potential and difficulties related to inclusion and

diversity in organisational structures, as well as how they affect behaviour.

3. LITERATURE REVIEW

Macky, K. (2019), examines how automation, robotics, and artificial intelligence (AI) may affect the nature of labour in the future. She talks on the possibility of pay stagnation and job displacement in some industries, especially those that rely a lot on regular work. She does, however, also draw attention to possible prospects for the creation of new jobs in fields requiring social intelligence, creativity, and critical thinking. In order to handle the shift to a future of work that is driven by technology, Mackey highlights the necessity of proactive governmental changes, educational reforms, and the development of individual skill sets.

Mathieu, J. E., Tannenbaum, S. I., & Salas, E. (2019), emphasises creating and leading successful teams in work environments. It offers a thorough rundown of all the important elements that go into making a successful team, such as the makeup of the team, the leadership style, communication styles, methods for resolving conflicts, and efficient team procedures. In addition to highlighting the

value of evidence-based procedures, Mathieu et al. offer leaders and team members useful advice on how to collaborate and accomplish goals.

Schaufeli, W. B., & Leiter, M. P. (2018), explores the ideas of burnout and job engagement, emphasising how they are related and how they affect people's quality of life and the effectiveness of organisations. High degrees of vigour, dedication, and absorption are characteristics of a positive, fulfilling work state, according to their definition of work engagement. On the other hand, cynicism, diminished efficacy, and emotional tiredness are signs of burnout. The analysis reveals elements like job resources, encouraging leadership, and a favourable work environment that boost engagement and avert burnout. In light of evolving work contexts, it calls for more research on work engagement and burnout in its conclusion.

Shamir, B., Howell, J. M., & Avolio, B. J. (2019), presents the idea of collaborative leadership, which places an emphasis on leadership responsibilities being shared within a team or organisation. This strategy encourages cooperation, decentralised decision-making, and group ownership of

results. The authors contend that in complex and dynamic contexts where no single person possesses all the essential information and skills, collective leadership can be more effective than traditional individual leadership techniques. They talk about many kinds of collective leadership and investigate the environments that support it, like mutual respect, trust, and common objectives.

Grant, A. M., & Hofmann, D. A. (2019), introduce the idea of "job crafting," which describes the proactive actions people take to adjust their work responsibilities, relationships, and cognitive demands so they better suit their particular needs and preferences. They contend that there are several advantages to job creating, such as improved performance, engagement, and well-being. The writers examine the

empirical data that backs up these assertions and go over several tactics for promoting and assisting job crafting in businesses.

Gratton, L., & Scott, A. (2019), Examine the effects of a rapidly ageing population—where longer lifespans are becoming more typical—on society and the person. They contend that conventional ideas of retirement are fading and put out a "100-year life" paradigm in which people work in various stages of their lives, alternating between times of education, travel, and recreation. The writers talk on the benefits and problems that this poses for people and businesses, highlighting the need for flexible work schedules, chances for ongoing education, and innovative methods for managing jobs over an extended lifetime.

4. RESEARCH METHODOLOGY

A total of 150 workers and 120 managers from the same Maharashtra, India-based organisation took part in different team-related surveys. This tactic makes it possible to conduct a more thorough investigation that highlights the viewpoints of the team and the leadership. Every participant in the survey provided answers to questions about their demographic information. Tables 1 and 2 show the demographic breakdown for managers and employees, respectively.

Table 1: Demographic of Managers.

Gender	Management Respondents	Age Group 30 and above	Five years of team management experience	Bachelor's Degree
Male	65	47	49	42
Female	55	51	47	44
Total	120	98	96	86

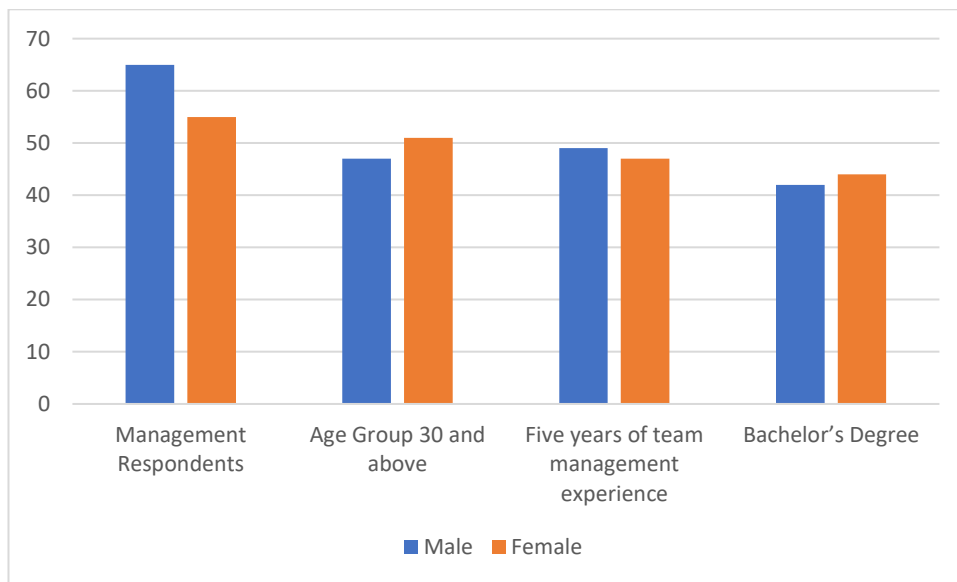


Figure 1: Demographic of Managers.

The poll respondents are broken down into age groups (30 and above), gender, management roles, five or more years of experience managing a team, and bachelor's degree holders in the table. There are 120 responders in all, 65 of them are men and 55 are women. There are 51 females and 47 males in the age range of 30 and over. Similarly, 49 men and 47 women meet the criteria for having five or more years of experience managing a team. Regarding educational background, 42 men and 44 women possess a bachelor's degree. The distribution of management responses is shown in depth in the table, which also sheds light on how gender, age, experience, and education connect with one another in the sample.

Table 2: Demographic of Employees.

Gender	Employee Respondents	Age Group 30 and above	Five years of team work experience	Bachelor's Degree
Male	70	76	64	69
Female	80	63	55	58
Total	150	139	119	127

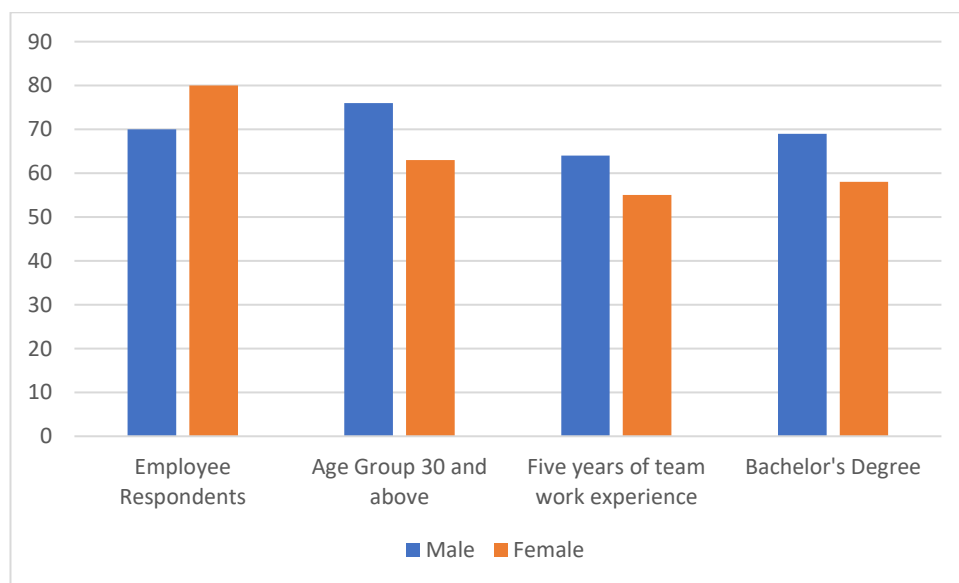


Figure 2: Demographic of Employees.

The demographic composition of the employee respondents is shown in the table according to their gender, age (30 and older), number of years of teamwork experience, and level of education (Bachelor's Degree). According to the data, a total of 80 female and 70 male respondents were included. There were 76 men and 63 women among the workers who were 30 years of age or older. Similarly, there were 64 men and 55 women in the group of workers with five years of experience working in a team. In terms of education, 58 women and 69 men have bachelor's degrees. Overall, the table provides a thorough overview of the distribution of employee characteristics, including information on the surveyed population's age demographics, gender representation, teamwork experience, and educational background.

The provided parameter is 5-point Likert scale key, where each point on the scale is associated with a specific qualitative descriptor. The scale is designed to gauge the frequency or intensity of a particular behavior or response. A rating of 1 corresponds to "Never," indicating that the behavior or response in question is not observed or experienced at all. A rating of 2 is associated with "Rarely," suggesting that the behavior occurs infrequently or in a limited manner. Moving along the scale, a rating of 3 corresponds to "Sometimes," indicating a moderate occurrence or frequency. As the scale progresses, a rating of 4 is linked to "Often," suggesting a higher frequency or intensity of the behavior or response. Finally, a rating of 5 aligns with "Always," indicating that the behavior or response is consistently present or occurs with a high level of regularity.

The answers' aggregates were used to work out the different scores related with the review's speculations, which incorporate:

Hypothesis 1: When it comes to how much they value worker communication; female managers will score better.

Hypothesis 2: Female managers will score better when it comes to succumbing to groupthink.

Hypothesis 3: More female employees than male employees will add to the team's success.

5. DATA ANALYSIS AND INTERPRETATION

According to Table 4, This research supported the primary hypothesis, which stated that "Female directors will have higher scores on communicating with representatives." With a p-worth of 0.002, the scores of the female supervisors were significantly higher than the male bosses'.

Table 4: Managers that are female will score higher when it comes to staff communication.

The T-test of two means and descriptive statistics.

Gender	Mean	Standard Deviation	Sample Size
Male	31.89	6.13	60
Female	40.02	7.01	60

$t = 7.123; p = 0.002$

Interpretation: The data summary in the table compares two groups—male and female—in relation to a certain variable. The average value of this variable for each gender is displayed in the "Mean" column, which indicates that the mean for men is 31.89 and the mean for women is 40.02. The degree of variability or dispersion around the mean is shown in the "Standard Deviation" column, where the standard deviation for males and females is 6.13 and 7.01, respectively. Greater variety in the data points is suggested by a higher standard deviation. Lastly, the "Sample Size" column reveals that each of the two groups has sixty members. The data indicates that there is a discernible difference in the mean values between the sexes, suggesting that the characteristic under discussion tends to be greater in the female population on average. Furthermore, it appears from the standard deviation figures that the data for females compared to males is more variable. Maintaining a constant sample size guarantees an equitable comparison of the two groups. To ascertain the significance of the observed differences and to draw conclusions about the population from which these samples were taken, additional statistical analysis, such as a t-test, might be performed.

According to Table 5, The results of this study supported the second hypothesis, which stated that "Female directors will have higher scores on becoming impacted by mindless obedience." With a p-worth of 0.002, the results demonstrated that the female supervisors' scores were significantly higher than the male leaders.

Table 5: Managers that are female will score higher when it comes to succumbing to groupthink. The T-test of two means and descriptive statistics.

Gender	Mean	Standard Deviation	Sample Size
Male	26.09	4.11	60
Female	37.01	7.69	60

$t = 9.494; p = 0.002$

Interpretation: For the two different gender groups—male and female—the table offers a succinct overview of the important descriptive information. Regarding the variable in question, the average value for the male group is 26.09, indicating that male participants generally show lower values in this category. On average, female participants have higher values in the variable of interest, as indicated by the significantly higher mean of 37.01 for the

female group. The male standard deviation (4.11) and the female standard deviation (7.69) offer valuable information on the variability or dispersion of individual data points within each group. While a higher standard deviation for females indicates greater variety in the data points around the female group mean, a smaller standard deviation for males indicates values within the group are generally near to the group mean. The statistical credibility of the data is enhanced by the uniform sample size of 60 for both genders. All things considered, this table provides important insights into the distribution of the variable under study by assisting in the comprehension of the central tendency, variability, and sample size features among the male and female groups.

According to Table 6, the third hypothesis, which was supported by this study, "Female representatives will contribute to group outcomes more than male workers." The scores of the female chiefs were p-valued at 0.002, significantly higher than the male directors' scores.

Table 6: The team's success will be enhanced by having more female employees than male personnel. Descriptive statistics and the T-test between two means.

Gender	Mean	Standard Deviation	Sample Size
Male	32.49	7.01	75
Female	40.58	6.02	75

$t = 11.521; p = 0.002$

Interpretation: Sorted by gender, the table offers an overview of information about a particular variable. For both the male and female groups, the mean, standard deviation, and sample size are provided. The mean, which stands for the average value of the variable within each gender category, is 40.58 for women and 32.49 for men. Males have a standard deviation of 7.01 and females a standard deviation of 6.02, which shows how values are disseminated around the mean. Greater data variability is indicated by a higher standard deviation. Consistently, the sample size for both genders is 75, indicating a comparable and balanced distribution of data points. Overall, the data shows that the average values of the male and female groups differ, with the females showing a little lower variability and a higher mean than the males. Standardised sample sizes improve the results' dependability and lay the groundwork for additional statistical analysis and interpretation of the relevant variable.

6. RECOMMENDATIONS AND CONCLUSION

According to theory, it is essential to comprehend how and why an individual's ability to collaborate with others affects their success in the workplace. Since collaboration is a stand-in for cohesiveness and synergy, managers must therefore have a practical grasp of whether or not it affects performance. The study's conclusions, which are presented in this article, indicate that collaboration significantly affects people's careers and relationships at work. This makes this an issue that merits further scholarly research. This review indicates that female managers place a greater emphasis on team communication than do their male counterparts. Organisations that place a high importance on responsibility, transparency, and communication tend to do better during periods of organisational transition. Organisations ought to feel comfortable enrolling and lifting ladies to management jobs on the off chance that this study's discoveries demonstrate that female managers have a prevalent comprehension of the worth of communication than their male colleagues. Regardless of the way that the two genders can raise their emotional intelligence, this study has uncovered that ladies are more

emotionally astute than men, which might make them more powerful managers in the twenty-first 100 years. Many people believe that women possess natural leadership qualities that can increase their viability, comprehension, and receptivity. For instance, some people think that women are more skilful, creative, sympathetic, and coordinated than men. Females are natural leaders because they know how important it is to establish a connection when speaking.

Recommendations:

- **Diversify Data Collection Methods:** Suggestion: Supplement survey data with qualitative methods such as interviews or focus group discussions.
- **Longitudinal Study for Dynamic Analysis:** Suggestion: Consider extending the research scope over a more extended period, implementing a longitudinal study.
- **Cross-Industry Comparative Analysis:** Suggestion: Expand the research horizon by comparing findings with organizations in different industries within Maharashtra, India.

- **Utilize Employee Feedback Sessions:** Suggestion: Organize feedback sessions with employees to gather qualitative insights on their experiences with organizational culture, inclusion, and diversity.
- **Implement Training and Intervention Programs:** Suggestion: Propose the implementation of training programs based on the research findings to address identified challenges in teamwork, communication, and leadership.

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From the perspective of Organizational Behaviour: The Influence of Leadership Style on Employee Motivation

Prof. Nikita Rai

Assistant Professor

School of Management

Ajkeenkya D Y Patil University, Pune

Email: nikita.rai@adypu.edu.in

Prof.(Dr.) Vijay Kulkarni

Professor, School of Management

Director, Corporate and Executive Program, SOM,

Ajkeenkya D Y Patil University, Pune Vijay.kulkarni@adypu.edu.in

Abstract

The reason for these blended strategies study was to examine the association between the inspiration of workers and the authority style utilized at a confidential petrochemical organization in Maharashtra, India. A questionnaire was created and sent to fifty workers across two divisions. In addition, five employees were interviewed as part of a focus group to confirm the survey's findings. According to the study, there is a significant association between a leader's transformational style and staff motivation; the correlation is negative for a transactional approach. This study aims to investigate how leadership style affects employee motivation. This study aims to review the evidence regarding how leadership affects employee motivation. The last ten years' pertinent research has been reviewed by the researcher. This study demonstrates that a leader's style has a beneficial effect on workers' motivation. The principles for achieving shared objectives are provided by a leader's style. Effective leaders constantly provide their staff with the right guidance and inspire them to perform their jobs well. Effective leaders motivate their followers to use their abilities and potential to further the objectives of the organisation. A leader's primary responsibility is to inspire and guide subordinates to boost output and revenue. A leader affects the goals and subordinates of the company and plays a vital role in the operation of a corporation. Effective leadership is crucial at all organisational levels. Various organizations utilize different initiative methods of reasoning and ways to deal with motivate. Pioneers might rouse their staff by making

structures that upgrade specialist potential, utilize hierarchical assets, and proposition bearing. Nonetheless, they can likewise make it extremely testing to cultivate a culture of cooperation, encourage arrangement, fabricate trust, and prevail upon individuals to the organization's goals.

Keywords: *Democratic Leadership, Autocratic Leadership, Laissez-Faire Leadership, Employee Motivation, Leadership Styles, Performance Improvement, Leadership Behaviour Approach.*

1. INTRODUCTION

It's getting more and harder to find and keep representatives nowadays. The requirement for HR is ascending because of globalization and worldwide powers. All the while, it has been found that representative inspiration goes about as an impetus for both individual execution and the progress of the association. The hardships that organizations presently stand up to are not like those that existed previously. "It is imperative for organisations of all sizes and shapes to exhibit innovative behaviour by seizing opportunities, resolving issues, and adopting novel paths." Both commercial and nonprofit organisations require this kind of ingenuity and inventiveness.

"A broad set of requirements is currently taking shape for organisations, managers, and staff members, and it includes qualities like initiative, adaptability, and creative

problem-solving." The ability of modern organisations to maintain their human capital in a cutthroat market is another difficulty. Many businesses find it difficult to provide competitive pay, perks, and incentives. By implementing efficient staff motivation strategies, small businesses can maintain their competitiveness. Managers and leaders are crucial in fostering an environment and culture of productivity and excitement among staff members, which enables them to accomplish their tasks.

"Most of large businesses...keep burning through great many dollars yearly on preparing programs, gatherings to increment inspiration, motivators to brace inspiration, gatherings to analyze issues with representative inspiration, instruments to measure inspiration, statements of purpose, thus forth...." with no recognizable outcomes. It appears that this is due to a lack of knowledge about

what motivation actually entails. "Researchers have approached motivation from a variety of perspectives, despite the fact that motivation is a complex, multifaceted construct whose essence is elusive."

This research looks at the driving forces behind a department's work for a private oil and gas business in Maharashtra, India, employing a self-made questionnaire as a tool to gauge the motivational components. A manager that possesses leadership qualities will inspire their staff to produce better work, and they will foster an environment that values their fresh ideas and opinions. A worker wishes to express thoughts and emotions in order to find fresh approaches to efficiently use available resources. At the point when a supervisor or pioneer reveals data to workers in a straightforward way, supporters and representatives are constrained to have confidence and dedication in the pioneer.

A viable pioneer moves supporters to help result and representative fulfillment. He gave followers a model to follow, modelling his actions. A leader bridges the gap between upper and lower management, or employees. He must convey to lower

levels the beliefs and expectations of the top level as well as the challenges and obstacles faced by workers in achieving the top level. He connects all of the higher level and lower level activities. He fostered a sense of camaraderie inside the team by establishing a positive organisational culture. The leader offers direction and counsel to the employees with work-related issues, whether they be emotional or technical.

In order to maximise production and accomplish predefined goals, a competent leader must assign power and offer both financial and non-financial incentives for increasing productivity. A leader can be a friend, a philosopher, and a mentor to those who follow them. The kind of leadership a business chooses to use greatly influences how well it performs in reaching its objectives. It is thought that shrewd leadership combined with an inspired team results in a profitable and enduring corporate enterprise. People are the fundamental force behind organisations because they put their all into them and support them in achieving their goals.

Every business in the world was established with the intention of either generating a profit or providing social

services to benefit the community; in certain cases, both goals were pursued at the same time. As a result, all organisations have similar corporate aims. Employers need workers to help them accomplish their goals and objectives, but employees also need their leaders to inspire and motivate them. Since employees are the cornerstone of the company, keeping them engaged and motivated is crucial.

Since effective leadership is necessary to improve a company's performance, a

corporation's success or failure is based on how well-led all organisational levels are. The beliefs, actions, and abilities required to influence others to accomplish organisational objectives are known as leadership traits. For this reason, one way to define leadership is as a tactic for getting people to cooperate in order to achieve a common goal. A person's behaviour that aims to influence others' perception of their actions is referred to as their leadership style.



Figure 1: Different Leadership Styles within an Entity.

Leadership within the company has an impact on employee conduct. Effective leaders are the role models who mould the behaviour of their followers and

subordinates to achieve the goals and objectives of the company. Organisational leaders have the power to impact employees' values, adaptability to change,

and drive. On the other hand, workplace motivation is a difficult problem for any company. An individual's motivation at work is what sustains their inspiration. The mental or mental proficiency that drives the ways of behaving or driving forces communicated for a specific point is the most vital phase in the inspiration cycle.

A continuous psychological process called motivation starts, guides, and sustains behaviour. As evidenced by the execution of the mission, the achievement of predefined goals and objectives, efficiency, sustainability, growth, and competitiveness, data show that an engaged workforce promotes greater organisational and employee performance. Leaders have an effect on employee effectiveness since creating a motivating plan requires considering factors that inspire workers to achieve at their best on an individual and group level.

2. OBJECTIVES

- To find out how staff members view the relationship between leadership and motivation.
- To ascertain if intrinsic or extrinsic motivation is the main source of motivation for employees.

- To investigate the elements that act as motivators for workers in the oil and gas sector.
- To evaluate the effectiveness of current leadership techniques used to inspire workers in the oil and gas industry, pinpoint areas in need of development, and suggest new tactics.

3. LITERATURE REVIEW

Akhtar & Khan (2021), We out a near report in Pakistan that exhibited the effect of a few initiative methods of reasoning on labourer inspiration in people in general and confidential areas. As per their discoveries, staff inspiration is emphatically affected by ground-breaking initiative, which is characterized by romanticized impact, moving inspiration, scholarly excitement, and tweaked thought. This is steady with an abundance of earlier examinations that features the ground-breaking initiative's ability to rouse representatives and further develop commitment and execution.

Bashir & Bhatti (2020), Look at in more detail what balance between serious and fun activities means for the connection between representative inspiration and authority styles. According to their

research, the influence of various leadership styles is moderated by work-life balance, with positive work-life balance amplifying the motivational impact of leadership—particularly that of transformational and transactional types. This research emphasises how crucial it is for managers to support their staff members' work-life balance in order to maximise motivational results.

Chen & Wang (2023), explore in more detail the precise effect that moral leadership has on worker motivation. Through a moderated mediation model including psychological safety and job autonomy, their research reveals that ethical leadership—characterized by honesty, fairness, and concern for the well-being of employees—positively promotes employee motivation. The aforementioned paradigm places significant emphasis on the provision of a secure work environment that fosters employee autonomy and self-expression, hence augmenting their motivation levels.

Gorgieva & Gorgiev (2021), Examine the wider effects of leadership philosophies on worker motivation and organisational dedication. According to their research, certain leadership philosophies—such as

democratic, transactional, and transformational—have a favourable impact on employees' commitment and drive. This all-encompassing strategy emphasises the complex influences of leadership, highlighting its ability to influence not just employee engagement and motivation, but also their allegiance to the company.

Gupta & Singh (2023), analyzed what authoritative culture means for the connection between worker inspiration and initiative style. They found that the connection between representative inspiration and administration style may be directed by hierarchical culture. Specifically, that's what they found, albeit a controlling hierarchical culture can will more often than not relieve the positive connection between groundbreaking initiative and worker inspiration, a steady hierarchical culture can really increment it.

Kim & Park (2022), examined the relationship between job satisfaction and employee motivation as influenced by leadership styles, with a focus on the mediating role of psychological empowerment. They discovered that work happiness and staff motivation can be greatly impacted by leadership

philosophies. In particular, they discovered that whilst transactional leadership had an adverse effect on worker motivation and job satisfaction, transformational leadership had a favourable effect on both. Additionally, they discovered that the association between leadership styles and worker motivation and job satisfaction was mediated by psychological empowerment.

4. RESEARCH METHODOLOGY

The primary goal of research is information gathering. Information can be gathered spontaneously or by following a strict process. Any examination task ought to utilize an OK procedure to address the exploration issue or questions. Information for this study were accumulated utilizing a blended techniques methodology that utilized quantitative and subjective procedures. A speculation is tried, the size of the peculiarities of interest is estimated, and the outcomes are then summed up utilizing a quantitative methodology.

At the point when you wish to fathom the peculiarity and consider individual feelings, you utilize a subjective technique. Gaining a deeper knowledge of the unique environment of an oil and gas sector setting would be aided by such qualitative study. Selecting a mixed methods approach will,

above all, help to overcome the limitations of a single technique and aid to assure the dependability of the results, as well as make them easily accepted by readers. Using several approaches in one study increases the study's legitimacy and solidifies its findings.

A questionnaire was created to gauge employees' opinions in order to research how they view the influence of leadership. From the essential things, a five-point Likert scale with the choices emphatically deviate, concur, impartial, and differ was utilized. An email with a connection to the poll was dispersed to the organization's staff to accumulate information. Following receipt, the answers were joined into one sheet and exposed to both spellbinding and inferential measurable examination. Individuals who addressed this overview were picked aimlessly. Since the arbitrary example approach gives each individual from the objective populace an equivalent opportunity to partake in the review, the discoveries are more reliable.

5. DATA ANALYSIS AND INTERPRETATION

The survey data was collated, input into SPSS, and the findings were examined appropriately. Relevant statistical data, both descriptive and inferential, has been extracted. Thematic analysis and coding were used to examine the qualitative data—the results obtained from the interviews.

5.1.Descriptive Analysis

a. Age of participants

Table 1: Age of participants.

	N	Minimum	Maximum	Mean	Std. Deviation
Age	50	19	51	30.01	6.411
Valid N	50				

The participants' ages range is 30, with 30 being the average age.

b. Positions of participants (managerial or non-managerial)

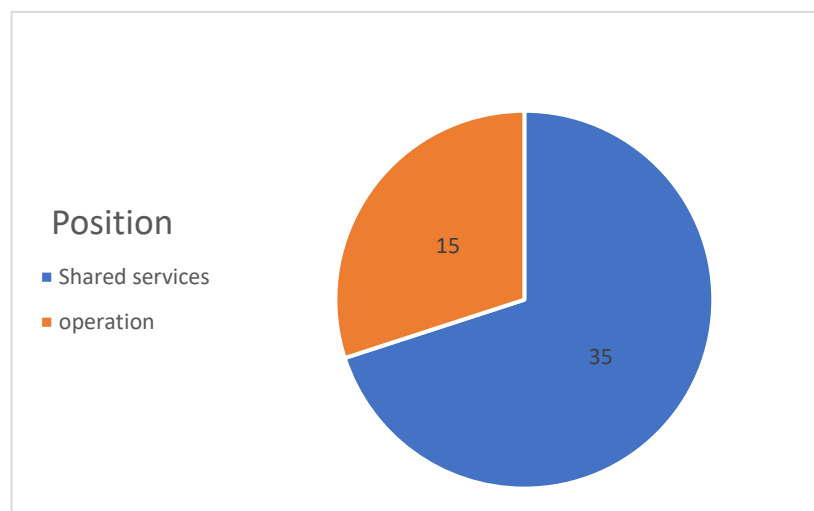


Figure 2: Positions of participants.

Thirteen of the participants hold managerial positions, compared to 37 non-managerial positions.

c. Departments of participants

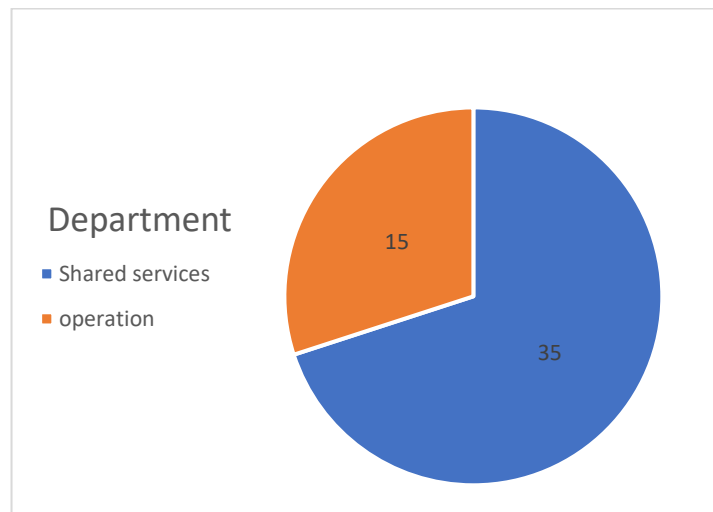


Figure 3: Departments of participants.

Fifteen of the total participants are in operation, and 35 are in the shared services section.

d. Participants' Education level

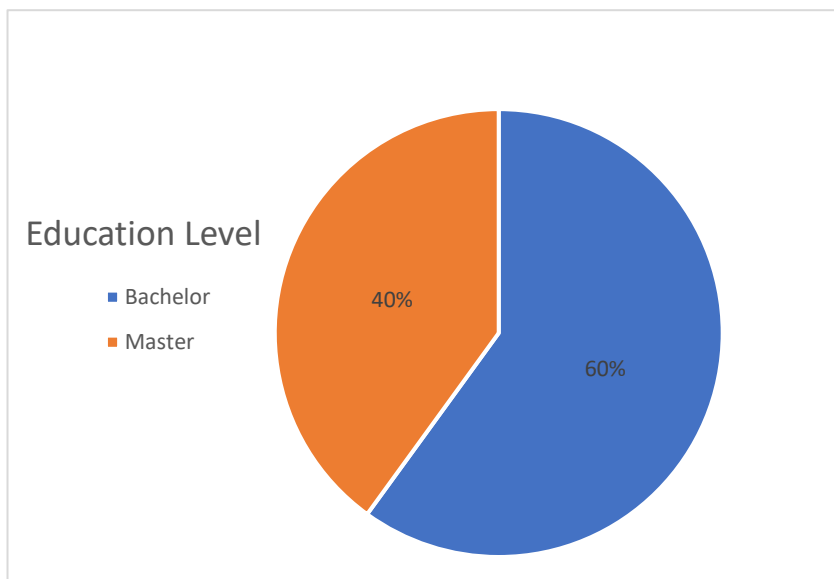


Figure 4: Educational Level of Participants.

Two fifth of participants has a bachelor's degree, while the other three fifth have a master's degree.

e. Participants' years of experience

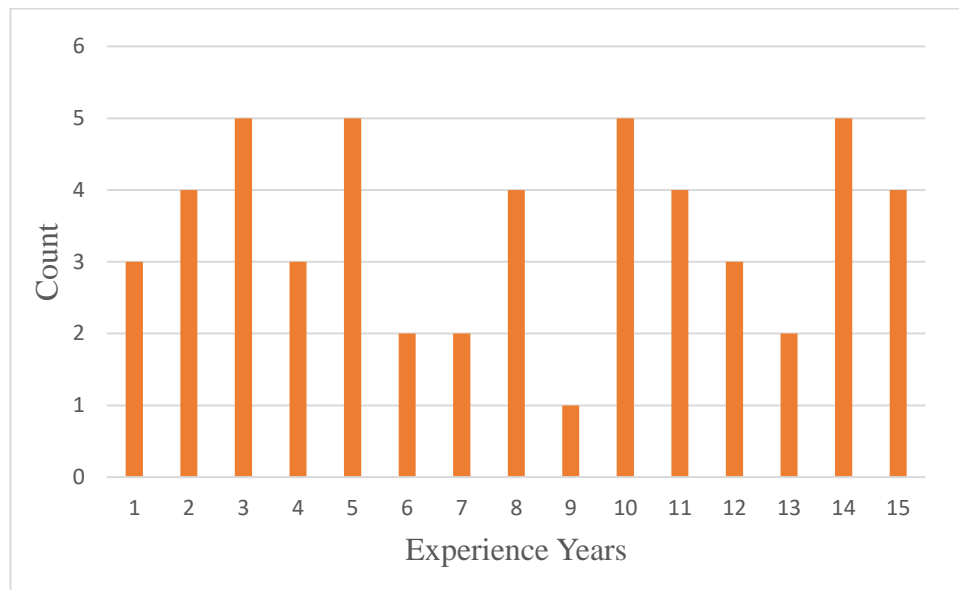


Figure 5: Participants' Years of Experience.

There are 4.5 years of experience on average.

5.2. Correlation analysis

Table 2: Analysis of the relationship between preferred motivational style and educational attainment.

		Education Level	Which leadership style has the greatest potential to inspire you?
Education Level	Pearson Correlation	2	-0.162
	Sig. (2-tailed)		0.369
	N	50	50
Which leadership style has the greatest potential to inspire you?	Pearson Correlation	-162	2
	Sig. (2-tailed)	0.369	
	N	50	50

There isn't any discernible relationship between the two variables. The table shows the findings of a Pearson correlation study that looked at the association between educational

attainment and the chosen motivational leadership style. The first row's correlation coefficient shows a weak inverse association between education level and the likelihood of being motivated by a specific leadership style, with a negative correlation of -0.162. Nonetheless, the p-value (Sig. 2-tailed) is higher than the standard significance level of 0.05 at 0.369. Because of the high p-value, it is possible that the observed link is the result of chance rather than a statistically meaningful correlation. The identical data is shown in the second row, but the p-value and correlation coefficient are displayed differently. In conclusion, this analysis shows that among the 50 study participants, there is no statistically significant relationship between education level and the desire for a certain leadership style as a source of inspiration.

Table 3: Department and Preferred Leadership Style Correlation Analysis.

		Which leadership style has the greatest potential to inspire you?	Department
Which leadership style has the greatest potential to inspire you?	Pearson Correlation	2	0.321
	Sig (2-tailed)		0.090
	N	50	50
Department	Pearson Correlation	0.321	2
	Sig (2-tailed)	0.090	
	N	50	50

There isn't any discernible relationship between the two variables. The table displays the findings of a correlation study that looked at motivation and leadership styles in two distinct departments. Finding the leadership stance that will inspire employees in each department is the main goal. The degree and direction of the linear link between variables, in this case motivation and leadership style, are

measured using the Pearson correlation coefficient. The first row's Pearson correlation coefficient, which is 0.321, shows that motivation and leadership style are positively correlated. The association may not be measurably huge at the conventional importance level of 0.05, as indicated by the importance level (Sig) of 0.090. For each department, the sample size (N) is 50. Consequently, these findings

suggest that although motivation and leadership style have a favourable association, it is not statistically significant. More research or a bigger sample size could be required to reach more reliable conclusions regarding the connection between motivation and leadership style in these divisions.

Five workers were evaluated to affirm the overview's discoveries. Because of time requirements, the meeting was semi-organized and brief. Most of the inquiries came from the overview. Three out of five laborers for the most part agreed that extraordinary administration improves the probability of more prominent work fulfillment. Working with any sort of pioneer is certainly not a tremendous arrangement, as indicated by the other two representatives. I give an example of one of their responses in the section that follows:

Employee# 1: “Because he trusts me and provides me the chance to voice my thoughts, I love working with my boss.”

Employee# 2: “When my manager sets ambitious goals and motivates me to reach them, I'm thrilled”

Employee# 3: “Regardless of my fresh debut at the organization, I have seen that

my chief is a ground-breaking chief who endeavours to draw out the best in each individual, and I view it as truly fascinating”

Employee# 4: “My manager is primarily interested in finding faults, and I sense that we are not on the same page”

Employee#5: “I am unable to collaborate with someone who magnifies my errors while downplaying my accomplishments; that is what my manager does”

The following topics have emerged from the employees' interview:

- i. In request to motivate their workers, administrators should be kind, empowering, and focus on the prerequisites of their staff individuals.
- ii. It's basic to hear what laborers need to say to improve the working environment and motivate staff individuals.
- iii. Postponing mediation (transactional leadership) as late as possible might make negative impacts.

6. RECOMMENDATIONS AND CONCLUSION

This research was conducted with the intention of examining the perceptions of employees working for private petrochemical companies on the leadership styles and the impact those styles have on the motivation of employees. This study used a blend of subjective and quantitative ways to deal with information assortment and examination. It has been found via the analysis of collected data that leaders who choose a leadership style that is both transformative and participative are more likely to establish an environment that is conducive to the motivation of their employees. From a general standpoint, it is possible that the employees who participated in this survey would favour transformational leadership over transactional leadership. The discoveries of this study are in accordance with those of different examinations. This study recommends that administrators who wish to be more successful may should be more moving, accommodating, and ingenious, and they ought to likewise attempt to build the gifts of their subordinates determined to expand their own adequacy. It is necessary to do additional research in order to

compare the findings of the study with those of other businesses in the vicinity.

Recommendations:

- **Diversify Data Collection Methods:** it is recommended to incorporate additional data collection methods.
- **Include Comparative Analysis:** recommend incorporating a comparative analysis between different segments of the oil and gas industry.
- **Longitudinal Study for Dynamics Over Time:** Suggest conducting a longitudinal study to explore how the relationship between leadership and motivation evolves over time.
- **Explore Cross-Cultural Influences:** Given the international nature of the oil and gas industry, it is recommended to incorporate a cross-cultural analysis to understand how cultural factors may influence perceptions of leadership and motivation.
- **Engage Stakeholders for Actionable Recommendations:** To ensure the practical relevance of the research, suggest involving key stakeholders from the oil and gas

sector in the analysis and interpretation of findings.

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An examination of the effects of Artificial Intelligence on the digital transformation of human resources in the industrial sector

Prof.(Dr.) Vijay Kulkarni

Professor, School of Management
Director, Corporate and Executive Program, SOM,
Ajeenkya D Y Patil University, Pune Vijay.kulkarni@adypu.edu.in

Dr. Chetna N. Mehta

Associate Professor
MIT, World Peace University, Pune

Abstract

Mechanical technology development — which envelops both man-made intelligence and the Internet of Things (IoT) — has made computerized reasoning (artificial intelligence) a colossal open door in the work environment. Flexibility, Efficiency, and Precision are seen as the possible advantages of Industry. Many modifications are necessary for the implementation of Industry, one of which is the Human Resource (HR) role. In the business world, having strong HR capabilities is crucial and offers an advantage to the company. In order to respond to the challenges and demands, HR should be more circumspect and flexible. We research AI's contributions to industry practices and HR digitalization. 270 HR professionals with foundations in assembling, information innovation (IT), and organization were decided to partake in this assessment, which zeroed in on three parts of HR availability and five computer-based intelligence applications in HR capacity. Analysis of Moment Structures (AMOS) and the Statistical Package for Social Sciences (SPSS) program were utilized to research the assembled information. The discoveries showed that concentrating on various leveled associations is fundamental to accomplishing feasible turn of events. Every one of the five of the artificial intelligence application areas of HR support both human resource abilities and versatility. Upgrades in security and prosperity were viewed as fundamental components of the artificial intelligence application in HR.

Keywords: Artificial intelligence, Structural equation modelling, Digitization Agility, Human resource management, Industry.

1. INTRODUCTION

The Human Resource (HR) capability is fundamental in connecting the innovation and human resource holes in the cutting edge time of industry. Most of the positions that were formerly dealt with by human resources are currently being supplanted by innovation, however the need for adaptable HR administrations to deal with the challenges of overseeing individuals is as yet rising. Innovation can help with improving the HR cycle's dexterity to achieve this adaptability. Having the option to move quickly and smoothly is an idea that isn't new, and enormous organizations like Google, Apple, Facebook, Amazon, and Microsoft have embraced it. Nimbleness in HR alludes to the ability to help individuals, basic techniques, and hierarchical variation by answering rapidly and startlingly to changes in individuals and cycles.

Being deft as a learning and improvement or HR professional means being able to advance worker commitment and maintenance while keeping them in accordance with the general objectives of the business. HR Deftness functions admirably for dynamic HR undertakings where capability normalization is testing.

Associations need their laborers to convey worth and focus on consumer loyalty to turn out to be more agile. But since the HR division isn't generally positioned to offer direct motivations to the client, it gets unfavorable criticism for answering gradually, which makes laborers troubled.

Therefore, to remain serious and attract top faculty, associations need to engage and urge HR to be more mindful of and receptive to developing business needs and mechanical progressions. HR actually handles recruiting, advancement, performance the board, and other HR undertakings in a dexterous association; it simply utilizes spry cycles. HR dexterity can be characterized as the accompanying three things: the ability to perceive issues almost immediately and make a move, the capacity to answer all the more rapidly and really, and the coordination of analysis and configuration remembering to distinguish, plan, and focus on drives that have the most obvious opportunity with regards to progress.

The quick advancement of innovation, especially the mix of computerized reasoning (artificial intelligence) in HR, has brought about eminent transformations in HR techniques and systems. It is basic to

grasp what artificial intelligence means for a few HR features, including finance handling, representative comfort, wellbeing and security, staff efficiency, and continuous criticism, as organizations dynamically shift their HR capabilities on the web. Besides, understanding what hierarchical organization analysis and configuration are meant for by these HR exercises can give experiences into how organizations could utilize simulated intelligence to work on their general adequacy and productivity.

This study views at the connection among artificial intelligence and HR digitization as well as what HR digitization means for hierarchical organization analysis and plan. To decide the advantages and difficulties of HR digitization with regards to hierarchical organization analysis and plan, as well as to survey the effect of HR digitization on these two cycles, the exploration will take a gander at the connection between man-made consciousness (computer based intelligence) and HR digitization as far as estimating representative efficiency, further developing wellbeing and security, robotizing finance handling, estimating worker comfort, and giving constant criticism.

By satisfying these objectives, this examination paper desires to reveal insight into what man-made intelligence means for HR digitization and what HR digitization means for authoritative organization analysis and plan. Moreover, this examination attempts to give ideas to foundations in regards to the ideal use of simulated intelligence to enhance their HR methodology and approaches, subsequently enlarging the overall adequacy and proficiency of the association. The two significant features of HRM shrouded in this paper are (I) the application areas of man-made intelligence and (ii) the light-footed component of HRM. Because of the scarcity of concentrate to date, the parts estimating the two components were taken from idea papers and online distributions.

2. OBJECTIVES

- To evaluate how artificial intelligence might affect human resource management.
- To ascertain whether it is successful in meeting industry demands.
- Investigating the most recent AI developments in HRM practices.

- To evaluate how AI will affect HRMP in order to meet industrial demands.
- To examine how AI affects industry sustainability

3. LITERATURE REVIEW

Yawalkar (2019), taken a gander at to figure out how man-made consciousness capabilities in the HR division and to comprehend the difficulties related with that too. Research papers, distributed materials, online diaries, HR web journals, and review reports from different exploration associations were utilized to gather optional information. The review configuration utilized by the analyst was spellbinding. It was resolved that the utilization of simulated intelligence by the HR division for various positions was developing, with advanced mechanics organizations ready to deal with errands like recruiting, information analysis, and social occasion, as well as decreasing work environment responsibility and working on hierarchical performance.

Bhardwaj et. al (2020), We out an exact review to examine the utilization of artificial intelligence and its effect on HRM because of mechanical headway with 115 HR professionals working in the IT

business in the Delhi/NCR district. Deciding whether the advancement and convenience of HR capabilities moderate this connection was the point of the review. Solid connection between the two parts was found utilizing different relapse based presumptions, showing that expanded utilization of artificial intelligence in the work environment improves HR useful adequacy. Due of its high connection with both advancement and ease of use, man-made intelligence affects HR as far as both. Information with respect to man-made brainpower — which is setting off another modern transformation called Industry 4.0 — will be canvassed in this review.

Khatri et. al (2020), completed a review that analyzed the mix of computer-based intelligence-based innovations into an association, as well as the original open doors and troubles in human resource the executives that emerge from thinking about the organizations' non-tech and tech resources. An enlightening subjective survey technique in view of papers giving optional information was utilized by the scientist. periodicals, books, and so on. Successful procedures to coordinate computer-based intelligence into the association incorporate updating ranges of abilities to hold laborer resolve, robotizing

their performance through reengineering, and expanding information on the advantages and disadvantages of innovation. Scientists have made two models that relate simulated intelligence and HRM. It was tracked down that for an association to develop and work, individuals and innovation should coordinate. Individuals need to turn out to be more talented and show that they will get new abilities through information-based approaches to contend with man-made intelligence.

Arslan et. al (2022), analyzed with an emphasis on the difficulties that HRM divisions and chiefs face in their associations because of the helpful understanding between simulated intelligence (robots) and human specialists at the group level. This study coordinates numerous surges of writing to break down the connection between artificial intelligence (especially robots) and HRM in contemporary associations. The discoveries exhibited the significance of hierarchical help systems, like preparation valuable open doors, a strong workplace, and certifications of a commonsense mechanical capability level, preceding setting human laborers in groups with robots. At long last, we tracked down that

one of the most difficult issues for HRM to deal with was assessing performance in bunches where man-made intelligence (counting robots) and humans live together.

Kambur and akar (2022), led a review to foster a dependable and precise scale, figure out how HR staff individuals view artificial intelligence, and assess the progressions simulated intelligence has achieved in the HR division. An example of 821 HR directors and workers was provided by the greatest organization in Turkey. It was found that chiefs and representatives in human resources figured innovation would liberate them from dreary undertakings, decrease the strain of recognizing reasonable competitors, and give them admittance to a more extensive scope of chances. It was revealed that man-made reasoning (computer based intelligence) was incorporated into the representative preparation and advancement interaction, and that simulated intelligence will decrease preparing related interruptions.

Vrontis et al (2022), led exploration to recognize the primary drivers of HRM issues and issues, as well as to incorporate a complete rundown of scholastic commitments on insight computerization

to date. 45 expected papers on artificial intelligence, advanced mechanics, and other state of the art innovation in HRM settings were completely looked. The outcomes show that savvy mechanization innovations present an original way to deal with worker oversight and improve hierarchical performance, presenting both significant open doors and difficulties for

human resource the executives. It has been found that the effect of these state of the art advancements is focused on HRM works on, including employing, preparing, and work performance, as well as HRM techniques, including position substitution, independent direction, human-robot/man-made intelligence cooperation, and learning valuable open doors.

4. RESEARCH METHODOLOGY

4.1. Research Design

A cross-sectional illustrative examination configuration was utilized in the review. Since the examination philosophy empowers the gathering of information from a wide populace at an exact moment, it is reasonable for looking at the impact of simulated intelligence on the digitization of human resources in industry.

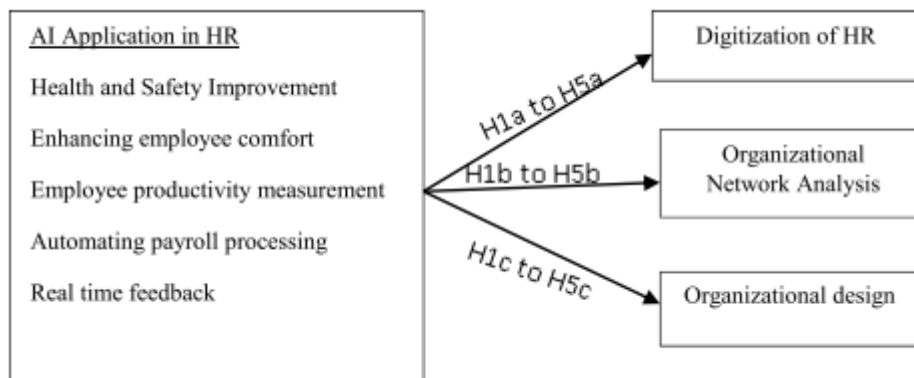


Figure 1: Proposed conceptual model.

4.2. Population and sampling

Human resource professionals utilized in the assembling, ITES, IT, and administration areas in the Maharashtra urban communities of Pune and Nagpur made up the review's populace. These two cities were chosen since they are home to a variety of industries. The service sector included banks in the private sector. The geographic location was chosen in the first stage, the firms in each sector were ranked in the second stage, and the respondents were chosen from the selected firms in the third stage of a multi-stage sampling procedure. 338 questionnaires in all were submitted via a Google Form; 270 of them, with an 80% response rate, were deemed appropriate for study following additional review. Previous studies provide justification for a sample size of 270. For SEM analysis, a sample size of at least 150 is advised. 150–300 is regarded as an appropriate sample size for structural equation modelling. SEM analysis requires a sample size of at least 200, and bigger sample sizes are always preferable.

4.3. Scale development and validation

By modifying firmly related writing, new scales were made to quantify the develops utilized in the review model. The effectiveness of the scales in estimating the develops was then affirmed by testing them for different legitimacy and dependability measurements. Dependability is the consistency of estimation across time, though legitimacy is how much a scale estimates what it is intended to gauge. In this review, corroborative element analysis (CFA) was utilized to analyze the legitimacy and unwavering quality of the scales. The CFA results showed that the scales had great dependability and develop legitimacy. Specifically, all developments' composite dependability (CR) values were higher than the proposed cutoff worth of 0.7, showing solid inward consistency. Moreover, all builds' typical change removed (AVE) values were higher than the recommended limit worth of 0.5, showing solid united legitimacy. Subsequently, it was resolved that the scales utilized in this examination were fitting for estimating the important builds.

4.4. Data collection

The research was supported by data collected through the use of a standardised questionnaire. The instrument is divided into three sections, the first of which has questions about demographics. Human Resource Agility is measured by the assertions in the third and final

section, which is about AI applications in HRM. Parts two and three employed the Likert Scale, which has five points.

5. DATA ANALYSIS AND INTERPRETATION

5.1.Data Analysis

AMOS was utilized to assess the proposed model after SPSS was utilized for essential statistical analysis of the obtained information. The legitimacy and unwavering quality of the scales utilized in this review were tried, and the outcomes were acceptable to proceed with the examination.

By taking a gander at every variable's skewness and kurtosis values, the scientist affirmed multivariate ordinariness, and all values fell inside the reasonable scope of - 2 to +2. They likewise utilized greatest probability assessment, which is predicated with the understanding of multivariate ordinariness. The listwise erasure strategy, which kills cases with missing qualities from the analysis, has been utilized to address missing information. A definitive example size of 270 was more prominent than the insignificant example size proposed for SEM analysis. By utilizing a deduced model that was established on before research and hypothetical underpinnings, they had the option to ensure exact model definition. Corroborative component analysis was likewise completed to assess the model's integrity of-fit.

Table 1: The constructs' validity and dependability.

Constructs	α	CR	AVE	MSY	ASV	HIS	EEC	EPM	APP	RTF	DHR	ONA	OD
Wellbeing and Security Improvement	0.951	0.926	0.650	0.631	0.502	0.809							
Improving employee comfort	0.936	0.932	0.586	0.52	0.498	0.701	0.764						
Employee efficiency estimation	0.930	0.931	0.580	0.50	0.460	0.733	0.679	0.765					
Automating payroll processing	0.976	0.964	0.780	0.535	0.330	0.609	0.569	0.530	0.880				
Instantaneous feedback	0.903	0.893	0.521	0.511	0.382	0.686	0.594	0.535	0.553	0.725			
Digitization of HR	0.966	0.921	0.501	0.321	0.247	0.488	0.519	0.485	0.420	0.412	0.707		
Network Analysis of Organisations	0.902	0.900	0.568	0.489	0.460	0.684	0.671	0.732	0.580	0.568	0.483	0.752	

Design of organisations	0.947	0.913	0.728	0.642	0.546	0.788	0.768	0.714	0.616	0.670	0.550	0.735	0.84
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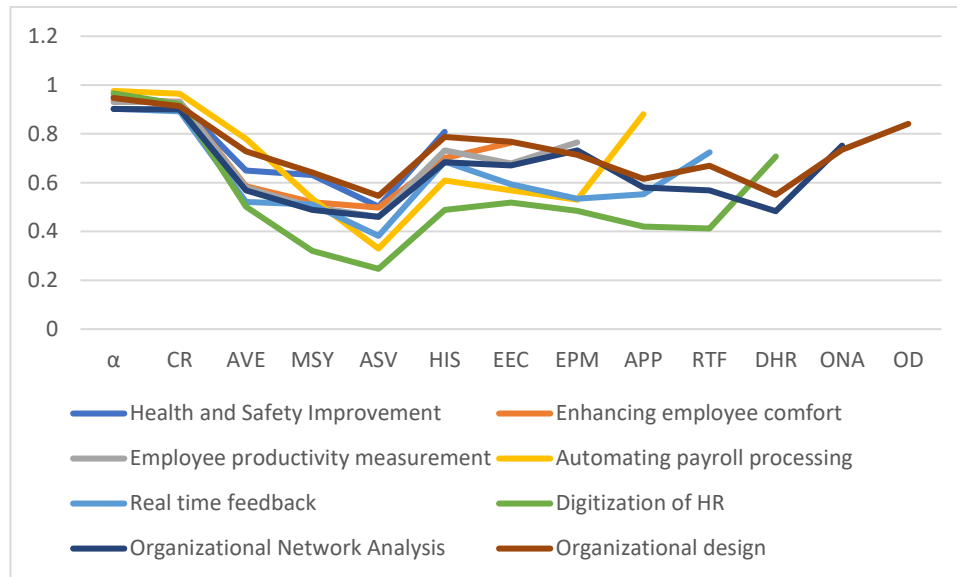


Figure 2: The constructs' validity and dependability.

The criteria for determining reliability, discriminant validity, and convergent validity are shown in Table 1. Table 1, represented by α , is also known as Cronbach Alpha and is used to gauge how reliable the study's construct is. Any value of Cronbach alpha above 0.75 is expected. Table 1 presents constructs with Cronbach alpha values greater than 0.7, indicating the dependability of the study's variables. Another dependability metric included in Table 1 is called Composite dependability, or CR. The primary application of this composite dependability is in path modelling, which incorporates error into the computation. The Cronbach Alpha value of more than 0.8 and the CR cutoff level are the same. The most important factor in determining validity is Average Variance Extracted (AVE).

When compared to the other study constructs, the variation derived by the items under the components is explained by the value of AVE. The AVE is predicted to have a minimum value of 0.6. All of the study's constructs meet these convergent validity requirements. For each dormant variable in the examination, the Average Shared Value (ASV) and Maximum Shared Value (MSV) should be not exactly the AVE to assess the discriminant legitimacy. Table 1 shows that the AVE value for every one of the builds remembered for the review is more

prominent than the MSV and ASV values. This tracking down upholds the presence of discriminant legitimacy for the builds remembered for the review.

Considering that the review's Kaiser-Meyer-Olkin (KMO) insights value is 0.871 — over the base recommended value of 0.7 — factor analysis is considered suitable for the information and the example size is considered adequate. Bartlett's trial of sphericity is utilized to decide if the relationship network is adequate. The test is exceptionally critical at a degree of $P < 0.003$, with a test value of 875.01 and a level of importance under 0.0002, demonstrating that the relationship framework shows significant connections among at any rate a portion of the factors, as indicated by the test discoveries. The factors are therefore not symmetrical, and the speculation that the connection lattice is a personality grid is dismissed. Considering that the critical value is under 0.06, apparently factor analysis of the dataset would be helpful.

5.2.Results

Table 2: Demographic profile of respondents.

Demographic Variable	Category	No of Respondents	Percentage of the Respondents
Gender	Male	180	66.67%
	Female	90	33.33%
Age	21-30	77	28.5
	31-40	116	42.9%
	41-50	39	14.4%
	>50	38	14.2%
Education	Master's degree	95	35.2%
	Bachelor's degree	175	64.8%
Industry Type	Manufacturing	79	29.26%
	IT and ITES	120	44.44%
	Service Sector	71	26.3%

The survey's demographic data, which includes the respondents' age, gender, level of education, and industry, is included in the table. When it comes to gender, 33.33% of

respondents are female and 66.67% of respondents are male. In terms of age, the age group that comprises the largest proportion, 31–40, accounts for 42.9% of the total, while the 21–30 age group accounts for 28.5%. Of the respondents, 14.4% are over 50 and 14.2% are between the ages of 41 and 50.

With regards to instruction, 64.8% of respondents have a four year college education, and 35.2% have a graduate degree. The survey participants are dispersed throughout many industry categories, with the largest proportion found in the IT and ITES sector at 44.44%. This is followed by manufacturing at 29.26% and the service sector at 26.3%. The majority of respondents in the study are men, and their ages and educational backgrounds are varied. The study's considerable representation of the IT and ITES industry is indicated by the majority of respondents.

Utilizing Analysis of Moment Structures (AMOS 20) software, the proposed applied model was tried utilizing the Structural Equation Demonstrating (SEM) method. It examines the route relationship that exists between the HR Agility dimensions and the AI application dimensions, or independent and dependent variables, respectively.

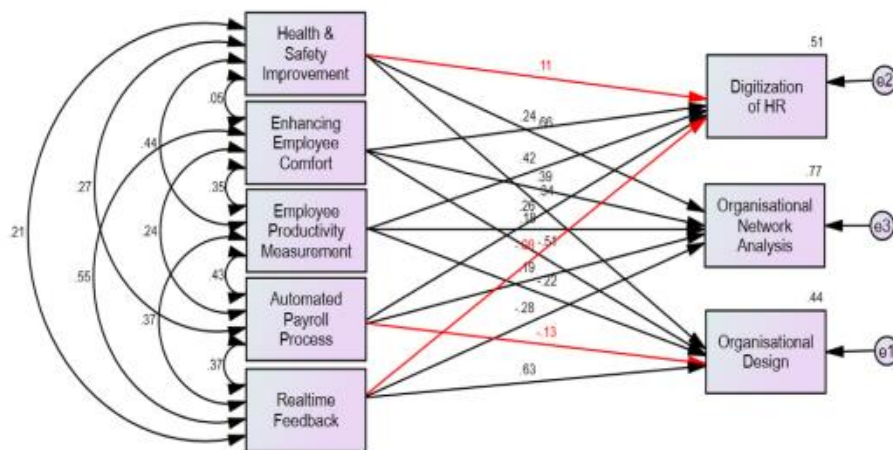


Figure 3: Conceptual Model Hypothesis.

Three causal connections — simulated intelligence Application and Hierarchical Organization Analysis, man-made intelligence Application and Authoritative Plan, and artificial intelligence Application and Digitization of HR — are displayed in Fig. 3. Red-shaded lines are not statistically huge.

Table 3: Results of the conceptual model.

Hypothesis	Path	Standardized Co-efficient	P-value	R2
H _{1a}	Employee efficiency estimation - Digitization of HR	.420	***	0.506
H _{2a}	Wellbeing and Security Improvement - Digitization of HR	.111	.088	
H _{3a}	Automated Payroll Process - Digitization of HR	.259		
H _{4a}	Improving employee comfort - Digitization of HR	.240	***	
H _{5a}	Instantaneous feedback - Digitization of HR	-.082	.245	
H _{4b}	Real-time Feedback - Network Analysis of Organisations	-.276	...	0.774
H _{5b}	Improving employee comfort 1 Network Analysis of Organisations	.388	***	
H _{6b}	Wellbeing and Security Improvement - Network Analysis of Organisations	.672	***	
H _{1b}	Employee efficiency estimation - Network Analysis of Organisations	.178	***	
H _{2b}	Automated Payroll Process - Network Analysis of Organisations	.196	***	
H _{6c}	Improving employee comfort 1 Design of organisations	-.512	***	0.442
H _{5c}	Wellbeing and Security Improvement - Design of organisations	.341	***	
H _{4c}	Employee efficiency estimation - Design of organisations	-.224	.006	
H ₇	Automated Payroll Process - Design of organisations	-.131	.066	
H ₈	Real-time Feedback - Design of organisations	.628	***	

The study examined the correlations between different hypotheses (H1a to H8) and their related paths, standardised coefficients, P-values, and R2 values in relation to organisational design, organisational network analysis, and HR digitalization. The results are shown in the table. With a standardised coefficient of 0.420, a high level of significance indicated by three asterisks (***) , and an R2 value of 0.506, Speculation H1a shows a huge positive connection between Employee productivity assessment and the Digitization of HR. This means that this model explains 50.6% of the variability in the dependent variable.

The statistical significance of the correlations between Hypotheses H2a, H3a, and H5a is not demonstrated by their P-values, which above the standard cutoff of 0.05. H4a, on the other hand, shows a strong positive correlation with a high degree of significance (***) and a standardised coefficient of 0.240 regarding improving employee comfort through the digitization of HR. Next, let's look at the organisational network analysis. The results for H4b, H5b, H6b, H1b, and H2b, all indicated with three asterisks (***) , indicate significant relationships with

standardised coefficients of -0.276, 0.388, 0.672, 0.178, and 0.196, respectively.

H6c (Improving employee comfort through Organisational Design) has a particularly strong negative relationship, as indicated by a standardised coefficient of -0.512, marked with three asterisks (***) , and an R2 value of 0.442. H5c, H4c, H7, and H8 all show significant relationships in the context of organisational design. Overall, these results indicate that different hypotheses have varying effects from organisational network analysis, organisational design, and HR digitalization, with some elements statistically significantly influencing the outcomes and others not reaching statistical significance.

6. RECOMMENDATIONS AND CONCLUSION

AI implementation in HRM offers the HR division and staff a number of advantages. These benefits come with some legal and network safety risks, though. More employee data means greater security risks, and as devices proliferate, so do the opportunities for network security breaches. Organisations must make sure that employee data is secure before implementing AI across the board. In order

to reduce network security risks, associations must also develop information-driven security to filter information itself rather than just organisation. The implementation of AI ideas in several potential HRM domains has been covered in the paper. It's possible that these places are not included in the usual schedule of events. However, it is attempting to enforce the significance of addressing the same—the dimensions assessed under which the improvement of human qualities through AI is demonstrated. The outcome demonstrated how these factors affect HRM's capacity for agility. The closed-loop technology impact of HR, known as the digitization of HR and ONA, allows for an iterative process of function. To facilitate their implementation and advancement, the aforementioned elements require a first-rate organisational structure. By establishing a connection between two aspects of the current industrial era, this study therefore cleared a new path. Since simulated intelligence is as yet a somewhat new and underutilized point, particularly in India, very few organizations are using it in HRM or creating artificial intelligence-based HR software. Since most firms just utilize computer-based intelligence

partially in the HR cycle, gathering a full analysis is troublesome. Although artificial intelligence (AI) has been the topic of much research, there aren't enough companies using AI in HR practices to allow for a thorough analysis of the technology's actual effects and implications.

Recommendations:

- **Expand the Scope of the Study**
Given the dynamic nature of artificial intelligence (AI) and its impact on human resource management (HRM), it is recommended to consider extending the scope of the study to include a more diverse set of industries and geographic locations.
- **Incorporate Longitudinal Analysis**
To gain a deeper insight into the evolving relationship between AI and HRM, it is advisable to incorporate longitudinal analysis in future research.
- **Explore Employee Perspectives**
While the current research focuses on HR professionals, it is essential to consider the perspectives of

employees who interact with AI technologies in the workplace.

- Assess the Role of Organizational Culture To enhance the understanding of AI's impact on HRM, it is recommended to delve into the role of organizational culture in facilitating or hindering

the successful integration of AI technologies.

- Explore Sustainable Practices Given the growing importance of sustainability in various industries, it is suggested to investigate the potential contributions of AI to sustainable HRM practices.

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Exploring the Implementation of Machine Learning in the Financial Markets Sector: An Investigation for Students

Dr. Ninad Gawande
Assistant Professor

School of Management
Ajeenkya D Y Patil University, Pune
Email: ninad.gawande@adypu.edu.in
Dr. Pashmina Doshi
Assistant Professor
Vishwakarma University Pune

Abstract

With regards to exchanging on the securities exchange, machine learning is turning out to be progressively present. To determine whether or not the machine learning method is equipped for recovering data from past costs and anticipating value development and future patterns, the reason for this article is to research the chance. In a model that depends on machine learning, we explore the act of utilizing pattern exchanging pointers. To give dependable positive pointers to the developments of stock costs, we present calculations that consolidate various crucial and specialized information. Huge information from the securities exchange that is of high volume, high speed, high assortment, and high changeability is utilized in this paper to apply machine learning methods, for example, strategic relapse, choice trees, neural networks, and man-made brainpower. These strategies are applied to large information utilizing constant and disconnected information of changing time granularities. An investigation was performed on the results of the prescient calculations, and the discoveries were given. The aftereffects of the trials showed that the utilization of machine learning and man-made consciousness strategies can help out in the determination of high-performing stock portfolios that exhibit better execution than the financial exchange.

Keywords: Algorithms, Decision Trees, Financial Markets, Logistic Regression, Machine Learning, Neural Networks, Stock Market Trading.

1. INTRODUCTION

The Indian stock market offers a vibrant and fascinating environment for learning about finance, especially the Maharashtra stock market. Even though short-term

swings can seem random, experienced traders can spot underlying patterns that can be used to make profitable investments. Making use of extensive elements, such as fundamental and

technical data, machine learning algorithms provide a potent instrument for lucrative stock movement prediction. This strategy clearly performs better than conventional approaches that only use numerical features. A significant obstacle in the Indian market, especially in Maharashtra, is locating high-potential equities while reducing human error and emotional prejudice.

Researchers in Maharashtra were able to identify high-yielding healthcare equities by utilising a combination of technical and fundamental analysis within a Support Vector Machine (SVM) framework. Then, profit-making transactions were enabled by automated trading algorithms that operated without human intervention, resulting in an incredible 16.64% return over a three-month period. Subsequent studies looked into the possibility of a portfolio of healthcare companies chosen by logistic regression beating market benchmarks such as the Healthcare Sector Index (XHJ) and the ASX All-Ordinaries Index over a 20-day trading window. With a hefty 18.24% return, the portfolio produced encouraging results.

Researchers used machine learning and a unique trading strategy to mix technical

and fundamental data while concentrating on the Small Cap sector of the Indian stock market. Their goal was to find out if a data-driven strategy could reliably pinpoint equities that could outperform the market. The researchers carried out a number of paper deals to confirm and validate their selection process. In April of 2021, the three best training equities that had been determined in March were paper traded, and the procedure was then repeated in the following months. This thorough testing proved the selection process's effectiveness and showed that it can reliably find successful stock portfolios.

Researchers in Maharashtra have taken in an extraordinary arrangement about determining future examples and cost developments in the Indian securities exchange by utilizing calculations like strategic relapse, choice trees, and neural networks. These developments present investors looking to use data-driven tactics to generate higher profits with exciting chances.

One powerful subset of artificial intelligence (AI) is machine learning. At its core, it is the process of teaching computers to recognize, analyses, and draw conclusions from complex patterns found

in data sets. Rather than utilizing unequivocal programming, the framework utilizes its capacity to gain from and change its insight from past information to accomplish this understanding and translation. Therefore, machine learning represents a substantial departure from conventional programming paradigms that involve giving machines explicit instructions. Rather, robots can now independently generate and apply logic in dynamic circumstances thanks to machine learning.

This change has had a significant influence, and machine learning has been used in many different fields. For example, machine learning is used in natural language processing to train computers to comprehend, analyse, and even produce content that appears human. Many of the chatbots and digital assistants of today are powered by this technology, which makes interactions between humans and robots more intuitive and natural. Similar to this, machine learning techniques are employed in image recognition to find and decipher patterns in images. This has a wide range of uses, from using medical imaging to diagnose diseases to enabling autonomous cars to drive by identifying barriers and road signs.

Machine learning is utilized in network protection and misrepresentation to perceive designs, as odd examples might show gambles or illegal action. Last but not least, predictive analysis makes use of machine learning's predictive powers to help firms predict market dynamics, consumer behaviour, and trends. It is true that machine learning has a great deal of versatility and that there is always room for other uses for it. Finding a summary of the research and publications that have been done on machine learning in the financial domain is interesting. One important subject that is directly related to the economy is finance. For instance, financial technology have gained popularity among organisations within the past ten years.

Machine Learning problematically affects the universe of monetary information and innovation. AI calculations have introduced another period of information driven independent direction by significantly affecting a few areas of money, including risk relief and portfolio the executives. Foreseeing market developments is a basic utilization of AI in the money business. It has demonstrated challenging for conventional market investigation models to represent the unpredictability and intricacy of monetary

business sectors. Be that as it may, with AI, complicated designs in the information can be found and used to make undeniably more exact expectations about how the market will move from now on.

Another area where AI has demonstrated helpful is in the assessment of venture possibilities. AI calculations can assess gigantic volumes of monetary information to survey the conceivable return and chance related with different speculation prospects through information mining and prescient demonstrating. Monetary consultants, mutual funds chiefs, and individual financial backers — every one of whom need exact and quick data to settle on shrewd venture choices — have viewed these capacities as very accommodating.

Machine learning has also revolutionised the field of fraud detection. Historically, identifying fraudulent transactions has been a laborious and prone to error process. But abnormalities may be found more quickly and precisely thanks to machine learning's pattern recognition abilities, shielding consumers and businesses from monetary loss. Furthermore, the emergence of FinTech highlights the widespread impact of machine learning in the finance industry. Our understanding of money and

transactions has changed as a result of cryptocurrencies and decentralised finance made possible by blockchain technology, which is supported by machine learning. Likewise, machine learning-driven automated trading platforms and smart contracts are redefining stock trading and commercial transactions.

Even with these noteworthy developments, machine learning's potential in the banking industry is far from being fully realized. There are still a ton of uncharted research and application possibilities, which will surely result in further ground-breaking discoveries. This insight highlights the importance and timeliness of our research, which aims to set the direction for next studies and machine learning applications in the finance industry.

2. OBJECTIVES

- To evaluate the state of machine learning applications in the financial markets sector at the moment in order to spot emerging trends.
- To look into how machine learning affects the industry's financial decision-making processes, with a focus on the

precision and effectiveness of predictive models.

- To examine the difficulties and constraints involved in applying machine learning to the financial markets, considering things like model interpretability, data privacy, and regulatory compliance.
- To compare the merits and drawbacks of different machine learning algorithms and assess how well they perform in forecasting risk variables, asset values, and market movements.

3. LITERATURE REVIEW

Wong et al., (2021), The use of deep learning techniques in financial technology (FinTech) is the special subject of this study. The use of deep learning in FinTech is reviewed by the writers in a number of domains, including as credit scoring, client segmentation, insurance pricing, and regulatory compliance. They highlight the notable advantages deep learning provides over more conventional approaches and suggest fruitful avenues for future research.

Sharma & Sharma, (2020), An extensive overview of the many machine learning applications in the financial industry is given by this thorough survey. The writers talk about how machine learning can be used for portfolio management, algorithmic trading, credit risk assessment, and fraud detection. They provide insightful information for future research areas and demonstrate how machine learning has the ability to completely transform the financial services industry.

Nawaz et al., (2023), This study looks into how well hybrid machine learning models can forecast changes in the stock market. The writers examine several pairings between deep learning architectures like LSTMs and conventional machine learning algorithms like Support Vector Machines (SVMs) and Random Forests. According to their findings, hybrid models outperform solo models in terms of prediction accuracy.

Mittal & Deep, (2020), This study assesses and differentiates a few profound learning models at foreseeing stock costs. The creators evaluate a mixture LSTM-GRU model, Gated Recurrent Units (GRUs), Long Short-Term Memory (LSTM) networks, and Recurrent Neural

Networks (RNNs). As per their outcomes, LSTMs and GRUs perform better compared to other models in terms of forecast precision.

Livieris et al. (2022), An extensive review of data mining and machine learning methods applied in financial markets is given by this survey. The techniques, which include risk management, portfolio optimisation, and market prediction, are categorised by the writers according to their intended uses. For scholars and practitioners looking to comprehend the state of machine learning in finance, this paper is an invaluable resource. It might, however, benefit from a more thorough examination of current developments and developing patterns.

Lu et al. (2022), In order to predict financial markets, this paper presents a hybrid deep learning model with an attention mechanism. By fusing a Transformer design with a convolutional neural network (CNN), the suggested model is able to identify both short- and

long-term dependencies in financial data. By outperforming baseline models, the model demonstrates the potential of attention mechanisms in financial applications. Examining the interpretability of the attention process and how it affects model predictions, however, could improve the research.

Mangal and Kaur (2021), A correlation of many profound learning models for stock value expectation is introduced in this work. Utilizing verifiable stock information, the creators survey how well LSTM, Recurrent Neural Networks (RNNs), and Convolutional Neural Networks (CNNs) perform. According to their results, LSTMs typically obtain the highest accuracy, demonstrating how well they can capture temporal connections in financial data. Comparing various hyperparameter setups and examining the effects of data preparation methods, however, could enhance the research.

4. RESEARCH METHODOLOGY

4.1.Data Capture

For 2,000 values recorded on the Indian stock trades, with an accentuation on Maharashtra, everyday stock information, including Open, High, Low, Close, and Volume, was procured

from [www.eoddata.com] for the time of January 2, 2021, to June 30, 2021. The daily statistics for the Nifty 50 Index and the Nifty Small cap 50 Index were obtained from finance.yahoo.com. Because small-cap companies have the potential to see substantial price growth—especially in a month—we decided to concentrate on them for short-term trading. Even while trading small-cap stocks naturally involves a higher level of risk, we try to reduce it by only choosing stable businesses.

The procedure for gathering data and analysing it further is provided in the flow chart below:

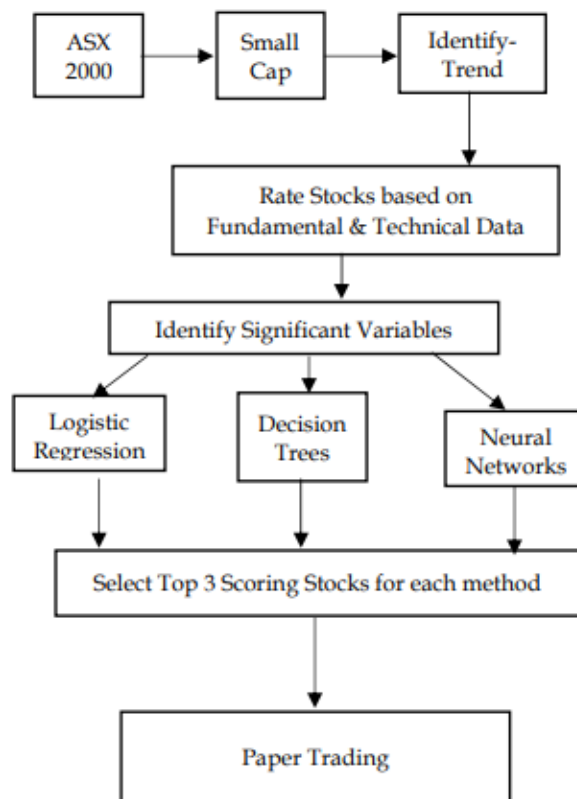


Figure 1: Steps.

4.2.Data Modelling

Since the objective variable, "Pattern," is a classification variable, three techniques were utilized in the information displaying method. A few instances of these are strategic relapse, brain organizations, and choice trees. There were 24 particular changes of the five factors

(open, high, low, close, and volume) that were input into the model. The "20 Moving Normal," "200 Moving Normal," "50 Moving Normal," and comparative factors were made to demonstrate.

4.3. Logistic Regression

A remarkable sort of relapse known as strategic relapse includes relating a bunch of informative indicator factors — which might be discrete or constant — to the paired result variable. At the point when there isn't generally a straight-line connection between the objective and info factors, a nonlinear or calculated relapse model is utilized. At the point when the autonomous factors are ceaseless or discrete and the reliant variable is dichotomous, one technique for making expectations is called strategic relapse.

In strategic relapse, the blend of values taken by the indicator factors is utilized to address the likelihood of choosing that reaction. The coefficients (together with their standard deviations and importance levels) of an equation to conjecture a logit change of the probability of an intriguing trademark happening are created by coordinated factors relapse:

$$\text{logit}(p) = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + \dots + b_kX_k$$

$$\text{logit}(p) = \ln(p/1-p)$$

In strategic relapse, assessment chooses boundaries that augment the likelihood of noticing the example values, rather than boundaries that limit the amount of squared mistakes, as in traditional relapse. The advantage of utilizing Calculated Relapse is that factors don't must have typical conveyances; all things being equal, they can be constant, discrete, or any mix of the two by the expansion of a reasonable connection capability to the standard straight relapse model. Multivariate insightful models like strategic relapse are ideal while foreseeing the presence or nonappearance of a trademark or result in light of upsides of a bunch of indicator factors. Strategic relapse is utilized to break down stock execution in the Indian financial exchange. We are curious as to whether applying strategic relapse to anticipate stocks on the Australian Securities exchange will likewise prompt the choice of performing stocks

4.4. Decision Trees

A fundamental class of calculations for prescient displaying is choice trees. Choice trees are truly adept at depicting the circumstances and logical results connections in information. Their trial cross breed choice tree and brain network model gave reliable rules to assist financial backers with choosing when to execute their venture, and it had 77% gauging precision in the electronic business. Among the best AI procedures are choice trees. Since the gatherings that are created can be further partitioned utilizing a similar technique, the calculation is recursive in nature.

In view of this technique, the calculation is likewise alluded to as a voracious calculation due to the mind-boggling want to decrease the expense. The Gini score is the expense capability utilized in characterization to find the most homogenous branches or branches having bunches with equivalent reactions since this exploration centers around paired arrangement. In light of how uniformly conveyed the reaction classes are among the gatherings that the split makes, a split's quality can be assessed utilizing a Gini score. G is equivalent to $\sum(pk(1-pk))$. The level of same class inputs in a given gathering is signified by pk for this situation. A hub with a 50-50 split of classes in a gathering has the least virtue; for a twofold order, it has $pk=0.5$ and $G=0.5$. A consul class virtue is the point at which a gathering has all contributions from a similar class, wherein case pk is either 1 or 0 and $G=0$.

5. DATA ANALYSIS AND INTERPRETATION

Recall and area under the curve are two significant measures for evaluating the exhibition of AI models. The suggested least qualities for "recall" and "area under the curve" are 0.8 and 0.9, separately. Because of the fantastic aftereffects of the "recall" and "area under the curve" measurements, paper exchanging was allowed.

Table 1: April 2021 Paper Trading Results

Algorithms	Recall	Area under curve	Return on investment (%)
Logistic regression	0.98	0.925	0.40
Decision trees	0.84	0.934	0.93
Neural networks	0.94	0.970	0.38

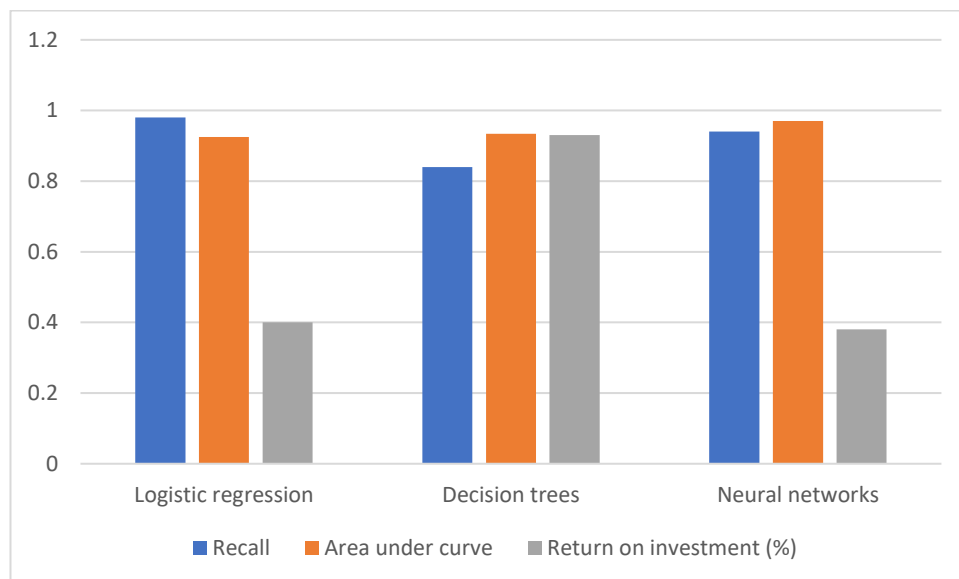


Figure 2: April 2021 Paper Trading Results

The paper trading outcomes for the different algorithms in the month of April 2021 are shown in Table 1. Three performance metrics—Recall, Area Under Curve (AUC), and Return on Investment (ROI) percentage—were used to compare three algorithms: Neural Networks, Decision Trees, and Logistic Regression. With a recall of 0.98, Logistic Regression showed a high degree of performance in accurately identifying positive events. Calculated Relapse's Area under the Curve (AUC) was 0.925, showing a decent generally speaking exhibition in example characterization. Nevertheless, this algorithm's Return on Investment (ROI) percentage of 0.40 was rather low.

However, Decision Trees showed a lower recall of 0.84, suggesting that recall and precision may need to be traded off. In spite of this, its AUC of 0.934 shows that it can distinguish between classes quite well, and its ROI % of 0.93 is noticeably higher. Neural Networks showed a balanced performance in recognising good events, with a recall of 0.94. With an AUC of 0.970, it appears to have better class discrimination capabilities, and its ROI % of 0.38 is similar to that of logistic regression. In conclusion, Neural Networks performed better in AUC and Decision Trees performed better in ROI compared to the other methods. While the ROI was somewhat low, the recall was excellent for Logistic Regression. Specific trading goals, such as emphasising accuracy, overall classification performance, or return on investment, may influence the choice of algorithm.

Table 2: May 2021 Paper Trading Results

Algorithms	Recall	Area under curve	Return on investment (%)
Logistic regression	0.96	0.934	8.12
Decision trees	0.70	0.968	8.12
Neural networks	1	0.983	8.12

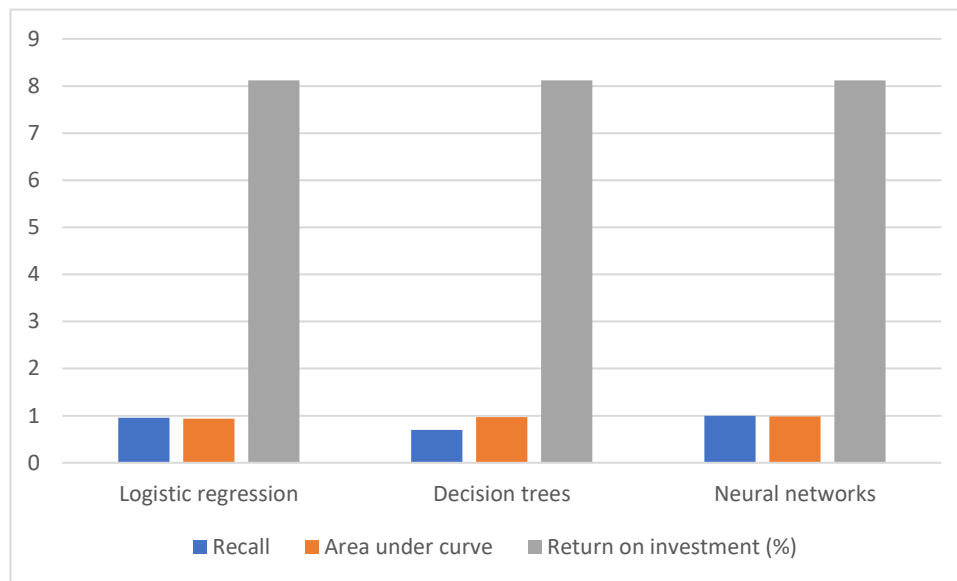


Figure 3: May 2021 Paper Trading Results

Table 2 shows the paper trading outcomes for a range of algorithms in May 2021. The algorithms' performance is assessed using three primary metrics: ROI %, area under the curve (AUC), and recall.

At a recall rate of 0.96, the first algorithm—logistic regression—showed that it was capable of accurately detecting positive cases. With an AUC of 0.934, logistic regression appears to have a very good overall predictive performance. This algorithm's Return on Investment is 8.12%, demonstrating its profitability over the given time frame.

When compared to logistic regression, the second approach, decision trees, had a poorer recall of 0.70. In spite of this, decision trees have an exceptionally high AUC of 0.968, indicating strong discriminating power. Decision trees have a Return on Investment of 8.12%, which is comparable to that of logistic regression and indicates profitability.

Neural networks, the third approach, had an amazing recall rate of 1, indicating that it was able to identify every good instance. Neural networks have an outstanding overall predictive accuracy, as evidenced by their 0.983 AUC. Neural networks have a Return on Investment of 8.12%, which is consistent with the profitability of the other algorithms.

All three algorithms—logistic regression, decision trees, and neural networks—performed well in May 2021, according to the paper trading data, each with a specialty in a certain area of predictive modelling. Even though the algorithms' recall rates and AUC values varied, the consistent Return on Investment shows that they were all successful in making money throughout the given time.

Table 3: June 2021 Paper Trading Results

Algorithms	Recall	Area under curve	Return on investment (%)
Logistic regression	0.96	0.934	3.55
Decision trees	0.70	0.968	2.61
Neural networks	0.91	0.983	5.73

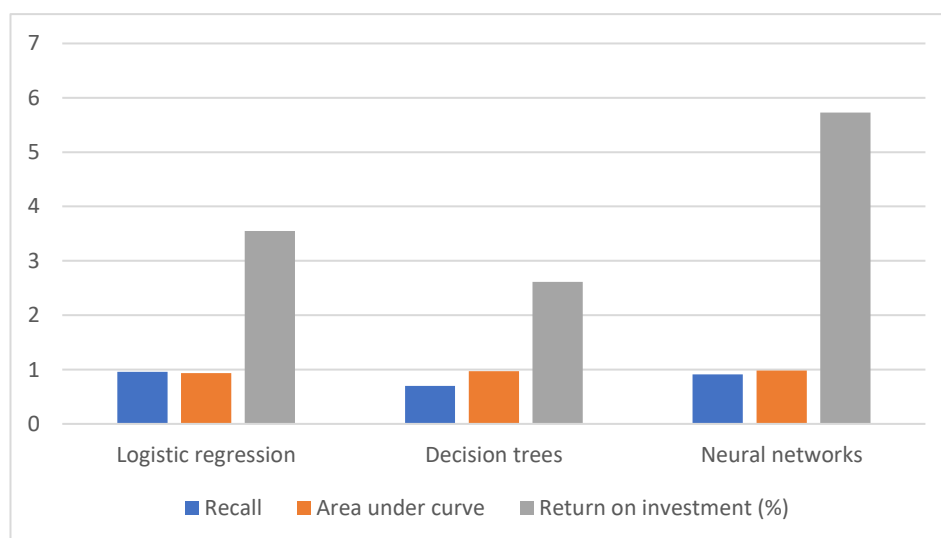


Figure 4: June 2021 Paper Trading Results

With an accentuation on execution pointers like review, area under the curve (AUC), and profit from venture (return for capital invested), Table 3 shows the paper

exchanging results for different calculations June 2021. The logistic regression algorithm showed a significant AUC of 0.934 and a high recall rate of 0.96,

both of which indicate the system's ability to correctly identify positive cases. With a similar ROI of 3.55% for logistic regression, the investment returned appears to have been worthwhile. On the other hand, decision trees demonstrated a higher AUC of 0.968 but a lower Recall of 0.70, suggesting a comparatively lesser accuracy in catching positive instances. Decision trees showed a somewhat lower return on investment, with a ROI of 2.61%. Neural networks performed exceptionally well in AUC, with a value of 0.983, and showed a Recall of 0.91, balancing the use of decision trees and logistic regression. Neural networks outperformed the other two algorithms in terms of yielding returns on capital invested, as seen by their higher ROI of 5.73%. Overall, the findings imply that within the given time period, neural networks performed better in terms of Recall, AUC, and ROI than both logistic regression and decision trees.

6. RECOMMENDATIONS AND CONCLUSION

This study examines if it is feasible to choose high-performing small-cap stocks in the Maharashtra, India market by using a data-driven strategy. To evaluate their efficacy in identifying profitable stock

portfolios, machine learning methods such as Neural Networks, Decision Trees, and Logistic Regression were applied. The outcomes demonstrated how well these models worked at finding top-performing portfolios that regularly outperformed the market. Every stock portfolio that was created saw positive returns over a three-month period (March 2021 - May 2021). The Decision Tree portfolio beat the market during the first period (March 2021), while the Neural Network and Logistic Regression portfolios performed similarly. In particular, the portfolios for May 2021 and June 2021 outflanked the market by at least 2.6 times. This study adds to the rising measure of examination showing how well information driven methodologies — specifically, AI — foresee securities exchange results. The results point to the possibility of accurately identifying stocks that show promise and have strong growth potential. More trials with varying market capitalizations and sectors are strongly advised to improve the comprehension and practicality of this technique.

Recommendations:

- **Diversify Machine Learning Algorithm Evaluation:** To

enhance the robustness of the study, it is recommended to expand the evaluation of machine learning algorithms beyond the ones currently employed.

- **Explore Ethical Implications and Regulatory Compliance:** Given the constraints and difficulties in applying machine learning to financial markets, particularly in areas like model interpretability, data privacy, and regulatory compliance, it is essential to delve deeper into the ethical implications of these challenges.
- **Extend Temporal Scope and Geographic Focus:** To capture a more nuanced view of machine learning applications in financial

markets, it is advisable to extend the temporal scope of the study.

- **Incorporate Additional Financial Instruments:** To provide a more comprehensive analysis of the financial markets, the study could consider incorporating additional financial instruments beyond stocks.
- **Enhance Model Interpretability and Explainability:** Addressing the challenge of model interpretability is crucial in gaining the trust of stakeholders and regulators. It is recommended to explore and implement techniques that enhance the interpretability and explainability of machine learning models.

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**A STUDY ON THE EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT
SYSTEM ON CUSTOMER SATISFACTION AND LOYALTY IN THE SERVICE
INDUSTRY**

Prof. Makarand Joshi

Professor in Management & Controller of Examination

Ajeenkya D Y Patil University Pune

Email: makarand.joshi@adypu.edu.in

Dr. Shikha Singh

Associate professor

School of Management

Ajeenkya D Y Patil University

Abstract

This study explores consumer attitudes and beliefs towards marketing, consumerism, government regulations, and consumer responsibilities, with a focus on how these attitudes vary across different demographic factors, particularly income levels. The research employs a structured survey methodology to gather attitudinal data from a diverse sample of participants representing various marital, occupational, educational, age, and gender categories. Demographic analyses reveal a comprehensive snapshot of the surveyed population, laying the foundation for a nuanced understanding of consumer attitudes. The study delves into the mean scores and standard deviations associated with different attitudinal variables, uncovering patterns in consumer sentiments. Notably, an income-based comparison demonstrates significant variations in attitudes, with higher income levels correlating with more positive perceptions. The findings underscore the importance of tailoring marketing strategies and regulatory frameworks to diverse demographic segments. Businesses are recommended to implement segmented marketing approaches that consider income disparities, while policymakers should craft flexible regulations that accommodate the varying needs of different income groups. Furthermore, consumer education initiatives are proposed to bridge gaps in attitudes and empower consumers with informed decision-making. Continuous monitoring of consumer attitudes is emphasized, urging businesses and policymakers to stay attuned to evolving demographic trends. This study contributes to a deeper understanding of the intricate interplay between demographic factors and consumer attitudes, providing valuable insights for shaping effective marketing campaigns, policies, and consumer-centric initiatives in a dynamic marketplace.

Keywords: Consumer Attitudes, Marketing Mix, Demographic Analysis, Income Disparities, Consumerism, Government Regulations

1. INTRODUCTION

Because of the accessibility of an enormous choice of items and an extensive variety of brand choices inside every classification of items, the Indian business

area has been progressively focused all through the purchaser progression period. Indian consumers have shown to be staggeringly demanding and discerning in their buying choices over the course of

time. Because of expanded rivalry among business focuses and purchaser progress throughout the course of recent many years, sponsors have started to understand the current and forthcoming displaying designs that depend on conventional marketing rehearses.

Businesses presently need to understand the idea of "marketing," whose application is known as "market direction," and change their business techniques appropriately. In any case, picking a displaying thought requires that businesses learn the necessities and needs of their customers ahead of time and foster strategies and frameworks that are equipped for addressing those necessities and needs more effectively and productively than contenders, giving customers more noteworthy fulfillment. For publicists to take part in effective exhibiting, they should understand purchaser points of view in regards to the marketing structure in which purchasers are intrigued as well as data about consumers' fulfillment from collaborations with promoters during the use cycle.

1.1.Consumer Perceptions of Marketing

(Bhakane, 2015) recommended that the four key measurements of exhibiting — the thing headway and detect — can be utilized to analyze customers' perspectives towards showing. Examiners have recently endeavored to decide consumer perspectives towards advertising utilizing the four essential measurements of displaying organization: thing, worth, headway, and spot, as well as the general significance of these elements to consumers in contrast with different segment factors. Because of the impacts of globalization and expanded rivalry in the business area, consumers all around the world are currently practicing their imagination and abilities while making acquisition of labor and products, becoming mindful of their legitimate freedoms, standing in opposition to abuse, and looking for solutions for their grievances. The public authority has likewise set up specific regulations to safeguard consumers' fervor. While safeguarding consumers' freedoms and interests has been the essential objective of consumerism, purchaser obligations that accompany these privileges likewise should be considered.

1.2.Customer Government assistance

The fulfillment of an individual as a consumer during the usage cycle is known as buyer success. Six distinct kinds of customer satisfaction are referenced. These sorts of satisfaction connect with getting merchandise at a retail store (getting), collecting and characterizing the thing prepared for use (game plan), using customer items and administrations (using), being the proprietor or keeping up with the thing (ownership), being associated with the conveniences accessible in the business community to have the things fixed by the executives providers and handling things by the actual proprietor (support), and being worried about abandoning the thing after use as waste (move). Purchaser life cycle alludes to the usage interaction that incorporates the six phases referenced above: shopping/purchase, preparation/get-together, use/use, proprietorship/ownership, fix/upkeep, and move. Appropriately, what influences consumer flourishing is the fulfillment or disappointment that purchasers experience during the six phases, which incorporate the securing and move of bought labor and products (Sirgy et al., 2008).

1.3.Life Satisfaction

The idea of life satisfaction falls under the classification of individual joy, and consumer behaviorists have observed it also. How much an individual can confirm their general degree of individual delight is a proportion of life satisfaction. It could be said, it alludes to the degree to which an individual distinctions the existence that has been driven by them. Regardless, (Bin-Nashwan, et. al, 2017) contended that encounters of fulfillment or disappointment across a few spaces of life, including as work, family, social, profound, recreation, and so forward, contribute in proposing and representing life's satisfaction. Likewise, life satisfaction is a more extensive idea that incorporates both use and non-use satisfaction.

Just a small number of studies have inspected the connection between factors like work status and enlightening accomplishment and life satisfaction.

Specialists play emphasized the part that consumer perspectives play in supporting and deciding consumer success and the degree of satisfaction that consumers experience in life in general (Peterson and Ekici, 2007). In their examination, (Peterson and Ekici, 2007) proposed that

there is a reasonable connection between's the purchaser's mentalities towards advancement and life satisfaction, or personal satisfaction. Moreover, they have recognized that a piece of customer demeanor estimates about displaying are related with the obtaining period of purchaser thriving. Nearly, (Lee et al. 2002) contended that buyers' opinions of fulfillment and disappointment during the pattern of purpose affected the existence satisfaction of customers. Also, the purchaser's point of interaction with the notice during the utilization cycle influences different everyday issues, like prosperity, work, family, social, unwinding, significant, and cash, among others, showing that advancement impacts life satisfaction through different everyday issues. To lay it out plainly, it implies that the purchaser's fulfillment with different parts of their lives and the usage cycle both impact their degree of satisfaction with life.

2. RESEARCH OBJECTIVES

The study endeavors to satisfy the accompanying destinations:

- To study customers states of mind towards advertising blend components i.e., item, value, spot and advancement, general

showcasing and working theory of business firms.

- To look at the shoppers states of mind towards consumerism, government controls and purchaser obligations

3. LITERATURE REVIEW

This section looks to show a reasonable system and writing survey of different studies attempted previously.

2.1 Consumer Perceptions of Marketing

The investigators' ridiculous energy for customer acknowledgments towards advancement was ignited by impacting exhibiting exercises and expanding consumerism. Experts fostered the "Consumer Purchasing Con Cash Supply" and "Record of Consumer Certainty File" scales over the course of time to quantify purchasers' perceptions of advancement. As per (**Jain and Goel, 2011**), these instruments' essential imperfection was that they weren't obviously connected with appearing.

The essential measure was created by (**Angamuthu, 2015**) and is related with the accompanying seven advancing regions: judiciousness of business, thing quality, publicizing, cost and worth control,

government bearings, customer commitments, and consumerism. By altering a similar scale made.

3.1. Aftereffects of Past Exploration on Consumer Perspectives and Related Issues

Different examinations have been directed in the past to assess consumer perceptions of advancement and related concerns, like unofficial laws, consumerism, and buyers' own obligations, utilizing the scales referenced in the former area (Long & Khalafinezhad, 2012). The segments that follow give an outline of the significant discoveries from these examinations.

3.1.1. Overall Disposition of Consumers Towards Marketing and Business Firms' Working Way of thinking

Utilizing the actions suggested in the primary piece, a few examinations have been led in the US and different countries to decide client perspectives towards displaying, consumerism, and legislative guidelines. A critical piece of the exploration shows that buyers have ominous suspicions about advancing. A couple of exploration (Jain and Goel,

2011) uncover generally incredible evaluations towards advancement. The first is a survey of past examination assessing customers' general perceptions of imprint tasks.

Utilizing a five-thing Likert scale and a cross country mail test review, (Lakshmana, et. al, 2018) directed examinations in the US to figure out clients' overall mentalities towards advertising. In this manner, (Emaluta, & Soewarno, 2019) completed an extra examination that recognized the countries of procurement (Israel, the US, Canada, England, Australia, and Norway). (Amir, et. al, 2014) embraced an exhaustive examination of purchaser opinions in the US and England. Clients showed ominous mentalities about creating rehearses in every one of these preliminaries.

As per (Amir, et. al, 2014), Indian consumers assess progression more precisely than those in Bangladesh, Hong Kong, Australia, the US, and China.

Looking at the connection between the pessimistic parts of advertising and monetary headway at a critical scale, it has been found that consumers' mentalities towards exhibiting are more dicey in additional determined countries since

individuals' cravings for higher pay levels make them more confounded by the advertising framework. Anyway, further examination is expected to assess this proposition.

3.1.2. Perspectives on General society on the Marketing Blend

The way that consumers view advertising is one part of the marketing blend. Subsequently, an endeavor has been made in the accompanying subsections to give a rundown of the examination led in the past to decide the perspectives of consumers towards the four parts of displaying — thing, worth, scattering, and commercial.

3.2. Consumers' Perspectives on the Item

Consumerists have long contended that the counter-intuitive split of organization areas and misleading thing partition are the purposes behind customers' disappointment with over the top advertising. It has been contended that further discontinuity of the business area is accomplished by means of thing partition in light of little contrasts. To urge consumers to see contrasts in quality, the

expenses of isolated items are set in a manner that addresses more assortment in thing quality than really exists (**Hayati, & Al Muddatstsir, 2019, October**).

As indicated by (**Nikou, et. al, 2016**) Electroni, customers battle with the thing part of the displaying blend with regards to deliberate maturing, thing increase, security, the thing's worth to purchasers, and checking. It has been resolved that thing increase is an upscaling of the item offering, giving barely perceptible novel things at essentially greater costs.

Albeit most of customers accepted that makers really tried to create products that addressed their issues, they have likewise communicated surprising disappointment with issues connected with the nature of the merchandise, for example, the way that there hasn't been any improvement to the nature of the products over the long haul, that the products break down rapidly, and that producers purposefully downplay enhancements.

3.3. Consumers' Perceptions of Conveyance

Earlier examination has shown that consumers have commonly sure assessments on the convenience and

availability of items. As per research led by (Salah, et. al, 2019), consumer shopping was basically demonstrated to be sure. Thus, buyers from various nations give off an impression of being very happy with the conveyance framework.

3.3.1. What Segment Elements Mean for Consumer Perceptions of Marketing

Tracking down proof of the parts responsible for the consumer demeanors towards advancing has been a center area of examination for investigators across all nations and locales of the world. Researchers have really tried to understand what segment factors mean for consumers' perspectives towards advertising, as will be talked about underneath:

3.4.Consumer Perceptions by Orientation

Concentrates on by (Iriqat, et. al, 2017) found that ladies had more adversarial mentalities towards showing than did guys. Regardless, found that the inverse is valid. Contrasted with ladies, men are less responsive to advancements and one of the conceivable clarifications set forth by them is that men are practically more keen on buying showy products; furthermore,

(Saputra, 2019, March) recommend that silly buys will probably cause post-buy friction.

(Abekah-Nkrumah, et. al, 2021) likewise noticed that men were more probable than ladies to have rash sentiments that caused them to try not to assume liability. As indicated by (Ferdous and Towfique's 2008) research, ladies were more negative about advertising sharpens than men were. They had likewise seen some striking distinctions in sexual orientation regarding advertising and shopping; that is, female respondents' mentalities towards these exercises were more negative than those of their male partners.

3.5.Consumer Perceptions by Age

The more prepared customers displayed better mentalities towards thing, evaluating, and advancement, as indicated by research by (Kirmaci, 2012). More youthful respondents discussed the consistency of advanced products and the precision of the photographs in advertisements, while additional accomplished respondents communicated more noteworthy trust in the forceful structure and the advantages of exposure (Shaon, & Rahman, 2015).

Most of youthful respondents are disappointed with the means taken to control customer fights (**Andotra, & Abrol, 2016**). Appropriately, more youthful individuals had more regrettable perspectives on advancement and its numerous components. In any case, (**Kurniati, et. al, 2015**) study's discoveries uncovered no tremendous contrasts between the age bunches regarding generally speaking perceptions of advertising and explicit mentalities for specific parts of advancement.

4. RESEARCH METHODOLOGY

4.1. Research Design and Instrument

In pursuit of testing the theoretical framework previously established, an experimental study was undertaken. This section elucidates the research design and methodology adopted for the study. Specific focus is given to the research instrument, data sources, and the sampling design.

4.1.1. Research Instrument Description

A survey instrument was meticulously designed to collect attitudinal data regarding consumer perspectives on marketing mix, consumer well-being, life satisfaction, and opinions on business firms' operating philosophies, consumerism, government regulations, and consumer responsibilities. The structured, non-disguised questionnaire was developed based on existing literature and tailored for the Indian context. It encompassed items related to consumer demographics (marital status, income, occupation, education, age, and gender), attitudes toward marketing, significance of marketing mix elements, consumer well-being, life satisfaction, attitudes toward government regulations, consumerism, and consumer responsibilities.

3.6. Consumer Perceptions In regards to education

Research directed by (**Sulaiman, 2020**) uncovered areas of strength for a between respondents' uplifting outlooks towards advertising and the degree of educational accomplishment they accomplished. In any case, (**Siddiqi, et. al, 2018**) couldn't find any massive contrasts between advertising inclines and various degrees of educational achievement.

To capture the attitudes of rural consumers, the survey was translated into Hindi. The translation was back-translated to rectify any disparities between the two versions. The study employed various scales to measure consumer attitudes, including the Gaski 28-item scale and Etzel's Consumer Sentiment toward Marketing (CSM) to gauge marketing attitudes.

4.1.2. Measurement of Consumer Attitudes toward Marketing

Because of the Consumer Sentiment towards Marketing (CSM)'s proven validity and dependability, it was selected. Four elements make up the scale: product, pricing, distribution (represented by retail service), and promotion (particularly advertising). Each component is assessed using a multi-item Likert scale. The weighted scores of the four sub-scales were added together to determine the total consumer sentiment score..

4.1.3. Measurement of Consumer Well-Being

Consumer well-being was measured using a scale proposed by Sirgy et al. (2008). This scale considers six types of consumer experiences: acquisition, preparation, possession, consumption, maintenance, and disposition. Items measuring satisfaction across these dimensions were used to assess consumer well-being.

4.1.4. Measurement of Satisfaction with Life

Life satisfaction was measured using Diener et al.'s SWLS (1985). The SWLS measures respondents' agreement or disagreement with five propositions from -2 to 2...

4.2.Data Sources and Sample Design

4.2.1. Data Sources

This research utilized both primary and secondary data sources. The theoretical framework was developed based on a thorough analysis of secondary sources, including academic journals such as the Journal of International Consumer Marketing, Journal of Marketing Research, and European Journal of Marketing.

4.2.2. Sample Design

A survey was conducted among Indian consumers from Maharashtra State and neighbouring towns near Mumbai, Maharashtra between February and April 2023. Convenience sampling

was employed, distributing 100 surveys to respondents in homes, offices, and institutions. After repeated efforts, 100 completed surveys were collected and used for analysis.

4.3.Data Analysis Techniques and Scale Reliability

Calculating means and standard deviations was a necessary step in the data analysis process to evaluate customer sentiment. One-way analysis of variance, significant difference tests, and independent samples t-tests were used to compare the means across the various demographic categories. Bivariate correlation was employed to investigate the relationships between the variables.

The collected data were coded and then imported into the SPSS 16.0 software for analysis. The reliability of the multi-item scales was assessed using the Cronbach's alpha coefficient, which yielded results indicating strong reliability, with values ranging from 0.912 to 0.981.

5. DATA ANALYSIS AND INTREPRETATION

An overview of the survey respondents' demographic details, including age, gender, employment, income, marital status, and level of education, is given in Table 1. Remarkably, most participants are unmarried, and a sizable fraction have a bachelor's degree and are in the middle wage range.

Table 1: Demographic Characteristics of Survey Participants

Demographic Variable	Frequency	Percentage (%)
Marital Status		
- Single	70	70%
- Married	30	30%
Income		
- Low (Rs 30,000)	35	35%
- Moderate (Rs 30,000- Rs 60,000)	45	45%
- High (Rs 60,000-Rs 100,000)	15	15%
- Very High (>Rs100,000)	5	5%
Occupation		

- Professional	25	25%
- Managerial	40	40%
- Skilled Labor	25	25%
- Unskilled Labor	1	10%
Education		
- High School	24	24%
- College	30	30%
- Bachelor's Degree	40	40%
- Master's Degree	5	5%
- Doctorate	1	1%
Age		
- 18-24	25	25%
- 25-34	40	40%
- 35-44	20	20%
- 45-54	10	10%
- 55 and above	5	5%
Gender		
- Male	70	70%
- Female	30	30%

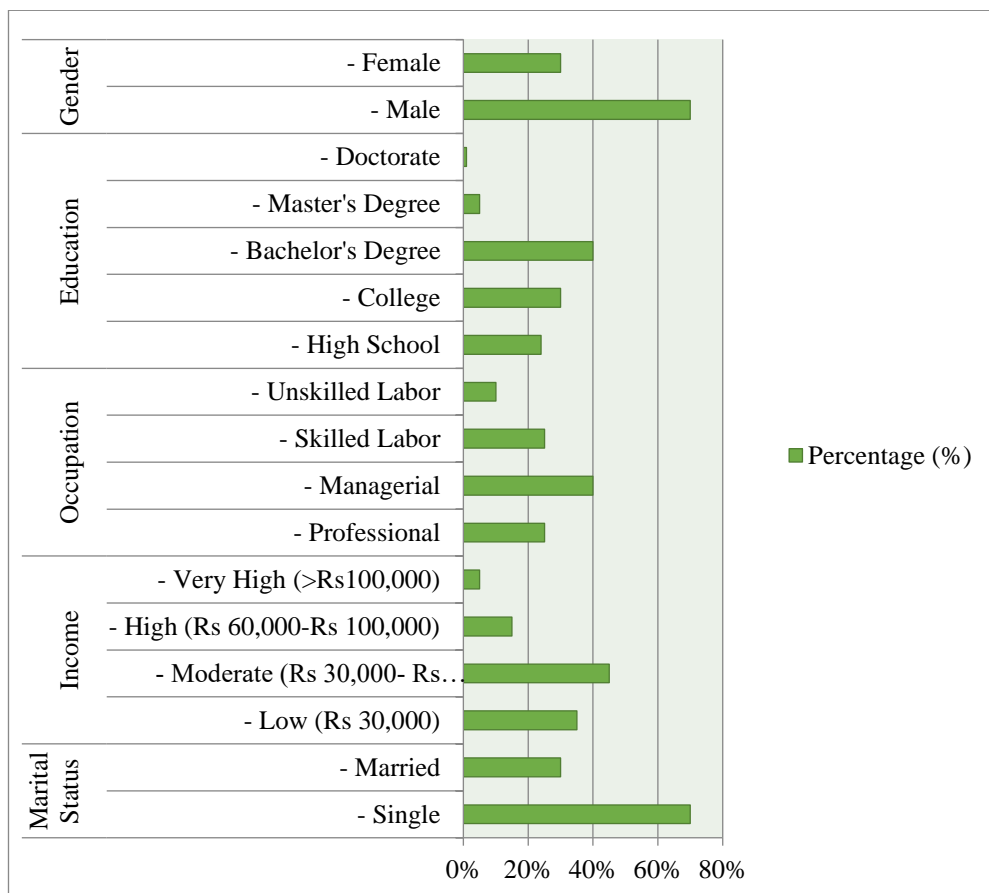


Figure 1: Demographic Characteristics of Survey Participants

Table 1 provides a comprehensive summary of the segment nuances that the overview respondents remembered, including information on age, orientation, marital status, income, employment, and education.

The majority of participants, or around 70% of the focused population, are single, with the remaining 30% of responses being married. According to the members' pay appropriation, there are four pay categories: low-pay (under Rs 30,000), decent-pay (between Rs 30,000 and Rs 60,000), top-level (between Rs 60,000 and Rs 100,000), and very big-time (>Rs 100,000) for 5% of the members. A broad range of professions are covered by survey participants: 25% are categorised as experts, 40% as chiefs, 25% as talented job, and 10% as untalented labour. The following is a breakdown of members' instructional backgrounds: Of the respondents, 24% have completed secondary education, 30% have attended college, 40% possess a four-year certification, 5% hold a graduate degree, and 1% hold a PhD. The members' ages vary widely: 25% are between the ages of 18 and 24, 40% are between 25 and 34, 20% are between 35 and 44, 10% are between 45 and 54, and 5% are beyond the age of 55. There is a balanced combination of orientations, with 70% of the members being men and 30% being women.

Table 2: Consumer Attitudes and Beliefs

Attitudinal Variable	Mean Score	Standard Deviation
Consumer Sentiment toward Marketing		
- Product	3.02	0.936
- Price	3.02	0.963
- Place	3.04	1.022
- Promotion	3.06	1.085
- Overall Marketing	3.09	1.066
- Business Operating Philosophy	4.02	1.063
Attitudes toward Consumerism	3.93	0.956
Attitudes toward Government Regulations	4.02	0.945
Attitudes toward Consumer Responsibilities	3.96	1.023

In terms of consumer sentiment toward marketing, participants expressed moderately positive attitudes across different elements. Specifically, the mean scores for product, price, place, and promotion range from 3.02 to 3.06, indicating a generally favorable outlook. The overall marketing sentiment, with a mean score of 3.09, continues to reflect a positive attitude among

participants. Notably, the business operating philosophy receives a higher mean score of 4.02, suggesting a more favorable perception regarding the overarching approach of businesses.

The attitudes toward consumerism exhibit a mean score of 3.93, indicating a moderately positive stance among participants. This suggests that, on average, respondents view consumerism in a favorable light. Similarly, attitudes toward government regulations receive a mean score of 4.02, indicating a positive perception of the role of government regulations in the consumer landscape. Additionally, attitudes toward consumer responsibilities have a mean score of 3.96, reflecting a generally positive view of the responsibilities consumers bear in the marketplace.

Table 3: Comparison of Consumer Attitudes Based on Income

Comparison	M	S.D	t-statistic	p-value
- Low (Rs 30,000)	3.05	0.945	-0.361	0.015
- Moderate (Rs 30,000-Rs 60,000)	3.05	1.023	0.631	0.02
- High (Rs 60,000-Rs 100,000)	4.12	1.063	0.956	0.03
- Very High (>Rs100,000)	4.02	0.989	0.812	0.01

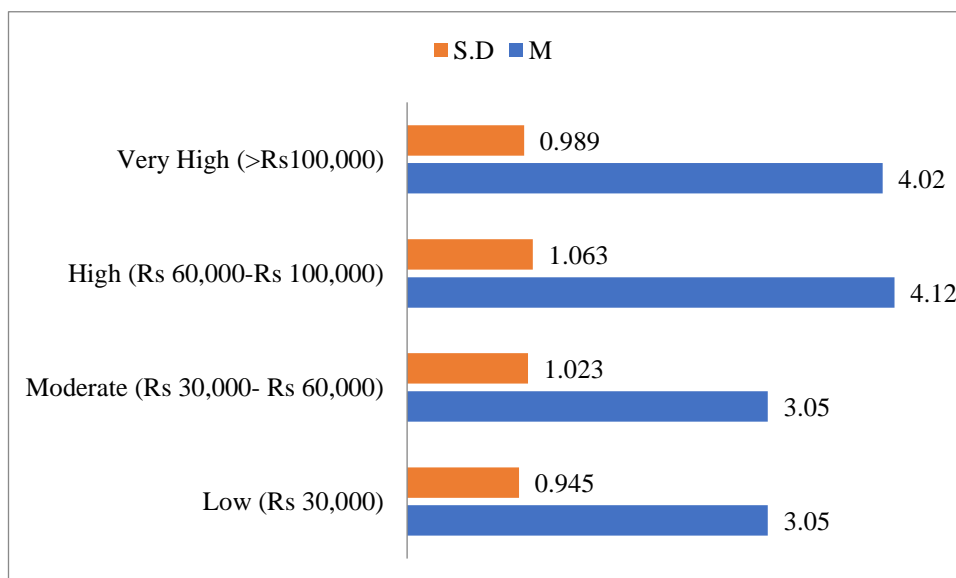


Figure 2: Comparison of Consumer Attitudes Based on Income

Captivating patterns might be found in the mean scores for each level of pay. The mean score for those with unobtrusive livelihoods (not as much as Rs 30,000) is 3.05, which proposes a somewhat hopeful viewpoint. This suggests that even notwithstanding monetary hardships, individuals in this pay range have a regularly uplifting outlook on the consumer mentalities that have been estimated. In any case, when contrasted with other pay gatherings, the pessimistic t-measurement of - 0.361 and the comparing p-worth of 0.015 show a measurably huge distinction, recommending that individuals in this level of pay have fundamentally various suppositions from individuals in other pay classifications. While contrasting the moderate-pay bunch (Rs 30,000 - Rs 60,000) to the next, the mean score stays at 3.05, demonstrating that consumer sees are still commonly sure. When contrasted with the low-pay bunch, there is a distinction in mean scores, however it isn't genuinely huge, as per the t-measurement of 0.631 and the p-worth of 0.02.

The top level salary class (Rs 60,000 - Rs 100,000) then again, has a lot higher mean score of 4.12, proposing a more hopeful demeanor among consumers. In contrast with the low-pay bunch, this distinction seems, by all accounts, to be genuinely critical, as demonstrated by the t-measurement of 0.956 and the p-worth of 0.03. This recommends that the people who bring in more cash regularly see the elements under appraisal all the more well. Likewise, the incredibly big league salary class (>Rs 100,000) displays a mean score of 4.02, showing a decent customer feeling. When contrasted with the low-pay bunch, this gathering's viewpoints vary significantly, as shown by the t-measurement of 0.812 and the p-worth of 0.01.

6. CONCLUSION AND RECOMMENDATION

This study, which looked at a number of variables like income, marital status, occupation, education, age, and gender, has given important insights into the attitudes and opinions of the examined population towards consumers. Based on the demographic study, a full insight of the consumer landscape was possible due to the broad and representative sample. Nuanced insights into the attitudes and beliefs influencing consumer behaviour were also revealed by analysing consumer attitudes towards marketing, consumerism, laws, and consumer duties. Significant differences in consumer views were found by the income-based research, with

higher income levels being linked to more favourable feelings. Businesses looking to customise their marketing plans and policies to successfully target various market income categories will find this knowledge invaluable. The study also emphasised how crucial it is to take demographics into account when creating marketing strategies and legal frameworks since these elements have a big impact on customer perceptions.

Recommendations:

Based on the findings of this study, several recommendations can be made:

- **Segmented Marketing Strategies:** Businesses should consider implementing segmented marketing strategies that take into account the income levels of their target audience. Tailoring marketing messages and approaches to specific income segments can enhance the effectiveness of campaigns.
- **Policy Considerations:** Policymakers should be cognizant of the diverse consumer landscape and the impact of income on attitudes. Regulatory frameworks should be flexible enough to accommodate the varying needs and perspectives of different income groups.
- **Consumer Education Initiatives:** Initiatives aimed at consumer education can help bridge the gap in attitudes across different income levels. Educating consumers about their rights, responsibilities, and the benefits of certain products or services can contribute to more informed and positive attitudes.
- **Continuous Monitoring:** Businesses and policymakers should engage in continuous monitoring of consumer attitudes, taking into account evolving demographic trends. Regular surveys and assessments can provide real-time insights, enabling timely adjustments to marketing strategies and policies.

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**NAVIGATION THROUGH ASSESSMENT OF THE
CHALLENGES AND UNVEILING OPPORTUNITIES FOR
SMALL ENTERPRISES IN THE INDIAN MARKET**

Dr. Shikha Singh
Associate professor
School of Management
Ajeenkya D Y Patil University
Dr.shikhasingh5@gmail.com

Prof. Gururaj Dangare
HOD - MBA

Pratibha Institute of Business Management, Chinchwad Pune

ABSTRACT

This research looks into the business and social situations of Micro, Small, and Medium Enterprises (MSME) owners in Maharashtra, India. The study looks into where fixed and working capital come from, how they affect financial problems, and how government policies affect the world of business. The study looks at a lot of different fields, such as professional services, industry, retail, and oil mining and production. In order to gather data, an organized

form is sent out through field surveys, and secondary data from reliable sources is also used. The study shows that businesses are different based on their gender and educational background. The production and mining sectors are the most financially viable. Personal savings and bank loans play a big role, which highlights the need for specific measures to deal with problems, especially the lack of access to credit. The results give us useful information that will help policymakers make smart choices about how to support Maharashtra's diverse MSME environment. This will encourage adaptability and new ideas that will lead to long-term economic growth.

Keywords: *Challenges, Opportunities, Small Enterprises, Indian Market, Assessment, Navigation.*

1. INTRODUCTION

Miniature, little, and medium-sized organizations (MSMBs) are the essential motor of worldwide financial development. There is extraordinary worth in the job that SMEs play in aiding the Indian economy develop and thrive. Little and medium-sized undertakings (SMEs) in India currently utilize very nearly 10 million individuals every year, making them the nation's second-biggest business and a significant driver of fair provincial improvement after farming. The way that SMEs are answerable for over 90% of all assembling in India, 45% of modern result, 40% of commodities, and 17% of Gross domestic product shows that they are the

foundation of the Indian economy. These organizations assume a urgent part in India's monetary development as helper units to the country's bigger production lines. In any case, the job that MSMEs have played in the development of the Indian economy is remarkable. Little and medium-sized undertakings (SME) in India are progressively compromised by the monetary slump, an absence of interest, subsidizing, and rivalry from worldwide organizations (MNCs). Subsequently, in the ongoing work, we look to pinpoint the issues tormenting the supporting of miniature, little, and medium-sized endeavors (MSMEs).

Miniature, Little, and Medium Undertakings not just assume a pivotal part in giving enormous work valuable open doors at similarly less capital expense than huge scope enterprises, however it likewise helps in the industrialization of provincial and in reverse regions, subsequently, decreasing territorial irregular characteristics, guaranteeing more impartial portion of public pay and riches. Miniature, little, and medium-sized endeavors (MSMEs) act as helper units to enormous scope organizations and fundamentally add to public financial turn of events. The KVI, or Khadi and Town Ventures, are two of India's broadly huge customary financial areas. KVI's capacity to produce occupations with a little effect on the country's Gross domestic product per capita is a significant draw. The KVI business not just fulfills the crucial requirements of handled merchandise of the tremendous provincial area of the nation yet additionally gives supported work to country specialists. There is likewise a sizable coir business in these SSIs.

1.1. Financing issues of MSMEs in India

Most owners of micro, small, and medium-sized enterprises (MSME) lack the money necessary to set up and maintain their businesses, despite the fact that all industries require resources to meet their fixed and variable expenses. They have no choice except to resort to borrowing. The size of the company has a significant impact on its reliance on debt for investment purposes. Micro firms depend on debt as a key source for both early and development stage whereas small and services largely handle in cash and tend to retain insignificant records. Due to the longer working capital cycle and higher capital costs, businesses in manufacturing and the services sector often have a greater requirement for access to cash. However, most businesses do not rely on banks as their major source of financing since the application procedure is too time-consuming and cumbersome. They can't get loans since they don't have enough of a credit history or collateral to secure one. The Industrial Finance Corporation (IFC) reports that 95 percent of all financing comes from the informal sector, which includes people's personal networks (such as friends and family). Trade credit, chit funds, and moneylenders are all examples of expensive institutional channels that

charge interest rates between 25% and 60% per year. Therefore, there is typically a debt gap that serves as a significant impediment to the establishment and operation of MSMEs. When it comes to micro, small, and medium-sized enterprises (MSMEs), several institutions have been established by federal and state governments as well as financial institutions to aid in the growth of this important economic sector.

1.2. Financial funding to MSMEs

Internal and external financing options exist for micro, small, and medium-sized enterprises. Funding from within the company is referred to as "internal sources:

- (i) **Retained Earnings** - A portion of the industry's net gain from a prosperous trading year might be put towards funding subsequent endeavours. Assuming the company is making money, this might be a crucial source of long-term financing.
- (ii) The sale of the company's assets (land, buildings, furniture, fixtures, equipment, cars, etc.) can be used to fund new ventures or settle existing obligations. Selling an automobile to pay off debts is an example of a short-term usage of

this method, but the sale of more valuable assets (such as real estate) might provide a more permanent source of funding.

1.3. Institutional Support to MSMEs in India

Small and medium-sized enterprises (MSMEs) are a growing and vital part of India's manufacturing industry. Year after year, this industry has demonstrated impressive development in terms of output, the number of jobs created, and the amount of goods exported. The contribution of MSMEs to industrial growth and economic development of the country has been extremely crucial. Accessing technology and being competitive have proven particularly challenging for MSMEs. Institutional aid is needed to address issues including unfamiliarity with new possibilities, difficulty to access them, and a lack of growth capital. Organisation for the Development of Small Enterprises (SIDO): For the purpose of fostering the growth of a wide variety of micro- and small-scale enterprises, a Small Industries Development Organisation has been established. SIDO works under the umbrella of the SSIs and ARI Department. The State Implementation and

Dissemination Office (SIDO) is responsible for centrally coordinating and monitoring all SSI-related policies and initiatives. SIDO offers a variety of services, including training, consulting, requirements assessment for SSIs, and the creation of industrial estates. A total of 27 offices, 31 SISI (Small Industries Service Institute) extension centres, and 7 manufacturing and process development centres handle all of these tasks.

2. LITERATURE REVIEW

Dhale et al., (2015) Little and medium-sized endeavors (SME) are the foundation of any nation's economy, as the creator of a review named "Basic Examination of Pretended by Monetary Organizations Being developed of Indian Msme's" makes sense of. Around 10 million individuals in India are working for MSMEs. After farming, the miniature, little, and medium-sized endeavor area is India's biggest manager. 90% of absolute enterprises in the economy are in Indian MSMEs. Around 45% of this 90% goes into assembling, 40% into trades, and 17% into Gross domestic product. Supporting assumes a fundamental part in the drawn out progress of MSMEs in the modern area. India's administration and monetary

establishments assume urgent parts in the nation's advancement. Numerous little and medium-sized undertakings (MSMEs) all through the world wouldn't exist without the help of monetary foundations, which this article has featured. Improved results might be normal from a more noteworthy interest in miniature, little, and medium-sized undertakings (MSMEs), which is examined and assessed in this review.

Garg (2015) Discoveries from the examination "Evaluation of Little and Medium Ventures Development in the Punjab Territory of India" found that advancement of the MSME area can possibly widen the province of Punjab's economy. In Punjab, the miniature, little, and medium-sized undertaking (MSME) area depends vigorously on ICT. Affiliations ought to put resources into this field of Data and Correspondence Innovation for the improvement of creation limit of this industry. This market fragment is significant on account of the positions and cash it makes. The miniature, little, and medium-sized endeavor (MSME) area can speak with the worldwide partnerships. Enhancements to the MSME area in actual conveniences including rail routes, streets,

power, and water supply are likewise proposed in this review.

Puneet et al., (2015) as per "Elements Impacting the Data Innovation Reception in Miniature, Little, and Medium Ventures (MSMEs): an Exact Review" The miniature, little, and medium-sized undertaking area in India is essential. Fabricating creation, trades, occupations, venture, and new advances are totally helped by this industry. The commitment of MSMEs to Gross domestic product was 17% in 2011, and it rose to 22% in 2012. Because of globalization, this industry has needed to manage various new challenges. Insufficient mastery, an absence of suitable innovation, wasteful showcasing foundation, limits on development and modernization, and a deficiency of qualified work are only a portion of the issues keeping the business down. These difficulties might be managed out through IT, foundation and preparing for the development of faculty. In this article, we investigated the utilization of innovation in North Indian MSMEs. This article contends, in view of experimental exploration, that administration guidelines, extraordinary competition, and data imparting to clients all assume a part in

driving far reaching utilization of data innovation.

Biswas (2014) He contended in his article named "Supporting Requirements for MSME Area" that MSMEs are urgent to the outcome of our country. The Public authority of India and the Hold Bank of India have ordered various measures all through the years to expand the accessibility of credit for little and medium-sized ventures (MSMEs). The banks will advance cash to the need area without requiring any insurance. It is reasonable to expect that there are a few difficulties for miniature, little, and medium-sized ventures (MSMEs) in accessing bank credits and different types of funding. Regardless of the public authority's earnest attempts to work with the progression of credit to the MSME area, there is still a lot to be finished before the area's genuine supporting requirements can be met.

Biswas (2014) While loaning cash to little and medium-sized organizations (SMBs), banks have run into various issues. These miniature, little, and medium-sized endeavors (MSMEs) work generally in the casual economy, where they need formal

fiscal reports. Banks won't stretch out credits to SMEs on the off chance that a strong monetary record doesn't as of now exist. One more issue for M&E is the failure to give security while expanding credit. because of the bigger amount of advances became nonperforming before, the historical backdrop of the financial business with MSMEs. The hole between the requirement for credit in this industry and how much credit made accessible by banks and other monetary establishments is gigantic.

Singh et al., (2013) The article "Innovation Development Issues Influencing Little Firms Execution" makes sense of the essential job that MSMEs play in monetary development and occupation creation in arising countries. This industry is essential to India's monetary improvement since it lessens local incongruities and guarantee all the more equally disseminated riches and pay the nation over. Around 8% of Gross domestic product, 45% of modern creation, and 40 percent of commodities come from this industry. This record likewise subtleties how the organization

has battled with an absence of subsidizing since it previously opened its entryways. To stay serious in the worldwide market and fulfill the needs of their purchasers, the creators of this study contend that organizations ought to put resources into mechanical motivating forces. Concurring on the aftereffects of this examination, the public authority has executed projects to assist with things like monetary administration, innovation collaboration, and representative strengthening.

Deshpande & Sharma (2013) Business venture or Endurance?," a review paper he composed. Examination of unit-level information from the enlisted fabricating area of the miniature, little, and medium endeavors enumeration information was utilized in the review named "Position and Orientation of Private company in India," which looked to make sense of the support of dalits and other minimized gatherings and ladies in the miniature, little, and medium ventures area. Organizations possessed by individuals from the SC and ST people group are excessively packed in country regions.

3. RESEARCH METHODOLOGY

The theories that will be tested have been stated previously. The analysis of the collected data was guided by the z-test, frequency, and percentage measures. Moreover, the study was grounded on a review of related literature that provided a foundation of support. Most of these variables have been researched extensively. This section's goal is to detail the procedures that were followed during this study's research phase. Study design, sample selection, data collecting strategies, and data processing techniques are all covered here.

3.1. Objectives of the Study

1. To Investigate the socio-economic and business standing of entrepreneurs in Maharashtra.
2. To Explore the origins of fixed and working capital for enterprises in Maharashtra.
3. To Assess financial challenges within businesses in Maharashtra.
4. To Analyze the impact of government policies and support programs on the entrepreneurial landscape in Maharashtra.

3.2. Study Area

This study broadly examines MSMEs' funding in Maharashtra. This survey covers all MSMEs in eleven categories. The 10 options reflect different business sectors. This analysis assumes professional, consumer, guest, manufacturing, transportation, public utilities, retail, wholesale, agricultural, agriculture-related, construction, and oil mining/extraction businesses in Maharashtra. These eight settings represent a broad sample of Maharashtra MSMEs from different industries. This technique helps collect data in a specific geographic region and groups MSME firms in Maharashtra.

3.3. Data Collection

3.3.1. Secondary Data

In addition, this study employed legitimate secondary data. MSME yearly reports and government and agency surveys enhance primary data.

3.3.2. Procedure

This research collected data on its aims using a standardised questionnaire.

Characteristics	Professional Services	Consumer Services	Guest Services	Manufacturing	Transportation	Retail	Wholesale
Gender	Male	Female	Male	Female	Male	Female	Male
Qualification	Graduate	Diploma	Postgraduate	Graduate	Postgraduate	Diploma	Graduate
Problems in Financing	High	Moderate	Low	Moderate	High	Low	Moderate
Financing Sources Used	Bank Loan	Personal Savings	Investors	Bank Loan	Government Grants	Bank Loan	Investors
Investment in Manufacturing	₹100,000	₹80,000	₹120,000	₹150,000	₹200,000	₹180,000	₹160,000
Investment in Services	₹50,000	₹60,000	₹40,000	₹70,000	₹90,000	₹80,000	₹100,000
Scope for Modernization	High	Moderate	Low	Moderate	High	Low	Moderate
Sickness in the Firms	No	Yes	No	Yes	No	Yes	No

3.3.3. Data Gathering Plan

Data was collected by field survey. A structured questionnaire was given to respondents in each setting who agreed to respond, asking about their entrepreneur-started business, gender, types of businesses, qualification, financing problems, financing sources, investment in manufacturing, investment in services, scope for modernization, sickness in firms, etc. Before distribution, entrepreneurs were asked for help. Those who consented to fill out the questionnaire received it. The questionnaire explained the research, its value, and the researcher's assistance. The researcher helped them read the questionnaire to reduce answer error.

4. DATA ANALYSIS AND INTERPRETATION

4.1. Demographic Characteristics of MSME Entrepreneurs in Maharashtra

Table 4.1: Demographic data of entrepreneurs

The study shows that MSME business owners in Maharashtra come from a wide range of backgrounds. There are big differences between men and women in the professional, customer, guest services, industrial, transportation, retail, and trade sectors. There are different kinds of financial problems, with industry having the most trouble. However, a variety of funding sources are used, such as bank loans and government funds. Investing in production and services is not the same, and there is room for a lot of change. Sickness is common in companies where women run customer and guest services. The results show that specific help is needed to address the problems and make the most of the possibilities in each industry in Maharashtra to encourage business and long-term economic growth.

4.2. Business performance

Table 4.2: Analysis of business performance

Industry	Average Annual Revenue (INR)	Average Profit Margin (%)
Professional services	1,500,000	15
Consumer services	1,000,000	10
Guest services	800,000	8
Manufacturing	5,000,000	12
Transportation and public utilities	2,000,000	14
Retail	1,200,000	9
Wholesale	1,800,000	11
Agricultural and agricultural-related	600,000	6

Construction-related	3,000,000	16
Mining/extraction of oil	10,000,000	20

There are big differences between the businesses in Maharashtra when you look at their average yearly revenue and profit margins. Manufacturing and mining/oil extraction bring in the most money each year, with an average of INR 5,000,000 and INR 10,000,000, respectively. These businesses also have higher profit rates, between 12% and 20%, which shows that they can make money. Agriculture and companies connected to agriculture, on the other hand, make an average of INR 600,000 a year and have a profit margin of 6%, which shows how tough the economy is in this sector. With a big profit margin of 16 percent, the building industry stands out in Maharashtra's business world. This shows that it has the potential to make money.

4.3.Sources of Fixed and Working Capital Table

Table 4.3: Source of capital funds from MSMEs

Source of Capital	Percentage of Total
Personal savings	40
Bank loans	30
Government grants and subsidies	15
Venture capital	10
Other sources	5

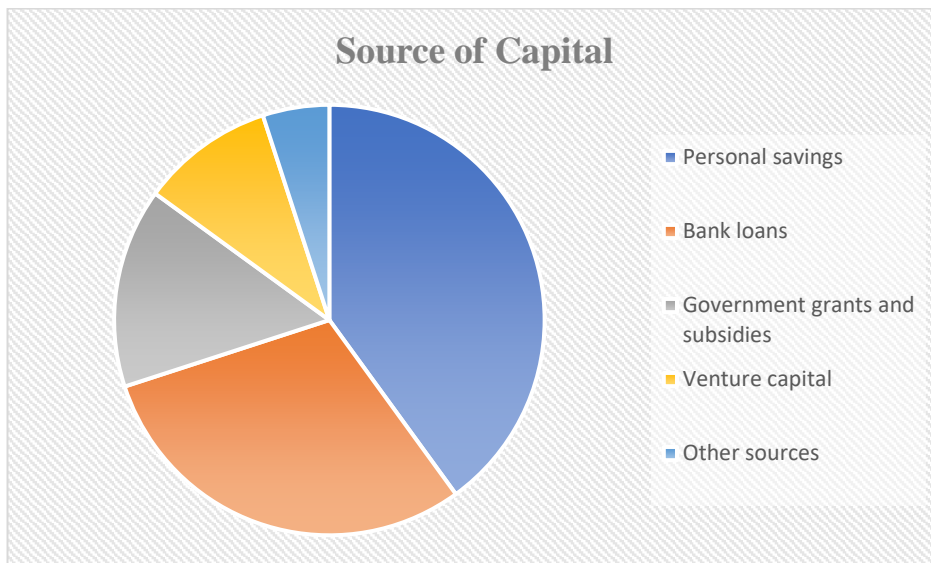


Figure 4.1: Pictorial representation of source of capital funds

Maharashtra relies heavily on personal funds, which make up 40% of all capital, as shown by a study of capital sources. This shows that businesspeople are very committed, which could mean they have faith in their businesses. 30% comes from bank loans, which shows a dependence on outside financing, which is a popular way for businesses to grow. The fact that 15% of the money was set aside for government handouts and subsidies shows how important public backing is for business growth. The fact that venture capital makes up 10% of the market shows that some businesses are getting outside money to grow. The last 5% came from other sources, showing how varied the funding is and how important it is for Maharashtra's business processes and growth to have many ways to get money.

4.4.Financial Challenges Faced by Businesses Table

Table 4.4: Challenges faced by MSMEs

Challenge	Percentage of Businesses Affected (%)
Access to credit	50 %
Cash flow management	30 %

Debt repayment	20 %
Taxation	15 %
Regulatory compliance	10 %

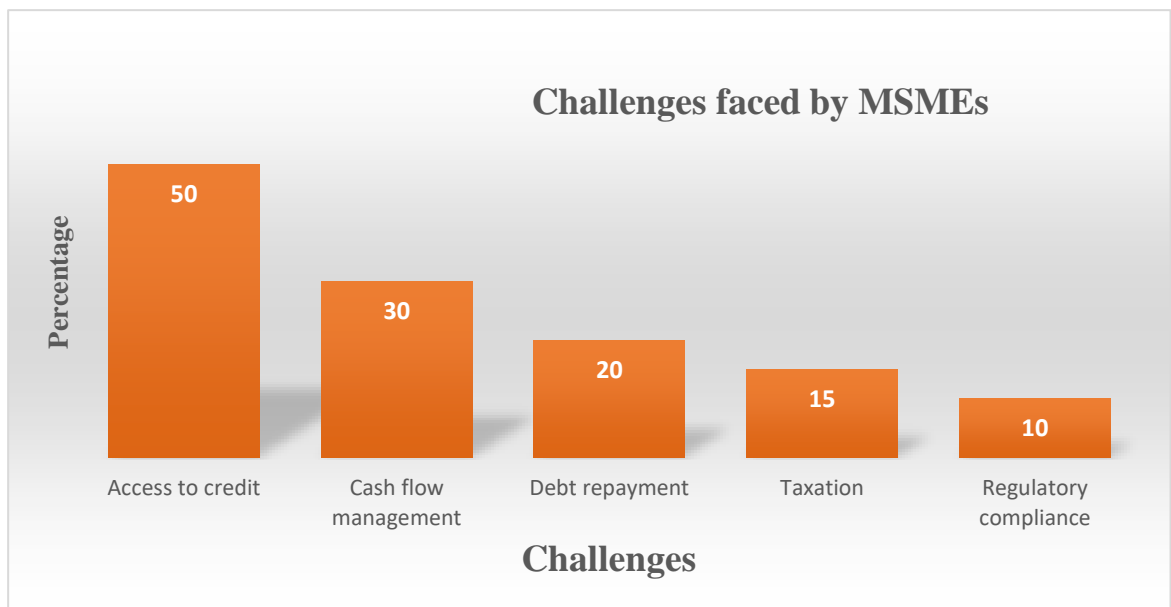


Figure 4.2: Graphical representation of challenges faced by MSMEs in percentage

Access to loans is the biggest problem for companies in Maharashtra, as shown by the fact that it affects half of all businesses. This points to a big problem with getting money, which could stop growth and longevity. Cash flow management comes in at a close second with 30%, showing how important it is to keep cash on hand for day-to-day activities. 20% of businesses have trouble paying their debts, 15% have trouble with taxes, and 10% have trouble following the rules. These problems show how complicated problems can be. For example, limited funds, high taxes, and complicated rules all affect the business world as a whole. Taking care of these problems is necessary to make Maharashtra a good place for business growth and economic progress.

5. RESULTS AND DISCUSSION

The study on MSME owners in Maharashtra shows that the world of business is very different, with differences in gender, education, and financial problems between industries. When it comes to business success, the manufacturing and oil mining/extraction sectors stand out. They have the biggest average yearly income and profit margins, which shows that they can make money. Instead, companies that are connected to agriculture and agriculture are having a hard time with the economy, which shows in their lower income and profit margins.

The study of capital sources shows that personal funds and bank loans are used a lot. This shows how committed the entrepreneurs are and how common it is to get outside money to grow a business. Government funds are very important because they make up 15% of the total capital. This shows how important public backing is for business growth. The problems small businesses in Maharashtra are having, especially getting loans, show how important it is to focus interventions to remove financial roadblocks that are stopping businesses from growing. Cash flow management, paying off debt, taxes, and following rules and regulations are also big problems that businesses have to deal with. This shows how complicated business problems are.

6. CONCLUSION

Finally, the in-depth study of MSME businesspeople in Maharashtra has given us useful information about the many changing aspects of being an entrepreneur. The results show that female representation, qualifications, and financial problems are not all the same in different fields. This shows how important it is to have customised support plans. The performance study shows that the manufacturing and oil mining/extraction sectors are very profitable, while farming companies are having a hard time making money.

Capital sources show that a lot of people depend on personal savings and bank loans. This shows how dedicated businesses are and how common it is to get money from outside sources. Grants from the government are very important because they show how public backing for businesses can help them grow. The problems that have been named, especially the general worry about not having enough access to credit, make it clear that specific actions are needed to remove financial obstacles.

This study not only helps us learn more about the MSME sector in Maharashtra, but it also gives us the information we need to make policy choices that will help businesses grow and the economy grow in the long term. Using these findings will help create policies and support

programmes that meet the unique needs of different businesses, encouraging resilience and new ideas in Maharashtra's MSME environment.

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A STUDY ON FACTORS INFLUENCING BUYING BEHAVIOUR OF GENERATION Z FOR E-COMMERCE IN INDIA

Prof. Nikita Rai

Assistant Professor – School of Management

Ajkeenkya D Y Patil University, Pune

Email: nikita.rai@adypu.edu.in

Prof.(Dr.) Vijay Kulkarni

Professor, School of Management

Director, Corporate and Executive Program, SOM,

Ajeenkya D Y Patil University, Pune Vijay.kulkarni@adypu.edu.in

Abstract

It is a never-ending problem and subject of constant idea to comprehend the buying behaviours. However, it is equally necessary to comprehend the depth of the customer's psyche and create the truly necessary exactness in foreseeing the future. Both the buying behaviour and the instruments and processes that facilitate exchanges are significant. As Generation Z progressively develops to represent a sizable piece of the consumer market, it is currently more significant than any time in recent memory to understand how to sell to it. Our understanding of their online shopping behaviour patterns will help us better understand their buying propensities. The accessibility of online stages and technology have essentially affected consumer behaviour, especially that of generation Z. Online shopping is expanding at the fastest rate and quickly becoming a famous and trusted shopping channel of customers all through the world, in which, the customer bunch represents a major share and tends to guide consumer behaviour. Online, generation Z is the present and future. To help businesses continue to reach and prevail upon this set of potential customers, this article focuses on understanding the elements influencing Gen Z's online shopping movement. This study intends to discover some of the online shopping behaviours of Gen Z and likewise attempts to identify some valuable affiliations that will help marketers and other people researching Gen Z movement. The discoveries indicate that Gen Z prefers to lead in-depth research before making an online purchase.

Keywords: Generation Z, E-Commerce, Buying behaviour, Security, Online purchase experience, Online Purchase Intention.

1. INTRODUCTION

Customers may opt to do their shopping online due to the Internet's growing

importance as a global communications and trade platform. According to Internet World Stats (2020), as of April 2020, 59% of the world's population, or roughly 4.57 billion people, were regular Internet users. E-commerce also facilitates the shipping, transporting, purchasing, trading, and two-way communications of goods and services. What's most endearing is that major e-commerce companies are still mostly ignoring a sizable percentage of those prospective customers.

Indian customers are presently undeniably more compatible with online stages than any time in recent memory. Over 150 million people use the internet, and that number is increasing every minute. Both the scale of the e-commerce business and Indian consumers' acceptance of it are exploding. The burgeoning and massive e-commerce sector generates critical measures of revenue through online exchanging. The replies of the users are completely significant to the success of e-commerce. Users are becoming more comfortable making purchases online, and the epidemic has made reception simpler. Modern technology, which offers many benefits, has replaced the conventional buying pattern. The straightforwardness of use develops alongside the expectations,

which have likewise fundamentally increased since customers have utilized a variety of web sites. As a result; the elements of the Indian retail market have changed essentially. The increased use of the internet and convenience of utilizing different e-following sites is the cause of the developing interest in them. The ubiquity of this stage at first increased in metropolitan markets, yet it has since moved to rustic areas too, which are generally underserved and have enormous demand potential considering the development of the internet. Due to the increased reception of technology achieved by e-commerce, little organization owners and entrepreneurs were able to begin new businesses or develop current ones. The generation after the millennial, known as Generation Z, includes people brought into the world between the late 1990s and today. The use of internet-based technology is generally prevalent among this generation, which has grown up around electronic gadgets since the beginning.

1.1. Understanding Generation Z

Gen Z accounts for 21% of the population and is quickly becoming more important to businesses than Gen Xers. They will significantly affect future developments

and user habits. So, businesses and academics are trying to figure out what Gen Z wants and how they purchase so that they can attract and retain them as online customers. Generation Z, the most recent group of teenagers, attain full maturity between the ages of one and five. The current youth are unlike those before them because they are bold, independent, emotional, expressive, creative, and curious. A stronger inclination for consumer behaviour and a lack of instantaneous preparation and points of view while making impulse-triggering site attribute variables features purchases are the outcomes of Generation Z's heightened sensitivity to correspondence patterns. When determining whether to make an online purchase, users take into account site qualities including ease of use and aesthetic appeal.

1.2. Gen Z's online shopping behaviour

Gen Z's online shopping behaviour is interpreted as including every single behavioural expression, from developing a purchase intention to selecting an item to purchase and settling on a last choice, as well as from selecting to evaluating items, circumstances, and buying strategies (Saputro, 2023). Customers will eventually

come to trust one another and make purchases. Because Generation Z is very tech-canny, each gathering of customers will have different buying propensities. Before making a purchase, Generation Z will research the supplier's sales activities by reading customer reviews, visiting the organization website, etc. They will likewise seek online expert advice before making a huge purchase (Syahdan, 2021). What's more, Gen Z likewise uses reference gatherings, like asking friends and family for recommendations before making a purchase. Gen Z frequently continues to shop online and encourages friends and family to utilize the buying channel after feeling secure and satisfied with the calibre of the goods and services; this is a huge component in the decision to do as such (Thangavel, 2021).

2. RESEARCH OBJECTIVES

1. To examine variables influencing Gen Z's online shopping behaviour.
2. To recognise some of the internet purchasing behaviours of Generation Z.

3. LITERATURE REVIEW

Wahyuningsih et al., (2022) as indicated by their review, Gen Z consumers are more

inclined to choose superior grade, ecologically responsible items. Numerous members of Generation Z witnessed their parents struggle during the 2008 financial emergency and suffer considerable losses. They are hence more frugal and conscientious. Consumers in generation Z are less likely to trust companies than older age bunches are. They choose to follow well-known, well-liked influencers on YouTube and Instagram instead. They choose to use mobile wallets (Wahyuningsih, 2022).

Vasic et al. (2019) developed customer satisfaction with their online purchases in the Serbian market is analyzed utilizing a research methodology. Security, information accessibility, delivery, quality, estimating, timeliness, and customer fulfillment are the seven gatherings into which the conceptual model's complete of 26 components can be broken down. Input model parameters were collected through online surveys utilizing the appropriate Internet-enabled devices. The legitimacy of the developed model was confirmed utilizing the Corroborative Factor Analysis and the Incomplete Least Squares techniques. The analysis of the obtained information confirmed the primary research hypotheses, which state that the

factors of security, information accessibility, transportation, quality, cost, and time have a direct effect on customer satisfaction in online buying on the Serbian market (Vasic, 2019).

Rubin et. al. (2020) this study expects to investigate how customer mindsets contribute to online shopping truck abandonment. To investigate the effect of consumer mindsets (i.e., unique versus concrete) on purchase intentions, three experimental experiments were carried out. The discoveries show that consumers who shop online with a theoretical (as opposed to concrete) perspective give the items in their trucks a higher need rating and are therefore more likely to make a purchase, which lowers the rate of shopping truck abandonment. The results suggest that by applying strategies that enable customers to think dynamically, online retailers can lower the percentage of shopping truck abandonment. By bringing up a huge underlying process influencing online shopping truck abandonment, this research adds to the group of literature (Rubin, 2020).

Sudirjo et al. (2023) the centre is at what generation Z's buying propensities suggest for online retailers in terms of site quality,

security, services, and shoppers' overall enjoyment, as well as how this last factor affects online impulse purchases. Generation Z's spending propensities, alongside the lightning-quick development of online shopping, promote unplanned purchases. This quantitative review relied on information gathered through methodical inspection for its decisions. There were 159 people in West Java between the ages of 18 and 35 who identified as part of generation Z and had shopped on the West Java Shoppe website. Information analysis makes use of the Primary Equation Model (SEM) and the SmartPLS 3.0 projects. The discoveries demonstrate that site features, yet not security measures, fundamentally affect impulsive buying behaviour in the advanced marketplace. Services that facilitate online buying have less of an effect on impulsive purchases made on the web. Site characteristics, security measures, and online buying services all contribute to the shopper's overall satisfaction. Shopping pleasure is a more huge inspiration of impulsive online purchases (Sudirjo, 2023).

Punyatoya et al. (2019) this study is likely to examine the various factors that

influence the evolution of each sort of client trust in the advanced space and how that shapes customer satisfaction (CS) and dependability intention (LI). Approval of the review model utilizing survey was performed. Information from 334 Indian clients was used in a primary equation modeling analysis of the model's causal pathways. Cognitive and affective trust are demonstrated to be empirically discernible characteristics in the context of online buying. Cognitive and emotional trust are remembered to mediate the connection between a website's perceived quality, security and protection approach, past interaction experience, perceived e-retailer reputé, shared value, and CS. CS's positive effect on LI's attitude about the online shop is additionally noteworthy. The review provides useful data on how Indian customers rank online stores. These nuggets of shrewdness will help domestic and worldwide online merchants in developing and implementing strategies to support client trust, a key concept in both CS and LI. This point of convergence proves beyond any reasonable uncertainty that customers' level of confidence in online businesses is a basic aspect in building enduring relationships with those customers (Punyatoya, 2019).

4. RESEARCH METHODOLOGY

The research approach used to examine the elements affecting Generation Z customers' buying decisions in the context of Indian e-commerce. The methodology offers a methodical method for gathering, examine, and evaluate information to meet the objectives and hypotheses of the review. Both essential information and secondary sources were employed in this review, and they were gathered from a variety of diaries, research papers, websites, books, reports, and articles that were published online.

4.1. Research scale

Utilizing the discoveries of a review of documents on Gen Z's online buying propensities, researchers were able to synthesize and gather information for research distributions as articles and book chapters. As per research utilizing the Web of Science information system, key studies from 2010 to the present have been published by Elsevier, Scopus, ProQuest, SpringerLink, Researchgate, and Google Researcher, and some unique theoretical works have time. The creator has developed a research framework and research model from the distributions since 2001.

4.2. Research sample

This study uses multivariate regression and exploratory factor analysis (EFA), therefore it needs no less than 05-10 observations for each variable. From that point, calculate $20 \times 10 = 200$ observations as the smallest necessary sample size. The review makes use of cross-sectional information from a Generation Z survey conducted in different Indian cities. A handy non-random sample method was used to direct the survey online using a Google structure from January 2023 to Walk 2023; the survey URL was made available to general society via virtual entertainment. When the expected sample level is attained, the survey will end to verify the legitimacy of the information. 200 votes from respondents between the ages of 11 and 26 who completed the survey after two months are eligible to be analyzed.

4.3. Variables used in this study

- **Dependent Variables**

Online shopping behaviour of Gen Z (OBB)

Gen Z, generally referred to as people brought into the world between the middle of the 1990s and the beginning of the 2010s, demonstrates distinctive online shopping behaviours that are influenced by their specific childhood in the advanced age. Having grown up with cell phones, web-based entertainment, and the internet as fundamental components of their life, Gen Z is essentially distinguished by their computerized fluency and knowledge of technology (Tiwari, 2020). They prefer liquid, user-friendly, and mobile-optimized websites and applications while buying online as a result. Before making a purchase, they frequently direct in-depth internet research and rely on user reviews, user-generated content, and influencer recommendations to guide them.

Genuineness and brands with a conscience are profoundly valued by Generation Z. Companies that share their values — like maintainability, diversity, and ethical business practices — are more likely to receive their help. They search for businesses that resonate with their objectives and sense of self and have strong online presences and active virtual entertainment profiles (Thangavel, Consumer decision-making style of gen Z: A generational cohort analysis, 2022). Also, Gen Z appreciates speed and convenience; they frequently choose same-day or next-day delivery alternatives and use membership services to streamline their buying routines.

What's more, Gen Z is very price sensitive and skilled at finding the finest deals. They routinely use markdown codes and cash back deals while looking at costs across different online merchants. They are attracted to social commerce, which permits them to make purchases directly through virtual entertainment sites. However, they expect price and transportation cost lucidity (Veybitha, 2021).

To wrap things up, demand for augmented reality (AR) and virtual reality (VR) shopping experiences reflects Gen Z's fondness for immersive buying. They appreciate dynamic item perceptions and virtual take a stab at capabilities, which add interest and immersion to the online buying experience.

- **Independent Variables**

Convenience (OC)

Gen Z understands convenience as the absence of travel requirements or the need to waste time going out to search for and purchase items. Instead, customers just need to follow a few easy steps while settling down anywhere there is an internet sign to be able to purchase however much they like. Furthermore, there are more payment choices available while shopping online, for example, cash, transfer, e-wallet payment, reward focuses, etc., which appeals to Gen Z consumers.

Diversity of goods (GD)

The term "diversity of goods" refers to most of commodities that can be purchased online as well as in the conventional mode of shopping, making it even simpler to access a variety of goods that are not restricted by geography. The sum and variety of items that can be found while making an online purchase is sometimes referred to as the diversity of goods. This approach criterion makes it evident that the internet market will be more desirable than the conventional market, especially in the current climate of disease outbreak, travel restrictions, and rising travel expenses between regions. The more easy and varied access to items on the web channel, the more expensive it gets as a result of the rise in petrol prices and the reduction in shopping time.

Perception of trust (OT)

When customers choose to shop online, perceived reliability refers to their confidence and trust in the business; they feel that this is a reliable address and aren't concerned about getting conned or buying some unacceptable items because of misleading advertising. Furthermore, service providers are attempting to give consumers the best services possible alongside the most functional return and sales policies so they will feel more confident and delighted. The trust of Gen Z in online buying is likewise tested by examining the positive comments of consumers who have made previous purchases or have acquaintances in the seller's customer list. Advancements and marketing are likewise more "real" with the goal that buyers are not "hallucinated" when buying online.

Online shopping trust (OB)

Consumers will have confidence in online shopping, sellers, and online payment when it goodly affects them. After that, they will keep making purchases online and encourage and

expose their friends and family to do likewise. Furthermore, when the capability of an online shopping channel is acknowledged and developed, it will grab the eye of associations that protect consumer privileges and the general public, giving the younger generation confidence when they purchase.

Perceived purchase and financial risk (OR)

Online shopping has different potential risks notwithstanding its convenience and diversity of items during the access, decision-production, payment, and transportation phases. One of the principal dangers to be mentioned is that the real things that are purchased may differ from the website's photos or might be lost during delivery. The next risk is financial, since it is possible for data to be leaked about an individual or their personal record, or they might risk losing money when exchanging goods. Gen Z clients' online buying processes are hampered by these obstacles, which should be removed and replaced with services that foster customer confidence.

Comparison to other Sites

Members of Generation Z spend most of their time online engaging in virtual forms of entertainment and commerce. They see online advertisements while doing so, and if they find such advertisements engaging, they are more likely to continue their exploration of the web. When they find something they like, they often wait to buy it until they have done some pricing comparisons across several online retailers.

5. DATA ANALYSIS AND RESULTS

5.1. Descriptive statistics

The descriptive findings of the study sample are presented in Table 1.

Table 1: Descriptive Results

Characteristics	Frequency	Percentage
Gender		
Male	67	33.5%
Female	133	66.5%

Age		
11 to 13	9	4.5%
14 to 16	18	9%
17 to 19	45	22.5%
20 to 22	71	35.5%
23 to 26	57	28.5%
Educational qualification		
Secondary school students	17	8.5%
High school students	53	26.5%
Undergraduates	81	40.5%
Workers	49	24.5%

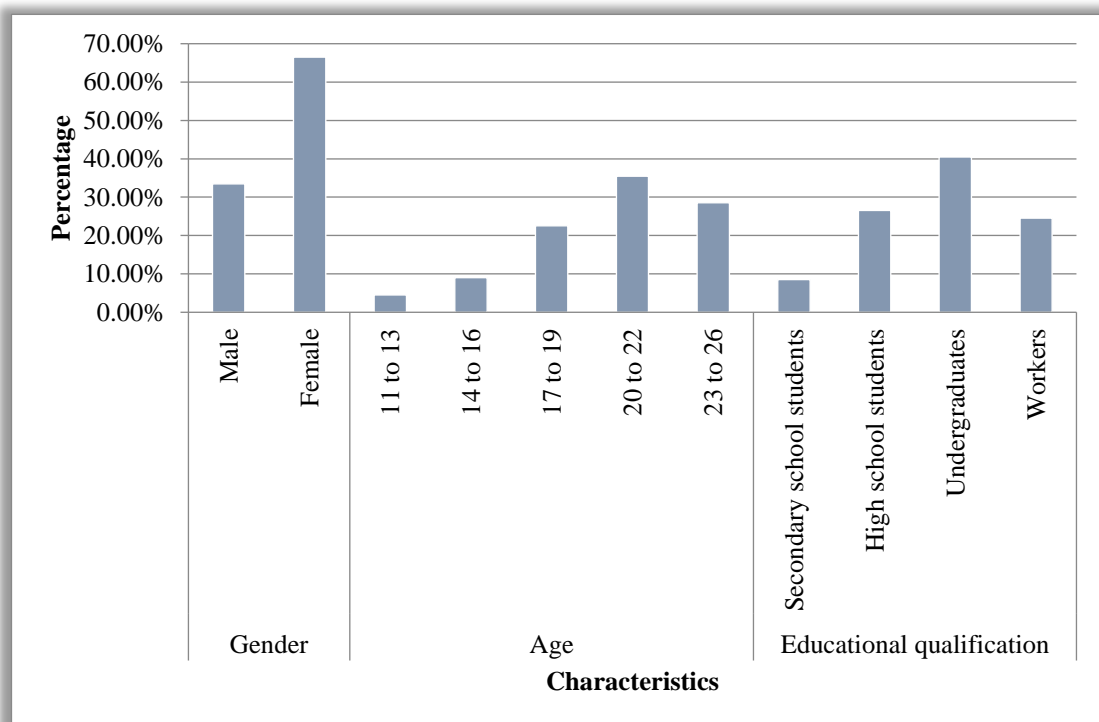


Figure 1: Graph showing the percentage of descriptive results

Table 1 breaks down survey members based on three principal factors: gender, age, and educational foundation. Gender-wise, obviously the sample has a little higher extent of women than men — 66.5% of respondents are women, compared to 33.5% of respondents who

identify as men. This indicates that there was a gender hole in the survey populace. The information demonstrates that responders are generally evenly dispersed across the range of ages. The sample's youngest age range, 11 to 13, makes up 4.5% of the populace, followed by 14 to 16-year-olds at 9%. There were a sizable number of youthful grown-ups in the sample, with 22.5% of respondents in the 17-19 and 20-22 age gatherings and 35.5% in the 20-22 age bunch, respectively. A varied age range is further demonstrated by the way that 28.5% of respondents were in the 23-26 age bracket. The heft of responders are either undergraduates (40.5%) or secondary school students (26.5%) when it comes to educational foundation, showing a concentration on the younger demographic. 8.5% of the sample is made up of secondary school students, while 24.5% is made up of workers. This dissemination represents a range of employments and educational levels among the populace polled, with a clear preference for those seeking after higher education.

5.2. Reliability test

Table 2 displays the findings of the Cronbach's Alpha reliability test.

Table 2: Cronbach's Alpha

Reliability Statistics		
Research Variables	Observable Variables	Coefficient
OC	4	0.898
GD	3	0.891
OT	4	0.871
OB	4	0.854
OR	5	0.900
OBB	4	0.783

The table records significant details about numerous review variables, for example, the number of observable variables contained inside each variable and their corresponding coefficients, which connote the internal consistency or reliability of these measurements. With the highest coefficient of 0.900, "OR" stands out especially well and demonstrates outstanding internal consistency among its 8 observable variables. With coefficients of 0.898 and 0.871,

respectively, and each including 7 observable variables, "OC" and "OT" likewise show great dependability. Despite having 6 and 7 observable variables, respectively, "GD" and "OB" have somewhat lower coefficients at 0.891 and 0.854, showing a decent however marginally lower level of internal consistency. The last coefficient for "OBB" is 0.783, demonstrating that its 7 observable variables have a respectable level of internal consistency. The reliability of measurements inside these research variables is highlighted by this table, with "OR," "OC," and "OT" being especially hearty, while "OBB" exhibits marginally lower yet at the same time respectable reliability.

5.3. Exploratory factor analysis EFA

Table 3 shows the discoveries of the KMO and Bartlett's Test for the independent variables.

Table 3: KMO and Bartlett's Test Results

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.851
Bartlett's Test of Sphericity	Approx. Chi-Square	5640.239
	df	419
	Sig.	.000

The factor analysis is absolutely consistent with the review information, as shown by the KMO test discoveries, which demonstrate that the KMO coefficient is $0.851 > 0.5$. The Bartlett test result, which likewise indicates that the observed variables are correlated in the populace, is 5640.239, with a significance level of Sig = 0.000 0.005. This outcome is completely consistent with how many independent factors.

Table 4: EFA exploratory factor analysis outcomes

	Rotated Component Matrix^a				
	1	2	3	4	5
OR1	.864				
OR2	.861				
OR3	.759				

OR4	.730				
OR5	.587				
OC1		.774			
OC2		.726			
OC3		.656			
OC4		.619			
OT1			.725		
OT2			.695		
OT3			.677		
OT4			.673		
OB1				.825	
OB2				.752	
OB3				.713	
OB4				.672	
GD1					.757
GD2					.726
GD3					.708

6. RECOMMENDATION AND CONCLUSION

As indicated by the research, customers are using the online marketplace for a wider range of goods purchases as they become more used to it. The purchase process is dynamic and continually evolving. The internet gateways are attempting to capture customers after realizing the expanding sales potential. Understanding the elements influencing the buying behaviour of internet consumers is becoming more and more significant in this present circumstance. There are between 2.52 and 2.52 billion members of Generation Z. Otherwise called computerized natives, they interact with one another and develop a lifestyle entirely online. Because they have shorter attention ranges, consume a ton of media, and have access to a wealth of study materials, Gen Z can make better decisions. As per the results of the research concentrate on the hypothesis, convenience, perceived trust in endlessly shopping trust all have a critical effect on consumers' buying decisions. There is no correlation between

checking user reviews for an item and looking into more details on other shopping websites. The perceived danger component specifically has the opposite influence. These results are critical for companies and marketers that need to effectively connect with and serve Generation Z, a generation that is set to influence the direction of Indian e-commerce in the future.

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UNVEILING THE CONSUMER NARRATIVE THROUGH NAVIGATING PSYCHOLOGICAL INFLUENCES IN THE ERA OF SOCIAL MEDIA MARKETING

Prof. Dr. Makarand Joshi

Professor in Management & Controller of Examination

Ajeenkya D Y Patil University Pune

makarand.joshi@adypu.edu.in

Dr. Shikha Singh

Associate professor

School of Management

Ajeenkya D Y Patil University

ABSTRACT

The influence of online entertainment continues to grow in the ever-changing Digital India market. This research examines the effect of online entertainment advertising on customer behaviour, with a particular emphasis on Lidl and IKEA in the Finnish retail industry. The study reveals multiple points of view by analysing content and conducting interviews with six store managers. A thorough analysis of the demographics of the participants found a diverse group of leaders with a range of experience levels across age, education, and professional fields. According to the results, advertising for entertainment products sold online has a major impact on buyers' tastes and decisions. Despite generally positive feedback, some customers may have trouble keeping track of details. This study sheds light on the complex interplay between virtual entertainment promotion and consumer behaviour, providing valuable information for businesses navigating the global digital transition.

Keywords: *Marketing, social media, Navigation, Consumer Behaviour, Influence.*

1. INTRODUCTION

When it comes to informing and entertaining customers, virtual entertainment has a significant impact in Digital India. There is strong evidence that advertising in online entertainment can boost brand recognition, consumer decisions, and public support. It could also generate new ideas, boost brand traffic, provide detailed information, create a customer base, and cultivate existing relationships. All of these things can help strengthen consumer loyalty and enhance public perception of the brand. In any case, regarding Digital India. It is remarkable that so little study has been done in this area, given the importance of trust and perceived market benefits to customers' decisions to buy online entertainment. Both of these aspects affect how consumers perceive purchasing online. Thus, there are issues in the perception of the relationship between online virtual entertainment firms and shopper purchasing behaviour in Digital India due to the lack of information regarding the function of trust and perceived market benefits in this context.

The expansion of globalisation and the dissemination of knowledge made possible by the Internet have stimulated business expansion. Clients have a more full scope of labour and products, which has

provoked vehement opposition. While many businesses are prepared to use online entertainment advertising to promote their brands, few have equipped their managers to understand the medium. The ability to build good customer buzz and interest in the company's products or services depends on the ability of business executives to produce engaging content on the web.

1.1.Evolution of social media marketing

The rise of cyber-based media for amusement Between 1995 and 2002, the Internet bubble gave rise to a new industry: online advertising. The internet's meteoric rise has made it a useful tool for advertising. Foster sites were among the earliest tools used by organisations to establish a web presence and boost their reputation. Organisations can now use web crawler enhancers (Web optimisation) because to the rise of web indices like Google, Hurray, and MSN. With the help of Web crawler Enhancers, businesses may now boost their visibility in search engine results.

The proliferation of content promotion has been aided by new articles published on the site's second generation. Inbound

promoting popularly known as Happy showcasing extended the value creation to customers while, simultaneously, acquiring business to the various organisation. As a result, the sites have replaced traditional outbound marketing strategies including cold calling and product placement. The business world has finally caught on to social networking sites like Facebook, Twitter, and LinkedIn. The collaboration could differentiate among available virtual entertainment options and select the one that would have the greatest positive effect on their strategy.

1.2. Role of Social media advertising in influencing consumers' perspectives

The research shows that people are influenced to make expensive or cheap purchases based on the recommendations of friends and online acquaintances in the realm of virtual entertainment. The proposed link between online entertainment and consumer navigation posits that the latter has an impact on consumers' promotion mindsets, brand quality, and purchasing expectations while browsing the web.



Figure 1: Strategy for advertising using social media

Buyers are difficult to influence on the best way to buy directly, but you can still have an effect on their final decision and preferences by acting as an intermediary. Either excellent branding significantly affects consumers' ultimate decision making when making costly purchases. Furthermore, when company customers' friends offer suggestions on clear products via virtual entertainment, it directly influences their choices on product purchases.

Advertising through web-based entertainment provided by business marketing eventually affects buyer outlooks and expectations. Using the aforementioned information, marketers can create strategies to attract and retain customers. Numerous advertisers in the

ongoing age utilize virtual entertainment as a device for promoting efforts. Because it is practical to advertise products and services via internet entertainment, it facilitates communication with customers.

1.3. Marketing via social media and its effects on consumers' purchasing behaviour

The social reinforcement of preconceived notions about particular brands can also influence consumer behaviour. Moreover, peer interchanges and social instruments can likewise lead explicit clients to intend to purchase a brand. Consumers who base their purchases on the aforementioned reviews are more likely to put their money behind recognisable company names.

Online entertainment has an impact on consumers' shopping decisions, but it also contributes to the advancement of knowledge in other areas, such as the study of legislation and the selection of jurors. In business law cases, for instance, jurors may access online advice to aid them in their deliberations. The author suggests that Twitter is the greatest website for web-based media to exchange data and news because consumers can access up-to-date information there. Even those who focus on the distant past recognise the possibility

of social impact hypotheses having an effect on one's life choices.

The authors reason that people who partake in online games or other forms of virtual entertainment are likely to be connected to one another and hence affected by the activities taking place inside their respective online communities.

1.4. The effect of social media advertising on repeat purchases

Conviction in a brand and situational elements like location, design, and even natural tidiness can both influence a customer's propensity to repurchase a particular brand. Customers have faith in the association's efforts because of the group's steadfastness and the attractiveness of its vision. This attitude makes it easier for consumers to make repeat purchases due of the product's dependability. Many people today would rather buy online and have their products delivered to their homes than go out to a physical store because of the accessibility of knowledge beyond the physical world made possible by virtual entertainment. Lighting, layout, music, and aesthetics are all contextual aspects that can affect a customer's tendency to make a repeat purchase. If you've had some time to think about it, you

could be in a better frame of mind to make a similar purchase. This is due to the fact that the company is likely to meet its customers' demands at the precise time they have them, as well as other reasons such as the ease with which supplies may be restocked, the convenience of the stores' locations, the high income of the target demographic, and so on. Group, individual, and corporate purchasing patterns vary because consumers' perceptions and experiences with the numerous brands available to satisfy their needs and wants vary.

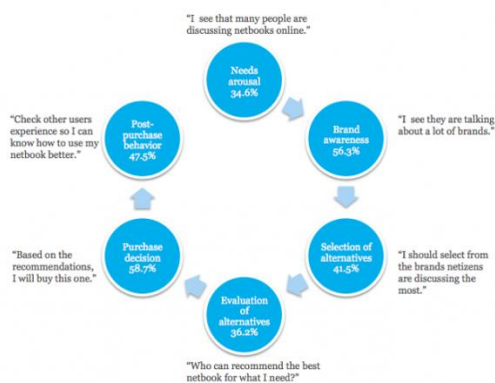


Figure 2: Cycle of online purchase

2. LITERATURE REVIEW

Dwivedi et al. (2021) Consumer propensities and corporate practices have moved because of the far reaching reception of web and social media. Because of social media and advanced marketing, organizations can set aside

cash, raise brand mindfulness, and lift deals. However, there are significant obstructions, like irritating and meddlesome internet based brand presence and negative electronic informal. Specialists in the fields of advanced media and social media marketing have contributed their insight to this article. Viewpoints on additional particular issues, for example, man-made reasoning, increased reality marketing, computerized content administration, portable marketing and publicizing, B2B marketing, electronic informal, and moral issues in that, are given by the specialists as well as an itemized story on key parts of this significant subject. By distinguishing the impediments of past examinations, illustrating the holes in the writing, and proposing new lines of request that can add to growing comprehension we might interpret computerized and social marketing, this study makes a significant and opportune commitment to the field.

Chang et al. (2019) Albeit in-feed social adverts on social media are growing quick all over the planet, the substance methodology of organizations introducing in a human manner gets exceptionally less concentration. This study explores whether expanding "likes" on WeChat Second ads

is conceivable by decisively matching the account individual utilized in the advertisements (first-individual versus third-individual) with the ideal brand picture (warmth versus ability). In view of our meta-examination of five examinations, we presume that the inspiration of social having a place is stirred up when first-individual portrayal is matched with cordial pictures, while the inspiration of personal development is stirred up when third-individual portrayal is matched with learned pictures. We likewise track down that the impacts of shifted matches on preferring aim are directed by a significant individual trademark (self-checking). This examination has both hypothetical and viable ramifications for advertisers carrying out in-feed social promotions on social media. It adds to the writing on publicizing content methodology and promoting language on social media.

Pelet et al. (2017) There's been talk about how "flow" is crucial to grasping online behaviour and characterising the engaging quality of digital interactions. The effects of flow are studied here, with a focus on their manifestations during social media consumption. The results show that telepresence enhances the five facets of

flow—pleasure, focus, difficulty, agency, and exploration. Overall flow is favourably associated to these aspects (excluding control), which increases time distortion and frequency of social media use. We also create a model to show the intertwined nature of flow, telepresence, time distortion, and the use of social media, thereby expanding the nomological network on flow theory. Interesting findings about users' behavioural intentions when using social media are presented, highlighting the idea that overall flow can distinctively effect social media users in a flow experience. Theoretical and practical ramifications of these findings are examined.

Voramontri&Klieb (2019) The motivation behind this study is to lead observational examination into the capability of social media in the dynamic course of clients making complex buys, characterized here as those encapsulated by significant brand contrasts, high consumer commitment and hazard, and high exchange expenses and low recurrence. The model adjusts the EBM exemplary's data gathering, elective gauging, and last buy choice stages. A quantitative report investigates how much social media really transforms people. As indicated by the

discoveries, social media use influences consumers' bliss at different focuses during the purchase choice and post-buy assessment processes, starting with the exploration and assessment stages. The review zeroed in on educated purchasers in South and Southeast Asia and included finished exchanges, as opposed to deserted questions.

Chopra et al. (2020) The reason for this study is to lead observational investigation into the effect of social media on client decision. A quantitative report investigates how much social media really completely changes people. Client audits of items and administrations are progressively being overwhelmed by outsiders in web-based discussions, which thus influences choices made in the disconnected world. Consumers are effectively taking part in web-based discusses thanks to social systems administration destinations, regardless of the way that advertisers have little influence on the subjects, timing, or recurrence of these discussions. As per the discoveries, social media use influences consumers' bliss at different focuses during the purchase choice and post-buy assessment processes, starting with the examination and assessment stages.

Stephen, A. T. (2016) Recent studies on customers in online and social media marketing contexts are discussed in this article. Consumer digital culture, responses to digital advertising, effects of digital environments on consumer behaviour, mobile environments, online word of mouth (WOM), and (v) online WOM are the five topics highlighted. There is a wealth of information to be gleaned from these articles on consumers' interactions with the digital worlds in which they find themselves on a regular basis. There is still plenty to learn, and most of what is known focuses on word-of-mouth marketing, which is only one facet of today's complex digital consumer landscape. Several suggestions for future research are made in an effort to get scientists thinking about issues beyond the ones they've previously focused on.

Bigne et al. (2018) This exploration takes a gander at what social media and other disconnected factors mean for the internet buying and suggesting conduct of sightseers for financial plan carrier administrations. Drawing on the Hypothesis of Contemplated Activity (TRA), this examination explores the impact of disconnected social impacts (relational and outside influences) and

investigations online Consumer-to-Consumer (C2C) data trades as a driver of client demeanor towards online buys. We theorize that these components increment positive WOM and e-WOM in minimal expense settings, prompting more web-based repurchase aims. The reasonable model is approved with an example of 441 Spanish internet based purchasers of minimal expense carrier administrations utilizing primary condition displaying. Repurchase purpose and verbal exchange online are altogether influenced by disconnected relational impacts (like loved

ones), while e-WOM is unaffected. In any case, disconnected outer tensions (like the media and specialists) meaningfully affected web-based repurchase goals or WOM, and on second thought exclusively influence consumers' aims to advance future acquisition of minimal expense aircraft administrations on social systems administration travel locales. Likewise found is the connection between online C2C data trades and changes in disposition, which thus impressively affects verbal exchange and electronic verbal (e-WOM) repurchase goals.

3. RESEARCH METHODOLOGY

3.1.Objectives of the Study

- 1 In the context of global digitalization, how much did consumers' access to internet entertainment influence their spending habits?
- 2 How much did people's willingness to spend time online watching entertainment content influence their willingness to engage in e-commerce across international borders?
- 3 Thirdly, how much did the ease of access to online entertainment platforms affect the variety of consumer preferences and selections during the global digital transformation?
- 4 In this era of global digitalization, how much did the incorporation of online entertainment into marketing plans affect brand loyalty and consumer retention in different regions?

3.2.Research Design

The study used a contextual inquiry technique with the goal of thoroughly analysing certain situations from the Finnish retail industry, with a particular emphasis on Lidl and IKEA. This

method made it easier to analyse these specific companies in-depth and allowed for a more thorough investigation of how online entertainment advertising affects consumer behaviour.

3.2.1. Purpose

Understanding and analysing how online entertainment advertising affects customer behaviour in the context of the chosen retail organisations was the main objective of the study. Through the application of a contextual investigation technique, the study sought to offer a comprehensive and perceptive analysis of this influence.

3.2.2. Structure

A report detailing the research findings was produced and delivered, with each segment covering a distinct facet of the inquiry. A methodical and thorough investigation of the major elements pertaining to online entertainment advertising and consumer behaviour was made possible by this framework.

3.3. Sampling

The necessity of sampling was determined by practical and logistical factors, considering the difficulties of researching the complete population. This method made the process of gathering data more focused and controllable.

3.4. Data Collection

3.4.1. Rationale for Primary Data

To gather verifiable proof of the influence of online entertainment advertising on consumer behaviour, primary data gathering was chosen. In this instance, the managers of the chosen stores—Lidl and IKEA—were important players.

3.4.2. Participants

As part of the data gathering procedure, six participants—more precisely, the managers of Lidl and IKEA—were assessed through interviews.

3.4.3. Data Collection Process

Seven days were dedicated to gathering the data. Whatsapp was used for the online interviews, with one participant meeting each day. This meticulous process made it possible to collect data in an organised and thorough manner

4. DATA ANALYSIS AND INTERPRETATION

Table 4.1: Participant demographic data

Participant	Age	Gender	Education Level	Experience (Years)
P1	35	Male	Bachelor's	8
P2	40	Female	Master's	10
P3	32	Male	Bachelor's	6
P4	45	Female	PhD	12
P5	38	Male	Master's	9
P6	36	Female	Bachelor's	7

The study's participants are diverse in terms of their age, gender, level of education, and work experience. The range of ages, which includes a mix of professionals in their mid-career, is 32 to 45. There is a balanced distribution of genders, with three men and three women. Though there are differences in educational attainment, most have advanced degrees (PhD or Master's). With a range of 6 to 12 years of professional experience, the participants are an experienced group. With a focus on Lidl and IKEA in particular, this diversity is useful for gathering a wide range of viewpoints on how online entertainment advertising affects consumer behaviour in the Finnish retail industry.

Table 4.2: Average Scores and Synopsis

Question	Average Rating
Impact of Online Ads	4.17
Integration Effectiveness	4.17
Tracking Challenges	3.17

Overall Satisfaction	4.17
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The average rating given by participants was continuously excellent, highlighting the benefits of online advertisements and their efficacy in integrating them. Tracking difficulties, on the other hand, scored rather lower, suggesting room for development. Overall, the survey indicates that shop managers have a positive opinion of online entertainment advertising, and there is room to improve tracking systems in order to raise satisfaction even more.

Table 4.3: Answers to Likert Scale Questions from Participants

Participant	Q1: Impact of Online Ads	Q2: Integration Effectiveness	Q3: Tracking Challenges	Q4: Overall Satisfaction
P1	4	5	3	4
P2	5	4	2	5
P3	3	4	4	3
P4	4	5	3	4
P5	3	3	4	3
P6	5	4	2	5

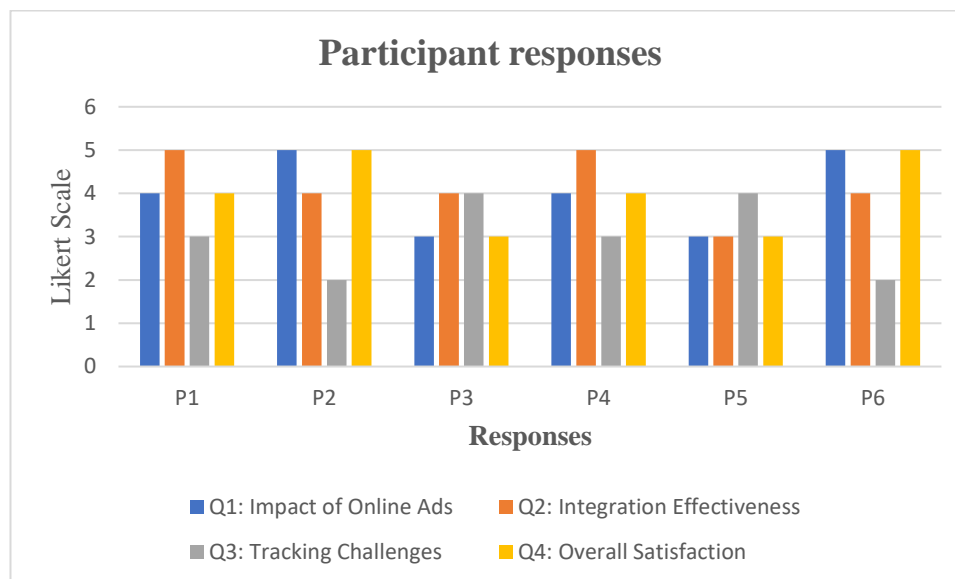


Figure 4.1: An illustration of the responses from the participants

With average ratings of 4.17, participants consistently assessed the effectiveness of integration and the impact of online marketing favourably. With a somewhat lower score of 3.17, tracking challenges should be improved. The high level of overall satisfaction indicates that, in spite of certain difficulties, individuals were generally happy with how online entertainment advertising influenced their purchasing behaviours.

5. RESULTS AND DISCUSSION

By examining the nuances of the data, the study sought to clarify the complex relationships between online entertainment promotion and consumer behaviour. Determining how these digital promotions affect consumer preferences and purchase decisions was the main goal. Through the use of a thorough methodology and content analysis tools, the study was able to extract insightful information from in-depth interviews with six respondents who were carefully selected.

Carefully examining participant demographics was a crucial aspect of the research, guaranteeing a varied and comprehensive representation. Age, education, and professional backgrounds were among the socioeconomic factors that were methodically examined. The results of this analysis showed that the participants were a diverse group of people, middle-aged and older, and in leadership roles in their various organisations. Remarkably, most of them were undergraduates, and only a small number were doctoral students.

The inquiry gained depth and context from the participants' significant work experience, which ranged from two to twenty years. This careful segmentation made it possible to thoroughly examine a wide range of viewpoints, which improved our comprehension of the complex interactions between online entertainment advertising and consumer behaviour. The results provide light on potential ramifications for business practises and advance a more comprehensive understanding of the complex ways that virtual entertainment promotions affect consumer decisions and preferences in the retail sector.

6. CONCLUSION

To elaborate, this study highlights the significant impact that online entertainment promotion has on consumer behaviour in the retail industry. The complex dynamics at work are clarified by the insights gained from the thorough examination of the qualitative material as well as the one-on-one interviews with the six carefully chosen respondents. Carefully examining participant demographics showed a patchwork of viewpoints influenced by a variety of variables, including age, education, and work experience. Crucially, the research demonstrated a strong correlation between online entertainment advertising and how it affects consumers' tastes and critical purchasing decisions.

Considering the strategic positions that the participants held—all of whom were in leadership roles with varied degrees of professional experience—the relevance of these findings becomes even more apparent. Their extensive expertise, which ranged from two to twenty years, helped to provide a comprehensive grasp of the topic and made it possible to investigate the ramifications of online entertainment advertising in the retail industry from all angles. Through the process of deciphering the intricacies of consumer behaviour, this research provides retailers with useful information that they can utilise to enhance their web-based entertainment advertising tactics, which in turn improves sales performance and cultivates repeat business. These findings provide current and useful insight for firms looking to handle the dynamic convergence of online entertainment advertising and consumer behaviour as the retail landscape continues to change in the digital era.

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**AN EXAMINATION ON THE IMPACT OF SOCIAL MEDIA ON BRANDS AND
STRATEGIES FOR REPUTATION MANAGEMENT**

Dr Manju Rughwani

Dean & Professor

School of Film and Media and School of Doctoral Studies

Ajeenkya DY Patil University

manju.rughwani@adypu.edu.in

Abstract

This study investigates the information processing limits of social media users and assesses the impact of information speed on their behavior, focusing on susceptibility to social contagions. A random sampling technique was employed in Higher Education institutions, resulting in 200 respondents from diverse educational backgrounds. Primary data were collected through questionnaires, and statistical tools, including, percentage analysis, and Multiple Regression were applied for analysis. The demographic breakdown highlighted a balanced gender representation, with 55% male and 45% female respondents. Age-wise, the study revealed a substantial relationship between age and multimedia impact, emphasizing the growing influence with age. The sample pool exhibited diversity in educational qualifications and faculties. The subsequent analysis explored the influence of social media and multimedia on students based on gender and age. While gender showed no significant impact, age emerged as a crucial factor. Multiple stepwise regressions affirmed the substantial impact of social media and multimedia on students.

Keywords: Social Media, Multimedia, Information Processing, Susceptibility, Higher Education, Demographics, Educational Impact, Regression Analysis, Digital Literacy, Interdisciplinary Education

1. INTRODUCTION

Social networking is growing quickly and turning out to be more common in each part of life, including schooling. Teen understudies are the ones that are generally powerless to the adverse consequences of effectively accessible social media. Understudies experience extraordinary interest, major areas of strength for a for freedom, and a gigantic inner self during puberty. Therefore, numerous understudies express their objection or even inside and out defiance to a school, local area, or home decide that they accept is inconsistent with their own convictions. A youngster's improvement is impacted by a large number of variables, including family, school, and local area.

Unhindered admittance to social media will influence students' personal development. There is a conflict between them on the off chance that the goals are truly particular. The aftereffects of Sheldon's exploration show that social media influences conduct shifts in the two guys and females. Adolescent understudies are significantly affected by the world, particularly by social media that is unreservedly and promptly accessible on the web.

Social networking does, from one viewpoint, valuably advance the requirements for offices and self-improvement. On the other hand, however, it likewise represents a serious gamble because of the possible outcomes. The review reaches the resolution that albeit social media stages like Facebook and You Cylinder have an essential impact in the existences of teen understudies, they could likewise meaningfully affect their schooling. In this manner, adequate information on the standards of social networking development should empower understudies to involve these apparatuses for their own personal growth.

The utilization of social networking destinations is very normal in India. As a matter of fact, increasingly more undergrads are baited to these networking destinations since they give diversion and association open doors. This hence lays out the setting for additional examination concerning this particular occasion. In fact, relational associations act as the foundation of human development and training. Thusly, in the Indian setting, it is basic to look at the degree to which social networking locales are affecting understudies' relational associations.

1.1.Social Media's Commitment to Society

It is a public gathering for emergency help and security data. There have been a few late misfortunes when social media was the main functional method for contact. While many individuals were without power during Super Tempest Sandy, some WiFi towers and cell networks kept on working. Many took to Facebook to depict the harm and console friends and family — or perhaps dear companions — that these were protected. The terrible Boston Long distance race bombings this previous week ignited a worldwide social media development to help individuals out of luck and to share data. As per Advertisement Week, Twitter truly gave an advanced hash tag, #One Boston, worth an expected \$200,000, to help the people in question. All the more significantly, social media stages like Twitter have demonstrated to be valuable for neighbourhood occupants as a safety effort. The Boston Police Division tweeted the latest data on areas to stay away from, wounds, and losses of life. Police encouraged guys to utilize social networking locales for the purpose of correspondence, probably with an end goal to keep telephone lines open.

It is an extremely valuable instrument for examining violations. As a matter of fact, police organizations — including the New York Police Division — are starting to investigate violations on social media that are associated with possess. As of late, more than sixty gangsters who flaunted about their crimes on social media were captured by the NYPD. On the off chance that Oregon were some other state:

1. It is a type of influence over governmental issues. Individuals presently have a genuine voice thanks to social media. Simply last month, while the High Court was hearing issues including same-sex marriage, a social media development supporting for marriage uniformity picked up speed. As a matter of fact, brands embraced the pattern by making symbols of white correspondence that were pertinent to them. Social media has the ability to impact political choices and is a strong problem solver. Albeit the High Court hasn't gone with a choice in the continuous conversation, the judges have thought about the public's sponsorship.

2. It's the best method for associating over significant distances to yet. Most of us can reconnect with loved ones who live far away without burning through cash on global calls. I could reach out to individuals I met in Australia and South Africa once more. I take a gander at their photos and get a brief look into their lives, so it's useful to have a method for staying aware of their updates despite the fact that I can't truly be there. It is the ideal expansion to email and Skype, among different types of correspondence.

1.2.Platforms of Social Media

When we think of social platforms, Facebook, LinkedIn and Twitter are actually likely the most typical labels. But you will find a huge number of various other sites are existed. At this time there are actually five kinds of social networking including Collaborative projects (Wikipedia, Delicious, and so on), Blogs, Content Communities (Book Crossing, Flickr, YouTube, Slide share, etc.), Social networking sites, Virtual games, Virtual social worlds. Virtual world enables individuals to choose the conduct of theirs in an essential and free fashion therefore

following a virtual way of life much like their true life

You will find numerous types of social networking platforms. Social networking includes web and mobile based technology which allow & encourage individuals to work together with any person they really want by making profile and exchanging contents with one another. Accordingly below are numerous types of social networking platforms that are revealed:

- a) Social Networks: Social networking sites provide internet services to users to create the own profile of theirs, private portfolios & interests. These profiles as well as pages are actually used to connect with friends, other people and co-workers to be able to discuss combination, content, and media of the. They create interactions with various other people by posting status, commenting on other's status, sharing links as well as pictures or perhaps by some other multimedia. Examples of social networking sites consist of Bebo, MySpace, Google+, LinkedIn, and Facebook.
- b) Web blogs: Blog is actually probably the oldest & most popular types of social networking. Blogs are usually

considered as internet journals that arrange content chronologically or perhaps by date, month, category as well as year. A Blog is a site, in which blog owner write posts and posted/publish for the individuals to read. We are able to likewise produce video or "vlogs," blogs, which feature shared or maybe homemade video clips. Blogging sites include Tumblr, Blogger, and Word Press.

- c) Micro-blogs: Micro-blog options brief posts with words that are not many; it's opposite to journal style posts. Generally, computer users are limited while posting a number of lines of text, or perhaps uploading images and videos. Info very easily. Micro-blogging is extremely well known for publishing fast updates as well as in order to distribute content via mobile devices. The popular micro blogging sites include Tumblr, Pinterest, and Twitter.
- d) Content Communities: Images as well as movies are actually organized, shared as well as commented upon by the content material communities" users. Examples of those content communities are scribd, Flickr, and YouTube.

- e) Collaboration: Wiki and Wikipedia is the ideal example of social awareness or cooperation. These sites let a community of individuals to include as well as modify content in a community based database. It produces a hub of expertise to make use of as reference by others. For instance: Answers.com, Quora, Wikis, and Wikipedia.
- f) Geo location: This kinds of social networking is actually related with mobile device and it establishes a user's location. , for instance, individuals go someplace and they need the friends of theirs to find out about the area of theirs, consequently, they make check in. A favourite example of geo location sharing is 4 square. Facebook additionally presents this check in facility to the users of theirs.

2. OBJECTIVES OF THE STUDY

- To comprehend the current concept of social media and multimedia.
- To examine the requirements, advantages, and disadvantages of social media and multimedia.
- To assess the impact of social media and multimedia on students.
- To investigate the relationship between the usage of social media

and multimedia and students' academic performance.

3. LITERATURE REVIEW

(Habes and Partners, 2018) planned to reveal insight into the impacts of social networking on understudies going to additional illuminating colleges and what such impacts mean for their scholastic accomplishment. Because of its capacity to fortify the beneficiary's convictions and advance their patterns and cognizance, social media has become one of the most generally utilized types of correspondence. The review centres around the sites that the specialists checked and noticed, as well as how the sites impacted the worldwide and Center Eastern Facebook market. To discover Facebook's effect, the specialists utilized a trial and similar procedure, introducing their discoveries in light of suggestions and the ends drawn from peer-audited logical exploration distributed in diaries. As per the review, an enormous number of understudies utilize social networking destinations, with a specific accentuation on Facebook, which adversely affects their scholastic performance.

(Akakandelwa et al. 2018) The manner in which understudies impart, associate, and

socialize has been altered by social media, which has ended up being practically undeniable and an essential piece of their social and social texture. Along these lines, a lot of understudies' time is spent on social networking. Youngsters and college understudies are believed to be the frameworks' greatest proprietors. There is a developing group of examination on social media use around the world, yet bit of it centres around what social media use means for understudies' social lives in Zambia. This study was exploratory and distinct in nature. It took a gander at the kinds of social networking destinations that understudies frequently use, how long they spend on them, why they use them, and what utilizing social media means for their social lives. 240 full-time understudies in the College of Zambia's Institute of Schooling finished up self-regulated polls, and the Measurable Bundle for the Social Sciences (SPSS) release 23 was utilized to break down their responses. As indicated by the outcomes, What Sapp was the most well-known social networking stage. A large portion of the understudies who were examined said they routinely spent somewhere in the range of thirty and an hour utilizing this particular social networking application. The investigation

likewise discovered that the greater part of the understudies said they dealt with social media for only a couple of additional minutes than needed, checked their social media accounts prior to doing anything more, accepted social media harmed their scholastic performance, couldn't decrease how much time they spent on social media, heard analysis about their utilization of social media from others, and felt worried because of utilizing it. Besides, 22.4% of the understudies said they were devotees of social media. More social data was shared on social networking locales by understudies than scholarly data was. Understudies' use of social media truly improves social association. Along these lines, involving social networking in a powerful way while decreasing any adverse consequences is normally encouraged. Besides, it is trusted that our review would animate new examination in this space utilizing bigger and more assorted examples of changing understudy segment qualities.

(Waseem, 2018) Social networking is a gathering that permits individuals all around the world to examine their concerns and contemplations. Prior to finding out about the particular elements of social media, individuals need to get a handle on

what's genuinely going on with social media. Actually, the expression "social networking" alludes to the manner in which people or gatherings draw in with each other through the creation, sharing, and once in a while trade of ideas, pictures, recordings, and substantially more over the web and in web-based networks. Since cell phones and intuitive social networking sites like Facebook, MySpace, Twitter, and Orkut are surrounding them, kids are genuinely growing up with social networking as a major piece of their lives. Social organizations are truly modifying the manners by which solid individuals associate with their friends, guardians, and use innovation. There are two impacts of social media. On the in addition to side, social media stages might be very useful devices for experts. They achieve this by helping recently graduated experts in displaying their abilities and seeking after business adventures. Social networking sites may likewise be utilized proficiently for networking. On the negative side, there are various perils associated with online networks on the web. One of the worries is cyberbullying, which alludes to badgering that is done by means of the utilization of electronic designing. We examine each feature of social networking in this

exposition, including the two its benefits and disservices. Explicit regions like wellbeing, business, training, youth, and society are the concentration. This examination means to explain the exact manners by which different media will influence society on a wide scale.

The kinds of social networking locales that understudy use, how they use them, and what they mean for their way of behaving for correspondence, learning, social perspectives, and learning motivation are completely distinguished by **(Sriadhi, 2018)**. This particular examination, which involves senior secondary school understudies as the respondents, was completed in Medan, Indonesia. The example, which comprises of 184 S.TI and 48 S.RI, is picked aimlessly. Polls, perception, and meetings are utilized to assemble data, and distinct insights are utilized for examination. That's what the examination's decision shows, in spite of the fact that Twitter, Instagram, Wire, and WeChat are truly consumed in a lot more modest sums, the most frequently utilized web crawlers are Google, YouTube, WhatsApp, and Facebook. The typical measure of time spent on social media is 11.31 hours out of each day, with social and diversion targets probably positioning top,

while learning and experiences goals rank at 6th and third, separately. Truth be told, SRI understudies utilize social networking more habitually for examining than STI understudies do. The development of learning exercises in spite of a decrease in learning design is one of the noticed direct changes. While the recurrence of commitment builds, its particular quality downfalls. Mental control declines while compassion and responsiveness ascend concerning social way of behaving. As per this particular exploration, it's basic to lay out companionships and tutor kids in utilizing social networking, so risks might be changed over into potential open doors for Indonesia's more youthful ages.

(Calderaro, 2018) Since the web was created, there has been a lot of interest in whether and how computerized stages, like social networking, affect governmental issues. Subsequently, we can now depend on a developing corpus of examination that looks at the numerous associations between social networking and legislative issues from various points. The responses set forth to research the subject are frequently particular, don't necessarily in every case connect with each other, and lead the assessment of its circumstances and end results down assorted streets,

much of the time prompting totally various outcomes. Nonetheless, it is recognized that the web has made new roads for correspondence that have definitely had an impact on how data is dispersed in contrast with conventional media. News streak ventures far past public lines and into social, political, and social specialty markets thanks by and large to social media. This section analyzes how the ongoing conditions raise political cognizance. Considering this, this part examines whether and how much social networking impacts governmental issues. In explicitly, we initially examine how the web's organized attributes empower different types of political action and how the presentation of social networking has additionally exacerbated this specific issue. Subsequent to zeroing in on the job that data course plays in advancing political mindfulness and, thus, expanding political cooperation, we talk about how social networking improves this methodology and builds the effect of computerized stages on governmental issues. At long last, we give proof to the effect of social networking on governmental issues by analyzing the basic job that data course plays in the political field across political scenes, political entertainers, and political

strategies. We explicitly center around the utilization of social networking for crusading and for the preparation of social developments.

(Al-Abbas, 2017) Understudies can improve their way of learning and advantage from a few scholastic advantages given by social media and the web. Looking at the effect of utilizing social networking on scholarly accomplishment is the primary objective of this specific examination. Since current social media stages like Instagram, Facebook, Twitter, and such could influence understudies' way of behaving and scholastic performance, Ahlia College, Applied Science College, and College of Bahrain were the colleges that were picked. 150 understudies were remembered for the example, uniformly split across the three colleges. The exploration questions plan to address the accompanying: (1) How have ICTs and the Web advanced internationally?; (2) What effect has ICT had on training?; (3) What are the particular impacts of social networking on understudies' scholastic performance at Bahrain Colleges?; and (4) Which social organization sites are more well known among Bahrain College understudies? The discoveries show that social media

decidedly affects scholarly accomplishment and that 57% of understudies use WhatsApp as a portable social networking instrument for their scholastic objectives.

(Masood et al. 2017) to survey a speculative social organization type with applications for an example of 34,896 Abu Dhabi schoolchildren, this review utilized underlying condition demonstrating. The really free parts in this unit are connected with kids' mentalities towards social media, their inspirations for utilizing social media stages, the assignments they achieve

on these destinations, and the subjects they use. Seen social ramifications and social media's effect on scholastic accomplishment are covered by the reliant builds. The review will frame the connections between the different develops. Analyzed is the aftereffect of a few different factors, like parental mastery. Our review has improved our grasping in the social organization adaptation. The discoveries give belief to the possibility of equal connections between social media results, gaining from social media, and saw performance.

4. RESEARCH METHODOLOGY

This section outlined the research design and methodology adopted to investigate the information processing limits for social media users and the impact of information speed on their processing behavior.

4.1.Sampling

The study employed a random sampling technique in Higher Education institutions to select respondents in Maharashtra states. Random sampling ensured that each unit of the population had an equal chance of inclusion in the sample, promoting unbiased representation. A sample and pilot study involved 50 students from city colleges, with a total of 200 respondents (students) selected for the main study.

4.2.Procedure of Data Collection

The data collection process commenced after defining the research question and designing the research plan. Primary data, collected afresh for the study, were gathered through

questionnaires issued to 200 respondents. The respondents, representing various educational institutions, were selected using convenience sampling based on accessibility and approachability.

4.3.Data Collection Tools

Questionnaires were distributed personally after obtaining permissions. Out of the 228 collected questionnaires, 200 were completed. However, only 200 questionnaires were used for analysis due to incomplete or defective responses

4.4.Tools used for Data analysis

The collected data underwent comprehensive statistical analysis, employing a range of sophisticated tools to extract meaningful insights. Percentage analysis facilitated the expression of proportions and trends, providing a quantitative perspective on key aspects of the data. To assess variations among groups. Multiple regression analysis was employed to assess the intricate relationships between multiple independent variables and a dependent variable, unraveling the nuanced interdependencies within the data.

5. DATA ANALYSIS AND INTREPRETATION

In this particular section an effort has been created to look at the perceptions and furthermore, the views of the respondents about the various aspects of social media as well as multimedia. The following section offers the evaluation of Impact of Social media as well as multimedia on the Students.

Table 1: Gender wise distribution of Respondents

Particulars	Number of Respondents	Percentage
Gender		
Male	110	55%
Female	90	45%
Age		
Up to 21 Years	28	14%
21 - 23 Years	44	22%
23 - 25 Years	72	36%
More than 25 Years	56	28%
Educational Qualifications		

UG	80	40%
PG	40	20%
Professional	20	10%
Research	60	30%
Faculty of different department		
Faculty of science	60	30%
Faculty of commerce	40	20%
Faculty of humanities	80	40%
Faculty of engineering	10	5%
Faculty of medicines	10	5%
Medium of Instruction		
Hindi	120	60%
English	80	40%

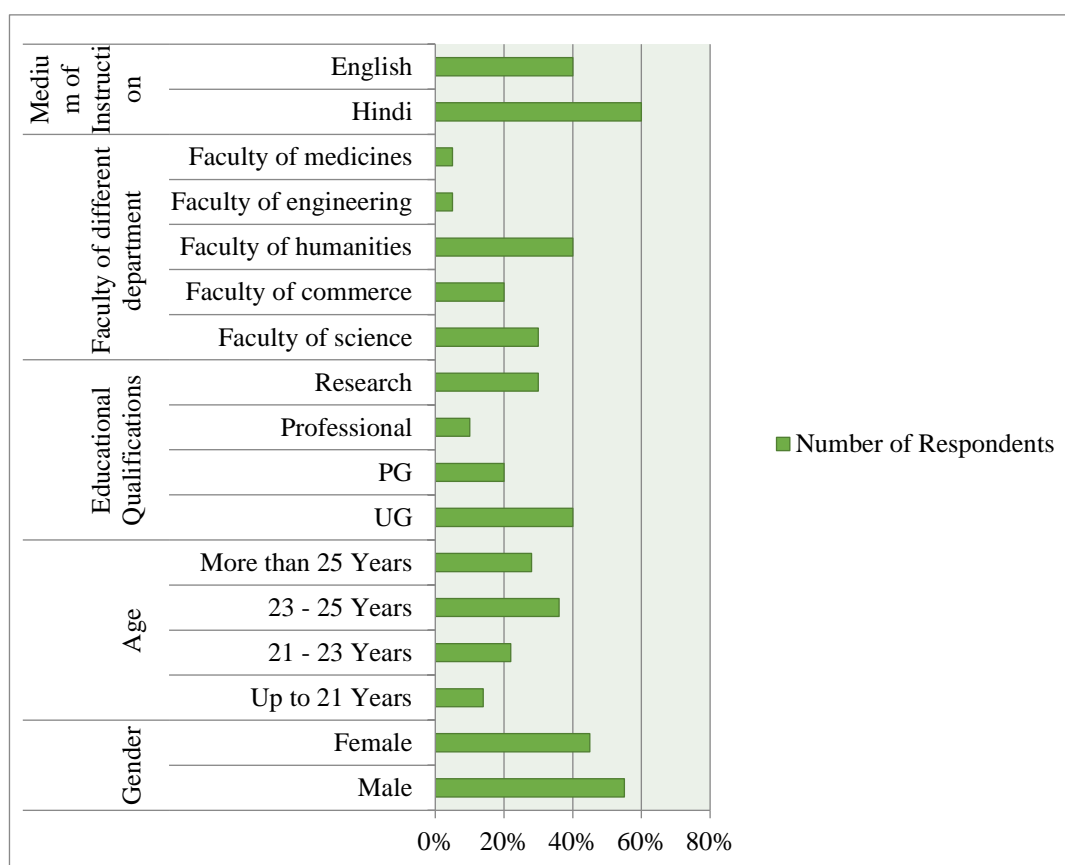


Figure 1: Gender wise distribution of Respondents

Table 1 provides a comprehensive gender-wise distribution of respondents, showcasing a balanced representation in terms of gender. Among the 200 respondents, 110 identified as

male, constituting 55%, while 90 identified as female, representing 45% of the total sample. The gender distribution reflects a relatively equitable participation of both male and female respondents in the study. Moving on to the age demographics, the respondents were categorized into different age groups. The age group "Up to 21 Years" comprises 28 individuals, constituting 14% of the sample. Those aged "21 Years to 23 Years" represent 44 respondents, contributing to 22% of the total. The age group "23 Years to 25 Years" is the largest, consisting of 72 individuals, or 36% of the respondents. Additionally, "More than 25 Years" encompasses 56 respondents, making up 28% of the total sample. Educational qualifications reveal a diverse participant pool. Those with an undergraduate degree (UG) make up 40% of the respondents, totaling 80 individuals. Respondents with postgraduate degrees (PG) constitute 20%, amounting to 40 individuals. Professional qualifications are held by 20 respondents, contributing 10%, while those involved in research activities make up 30%, with a total of 60 individuals. The distribution of faculty across different departments showcases the interdisciplinary nature of the study. The faculty of science comprises 30% of the respondents (60 individuals), followed by the faculty of commerce at 20% (40 individuals). Faculty from the humanities department represents the largest proportion, constituting 40% with 80 individuals. Engineering and medicine faculties each contribute 5%, with 10 individuals in each category.

Table 2: Influence of Social Media and Multimedia on Students: Exploring Gender Dynamics

Gender	M	F value	t value	P value
M	62.3934	20.523	3.263	.312
F	64.9363			

*At 1% level of significance **At 5% level of significance

The consequences of the understudy "t" test show how test respondents felt that the effect of social media and multimedia on an understudy's worth was not huge for some random orientation class. The mean scores for men (62.3934) and ladies (64.9363) show this. These

discoveries show that undergrads' perceptions of male and female perspectives in multimedia are something similar. The previously mentioned discoveries propose that there is no connection between's the effect of social media and multimedia on understudies' orientation.

Table 3: Relationship between Age and the Influence of Social Media and Multimedia on Students

Age	M	F value	P Value
Up to 21 Years	42.363	8.079	.000*
21 - 23 Years	43.555		
23 - 25 Years	46.396		
More than 25 Years	49.363		

The table above shows the obvious contrasts in understudies' age bunches as well as the effect of multimedia and social media. As respondents progress in years, they use multimedia all the more every now and again, and studies have shown that the effect of social media and multimedia on understudies is altogether affected by respondents' age. For instance, Euro Screen (2007) found that with regards to PC installments, progress in years really impacts a lady's financial plan than her financial class. This exploration was directed in the Unified Realm.

In his "PC" examination, Mintel (2008) found that the 20-24 and 25-34 age bunches are actually very important to advertisers since ladies are less worried about PC quality than variety.

An examination by Van Ravenswaay and Hoehn (1991) named "The Effect of multimedia purchase of electric devises: A Contextual investigation of Apples" found that more established consumers looked for less pesticide-buildup free apples, which adversely affected

the market for open apples. Be that as it may, Cheerful (1991)⁴ tracked down no connection between the period of movable item and buys..

5.1. Multiple Step Wise Regression

Multiple regression analysis is actually a statistical method which may be utilized to evaluate the connection between an individual reliant (criterion) variable and many independent (predictor) variables. The goal of multiple regression analysis is actually using the impartial variables whose values are actually recognized to foresee the single dependent value selected.

Table 4: The model summary

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.712 ^a	.512	.523	7.58537

The item synopsis for the R, R², changed R², and ordinary mistake of the assessment are shown in the table above. The level of variety in the model (subordinate) variable that can be made sense of by the direct mix of indicator (autonomous) factors is shown by the R² esteem. The thing has a R² of 0.512. This shows the variety made sense of by the straight mix of patient fulfillment and assumptions..

Table 5: ANOVA^a

Model	Sum Squares	df	Mean Square	F	Sig.
1 Regression	20105.639	1	20105.639	349.433	.000b
1 Residual	26179.718	199	57.538		

Total	46285.357	199			
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Table 6 : Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	19.365	1.975		9.806	.000
Impact of social media and multimedia of college students	.679	.036	.659	18.693	.000

The table shows that the 3 models are considerable. The 'F-value' because of this unit is statistically significant. Hence, the above mentioned cases and this may be concluded that, there's substantial impact the connection of Impact of social networking as well as multimedia of college students. The sub variables of Impact of social networking as well as multimedia of college students are highly correlated, monetary factor extremely considerably impact one variable to the next variables

6. CONCLUSION AND RECOMMENDATIONS

The comprehensive analysis of the data collected from 200 respondents sheds light on various dimensions of social media and multimedia usage among students. The gender-wise distribution revealed a balanced participation, with 55% male and 45% female respondents. Age demographics indicated a notable reliance on multimedia as age increased, emphasizing its significance in the lives of students. Educational qualifications displayed a diverse participant pool, reflecting the interdisciplinary nature of the study across faculties. The preferred medium of instruction, with 60% opting for Hindi and 40% for English, showcased

linguistic diversity among the respondents. Ensuing exploration on the impacts of multimedia and social media on understudies — considering age and orientation — delivered a few fascinating outcomes. The aftereffects of the examination showed that sentiments about what social media and multimedia mean for understudies were not significantly impacted by orientation. Yet, age ended up being a critical issue too; there is areas of strength for an among age and the amount of an effect multimedia has on children. There was a more grounded inclination for more seasoned respondents to utilize multimedia. The impact of multimedia and social media on understudies was affirmed by different stepwise relapse investigation, which delivered a R2 worth of 0.434, which addresses the extent of variety made sense of by the direct blend of indicator factors.

Recommendations:

- **Tailored Educational Initiatives:** Institutions should consider incorporating multimedia elements into educational programs to cater to the varying preferences of students. Tailored initiatives can enhance the learning experience and engagement levels.
- **Age-Specific Strategies:** Recognizing the influence of age on multimedia usage, educators and policymakers should develop age-specific strategies to optimize the benefits of social media and multimedia in education.
- **Inclusive Language Policies:** Acknowledging the linguistic diversity among respondents, educational institutions should adopt inclusive language policies to accommodate students' preferences and promote effective communication.
- **Continuous Research and Adaptation:** Given the dynamic nature of social media trends, institutions should engage in continuous research to stay abreast of evolving patterns. Flexibility and adaptability in educational approaches can ensure relevance and effectiveness.

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A NAVIGATION THROUGH THE COMPLEX LANDSCAPE OF GLOBAL CLIMATE CHALLENGES AND OPPORTUNITIES

Prof.(Dr.) Vijay Kulkarni

Professor, School of Management

Director, Corporate and Executive Program, SOM,

Ajeenkya D Y Patil University, Pune Vijay.kulkarni@adypu.edu.in

Dr. Chetna N. Mehta

Associate Professor

MIT World Peace University, Pune

ABSTRACT

This research examines the environmental, physiological, economic, political, and strategic factors that contribute to, and are affected by, global warming. It becomes clear that energy consumption plays a crucial role, with fossil fuel combustion emerging as the primary source (78%). Students' replies reveal a wide range of awareness at different academic levels, with Geography majors demonstrating a deep familiarity with environmental issues and Economics majors focusing on the broader socioeconomic context. Data will be collected through surveys and in-depth interviews to ensure a solid methodology and the collection of both quantitative and qualitative data. Findings stress the importance of coordinated efforts to effectively combat global warming's myriad consequences. These results provide important new information for the discussion of climate change and highlight the need for multidisciplinary efforts and a holistic perspective to achieve a sustainable and resilient future.

Keywords: *Global Climate, Challenges, Opportunities, Navigation, Climate Change*

1. INTRODUCTION

When referring to the world's rising temperature, the phrase "a dangerous atmospheric deviation" alludes to the

anomalies inherent in this phenomenon. This warming trend can be traced back to the widespread release of carbon dioxide and other byproducts of burning fossil fuels

into the atmosphere. It's the reason why the planet's ecology changed so little in the last quarter of the 20th century. Human effort is the primary driver of this shift. Climate change, specifically a global increase in temperature, is the greatest threat to humanity in the twenty-first century. Damage to the eco-system, destruction of dry seasons, shifts in agricultural practises, soil and water pollution, a decline in biodiversity, and other negative outcomes have caused widespread concern around the world. The degree of an unnatural weather change and its anticipated future have, as a rule, put human existence itself at considerable risk.

While a global temperature shift would have far-reaching effects, the immediate ramifications for developing nations would be devastating. Several papers presenting the evidence for a global temperature change have sparked political and economic debate. Poor regions, especially non-industrial countries, look to be most at risk from the predicted effects of a global temperature spike, although having lower emanations than the industrialised world. The threats have been correctly identified, and the world is now paying attention. Few western countries, most notably the United States, ignored the states of the deal, but the

problems of an unnatural weather change genuinely exist and keep on representing a danger to life itself. As a clear difference to natural and logical concerns, environmental change has now turned into a socio-policy oriented issue.

1.2.Theory of climate justice

Several presumptions support the Theory of Climate Justice. -

1. The first is that the planet is in serious danger of being destroyed unless something is done to save her current living and life systems.
2. The second is that, while taking into account both the causes and consequences, all peoples and nations that make up the human society on earth should carry the burdens and duties for preserving the earth system.
3. Third, we need a new perspective that recognises "shared but differentiated responsibility" in order to reconceive of individual and collective human rights, as well as our concepts of moral obligation and legal liability.
4. Fourth, it's important to search for TCJs that aren't humanoid in appearance.
5. Fifth, TCJ ought to all the more straightforwardly address the general and cement other, while keeping up with

common and pleasant ties with the methodology and languages of TGJ and TEJ. Concerns of migration, resettlement, and social and environmental exclusion are shared by all three, but they are distinct enough to warrant special attention from TCJ notwithstanding the stability of the Earth's planetary system as a whole. Towards this end, TCJ strategies should provide. Natural justice has not yet been granted to the victims of the Bhopal Gas Disaster.

The state of the environment was not a primary concern. Environmental justice is consequently not addressed in the Indian Constitution. Environmentalism refers to environmental protection as a philosophical, ideological, and social movement. According to this theory, growth should be conducted with the ecosystem in mind. All areas of progress should be made with environmental protection in mind. No sacrifices can be made to environmental safety. Climate Justice is a portmanteau of the words "justice" and "climate." The term "justice" covers a lot of ground. Justice refers to a state of fairness and equity. There have been various attempts at definition by legal theorists. They tried to define it, but failed. The most important reason for this is

because everyone has a somewhat different idea of what constitutes fairness at any given moment. Justice as we know it today may not exist tomorrow, and vice versa; injustice in its current form may persist in the future. 69 To properly examine issues of environmental fairness, a triangular framework is required. The following are some examples: People Now, People from here on out, and Nature, People Prohibited. 70 Climate equity depends on the rule that the people who have caused and are causing global warming through ozone harming substance emanations ought to bear a portion of the obligation regarding the results of their activities. Entertaining thing is, "the polluter isn't paying" here. "Ecological equity (EJ) is the fair treatment and significant interest surprisingly paying little heed to race, variety, public beginning, or pay regarding the turn of events, execution, and implementation of natural regulations, guidelines, and strategies," said the Natural Security Office of the US.

1.3.Relation Between Heat Budget Components and Indian Summer Monsoon

The Asian summer monsoon is driven mostly by the temperature difference between the Indian Ocean and the

surrounding land areas, as well as by numerous orographic causes. The storm is a sort of course that has a handful of unmistakable properties. Midyear lower tropospheric winds are directed away from the cooler oceanic regions on the side of the globe that experiences cooler temperatures throughout the year and towards the warmer land masses. In the high lower atmosphere, the stream is reversed, travelling from the warmer part of the planet to the colder half during the winter. Summertime precipitation is typically localised to one or the other side of the late spring solstice, and takes place within the storm box, a box of low strain that surrounds the warm landmass and the nearby seas and oceans. Most summer showers can be traced to brief disquieting factors that sweep in from elsewhere. However, these inconveniences are scheduled in 30-day increments. The "dynamic periods" of the storm are characterised by such unstable weather and copious amounts of rain. Intervals of calm weather between downpours are known as "rainstorm breaks." Most of the rain that falls in the tropics and oceans occurs in the Between Tropical Combination Zone (ITCZ), which is sometimes located far to

the north of where the eye of a storm would make landfall.

1.4. Conceptual Framework Of Global Warming

As a result of the planet's ever-changing environment, the local natural process is always evolving. The confluence of this worldwide custom with Earth's chilly temperature was ultimately beneficial to the evolution of humankind. As the sun's rays pass through the stratosphere of the Earth, some of that energy is absorbed by the surface, while the rest is reflected back into space. If this process had been followed reliably, there would have been no change to Earth's atmosphere and no need for concern. The composition of many gases that ascend into the stratosphere, however, is shifting as a result of industrialization, population increase, spillover (land use change), logging, and alterations in people's way of life. Atmospheric gases such as carbon dioxide (CO₂), nitrous oxide (NO), and methane (CH₄) block some of the infrared light that would otherwise reach Earth's surface. The infrared rays are absorbed and reflected back down into Earth's atmosphere. It is possible that this gas-tight system is used in greenhouses to enable the existing flora benefit from the heat provided by the

trapped gases and grow more quickly. Since the process contained is similar to what is done on purpose in a greenhouse, the term "Greenhouse Effect" has been coined to describe the impact of such collisions on the Earth's atmosphere. The global mean temperature or the temperature of the world rises as a result of the greenhouse effect. The term "global warming" is used to describe the overall trend of increasing global temperatures throughout time.

1.5. Global Warming Nexus With Climate Change

Increases in normal air and sea temperatures, a super-broad softening of ice sheets, and an expansion of ocean levels are all evidence that an unnatural weather change is occurring at a disturbing rate, as stated in the Fourth Evaluation Report on Environmental Change Union Report, which was delivered by the Intergovernmental Board on Environmental Change in 2007. The Third Evaluation Report of the Intergovernmental Panel on Climate Change was released in 2001 and depicted environmental change that was not "typical." The term "environmental change" refers to long-term shifts in the Earth system's environment that have been

mostly caused by human activity, or more specifically, by a globally welcomed increase in temperature. Article 1 of the UN System Show on Environmental Change (UNCCC) defines "environmental change" as "adjustment is inferable straightforwardly in any case not straightforwardly to individual activities such changes structure of the worldwide air and that has inside added to the regular environment variability observed throughout practically identical time periods."

2. LITERATURE REVIEW

Vardy et al. (2017) Evaluations of climate science directed by the Intergovernmental Board on Climate Change (IPCC) are strategy pertinent yet not approach prescriptive. In this article, we talk about the IPCC's (Intergovernmental Board on Climate Change) (IPCC) job as an intergovernmental association depended with making global natural appraisals (GEAs), as well as a portion of its significant plan qualities, accomplishments, and challenges. These incorporate the method involved with managing consent to break down and sum up climate research and the necessity to coordinate aptitude from whatever number of the 195 IPCC country states as could be

expected under the circumstances, despite the primary awkward nature among created and agricultural nations. We remember contextual analyses for the legislative issues of climate denialism; the utilization of geoengineering in relief situations; and the connections between versatile limit, transformation, and global advancement to feature remarkable highlights that are novel to the IPCC yet offer examples for different associations that direct GEAs. At long last, we discuss institutional reflexivity to wrap things up. We examine how the IPCC might act as a good example for a mindful and comprehensive way to deal with climate change by exploring the complicated connection among science and governmental issues and being open about it.

Collins et al. (2018) Prescient comprehension of environmental and maritime dynamical cycles is restricted, notwithstanding its centrality to recognizing the huge scope reasons for provincial climate change. We feature the reaction of tempests, blocks, and fly streams to outside compelling; bowl to-bowl and tropical-extratropical teleconnections; and the advancement of non-direct prescient hypothesis as three

forefront challenges in climate elements where huge headway can be made to illuminate transformation. We feature prospects and techniques for making fast headways here, which are critically associated with the production of high-goal coupled model recreations, halfway coupling or pacemaker tests, the creation and utilization of dynamical measurements, and the double-dealing of progressive systems of models.

Sultana, F. (2018) Global water weakness is deteriorating a result of climate change, and this significantly affects ladies. The techniques wherein individuals, networks, and countries are answering ebb and flow and future climate change are significantly affected by shifts in water accessibility, access, shortage, and security. The impacts of climate change are not consistently felt across financial gatherings, in spite of the way that it is now making many individuals more powerless, underestimated, and languishing. The impacts of climate change are felt and answered in various ways by various individuals because of crossing points of social contrast, most prominently along orientation and financial lines. Climate change is projected to demolish environmental corruption (like water

deficiencies) and water-related catastrophic events (like floods, typhoons), consequently altering orientation water geologies, which is particularly clear in water-related useful and conceptive undertakings. To work on the nature of scholastic discussions and policymaking, it is currently important to lead multi-scalar, basic, and interconnected investigations. As man centric standards, disparities, and imbalances frequently place ladies and men in separated positions in their reactions and survival strategies to emotional changes in socioecological relations and modifying waterscapes, it is essential to focus on the gendered ramifications of climate change. This is particularly obvious in light of the fact that it features the perplexing manners by which social power relations work in collective reactions to variation techniques, which are multiplying all over the planet. This part digs into the convergence of orientation, water, and climate change to show how different networks decipher, respond to, and adjust to climate unusualness and vulnerability.

Apollo & Mbah (2021) The reality of climate change cannot be denied, and its negative effects threaten to roll back efforts

to achieve sustainable development targets. The global issue provides one of the most serious challenges to eliminating poverty and existing disparities, especially in emerging nations that are anticipated to be extremely exposed to climatic variability. However, the opportunity for successful adaptation and mitigation of climate change through the acquisition of information and skills, and subsequently positive behavioural change, is largely unexplored in the education sector. In particular, education can equip people and groups to respond to climate change in a way that is both adaptive and sustainable. The focus of this research is on East Africa, a region whose economy is very sensitive to climatic factors. East African countries are currently including lessons on climate change into their educational programmes. However, there is a dearth of unified strategy for incorporating climate change education into adaptation and mitigation efforts. As a result, this analysis delves into some of the most pressing challenges facing efforts to educate the public about climate change, as well as some promising avenues for doing so.

Høye, T. T. (2020) Arctic arthropod research has significant obstacles, including the region's extreme

environmental conditions, its sparse human infrastructure, and a lack of even the most fundamental autecological knowledge. However, the Arctic presents a rare and underutilised opportunity to study species' responses to environmental change and to put ecological theory to the test due to its rapid climatic change, limited species richness, and strong collaborative networks. In this article, I discuss the impacts of climate change on Arctic arthropods at the population, community, and ecosystem levels. Temperature tolerance, life cycle diversity, population dynamics, community make-up, diversity, and biotic interactions are my main areas of study. Since there are so few species in the Arctic, it is the perfect place to try out cutting-edge, automated arthropod monitoring techniques. Insights about the causes and consequences of climate change for arthropods around the world may also be gleaned from the Arctic.

Liu et al. (2022) Right now, China delivers the most CO₂ into the environment. In this way, China has a significant impact in the battle against global warming. Decarbonization can't happen without the fundamental approaches and responsibilities. We give an outline of the

principal qualities of China's CO₂ discharges, its decrease methodologies, and its accomplishments in satisfying climate focuses in this Point of view. China has taken huge steps in decreasing its CO₂ emanations, with carbon power falling by 48.4% somewhere in the range of 2005 and 2020. This meets the objectives set out in the nation's Broadly Fitting Moderation Activities and Broadly Resolved Commitments. Accomplishing the sectoral and subnational targets laid out in China's Five-Year Plans is fundamental to accomplishing these decreases. Accomplishing carbon nonpartisanship by 2060 and arriving at its pinnacle all out CO₂ discharges before 2030 stay impressive obstructions for China. Expanding China's dependence on non-fossil energy sources, executing inescapable negative-emanation innovation, empowering local low-carbon improvement, and sending off a public "green market" are fundamental stages towards the country's objective of carbon lack of bias. To accomplish these stages, hierarchical financial advancement techniques should concur with base up monetary motivating forces and innovation improvement.

Sillmann et al. (2017) The World Climate Exploration Program (WCRP) has picked climate and climate limits as one of its Fabulous Challenges on account of the significance they are believed to have in facilitating how we might interpret the climate. Here, we give an outline of current challenges and opportunities for logical advancement and cross-local area cooperation on the subject of understanding, demonstrating and anticipating outrageous occasions in view of a specialist studio coordinated as a feature of the execution of the WCRP Great Test on Climate and Climate Limits. Notwithstanding irregular possibility, the probability of an outrageous occasion creating relies upon variables like the

accessibility of enormous scope drivers and positive nearby inputs. Thus, we develop the logical troubles related with serious occasions' global drivers and neighborhood to-territorial criticism processes. Worked on outrageous climate forecast and cycle based assessment of the portrayal of climate and climate limits in climate model recreations are both potential results of a more profound comprehension of the causes and cycles at play. Moreover, we inspect how to meet these impediments by breaking down the components and strategies used to assess and anticipate both brief span (under three days) and long-length (weeks to months) outrageous events.

3. RESEARCH METHODOLOGY

3.1. Objectives of the Study

1. To look into the causes and consequences of global warming, including a review of its contributing elements and underlying causes as well as an analysis of its broad implications on weather patterns, ecosystems, and sea levels.
2. To evaluate how climate change is affecting India's national security by identifying infrastructure vulnerabilities and dangers, as well as by looking into possible geopolitical ramifications and conflicts stemming from altered resource availability.
3. . To decide on Maharashtra's climate change adaptation plans, including identifying vulnerabilities unique to the region, creating workable adaption plans, and lessening the effects of shifting weather patterns.

4. To evaluate the socio-economic effects of climate change on Maharashtra, looking at the financial and social toll it takes on certain businesses and communities, and suggesting ways to improve sustainable development and resilience in the face of climate-related obstacles.

3.2. Study Area

Maharashtra served as the research area because it is a melting pot of Indian culture and offered a rare chance to compile a variety of viewpoints on climate change. To provide their perspectives to the research, resource staff conducted structured interviews with a chosen group of subject matter experts on global warming.

3.3. Sampling

Undergraduate students pursuing bachelor's degrees from a variety of Maharashtra universities made up the study's universe and sample. In keeping with the research's focus on identifying the potential repercussions of climate change, the goal was to comprehend their perspectives on the effects of global warming. The sample, which comprised students enrolled in various programmes around the state, provided a thorough understanding of bachelor's level students' perspectives on this important topic.

3.4. Data allocation

This study's data came from primary as well as secondary sources. To gather primary data, specific survey and interview questions were created, and the survey questions were placed thoughtfully throughout the sample region. Key participants from the main sample, including subject matter experts on global warming, were interviewed to get detailed information that matched the research questions.

3.5. Methods

In this study, a variety of techniques was used to collect data, such as questionnaires and structured interviews. Four survey items were created with the intention of gathering the opinions of Maharashtra university students from various faculties. Appendix A contains the list of survey instruments that were used to collect data from forty students in each faculty. Structured interviews with competent specialists were also carried out, which enhanced the survey results and offered a more in-depth comprehension of the topic. Appendix B has a thorough account of these interviews.

3.5.1. Primary data

Survey questions and structured interview questions made up the main data gathering instruments. The respondents, who were bachelor's degree candidates in a variety of subjects including political science, economics, geography, and strategic studies, were thought to be among India's better-informed populace. By using these tools, the researchers hoped to obtain a thorough and balanced picture of the chosen demographic's attitudes and understandings of the effects of global warming in the state of Maharashtra.

4. DATA ANALYSIS AND INTERPRETATION

4.1. Reasons for Earth's Warming

Table 4.1: Reasons for Earth's Warming

Causes of Global Warming	Estimated Percentage Contribution
Burning fossil fuels (coal, oil, and natural gas)	78%
Deforestation and land-use change	19%
Industrial processes and manufacturing	6%
Agriculture and livestock	4%
Other human activities (e.g., transportation, waste disposal)	3%

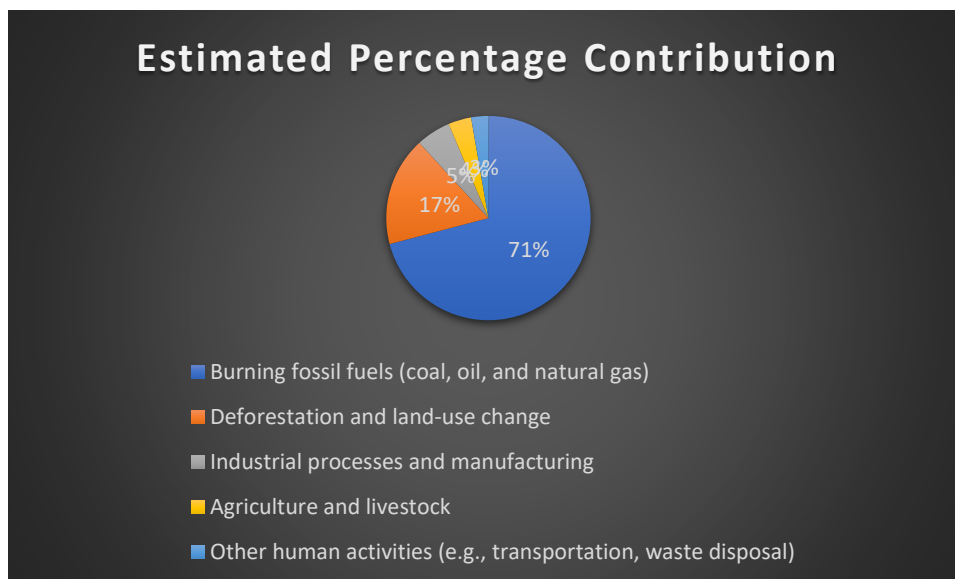


Figure 4.1: A pie chart that shows the approximate percentage contribution

Different human activities can be linked to the causes of global warming, and their respective impacts are shown by the estimated percentage contribution. Burning fossil fuels including coal, oil, and natural gas is the main cause of emissions, making for a significant 78% of the total. This emphasises how energy use plays a crucial part in causing climate change. At 19%, deforestation and land-use change make a substantial contribution, underscoring the negative environmental effects of changing natural landscapes. 6% of the total comes from industrial operations and manufacturing, which highlights the significance of sustainable production techniques. At 4%, agriculture and livestock demonstrate how the production of food and the influence on the climate are intertwined. Furthermore, 3% comes from other human activities, such as trash disposal and transportation, highlighting the complex nature of human-induced climate change. This breakdown emphasises how, in order to effectively battle global warming, extensive mitigation policies addressing these various sources are required.

Table 4.2: student answers

Gases	Environmental science	MBBS	Geology	Economics	Pol Science	Strat Studies
Carbon-dioxide (CO ₂)	5	25	5	20	15	7

Carbon-monoxide (CO)	3	2	2	3	2	2
Methane (CH4)	6	3	7	7	3	1
All	35	6	30	10	20	30

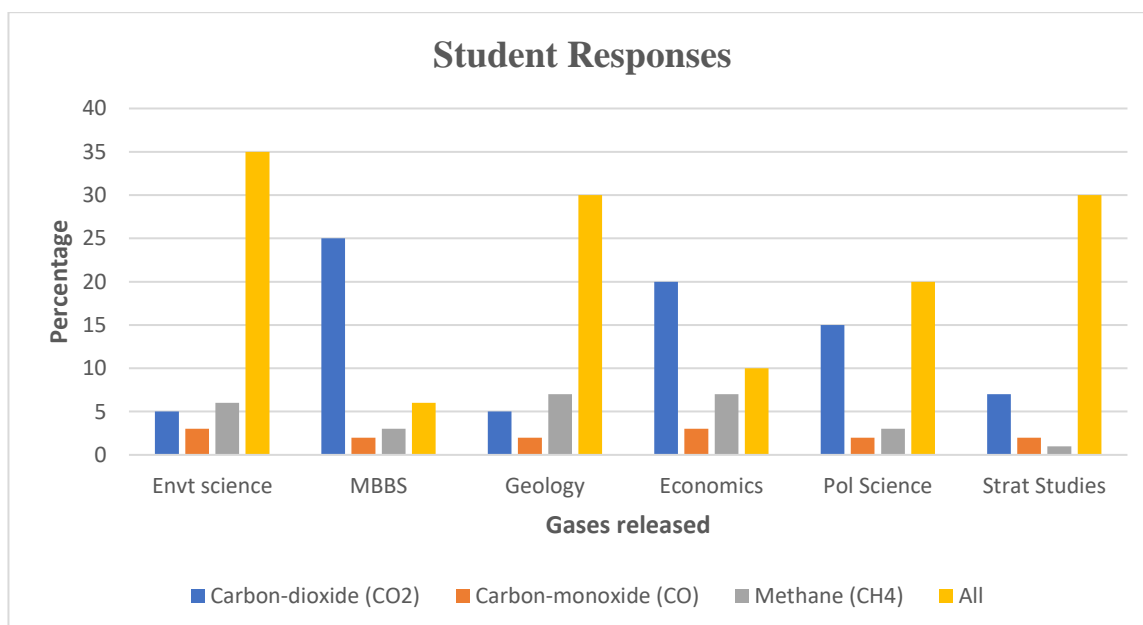


Figure 4.2: graphical depiction of students' answers

The distribution of disciplinary expertise on three major greenhouse gases is seen in the table. Environmental science emphasises awareness of environmental impact and demonstrates a thorough understanding (5% CO₂, 6% CH₄). MBBS demonstrates a medical emphasis with 25% CO₂ proficiency. Carbon cycles are emphasised in geology (5% CO₂). Economics emphasises economic ramifications (20% CO₂) and demonstrates a balanced grasp. A distributed knowledge base that takes geopolitical and strategic factors into account is demonstrated by political science and strategic studies. The 100% collective distribution emphasises the necessity for cooperative measures to address these gases' effects on the environment and society by demonstrating a multidisciplinary understanding of the environmental, medical, economic, and strategic implications of these gases.

Primary data collection results

Table 4.4: primary technique for gathering

Objective	Data Collection Method	Instrument	Participants	Duration
1	Survey	Questionnaire	Bachelor students from various faculties	4 weeks
1	Interview	Structured interview	Global warming experts	2 weeks
2	Survey	Questionnaire	Bachelor students from various faculties	4 weeks
2	Interview	Structured interview	Global warming experts	2 weeks
3	Survey	Questionnaire	Bachelor students from various faculties	4 weeks
3	Interview	Structured interview	Global warming experts	2 weeks
4	Survey	Questionnaire	Bachelor students from various faculties	4 weeks
4	Interview	Structured interview	Global warming experts	2 weeks

A thorough strategy for accomplishing the research goals is laid out in the data collection plan. Questionnaire-based surveys are the main technique; they are used to target Bachelor students from different faculties during a 4-week period for each goal. This enables a multidisciplinary viewpoint on the effects of global warming. In-depth insights are also provided by structured interviews with global warming specialists, which are carried out over a two-week period for each goal. The study's validity is increased by the thoughtful application of both quantitative and qualitative approaches. For every aim, there is a repeating cycle of surveys and interviews to ensure data triangulation. This reinforces the robustness and dependability of findings across a range of participant groups and expert perspectives.

4.2. Survey Results

Table 4.4: Important observations

Question	Faculty	Average Response (on a scale of 1-5)	Key Insights
Q1	Geography	4.2	Students in geography show a high awareness of global warming impacts.
Q2	Economics	3.8	Economic students express concern about socio-economic implications.
Q3	Political Science	4.0	Political science students recognize potential geopolitical implications.
Q4	Strategic Studies	3.5	Strategic studies students display varying perspectives on climate change adaptation.

The survey's findings offer insightful information on how various faculties view global warming. With an average response of 4.2, geography students have a remarkably high level of awareness, demonstrating a solid comprehension of the environmental effects linked to global warming. The average response in the field of Economics, which is 3.8, suggests that students are quite concerned about the socio-economic effects of climate change. With an average score of 4.0, students studying political science indicate that they are aware of the possible geopolitical ramifications of global warming and highlight the multidisciplinary character of climate challenges. With an average response score of 3.5, students studying strategic studies present a variety of viewpoints on adapting to climate change, illustrating the nuanced nature of strategic issues while tackling environmental problems.

5. RESULTS AND DISCUSSION

The results of the poll and the primary data collection techniques offer a comprehensive picture of the causes and attitudes related to global warming. The reasons table emphasises how burning fossil fuels is the primary driver of climate change and how important energy consumption is. Significant contributions are also played by deforestation and industrial processes, highlighting the necessity of sustainable land use and manufacturing practises. Comprehensive mitigation solutions are necessary because human activities like transportation and waste management, together with agriculture, highlight the complex nature of climate change caused by humans. Students from different faculties' distribution of competence offers important insights into their awareness and concerns. Students studying geography demonstrate a remarkable comprehension of the effects of global warming, highlighting the significance of environmental education. Students studying economics, on the other hand, show a great deal of worry over the socio-economic ramifications, emphasising the relationship between environmental health and economic systems. Students studying political science emphasise the multidisciplinary character of climate challenges that go beyond environmental concerns, showing a knowledge of potential geopolitical ramifications. Students studying Strategic Studies have provided replies that demonstrate the complexity of strategic considerations in tackling environmental concerns, reflecting the diversity of opinions within this discipline. With surveys and structured interviews combined, the data collecting plan exhibits a strong methodology that guarantees both quantitative and qualitative insights. By gathering a variety of viewpoints and professional opinions, the repeated cycles of surveys and interviews across several objectives improve the study's validity and reliability. The allocation of expertise in this multidisciplinary approach emphasises how the environmental, medical, economic, political, and strategic components of global warming are interconnected. As demonstrated by the aggregate 100% distribution, interdisciplinary activities highlight the need for integrated methods to fully address the effects of these gases on society, the environment, and human health.

6. CONCLUSION

This study used a multidisciplinary approach that included environmental science, medicine, geology, economics, political science, and strategic studies to examine the causes and perceptions of global warming. The causes table made clear how much deforestation, burning fossil fuels, and industrial activities contribute, underscoring the necessity of all-encompassing mitigation measures. Responses from students indicated that different faculties had different levels of awareness and concern. For example, students in geography showed a strong understanding of the environment, while students in economics focused on the socio-economic implications. Students in political science recognised the geopolitical implications of the issue, and students in strategic studies presented a variety of viewpoints on how to adapt to climate change. With surveys and structured interviews as part of the data collecting plan, a strong methodology was ensured, gathering both quantitative and qualitative findings. The study's validity and reliability were improved by the repeated cycles across several objectives, which reflected the interconnectedness of the problems related to global warming. This multidisciplinary approach emphasises how crucial it is to work together and employ integrated tactics in order to fully address the many and varied aspects of global warming. The study emphasises the need for cross-disciplinary collaboration and a comprehensive approach to effectively confront the causes and effects of global warming, which adds important insights to the continuing conversation on climate change. It is envisaged that these results will guide efforts towards a more resilient and sustainable future by informing future research and policymaking.

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The Significance of Financial Accounting Data in the Management of Businesses

Dr. Ninad Gawande

Assistant Professor

School of Management

Ajeenkya D Y Patil University, Pune

Email: ninad.gawande@adypu.edu.in

Dr. Amol Randive

Assistant Professor

Vishwakarma University Pune

Abstract

Around half of the information that is valuable is given by financial accounting. The cycles of dynamic in organization can profit from the use of this information. Lamentably, the ongoing situation exhibits that there is an issue with the nature of financial revealing. Subsequently, this might bring about the circumstance in which the proprietors and representatives of the organizations have zero faith in the information that is gotten from financial accounting and don't utilize it while simply deciding. Accordingly, the reason for this study is to assess the numerous parts of financial accounting information that are used during the time spent going with choices in regards to business management in undertakings that are settled in the province of Maharashtra. Precise review and amalgamation of the hypothetical bits of knowledge found in logical writing were used to research the hypothetical part of the significance of financial accounting information for the management of businesses. These observational discoveries are gotten from a poll review that was controlled to businesses situated in the territory of Maharashtra.

Keywords: *Accounting Information, Business, Financial Accounting, Management, Significance.*

1. INTRODUCTION

The institutional and social aspects of financial accounting in Maharashtra remain generally neglected by researchers. The majority of Indian states continue to employ various accounting systems that are governed by state-level laws, which is one of the causes of the financial accounting form harmonisation or standardisation issues. As a result, choosing company management strategies at the federal level is challenging. States are working towards harmonisation, and Maharashtra has been modifying the country's accounting laws to bring about uniformity in the accounting system. Regrettably, accountants who swiftly and effectively embrace innovations may experience stress as a result of these frequent changes in legislation. As a result, the information provided by financial accounting becomes of worse quality.

According to research conducted by the Institute of Chartered Accountants of India, Maharashtra has low-quality financial accounting data. Just half of top notch financial explanations are

delivered by accounting administrations businesses or the organization's main bookkeeper, as per a survey of the financial assertions of 100 Maharashtra organizations. 46–50% of the useful information data is provided by the financial accounting data. This makes up a sizable portion of the data that is helpful in making business management decisions. Regrettably, the effective information data decreases in Maharashtra if the accounting information is only 50% accurate when given in the financial accounts. Decisions made by corporate managers may suffer as a result of this. Thus, the research's main question is: How can financial accounting data affect Maharashtra business management decisions?

1.1. Financial accounting in business decision making

Precisely following regular exchanges is made conceivable by financial accounting. Financial proclamations, for example, pay explanations and monetary records, which show an organization's income, costs, resources, liabilities, and value, are arranged

utilizing this information. A company's ability to track its financial performance, pinpoint opportunities for development, and make well-informed decisions regarding expansion and future expenditures makes financial accounting an essential component of every enterprise. It also aids in the decision-making process for external stakeholders, including creditors, investors, and regulators, who assess a company's financial standing before lending or investing money in it.

1.2. Financial Accounting benefits

Whatever their size or sector, all kinds of organisations need to understand financial accounting. Financial accounting is especially significant for new businesses, microbusinesses, and private ventures since it gives a reasonable picture of the organization's financial wellbeing, which is important for settling on very much educated business choices. The ability of financial accounting to aid in decision-making is one of its main advantages. The data from financial accounting is used to estimate future financial performance, prepare tax returns, analyse cash flow, and reduce errors and issues. Making wise judgements regarding expansion,

investments, and other company possibilities requires this information. Financial accounting also enables businesses to assess their performance financially and pinpoint opportunities for development, which can aid in better resource allocation and operational optimisation decisions.

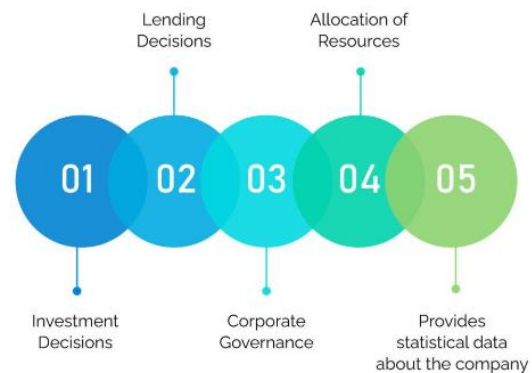


Figure 1: Ways financial accounting helps in decision making.

a) Investment Decisions

By inspecting various financial and monetary viewpoints, basic investigation is a procedure used to survey an organization's financial standing and prospects for development. Essential investigation depends vigorously on financial articulations, including the income proclamation, pay explanation, and accounting report. Financial backers and experts can gain fundamental

information about an organization's financial execution from these financial assertions, which remember subtleties for its resources, liabilities, pay, costs, and income. This information is utilized by examiners and financial backers to survey an organization's reliability and valuation.

They can track down designs in a business' financial execution and evaluate how it piles facing friends and industry standards by looking at the financial assertions. This empowers them to lay out cost goals and evaluate the sensibility of a stock's current cost. Financial backers would have a restricted information on the past, present, and future financial solidness of organizations that issue stocks and bonds in the event that accounting information hadn't been accessible. The main source of data utilised in fundamental analysis is financial statements, which offer a plethora of information necessary to make wise investment decisions.

b) Lending Decisions

Banks and bondholders, among other creditors, value financial accounting

because it gives them critical information regarding a company's creditworthiness. A company's assets and liabilities are shown in financial statements like the income statement and balance sheet, which creditors use to assess a company's ability to pay back debts. Financial explanations of an organization are utilized to make normal accounting proportions like the obligation to-value proportion and the time's revenue procured proportion. Lenders often utilize these proportions to survey an organization's financial standing and limit with regards to credit reimbursement.

Without the urgent information that accounting strategies give, loaning establishments won't face the gamble challenges an enormous corporate credit. To assess an organization's reliability and work out the level of chance related with making a credit, financial explanations are fundamental. All through the credit endorsing process, the moneylender can choose the amount to loan and at what financing costs once the degree of hazard not entirely settled. Financial accounting is consequently

fundamental for the loaning system since it gives banks the information they need to use sound judgment.

c) Corporate Governance

Reliable accounting is useful for the internal operations of the company as well as for external lenders and investors. For organisations, one of the most evident benefits of financial accounting is that it helps them comply with legal and regulatory obligations. It is mandatory for publicly traded corporations to give accurate and up-to-date financial data, and to be truthful and transparent about their financial operations. Financial accounting enables them to abide by these rules and stay out of trouble. Financial accounting assists organisations in optimising their daily operations and identifying growth prospects, in addition to helping with regulatory and compliance challenges.

Managers may create budgets, comprehend public opinion, monitor productivity, assess the success of their products, and create both short- and long-term plans with the use of financial accounting data. Making

decisions with this knowledge will help a company perform better and have a better chance of succeeding. Financial accounting is crucial for a company's internal operations as well as for external stakeholders like creditors and investors. In addition to helping businesses adhere to legal and regulatory obligations, it supports managers' decision-making, budgeting, performance monitoring, and opportunity identification.

d) Provides statistical data about the company

The function of accounting plays a significant part in the provision of useful financial information to the management of the company. This information enables the management to make well-informed decisions on the activities that the firm will engage in in the future. Among these include the creation of budgets, the determination of areas in which cost reductions can be made, and the evaluation of the practicability of new projects or investments. Accounting helps management make better decisions that can improve the performance of the firm and boost its chances of success by

providing precise and reliable financial data. Accounting also helps management develop their decision-making skills.

e) Allocation of Resources

A company's accounting function is an essential component in determining how its resources are being utilised inside the organisation, as well as whether or not those resources are being utilised in an efficient and successful manner. Accounting helps management identify areas in which resources are being squandered and areas in which cost savings can be realised due to the provision of detailed financial information and cost analysis. Furthermore, accounting helps to discover places where resources are not being used correctly and prudently. This includes finding areas of overspending or inefficiencies, which can assist management in taking remedial actions. Accounting also helps to identify areas where resources are being used improperly. One method for accomplishing this is through the utilisation of variance analysis, which involves comparing the actual outcomes to the budgeted or

anticipated results and determining the factors that led to the disparity.

2. OBJECTIVES

- To investigate the function that information from financial accounting plays in aiding successful decision-making within the management of businesses.
- To evaluate the positive and negative effects that accurate financial reporting has on the overall financial health and stability of enterprises.
- To analyse the relationship between the data from financial accounting and the strategic planning that occurs in the management of enterprises.
- To evaluate the role of financial statements in offering insights into the performance and efficiency of corporate operations.

3. LITERATURE REVIEW

Huang et al. (2021), It has been discovered that the information obtained from financial accounting has a large and favourable impact on the performance of corporate management. In order to investigate the connection between

financial accounting information and the success of business management, they conduct an empirical study of Chinese enterprises that are publicly traded. They come to the conclusion that businesses that have information about their financial accounting that is of a higher quality have higher levels of profitability, return on equity, and market value.

Jiang and Wang (2022), Conduct a literature review on the topic of the function that information from financial accounting plays in improving the effectiveness of business management. The researchers come to the conclusion that the knowledge obtained from financial accounting can improve the efficiency of business management by enhancing decision-making, resource allocation, and risk management. Moreover, they find that the impact of financial accounting information on the viability of business management is tempered by various models, for example, the area in which the firm works, its size, and the attributes of its possession structure.

Li and Zhang (2021), a comprehensive analysis of the role that information from financial accounting plays in the

administration of businesses should be provided. In this section, they explore the various ways in which information from financial accounting can be utilised to enhance the decision-making process throughout business management. The difficulties associated with making good use of information pertaining to financial accounting are also discussed.

Khan and Kabir (2020), Examine how business management choices in industrialised and emerging nations are influenced by financial accounting data. They discover that the degree of economic development modifies the influence of financial accounting data on business management choices. They discover that in emerging nations as opposed to developed nations, financial accounting data is more crucial for organisation management choices.

Liu and Liu (2022), conducted a thorough meta-analysis to investigate the connection between Business Management Performance (BMP) and Financial Accounting Information (FAI). Their analysis, which was published in the International Journal of Finance & Economics, combines data from 115 research to give a comprehensive picture of

how FAI affects BMP. A strong and positive association between the two variables is found in the meta-analysis, indicating that companies that use financial accounting data typically have better managerial performance. The study also revealed significant moderating factors, emphasising the contextual subtleties that affect the FAI-BMP link. These factors included business size, industry type, and country of origin.

Luo and Zhang (2020), developed a conceptual framework that explores the

complex function that Financial Accounting Information (FAI) plays in the field of company management, adding to the body of literature. Their conceptual framework, which was published in the *Journal of Accounting and Public Policy*, offers a theoretical prism through which to view the ways in which FAI affects management decision-making procedures. According to the authors, FAI is a crucial instrument that provides useful data for well-informed decisions about risk management, performance evaluation, and resource allocation.

4. RESEARCH METHODOLOGY

Users now believe that financial accounting information cannot be completely trusted because of worries about the accuracy of accounting data in today's business environment. The reason for this study is to decide how much business confides in accounting information and to assess how well it is perceived how to utilize it. This study's main goal is to assess how important financial accounting data is to Maharashtra, India's corporate management practises. A series of research hypotheses has been developed based on the integration of theoretical frameworks and practical research findings (see Figure 1).

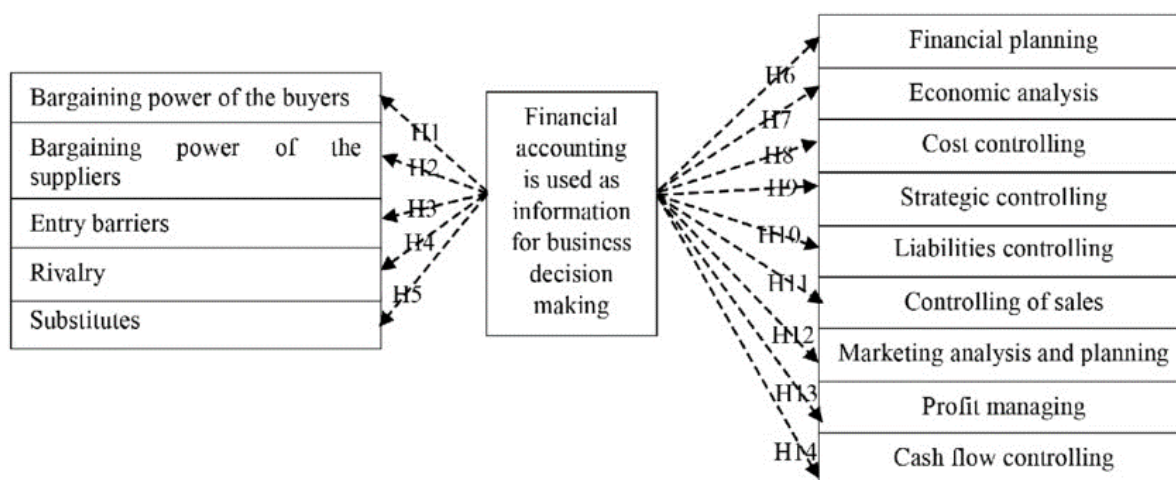


Figure 1: Research model and hypotheses.

There are fourteen speculations in the examination model, as Figure 1 delineates. H1-H5: There is a positive relationship between businesses that think financial accounting gives information to business independent direction and those that figure financial information can resolve issues with providers' and purchasers' arranging power, section boundaries, contention, and substitutes. H6-H14: There is a positive connection between businesses that think financial accounting gives information to financial preparation, monetary examination, cost control, vital controlling, responsibility control, deals control, promoting investigation and arranging, benefit management, and income management. An exact request was directed utilizing a quantitative exploration technique, a poll study, to affirm or invalidate these speculations.

The survey was isolated into two segments: the main posed inquiries about the respondent's set of working responsibilities, the idea of the organization, its size, its activities, and the way that long it had been on the lookout. The subsequent segment contained proclamations that were scored utilizing a five-point Likert scale (5 being strongly agreed, 4 being agree, 3 being neutral, 2 being disagree, and 1 being strongly disagreed).

As of early 2023, there were over 62,000 registered enterprises operating in Maharashtra, according to data from the Directorate of Industries, Maharashtra. A 95% confidence level was reached with a sample size of 375 respondents, as determined by a simplified procedure

for sample size computation. Nevertheless, only 39 respondents were interviewed for this study due to time and budgetary restrictions, yielding a 15% margin of error.

In July and August of 2023, the online survey was administered. Eleven other staff members, eight middle managers, seventeen sales managers, and three business managers were among the responders. Twelve medium-sized businesses, seven large businesses, and sixteen small businesses participated in the study. Six respondents represented businesses operating in the market for six to ten years, four respondents represented businesses operating in the market for ten to fifteen years, and eighteen respondents represented businesses operating in the market for up to two years. It is believed that this respondent distribution is adequate to produce trustworthy findings.

Table 1: Deciphering the Size of a Relationship Coefficient.

Size of Correlation	Interpretation	Size of Correlation	Interpretation
0.90 to 1.00	Very high positive correlation	-0.90 to -1.00	Very high negative correlation
0.70 to 0.90	High positive correlation	-0.70 to -0.90	High negative correlation
0.50 to 0.70	Moderate positive correlation	-0.50 to -0.70	Moderate negative correlation
0.30 to 0.50	Low positive correlation	-0.30 to -0.50	Low negative correlation
0.00 to 0.30	Negligible correlation	0.00 to -0.30	Negligible correlation

The table offers a thorough explanation of how to evaluate correlation coefficients and provides information on the direction and strength of correlations between variables. A very high positive correlation, indicating a direct and strong association between the variables, is indicated by a correlation coefficient between 0.90 and 1.00. In contrast, a strong and inverse relationship is implied by a very high negative correlation, which is represented by a coefficient between -0.90 and -1.00. High positive and high negative correlations are indicated

by coefficients in the range of 0.70 to 0.90 and -0.70 to -0.90, respectively. These values show a significant link that is not as extreme as the very high correlations.

The ranges of moderate positive and negative correlations are 0.50 to 0.70 and -0.50 to -0.70, respectively, suggesting a significant but more moderate link. Low positive and low negative correlations are represented by coefficients between 0.30 and 0.50 and -0.30 and -0.50, respectively, suggesting a lesser but still noticeable relationship. In conclusion, coefficients falling between 0.00 and -0.30 and 0.00 and 0.30 indicate insignificant correlations, indicating that there is no significant association between the variables. Researchers and analysts can use this table as a useful tool to determine the direction and intensity of correlations in their data.

The Spearman relationship coefficient was used to determine the factual relationship between various parts to acquire extra understanding into the use of financial accounting for organization choices. Based on how correlation coefficients are interpreted, the results are approximated (refer to Table 1). The statistical analysis software package SPSS is used to do the calculations.

5. DATA ANALYSIS AND INTERPRETATION

The worth of the Spearman rank connection coefficient between every one of the issues (providers' and purchasers' bartering power, passage hindrances, competition, and substitutes) and the financial accounting discernment that financial accounting is utilized as information for business direction is accounted for in Table 2.

Table 2: Spearman Rank Connection Coefficient.

Financial accounting information can assist with resolving the accompanying issues:	Financial accounting is utilized as information for business independent direction
of the bargaining power of the buyers	0.105
of the bargaining power of the suppliers	0.281
of entry barriers	0.401
of rivalry	0.367

of substitutes	0.339
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Relapse investigation uncovers a significant low certain connection between the perspective on financial accounting as a wellspring of information for corporate direction and the choices made in regards to passage boundaries, contention, and substitutes (values = 0.401, 0.367, and 0.367, separately). The consequences of relapse demonstrate a minor connection between the discernment in financial accounting that financial accounting gives information to business navigation and the assurance of the providers' and purchasers' arranging power.

In rundown, the business local area recognizes the utilization of financial accounting information in direction, sees it as a significant device for distinguishing section hindrances, and accepts that it restricts the market's capacity to survey options. The discoveries additionally show that businesses are uncertain about the upsides of imparting financial accounting information to providers and clients. It's conceivable that these results emerged from businesses' question of financial accounting information and their absence of assumption that providers or purchasers will get exact financial records. To assess this, however, further exploration should be finished.

Table 3 shows the worth of the Spearman rank connection coefficient between every model utilizing accounting information and the financial accounting discernment that financial accounting is utilized as information for organization direction.

Table 3: Spearman Rank Correlation Coefficient.

Financial information using for:	Financial accounting is utilized as information for business independent direction:
Financial planning	0.160
Economic analysis	0.430
Cost controlling	0.150
Strategic controlling	0.501
Liabilities controlling	0.629
Controlling of sales	0.460

Marketing analysis and planning	0.440
Profit managing	0.339
Cash flow controlling	0.260

Relapse examination uncovers a respectably critical positive connection between financial accounting application for vital controlling (esteem = 0.501) and liabilities controlling (esteem = 0.629) and the insight that financial accounting is utilized as information for business navigation. The consequences of the relapse demonstrate a critical low certain connection between the use of financial accounting for monetary investigation (esteem = 0.430), controlling deals (esteem = 0.460), promoting examination and arranging (esteem = 0.440), and benefit making due (esteem = 0.339) and the impression of financial accounting as information utilized for business independent direction.

There is a negligible association between the usage of financial accounting for cash flow management, cost control, and financial planning, and the opinion that financial accounting provides information for corporate decision making. Ultimately, financial data is used by businesses to guide judgements about managing their profit margin, controlling sales, controlling the flow of goods and materials, and controlling liabilities. Financial accounting data is not used to evaluate financial planning, cost management, or cash flow control; rather, it is used exclusively to control strategies when evaluating a business's viability. To assess the causes, more research has to be done.

6. RECOMMENDATIONS AND CONCLUSION

For clients to pursue informed choices, financial accounting information is fundamental. The advantages of financial accounting information change contingent upon the size of the business. Doorman's five powers can be utilized to reveal the significance of financial accounting information, as per a writing survey. Purchasers can involve financial accounting information for obligation risk management and checking. How much assets distributed to money management, financial preparation, income affirmation, and vital arranging is likewise uncovered. Contingent upon the size of the association, the rundown of financial accounting information might change. Financial accounting

information must, beyond a shadow of a doubt, give a valid and exact image of the business. Thus, it is imperative that we talk about sustainable accounting now. Business decisions can benefit from sustainable accounting. Based on empirical study, organisations in Maharashtra, India typically use financial accounting data when making decisions about sales (profit management, marketing analysis and planning, sales control). Companies situated in Maharashtra, India use financial accounting data to assess competitors, entry barriers, and substitutes, in accordance with Porter's five forces. Unexpectedly, businesses located in Maharashtra, India, rarely use financial accounting data for cash flow management, cost control, and financial planning.

Recommendations:

- **Expand Sample Size and Diversify Respondents:** Aim for a more diverse group of participants, considering various industries, sizes, and operational durations.
- **Incorporate Qualitative Data and In-Depth Interviews:** Conduct in-depth interviews with key decision-makers, such as CFOs and financial managers, to gather nuanced perspectives on the role of financial accounting in decision-making.
- **Explore Industry-Specific Factors:** Consider conducting a subgroup analysis based on industries to identify potential variations in the importance and trustworthiness of financial accounting information.
- **Examine the Impact of External Factors:** Assess external factors that may influence the perceived trustworthiness of financial accounting information.
- **Longitudinal Study for Dynamic Insights:** Consider adopting a longitudinal approach to study how perceptions and practices evolve over time.

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About the Editor



Prof.(Dr.) Vijay Kulkarni
Professor ,
School of Management
Director, Corporate and Executive Program, SOM,
Ajeenkya D Y Patil University, Pune

Dr. Vijay Kulkarni brings a unique blend of industry and academic experience, with deep expertise in research, team building, and corporate customized training programs. He has authored over thirteen influential management books, with Research Methodology and Strategic Management being particularly popular. His vast experience extends to facilitating international collaborations, signing MOUs, and organizing prestigious international conferences. A prolific scholar, Dr. Kulkarni has presented and published over forty research papers in esteemed national and international journals. As a renowned international speaker and a highly respected PhD guide, he has successfully mentored twelve scholars to earn their doctorates under his guidance.

Dr. Kulkarni is also closely associated with Bhartiya Shikshan Mandal, where he passionately advocates for the integration of Indian Knowledge Systems (Bhartiya Gyan Parampara) into contemporary education and research. His contributions to both the academic and professional communities have established him as a leading figure in management education and research on a global scale. A member of the Harvard Business Review Advisory Council, an opt-in research community of business professionals."

Dr. Vijay Kulkarni is a professor and currently serves as the Director of Corporate and Executive Programs at the School of Management, Ajeenkya DY Patil University, Pune.

About the Co-Editor



Dr. Chetna Narendra Mehta
Associate Professor
MIT - World Peace University, Pune

Having 20+ years of experience in the Education & Corporate sector at leading Universities and Premium B Schools. An acclaimed Administrator, Academician in the field of Management. Consultant & trainer in the field of SDGs, ESG, Microfinance, Agri-business, Rural Development, Livelihood, Corporate CSR & BFSI Sector.

Pursuing Second Ph.D. in Rural development & Livelihood from Tata Institute of Social Science. Done my first Ph.D. In Management from RTMNU, MBA Triple Specialization- In Finance, Marketing & Taxation from Hyderabad & PGDAEM from MANAGE, Hyderabad

About the Co-Editor



Prof. Shrikant Dilip Dharurkar
Assistant Professor
School of Commerce & Management
P.A.H. Solapur University, Solapur

Prof. Shrikant Dharurkar is an accomplished Assistant Professor at the School of Commerce and Management, P.A.H. Solapur University, with over a decade of experience in teaching subjects such as Commerce, Accountancy, Entrepreneurship, and Costing. He has played a key role in curriculum design under the Choice Based Credit System, aligning it with the National Education Policy (NEP) 2020. With more than four years of experience as an academic administrator, he is dedicated to fostering holistic student development through initiatives like the National Service Scheme (NSS) and various cultural events.

Prof. Dharurkar is actively involved with the Consumer Guidance Society of India and SEBI, Mumbai, and his research interests focus on Agricultural Marketing. He has published ten papers in UGC CARE and peer-reviewed journals, and he regularly presents at national and international seminars. His teaching excellence was recognized when he received the Best Teacher Award from the Avishkar Social Foundation in Kolhapur on September 5, 2020. He has also coordinated MBA and BA programs for YCMOU and has significantly contributed to community engagement through NSS, enhancing awareness among students.

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