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A STUDY ON ROLE OF LEADERSHIP SKILLS IN SHAPING THE FUTURE OF THE STUDENTS WITH SPECIAL REFERENCE TO UNDERGRADUATE COLLEGES

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ABSTRACT

Leadership is the art of motivating, influencing and directing a group of people to work together and achieve the goals of a team. In order to bring out solutions for the current natural and global issues, its vital for students to experience leadership opportunities during their schooling. Because it is the young generation who are the future of this world and hold the potential to change the world. Leadership plays an important role in every aspect of a students life. Students go through many stages in life for career development where they need leadership skills. In modern world students are facing many career challenges, employment problems and conflicts between idealism and beneficialism. That's why they leadership to accept challenges solve problems and analyse career direction.

Keywords: *Leadership skills, Career development, Future, Students*

Introduction:

Leadership begins with identifying and understanding our values. Our values are our fundamental beliefs those principles we consider to be worthwhile and desirable. The job of a good leader is to get the most out of others by demonstrating specific behaviours, attitudes and skills which can be used to inspire and guide those following you to be willing to push themselves to get the most out of their potential and reach a higher level than they have ever been to before.

However, certain leadership skills and attributes are best developed before you get out into professional world, and that is what makes college a great place to develop these qualities. It is important for students to experience leadership opportunities during their schooling to learn the art of building relationships with teams defining identity and achieving task effectively.

Objectives of the Study:

- To collect the information on knowledge level of students on leadership skills
- To know the importance of leadership skills in shaping the future of the students
- To understand the effects and challenges of leadership skills in moulding the future of students

Methodology:

Basically this paper depends both on primary and secondary sources of information. Respondents were given multiple choice questionnaires on the topic of the study. Collection of primary data was through filled in questionnaire. Filled in questionnaire are tabulated and analysed. Information which is relevant for conceptual work is obtained through website, journals and dailies.

Sample size and area of study:

Random sample of 100 students are selected from various undergraduate colleges of Udupi city.

Limitations of the study:

The concept of leadership skills has a wide approach but this paper is restricted to the students of selected degree colleges of the Udupi only. For interpretation none of statistical techniques are utilized but findings are based on authors view.

Data analysis and Interpretation:

Simple percentage analysis is done for the purpose of interpretation.

Gender profile of respondents.

Male	Female	Total
42	58	100

1. Representing respondents' opinion on most deserving National leader at present.

Interpretation

100% student's respondents have proudly stated our Prime Minister of India Mr. Narendra Modi as the most deserving national leader at present.

2. Representing respondents' perception on the quality of the above mentioned candidate.

Interpretation

Honesty and Integrity	51
Decision making capabilities	13
Delegation and empowerment	11
Creativity and innovation	25

3. Respondents' opinion on leadership abilities.

Interpretation

88% of students have agreed that they possess leadership qualities.

4. Representing the opinion of the students on kind of relationship with other students.

Interpretation

85% of students have opined that they are having good relationship with other students

5. Representing respondents' priority as a leader.

Interpretation

Taking care of students requirements	18
Imply new rules & regulations	25
Prepare friendly environment to comfort the students	52
Others	05

6. Representing respondents' opinion on handling dispute takes place among different students groups.

Interpretation

Try to convince them on talking terms	22
Will make a proper investigation to understand the exact factors	58
Punish the guilty party	10
Do not pay much attention	10

7. Representing students' response on participating in extra-curricular/co-curricular activities.

Interpretation

Zero	0
One to two	27
Three to four	60
Four or more	13

8. Representing perception of respondents on providing leadership opportunities by the college.

Interpretation

Yes	90
No	10

9. Representing respondents' awareness on leadership opportunities in the college.

Interpretation

Incharge of various sports and cultural events as a part of student council, participating in college activities and programme throughout the year.

10. Representing respondents' reason for acquiring leadership position.

Interpretation

College application	2
Inspired by current/former student leaders	18
They enjoy planning, organizing and encouraging peers	75
Belief in mission/purpose	5

11. Respondents responsiveness on various leadership skills (rank from 1 to 8)

Interpretation

Equal importance is given to all the eight leadership skills

- i. Organization skill
- ii. Ability to Prioritize
- iii. Time Management
- iv. Decision Making based on Group Goals
- v. Ability to Motivate Others
- vi. Responsibility
Accountability
- vii. Delegation
- viii. Communication Skills

12. Representing respondents opinion on challenges faced by the leader in the college.

Interpretation

- Control other students
- The rules and regulation
- Problem management
- Groupism, favourism
- Co-operation

Findings:

- ❖ The study reveals that majority of students accept Narendra Modi as a Notational leader, because they very well accept various leadership qualities in him.
- ❖ It is clear from the study that students are having knowledge that, those who are having leadership abilities should maintain good relationship with other students.
- ❖ It is found that student leader should give priority to provide and prepare friendly environment in the college to comfort the students.
- ❖ Many students opined that if any disputes take place among different student group they will make proper investigation to understand the exact factors. So students highlighted the importance of leadership skills in their future.
- ❖ Many students expressed the involvement in more than three or more ECCC(Extra Curricular and Co-curricular activities)
- ❖ It is observed that college provides the students with enough leadership opportunities.
- ❖ Majority of students highlighted their awareness of leadership opportunities in the college.
- ❖ Majority of the students stated that there are equal opportunities and challenges to be faced while performing leadership responsibilities.

Suggestions:

- Students should understand the importance of developing and building leadership skills in college
- Leadership skills should be used as a tool to prepare the students to the corporate world.

Conclusion:

Leadership begins with identifying and understanding our values. Our values are our fundamental beliefs those principles we consider to be worthwhile and desirable. The job of a good leader is get the most out of others by

demonstrate specific behaviours, attitudes and skills which can be used to inspire and guide those following you to be willing to push themselves to get the most out of their potential and reach a higher level than they have ever been to before.

However, certain leadership skills and attributes are best developed before you get out into professional world, and that is what makes college a great place to develop these qualities. It is important for students to experience leadership opportunities during their schooling to learn the art of building relationship with teams, defining identities and achieving tasks effectively.

Young people in college today will be the next generation of leaders in the workplace, in our communities and in their families. Because genuine leadership opportunities support transition into adulthood, foster the skills and character to responsible citizens and promote social and emotional well-being.

When young people's leadership is proactively planned and embedded as part of college vision, valued and articulated by young people and adults are to be then it becomes part of a journey to whole college improvement and a better place to be.

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A STUDY ON CHALLENGES FACED BY STARTUPS – WITH REFERENCE TO KARWAR TALUK

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ABSTRACT

Startup is conceptualizing a good business idea into effective business model and implementing the same with the application of entrepreneurial skills. Startups are increasingly emerging in and around India since last decade. Startups are always looked having huge growth potential. But besides this, an entrepreneur has to face tremendous challenges to transform that business idea into profit making company. The paper aims to explore the various challenges faced by startups by collecting data through a structured questionnaire from founders/owners of the startups. Also some suggestions for how to overcome from the challenges can be provided. These are briefly discussed in this research paper.

KEYWORDS: *Startup, Entrepreneurs, Startup Management, Critical Challenges, Digital Marketing.*

Introduction

A startup company or startup or start-up is a young company that is just beginning to develop. Startups are usually small and initially financed and operated by a handful of founders or one individual. These companies offer a product or service that is not currently being offered elsewhere in the market, or that the founders believe is being offered in an inferior manner.

‘Start –up’ is the word creating buzz amongst the youth since decade now in India. Many young individuals in and around India have showcased their entrepreneurial talents in most effective manner by establishing their own brands. Any business idea to become successful requires entrepreneurial abilities to foresee business opportunities, gather required resources, meticulous planning and implementation. Along with these, one needs to consider uncertainty and challenges involved in the selected business category. The word ‘Start-up’ itself means newly initiated business idea or growing venture which aims at entering or establishing new market place for new and innovative products or services. A startup can be a newly formed company that finds a non-existent business model with a view to disrupt existing market places or create new ones. A Start up can be working on a completely new idea or an old product or service restructured to the changing needs of the customers. While doing this, it is also important to consider the availability of economic resources, latest consumer choices, business trends, trade policies etc. to have a smooth launch for such idea. A new establishment which could be an entrepreneurial venture or a partnership, a new business or temporary business organization designed to work on a sustainable and scalable business plan.

In this paper I want to discuss the marketing, financial and other challenges faced by startups in Karwar Taluk of Uttar Kannada district of Karnataka.

Literature Review

1. Sarika Sharma - “Challenges and Issues Faced by Startup Companies in India”. she revealed that startups are facing marketing, financial and other challenges like failure to lay groundwork, very little market for the service or product that they created, finding marketing professionals, tougher to get finance and working capital for later stage and be profitable, payment

related problems, technological challenges and getting skilled talents etc. so she suggested that there is a need to address these challenges so as to move forward in the startup journey and to motivate entrepreneurs.

2. Dr. Gopaldas Pawan Kumar – “Indian Startups- Issues, Challenges and Opportunities” (2018). The startup arena has lot of challenges ranging from finance to human resources and from launch to sustaining the growth with tenacity. The issues and challenges explained are financial resources, revenue generation, team members, supporting infrastructure, exceed customer expectations etc. so the startups has to overcome from this issues to run successfully.
3. Ravi (2015) explained that a combination of increasing population, growing internet usage and mobile penetration, growing economy, being a major mobile market and exponentially increasing online retailing set the stage for India to be one of the biggest Startup destinations.
4. Chokhani (2017) on the Challenges Faced by Startup Companies Skilled talent is hesitant to join startups, as they have witnessed in the past mass firing and downsizing. Raising the capital has been a long drawn challenge for startups. In startups employment is uncertain due to companies reaching scale and then downsizing for better efficiencies, the industry is saturated with such examples. Angel investment and seed investment is easier to find, as the amounts are smaller, it has gotten much tougher to go for later stage rounds, as companies burn too fast and do not look at unit economics. Rigorous survey of the literature was done for studies and research papers on Challenges and issues of Startups in India.

Objectives of the study

- To know the challenges faced by the startups in Karwar Taluk.
- To provide the suggestions to the new entrepreneurs.

Research Methodology and Design

Universe of the Study

The Startups in India which are registered with ministry of corporate affairs and are operational in India are considered for the study. Founders/ Owners of the Startups form the universe of the study.

Sampling Frame

The startups are selected in Karwar Taluk, in Uttar Kannada district served as the sampling frame for the purpose of the study.

Sampling Technique and Sample Size

Convenience sampling method was used for collecting the data. Total number of respondents representing the startups was 50.

Tools and Techniques of Data Collection

The primary data is been collected from the personal interview method with structured questionnaire. Secondary data is collected from various journals, magazines, websites & books. Collected data analyzed with the help of related statistical methods and tools.

Analysis and Interpretation of data

Table no: 1
Classification on the Bases of geographical area of business

Area	No. of startups	Percentage to total
Rural	10	20
Urban	40	80
Total	50	100

Source: primary data

Table no 1 states that 80 percent of the startups are having their business in urban area and remaining 20 percent in rural area.

Table no: 2
Classification on the Bases of initial capital invested

Capital amount (in Rs.)	No. of startups	Percentage to total
0-1 lakh	10	20
1-3 lakh	10	20
3-5 lakh	10	20
5 lakh and above	20	40
Total	50	100

Source: primary data

Table no 2 states that 40 percent of the startups invested initial capital of Rs 5 lakh or above, 20 percent of startups invested 0-1 lakh, 20 percent of startups invested 1-3 lakh, and rest 20 percent of startups invested 3-5 lakh in their business.

Table no: 3
Classification on the Bases of no of workers employed

No of workers	No of startups	Percentage to total
1-2	40	80
3-5	10	20
6-10	Nil	Nil
Above 10	Nil	Nil
Total	50	100

Source: primary data

Table no 3 states that 80 percent of the startups employed 1 to 2 workers and rest 20 percent of the startups employed 3-5 workers in their business.

Table no: 4
Classification on the Bases of sales at initial stage

Sales amount (in Rs) per month	No of startups	Percentage to total
0-1 lakh	30	60
2-3 lakh	Nil	Nil
4-5 lakh	Nil	Nil
Above 5 lakh	20	40
Total	50	100

Source: primary data

Table no 4 states that 60 percent of the startups made a sale of Rs 0-1 lakh, rest 40 percent of the startups made a sale of Rs above 5 lakh at initial stage.

Table no: 5
Classification on the Bases of line of activity of enterprise

Line of activity	No. of startups	Percentage to total
Manufacturing	Nil	Nil
Trading	40	80
Services	10	20
Total	50	100

Source: primary data

Table no 5 states that 80 percent of the startups have trading business and rest 20 percent of the startups have service business.

Table no: 6
Classification on the Bases of form of organization

Form of organization	No of startups	Percentage to total
Sole proprietor	40	80
Joint family	Nil	Nil
Partnership	10	20
Private ltd	Nil	Nil
Co operative	Nil	Nil
Total	50	100

Source: primary data

Table no 6 states that 80 percent of the startups are sole proprietor their business and rest 20 percent of the startups are in partnership business.

Table no: 7
Classification on the Bases of source of capital

Source of capital	No of startups	Percentage to total
Own investment	30	60
Friends & relatives	Nil	Nil
Govt. support	Nil	Nil
All the above	20	40
Total	50	100

Source: primary data

Table no 7 states that 60 percent of the startups are used their own investment as capital and rest 40 percent of the startups used own investment, loan from banks, financial help from their friends for capital purpose.

Table no: 8
Classification on the Bases of marketing challenges faced

Challenges	No of startups	Percentage
Competition from local vendors	34	68
Branding of the firm	21	42
Unorganized and fragmented markets	15	30
Unique ideas to attract customers	33	66
Choosing right social media platform	20	40

Source: primary data

Table no 8 states that 68 percent of the startups are facing the challenges of competition from local vendors. 66 percent of the startups are facing the challenges of thinking unique ideas to attract customers. 42 percent of the startups are facing the challenges of branding of the firm. 40 percent of the startups are facing the challenges of choosing right social media platform to market their products or services and 30 percent of the startups are facing the challenges of Unorganized and fragmented markets.

Table no: 9
Classification on the Bases of financial challenges

Challenges	No of startups	Percentage
Raising Capital	40	80
Pricing of services	20	40
Payment related challenge s	25	50
Cash flow management	30	60
Budget allocation	10	20

Source: primary data

Table no 9 states that 80 percent of the startups faced a challenge of raising of capital, 60 percent of the startups faced a challenge of cash flow management, 50 percent of the startups faced a challenges of Payment related challenge s, 40 percent of the startups faced a challenges of pricing of services and rest 20 percent of the startups faced a challenges of Budget allocation.

Table no: 10
Classification on the Bases of other challenges faced

Challenges	No of startups	Percentage
Major leap in technology	20	40
Time management	20	40
Regulatory issues	10	20
Hiring employees	25	50
Choosing what to sell	12	40
Lack of knowledge and exposure	15	30
Labour turnover	06	20

Source: primary data

Table no 10 states that 50 percent of the startups faced a challenge of Hiring employees, 40 percent of the startups faced a challenge of time management, Major leap in technology & choosing what to sell, 30 percent of the startups faced a challenge of Lack of knowledge and exposure and 20 percent of the startups faced a challenge of labour turnover.

Major findings

- 1) 80 percent of the entrepreneurs are having their business in urban area.
- 2) 40 percent of the entrepreneurs invested initial capital of Rs 5 lakh or above for their business.
- 3) 80 percent of the startups employed 1 to 2 workers in their enterprise.
- 4) 60 percent of the startups made a sale of Rs 0-1 lakh per month in their business.
- 5) 80 percent of the startups are in trading business.
- 6) 80 percent of the entrepreneurs are sole proprietor for their business.
- 7) 60 percent of the entrepreneurs used their own investment as capital for their business.
- 8) 68 percent of the startups are facing the challenges of competition from local vendors and 66 percent of the startups are facing the challenges of thinking unique ideas to attract customers.
- 9) 42 percent of the startups are facing the challenges of creating a brand of the firm, 40 percent of the startups are facing the challenges of choosing right social media platform to market their products or services and 30 percent of the startups are facing the challenges of Unorganized and fragmented markets to sell their products.
- 10) 80 percent of the startups faced a challenge of raising a capital and 60 percent of the startups faced a challenge of cash flow management.
- 11) 50 percent of the startups faced a Payment related challenge, 40 percent of the startups faced a challenge of pricing of services and rest 20 percent of the startups faced a challenge of Budget allocation.
- 12) 50 percent of the startups faced a challenge of Hiring employees and 40 percent of the startups faced a challenge of time management, Major leap in technology & choosing what to sell.
- 13) 30 percent of the startups faced a challenge of Lack of knowledge and exposure and 20 percent of the startups faced a challenge of labour turnover.

Suggestions

- 1) Establishment of training and educational centers in rural and semi urban areas.
- 2) More support from governmental institutions, NGOs and private institutions that take care of young person's to become entrepreneurs through right education from universities and colleges.
- 3) Government and entrepreneurship development board has to take care of challenge faced by startups, and try to give solution for them.
- 4) The new startups need to take better advantage of all the skims which are available for their development.
- 5) Government has to give training for new entrepreneurs who started startups regarding cash flow management.
- 6) Government and entrepreneurship development board has given better financial assistance to the startups with low cost of capital.
- 7) Startups have to make better strategies to attract customers.

Conclusion

An entrepreneur is one who plays significant role in the economic development of the country. Basically an entrepreneur can be regarded as a person who has the initiative, skill and motivation to set up a business or an enterprise of his own and who always looks for high achievement. Many of the startups are facing a marketing challenge like competition from local vendors and thinking innovative ideas to attract customers, financial challenges like raising capital and cash flow management. So it is necessary to overcome from these challenges in order to conduct an efficient business.

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CYBER SECURITY: ISSUE AND CHALLENGES IN E-COMMERCE

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ABSTRACT

E-Commerce refers to the exchange of goods and services over the Internet. The shopping through e-commerce has penetrated all segments of goods ranging from groceries to electronic goods and even vehicles. Rapid growth in mobile computing and communication technologies has facilitated popularity of e-commerce. The main impediment in growth of e-commerce is cyber fraud and identity theft. Hackers are people who carry out the cybercrime. Hence, poor security on e-Commerce web servers and in users computers is core issue to be resolved for rapid growth of e-commerce. This paper provides directions for e-commerce security so as to improve customer confidence in e-commerce shopping.

KEYWORDS: E-Commerce, online, Security, Threats and Vulnerabilities, Firewall, Session Hijack, Viruses.

INTRODUCTION:

The rapid evolution of online and mobile channels has carved out new markets and brought huge opportunities for emergent and established organizations alike. However, unfortunately the past decade has also witnessed significant disruption to ecommerce payment processes and systems. The interconnected, anonymous and instantaneous nature of these channels has inevitably led to the development of malicious threats targeting ecommerce and retail services firms, their people and their customers. These e-crime and digital fraud threats continue to evolve rapidly, with attackers utilizing increasingly sophisticated techniques to target vulnerabilities in people, processes and technologies. The e-crime threats, if successfully realized, can undermine essential digital services, cause significant damage to brand reputations, and result in considerable financial and operational pain for organizations and their customers.

In order to achieve the security objectives, it is necessary to recognize that the security of the services and the protection of the customers' data are essential. To this end, and specifically to support the current security equation, it is necessary to have an enterprise wide target customer security model. This should be designed to deliver enhancements to both customer-facing and back office security capabilities, and in particular to improve existing security defenses for remote online, telephone and mobile banking channels.

E-COMMERCE:

E-commerce is buying and selling goods and services over the Internet. Ecommerce is part of e-business as specified in. E-business is a structure that includes not only those transactions that center on buying and selling goods and services to generate revenue, but also those transactions that support revenue generation. These activities include generating demand for goods and services, offering sales support and customer service, or facilitating communications between business partners. One of the critical success factors of e-commerce is its security. Without the assurance of security, e-commerce may not work normally. And it is a complexity issue, because ecommerce security relates to the confidence between sellers and buyers, credit card and extremely sensitive personal information. Therefore, the security of e-commerce depends on a complex interrelationship among applications platforms, database management systems, and software and network infrastructure and so on. Any single weakness can jeopardize the e-commerce security.

E-COMMERCE SECURITY:

E-commerce Security is a part of the Information Security framework and is specifically applied to the components that affect e-commerce that include Computer Security, Data security and other wider Information Security framework. E-commerce security has its own particular nuances and is one of the highest visible security components that affect the end user through their daily payment interaction with business. Today, privacy and security are a major concern for electronic technologies. M-commerce shares security concerns with other technologies in the field. Privacy concerns have been found, revealing a lack of trust in a variety of contexts, including commerce, electronic health records, e-recruitment technology and social networking, and this has directly influenced users. Security is one of the principal and continuing concerns that restrict customers and organizations engaging with e-commerce. Web e-commerce applications that handle payments (online banking, electronic transactions or using debit cards, credit cards, PayPal or other tokens) have more compliance issues, are at increased risk from being targeted than other websites and there are greater consequences if there is data loss or alteration. The e-commerce industry is slowly addressing security issues on their internal networks. There are guidelines for securing systems and networks available for the e-commerce systems personnel to read and implement. Educating the consumer on security issues is still in the infancy stage but will prove to be the most critical element of the e-commerce security architecture. Trojan horse programs launched against client systems pose the greatest threat to e-commerce because they can bypass or subvert most of the authentication and authorization mechanisms used in an ecommerce transaction. These programs can be installed on a remote computer by the simplest of means: email attachments. Privacy has become a major concern for consumers with the rise of identity theft and impersonation, and any concern for consumers must be treated as a major concern for e-commerce providers.

OBJECTIVES OF THE STUDY:

The major objectives of the study are:

- To study the Overview of E-commerce security.
- To know the different security tools available in E-commerce.
- To know the purpose of Security in E-commerce.
- Discuss the different security issues in E-commerce.
- Understand the Secure online shopping guidelines.

METHODOLOGY OF THE STUDY:

The paper is mainly conceptual and descriptive in nature and it is based on the different research papers, journals, articles related to cyber security available over internet based sources. Various other related books and journals which are available in physical form are also accessed to develop the foundation of the paper.

E-COMMERCE SECURITY TOOLS

- Firewalls – Software and Hardware
- Public Key infrastructure
- Encryption software
- Digital certificates
- Digital Signatures
- Biometrics – retinal scan, fingerprints, voice etc
- Passwords
- Locks and bars – network operations centers

PURPOSE OF SECURITY IN E-COMMERCE

1. Data Confidentiality – is provided by encryption / decryption.
2. Authentication and Identification – ensuring that someone is who he or she claims to be is implemented with digital signatures.
3. Access Control – governs what resources a user may access on the system. Uses valid IDs and passwords.
4. Data Integrity – ensures info has not been tampered with. Is implemented by message digest or hashing.
5. Non-repudiation – not to deny a sale or purchase Implemented with digital signatures.

SECURITY ISSUES IN E-COMMERCE

E-commerce security is the protection of e-commerce assets from unauthorized access, use, alteration, or destruction. While security features do not guarantee a secure system, they are necessary to build a secure system. Security features have four categories:

- **Authentication:** Verifies who you say you are. It enforces that you are the only one allowed to log on to your Internet banking account.
- **Authorization:** Allows only you to manipulate your resources in specific ways. This prevents you from increasing the balance of your account or deleting a bill.
- **Encryption:** Deals with information hiding. It ensures you cannot spy on others during Internet banking transactions.
- **Auditing:** Keeps a record of operations. Merchants use auditing to prove that you bought a specific merchandise.
- **Integrity:** prevention against unauthorized data modification
- **Non repudiation:** prevention against any one party from renegeing on an agreement after the fact
- **Availability:** prevention against data delays or removal.

SECURITY ISSUES IN E-COMMERCE APPLICATION

There are following types of security issues in any e-commerce application which needs to be addressed

a) Malicious Code:

- Viruses: They have ability to replicate and spread to other files; most also deliver a “payload” of some sort (destructive); include macro viruses, file-infecting viruses, and script viruses
- Worms: They are designed to spread from computer to computer
- Trojan horse: They appear to be benign, but then does something other than expected
- Bots: It can be covertly installed on computer; responds to external commands sent by the attacker

b) Unwanted Programs: These are installed without the user’s formed consent.

Following are its types.

- Browser parasites: It can monitor and change settings of a user’s browser
- Adware: It calls for unwanted pop-up ads
- Spyware: It can be used to obtain information, such as a user’s keystrokes, e-mail, IMs, etc.
- Phishing and Identity Theft: Any deceptive, online attempt by a third party to obtain confidential information for financial gain – Most popular type: e-mail scam letter – It is one of fastest growing forms of e-commerce crime.
- Hacking and Cyber vandalism: Hacker: Individual who intends to gain unauthorized access to computer systems.
- Cracker: Hacker with criminal intent (two terms often used interchangeably)
- Cyber vandalism: Intentionally disrupting, defacing or destroying a Web site.

RECOMMENDATIONS

The rapid pace at which technology is changing has provided large opportunities for organizations to develop new business models, services, and products. While the digital revolution has transformed the way we do business, it has also created complex and sophisticated security issues. Assets and Information that were once protected within the organization are now accessible online; customer channels are vulnerable to disruption; criminals have new opportunities for theft and fraud. With organizations growing organically and inorganically, complexity of managing businesses & security operations are also becoming complex.

Organizations today thus face a continuously evolving threat landscape where the speed and intensity of attack is incrementing and response time is subsiding. As a result, organizations need to have rapid detection and response capabilities that allow for the synthesis of external and internal threat intelligence in a timely manner. This “situational awareness” is a required component of an organization’s overall security posture and critical to maintaining the confidentiality, integrity, and availability of its information assets. Some of the key recommendations for an organization to step towards an effective security equation include:

- Set risk appetite and drive focus on what matters. Establish purpose and direction. Clearly articulate your cyber risk appetite and strategy. Support it by requisite action through funding and resourcing.
- Define the right balance between threat-centric vs. compliance- centric programs. Fully integrate cyber risk management into IT disciplines.
- Break down silos. Cyber risk is an enterprise-level issue. Lack of information-sharing is a top inhibitor for effective risk management.
- Be creative about cyber risk awareness. Your weakest link is the human factor. There is not enough talent to do everything in-house, so take a strategic approach to sourcing decisions.
- Incentivize openness and collaboration. Build strong relationships with partners, law enforce-ment, regulators, and vendors.
- Prepare for cyber-attacks by conducting war games, penetration tests, and exercising the cyber incident response plans.
- Have a threat intelligence mechanism in place Focus on restructuring the diverse unstructured security data and information gathered from all the security entities and devices (recent and past events) to consolidate intelligent feeds, advice or a product, which could be used to make informed decisions in order to mitigate dynamic threats as pet the environment.

CONCLUSION:

E-commerce is widely considered the buying and selling of products over the internet, but any transaction that is completed solely through electronic measures can be considered e-commerce. Day by day E-commerce and M-commerce playing very good role in online retail marketing and peoples using this technology day by day increasing all over the world. E-commerce security is the protection of e-commerce assets from unauthorized access, use, alteration, or destruction.

Dimensions of e-commerce security; Integrity: prevention against unauthorized data modification, No repudiation: prevention against any one party from renegeing on an agreement after the fact. Authenticity: authentication of data source. Confidentiality: protection against unauthorized data disclosure. Privacy: provision of data control and disclosure.

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A STUDY ON IMPLEMENTATION OF IFRS IN INDIA: BENEFITS AND PROBLEMS

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ABSTRACT

International Financial Reporting Standard (IFRS) introduced by the International Accounting Standards Board (IASB) is international financial reporting standard. IFRS is a single set of high quality, understandable and enforceable global accounting standards. It is a "principles based" set of standards which are drafted lucidly and are easy to understand and apply. IFRSs were adopted first time in 2005 by EU (European Union) and are now accepted or required in more than 120 countries. In India, this is in an implementation stage. This paper tries to study the implementation problems in India and make suggestions to solve the problems. The important implementation problems are cost, lack of awareness about IFRS among investors, and no uniformity in accounting guidance issued by various regulators (SEBI, IRDA, RBI) in India. The suggestions are to provide proper training and education to accounting professionals and employees about IFRS; Government has to reform the taxation system to match with IFRS.

Keywords: *IFRS, IASB, Accounting Standards*

INTRODUCTION

International Financial Reporting Standard (IFRS), introduced by the International Accounting Standards Board (IASB), is a single set of high quality, understandable and enforceable global accounting standards. It is a "principles based" set of standards which are drafted lucidly and are easy to understand and apply. The International Accounting Standards Board (IASB) is an independent, private-sector body that develops and approves International Financial Reporting Standards (IFRSs). The IASB operates under the oversight of the IFRS Foundation.

The IASB was formed in 2001 to replace the International Accounting Standards Committee The International Accounting Standards Committee (IASC) was formed in 1973 through an agreement made by professional accountancy bodies from Australia, Canada, France, Germany, Japan, Mexico, the Netherlands, the United Kingdom and Ireland, and the United States of America. Additional sponsoring members were added in subsequent years. In 1982 the sponsoring "members" of the IASC comprised all of the professional accountancy bodies that were members of the International Federation of Accountants (IFAC). From its formation in 1973 until a comprehensive reorganization in 2000, the structure for setting International Accounting Standards was known as the International Accounting Standards Committee (IASC). As of the beginning of 2005, the global corporate financial reporting landscape has been International Financial Reporting Standards comprising:

- International Financial Reporting Standards (IFRS) - standards issued after 2001
- International Accounting Standards (IAS) - standards issued before 2001
- Interpretations originated from the International Financial Reporting Interpretations Committee (IFRIC) -issued after 2001
- Standing Interpretations Committee (SIC) - issued before 2001.

OBJECTIVES OF THE STUDY

- To study the preparedness of Indian firms in implementing the IFRS.
- To identify the implementation issues, if any, faced by firms in India.

- To study the benefits of International Financial Reporting System.

STATEMENT OF THE PROBLEM

IFRSs were adopted first time in 2005 by the European Union (EU). IFRSs are now accepted or required in more than 120 countries. It is in an implementation stage in India. IFRS implementation affects several areas of a business entity .Mainly implementation problems and cost. India is going to implement the IFRS in a phased manner. It has a lot of benefits to different stakeholders like companies, accounting professionals, investors and regulators. But firms will face different implementation problems in the future. So this paper tries to study the challenges and benefits of IFRS implementation in India and also try to identify some solutions to the issues so identified.

RESEARCH METHODOLOGY

The study has been conducted mainly on the basis of secondary data, literature review and personal interviews with experts. Journals, research papers, web resources and newspaper articles were used for gathering relevant data.

LITERATURE REVIEW

Many studies have been conducted on IFRS. Some of the relevant studies in this context are summarized below to gain a theoretical perspective on IFRS implementation.

Abhiruchi Aswal ,Gaurav Agarwal and Subhajit Das examined the impact of IFRS on Indian companies. In their view, IFRS is going to have significant impact on the Indian corporate, largely due to the significant difference in the Indian GAAP and IFRS.

Pawan Jain tried to analyze the information available on IFRS adoption process in India in his paper IFRS implementation in India, opportunities and challenges .It also discusses the IFRS adoption procedure in India and the utility for India in adopting IFRS. The paper discusses the problems faced by the stakeholders (Regulators, Accountants, Firms etc.) in the process of adoption of IFRS in India.

Dr. Pran Krishansing Boolaky studied problems and challenges to the private and public sector enterprises in his paper 'IFRS in small island economies'. Using data from Mauritius the IFRS conversion and implementation process is investigated with focus on implementation problems. The implementation problems are expressed in terms of difficulties related to the IFRSs. The paper reports that though IFRS conversion was smooth in Mauritius, and the conversion cost was significant.

IFRS in India

The financial reporting standards currently followed in India are a combination of the standards notified by the Ministry of Corporate Affairs, guidance issued by the Securities Exchange Board of India (SEBI), guidance from the Institute of Chartered Accountants of India (ICAI), and industry-specific guidance from regulators. In 2007 India announced that it would fully adopt IFRS by 2011 which is to be done in phases. First phase was to include the companies which were part of NSE Nifty, BSE Sensex, the companies which had shares or other securities listed on stock exchanges outside India and the companies (whether listed or not) which had a net worth in excess of Rs 10 billion.

The companies covered in this phase were required to prepare an Opening Balance Sheet in accordance with IFRS converged standards as of April 01, 2011 and would follow the IFRS converged standards from this date. The second phase was to cover the Firms (listed or not) with a net worth in excess of Rs 5 billion but less than Rs 10 billion. These firms would prepare an opening Balance Sheet in accordance with IFRS converged standards as of April 01, 2013 and would follow IFRS converged standards from this date. Rest of the firms were to follow the process from April 01, 2014. But this announcement of Ministry of Corporate Affairs was not implemented. After the enactment of the Companies Act, 2013, The Ministry of Corporate Affairs has now shifted its focus on rolling out international reporting standards for Indian companies which were to be implemented beginning April 1, 2011.

According to the draft plan, the ministry wants to implement the international financial reporting standards (IFRS) beginning with companies that have a net worth of over Rs 10 billion from April 1, 2015. In the second phase, both listed and unlisted companies with a net worth of over Rs 5 billion but less than Rs 10 billion will have to converge with the international accounting standards from the financial year beginning April 1, 2016.

BENEFITS OF IFRS

Conversion to IFRS offers companies a number of important benefits.

- For Raising Capital from Overseas. Most of the companies are raising capital from overseas which requires all information in International standard understandable to them. Uniform accounting standard is very essential for this.

- It also expects an increase in mergers and acquisitions opportunities since the major challenge of conversion of financial statements to a uniform standard (US GAAP) would be removed because of IFRS.
- Comparison and benchmarking of financial data with international competitors would be possible through IFRS implementation.
- Another major benefit of IFRS is that the management of a company can view all the companies in a group on a common platform. This will reduce the time and efforts involved to adjust the accounts in order to comply with the requirements of the national GAAP (Generally Accepted Accounting Principle)
- The firms will have less complexity in accounting.
- IFRS will increase transparency in accounting.
- It will facilitate cross border investment leading to accelerated economic growth.
- IFRS adoption will improve the quality of financial information.

PROBLEMS OF IFRS IMPLEMENTATION IN INDIA

Indian companies will have to face a number of challenges and issues in implementing IFRS. IFRS is going to have significant impact on the Indian firms largely due to the significant difference in the Indian GAAP and IFRS.

1. **Fair value instead of historical cost:** The most important and most talked about is that under IFRS, balance sheet items would have to be fair valued compared to the current practice of carrying it at historical cost. This will certainly complicate the situation for companies which are in huge debt. Not only would they have to show increased debt positions which would impact their credit rating but also impact their financial ratios.
2. **Cost of implementation:** Implementation of IFRS requires incurring large expenditure like IFRS software cost, training cost for employees, advisory fee, audit fee etc. A new system always considers value of money, so that it becomes mandatory for companies to find out cost-benefit analysis.
3. **Lack of Awareness:** Due to lack of awareness about different IFR standards, investors face difficulties in comparing, analyzing and taking appropriate decisions. IFRS mainly focuses on presenting financial statement and focus is low on the users of accounting standard.
4. **Necessity of new software package:** Development of new software package is essential for successful implementation of IFRS.
5. **Lack of Technical Knowledge:** As the accounting professionals are too familiar with the Indian GAAP, they may find it difficult to work with IFRS.
6. **No uniformity in accounting guidance issued by different regulators:** Reserve Bank of India issues guidance for banking companies, the Insurance Regulatory and Development Authority issues guidance for insurance companies, the Central Electricity Regulatory Commission issues guidance for electricity companies, SEBI issues guidance for listed companies, and the Ministry of Corporate Affairs too issues certain guidance.

SUGGESTIONS

Following are some of the suggestions to manage the problems of IFRS implementation in India

1. Proper education and training to accounting professionals and employees about IFRS
2. Educate the investors and shareholders about the IFRS
3. Different regulators in India (RBI, SEBI, IRDA etc.) have to constitute committees to study the proper implementation of IFRS
4. Develop user friendly software with minimum cost.
5. Government has to reform the taxation system to match with IFRS.

CONCLUSION

International Financial Reporting Standard introduced by the International Accounting Standards Board (IASB) is intended at improving transparency and addresses some of the objectivity concerns in accounting. The major issue in implementation is lack of knowledge regarding its convergence with the Ind AS.

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ROLE OF MICRO FINANCE INSTITUTIONS IN RURAL ENTREPRENEURSHIP: CHALLENGES & SUGGESTIONS

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ABSTRACT

More than subsidies poor need access to credit. Absence of formal employment make them non 'bankable'. This forces them to borrow from local moneylenders at exorbitant interest rates. Many innovative institutional mechanisms have been developed across the world to enhance credit to poor even in the absence of formal mortgage. The present paper discusses conceptual framework of a microfinance institution in India. The successes and failures of various microfinance institutions around the world have been evaluated and lessons learnt have been incorporated in a model microfinance institutional mechanism for India.

KEYWORDS: *Role of microfinance institutions; strength & weakness of MFIs.*

INTRODUCTION

Microfinance is a source of financial services for entrepreneurs and small businesses lacking access to banking and related services. The two main mechanisms for the delivery of financial services to such clients are:(1) relationship-based banking for individual entrepreneurs and small businesses; and (2) group-based models, where several entrepreneurs come together to apply for loans and other services as a group. In some regions, for example Southern Africa, microfinance is used to describe the supply of financial services to low-income employees, which is closer to the retail finance model prevalent in mainstream banking. For some, microfinance is a movement whose object is "a world in which as many poor and near-poor households as possible have permanent access to an appropriate range of high quality financial services, including not just credit but also savings, insurance, and fund transfers". Many of those who promote microfinance generally believe that such access will help poor people out of poverty, including participants in the Microcredit Summit Campaign. For others, microfinance is a way to promote economic development, employment and growth through the support of micro-entrepreneurs and small businesses.

OBJECTIVE OF THE STUDY

The main objective of the study is to understand

- Role of Microfinance institutions in rural development & future entrepreneurs
- Formal Sector institutions & existing informal financial sources.

- Strengths & Weakness of microfinance sectors.

RESEARCH METHODOLOGY

This paper is studied on the basis of secondary data referred from various research articles and journal publications.

FINDINGS OF THE STUDY

ROLE OF MICROFINANCE INSTITUTIONS IN RURAL DEVELOPMENT

The most effective policy adopted by the low income countries in the world is microfinance because it has been found to be an effective tool for lifting the poor by providing them financial services to start or expand a small business that enables them to break out of poverty. In other words, it enables them to earn an income so they no longer have to struggle to afford food, clean water, health care and education for their children. These small businesses also create employment opportunities for such local communities where jobs are rare. It helps them to earn extra income.

1) Women Empowerment: Microfinance is an important tool in not only reducing poverty but also empowering women as normally more than 50% SHGs are formed by women. SHGs have proved to be strategic tool for organizing women in groups and promoting their savings habits to gain greater access to financial and economic resources. Poor women use small loans to start a long chain of economic activity and raise their socio-economic status in the society.

2) Financial Inclusion: Microfinance has been recognized as an important tool in connecting the unbanked population to mainstream institutional banking services. It has contributed to the reduction their dependency on informal money lenders and non-institutional sources.

3) Mobilization of Savings: Microfinance develops the savings habits among the people. Now poor people with meager income also save money and are bankable. The financial resources generated through savings of group members and micro credit obtained from banks are utilized to provide loans to its members.

4) Financial Stability: Microfinance has also played a vital role in providing financial stability to people which contributed to the local economies to a substantial extent. Small loans have offered opportunities to earn extra income, so that people can pay for their extreme necessities.

5) Global Poverty: Financial stability to poor and low income families through small loans may break the poverty cycle for future generation. As many of these communities started growing, the local economies started flourishing. The gross domestic product of the country started increasing and gap between the poorer and wealthiest people has also decreased.

6) Development of Skills: Microfinance has helped in identifying the potential rural entrepreneurs. SHGs encourage its members to set up their businesses jointly or individually. They receive training from their supporting institutions and learn leadership qualities. Thus, microfinance helps indirectly in the Development of Skills.

THE FORMAL SECTOR INSTITUTIONS

Traditionally, the formal sector Banking Institutions in India have been serving only the needs of the commercial sector and providing loans for middle and upper income groups. Similarly, for housing the HFIs have generally not evolved a lending product to serve the needs of the Very LIG primarily because of the perceived risks of lending to this sector. Following risks are generally perceived by the formal sector financial institutions:

- Credit Risk;
- High transaction and service cost;
- Absence of land tenure for financing housing;
- Irregular flow of income due to seasonality;
- Lack of tangible proof for assessment of income;
- Unacceptable collaterals such as crops, utensils and jewellery.

As far as the formal financial institutions are concerned, there are Commercial Banks, Housing Finance Institutions (HFIs), NABARD, Rural Development Banks (RDBs), Land Development Banks and Co-operative Banks (CBs). As regards the Co-operative Structures, the Urban Co.op Banks (UCB) or Urban Credit Co.op Societies (UCCS) are the two primary co-operative financial institutions operating in the urban areas. There are about 1400 UCBs with over 3400 branches in India having 14 million members, Their total lending outstanding in 1990-91 has been reported at over Rs 80 billion with deposits worth Rs 101 billion. Similarly there exist about 32000 credit co.op societies with over 15 million members with their total outstanding lending in 1990-91 being Rs 20 billion with deposits of Rs 12 billion. Few of the UCCS also have external borrowings from the District Central Co.op Banks (DCCBs) at 18-19%. The loans given by the UCBs or the UCCS are for short term and unsecured except for few which are secured by personal guarantees. The most effective security being the group or the peer pressure. The Government has taken several initiatives to strengthen the institutional rural credit system. The rural branch network of commercial banks have been expanded and certain policy prescriptions imposed in order to ensure greater flow of credit to agriculture and other preferred sectors. The commercial banks are required to ensure that 40% of total credit is provided to the priority sectors out of which 18% in the form of direct finance to agriculture and 25% to priority sector in favour of weaker sections besides maintaining a credit deposit ratio of 60% in rural and semi-urban branches. Further the IRDP introduced in 1979 ensures supply of credit and subsidies to weaker section beneficiaries. Although these measures have helped in widening the access of rural households to institutional credit, vast majority of

the rural poor have still not been covered. Also, such lending done under the poverty alleviation schemes suffered high repayment defaults and left little sustainable impact on the economic condition of the beneficiaries.

THE EXISTING INFORMAL FINANCIAL SOURCES

The informal financial sources generally include funds available from family sources or local money lenders. The local money lenders charge exorbitant rates, generally ranging from 36% to 60% interest due to their monopoly in the absence of any other source of credit for non-conventional needs. Chit Funds and Bishis are other forms of credit system operated by groups of people for their mutual benefit which however have their own limitations. Lately, few of the NGOs engaged in activities related to community mobilization for their socio-economic development have initiated savings and credit programmes for their target groups. These Community based financial systems (CBFS) can broadly be categorized into two models: Group Based Financial Intermediary and the NGO Linked Financial Intermediary. Most of the NGOs have adopted the first model where they initiate the groups and provide the necessary management support. The experience of these informal intermediaries shows that although the savings of group members, small in nature do not attract high returns, it is still practiced due to security reasons and for getting loans at lower rates compared to that available from money lenders. These are short term loans meant for crisis, consumption and income generation needs of the members. The interest rates on such credit are not subsidized and generally range between 12 to 36%. Most of the loans are unsecured. In few cases personal or group guarantees or other collaterals like jewellery is offered as security. While a census of NGOs in micro-finance is yet to be carried out, there are perhaps 250-300 NGOs, each with 50- 100 Self Help Groups (SHG). Few of them, not more than 20-30 NGOs have started forming SHG Federations. There are also agencies which provide bulk funds to the system through NGOs.

STRENGTHS OF INFORMAL SECTOR FOR ENTREPRENEURSHIP

A synthesis that can be evolved out of the success of NGOs/ CBOs engaged in microfinance is based on certain preconditions, institutional and facilitating factors.

1. Preconditions to Success: Those NGOs/ CBOs have been successful that have instilled financial value/ discipline through savings and have demonstrated a matching value themselves before lending. A recovery system based on social intermediation and various options including non-financial mechanisms has proved to be effective. Another important feature has been the community governance. The communities in which households are direct stake holders have successfully demonstrated the success of programs.

2. Operating Indicators: The operating indicators show that programs which are designed taking into account the localized and geographical differences have been successful. Effective and responsive accounting and monitoring mechanisms have been an important and critical ingredient for the success of programs. The operational success has been more when interest rates are at or near market rates: The experience of NGOs/CBOs indicates that low income households are willing to pay market rates. The crucial problem is not the interest rates but access to finance. Eventually in absence of such programs households end up paying much higher rates when borrowing from informal markets. Most of the directed credit programs in India like KfW have a ceiling on the maximum interest rate and the spread available to NGOs. A flexible rate of interest scheme would indicate a wider spread for NGOs. Appropriate incentives for borrowing and proper graduation of credit has been essential component of success. A successful program cannot be generalized for all needs and geographical spread. The programs which are simple and replicable in similar contexts have contributed to success.

3. Facilitating Factor: Another factor that has contributed to the success is the broad environment. A facilitative environment and enabling regulatory regime contributes to the success. The NGOs/ CBOs which have been able to leverage funds from formal programs have been successful. An essential factor for success is that all development programs should converge across sectors.

CHALLENGES AND SUGGESTIONS

Microfinance Institutions in India has made substantial progress and has brought number of people above poverty line. However, there are huge masses of people especially in rural areas who are still remaining out of the ambit of the outreach programmes. Thus, even with phenomenal growth in microfinance, there are some glaring challenges including the reality of this sector and some of them are:

1) Low Coverage and Regional Disparity: Microfinance has become a major instrument for financial inclusion providing access to credit to the poorer which helps in their poverty reduction. But the coverage of MFIs is just 8% which is very low. The main focus of these institutions is to provide credit to the rural poor and less attention to urban poor. However, now- a-days urban poverty is very serious issue with increasing population and migration. Further, growth of MFIs is unequal among various regions as well as limited growth in poorer states of India. There is a need to take more efforts to utilize the potential of microfinance in poorest states like Bihar, Uttar Pradesh, Assam, Jharkhand etc. The main reason for success of microfinance in south is that NGOs and MFIs are more active in this region than the northern areas. The major issues for the growth of microfinance are high literacy, supportive culture, financial infrastructure and existence of NGOs etc. Government should also take more steps for creating effective banking structure in backward region. The poor section should be the main target without any difference in the utilization of the potential for microfinance among rural or urban poor.

2) Inability of MFIs to Generate Sufficient Funds: Inability of MFIs to raise sufficient funds remains one of the important concerns in Microfinance sector. However, NBFCs are able to raise funds through private equity investments which are for profit motive. These MFIs are restricted from taking public deposits. Not for profit companies which constitute a major chunk of the microfinance sector have to primarily rely on donation and grants from government, NABARD and SIDBI. Apart from this, generally the major sources of funds for MFIs are bank loans. To increase their borrowings further, MFIs need to raise their equity through outside investors.

3) Staff Training: The quality of microfinance services depends on the capability of human resources involved as service providers. Incompetent staff and undiversified credit leads to the poor performance over the period. Poorly trained or untrained human resources affect the functioning of MFIs. However, NABARD is promoting technical assistance for the staff of banks, NGOs and SHGs. To increase the efficiency of MFIs, an effective sub-sector information system should be developed and consultancy services should be viable for the staff.

4) Need of Proper Checking: MFIs provide credit to small businesses, dairy/poultry farming, farmers, education loan, housing loan etc. There is a need for proper check of what the credit is approved for and is it really used with timely performance report. The outcome in terms of production and income is the major challenge for the sustainability of MFIs. Uneducated and untrained groups are the customers of these institutions. Thus, they impose a risk of inefficient management and improper planning. The training programme will boost the confidence of beneficiaries in their business and helps to enhance the income generation capacity. It will enable them to repay the loan and to extend their business.

5) Transparency of Interest Rates: Generally, it has been observed that MFIs follow different patterns of charging interest rates and few also take free deposits and additional charges. All this makes the pricing very confusing and hence most of the borrowers feel incompetent in terms of bargaining power. Thus, a common practice for charging interest should be followed by all MFIs so that it makes the sector more competitive and the beneficiaries can easily make effective comparison of different financial products before buying.

6) Political Interference: No doubt government is playing an important role in building legal and regulatory environment for MFIs. However, restrictive regulation and too much political interference in the working of MFIs may harm their sustainable growth.

CONCLUSION

The present study is purely based on secondary data. However, some valuable lessons can be drawn from the experience of successful Microfinance operation. First of all, the poor repay their loans and are willing to pay for higher interest rates than commercial banks provided that access to credit is provided. The solidarity group pressure and sequential lending provide strong repayment motivation and produce extremely low default rates. Secondly, the poor save and hence microfinance should provide both savings and loan facilities. These two findings imply that banking on the poor can be a profitable business. However, attaining financial viability and sustainability is the major institutional challenge. Deposit mobilization is the major means for microfinance institutions to expand outreach by leveraging equity. A promising solution is to provide multi-purpose loans or composite credit for income generation, housing improvement and consumption support. Consumption loan is found to be especially important during the gestation period between commencing a new economic activity and deriving positive income. Careful research on demand for financing and savings behaviour of the potential borrowers and their participation in determining the mix of multi- purpose loans are essential in making the concept work. Eventually it would be ideal to enhance the creditworthiness of the poor and to make them more "bankable" to financial institutions and enable them to qualify for long-term credit from the formal sector. Microfinance institutions have a lot to contribute to this by building financial discipline and educating borrowers about repayment requirements.

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PROMOTIONAL STRATEGIES ADOPTED BY PHARMACEUTICAL COMPANIES IN KERALA

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Abstract

Pharmaceutical Marketing sometimes called Medico-Marketing or Pharma Marketism, is the business of advertising or otherwise promoting the sale of the pharmaceuticals or drugs. It takes three main forms: activity by pharmaceutical sales representatives, provision of drug samples, and sponsoring continuing medical education (CME). The industry has focused its attention on a marketing mix of traditional marketing ideas such as printed materials, educational materials and the traditional sales force. The Indian pharmaceutical industry is a successful, high technology based industry that has witnessed consistent growth over the past three decades in spite of it operating under severe price competition and government price control.

Key words: Pharmaceutical Marketing, DTC, CME, Medico Marketing

INTRODUCTION

The pharmaceutical Industry is the world's largest industry due to worldwide revenues of approximately US\$2.8 trillion. In India Pharmaceutical Industry is the most vibrant knowledge based industry. The Indian Pharmaceutical Industry has shown high interest in India due to its sustained economic growth, healthcare reforms and patent related legislations. It ranks very high in the third world, in terms of technology, quality and range of medicines manufactured. The products of the industry consist of simple headache pills to sophisticated antibiotics and complex cardiac compounds. In spite of severe price control and Government regulations, Indian Pharmaceutical Industry has witnessed consistent growth over decades.

RESEARCH GAP

A detailed review of related articles in various journals, and theses relating to Pharmaceutical industry and their marketing strategies in different countries and states was done. From the review of literature, it is seen that most of the previous researches dealt with Pharmaceutical Industry and its growth scenario. It is also seen that there is dearth in researches in connection with Marketing Strategies of Pharmaceutical Companies. Also, in this regard no such studies were conducted in Kerala. Therefore the present paper on Promotional Strategies adopted by Pharmaceutical Companies in Kerala covers in detail the existing promotional marketing strategies of Pharmaceutical companies in Kerala.

SCOPE AND IMPORTANCE OF THE STUDY

Kerala is regarded as a consumer state and is popular for its healthcare standards. Hence the marketing strategies adopted by pharmaceutical companies in Kerala are different from that of other states. The Pharmaceutical Industry constitutes industrial

units and pure marketing units which are not producing anything here. Therefore the scope of the paper is limited to only those organizations functioning in the ambit of Pharmaceutical Industry which are manufacturing and marketing in Kerala.

OBJECTIVES OF THE STUDY

- To study the existing marketing practices adopted by Pharmaceutical Companies in Kerala.
- To study the Promotional marketing Strategies adopted by Pharmaceutical Companies in Kerala.

RESEARCH METHODOLOGY

The study is both descriptive and analytical in nature. It uses both primary and secondary data to identify the various promotional marketing strategies adopted by Pharmaceutical Companies in Kerala. Primary data were collected from the managers of Pharmaceutical Companies by using a structured questionnaire. Data were collected from a sample of 106 Pharmaceutical Companies manufacturing and marketing in Kerala. The required sample is drawn by adopting Simple Random Sampling Method, through draw of lots. The secondary data was collected from books, research articles, reports, periodicals, newspapers, websites and study reports of various institutions. The data collected were analysed with statistical tools with the help of SPSS

Promotional strategies of pharmaceutical companies

Promotion refers to using methods of communication with two objectives i.e., informing the existing and potential consumers about a product and to persuade consumers to buy the product. Interactive approach with doctors, E detailing, use of mobile apps, arranging CME, etc are included in the promotional strategies of pharmaceutical companies. Several companies conduct Medical Marketing Programme for new product launch.

MAJOR PROMOTIONAL STRATEGIES ADOPTED BY PHARMACEUTICAL COMPANIES INCLUDE:

Use of Simple and Focused Logos:

It is important that the pharmaceutical logo design appeals to consumers and communicate health benefits. Values of trust and reliability are critical for product branding in this business. These values must be incorporated in Pharma & medical logos through the use of clear fonts, soothing colours, and appealing icons.

Building a Deep Relationship with Consumer:

Many countries across the world have imposed restrictions on advertising opportunities for pharmaceutical companies on reaching consumers. Content marketing which is a combination of YouTube videos, blog posts and articles is particularly suited for pharmaceutical companies. It creates a reservoir of content that is useful for their target base of consumers which they would access repeatedly over a period of time. This creates a strong bond between the brand and consumers.

Creating Impactful Marketing Material:

The intense competition in the pharmaceutical business means that promotional material is of immense importance. The logo and design of this material need to stand out for the promotional campaign to be successful. Doctors play a critical role in the success of prescription drugs. It is important to send promotional material to doctors which highlight the benefits of the drugs. Results of relevant clinical trials which show the drugs in a positive light can also be included in the promotional materials. Care must be taken to ensure that the trials reported are fair and unbiased so that they are considered credible by the medical fraternity.

Promotional Materials with Physicians:

Many patients rely on recommendations from their doctors regarding pharmaceutical products. The promotional material placed with physicians can be highly effective as brand building tools. The promotional material should be such that it is utilitarian and features in the doctor's office so that it can feature in doctor-patient conversations. Some examples of items which can be branded are pens, USBs, mouse mats, pill boxes, mugs, diagnostic tools and patient compliance tools. A regular supply of these branded items to doctors also helps to establish pharmaceutical brands and medical logos in the doctor's mind. This would help the brand be top-of-mind when it comes to recommendations for patients.

Making Direct To Consumer (DTC) Promotions Work:

DTC promotions should highlight values such as health, wellness, safety, simplicity, companionship along with competence and innovativeness. Adding these qualities to DTC promotions would help them regain a sense of credibility and also help the brand to stand out. It is critical that these efforts are synchronised with promotional campaigns done online or through event sponsorship's.

Connect With People At Events:

Sponsoring events provide pharmaceutical brands a great opportunity to establish relationships on the ground. Print and televised promotional campaigns ensure brand recall. However, company presence at events helps companies to deepen relationships with a specific section of consumers. Pharmaceutical companies can distribute promotional material and organise interaction sessions with company personnel to deepen their relationships with consumers. These interactions would also lead to word of mouth publicity for the pharmaceutical companies.

PROMOTIONAL STRATEGIES - Univariate Analysis of Variance

In order to test the effectiveness of promotional strategies of pharmaceutical companies with regard to type and status of companies a TWO Way analysis is carried out. The test of mean variation of the scores for promotional strategies among the **Type** of pharmaceutical company and **Status** of the company using Two Way ANOVA is depicted in the table 1 and its comparison based on type and status of pharmaceutical companies are presented in table 2 & 3.

The responses of respondents are observed in a seven point scale where 1 for strongly disagree,2 for disagree to a great extent,3 for somewhat disagree,4 for natural (neither disagree nor agree),6 for agree to a great extent,7 for strongly agree and are analysed to see how far it is significant or not.

Table 1 : Tests of Between-Subjects Effects

Dependent Variable: PROMOTIONAL STRATEGIES

Source	Type I Sum of Squares	df	Mean Square	F	Sig.
Type of the pharmaceutical company	13939.468	2	6969.734	289.245	.000
Status of the company	2979.131	3	993.044	41.211	.000
Error	2409.628	100	24.096		
Total	204636.000	106			
Corrected Total	19328.226	105			

a. R Squared = .875 (Adjusted R Squared = .869)

Table 2 :1. Type of the pharmaceutical company:

Dependent Variable: PROMOTIONAL STRATEGIES

Type of the pharmaceutical company:	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
SMALL	57.350	1.182	55.005	59.695
MEDIUM	28.707	1.043	26.637	30.777
LARGE	38.501	1.019	36.480	40.522

Table 3: 2. Status of the company

Dependent Variable: PROMOTIONAL STRATEGIES

Status of the company	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Joint family business	52.018	1.922	48.205	55.832
partnership	31.758	.912	29.948	33.568
Company form	38.022	1.008	36.023	40.022
proprietorship	44.278	1.213	41.872	46.685

The mean variation of the scores for promotional strategies among SMALL,MEDIUM and LARGE companies and different status of the companies like joint family,partnership,company form and proprietorship companies are tested using Two way Anova which shows that type wise variation (value of **f 6969.734 ,df 2 and with p.000 <.05**)and status wise variation of mean scores (value of **f 993.044,df 3 and with p.000<.05**) are statistically significant at 5 percent level of significance

As per the table it may be observed that promotional strategies are excellent in SMALL type company (*mean score 57.350*) when compared to the other type of companies like MEDIUM and LARGE companies. In addition to that the mean score variation of promotional strategies are found excellent in joint family business (*mean score 52.018*) as compared to partnership, company form and proprietorship companies. It is significant at 5 percent level of significance in Two Way ANOVA model ($p < .05$), which reveals that these strategies are more employed in SMALL type companies and joint family business. Therefore it may be concluded that the type wise and status wise promotional strategies are not similar among different companies.

H0: There is no significant difference in the promotional Strategies formulated and implemented by the Pharmaceutical companies in Kerala according to their Status and Type.

The null Hypothesis is tested with Two-Way ANOVA and it was found that the values are significant at 5 percentage level of significance. So the null hypothesis is rejected with an inference that promotional strategies of Pharmaceutical Companies in Kerala are different by the Type and Status.

CONCLUSION

The pharmaceutical space is crowded with many brands competing for attention among consumers and doctors. Marketing and promotion strategies need to be carefully crafted so that doctors find them to be credible. Product advertising should intrigue consumers without overstepping legal boundaries. Medical logos have a crucial role to play in successful promotion as medical and pharmaceutical business logos lay the foundation for impactful marketing efforts. Marketing efforts in this sector also have to deal with government regulations and consumer-physician relationship.

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A STUDY ON CHALLENGES FACED BY WOMEN ENTREPRENEURS IN INDIA

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ABSTRACT

In under developed economies the need of entrepreneurship is been recognized as the major factor of growth in an economy. As the number of entrepreneurs increasing in an economy the growth rate is high, reduction of employment and it also helps in the economic growth of the country. Entrepreneurship serves as a catalyst of economic development of the country. It is one of the largest sections for capital accumulation. In fact, economic growth is the result of the efforts taken by the entrepreneurs. Similarly, entrepreneurs can dictate the economic growth by their actions and decisions. Now many have begun to realize that for achieving the goal of economic development, it is necessary to promote entrepreneurship both qualitatively and quantitatively in the country. Only active and enthusiastic entrepreneurs fully explore the potentialities of the country's available resources – labour, technology and capital.

Women entrepreneurs are the fastest growing segment of the small business community. Although creating businesses at this fast pace, there are some significant road blocks that women business owners have to face that are different than their male counterparts. In this connection a study is made to understand the challenges faced by the entrepreneurs and suggest measure to overcome those problems.

Keywords: *Entrepreneurship, economic development, Women entrepreneurs, challenges.*

INTRODUCTION:

Since the 21st century, the status of women in India has been changing as a result to growing industrialization and urbanization, spasmodic mobility and social legislation. Over the years, more and more women are going in for higher education, technical and professional education and their proportion in the workforce has also been increased. With the spread of education and awareness, women have shifted from the kitchen, handicrafts and traditional cottage industries to non-traditional higher levels of activities. Even the government has laid special emphasis on the need for conducting special entrepreneurial training programs for women to enable them to start their own ventures. Financial institutions and banks have also set up special cells to assist women entrepreneurs, this has boomerang the women entrepreneurs on the economic scene in the recent years although many women's entrepreneurship enterprises are still remained a much neglected field. However, for women there are several handicaps to enter into and manage business ownership due to the deeply embedded traditional mindset and stringent values of the Indian society.

OBJECTIVE:

The main aim of the research was to identify the key issues and problems facing women entrepreneurs, co-entrepreneurs and entrepreneurs from ethnic minorities.

METHODOLOGY:

It is a descriptive research work carried out by the researcher. Secondary data is the source for this study.

FINDINGS OF THE STUDY:

According to the Women's Financial Network, women start businesses at two times the rate of men. While women are starting more businesses than men, they find it harder at the outset to grow their businesses and access venture capital. Women entrepreneurs constitute 10 % of the number of entrepreneurs in our country. "All over the world there is a realization that the best way to tackle poverty and enable the community to improve its quality of life is through social mobilization of poor, especially women into self help groups. Ever since independence a number of innovative schemes have been launched for the upliftment of women in our country. Indian government has taken lot of initiatives to strengthen the institutional rural credit system and development programmes. Viewing it in the welfare programmes of Ninth Five Year Plan (1997-2002) and shifting the concept of Development to Empowerment. The Indian government adopted the approach of Self Help Groups (SHGs) to uplift the rural poor women. The empowerment of women through Self Help Groups (SHGs) would lead to benefits not only to the individual woman and women groups but also the families and community as a whole through collective action for development. Most women business owners in Indian organization were either housewives or fresh graduates with no previous experience of running a business, These women business owners were in traditionally women - oriented business like garments, beauty care, and fashion designing, which either do not require any formalized training or are developed from a hobby or an interest into a business, The classic example will be of herbal queen Lady Shehnaz Hussain who started her herbal-based treatment from a relatively small scale. Infact, she started literally from her kitchen domain to a chain of beauty parlors spread out across the nation and world.

CHALLENGES:

1. **Family restriction:** Women are expected to spend more time with their family members. They do not encourage women to travel extensively for exploiting business opportunities.
2. **Lack of Finance:** Family members do not encourage women entrepreneurs. They hesitate to invest money in the business venture initiated by women entrepreneurs. Bank and other Financial Institutions do not consider Middle Class Women Entrepreneurs as proper applicants for setting up their projects and they are hesitant to provide financial assistance to unmarried women or girls as they are unsure as to who will repay the loan — Either their parents or in-laws after their marriage. This humiliates unmarried women and they generally leave the idea of setting up their ventures. For example, Kiran Mazumdar Shaw initially faced many problems regarding funds for her business. Banks were hesitant to give loan to her as biotechnology was a totally new field at that point of time and she was a woman entrepreneur, which was a rare phenomenon.
3. **Lack of Education:** Women are generally denied of higher education, especially in rural areas and under developed countries. Women are not allowed to enrich their knowledge in technical and research areas to introduce new products.
4. **Role Conflict:** Marriage and family life are given more importance than career and social life in Indian society.
5. **Unfavourable Environment:** The society is dominated by males. Many business men are not interested to have business relationship with women entrepreneurs. Male generally do not encourage women entrepreneurs.
6. **Lack of persistent Nature:** Women generally have sympathy for others. They are very emotional. This nature should not allow them to get easily cheated in business.
7. **Lack of Mental strength:** Business involves risk. Women entrepreneurs get upset very easily when loss arises in business.
8. **Lack of Information:** Women entrepreneurs are not generally aware of the subsidies and incentives available for them. Lack of knowledge may prevent them from availing the special schemes.
9. **Stiff Competition:** Women face lot of competition from men. Due to limited mobility they find difficult to compete with men.
10. **Mobility:** Moving in and around the market, is again a tough job for Middle Class Women Entrepreneurs in Indian Social system.
11. **Administrative and Regulatory requirements:** Problems with administrative and/or regulatory requirements were judged to be major issues of female entrepreneurs. Micro enterprises of all types can experience problems in meeting administrative and regulatory requirements, because of the disproportionate effect of compliance costs on small companies compared with large firms. As a consequence, it is not surprising that almost half the support organizations specializing in support for female entrepreneurs identified a problem for their clients in this respect. At the same time, with a few exceptions, administrative and regulatory barriers more significant for female owned businesses than for male owned firms of a similar size
12. **Lack of management skills:** Women entrepreneurs lacked management skills to a greater extent than small businesses in general, perhaps because of their lower propensity to have had previous business experience. Although difficulties in accessing business advice or support appears to be a minor rather than major problem for women entrepreneurs, a significant minority of specialist organizations felt that women are particularly disadvantaged in this respect. Difficulties with language caused problems for their clients or members, with five feeling that women faced specific difficulties in this respect.
13. **Marketing:** A lack of sales and marketing skills was the most commonly reported problem faced by female entrepreneurs, after finance. The fact that this is a characteristic shared with many other micro enterprises and small firms does not make it any less

important to female entrepreneurs. It may be seen as part of a general need to raise the level of management skills and competencies in female owned and other small businesses.

14. **Technology:** Access to technology and problems with intellectual property protection were regarded as problems for women entrepreneurs. The lack of computer knowledge of employees is a major problem as computer skills are a key part of the business. Another firm used computer extensively for word processing, desk top publishing, e-mail and research purposes but saw no value in increasing their use further.
15. **Lack of confidence:** As women are accepting a subordinate status, as a result they lack confidence of their own capabilities, Even at home, family members do not have much faith in women possessing the abilities of decision-making. Remedial Measures

REMEDIAL MEASURES

Some of the remedial measures that can be undertaken to promote women entrepreneurship are as follows

1. Promotional Help

Government and NGOs must provide assistance to entrepreneurs, both in financial and non-financial areas.

2. Training

Women entrepreneurs must be given training to operate and run a business successfully. Training has to be given to women who are still reluctant to take up the entrepreneurial task.

3. Selection of Machinery and Technology

Women require assistance in selection of machinery and technology. Assistance must be provided to them in technical areas so that the business unit become successful.

4. Finance

Finance is one of the major problems faced by women entrepreneurs. Both family and government organizations should be liberal in providing financial assistance to them. Special schemes should be implemented whereby women can get bank loans at decent conditions

5. Marketing Assistance: Due to limited mobility, women are unable to market their goods. Assistance must be provided to help them to market their goods successfully in the economic environment.

6. Family support: Family should support women entrepreneurs and encourage them to establish and run business successfully.

7. Childcare: More childcare facilities should be provided to fit women entrepreneurs' needs. This would entail extended opening hours or flexible opening hours according to the woman entrepreneur's needs. Alternatively measures should be taken for fathers to be in the position to take parental leave, and men should be encouraged to take the leave.

8. Household: It should be made easier for women entrepreneurs to get help for their households, and initiatives like the "cheques services" implemented by the Belgian government should be copied. This system would alleviate the work load of the female entrepreneurs and at the same time decrease the number of unemployed persons.

9. Working time: Self-employed women should be encouraged to employ on a part-time or full-time basis at least one person so that they have more time for their family and can take interest in other occupations, actively participate in decision-making bodies.

CONCLUSION

In most countries, regions and sectors, the majority of business owner/managers are male (from 65% to 75%). However, there is increasing evidence that more and more women are becoming interested in small business ownership and/or actually starting up in business. Women are working in this multifaceted world. The organization scenario changes like a kaleidoscope with every responsibility, accountability and multiple pulls and pushes, which women have faced and came out with success. In addition, rates of self employment among women are increasing in several countries. Although there are no official statistics relating businesses to the gender of their owner/manager, there is a good deal of evidence to suggest a significant increase in female entrepreneurship. One consequence of this is that women are a relatively new group of entrepreneurs compared with men, which means that they are more likely to run younger businesses. This in turn has some implications for the problems they face and their ability to deal with them.

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BANKING HABITS AMONG THE RURAL WOMEN: A STUDY WITH REFERENCE TO UDUPI DISTRICT

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ABSTRACT

Today in the modern era banking habits are sorts of toxins for improving standard of living, attaining over all development of individuals as well as economic growth. Rapid economic growth can be achieved only when the rural areas are developed. Rural development mainly depends on the development of infrastructural facilities among which banking facilities play a very important role. Government has adopted nationalization of public sector banks in the year 1969 instead of privatization with the intension of catering the financial needs of the rural people. This included branch expansion, priority sector lending, mobilization of rural savings, creation of employment etc. Even though we have completed 50 years after nationalization banking activities did not reach the grass root level people. Majority of the rural people are living below the poverty line, where women are exploited and not allowed to take decisions regarding financial matters even today. This paper tries to analyze the banking habits of rural women.

Keywords: Rural development, banking habits, socio-economic condition, rural banking

1. Introduction:

Initially banking activities are concentrated only in urban areas to cater the needs of urban people. The trend has gradually changed due to decentralization principle. Banks started giving importance to branch expansion towards country side as the majority of the population lives in rural areas. Before globalization, only a few nationalized public sector banks had started their functioning in rural areas. Later, in the post globalization period both public and private sector banks are also opening their branches in nook and corner of rural areas to increase the transactions. More importance is given to digitalization of banking services in order to cater the needs of rural folk. Government also gives more concentration towards the expansion of banking activities in rural areas in order to fulfill the financial needs of rural people. The rural people are poor and predominantly follow agriculture as their major occupation and they have poor savings capacity and creditworthiness. The people in rural areas are illiterate and unaware of many modern banking services. But things have changed with the free availability of internet facilities, inventions of android mobile phones and increased literacy rate in rural areas. This paper mainly deals with the banking habits of rural women, since women are significant contributors to the growing economy. In rural economy women are considered as the most significant group and always struggle very hard to meet the requirement of family members.

Even though government has introduced many poverty eradication programmes, conditions of rural people have not changed much. The main reason for this is alcohol consumption, addiction to bad habits and ill-health of men folk. In rural communities men dominate women to a greater extent. They mainly work as small agricultural farmers where there is only seasonal employment and work as coolie workers. Most of them work for lower wages. Alternative job opportunities are inadequate. At this juncture women

take up the responsibility of leading family. So, banking habits are very much essential for women to save money as well as to cater the financial needs.

2. Objectives of the Study:

- To study the socio-economic conditions of women
- To analyze the income level and the saving habits of women
- To know the regularity of bank visits by the women
- To analyze the progress in the status of rural women
- To know the accessibility of digital gadgets to perform banking activities

3. Methodology:

This study is mainly based on both primary data and secondary data. A survey is made in Udupi district. Questionnaires are filled by conducting personal interviews of respondents. Random and convenient sampling methods are adopted to select the respondents. The target group of this study is poor women who live in rural areas. Sample size of the study is 50 women. Secondary data is collected from various internet sources and journals. Percentage method is used in analyzing the data.

4. Limitations:

Though larger samples would give more reliable outcomes the study had to limit to the sample size of 50 respondents due to time and resource constraints. The researcher has used only primary data to measure the perception of the respondents, and the data collected using a structured questionnaire, hence the results may vary from time to time and place to place. The impact of government programmes in banking habits of the rural poor is not included.

5. Literature Review:

Mujesh J (2012)¹ examines the banking environment and level of awareness regarding the services offered by the banking institutions. The study attempts to find out the factors influencing the poor level of awareness and usage of banking services and to evaluate the appropriate strategy to create awareness and to improve the banking habits.

Working Group on RRBs, (1986)² came out with the conclusion that RRBs are eminently suitable for financing the weaker sections and is playing a supplementary role in rural credit system. The poor financial viability according to the group is built into the present arrangement due to the various external and internal factors. For enhancing the viability of these banks, the group recommended an increase in paid up and authorized share capital up to Rupees one crore and five crore respectively. Also the group disagreed with the idea of financing the big farmers as suggested by earlier committee and instead recommended the financing of agencies or bodies (SC \ ST boards, Panchayat and other local bodies) engaged in rural development process.

Riddhi Sanghvi, Jay Talati, H N Misra (2017)³ examine the banking habits of customers in Rural and Urban area, the determinants of habits towards bank in Rural & Urban areas. Also discussed about, various problems faced by the people while availing banking services.

Pallavi Chavan, R Ramakumar (2002)⁴ This paper reviews empirical evidence on NGO-led micro-credit programmes in several developing countries, and compares them with state-led poverty alleviation schemes in India. The study shows that micro-credit programmes have been able to bring about a marginal improvement in the beneficiaries' income. However, the beneficiaries have not gained much by way of technological improvements, given the emphasis on 'survival skill'. Also, in Bangladesh the practice of repayment of Grameen Bank loans by making fresh loans from moneylenders has resulted in the creation of 'debt cycles'.

6. Data Analysis and Interpretation:

Table 6.1: Age Profile of the Respondents

Age	Number of Respondents	Percentage
Less than 30years	12	24%
31-40years	18	36%
41-50years	12	24%
51-60years	08	16%

This study is based on 50 respondents out of which 24 percent respondents belong to the category of less than 30 years, 36 percent belong to 31 to 40 years, 24 percent belong to 41-50years and 16 percent belong to 51-60 years.

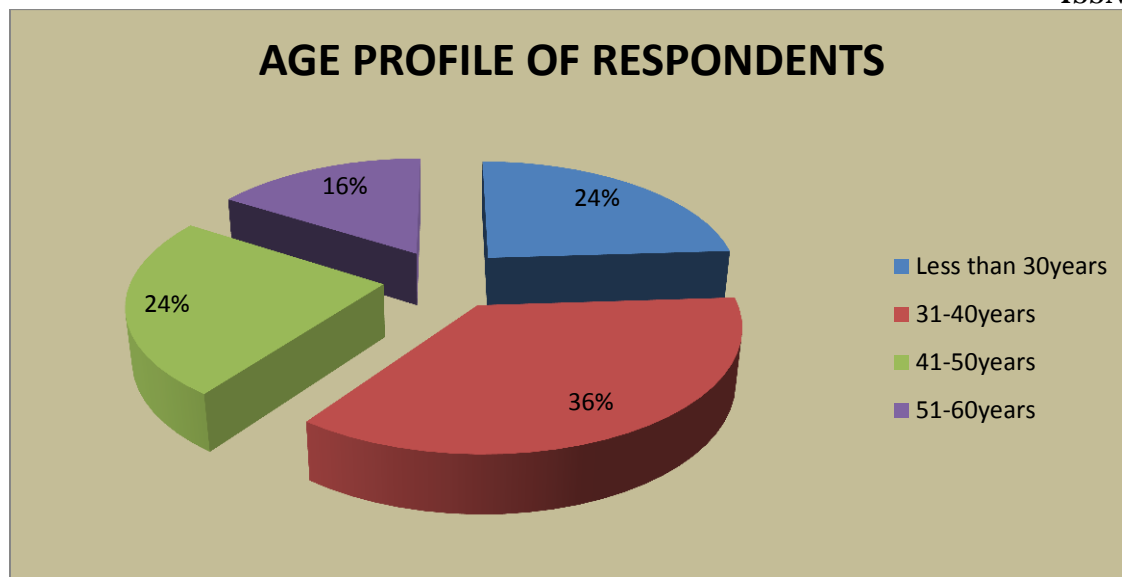


Table 6.2: Educational Background

Educational Status	Number of Respondents	Percentage
Illiterate	09	18%
Primary education	20	40%
High School	12	24%
PUC	5	10%
Degree	4	8%

Among the 50 respondents 18 percent illiterates, 40 percent respondents are with primary education, 24 percent high school 10 percent PUC and only 8 percent of women are degree holders. With the introduction of compulsory education there is improvement in literacy level among the rural women. Respondents belonging to 51 to 60 years age group are mainly illiterates and majority of the degree holders belong to the age group of less than 30 years. This shows that literacy rate among rural women is improving in recent years.

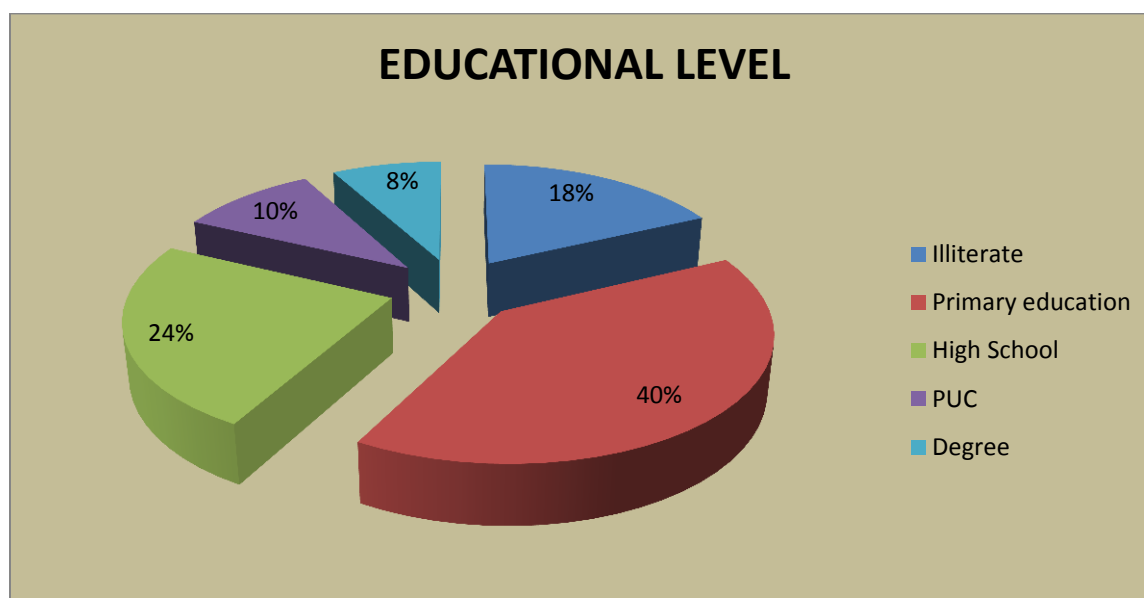


Table 6.3: Occupational Status

Occupation	Number of Respondents	Percentage
Coolie	28	56%
House Maids	05	10%
Agriculture and allied activities	03	06%
Self Employed	02	04%
Formal Sector Jobs	07	14%
House Wife	05	10%

While examining occupational status 90 percent of the respondents are working in different areas and only 10 percent of the respondents are house wives. But 72 percent of women are working for daily wages as coolie workers, house maids or dependent on agriculture and allied activities where income level is low, 4 percent women are self employed i.e. tailoring, 14 percent women are engaged in formal sector jobs.

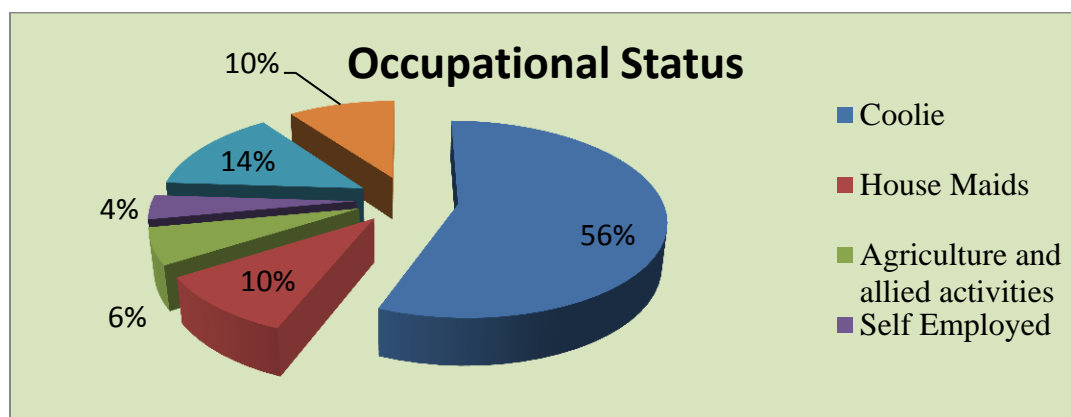
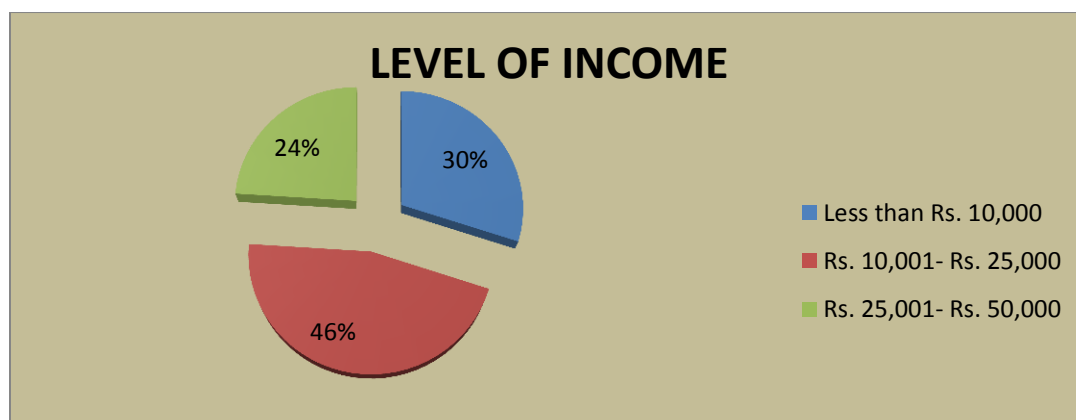


Table 6.4: Annual Income

Level of Annual Income	Number of Respondents	Percentage
Less than Rs. 10,000	15	30%
Rs. 10,001- Rs. 25,000	23	46%
Rs. 25,001- Rs. 50,000	12	24%

Since the target group is only poor rural women income level less than 50,000. Among them 30 percent of respondents fall in less than Rs. 10,000 category, 24 percent respondents fall in Rs.25,001 to Rs.50,000 and majority of the respondents i.e. 46 percent fall in the category of Rs.10,001 to Rs.25,000.



Today majority of the respondents use mobile phones for mainly communication purpose. Their bank accounts in public sector banks are linked with mobile number and Aadhaar number. In each family there is at least one mobile phone which mainly belongs to the

male members or the children not women. But these phones are used by women for various purposes. 62 percent of women have their own mobile sets out of which majority are simple sets. 18percent women are using phones for digital banking with support of other family members.

Banking habits: As per the information collected from the target group, majority of rural women are working and they have financial independence to some extent. All the respondents have opened their bank accounts but the transactions are comparatively low. 40 percent of women opened their accounts very recently i.e. during last five years 46 percent of women opened their accounts in between 5 to 10 years and remaining 14 percent opened their accounts 10 to 15 years back. But women maintained accounts for saving purpose and for getting governmental benefits particularly gas subsidy is deposited in the bank accounts. Minimum amount they maintain in the bank accounts or sometimes they keep fixed deposits in smaller amounts. Loan facility is not availed from banks. This doesn't mean that they are free from loans. For loan purpose, they have joined micro finance institutions particularly Self Help Groups. There are two major self help groups Shree Shakthi and Navodaya and 84 percent of the respondents are the members of Self Help Groups. Only 14 percent have not joined any micro finance institutions. Even though interest rates on loans charged by Self Help Groups are high rural women prefer to join SHGs mainly for the sake of borrowing loans and for saving money. The purpose of joining Self Help Groups is for savings, to avail loan facility and to earn social status. 60 percent of the respondents joined Self Help Groups to save their money and for taking loans. Small amount within Rs.100 is saved on a weekly basis at same time they borrow loans regularly for meeting the financial requirements. 30 percent of women borrow loans for their children's education, 40 percent loans borrowed for house construction and house repair, 10 percent for their children's marriage and remaining 20 percent borrow loans for other reasons. Even though Self Help Groups charge higher interest rates people feel comfortable to take loans from SHGs only due to easy access, easy repayment method, less requirement of documents, simplicity, immediate sanction of loans, proper co-ordination etc. Savings and loan repayments are made on a weekly basis. There will be weekly meetings organized and rural women actively participate in these meetings. This has enhanced overall development of rural women. So despite women won't go to the banks definitely they participate in SHGs in order to fulfill their financial requirements.

Other Findings:

- It is found that all the respondents have bank accounts, few use it for saving and loan purpose.
- It is analyzed from the study that 36% of respondents belong to the age group of 31-40 years.
- Majority of the respondents i.e. 88% of the respondents are educated, only 18% of the women are illiterate but all of them have their bank accounts and 6 respondents have Jan Dhan account.
- It is identified that the majority of the respondents 56% are coolie workers (agricultural) who are working for daily wages in the neighboring houses.
- It is found out that annual income of 46% respondents' lies in between Rs. 10,001 to Rs. 25,000. But their standard of living improved due to various welfare programmes of the government.
- As per the study, the majority of the respondents started using accounts in banks from last 10 years. They have started using mobile phones for getting the services.
- The main reasons for lesser banking habits among the rural women are poor cooperation from the banking staff and poor availability of banking services in rural branches.
- Due to illiteracy, low level of education and lack awareness there are difficulties in banking transactions
- All the respondents have their bank accounts only for the savings purpose.
- Most of the cases they have to wait for long hours to get services due to poor networking.
- ATMs in rural areas are usually out of service or there will be insufficient funds.
- There is no proper guidance regarding the various banking services.
- Women borrow money frequently not from banks but from Self Help Groups

Suggestions:

- Proper awareness should be created among the rural women regarding banking services.
- Lending procedures at the grass root level should be simplified so that people approach banks for taking loans.
- Government facilities should reach out rural women.
- Self Help Groups and Bank linkage programmes should be strengthened.
- Loan waiving schemes of government should start from grass root level.
- Proper training should be provided to the banking staff who are serving in rural areas regarding rural customer relationships.
- Help desks in bank branches should be more active like private sector banks.
- Bank personnel should know local languages in order to cater the needs of rural women.

Conclusion:

Banking habits are must for improving the rural economic condition, to empower women, to provide credit facilities, to create awareness regarding banking services and for overall economic development of the country. Even though banking sector is growing leaps and bounds in the urban areas, the rural sector is still untapped for both savings and for investment. It is necessary to know the

level of awareness on banking and its services, reasons for poor usage of banking services and to get suggestions to improve the banking service usage patterns among the rural people. Proper training and awareness programmes should be organized to improve banking habits and to use digital instruments.

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NEW AND EMERGING TRENDS IN E-COMMERCE IT'S CHALLENGES AND LEGAL ARENA

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ABSTRACT

The information technology plays a vital role in every country for its development. With the increase in usage of internet and smart phone people are finding easy and trending way of earning money. Business is not an exception among it, E-commerce as we all know stands for electronic commerce. With the development of technology and increasing businesses, online business has become one of the most trending ways of reaching customers easily. E-commerce has revolutionalised the conventional concept of business. The concept of e commerce clearly tells it is the purchasing and selling of goods online. The concept of e-commerce adds benefits to customers as it satisfy their needs by providing the products at customers' convenient place. This even helps the company gain competitive advantage over its competitors. This paper attempts to highlight the different challenges faced by E-commerce in India, the growth factors required.

Keywords: Commerce, Conventional, Technology, Business.

INTRODUCTION:

The world is moving from the traditional economy that focused on physical manufacturing of goods and distribution of the same to the new economy of selling it online that concentrates more on knowledge and information. E-commerce is one such way of carrying business, E-commerce stands for electronic commerce, it is nothing but business through the electronic media and internet. E-commerce or E-business involves carrying on a business with the help of the internet and by using the information technology like Electronic Data Interchange (EDI). E-commerce is the movement of business onto the World Wide Web.

E-commerce is defined as, "the use of electronic transmission medium to engage in exchange, including buying and selling of products and services requiring transportation, either physically or digitally, from location to location."

It has received huge popularity because of the automation technique used by it. Due to ease in transactions, the number of e-consumers is growing at high rate and within a very short period it will defeat physical consumer. It is even affecting business. Electronic business not only exchanges information between buyers and sellers of goods, but also provides support and services to consumers. More consumer demands appear on the Internet than any other mediums today. It demonstrates that the internet has a huge potential to grab many customers in a short amount of time, which in turn can become a target market for growing firms. Internet has changed the economy so much that most of the business activities today are carried out online. Electronic communication and digital processing technology is used in electronic commerce for doing business transactions to create, transform and redefine relationships for value creation between or among organizations and between organizations and individuals. Today E-commerce in Indian society has become an integral part of everyday life.

OBJECTIVES OF THE STUDY:

1. To study and understand the concept of E-commerce.
2. To analyze the present trends and various ways of E-commerce in India.
3. To study the various challenges faced by E-commerce in India.
4. To identify measures available of E-commerce in India.

RESEARCH METHODOLOGY:

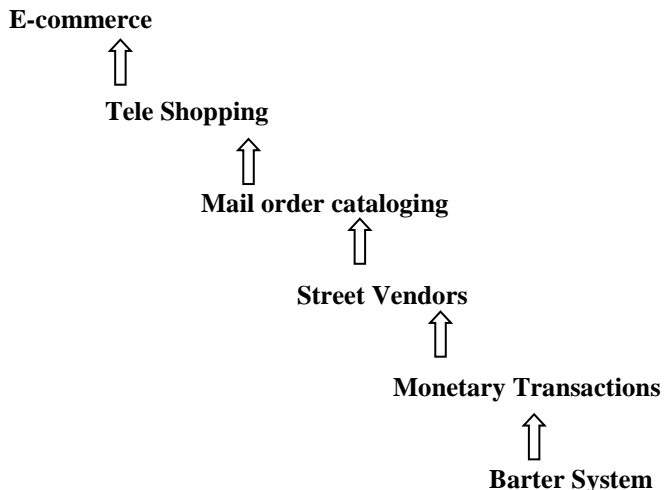
The study has adopted empirical method of research as well as doctrinal research. With the aid of doctrinal legal research attempts have been made to analyse the legal propositions and doctrines in the study. During the research usage of legal dictionaries, law and management books related to E-commerce, law journals, magazines for e-commerce, statutes and newspapers are extensively adopted. Materials are collected even by surfing internet.

FINDINGS OF THE STUDY:

During the study the researcher has found the following:

1. The wholesalers are greatest risk as they can be ignored by the producers.
2. Customers may sometimes lose money if there is no proper education measures for their protection is necessary.
3. Powerful influence of various social media allows consumers to select their favourite websites.
4. The E-commerce provides opportunities for many businessmen and even consumers.
5. This business though risky is totally profitable.
6. Adopted by most of the wholesalers
7. Internet usage also has increased due to the purchase and selling of products online.

EVOLUTION IN E-COMMERCE:



WHY E-COMMERCE?

There are many benefits out of e-commerce. They are:

From Customer point of view:

a. Convenience:

This helps the customer to save their time from physically going to buy product. They can easily access the online shops with the usage of internet and place an order at any time they want and the product reaches on time.

b. Affordability:

The products available here are affordable in nature and it creates an affordability as the access is made easier.

c. Better Bargain:

A customer can ask for better prices as the competition to sell will be more and there the customers can also put review comments about a product and can see what others are buying or see the review comments of other customers before making a final buy.

d. Wider Choice:

Switch to others companies-Customer can easily change the company at any time if the service of one company is not satisfactory. As there are many competitors to sell the customer gets better choices to be made. Customer can buy a product which is not available in the local or national market, which gives customer a wider range of access to product than before.

e. Availability:

Increased comfort - transactions can be made 24 hours a day, without requiring the physical interaction with the business organization. Quick and continuous access to information will be provided to the Customer and they will have easy access to information check on different websites at the click of a button

f. Speedier and cheaper shopping:

Reduced transaction costs for participating exchange in a market. Due to many sellers the customer can get good product at lesser price.

From Seller Point Of View:

- Increase in revenue.
- Reduces operation and maintenance costs through the usage of internet.
- Reduces purchase, procurement and transportation costs.
- Helps develop good relationship between customers and suppliers.
- Helps raise loyalty and retention of customers.
- Helps improve internal and external communication.
- Helps improvement in speedy selling and adopting new ways in process of selling.
- Helps to build company image and brand.

TYPES OF E-COMMERCE:

There are mainly six kinds of e-commerce business:

a. Business to Business (B2B):

Here the companies will do business with each other. The final consumer is not involved in this. So the online transactions only involve the manufacturers, wholesalers, retailers etc.

b. Business to Consumer (B2C):

Here the company will sell their goods or services directly to the consumer. The consumer can browse their websites and look at products, pictures, read reviews. Then they place their order and the company ships the goods directly to them. Example: Amazon, Flipkart etc.

c. Consumer to Consumer (C2C):

Here the consumers are in direct contact with each other. No company is involved. It helps people sell their personal goods and assets directly to an interested party. Usually, goods traded are cars, bikes, electronics etc.

d. Consumer to Business (C2B):

This is the reverse of B2C, it is a consumer to business. So the consumer provides a good or some service to the company. Say for example an IT freelancer who demos and sells his software to a company. This would be a C2B transaction.

e. Business to Business to Consumer (B2B2C):

A variant of the B2B2C model wherein there is an additional intermediary business to assist the first business transact with the end consumer. Here, it is poised to much better in a web based commerce with reduced costs of having an intermediary.

FUNCTIONS OF E-COMMERCE:

Exchange of goods is a challenging and difficult process. E-commerce makes the challenge easy and it has four important functions to be fulfilled. They are:

- **Communication:-** Communication is the first most important function of e-commerce. It aims at quick delivery of information and documents to facilitate business transactions within very less time. e.g E-mail etc.
- **Process Management:-** As a second function of e-commerce, it covers the automation and improvements of business processes. e.g networking two computers together.
- **Service Management:-** Service management is an important function of e-commerce. It is the application of technology to improve the quality of service.
- **Transaction Capabilities:-** Transaction capabilities refer to providing the ability to buy or sell on the Internet or some other online services. e.g Flipkart.com etc.

CHALLENGES OF E-COMMERCE:

There are three kinds of challenges faced under e-commerce. They are:

- a. External challenges.
- b. Internal challenges.
- c. Other Challenges

a. External Challenges:

External forces impact how e-commerce companies plan for their growth and plan up a strategy for the same and even provide seamless customer's experience both onsite and post transaction. Few of the external challenges are:

i. Product and market strategy:

Companies involving in e-commerce have to address all the issues relating to customer segments and product portfolio including access to information on market intelligence involving growth, size, managing multiple customers, engagement platforms focus on expansion into new geographies, brands and products and tackle the competitive pricing environment.

ii. Customer and Digital Experience:

Companies have to provide a rich, fresh and simple customer experience not geared towards discovery, manage all the inconsistent brand experience; manage proliferation of technologies; and handle market pressure for new applications. In the recent past, social media has become more influential than paid marketing.

iii. Payments and Transactions:

E-commerce companies may face issues around security and privacy, breach and controlling fictitious transactions. Further there are RBI restrictions for prepaid instruments or E-Wallets act as impediments. From the transactions in relation to cross border tax and regulatory issues and backend service tax and withholding tax can have serious implications.

iv. Fulfillment:

Companies will need to check if the physical infrastructure gets affected by the internet speed. Also the lack of an integrated end to end logistics platform and innovation focused fulfillment option could cause delivery issues. Challenges around reverse logistics management and third party logistics interactions could also act as barriers to growth.

b. Internal Challenges:

Internal forces impact how E-commerce companies can organize to drive and sustain growth.

i. Organization Scaling:

E-commerce companies will have to make sure organization design keeps pace with the rapidly evolving business strategy, along with fluid governance, strong leadership and management development. From a growth perspective, identifying acquisition opportunities, fund raising and IPO readiness becomes necessary. From a technology perspective, it is important to transform IT as an innovation hub and address the lack of synergy between business, technology and operations functions of the enterprise.

ii. Tax and Regulatory Structuring:

Companies will need to address issues around sub optimal warehouse tax planning imbalance between FDI norms vis-à-vis adequate entity controls, inefficient holding IPR or entity structure and international Tax Assessment Dated inefficiencies. Future challenges include the new companies act, policy on related party transaction pricing and the uncertainty around GST roadmap.

iii. Risk Fraud and Cyber Security:

From a risk perspective E-commerce companies could face issues around brand risk, insider threats and website uptime. Issues around employee vendor nexus, bribery and corruption make companies vulnerable to fines. Cyber security also raises some concerns around website exploitation by external entities.

iv. Compliance Framework:

E-commerce companies have to comply with several laws, many of which are still evolving. Potential issues around cyber law compliance, inefficient anti corruption framework, legal exposure in agreements or arrangements, indirect and direct tax compliance framework and rules and regulations could pose problems.

Uncertainty around VAT implications in different states due to peculiar business modes could cause issues.

c. Other Challenges:

i. Technical Challenges:

Lack of standard with quality, security and reliability. It sometimes creates telecommunication problems. Software development tools are still evolving.

ii. Channel Conflicts:

Sometimes there arises problem of distribution channel. It even leads to conflict. Proper channel would be safer.

MEASURES FOR THE PROTECTION OF E-CONSUMER

In this electronic age there is a need to protect consumers' interest and following are the areas of central importance for the effective protection of e-consumers.

1. Correct Information

An informed consumer is self sufficient to look after her/his own interests than an uninformed consumer. Appropriate information on the products is very important for e-consumers as that can help them to assess the benefits and risks of entering into a particular transaction. If the consumer is already aware of such information, then there will not be any unnecessary disappointments; hence subsequent disputes will be avoided.

Appropriate information on the products acts as a substitute for the real-life 'touch-and-feel' that occurs during offline transactions. Thus legal regulations requiring e-retailers to provide detailed information about their products, the sales process, etc. is not particularly arduous for the e-retailers. They should provide information about the following:

- **E-Retailer-** This should include the information regarding the e-retailer's identity, place of registration, physical location, and contact details, postal address, e-mail address and telephone number. This information allows them to assess the reliability of the e-retailers.
- **Product:** Sellers must provide an accurate and appropriately detailed, description of the product, its characteristics, uses, limitations, compatibility, as well as the need for services and maintenance, the price of the product, including applicable taxes and surcharges, all costs itemized, the applicable currency, warranties and guarantees, any after-sales services.
- **Sales Process:** The rules governing the sales process are very difficult to understand for a consumer. E-retailers should provide information about the sales process like the technical steps to be followed to conclude a transaction, the delivery time and method, order tracking system in place, payment process, parties' rights to cancel, terminate or retract, as well as applicable refund, exchange and returns possibilities and about the security measures applied to the transaction.
- **Terms of the Contract:** Sellers must provide their consumers with the terms of the contract expressed in clear, unambiguous and simple language.
- **Information about the use of Consumer's Personal Data:** At minimum, e-consumer protection must require e-sellers to provide existing and potential consumers with detailed information about how it collects data, who will have access to the data and how the data will be kept safe etc.
- **Confirmation of the Transaction:** E-retailers should provide consumers with a prompt confirmation of the transaction as soon as the order has been placed. That confirmation should contain information acknowledging that the order has been accepted and information regarding expected delivery time. Furthermore, the confirmation should be printable and possible to store in electronic form.

2. Fair Contracts

Some consumers simply do not think that the terms and conditions are legally binding and most consumers are poorly equipped to understand the significance of the terms of the contracts they enter into. Consciously or subconsciously, they rely upon the legal system to protect them from unfair contractual clauses.

Many standard contracts contain complex legal clauses, such as choice of forum clauses and exclusion clauses that consumers may struggle to fully comprehend. As a result, they generally do not read the terms and conditions of the contracts they enter into. Further, consumer protection laws have created consumers who do not take the time to seek to protect their interests.

3. Adequate Regulation of Unconscionable Conduct

Satisfactory consumer protection regulations must adequately protect consumers against unconscionable conduct by sellers. A further concern arises relating to the lack of power of consumers to negotiate terms.

- It should be ensured that e-sellers do not use sales processes that confuse consumers into accepting unreasonable terms.
- Consumer protection should contain special rules protecting consumers who have limited legal capacity and their guardians, as it is impossible to know whom you are contracting with.

4. Adequate Regulation of Product Quality and Suitability:

The sold products must meet adequate quality and safety standards. If the consumer has mentioned the purpose for which a product has to be used then, e-retailer should only deliver products suitable for the purpose described by the consumer. Also, products provided must correspond with any descriptions provided by the retailer.

5. Cancellation/Return/Refund Policies

Merchants should provide information to consumers about their cancellation, return, and refund policies, including the time after entering into a binding obligation after which an available cancellation, return, or refund may be made. If there is no cancellation, return, or refund right, this should be stated prior to completion of the transaction.

6. Fair Dispute Resolution

A multi-faceted approach is necessary to ensure a fair resolution of a dispute between an e-retailer and an e-consumer. Law should provide consumers with fair, timely, and affordable means to settle disputes and obtain redress. Thus it must provide consumers with a realistic avenue for taking legal action against the seller/service provider, but with the alternative or prior step of a more appropriate dispute resolution system.

- First, to be effective, a consumer protection scheme must ensure that the consumer, in an e-commerce transaction, can take legal action at her/his place of residence or domicile.
- Second, the consumer in an e-commerce transaction should always be allowed to rely upon the consumer protection provided by their country of residence or domicile.

An adequate access to advice and assistance where they can take legal action is essential for consumers. This requirement can be satisfied by a governmental department or agency working with consumer protection questions. Alternative Dispute Resolution System is becoming popular nowadays. It has been adopted by corporate houses to resolve their disputes outside courts with less strict rules and lower costs. The provision for ADR system should also be encouraged by legislation protection e-consumers right.

LAW REGULATING E-COMMERCE IN INDIA:

As commerce on the Internet has grown, the inevitable fallout from failed transactions and business relationships has resulted in a developing body of case law. In some cases, the legal issues that govern the analysis of the electronic commercial transaction are no different from those applied in a more traditional commercial setting.

E-commerce is mainly regulated by Information Technology Act 2000 which facilitates E-commerce in India and was adopted by the United Nations Commission on International trade Law (UNCITRAL) model, Section 43A of ITAA holds ecommerce companies accountable for protection of personal data of consumers, it even regulates e-governance. The Consumer Protection Act 1986 which concentrates mainly upon protection of rights of consumers and provides Redressal forums and commissions. Object of the act is to regulate in providing required information to the consumers, governs the relations between consumers and the provider of services/goods. It gives protection against unfair labor practice.

CONCLUSION:

E-commerce is leading in the business industry and is gaining immense popularity in the business world and shall overtake the physical marketing in the near future. This trend has changed the prospect of business giving it a innovative way to reach the customers to satisfy their wants. It is beneficial both for the buyer and the seller, it has even created employment opportunities for many. Number of banks are also involving for E-commerce business and are giving assistance to their customers. With the increasing e-commerce business it is even welcoming more crimes which needs to be taken care of. Developing countries though face many obstacles compared to developed countries yet they are inclining to accept the new challenge and are working accordingly. It needs a hand in hand process as its not only the customer or the seller involved it involves even the Government rules and regulations and even bank. E-commerce is creating a huge hub for business and even involving every business person into it, the selling and buying has become easy and even the payment method has become easier. The e-commerce is a challenging procedure, e-commerce business faces a lot of challenges in flourishing their business and if carried in a proper manner it would be successful in nature. It is beneficial in nature when the internet cost will be low then the e-commerce will flourish easily and will make many of traditional business to run out of their business. E-commerce business provider should give importance on every customer by giving smooth service and many options for payment and have more functions available online.

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CORPORATE SOCIAL RESPONSIBILITY: A PATH TOWARDS SUSTAINABLE ENVIRONMENT

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ABSTRACT

The concept of CSR and the environment protection are closely interlinked to each other. It is a fact that the pollution free environment is a necessity in today's world and it is very difficult to attain it in the today's life as most of the activities undertaken by the people are polluting the environment to the larger extent. But as the companies have taken the task of environmental protection under its CSR arena, it has played an important role in the protection of environment to the larger extent. Various initiatives taken by the companies; various laws enacted for this purpose have compelled the company to work for the protection of environment. But care should be taken to maintain a balance between the company's business, its profits and the environment protection. There must be a proper formula to be followed in order to coordinate with all these issues and finally benefit the society to a greater extent.

Keywords: *Corporate Social Responsibility, Environmental Sustainability, Agenda 21, Environmental Protection.*

INTRODUCTION

Concept of environmental protection and its sustainability is an evergreen issue. There is neither any particular season nor some specific area which deals with the concept of environment. Even there is no particular boundary for this concept as environment is a matter of right and duty for each and every individual. Environmental protection is a concern of every creature. It is like, if we have a healthy environment, if we possess a pollution free environment, it is possible to live in the world. Because of this, several international initiatives, national initiatives, declarations, laws have been passed from time to time for the purpose of conserving the environment. In this regard, UN Conference on Environment and Development (UNCED), has stated especially with regard to the concept of sustainable development, which is the key issue in the environmental law in the present day, as 'to treat environment and development in an integrated manner and to co operate in the further development of International Law in the field of sustainable development.'¹ The advancement in the science and technology has created lots of benefits to the people and at the same time has affected the environment to the greater extent. And it is now the concept of Corporate Social Responsibility, which has been introduced under the Companies Act, 2013 through its initiatives have taken a task of the protection of environment.

RESEARCH OBJECTIVES

The study is undertaken with an object to understand the concept of Corporate social responsibility and sustainable environment. In this regard, the effort has been made in order to bring a link between Corporate social responsibility and sustainable environment and how CSR play a role in attaining sustainable environment. A study also includes the steps taken by the State to attain sustainable environment with the aid of the concept of CSR. A comparative study is made in order to balance between the corporate development and environmental protection. The study includes the reference of several landmark cases where the judgement is made keeping in mind the development of the State as well as the protection of environment.

¹ Principle 27, report of the UN Conference on environment and development.

RESEARCH METHODOLOGY

The Study is purely doctrinal with reference to empirical analysis as found from the published primary source of information by various State Agencies, Corporate Sectors as well as recognized research agencies. A reference to the primary as well as secondary data is made through the works of scholarly publications and the reports of reliable agencies. In this regard, the relevant case law as decided by the Higher Judiciary will be dealt accordingly. Government website and websites of concerned ministries are also accessed for completing the study.

FINDINGS OF THE STUDY**Corporate Social Responsibility and the Environmental Sustainability:**

The concept of sustainability first got widespread acceptance through Brundtland Report, which is also known as 'our common future'. In the year 1987, the concept was defined as, 'development that fulfils the needs of the present without compromising the ability of future generations to meet their own needs', and according to which the progress cannot be made by using and consuming irreplaceable natural resources and polluting the earth. The same report was convened by the UN to address governing concerns 'about the accelerating degradation of the human environment and natural resources and the consequences of that deterioration for economic and social development'.²

Even the Rio Earth Summit in the year 1992 has further expanded the concept of sustainable development. The goal to ensure environmental sustainability has also been included as the eight goal of the Millennium Development Goals adopted by the UN Millennium Declaration 2000.

Agenda 21 was a comprehensive and far reaching programme which was set up in the year 1992 for sustainable development and constituted the centre piece of international cooperation and co-ordination activities within the United Nations system. This dynamic programme which was a voluntary action plan opened with the preamble with the statement that in order to fulfil the basic needs of the community, to improve the living standards of all and a better managed and protected eco system and for a safer and more prosperous future, greater attention was to be diverted towards the integration of environment and developmental concern. In order to achieve the above purpose, the world should come together in a global partnership for sustainable development. The preamble further stated that, the development and environmental objectives of Agenda 21 would require a substantial flow of new and additional financial resources to the developing countries, and in order to cover the incremental costs for the actions they have undertaken to deal with global environmental problems and to accelerate sustainable development. The main purpose of Agenda 21 was to address the pressing problems of the 20th century and to overcome with the remedy to get rid of those problems in the 21st century and make the world a better environment by following the rules and achieving the goals of Agenda 21. The concept of Agenda 21 was even followed under the concept of Corporate Social Responsibility which is particularly enlisted in the Schedule VII of the New Companies Act, 2013.³

Concept of sustainability is moving to the core of the business agenda.⁴ Concept of sustainable development is also not a new one. And it is the responsibility of every country, be it a developed or developing, to make their land environmentally sustainable. There are certain issues and things in a world which cannot be purchased from money and it is only with the proper use of certain resources, people can maintain the sustainable environment. From the beginning, the whole world is dominated by the nature, and it is the human beings who have to adapt their activity to the unchanging forces of nature. But now a day the concept is totally changed. Due to the undue intelligence of human folk, they are going against the nature and environment. Instead of using the natural resources and environment in a friendly manner, his activities and habits are too often threatening and destroying the nature. Man is causing the deterioration of the nature through the depletion of natural resources like air, water, soil, etc which has brought the environment to a critical condition. And because of the advancement in science and technology, it has become easy for a man to destroy the natural resources within a shorter period of time which in turn has created havoc in the matter of environmental protection.

No doubt government has taken many initiatives as well as many rules and regulations to take care of the concept of environmental sustainability. But still the situation has reached to such an extent that almost many resources are getting extinct day by day and there is a situation that, our future generations may not be in a position to experience or use certain resources.

The reason for this is many. People have changed their lifestyle and even their thinking and attitude. People have become so greedy. They are crossing their limits and utilizing the natural resources to the maximum extent without thinking about the future generations. As already stated, now because of the advancement in science and technology, the work could be done in a most efficient and easy manner so that too much of resources can be extracted very easily in short span. This has changed the attitude of the people and they are forced to grab as much as possible and fulfill their greed. This attitude of people must get lowered. Then only the concept of sustainability can be achieved.⁵

²Philippe Sands, "Environmental Protection in the Twenty First Century: Sustainable Development and International Law", Cambridge University Press, 1st edn, 2000, p.374

³Dr. Sukanta K. Nanda, "Environmental Law", Central Law Publications, 2nd edn, 2009, p.337

⁴ Bjorn Stigson, President of the World Business Council for Sustainable Development.

⁵Supra Note 3 p.375

It is a fact that the government has brought many strict rules and regulation for the purpose of maintaining sustainability in future. Originally, there were no specific provisions exclusively related to the environmental protection and welfare. It was dealt along with other subjects. It was felt necessary to include the specific provisions to protect environment and as a result under 42nd Amendment Act, specific provisions were passed that dealt exclusively for the protection of environment. The Indian Constitution was amended suitably by incorporating the Articles dealing with the protection of environment in Part IV and Part IV A under Article 48 A and 51 A of the Constitution and correspondingly included the Right to wholesome environment as an integral part of Right to life under Article 21 of the Indian Constitution. Further, the Judicial Interpretation has strengthened the Constitutional mandate.⁶ Even an attempt was made under the Indian Constitution to shift the environment related concepts like forests, protection of wild animals and birds from State List to Concurrent List in order to bring uniformity in law throughout the country.⁷

Article 48-A of the Indian Constitution states under the directive principles of state policy “*protection and improvement of environment and safeguarding of forests and wildlife - the State shall endeavour to protect and improve the environment and to safeguard the forests and wildlife of the country*”.⁸

The Environment (Protection) Act, 1986 and various other laws providing for the protection of environment, forest and wildlife are some of the steps taken under this article.⁹ Conversion of diesel motor vehicles plying in the capital of India, Delhi to Compressed Natural Gas (CNG) was upheld under this provision.¹⁰ Apart from this several other initiatives have been made under this article in association with other legislations for the protection of environment.

Chapter IV A, Fundamental Duties were added by the 42nd Amendment of the Indian Constitution in 1976. Such duties were not included in the original draft. But later on, due to the surrounding circumstances and changing behaviour of the citizen, there was a need to include a concept of Fundamental Duties which is to be followed by the citizen. As a result, Article 51 A was inserted which gave a list of duties to be followed by the citizen of India.

Article 51 A (g) of the Indian Constitution under the Fundamental Duty states that, “*it shall be the duty of every citizen of India- to protect and improve the natural environment including forests, lakes, rivers and wildlife, and to have compassion for living creatures*”.¹¹ The above article specially deals with the duty of a citizen to protect and improve natural environment. No doubt the Directive Principle of the State Policy under Article 48 A provides the States’ responsibility in the protection of environment. But the concept of environment and its protection is not the concern of State alone. It is also the duty and responsibility of every individual to take care of the environment and protect the environment. There should be a proper balance between the two to achieve a desired goal. Even the International Court of Justice also has stated the obligations of the State to protect and respect the natural environment.

The government has taken initiative to solve this problem in a better manner. It has made intelligence in shifting the burden on those companies who pollute or spoil the environment. So, it is they who have to take care of the environment for the running of their businesses. There are several examples where the company has taken initiative to protect the environment and also to give the society a sustainable environment. Now it is considered as a social responsibility of businesses and companies to take care of the environment through its CSR initiatives.

But at the same time, it should not be forgotten by the companies to maintain stability in their business too. The concept of CSR is possible, only when the companies run in profits and only those companies who are flourishing can contribute to the development of the society in the form of CSR. Hence the company should not forget to maintain its stability in business. There must be a proper balance between environmental sustainability and business sustainability. Then only the purpose of CSR can be met with.

The Role of CSR in Environment Protection:

The concept of Corporate Social Responsibility plays a very important role in the protection of environment. It is quite evident from the provisions enacted in the new companies Act, 2013, that the companies are forced to take certain measures for the betterment of the environment and even to check environmental pollution and take certain measures to protect the environment. Schedule VII of the Act clearly states the efforts to be taken by the companies for the protection of environment. There are many instances in the society through which the companies played a role in the protection of environment in the name of CSR initiative. No doubt making a sustainable environment and living in a sustainable environment is a difficult task in a present day. The aim of sustainable development is to enable people to satisfy their essential needs and enjoy a better life without compromising the quality of life of future generations.

⁶Shyam Divan and Armin Rosencranz, “*Environmental Law and Policy in India*”, 2ndedn, (New Delhi: Oxford University Press, 2005), p. 41

⁷ C.M. Jariwala, “The Constitution 42nd Amendment Act and the Environment”, S.L.Agarwal(Ed), *Legal Control of Environmental Pollution*, (1980), p.73

⁸ Article 48-A of the Indian Constitution

⁹For the compilation of laws and regulations in this regard, see Universal’s Environment and Pollution Law Manual.

¹⁰Mahendra Pal Singh, “*V.N.Shukla’s Constitution of India*”, 12thedn, (Lucknow: Eastern Book Company, 2013), p.384

¹¹ Article 51-A of the Indian Constitution

As already stated, the concept of sustainability is a global phenomenon. It should be accepted worldwide and followed in and around the globe. As an example, in USA, on January 2006, the Citizens Financial group launched the 'Flex Your Power' energy conservation campaign to reduce energy consumption and improve efficiency. As a part of this project, more than three hundred company signs were converted to photo-cell technology which ensures that the signs are illuminated only when natural light is reduced. This initiative achieved a cost reduction of more than USD 800,000.¹²

Not only in the International sphere, even in the national level many initiatives are taken by the Corporates for the protection of environment. The need for environmental protection was very badly felt and various measures were followed for the environmental protection from time to time. It is the vision and mission of each corporate sector to carry their trade and business eco friendly. Green business is booming in a rapid way. And it is the fact that, those companies who involve in eco friendly business will survive in the present future.

Balancing Between the Corporate Development and Environment Protection:

Corporate Development and environmental protection are very much essential for the purpose of development of the nation. Without the presence of corporate sector or industries, there is no question of nation's development. No doubt with the establishment of all these corporate sectors, there will arise both the advantages and even the disadvantages. Environment protection and the sustainable development is a big challenge for the government to take care of. No doubt, these companies contribute too much for the country's development, it is not possible for the state to order for its closure and at a same time the state is not in a position to support these companies who cause greatest havoc in terms of environmental pollution. Hence there must be a proper balance between the corporate development and environmental protection. There are certain evidences whereby the state has tried to maintain a balance between these two spheres. It's a fact that there cannot be exact definition to streamline the corporate development and environmental protection. But the judiciary and the state from time to time have tried to maintain a balance between corporate development and environment protection.

In *Rural Litigation and Entitlement Kendra v State of U.P.*¹³, a voluntary organization wrote a letter to the Supreme Court which was accepted as a writ petition. The main allegation of the RLEK was, there were unauthorized and illegal mining operations carried on in Mussoorie hills and nearby areas which adversely affected the ecology of the area and led to various environmental disturbances. Their allegation was that the erratic, irrational and uncontrolled quarrying of limestone effected the environment and the green cover in the area was reduced from 70% to 10%. Even the reckless mining operations, disturbed the natural water systems, supply of water for drinking, etc. The frequent transportation for the supply of mines and the vibration caused due to this transportation damaged the sensitive environment. On the other hand, the lime deposits of the area were of high grade having up to 99.8% of calcium carbonate, which was used for the purification of iron ore.¹⁴

The contention of the mining industry was that they satisfied the major portion of the countries demand and it will lead to national income and at the same time these raw materials from the mines were used for the manufacturing of arms and armaments which was used for the purpose of defenses. But it was true that due to these quarrying operations, there was a large destruction in the environment and the environment was affected very badly. Keeping all these considerations in a mind, a special committee was appointed to enquire on these issues known as 'Bhargawa Committee'. And on the recommendation made by the committee and based on their reports, the court gave the decision in favour of RLEK and ordered the mining industry to stop its operation. The court further held that, no doubt mining is important for the economic development of the nation. But at the same time, it should carry its operation in such a way that it should make maximum efforts to reduce the pollution. And as this company failed to do so the court gave decision banning mining operation by this industry. In this way court has tried its maximum to balance between the corporate development and environmental protection.

In a famous *Goa Foundation v The Konkan Railway Corporation*¹⁵, which is popularly known as Konkan Railways Case, a writ petition was filed in a Bombay High Court by a society asking the court to compel the Railway Corporation to procure environmental clearance from Ministry of Environment and Forests under the Environment (Protection) Act, 1986 for the part of alignment passing through Goa. Their allegation was that the proposed plan was undertaken without an adequate Environment Impact Assessment and Environment Management Plan and the plan would cause large destruction of flora and fauna in turn effecting the environment badly. The court rejected the claims of the petitioners on the ground that the public at large is benefited by this project and the environment pollution and degradation is negligible compared to the benefits derived from the projects.¹⁶ The judges followed the principle of greatest happiness of the greatest number. It was also of the opinion that when the large number of folks are getting benefitted out of this project, its not bad to have a little effect on environment. And further that small effect can be overcome by adopting alternative and remedial measures like planting saplings, etc.

¹² Ramon Mullerat, "International Corporate Social Responsibility: The Role of Corporations in the Economic Order of the 21st Century", (2010), Aspen Publishers, 1st edn, at. P.161

¹³ AIR 1986, SCC 517

¹⁴ Prof. Satish C. Shastri, "Environmental Law", (2012), Eastern Book Company, 4th edn, Lucknow, at p. 459-461

¹⁵ AIR 1992, Bom 471

¹⁶ Shyam Divan and Armin Rosencranz, "Environmental Law and Policy in India", (2005), Oxford University Press, New Delhi, at p.469-472

In *S.Jagannath V. Union of India*¹⁷, A Public Interest Litigation (PIL) was filed under Article 32 of the Indian Constitution alleging that the large scale commercial aquaculture farming and the Shrimp farming in the coastal areas, caused degradation of mangrove ecosystems, depletion of plantation, pollution of ground water and reduction of fish catch which thereby caused pollution and degrading effect on the environment and coastal ecology. Through this writ petition, the petitioner who is the chairman of the voluntary organization who was working for the upliftment of the weaker sections of the society, even sought the enforcement of Coastal Zone Regulation (CRZ) Notification issued by the government of India which dealt with environment protection. In this case Supreme Court gave decision in favour of the petitioner stating that, it would greatly affect the water environment and hence ultimately lead to economic degradation. It even pointed that there are certain other methods of fishing through which the purpose can be met and the nature's gift should not be hampered by the undue intervention of man made products.

In *M.C. Mehta V Union of India*¹⁸, which is famously known as Kanpur Tanneries Case, one Mr.M.C.Mehta, a famous environmental activist, filed a writ petition under Article 32 of the Indian Constitution, where in his petition, he brought to the notice of the court that, the group of tanneries doing the business in the banks of river Ganga by utilizing the water from the same river, were polluting the river by discharging effluents into the river without following proper primary as well as secondary treatment of water. Even in the same petition he added the flaws made by the respective government in taking action against those industries. The court gave the judgement keeping in mind various factors. It held that no doubt as the tanneries were polluting the environment to the larger extent it would be better to shut down the industries for the purpose of environmental protection. Even it also stated that, its not possible to take at a time a harsh step by ordering to shut down the tanneries as it is a major source of national income to the country and even the people who are working in these tanneries and earning their bread and butter would be put to great loss if the tanneries are shut. Hence the court was of the opinion that, those companies which will follow the environmental norms and carry the business by establishing proper treatment plant can be allowed to run their business and those who do not follow any treatment plans were asked to shut down. In this way in the above case the court has tried to establish a balance between these two concepts.

There are several instances and several cases that have come in front of the court and concerned authorities with regard to affect caused by corporate sector to the environment in carrying their business. And the court in all the cases have strike the balance between environment protection and societal development. No doubt environment protection is a key concern issue. At the same time it should not be forgotten to have a good financial and developed modern society according to the changing needs of the people. But there must be a balance between these two so that both should go hand in hand and provide a better environment and best future.

CONCLUSION

It is true that the concept of CSR has played a very important role in the development of the society. It is also known fact to each of us that the concept of CSR has taken the maximum burden of the society from the hands of the government. No doubt there may be certain hidden agenda with these companies who invest huge amount of money to the society. But still it has in turn helped the society to a larger extent. That too for a country like India the concept of CSR has provided too much of benefits specially in the matter of environment protection which is the greatest challenge to the Government of India as it is very difficult to the government alone to take care of the environment. But these companies by giving their helping hands to the government have lowered the burden of the government. But still in spite of formulating many rules, regulations, directions, still the problem of environment protection is not reduced to the extent expected. There is a need to formulate some advanced procedures for the purpose of environmental protection by means of CSR so that the problem of environment and its protection can be taken care by the advanced rules and regulations and techniques so that there will be good environment in a future.

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¹⁷ AIR 1997 vol 2 SCC 87

¹⁸ AIR 1988 SC 1037



DETERMINANTS OF ACCESS TO AGRICULTURE CREDIT

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ABSTRACT

Accessing required amount of agricultural credit assures civilization of land, use of quality seeds, good fertilizers and in turn it enhanced agricultural output, farmer's income and standard of living. Today, rural India has a good number of Institutional credit sources. Obtaining credit from institutional sources ensures affordable interest rates, proper repayment schedule and infuse confidence among the farmers about agriculture activities and income. Despite all these efforts and the wave of change, rural people particularly farmers fail to access required amount of credit for all the purpose from formal sources. Study analysed determinants of access to agricultural credit considering amount and sources of credit. Study tested association of accessibility with Social factors like gender, age, education, category and economic factors such as amount of income, sources of income, land holding, crop growing.

1. INTRODUCTION

Credit is one of the vital and inevitable inputs which influence and accelerate the development. Agriculture and rural areas also not out of this influence. Providing required amount of credit assures in time cultivation, uses of quality seeds, good fertilizers and in turn credit enhances agriculture output, farmer's income and standard of living. Credit may not always increase the area of cultivation but it will definitely in influence on the quality of other inputs which enables farmers to increase output from their farm, reduce cost and uncertainty in production and development can also be appraised from the perspective of the quality of problems emanating from the lack of it.

2. REVIEW OF LITERATURE

Anjani Kumar et al., (2015) in a study on “**Dynamics of Access to Rural Credit in India: Patterns and Determinants**” found that the structure of credit market has changed over time and the share of institutional credit has increased. However, regional disparity and presence of informal agencies in the disbursement of rural credit is still persistent. The study noticed rural households and assets ownership. The study suggested more flexible products from formal financial institutions to meet the income and expenditure pattern of different strata of rural households.

3. STATEMENT OF THE PROBLEM

Today rural India has a good number of institutional credit sources. Co-operatives, Land Development Banks, Commercial Banks and Regional Rural Banks are the major constituents of institutional credit. Accessibility of rural credit from institutional sources is getting influenced by many factors. Obtaining credit from institutional sources ensures affordable interest rates, proper repayment schedule and infuse confidence among the farmers about agricultural activity and income. Another great advantage of institutional sources of agricultural credit. Is it protects poor farmers from unethical harassment of private money lenders and assures good life. Comparatively last two decades, this decade is witnessed a greater attention towards rural finance or reaching unreached rural poor under the banner financial inclusion and development farmers by providing different form of required credit. Despite all these efforts and the wave of change, rural people, particularly farmers fail to access required amount of credit for all the purpose from formal

sources. “ The present rural credit situation looks grim. Share of private moneylenders had decreased but they emerged as an important sources.

IV. OBJECTIVES OF THE STUDY:

The study intended to attain following objectives

- To study profile of the agriculturists.
- To analyses accessibility of credit to agriculturists
- To study association between economic factors and accessibility of credit.

VII. METHODOLOGY:

A. Research design and area of the study

The study is descriptive in nature, based on geographical location and climate condition the entire Karnataka can be divided in to 140 parts8 North Eastern Dry Zone, Northern Dry Zone, Central Dry zone, Eastern Dry Zone, Southern Transition Zone, Northern Transition Zone, Hilly Zone, Costal Zone are the then zones. The study covered entire Karnataka based on theses ten zones and major crops of Karnataka.

B. Sample Selection:

For the purpose of study sample respondents have been selected by following multipage sampling technique.

C. Scope of the study:

The study covered social and economic profile of the respondents analyses accessibility of credit by considering sources of credit and amount of credit, Further the study tried to test association of social factors such as gender, age, education, category and economic factors such as land holding, crop growing, Income and sources of income with accessibility of credit.

D. Sources and Tool of Data Collection:

schedule was administered to elicit data from the respondents. Books Journals and internet were used to understand and collect conceptual background and concepts.

E. Analysis of Data

Collected data has been analyzed by using statistical techniques like percentage, Chi-Square and Co- efficient of contingency.

VIII. ANALYSIS, INTERPRETATION AND FINDINGS:

This part owes much to analyses, Interpret and present finding of primary data collected through field survey.

1. Social Profile :

Factors Like Gender, Age. Education and category are considered as factors of social Profile.

Table – I Social Profile

Classification based on		Frequency	Percentage
Gender	Male	433	86.60
	Female	67	13.40
Age	<25	16	3.20
	25-35 Years	69	13.80
	35-45 Years	98	19.60
	45-55 Years	117	23.40
	55-65 Years	126	25.20

	>65	74	14.80
Education	Literate	47	9.40
	Primary	98	19.60
	Matriculation	119	23.80
	Collegiate	113	22.60
	Post Graduation	94	18.80
	Technical	29	5.80
Category	SC/ST	86	17.20
	OBC	268	53.60
	Minority	26	5.20
	General	120	24.00

Sources : Primary Data

Table -1 Present social Profile of the respondents.

2. Economic Profile:

Income, Sources of income, land holding and crops that are grown by the farmers are considered as economic factors. Table – 2 Present classification of the respondents based on such economic factors.

Table -2 Economic Profile

Classification based on		Frequency	Percentage
Income in Lakhs	<2	114	22.80
	4	86	17.20
	6	95	19.00
	8	103	20.60
	10	54	10.80
	>10	48	9.60
	Total	500	100.00
Sources of Income*	Agriculture only	160	32.00
	Agriculture and allied	238	47.60
	Agriculture allied and Other	211	42.20
	Total	609*	121.80
Land Holding (Acre)	<5	254	50.80
	10	93	18.60
	15	68	13.60
	20	54	10.80
	25	16	3.20
	>25	15	3.00
	Total	500	100
Crops*	Food Crops	411	82.20
	Plantation crops	214	42.80
	Horticulture crops	123	24.60
	Spices	98	19.60
	Cash crops	142	28.40
	Total	988*	197.60

Sources: Primary Data

Note : * Total exceeds due to multiple choice

3. Amount of Credit

Table -3 Shows the Amount of Credit

Amount of Credit (In lakhs)	Frequency	Percentage
<2	86	17.20
2-4	114	22.80
4-6	95	19.60
6-8	103	15.60
8-10	78	15.60
>10	24	4.80
Total	500	100.00

4. Sources of Credit: Farmers accessed credit from multiple sources. The sources available to credit can broadly be divided in to two types 'Formal sources and Informal sources . The sources which come under legal frame work and working as per RBI guidelines are consider as formal sources and the sources which are out of legal bindings may be termed as informal sources. On an average respondents brought 2.68 sources.

Table-4- Sources of Credit

Sources of credit	Frequency	Percentage*	Percentage**
Formal			
Co-Operatives	370	42.58	74.00
RRBs	156	17.95	31.20
Commercial Banks	129	14.8	25.80
Registered Traders	101	11.62	20.20
SHGs	88	10.13	17.60
Other formal sources	25	2.88	5.00
Formal Sources Total	869	100.00	173.80
Credit from 2.12 sources per respondent(869/408)			
Informal			
Unregistered Traders	234	46.80	49.89
Private money landers	112	22.40	23.88
Friends/relatives	68	13.60	14.50
Other informal sources	55	11.00	11.73
Informal sources Total	469	93.80	100.00
Total	1338		267.60
Credit from 1.47 sources per respondent(469/318)			
Total credit from 2.68 sources per respondent(1338/500)			

Sources : Survey Data

Note : 1. Due to multiple options, total and percentage exceeds

2.*Percentage to Actual total of formal and informal sources

** Percentage to total number of respondents(500)

5. Hypotheses Testing

Under this heading an attempt is made to test hypotheses by using statistical tool Chi-square and Co-efficient of Contingency. To decide Accessibility of credit, the study considered two factors such as sources of credit and amount of credit. To test association of Access to credit with social and Economic factors Chi-square test is used that enabled researcher to determine whether an observed pattern of frequencies corresponds to or fits in an expected pattern, The formula used to calculate Chi-square is :

$$X^2 = \sum (O_i - E_i)^2 / E_i$$

O = Observed frequencies E = Expected frequencies calculation of expected value = (Row x Column total) / Grand total degree of freedom = (r-1) (c-1) r = Number of rows, c = Number of columns

Inference : If calculated value is less then the table value, that is the indication of no association between two attributes, that means the frequency mean is equally distributed throughout the population

Further to test level of association the statistical tool co-efficient of determination is used. The procedure and formula used to calculate the coefficient of contingency is as follows

$$\text{Coefficient of contingency} = \sqrt{X^2 / X^2 + 1}$$

The result of the coefficient of contingency always lies with +1

Inference : If the result is >0.5, there is significant association exists and if it is <0.5 association is negligible.

5. A. Association of sources of credit with social and Economic factors

Table – 5 and Table-6 presents summary of result of Chi-square tests and result co-efficient of determination.

Table-5- Association of Sources of credit with Social and Economic factors

Sources of Credit	CC*value	DF**(R-1xc-1)	X2 value	Results	CC**
Gender	124.73	(2-1)(10-1)=9	16.919	Associated	0.4
Age	116.46	(3-1)(10-1)=18	28.869	Associated	0.4
Education	40.99	(2-1)(10-1)=9	16.919	Associated	0.3
Category	92.76	(3-1)(10-1)=18	28.869	Associated	0.4
Amount of Income	195.82	(3-1)(10-1)=18	28.869	Associated	0.5
Sources of Income	154.81	(3-1)(10-1)=18	28.869	Associated	0.5
Land holding	169.36	(3-1)(10-1)=18	28.869	Associated	0.5
Crop Growing	204.87	(5-1)(10-1)=36	51.000	Associated	0.5

Source: Primary Data

Note : *CC calculated value of X2** Degree of Freedom

*** Co-Efficient of Contingency

Table-5 Presents the summary of result of Chi-square test and Co-efficient of Contingency test, Both social factors like gender, age, education, category and economic factors such as amount of income, Sources of income, land holding, crop growing are associated with the choice of Sources of credit but out of these economic factors association is significant and social factors association is negligible.

5.B. Association of Sources of credit with social and Economic Factors

Table-6- Association of amount of Credit with social and Economic Factors

Amount of Credit	CC*value	DF**(R-1xc-1)	X2 value	Results	CC**
Gender	58.65	(2-1)(6-1)=5	11.071	Associated	0.3
Age	70.81	(3-1)(6-1)=15	24.996	Associated	0.4
Education	40.14	(2-1)(6-1)=5	11.071	Associated	0.3
Category	35.33	(3-1)(6-1)=15	24.996	Associated	0.3
Amount of Income	127.72	(3-1)(6-1)=15	24.996	Associated	0.5
Sources of Income	60.2	(3-1)(6-1)=15	24.996	Associated	0.3
Land holding	192.37	(3-1)(6-1)=15	24.996	Associated	0.5
Crop Growing	113.55	(5-1)(6-1)=20	31.41	Associated	0.4

Sources Primary Data

Note : *CC calculated value of X2** Degree of Freedom

*** Co-Efficient of Contingency

Table-6 Presents the summary of result of Chi-square test and Co-efficient of Contingency test, Both social factors like gender, age, education, category and economic factors such as amount of income, Sources of income, land holding, crop growing are associated with the borrowed amount of credit but out of these income and land holding factors association is significant and the other factors association is negligible

XI. FINDINGS AND CONCLUSION

The study was conducted to understand and analyses the determinants of access to rural credit. It was basically aimed to interpret the influence of social factors such as gender, age, education, category and economic factors like income, land holding, sources of income, crop growing on access of rural credit. The study consider sources of credit and amount of credit to analyses accessibility of rural credit. The study found that economic factors are more influential to decide sources of credit Land holding and income are the two factors which influence the accessibility of amount of credit

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E LEARNING AT HIGHER EDUCATION

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ABSTRACT

E learning has become a mature paradigm for learners with the advent of web-based learning and content management. Software has transformed the pattern of education growth from a core-learning paradigm to a center approach for teachers and has evolved from a single teaching design for many learners to a single teacher's design or many one teacher's designs. At present, advanced technology will contribute to the development of a customized e-learning environment. This paper is designed with an intension that to identify the best practices followed by the education institutes to improve the knowledge of the students and faculty members. To give empirical touch for this research paper 120 respondent's opinion is collected and useful inference drawn from the present study. Variance test is applied to understand the various requirement of the higher education institutes to make the students employable in the present job market. The major finding of the study is E learning allows access to a better amount of information to improve the quality of knowledge and skills.

Keywords: Quality, Knowledge, Development.

I. Introduction

Digital technology has the potential to build an e-learning environment that allows student preferences to be established and sharp and reusable semantically modeled learning entities to be managed, and to provide individual learners with customized e-learning services according to their own priorities and personal characteristics (Gotschall, 2000).. They are objects for information, web management and content administration systems. In order to provide the reader with a suitable reporting about each of these innovations and the role of each of them in the proposed context, the idea of the customization of e-learning is introduced. E-learning customization is an education-related technology that allows individual learners to create different sequences based on their personal needs and preferences. In the field of e-learning researchers have implemented various strategies for customization (Kartha, 2006). The learning experience authorship framework is a component of the content management system for the creation, modification and management of learning objects. The module provides. The learning purpose may be defined in two ways: the object's meaning or content in video tutorials, presentations, text notes, instructions etc. and the object of learning context, which adds tags and helps to easily identify the learning objects. The creation, analysis and management of content promote the learning of artifacts with successful meta-tags. We also make it possible to quickly modify content based on the criteria the student needs. E-learning pedagogy assumes that interactions

are necessary for effective courses, but there are concerns about the nature and extent of the interaction and its influence on student performance (Serwatka, 2002). Although the majority of past studies concentrate on students' expectations about the content, amount and benefits of their engagement in e-learning, no study has studied the effects on their success of online participants. The Internet has opened new opportunities and now all sorts of learning content can be called e-Learning for education, graduate or master's, employee training, research or any other form of academic bid. Findings give ideas to build successful e-learning (Gulbahar, 2007).

II. Objectives of the study

- To understand the concept of E learning.
- To know the various types of advantages of the e learning.
- To know the process of knowledge and skill upgradation with a help of e learning.

III. Methodology Applied

A. Primary Data

The present study undertaken through observation and collection of data through questionnaires.

B. Secondary Data

Theory is developed on the basis of referring secondary data like books, journals and magazines..

C. Sample Size :

The sample size is determined as 120 respondent's opinion who are pursuing higher education from in and around Mangalore.

D. Statistical tool: To analyze the data variance technique is used and drawn conclusion for this present study.

IV. Impact of E learning

Researchers have used a number of tools to teach key elements of interaction, which may lead to improvements in online learning environments, with increasing interest in the evaluation of e-learning and online discussion groups (Steven, 2009). Online interaction is most likely analyzed in the sense of the standard evaluation of modules with different methods for assessing student impressions of experience, such as surveys, interviews and focus groups. The distinctive features of the online forums however invite for further assessment approaches.

Transparency of discussions, the ability to store and save any interaction conveniently indicate that analyzes of the archive / transcript based on texts are a powerful tool for e-learning comprehension and evaluation.

A. E-learning adoption considered one of the best methods of education, particularly for higher education institutions, with a number of **benefits and advantages**. Numerous studies and scholars have furnished the benefits and of e learning in educational institutions. The ability to focus on individual learners' need is e-learning. For example, Marc (2002), in his book review on e-learning approaches for the delivery of information in the digital age, noted that one of the benefits of e-learning in education is that it focuses on the needs of individual learners as an important factor in the process of education rather than on the needs of teachers or educational institutions. **A few of the benefits obtained from the review of literature are:**

1. If time and location problems are taken into account, it is versatile. Every student will have the luxury of selecting the right place and time. According to Smedley (2010), e-learning gives institutions and their students more flexibility in providing or receiving information on a timely basis.
2. E-learning increases the quality of knowledge and skills by enabling access to a better amount of information. Students and instructors can complete and improve by gaining expertise from many experts in the different fields of knowledge.
3. Using discussion forums, it is able to offer resources for student interaction. It helps to remove the obstacles to interaction, including the fear of communicating to other learners. This helps to overcome obstacles.
4. E-learning encourages learners to communicate and share opinions with other learners. Learning promotes collaboration and strengthens training-friendly relationships. Wagner et al (2008) note that e-learning offers students and teachers more resources during delivering content and teachers can develop and keep up to date with their own experience.
5. In the sense that the students and learners do not have to travel this makes e-learning is cost effective. It is also cost efficient in that it provides learning opportunities to as many people as possible without any buildings.
6. E-learning always takes account of the different learners. Some students prefer to focus on some aspects of the course, for example, while others are willing to review the course as a whole.
7. E-learning aims to account for the lack of academic resources, including faculty or facilitators, laboratory technicians, etc.

B. Disadvantages of E-learning

E-learning also has some inconveniences, despite the benefits it has in education. Dowling et al. (2003) suggest that online learning outcomes can only be enhanced for specific forms of collective evaluation. Mayes (2002) also questioned if e-Learning is just a help to established learning methods. The most striking critique of e-Learning is the total lack of critical personal interactions, not just between students and teachers, but also between fellow learners.

The e-learning drawbacks presented by the studies include:

1. E-learning as a form of education allows students to experience isolation, remoteness, lack of contact and relationship loss. Consequently, it requires very strong inspiration and time management skills to reduce these effects.
2. The e-learning approach could be less successful than the traditional method of learning, both in terms of clarifying, describing and interpreting. With the use of face-to-face meetings through teachers, the learning process is much simpler.
3. E-learning as a tool could have a negative impact when it comes to the development of student communication skills. The graduates. Although they may have outstanding academic knowledge, they may not have the skills to convey their expertise to others.
4. Examination for evaluation in e-learning can be performed using a proxy, but activities such as controlling of cheating will be difficult, even if it is impossible to manage or regulate.
5. E-learning could be misled also by illegal downloading, plagiarism, copying and pasting.
6. E-learning can also diminish the role of socialization structures and the role of teachers as members of the educational process.
7. E-learning methods in education may not be used in all fields or disciplines. E-learning cannot be used to scientific study, for example purely in sciences, who include practical fields. Studies argued that e-learning in social science and the arts is more suitable than those in the field of medical science and pharmacy in this stream practical skills need to be developed.

V. Empirical Approach

Note: SA- Strongly Agree, A- Agree, N- Neutral, DA- Disagree, SD-Strongly Disagree.

M = Male, F = Female. G= Gender

SL No	Statements	G	SA	A	N	DA	SD	F test
1	E learning allows access to a better amount of information to improve the quality of knowledge and skills.	M	26	17	8	9	0	.235
		F	32	16	7	4	1	
2	It is more flexible and comfortable to learn.	M	47	8	5	0		.182
		F	52	5	3	0	0	
3	It has wider coverage to access the information	M	43	11	6	0	0	.352
		F	46	11	3	0	0	
4	It is cost effective, no need to travel various places to collect information.	M	52	7	1	0	0	.174
		F	49	9	2	0	0	
5	A good internet facility has to be provided to implement e-learning process in the education institute.	M	57	3	0	0	0	.461
		F	59	1	0	0	0	
6	It provides platform for individual learners.	M	48	7	4	1	0	.132
		F	41	11	8	0	0	

7	Helps to share available information with a web user across the world.	M	51	7	2	0	0	.481
		F	53	6	1	0	0	

Source: Primary Data

Here all the statement values are more than .05 significance level. It indicates that there is no variance in the opinion of respondents towards the all statements.

VI. Findings

1. E learning allows access to a better amount of information to improve the quality of knowledge and skills.
2. It is more flexible and comfort to learn.
3. It has wider coverage to access the information

VII. Suggestions

1. A good internet facility has to be provided to implement e learning process in the education institute.
2. Increase awareness of e learning among the students to involve them more actively in the process of learning.
3. Provide a good training to the teachers to use e learning aid successfully in their daily process.

VIII. Conclusion

The use of digital teaching and learning resources is included in research. This uses technical instruments to allow students to study anytime and anyplace. This requires preparation, information provision and allows students to communicate and share opinions and to value them. This facilitates communication and strengthens learning relationships. Notwithstanding some problems addressed in the paper, the significance of e-learning and how e-learning had a strong effect on education and learning in particular were explained. It has improved the access of teachers and learners to knowledge in some institutions and built a rich environment for people.

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CONSUMER BEHAVIOR: A STUDY ON FUTURE CONSUMPTION OF ORGANIC FOOD PRODUCTS

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ABSTRACT

The majority of past studies focused on investigating the motivational factors to purchase organic food as a proxy to foster organic food consumption. However, the preceding studies' do not embrace the consumption itself where purchasing may come secondary to consumption decisions. Consumption reflects high involvement with the product; and the barriers and motivations are as real as the product itself, which makes it an ideal moment to examine the motivation. The research provides a significant insight and better understanding of organic food actual consumption behavior and adds a new momentum to the growing literature. Discussions and implications of these findings are further discussed.

Keywords: Organic Food Consumption; Product-Specific Attitude; Environmental Attitude; Subjective Norms; Willingness to Pay; Future Orientation.

1. Introduction

Exploitation and destruction of the environment and natural resources have raised awareness of environmental protection, which in turn has encouraged "green consumerism" (Moisander, 2007). Due to this condition, over the last 15 years, the practice of organic agriculture and organic food, in general, has gained a huge interest. Organic agriculture sustains the health of people, the ecosystem, and the soil. According to Fisher et al. (2013) groceries including food, account for up to one-third of the environmental impact of the overall household consumption. As per the available statistics, India's rank in terms of World's Organic Agricultural land was 9th and in terms of total number of producers was 1st as per 2018 data (Source: FIBL & IFOAM Year Book 2018)

Despite the growth in organic food agriculture and a large number of studies investigating factors driving consumer purchasing intention of organic food, yet the organic food market share and consumer expenditure share of organic food and beverages are relatively low (FiBL-AMI, 2016). Belz and Peattie (2009) describe this problem by summarizing it is perhaps the most consistent finding which is inconsistency between what people claim (or express via values, attitudes, etc.) and what their actual behavior – the so-called green gap in consumer's organic food purchasing behavior (e.g. Moser, 2015; Gleim and Lawson, 2014; Carrington et al. 2010). In fact, individuals surveyed by Greenindex (2012) who identify themselves as 'environmentally-friendly' are reported to be significantly higher by 50% than the actual 'environmentally friendly' purchasers (Greenindex, 2012). In addition, Mahoney (2011) reported that only 16 percent of people who expressed their concern about the environment actually act on these concerns. Following this green gap, many current researchers call for further investigation to address this challenge to help minimize or narrow the attitude-behavior gap that hinders consumers from translating their intention and attitude into practice through monitoring actual behavior to avoid the potential bias of their stated intention (Moser, 2015; Gleim and Lawson, 2014). Responding to a similar situation, Nabi et al. (2002) contradict the notion that intention to perform a behavior often predicts actual behavior. Nabi et al. (2002) present an intriguing evidence suggesting differences in predictive models for hypothetical intention and actual behavior, respectively, in the context of responding to domestic violence behaviors. Given this problem, Moisander et al., (2010) recommended observing broader consumer behavior changes rather than focusing solely on individual purchases. Miniero et al. (2014) also point to the idea that marketing studies mainly focused on the intention to buy rather than on effective consumer choice. However, there has been a lack of effort in re-assessing these theories and possible factors influencing actual consumption rather than just the purchase intention of organic food. Thus, it is argued that preceding studies' do not embrace the consumption itself where purchasing may come secondary to consumption decisions. While a percentage of purchasing intention is realized through purchasing behavior leading to actual purchasing of the product that ultimately leads to consumption; if such approach is reversed to start with actual consumption behavior which is succeeded by purchasing behavior

only then the gap can be narrowed. Furthermore, it is important to remember that food is a daily consumed product which means reoccurring consumption is very solid and strong predictor of reoccurring purchasing behavior.

2. Objectives

- To propose a new approach by assessing actual consumption in which the focus is on individuals who are consuming and not those who are merely considering purchasing organic food (not representative of those who consume organic food)
- To determine factors influencing organic food consumption in the areas of Udupi and Manipal
- To examine the demographic characteristics of the respondents with respect to their concern toward organic food products;
- To identify the factors that persuade (motivate) consumers/prospective consumers to buy organic food products;
- To identify the factors that impedes the growth of organic food products.
- To understand the perception of consumers toward organic food products.

The remainder of this paper is structured as follows. In the next section, we review some literature pertaining to factor influencing organic food consumption and hypotheses development. Following the literature review, we explain the methodology of the study followed by the results of the analyses conducted. We then discuss the findings. Finally, we draw some implication, limitation and offered suggestions for future research.

3. Literature review:

There is a growing interest in organic food production throughout the world due to increasing concern about environment, safe food, human health, animal welfare and the like. As per the directives suggested by Soil Association (www.soilassociation.org), "In organic farming practice synthetic (chemical) based fertilizer are prohibited and farmers increase the fertility of soil by using composite and natural manure." Organic Foods, as described by Lockie (2006), are foodstuffs that are grown without using growth hormones, chemicals or artificial fertilizers. The fundamental objective of organic farming is to maximize the well-being and productivity of inter-reliant areas of land, life, trees, animals and people. A number of definitions emphasize on aspect defining "biological" or "natural" production systems (Klonsky and Tourte, 1998) and "green" or "environmental friendliness" (Goldman and Hylton, 1972), while others stress on restricted use of synthetic chemicals in organic production (Torjusen et al., 1999). Organic farming has been practiced in India and China for more than 40 centuries (ncof.dacnet.nic.in). In India, organic agriculture has been practiced by farmers for varied rationale and depending on these the farmers were segregated into different categories (National Project on Organic farming Department of Agriculture and Cooperation, Govt. of India). The first category is the farmers that have no resources to spend on chemical-based agriculture, thereby for them the only alternative is to depend on natural manure-based fertilizers. The second category is the farmers who have adopted organic agriculture in recent times in light of awareness related to the harmful consequence on soil fertility by excessive use of chemical. The third category is the enterprise and big farmers who have exploited organic farming as an opportunity to grasp the urban market and gain maximum price.

A perceived opportunity will sensitize the farmers and boost the growing need of organic farming thrust required at this stage in India across all categories defined. The Government of India is also encouraging organic agriculture to increase sustainability. In a recent budget session, Prime Minister Narendra Modi has endorsed that the state of Sikkim has pledged to become first Indian fully organic state and stressed upon other states also to adopt the same practice for national interest. In most of the metro and tier I cities in India, demand of organic food is increasing rapidly. Number of retail stores and number of brands of organic food products is increasing every year (www.techsciresearch.com, 2013). However, as per the psyche of average Indian consumer, organic food is considered to be premium quality food and so it is perceived much more expensive when compared to conventionally grown food. Therefore, the need arises to identify all possible factors including that motivate (persuasive factors) the consumers to buy the organic food products as well as those factors that are perceived as constraints (inhibiting factors) in the upcoming organic food product markets in India like Udupi and Manipal areas in specific.

4. Research framework and hypotheses

Various theories have been advanced over the years to examine or investigate consumer behaviors regarding organic food. Present study approaches the organic food consumption in Udupi and Manipal areas with the theory of planned behavior (TPB). This theory provides an extensive framework for explaining the motivation of different subjects by linking behavior or behavioral intentions with attitudes, subjective norms (SN) and perceived behavioral control (PBC). To date, the TPB is still alive and relevant in investigating consumer behavior (Ajzen, 1985; 2015) and has been successfully and widely applied in predicting a wide range of environmental friendly behaviour (Eachern et al. 2011) including organic food (e.g. Chekima et al. 2017; Johe and Bhullar, 2016).

In contrast to common interpretations and operationalization of the constructs, attitude is conceptualized as a bi-dimension that is the product-specific attitude (PSA) and environmental attitude (EA) as both differ greatly in their orientation. Furthermore, several authors have proposed that there is a need to modify the TPB according to the context of study (Tarkiainen and Sundqvist, 2005). Accordingly, PBC is not operationalized in a general fashion, but explicitly as perceived availability (PA) and the willingness to pay (WTP). With regards to organic food, price and availability are perceived behavioral control factors, as they have the potential to limit consumer consumption. This is consistent with Ajzen (1991; 2015) and Moser (2015) that PBC assumed to follow consistently from readily accessible beliefs, in this case, beliefs about resources and obstacles including required time and money that can facilitate or interfere with the performance of a given behavior. Likewise, Sparks et al. (1997) and Sparks and Shepherd

(1992) pointed out that perceived behavioral control reflects both inner control factors (e.g. self-efficacy – monetary/financial capability) and external perceived difficulty factors (e.g. perceived barriers – resource availability). Rationally, although the motivation to consume organic food can be high, low availability of the product and inability to pay makes buying organic food more difficult or more unattractive and hamper the behavior (Liobikiene et al. 2016; Moser, 2015). Ajzen (2006) and Jager (2000) also pointed out that differences in abilities such as financial resources may have a strong impact on the performance of the behavior. Finally, future orientation is included following Ajzen (2015) and Ajzen and Fishbein (1980) seminal work that acknowledge person's cultural value role in determining the relative influence of attitude and other constructs on the consumer's behavior formation in the TPB. Bullock et al. (2017), Polonsky et al. (2014), Vermeir and Verbeke (2008) and Jager (2000) go further by strongly suggesting the inclusion of value in behavioral studies specifically sustainable consumption as it increases the prediction and minimizes the gap between the motivational factors and behavior.

Product-Specific Attitude and Environmental Attitude

Understanding individuals attitudes better can aid marketers, policymakers, and even producers to promote ethical consumer habits and encourage them to use or consume products that are environmentally-friendly (Lin and Huang, 2012). In the context of organic food purchase intention, the influence of attitude is inconclusive, as such several studies found a weak relationship (Rodríguez-Barreiro et al. 2013; Gupta and Ogden, 2009) and others observed insignificant relationship (Moser, 2015). This seems to be due to the typical utilization of attitude in a sense of environmental attitude. It could also argue, in its entirety, attitude is viewed as attitude towards the environment in the context of environmental behavior. Such an approach is not realistic for it does not account for the objective of sustainable consumption of organic food which emphasizes on the attribute of the product and not the merely environmental aspect only. As Vermeir and Verbeke(2006) put forward, a positive attitude towards sustainable products is a good starting point to stimulate sustainable consumption. This aspect is in line with the understanding that general attitude is commonly not decisively predictive of specific behavior (Ajzen, 2008), including in the event of environmental consumer behavior (Bamberg, 2003).

Marchand and Walker (2008) point out that individuals' search for more sustainable lifestyles is not only because they are environmentally conscious and understand the role they play in the environment, but also because they expect personal benefits. Personal benefits are attached to the product and could be gained through the consumption or usage of the product and would induce a favorable attitude towards the product solely. Accordingly, the more closely matching, reflective or corresponding the attitude to a particular product the more predictive is the attitude towards the behavior (Ajzen, 1985). This evidenced by past studies asserting that general attitude regarding environment would not necessarily spill over to another environmentally friendly context (Thøgersen and Olander, 2003). Polonsky et al. (2012) suggested that in investigating behavior, it is important for researchers to examine both general as well as carbon-specific behavior to identify if attitudes impact both. For instance, Oreg and Katz-Gerro (2006) in their cross-national study of 27 countries, found that the impact of environmental attitude varies across different types of environmentally friendly behaviors such as reduced driving, recycling and environmental stewardship and that strongest effect was regarding the most general behavior of which is environmental stewardship. Therefore, it is relevant to investigate the impact of environmental attitude along with product-specific attitude towards individual's consumption behavior and observe if any differences exist in their role or effect. Additionally, incorporating and investigating the influence of product-specific attitude is very appropriate and realistic because individuals consuming organic food are deemed highly involved with the product and express their actual attitude about the product rather than the perception that could result in potential bias. For this reason, we deduce the following hypotheses:

H1: Product-specific attitude is positively related to organic food consumption.

H2: Environmental attitude is positively related to organic food consumption.

Subjective Norms

Subjective norm is a perception or pressure exerted by people who are considered important and taken into account by an individual before deciding behavior. In certain circumstances, social pressure exerts more influential than people's attitudes toward a behavior (Ajzen and Fishbein, 1980). However, past studies concerning environmental behavior and behavioral intention often ignored the role of subjective norms and excluded it from the investigation (Al-Swidi et al. 2014; Peattie, 2010; Tarkiainen and Sundqvist, 2005). In terms of consumption, subjective norms enjoy a positive influence towards different types of food and drink consumption (e.g. Ajzen and Shiekh, 2013). Pedersen (2000) suggest that the degree of visibility of consumption affects the formation of subjective norms and therefore the likelihood that decision-makers will act in accordance with these subjective norms. Correspondingly, Nolan et al. (2008) found that when people were given a door hanger which contains the appealing message "join your neighbors in saving energy" to reduce energy usage, they tend to save the most energy. Likewise, Gockeritz et al. (2010) claim that the association between subjective norms and conservation behavior was strengthened by the perception that others approved of engaging in such behaviors. In short, when people see that "significant other" for those from their family, colleagues or leaders support the environmental behavior, they are themselves more likely to engage in or perform this behavior, and it is likely to be identical or perceived in a similar manner in term of the organic food consumption. Based on the discussion above, it is hypothesized that:

H3: Subjective norms are positively related to organic food consumption.

Perceived Availability

Availability can be both a barrier and also a promising factor of consumer's decision making which is related to consumer's perceived behavioral control. The level of availability of organic food products is clearly not under consumers' control as it is in the hands of the supply chain. Meta-analysis by Aertsens et al. (2009) reveals that the strongest barrier or factor impeding consumer intention or and behavior is the insufficiency of organic product. Pelsmacker et al. (2005) also observed that the availability of ethical products is very limited adding to its ineffective promotion and low visibility in shops. Likewise, the consumption of organic food in Udupi and Manipal depends on its availability in the markets mainly in supermarkets, followed by wet markets and specific organic stores (Suhaimie et al. 2016). Suhaimie and Colleagues (2016) of national agricultural department further stated that there are more than 200 organic stores in Udupi and Manipal in addition to supermarkets, however, farmers/ growers reportedly sometimes fail to supply a sufficient amount of organic produce. Interestingly Vermeir and Verbeke (2006) have manipulated the availability of dairy product (Le Fermier) in their study by informing their respondents that Le Fermier products are widely available and other informational messages/means to find the nearest shop selling Le Fermier products. Interestingly, they found that there is no difference in among those who received the manipulation message and those who did not, where both groups believe that these products are not easily available. However, their study revealed that there is a difference between those who did not intend to buy organic food and those who had the intention, where the latter perceived the availability of these products higher. Based on this discussion, this study will examine the availability of organic food in the context of consumption that is ideal than purchasing intention stage where individuals are actually engaged or highly involved in the behavior of consumption. As repeated purchase or for individuals who have bought it will inevitably base the availability in their decision to consume organic food. Given this context, it will help to determine the actual role of availability in affecting the consumption behavior. Therefore, we deduce the following hypothesis:

H4: Perceived availability is positively related to organic food consumption.

Willingness to Pay

Past studies employing TPB typically operationalized perceived behavioral control in a general fashion via examining the level of ease to perform or not a certain behavior (Kim and Chung, 2011; Bamberg, 2003), and not explicitly point or direct at the barrier. Stern (2000) and Ajzen (1991) pointed to several factors that can present a barrier such as a lack of skills and time and economic variables. Accordingly, an individual's financial resource which is reflected in their capability (perceived self-efficacy) to pay regarded as an important factor when investigating green consumption (Tarkiainen and Sundvist, 2005). Price is often perceived to be the major barrier to buying organic food (Bryla, 2017; Xie et al. 2015). As asserted by Vlosky et al. (1999), the high-priced and the willingness to pay for is the critical factor of the organic food consumers' behavior. Organic food is well known more expensive than conventional food as Roitner-Schobesberger et al. (2008) reported that generally, the organic food price difference is substantial by as much as 100-170 percent more compared to for conventional food. Jager (2000) point out that disparity in capacity and capability of financial resources may have a great influence on the execution of the act/behavior. The willingness to pay a premium for organic food is more noticeable with repeated purchase of a certain product or brand which consumers are satisfied with (e.g. the organic product provides greater quality, health and environmental benefits) (Sriwaranun et al. 2015; Essoussi and Zahaf, 2012; Van Doorn and Verhoef, 2011), thus make them willing to accept trade-offs between higher price and related benefits (Laroche et al. 2001). Given this importance concerning consumers' willingness to pay, it is imperative to examine it particularly in organic food consumption context rather than the purchasing intention stage which would yield a misleading result, as Kovalsky and Lusk (2013) stated that individuals tend to understate or exaggerate their WTP which suggests that the share of explained variance might be higher or lower in actual situation and suggested for actual behavior monitoring/investigating to obtain accurate indication. It is argued that at the purchase stage, consumers simply feel that they can't afford organic food, and some believe that the market customary charges more for healthier food (Whitehead and Nicholson, 2001), thus their reported WTP is not of an actual judgment. Thus, the following hypothesis can be derived:

H5: Willingness to pay is positively related to organic food consumption.

Future Orientation

Time has been a central construct of consumer behavior (Graham, 1981) and decision making (Meyers-Levy and Maheswaran, 1992) and its perceptions are part of the foundation from which cognitive thinking and behavior developed (Zimbardo, 1994; Fraise, 1963). Zimbardo and Boyd (1999) highlighted that time orientation is a prevalent and potent yet unrecognized impact on a great number of individual behavior. Likewise, Bergadaa (1990) proclaim that the construct of time has often been positioned as a side in which completely ignored or tacitly addressed in consumer behavior studies. Of the interest of this study, future orientation will be employed and assessed as a moderator between product-specific attitude, health orientation and consumption of organic food. Future orientation is defined as the extent to which individuals involve in future-oriented behavior such as delaying gratification, investing and planning (Kluckhohn and Strodtbeck 1961).

Previous studies and literature concerning future orientation backed the concept that when damage and benefits take place in the future, this led to general optimism (Mowen and Mowen, 1991). This is rationale with the prevention state, its guidance's towards fulfilling responsibilities, its awareness of negative consequences and associated losses pain and, therefore, correspond to environmentally friendly behavior (Bertoli et al. 2013). For instance, temporal orientation has been employed to predict general pro-environmental behavior (Miniero et al. 2014), organic food consumption (Chekima et al. 2017), energy saving (Tangari and Smith, 2012) and and predicting participation in an informational workshop on sustainable household energy use (Southwell et al. 2014) in which signify that future orientation has become a useful variable in behavioral studies. Jager (2000) points out that

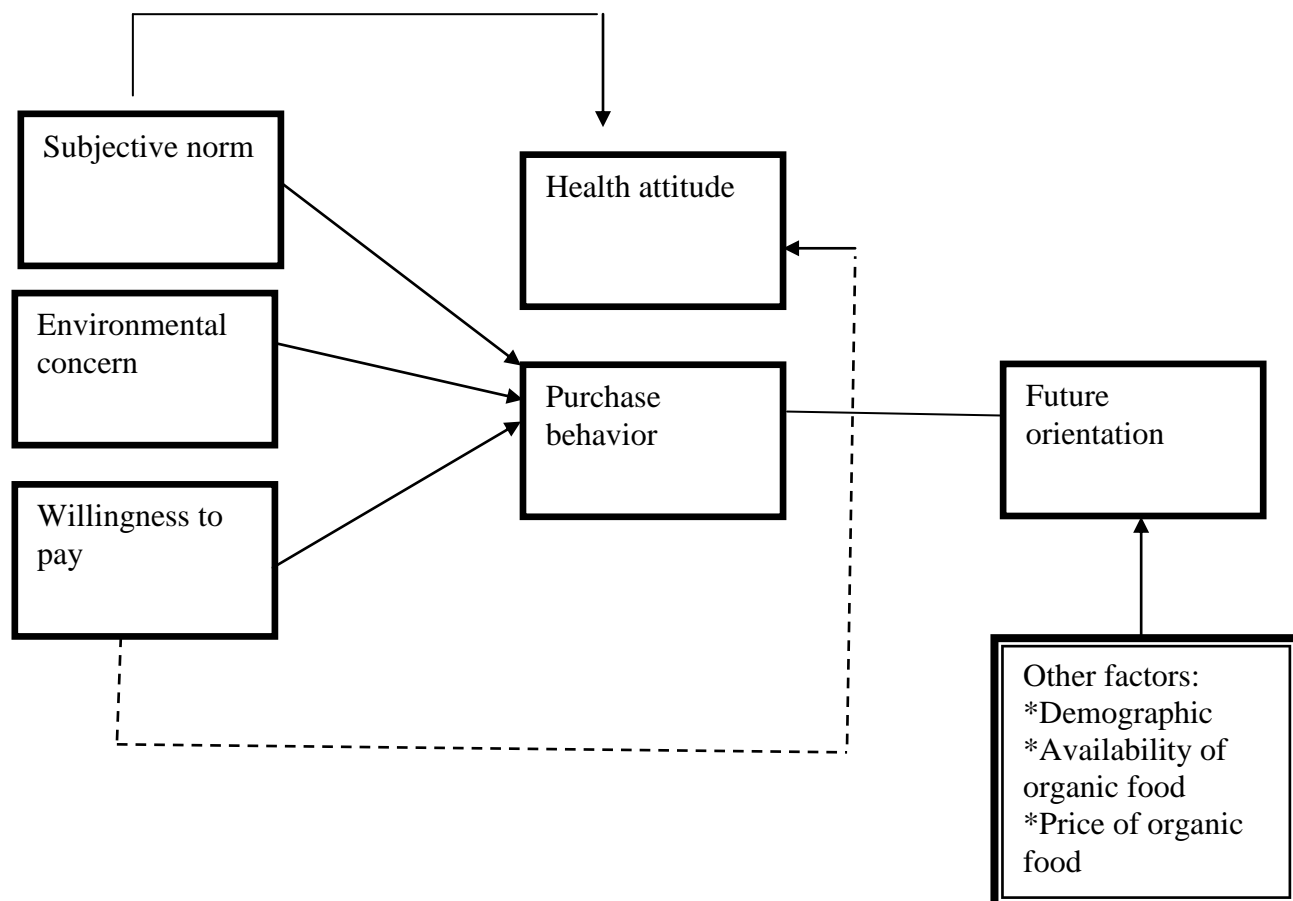
values could be included in a sustainable behavior or other behavioral studies to explain and or minimize the gap between the motivational factors and behavior/behavioral intention. Bullock et al. (2017) and Vermeir and Verbeke (2008) adds that to gain a better insight into pro-environmental behavior, values should be analyzed, for value orientation could yield different strengths and considered to exert influence on the determinants of behavior or intention. Despite substantial literature that calls for further investigation on the impact of temporal orientation on consumer behavior, Zhou et al. (2013) observed that the inclusion of values as a moderator in empirical research of consumer decision making is still rare. Consequently, it is salient and pertinent to investigate the influence of future orientation in the context of organic food consumption as asserted by past studies that pro-environmental behavior entails temporal conflict (Carmi, 2013; Milfont et al. 2012). Jackson (2005) explains that by understanding and incorporating a sense of temporal orientation, companies could communicate their marketing messages effectively to alter or influence individuals. Therefore, the following hypotheses will be examined:

H6: The positive relationship between product-specific attitude and organic food consumption will be stronger when future orientation is high.

H7: The positive relationship between environmental attitude and organic food consumption will be stronger when future orientation is high.

H8: The positive relationship between willingness to pay and organic food consumption will be stronger when future orientation is high.

Framework:



5. Methodology

5.1 Research questionnaire

This study employed a quantitative research design, using a structured questionnaire. The questionnaire developed for this study consists of three sections with question-statements adapted from previous studies. The first part of the questionnaire collected data on the frequency of consuming/eating organic food based on self-reported behavior. The second part of the questionnaire focused on factors influencing respondents organic food consumption, including environmental attitude (five items) adapted from Urena et al. (2008), Biswas and Roy (2015), Kilbourne and Pickett (2008) and Gil et al. (2000), product-specific attitude (five items) adapted from Urena et al. 2008; Steptoe et al. 1995, subjective norm (3 items) adopted from Olsen et al. (2008), perceived availability (3 items) adapted from Magnusson et al. (2001) and Tarkiainen and Sundqvist (2005), willingness to pay (four items) adapted from Hoffmann and Schlicht (2013) and Biswas and Roy (2015) and future orientation (four items) adapted from Usunier

and Valette-Florence, 2007. The third section comprised of questions pertaining to demographic characteristics (e.g. gender, age, education attainment, and yearly household income). The items for all investigated variables were anchored on a 5-point Likert scale with 1 referring to strongly disagree/very unlikely/very difficult and 5 referring to strongly agree/very likely/very easy. The secondary sources include reputed journals and systematic review papers from JSTOR, SCOPUS and Google scholar.

Findings

The emergent themes from the content analysis of the in-depth interview data revealed a number of key findings

Table 1

Organic Produce Purchasing Behavior.

Type	N	Percentage
I don't purchase organic	12	42%
Not sure if I buy organic or not, as there is no label	57	24%
Fruits and Vegetables	31	34%

Table 2

Reasons for purchase and non-purchase of organic produce.

Theme	N	Percentage
Price	11	44%
Health benefits	65	32%
Labelling	12	18%
Availability	10	3%
No better than conventional	2	3%

As is evident in table 2 the main reasons given for not purchasing organic produce were the high price of organic produce and the lack of clear labelling. Participants also felt organic produce was not always available.

The high price of organic produce was the most common reason given for not purchasing organic produce while the health benefits was the main reason given for purchasing organic produce. For example some Participant stated that,

“I don't buy organic because they are expensive and are no better than conventional products”.

Table 3

Attitudes towards organic products.

Attitude	frequency	Percentage
Healthy	15	60%
Prestige product for the rich	5	20%
Better care for environment	3	12%
No feelings	2	8%

Table4: Annual Income of the respondents

Sr. No	Income Group	Respondents	Percentage
1	Less than 50000	11	12%
2	50000 to 1 lakh	15	60%
3	1 Lakhs to 1.5 Lakhs	3	4%
4	Above 1.5 laks	5	16%

The above table 4 shows that 10% of respondents are having monthly income less than Rs 50000, 22.72% of respondents are having income between Rs 50000-100000, 51.84% of respondents are having income between Rs 100000-150000 and rest 15.45% of respondents are having income Rs. above 150000, out of 110 respondents considered for study.

Table 5: The classification of respondents based on their Qualification

Sr.No	Qualification	Respondents	Percentage
1	Illiterate	3	2.72
2	Primary	14	12.72
3	High	38	35.54
4	Graduate	50	45.45
5	Post Graduate	5	4.54

The table 5 shows that 2.72 percent of Respondents are quit illiterate, 12.72 percent of Respondents are having only primary education, 35.54 percent of the respondents are having Higher School education, 45.45 percent of respondents are having Graduation and remaining 4.54 percent of the respondents are post graduate among out of 110 respondents. The respondents are aware a using organic products in the study.

Table No. 6 How you know about Organic products.

Sr. No	Source of Information	Respondents	Percentage
1	T.V. / Radio	41	37.27
2	Print Media	23	20.90
3	Internet	18	16.36
4	Friends	17	15.45
5	Awareness Programme	11	10

Table 6 shows the source of information about organic products, how consumers know about organic products. According to the table it is clear that around 37 percent of the consumer are know about these products from television or radio advertisement, 21% are known from print media like news paper and magazines.

Table 7: Place of Purchase of organic products by the Respondents

Sr.No	Place	Respondents	Percentage
1	Super Market	13	11.83
2	Organic Store	77	70
3	Farm	15	13.63
4	Other	5	4.54

The table 7 clearly shows that 11.83 percent of the respondents purchase the organic products in super markets, 70 percent of the sample respondents were purchase from organic stores because of quality, freshness, 13.63 percent of the sample respondents were purchase from farm and the rest of the 4.54 percent of the respondents purchase from some other places like any shop.

Table 8. Reasons for purchase of the Organic Products

Sr. No	Reasons	Respondents	Percentage
1	Health	55	50.00
2	Tastes	17	15.45
3	Quality	30	27.27
4	Price	8	7.27

The table 8 describes that the 50 percent of respondents prefer organic food to maintain good health, 15.45 percent of respondents prefers for its taste, 27.27 percent of the respondents were purchase for their product quality and remaining 7.27 percent of the sample respondent were purchase on the basis of the price of the organic products.

Table 9. Respondents' opinion towards Price of Organic Products

Expensive	75	68.18
Moderate	30	27.27
Low	5	4.54
Expensive	75	68.18
Moderate	30	27.27
Low	5	4.54

The table 9 indicates that the 68.18 percent of the respondents were opined that the organic products are very expensive due to inputs and procurement costs are more than conventional product ,27.27 percent of respondents were expressed as moderate and remaining 4.54 percent opined that its very low compare to non-organic products in the study area.

Table 10. Respondents ranking for organic products.

Sr. No	Ranking	Respondents	Percentage
1	Excellent	07	6.36
2	Very Good	69	62.72
3	Good	20	18.18
4	Average	10	9.09
5	Low	04	3.63

The table 10 shows that the 6.36 percent of Respondents were agreed the organic products are excellent when compared of non-organic products regarding all the aspects, 62.72 % of respondents were agreed organic products as very good, 18.18 percent of respondents were agreed on good, 9.09 percent gives their ranking as organic products are average products and only 3.63 percent of the sample respondents gives low ranking to the organic products.

5.2 Data collection and sample

As this study is concerned with organic food consumption, a purposive sampling technique was employed. The data were collected from only individuals who consume organic food as this required to determine the actual factor influencing organic food consumption and not those who are aware of organic food or possess intention to purchase organic food. This is because the latter is not an ideal proxy for consumption for not every purchase means personal consumption, but every consumption is preceded by purchase and considered highly involved with the product as discussed earlier. This is following Nabi et al. (2002) recommendation not to combine responses to cases of observed/actual behavior and assumed/intention cases in actual behavior studies as their pattern is very different. A total of 100 questionnaires were collected from organic food eaters in Udupi and Manipal and the participation of respondents in the study was on a voluntary basis. A self-administered questionnaire was employed for collecting data in this research using drop-off and collect approach. After the respondents (organic food consumer) completed answering the survey questionnaire, the researcher collects it back (Hair, Bush, and Ortinau 2003; Zikmund 2003). By doing so, it allows the respondents to answer the survey questionnaire conveniently at their own time. This is because respondents will have time to reflect before indicating their response to each question and seek for additional information when needed as pointed out by Emory and Cooper (1991) and Aaker and Day (1990).

6. Validity and reliability Assessment

For consumers' perceived of organic products, the factor loading for all the proposed items is however one item of perceived quality, i.e. 'Organic food products are tastier and more freshness than conventional .The results Perception of organic food products Health Organic food products contain more vitamin and mineral. Growing food organically and naturally is better for health.

Organic food products are healthier than conventional food because it produces without preservatives or artificial color. Choosing organic food products are good for ensure our health.

Safety

Organic farming is the most convincing way of food safety.

Organic food products are safer to eat.

Organic food products are chemical free.

Organic produce can reduce the food poisoning risk.

Environmental friendly and animal welfare

Organic farming is friendliness to the environment.

Organic farming can prevent the contamination and pollution of soil, air, water and food supply.

Organic farming uses less energy.

Organic farming can protect the environment because it does not carry any harmful synthetic chemical pesticides and fertilizers.

Organic farming treats animals humanely.

Organic farming always considers the animal well-being.

Quality

Organic food products have superior quality.

Organic food products are more quality than conventional food.

Organic produce are of better quality and less associated with health risks.

Thus, all dimensions of perceived organic food products, behavior intention and actual purchase behavior of the products were valid and reliable for further inferential analyses.

I would buy organic food products in the near future.

I plan to buy organic food products in regular basics.

I intend to buy organic food products for my long term health benefits.

I intend to buy organic food products because they are more concern about food safety.

I intend to buy organic food products because they are more environmentally friendly.

1. Demographic Analysis of the Respondents

Descriptive analysis was used to describe the socio demographic profile of the respondents. In this study, most of the respondents are females 71 (59.4%) as compared to male 29 (40.6%) and the numbers of respondents from urban and rural areas of Udupi and Manipal(villages) . Majority of the respondents was under the category of 20-40 years old (39.6%), followed by 40-60 years old (27.4%), below 20 years old (19.1%) and above 60 years old (13.9%). The effects of consumer's perception of organic food products on their purchase intention. The effect of consumers' intention to purchase organic food products on their actual purchase.

2. Discussion

The result of the study highlighted that consumers' perceived organic food products did affect their intention to purchase the products. The significant effect of perceived health (Kyrikopolous and van Dijks, 1997), safety (Fagerli and Wandel, 1999) and environmental concern (Crosby, Gill and Taylor, 1981) on purchase intention suggests that consumers are willing to purchase organic food products because they perceived the products are more environmental friendly, safe and good for their health. In this study, safety has been found as the major motive of purchase intention of organic food products. The results are consistent with earlier studies which suggested that food safety as a reason for consuming organic food products (Schifferstein& Oude Ophuis, 1998 and Padel and Foster, 2005). Lockie et al., (2002) found that people buy organic products because they perceive them by not carrying any pesticide residues and to better for their health. Although environmental friendly and animal welfare had the least effect on the purchase intention, it's existence cannot be neglected. The environmental friendly (consumer) behavior is often characterized as ethical or moral behavior, driven by the social norms and the moral considerations (Pál, 2012). Surprisingly, the relationship between perceptions of quality and purchase intentions is not significant. This finding was contradict with the research carried out by previous researcher, where the perceived quality of organic food by consumers becoming increasingly important to its rapid consumption (Olson 1977, Magnusson et al, 2001 and Padel et al, 2005). The result of this research confirmed that safety is an important objective for consumers buying organic food products. In addition, health consciousness, environmental friendly and animal welfare consideration also serve as drivers for consumption of organic food products. Therefore, it is important for marketers of organic food products to incorporate these objective and drivers in their promotional materials to convince consumers to purchase the products.

In this study, purchase intention is positively affect the probability of a customer decision that he/she will buy organic food products. This finding is consistent with what being proposed in Theory of Planned Behavior (Ajzen, 1991) and the work of Brown (2003) who stated that consumer with intentions to buy certain product will exhibit higher actual buying rates than those customers who demonstrate that they have no intention of buying.

For marketer of organic food products, this finding suggests that promoting buyer's intention to buy the products is necessary, because this will lead them purchasing the products.

This study highlights that significant differences in the consumers purchase intention exist in the context of organic food products. Specifically,

- The differences in the purchase intention were observed based on gender and residence area. In term of gender, organic products buyers tend to be women and they tend to be the primary food shoppers of a household and may be more aware of organic food issues, compared to men. Besides, Underhill & Figueroa (1996) and Connor & Douglas (2001) had stated that urbanites are more likely to consume organic food products compared to those in the rural areas.

- The differences in the purchase intention were also significant according to consumer background of age, education and income. In term of age, the research result shows that older consumers are more likely to purchase organic food. This finding was supported by Misra et al. (1991) which stated that older individuals may be willing to deviate and switch to organic food products

due to health-related reasons. Further, a significant effect of income on organic food purchases highlighted that wealthier households are more likely to spend, and even spend more on organic food products (Underhill and Figueroa (1996), Thompson and Kidwell (1998), and Cranfield and Magnusson (2003). In addition, the evidence of significant difference in the purchase intention based on education was highlighted by Jolly (1991), who found that among consumers who purchase organic products, those with university degrees were willing to pay the most for the products.

3. Conclusion

As a conclusion, perception of consumers is important in the purchase decision of organic food consumption. How consumers perceived the organic food products is crucial because this will determine their intention to buy and consume the products. Subsequently, this will lead to the actual behavior of purchasing the product. However, variables of price, taste, etc. of the organic food products, and consumer beliefs of extended Theory of Planned Behavior (Ajzen, 2006) were not tested in this study. This means that the research results may not cover all aspects of the consumer conception toward organic food products. Since consumer's perception towards organic food products affect their intention to purchase the product, it is wise to further investigate more in this area. In addition, future research should focus on the similar study by extending the scope to all states in India in order to obtain a more reliable and accurate research result. The analysis on how organic food buyers perceived the products should also be carried out as compared to non-buyers and users of the products.

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CONSUMERISM AND ONLINE SHOPPING: AN ANALYSIS OF OPPORTUNITIES AND THREATS AND REMEDIES UNDER INDIAN LEGAL REGIME

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ABSTRACT

Business is a part of the economy. The modern economy is not only based upon capital and human resource but includes even the information the enterprises possess. The modern economy even includes numerous ways of carrying out business. As the technology improves the trends also keeps changing, E-business is one among such trends includes online shopping. Consumers are opting online shopping as it is very easier and time saving. They acquire shopping information from websites especially from the social network and purchase apparels, accessories mostly through cash on delivery method of payment. Though online shopping is creating a huge opportunity for buying and selling of goods it brings a threat to consumers. As the shopping is increasing through online protection of consumers also has become necessary, threat towards consumer rights are also seen. This article is to bring an analysis of opportunities and threats of online shopping and consumerism, measures taken to protect consumers from getting exploited, it even investigates numerous factors that impact buyers behavior.

Keywords: online shopping, E-business, opportunity, consumers.

INTRODUCTION:

Online shopping facilitates every person to purchase the products and avail services online. In the earlier days consumer had to follow traditional practice of shopping but with the introduction of technology the trends have changed and the new ways of doing business is emerging. Nowadays internet and smart phones have made it easier to shop from anywhere and anything with many choices.

Before launch of Smart phones internet was used only on desktop or laptop, which are fixed at a particular place. To use internet one had to sit in front of these and had to invest time. Due to technological up gradation and introduction of smart phones and tablet, anyone can easily access the internet on these devices, it becomes more suitable to surf internet anywhere anytime . Also people find more convenient time to spend on online shopping. Because of popularity and easy access of net on smart phones, various companies also launch their products through virtual stores.

Traditional shopping includes physical distribution of products which has limitations like - fixed time for customers to spend in market, if product is not selected at one shop then it is time consuming to search it in various shops in the market. But in online shopping lots of varieties are available at a single click. Also consumer cannot shop product late night after office hours. Online shopping provides consumer the 24 hour facility to shop. Also if a person travels to one place to the other he can utilize his time to shop.

Introduction of 4 G technology make faster the speed of internet, which make faster availability of net surfing. Now consumer can select various shopping sites at a particular time. Now a day's online banking is more secured and safer therefore consumer feel secured and safe in online transactions. Though these feel safe there are many problems that arise during the online shopping like marketing of hazardous products, necessary information may not be provided, setting up redressal mechanism etc. To solve such problems as faced by the consumers, consumerism has come into existence.

Consumerism has been the subject of considerable discussion over the last two decades. This social movement- which has sought to help consumers attain safer products, more information, adequate selection, and better access to redress mechanisms--has been

examined by researchers from numerous disciplines using a wide variety of research approaches. These researchers have sought to describe, explain, predict, and control the overall consumer movement and the organizations, individuals, and issues that have made up the movement.

To protect the interest of the consumers and even to protect their rights The Consumer Protection Act 1986 has come into existence.

OBJECT OF THE STUDY:

- To identify various factors that influence online shopping.
- To analyse the needs for protection of consumers.
- To analyse the opportunities provided and the threat faced by businessmen and consumers.
- To create awareness and educate people about safe online shopping.

RESEARCH METHODOLOGY:

The study has adopted empirical method of research as well as doctrinal research. With the aid of doctrinal legal research attempts have been made to analyse the legal propositions and doctrines in the study. During the research usage of legal dictionaries, law and management books related to E-commerce, law journals, magazines for e-commerce, statutes and newspapers are extensively adopted. Materials are collected even by surfing internet.

FINDINGS OF THE STUDY:

1. Comprehensive study of the models of online shopping and its suitability to the Indian market.
2. How consumerism affects business.
3. Importance of consumer behavior for business.
4. The needs for protection of consumer rights.

ONLINE SHOPPING:

Online shopping is the activity or action of buying products or services over the Internet. It means going online, landing on a seller's website, selecting something, and arranging for its delivery. The buyer either pays for the good or service online with a credit or debit card or upon delivery.

Online stores do not have space constraints and a wide variety of products can be displayed on websites. It helps the analytical buyers to purchase a product after a good search. There are few advantages of online shopping. They are:

1. Convenience:

Customers can purchase items from the place of comfort like either from homes or work place. Shopping is made easier and convenient for the customer through internet. It is also easy to cancel the transactions. The following depicts the factors which motivate the online shoppers to buy products online.

Top 6 reasons given by shoppers in buying through internet

1. Saves time and efforts.
2. Convenience of place of shopping.
3. Wide variety / range of products are available.
4. Good discounts / lower prices.
5. Get detailed information of the product.
6. We can compare various models / brands.

2. No pressure:

Generally, in physical stores, the sales representatives try to influence the buyers to buy the product. There can be some kind of pressure, whereas the customers are not pressurized in any way in online shopping.

3. Time Saving:

Customers do not have to stand in queues in cash counters to pay for the products that have been purchased by them. They can shop from their home or work place and do not have to spend time traveling. The customers can also look for the products that are required by them by entering the key words or using search engines.

4. Comparisons:

Companies display the whole range of products offered by them to attract customers with different tastes and needs. This enables the buyers to choose from a variety of models after comparing the finish, features and price of the products on display, Sometimes, price comparisons are also available online.

5. Availability of online shop:

The mall is open on 365 x 24 x 7. So, time does not act as a barrier, wherever the vendor and buyers are.

6. Online tracking:

Online consumers can track the order status and delivery status tracking of shipping is also available.

7. Saves money:

To attract customers to shop online, retailers and marketers offer discounts to the customers. Due to elimination of maintenance, real-estate cost, the retailers are able to sell the products with attractive discounts through online. Sometimes, large online shopping sites offer store comparison.

Other advantages of shopping online include:

- Shoppers can shop in their pajamas.
- There are no parking hassles.
- Online shoppers rarely have to deal with aggressive salespeople.
- There are no annoying crowds.
- Many online retailers allow shoppers to post reviews about the products that they purchased.
- Online sales representatives often receive more intensive product training than those at the local stores.
- Online sales representatives often have more flexibility in making decisions such as applying coupons, meeting competitors' prices and expediting shipping at no extra charge.

Disadvantages of Shopping Online:

- Online shoppers do not have the ability to physically inspect or try on the items being considered for purchase.
- Online shoppers sometimes lose the power to negotiate the price and payment terms that may exist in local stores.
- Items ordered online are sometimes back-ordered, but shoppers may not find out until weeks later. This is particularly problematic when buying gifts.
- Online shoppers do not always know if a site is a legitimate retail store and if it is safe to shop.
- Restocking and shipping costs are often charged on returns.
- Online shoppers often do not have a person (or the same person) to talk to when dealing with a problem.
- It is sometimes easier to get money refunded locally when the item purchased drops in price within the guaranteed price period.
- Online shoppers do not get to take advantage of seasonal statewide tax-free shopping events.

WHAT IS CONSUMERISM?

Consumerism is a cultural model that promotes the acquisition of goods, and especially the purchase of goods, as a vehicle for personal satisfaction and economic stimulation. Consumerism is often confused with capitalism but the latter is an economic system, while the former is a pervasive cultural attitude. Consumerism is defined as an "Organized-efforts by individuals, groups, and governments to help protect consumers from policies and practices that infringe consumer rights to fair business practices; Doctrine that ever-increasing consumption of goods and services forms the basis of a sound economy; Continual expansion of one's wants and needs for goods and services."

The production and selling of goods judge the economy. The gross national product is the total of goods and services produced for a specific period at a specific time. The prosperity of a nation is judged by the per capita income of individuals residing in it. The economy is considered to be "doing well" if the purchasing power of the people is high.

EFFECTS OF CONSUMERISM:

There are mainly two kinds of effects.

- a. Positive effect

- b. Negative effect.

a. Positive Consumerism Effects:

Primary positive consumerism effects are:

- More industrial production.
- A higher growth rate economy.
- More goods and services available.
- More advertising since goods manufactured have to be sold.
- Increased production will result in more employment opportunities.
- A variety of goods and services to choose from.
- More comforts for a better living style.

There are always certain pitfalls to a given situation in a society. Material prosperity may be there in consumerism but, it has its negative effects on the people and society at large.

b. Negative Consumerism Effects:

Top negative consumerism effects are:

- Craving for goods is high. The wants and desires of the people increase. The better their income, the better their purchasing power. But in case, they are not able to do so, then they feel dissatisfied.
- One is in a rat race to earn more and is forced to cope up with stress and other work-related tensions.
- Material wealth is the deciding factor about whether a society is highly developed or not
- Over-dependence on labor-saving devices.
- A car for each individual would mean gradual erosion of public transport.
- Crime rate also increases as wants to possess expensive gadgets increase. Thefts become common, and daylight robberies take place.
- Personal relationships also get affected as people are busy trying to earn more to maintain their standard of living.
- Cheaper goods are imported from other goods affecting the growth of locally-based manufacturing industries.
- Consumerism has also resulted in ecological imbalances. The natural habitat is being destroyed to create more goods and build more buildings affecting the weather. Global warming will eventually result in health problems. Industrial pollution is affecting people in many ways.
- People lifestyles have also changed in a sense they are more lavish, full of material comforts rather than focusing on simplicity.
- Consumerism is also depleting the natural resources of the respective country.
- Psychological health also can get affected if one's desires are not meant, such as depression. Jealousy and envy can lead to crime.

SWOT ANALYSIS:

The E-Commerce industry, otherwise known as the online shopping industry, has seen massive growth within the last decade. While the world of E-Commerce is continuing to grow, it's easy to wonder what the future has in store. To see how online shopping is poised for the future SWOT analysis is applied, SWOT analysis (strengths, weaknesses, opportunities and threats analysis) is a framework for identifying and analyzing the internal and external factors that can have an impact on the viability of a project, product, place or person. SWOT analysis is most commonly used by business entities.

Strengths

Here are two big Strengths of the E-Commerce market:

Accessibility:

Perhaps the biggest Strength of E-Commerce businesses is their extensive accessibility. In the past, shopping meant physically traveling to a certain place, within certain times. With E-Commerce, buyers can now browse, learn about, and purchase products from the comfort of their homes, at whatever time of the day (or night). Although teleshopping offers similar benefits, the advent of the internet has seen a huge number of consumers move away from TV, radio, and press towards computers.

Lower Prices:

Another considerable Strength of online shopping is that products tend to have lower prices, when compared to traditional retail channels. One reason for this is that E-Commerce typically involves sellers interacting directly with consumers, cutting out middlemen such as distributors. Another reason is that the E-Commerce stores typically have significantly lower overheads than brick-and-mortar stores, which have to account for rent costs, employee salaries, and more.

Weaknesses

Here's one big Weakness of the this industry:

Industry Specific:

Certain products lend themselves to E-Commerce better than others. For example, books, electronics, and kitchen gadgets are all easy to sell through online stores, since consumers roughly know what to expect. However, some items are much less universal; the best example of this is clothing. It's difficult for consumers to purchase the clothing they want online, since they don't know whether it will fit, how it will feel, and how it will look. Unfortunately, it will be very difficult for E-Commerce stores to expand into these industries.

Opportunities

Here are two Opportunities for the E-Commerce market:

Growing Market

One of the biggest opportunities for the online shopping industry is the growing market. While most consumers in developed countries already have electronic devices, there are plenty of consumers in developing countries who don't — and, as a result, don't buy goods online. As the prices of electronics continue to decline, it's likely that we'll see an increase in the number of potential internet shoppers. This will subsequently result in a greater volume of E-Commerce sales.

Threats:

Fake Online Stores

The internet is full of fake online stores that trick people into purchasing fake products. These products will never be delivered to them. These fake online stores throw lucrative offers that are difficult to ignore. Luring customers into buying products that they will never be received. There are many instances of this happening. Another reason many people fall into this trap is because these fake online stores are named and given the appearance of a legitimate online store. Only slight changes in the name are there which are easy to miss out on.

Credit Card Fraud

This is one of the biggest disadvantages of online shopping. There are many malicious users that intercept online stores at the payment portal. You would select the items you want to buy and then when you make the payment, you are redirected to the malicious user's website rather than the legitimate payment gateway. It looks identical to your merchant gateway, and you reveal your credit card information. This information can then be used to make payments on your behalf.

Adware

You can be thrown advertisements on online stores or social networking sites. These advertisements are not always legitimate, once the user clicks on these ads, they are asked to fill in their personal details, which can then be stolen by the malicious user for his own purposes.

Identity Theft

Identity thieves closely watch the activity of customers on online stores so that they may be able to steal their personal information and then masquerade as them to cause mischief. This is particularly common during the festive season when many people use online stores. One might sell this information on the black market for people looking to conjure fake IDs.

Information Shared Unencrypted

When shopping online, you must have noticed that there's a lock symbol in the address bar on websites like amazon. This symbol denotes that the website uses a secure protocol to share your information in an encrypted manner so that anyone monitoring the traffic cannot view it. This enables you to share personal information and make payment without worrying that it might be stolen.

Malware

Like adware, there are instances when legitimate stores may be hit with malware and be used as a front to spread the malware to others visiting the website. You would only need to visit the website for the malware to attack your system. If you don't have a good antivirus that is up to date, then you might fall prey to this quite easily.

Data Breach

Earlier this year, Amazon suffered a data breach where the attacker was able to steal login credentials of more than 80,000 customers. The login credentials, as well as personal information, were stolen, putting people at risk. This is something that is becoming quite common in the modern world, for information is the currency in this digital age.

Fake Apps

Like fake online stores, there are instances of malicious users developing fake apps that look like the real deal. Users unknowingly download them and then providing their personal information, which the malicious user can then record. This information can be sold online, used by the hacker for pretending to be someone else, or in a ransomware attack, where the hacker promises to give the information back if the user pays up a certain ransom amount.

LEGAL MEASURES FOR THE PROTECTION OF THE CONSUMERS:

The protection of the consumers is regulated by The Consumer Protection Act 1986. This law offers protection against defective goods, deficient services, unfair trade practices and consumers' exploitation. In this, it protects the right of the consumer and makes user aware of their rights. Some of the various protections under the consumer protection act on e-commerce can be listed below:

- Removal of defects.
- Replacement of goods.
- Return of price in case of discrepancy.
- Discontinue any form of restrictive trade practice.

Consumer Court:

Consumer Courts are special courts set up by the Indian Judiciary to settle consumer grievances and entertain consumer problems. A special consumer court is set up to ensure that justice is done quickly and efficiently, without undue hardship to the complainant. Also to handle the sheer number of cases, the consumer courts help lessen the burden on the judiciary system. These courts are known as Three-tier Machinery: District Forum works at the district level, State Commission operates at the state level while the National Commission takes care of the consumers' interests at the national level.

Provision has also been made to establish Consumer Protection Council for educating the consumers and encouraging consumer's cause.

CONCLUSION:

Online shopping is something everyone does today, but people are not as careful as they should be, which only makes the malicious users' job that much simpler. It is your responsibility to protect yourself, and knowing is half the job. Even the statute must join hands in providing safeguard measures. The online shopping has emerged so well that the traditional way of marketing is been overtaken by online shopping. Online shopping comes with protection of consumer needs, their choice and mainly their rights. A consumer should be satisfied with the product. The online shopping should retain itself and to know its future position the SWOT analysis will be helpful where it shall know its strengths, weakness, opportunities and threats. Overall the E-commerce industry is in a strong position, but facing downsides. As consumers cannot rely on it before they try. Keeping ahead the strengths and concentrating to get better monitoring upon threats the market can still retain its root in the business. Even government regulation is necessary so that the consumer feel safe while they choose E-business for shopping because of its huge advantages.

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DIGITAL ADDICTION AND IMPORTANCE OF DIGITAL DETOXIFICATION: AN EMPERICAL STUDY IN UDUPI

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ABSTRACT

Due to technological development and expansion, people have access to variety of e-communication tool at their finger print. This paper explores the digital addiction of respondents and the need for digital detoxification. It also tries to know whether awareness on detoxification exist amongst respondents or not. And how much importance they attached to it varies with reference to respondents' demographic factors by making use of statistical techniques. In this study an attempt is also made to know various detoxification apps freely available to all, which in turn facilitates reduction in climate change to smaller extent.

Key concepts: Digital addiction, Digital detoxification and digital devices.

Introduction

Digital technologies are playing potential role in developing a resource efficient human base. The effective adoption of them definitely leads to sustainable growth in every sphere of human development. Technological expansion made people to access variety of e-communication tool at their fingerprint. The number of smartphone users worldwide as on November 2019 surpasses three billion and is forecast to further grow by several hundred million in the next few years (7). Number of smartphone users in India by 2022 will be 829 million, accounting for 60% of the population according to CISCO'S 13th annual visual networking index. Until 2018 a mere 27% of Indians were using smartphones this increase in smartphone usage will fuel a massive up stick internet traffic in the country. By 2022 internet network in India will carry 646 petabytes or 1 million gigabytes of data per day which is over 490% higher than 108 petabytes in 2017. India's mobile data consumption is going to skyrocket from 3.5 gigabytes in 2017 to 17.5 gigabytes in 2022, which proves the dominance of smartphone as the communication hub for social media, video consumption, communication, business application as well as traditional voice. (as per Sanjay Kaul cisco's president). As per internet world stats, India stands second next to china out of top 20 countries with the highest number of internet user. As on 31st Dec 2000 number of internet user in India was 5,000,000, which reached to 560,000,000 in 2019 (8).

Such a vast growth in number of smartphone user, internet network and mobile data consumption definitely shows positive impact if utilized effectively. There are certain issues which have to be addressed due to overuse of digital devices are digital addiction which leads to many neurological complications, psychological disturbances, and social problems, usually neglected by users. Being a part of whole universe each and every living creature is contributing in greater or smaller extent for climate change and experiencing its impact in the form of landslides, flood followed by drought, earthquake, irregular seasons and so on. In this context researchers found that it is best time to understand to what extent users of digital devices are addicted to it and whether they are aware of ways to come out of it in the form of digital detoxification.

Objectives of the study:

- To understand digital addiction level of respondents
- To know association between importance attached by respondents on digital detoxification and their demographic factors
- To explore various apps available at free of cost to detox.

Hypothesis of the study

Based on second objective, the following hypothesis are framed

A.Importance attached to detoxification and respondent's education level are independent

b. Importance attached to detoxification and income group to which they belong are independent.

C.Importance attached to detoxification is independent of respondent's sex

Methodology

The tool of structured questionnaire is employed to find out digital addiction and their awareness on digital detoxification from the respondents. The primary data is collected from 100 respondents comprising 50 males and 50 females in the age group of above 20 below 60 years. Convenience sampling technique was considered as base to select respondents. Chi-square technique was used to test the hypothesis. For secondary data, journals, magazines and newspaper were consulted

Conceptual background**1. Digital addiction**

Addiction is a complex condition, a brain disease that is manifested by compulsive substance use despite harmful consequences. People with addiction have intense focus on using certain substances, to the point that it takes over their life (16). So, addiction includes both substances and activities, leads to substantial harm due to repeated involvement and it continues as it is pleasurable or valuable (9).

People using digital media do exhibit symptoms of behavioural addiction, which includes salience, conflict and mood modification (11) when they are online regularly. It is an impulse control disorder that involves the excessive use of digital devices despite negative consequences to the user. It is also known as technology addiction or internet addiction. Excessive use, negative consequences and feeling of restlessness or inability when attempting self-limit use of technology are warning signs of technological addiction. (13). Some research on digital addiction shows that, decline in the size of social circle, depression, loneliness, lower self-esteem and life satisfaction, sensation seeking, poor mental health, and low family function are some scores are higher in people with high internet addiction scores than those without internet addiction

2. Digital detoxification

Digital detoxification is the purposeful process of absolute or conditional abstinence from some of the technology present in our life for a specific period of time to restore balance and thus achieving overall well-being. It is designed to reduce the stress, overstimulation and compulsive behaviour associated with the use of technology. Nowadays those who are digitally addicted will have stressors like:

1. High amount of screen time
2. Heavy consumption of media and entertainment
3. Excessive consumption of online content
4. Immersion in highly digital environment
5. High levels of smartphone use
6. Periods of prolonged digital connectivity

3. Importance of digital detoxification

Technology made smartphone as an extension of the human hand, without which one can feel nothing. Which is the one we concentrate before going to bed and immediately we woke up. In a way people are becoming less focused, less productive and more disconnected from the real world. Few researches on it show that social media appears to promote narcissism, causing insomnia and making us less empathetic. So, there is an urgent need for detaching from digital devices to live a happier life. Looking forward into people's eyes rather than downward into screens, making ourself get ready for becoming more approachable by not making use of digital devices as a conversation killer, which deprive us from taking high quality rest, are possible only through digital detoxification.

Digital detoxification can take any of the following forms

1. Removing distraction
2. Answering question "why" before pulling out devices
3. Strictly following self-regulated rules

4. Periodic fast from digital devices
 5. Making use of apps that helps to detox
 6. Periodic digital detox
 7. Planting, reading real books, going analogue, and stop taking pictures of anything rather enjoying it fully etc.
4. **Digital devices:** a physical unit that contains microcontroller or computer is a digital device. There are many digital devices are available including smartphones, tablet and smartwatch, laptop, desktop (10) In this study we restricted to smartphone.

Literature review

Greenfield, D.(1) found that the longer we fail to see the power that Internet technologies have in our lives, the more likely we will be unconscious as to the negative impact they can produce from their use and abuse. The ability for us to recognize the potential positive and negative impact is what will allow us to manage our use in a more positive and conscious manner. In the long run, we must learn to live our lives with conscious computing and to integrate all of our digital media technologies into a healthier balance. We can manage our Internet and digital media technology so it doesn't manage us.

Bolle, C. (2). suggest that smartphone addiction exists and it can develop through habits. Younger persons are more vulnerable with regard to developing an addiction, especially when they have higher levels of social stress, are weak at self-regulation, and extensively use their smartphones for social and process purposes. Furthermore, females are somewhat more sensitive to develop addiction because of higher rates in social stress and social usage typical of this gender group. The findings can be explained by differences in the generations. The younger generation, the Millennials, are grown up with digital innovations and rely (heavily) on digital sources. Social anxiety is thereby of importance, as it is a determinant of smartphone addiction, because persons use their smartphones as substitutes of other communication tools.

Kanthawongs, P., Jabutay, F. A., Upalanala, P., &Kanthawongs, P. (3) explained that although the conceptual model explains 60.40% of the variance in smartphone addiction, only compulsivity is found to have significant determinant of smartphone addiction. Self-regulation has no significant effect on smartphone addiction

Sachin R Gedam, Santanu Ghosh, Lipsy Modi, Arvind Goyal andHimanshu Mansharamani(2017), in their "Study of internet addiction: Prevalence, pattern, and psychopathology among health professional undergraduates" found that the total prevalence of internet addiction was 19.85%, with moderate and severe addiction being 19.5% and 0.4%, respectively. They found that Internet addiction was associated with gender, computer ownership, preferred time of internet use, login status, and mode of internet access. It was also associated with anxiety, depression, loss of emotional/behavioural control, emotional ties, life satisfaction, psychological distress, and lower psychological well-being (11)

Zhou Y, et al in their article on "Big five personality and adolescent Internet addiction: The mediating role of coping style"(2017) examined the unique associations between big five personality traits and adolescent Internet addiction it was found that agreeableness and conscientiousness were negatively associated with INTERNET ADDICTION, whereas extraversion, neuroticism, and openness to experience were positively associated with internet addiction. Mediation analyses further indicated that conscientiousness had an indirect impact on adolescent IA through decreased emotion-focused coping, whereas extraversion, neuroticism, openness to experience had indirect impacts on adolescent internet addiction through increased emotion-focused coping.(16)

Sussman, N., & DeJong, S. M. (4) are of the opinion that, New media and digital technologies pose unique ethical challenges to mental health clinicians working with adolescents. Clinicians need to stay abreast of current trends and controversies about technology and their potential impact on youth and engage in advocacy and psychoeducation appropriately. With individual patients, clinicians should watch for potential ethical dilemmas stemming from technology use and think them through, with consultation as needed, by applying longstanding core ethical principles.

Monge Roffarello, A., & De Russis, L. (5) discovered that digital wellbeing apps are appreciated and useful for some specific situations. However, they do not promote the formation of new habits and they are perceived as not restrictive enough, thus not effectively helping users to change their behaviour with smartphones.

W. F., Biel, I. K., & Lovely, W. A. (6) found that digital change is like a fast-moving tsunami, It is imperative that college students gain exposure to such cutting-edge technologies and ingrain the conceptual, inquiry, critical thinking, creativity, and integrative learning skills needed to add value in a world where machines will work alongside human professionals.

Results and Discussion

TABLE 1.

Demographic features of selected respondents

Demographic Factors								
Sex	Male		50		Female		50	
Age group	20-30	27	30-40	25	40-50	30	50-60	18
Education level	Below graduation	35	graduates	35	Post graduates	30		
Income group	Up to 250,000	45	250,000-5,00,000	32	5laks and above	23		
Category	Self employed	45	professionals	35	At home	20		

Digital addiction of respondents

Considering the enormous use of internet, it is important to analyse the pattern of internet use among respondents. Besides using internet for information, education, entertainment and for work purpose, they are a vulnerable group on account of the time they spend on the internet. The aim of the present survey was to estimate the prevalence of internet addiction and to understand the pattern of internet use among respondents.

Following table shows details of place of access, type of internet connection, login status, location of internet access, time of internet use and reasons for internet use to know in detail about the use of internet.

TABLE 2.

Type of internet connection	Data card	20	Mobile internet	60	broadband	10	WIFI	10		
Login status	Intermittent	68	Continuous	32						
Location of internet access	Home	35	At place of work	25	At internet café	10	Other places	30		
Reasons for internet use	Education	18	Social networking	50	recreation	17	games	7	others	8
Duration of internet connection per day	Less than 1 hour	14	1-2 hours	28	2-4 hours	43	More than 4 hours	15		

Above table indicates that, 60% of respondents are making use of mobile internet and 68% of respondent's login status is intermittent. But alarming aspect here is 32% respondents are having continuous login status. As for as location of internet access is concerned highest percentage of respondents are using it at home and 50% of respondents are making use of it for social networking reason, which indicates extent of social networking addiction. And maximum number of respondents are making use of internet for 2-4 hours per day

Research on digital addiction indicates that Warning signs of digital addiction include excessive use, negative repercussions and withdrawal symptoms. To measure internet addiction, internet addiction test by Dr. Kimberly young is applied. It consists of 20 items that measure mild, moderate and severer level of internet addiction. So, respondents are asked to rate each of items on scale of 0(does not apply) to 5(always). Later total scores were found out to understand whether they have a technology addiction or not(22).

Following table indicates extent of addiction based on respondents answer to the questions concerned

TABLE 3.

score	% of respondents
0-25	36(below average online user)
26-49	38(average online user)
50-79	18 (facing frequent problems)
80-100	8(internet usage is causing significant impact on life)

When asked about digital detoxification all respondents are aware of it. tools they implement it to detox involves. Keeping mobile on airplane mode at least few minutes a day. Not using mobile early morning and while going bed. Making use of certain settings to move away from sounds of continuous message etc. very less (only 2) number of respondents are aware of few tools available to detox, but they have not made use of it.

Hypothesis testing

1. Importance attached to detoxification and respondent's education level are independent

How important digital detoxification is Education level	Least important	Unimportant	Neutral	Important	Most important
Below graduation	7	5	7	8	8
Graduates	5	6	7	8	9
Post graduates	5	5	5	7	8

Chi-square test is applied for hypothesis testing. It is observed that critical value of chi square at .05% level for 12 degree of freedom is 21. Since the calculated value is .7312362 is less than the critical value, the hypothesis is accepted.

2. importance attached to detoxification and income group to which they belong are independent.

How important digital detoxification is Income group	Least important	unimportant	Neutral	important	Most important
Up to 2,50,000	10	4	6	10	15
2,50,000-5,00,000	6	5	4	9	8
5,00,000 and above	4	4	4	6	5

It is observed that critical value of chi square at .05% level for 12 degree of freedom is 21. Since the calculated value is 2.3519 is less than the critical value, the hypothesis is accepted.

3. Importance attached to detoxification is independent of respondent's sex

How important digital detoxification is	Least important	unimportant	neutral	important	Most important
Respondents sex					
Male	12	12	8	10	8
Female	7	8	5	14	16

It is observed that critical value of chi square at .05% level for 4 degree of freedom is 9.49. Since the calculated value is 6.728 is less than the critical value, the hypothesis is accepted.

App available to detox

The search giant Google recently launched six apps, which helps user to take digital break from their smartphones. Which includes: (18.19)

- Desert island** In Desert Island, one can select the tools inside their smartphone that are absolutely necessary (like messages, Gmail, camera, etc) while the rest of them will disappear for the next 24 hours. So, it helps to test how long one can stick to the limits their own set oneself.
- Unlock clock** Unlock Clock is essentially a live wallpaper that shows how many times user have unlocked smartphone during the day. After installing it, we should set it as our wallpaper. Then on our home screen we can see a giant number that will remind just how much we rely on our smartphone. The giant number on our screen can serve as a wake-up call for us, who is not aware of how much time they spent staring at their phone's screen.
- Paper phone** Paper Phone suggests you ditch our smartphone altogether for a day. But not quite. One can pick options and tools that one will need throughout the day – like calendar, maps, or contacts – and then print out what's going to be our physical paper phone for the day.
- Morph** Definitely worth a try if one has issues getting distracted with social media and entertainment apps at work. Morph is a Google experimental app that will transform home screen depending on what one is supposed to be doing at a certain time of the day. User can set different home screens for different time periods. Once the clock hits that hour, you won't be able to access any apps except the ones that you chose to keep.
- Post box** Even when one decides to not touch his/her phone for the next couple of hours, With Post Box it is possible turn off instant notifications and set it up to be delivered in batches. user can choose up to four different time slots a day, and notifications will be delivered all at once. One downside is that at the moment one can't customise the notification delivery times and have to stick with the four options available on the app. Post Box can be a good way to keep up with our social life in a more organized manner.

6. **We flip** the way the Google experimental app works is, in a group of people we can pair our phones together. When we “flip the switch” a new session starts. Then if/when someone unlocks their phone, the session ends and gives you the stats on how you did as a group. One can raise the stakes by turning it into a bet – whoever causes the session to end has to buy the next round. Or lose their phone privileges for the night. In addition to above six free apps which are available to all in google play store, there are number of apps available such as Qustodio, (typically allow parents to control internet access) AppDetox, Flipd., offtime, clearlock, qualitytime, moment, goodnight chrome, antisocial and forest etc with specific different features (20,21).

Implication

Understanding to what extent respondents are digital addictive definitely helps in understanding the effect of digital addiction. Which in turn facilitates software companies finding ways to explore new ways of detoxification. There are many opportunities available to digital detoxification companies to develop strategies which facilitates users of digital devices to understand how efficiently and effectively they can make use of devices. If digital addiction accelerates in the same rate, the possibility of banning digital devices at public place is not far from reality. There is a possibility of neurological diseases which definitely hinders the usage of devices in near future.

Area of further research: An experimental study on respondents belong to particular group over a period of time in a controlled environment and in letting them to free to use smartphone definitely fetch clear-cut insights on how much importance they attach to their smartphone usage and how they feel when they are deprived of it. Again, survey based on probability sampling technique will definitely help to avoid limitations associated with non-probability sampling applied in this study. Research on mental health issues of digital addiction such as anxiety depression and behavioural control and general distress provides insights on emotional functioning.

Limitation:

This study has certain limitations

1. It is limited to particular city, that is Udupi
2. The sample size could be more for better generalization
3. A comparative study between rural and urban cities to get better insights

Conclusion

Present study indicates that highest number of respondents are making use of internet for social networking purpose, which definitely requires certain actions on their part. Hypothesis testing says that demographic characteristics are independent of how important digital detoxification to respondents. Many researches on impact of digital devices shows that they are constantly distracting us. The risk of these devices must be minimized by educating people in ways to enhance concentration, self-control and critical thinking skills. (14) Each activities of living things that requires energy leaves its carbon footprint to climate. To leave this earth at its present condition to next generation, it is our duty to toxify less. Let technology not stops us from thinking, let us keep our phone down productivity up. Having known the fact that technology pioneers are very strict about their children's use of technology, why not we. (15)?

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MARKETING OF LIFE INSURANCE PRODUCTS IN RURAL AREAS – CHALLENGES AND STRATEGIES

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ABSTRACT

Insurance may be described as a social device to reduce or eliminate risk of losses to the life and property. Under the plan of insurance, a large number of people associate themselves by sharing risks attached to individuals. The risks which can be insured against include fire, the perils of sea, death and accidents and burglary. Any risk contingent upon these may be insured against a premium commensurate with the risk involved. Thus, collective bearing of risk is called insurance. Insurance's value to society is enormous and irreplaceable. Insurance protects hard-earned, accumulated assets while minimizing financial risk. Insurance does this by reimbursing people and business for covered losses, encouraging accident prevention and safety-oriented practices, providing funds for investment, enabling people to borrow money, and reducing anxiety. Even though insurance does do all these things, many people do not fully understand how insurance works or the value and security it brings to them. A strong insurance sector is of vital importance to every modern economy. It encourages the savings habit, provides safety to rural and urban enterprise and productive individuals. It generates long term investible funds for infrastructure building. India as a country is under-insured in the urban as well as the rural areas. Only 35 percent of the 250 million insurable population is insured. There exists a vast potential in the rural areas where more than 70% of our population lives. But it is common perception and belief amongst the insurance companies that it is expensive to do business in rural areas. The present Study on rural marketing strategies throws lights on all vital issues of rural insurance, insurance agents and business development executives selling insurance policies. The study attempts to understand what are the strengths and weaknesses of present strategies which in turn guide marketers to develop more effective innovative strategies. The study aimed at a thorough investigation into various marketing strategies in order to explore customer friendly and cost effective measures.

KEYWORDS: *Rural Insurance, Marketing strategies, government initiatives, IRDA*

INTRODUCTION

In life insurance business, India ranked 9th among the 156 countries, for which data are published by SwissRe. During 2015-16, the estimated life insurance premium in India grew by 4.2 per cent (inflation adjusted). However, during the same period, the global life insurance premium expanded by 3.2 per cent. The share of Indian life insurance sector in global market was 2.69 per cent during 2015, as against 2.45 per cent in 2012 (IRDA Annual Report 2015). No surprise if India is now one of the most favoured destinations for global insurers. According to the sigma study India is fast racing ahead as the most attractive insurance destination worldwide led by the country's strong economic growth and rising disposable incomes.

The rural population in India accounts for around 627 million which is exactly 74.3 percent of the total population. The rural market in India economy generates almost more than half of the country income. The rural market in India is vast and scattered and offers a plethora of opportunities in comparison to the urban sector. It covers the maximum population and regions and hereby, the maximum number of consumers. The social status of the rural regions is precarious as the income level and literacy is extremely low along with the range of traditional values and superstitious beliefs that have always been a major impediment in the progression of this sector.

Though rural markets are a lucrative option for capturing market share and increasing penetration levels, it still requires heavy investments to educate the people. Special kinds of awareness programs have to be undertaken for this purpose, because of

the low literacy levels and suspecting nature among the villagers. Another major challenge is, in terms of product innovation. Traditionally, rural Indians are averse to purchasing an insurance policy and also different people require different kinds of policies. What may be suitable to one may not be suitable for the other.

Promotion tries to generate immediate consumer response with respect to company's overall marketing strategy. As advertising builds long term customer awareness and attitude, sales promotion generate immediate sales effect. The promotional plans can become counterproductive in the long term perspective as when the promotion is withdrawn the sales may start dipping. Promotion can help to build brand equity and awareness both for long term and short term gains. The promotional function of any service organization involves the transmission of messages to present, past and potential customers. At the very least these customers need to be made aware of the existence of a service. Eventually in some way they should be influenced towards purchase. Promotion of brands in rural markets requires the special measures. Due to the social and backward condition the personal selling efforts have a challenging role to play in this regard.

The word of mouth is an important message carrier in rural areas. In fact the opinion leaders are the most influencing part of promotion strategy of rural promotion efforts. Relevance of Mass Media is also a very important factor. Various types of promotion methods work as integrative systems between service provider and consumers. Due to technological innovations people can now communicate through both traditional and newer methods of media. Both mass communication and/or target communications can be used as per requirements.

REVIEW OF LITERATURE

A study conducted by Patil Kallinath (2003) revealed that the insurance coverage of agricultural groups and agricultural labor is very low. The performance of children-related policies such as Jeevan Kishore, Jeevan Balya, etc., is very poor except the children money back policy, which has also not been contributing significantly. The demonstration of product features by the agents is not satisfactory.

Aggarwal, Preeti (2015), in their article - with the insurance status in India for the poor. Insurance is more concentrated in relatively financially stable urban areas, but the requirement for a cushion to absorb risks is greater among rural and urban poor. Even after the opening of insurance to private players in India, its penetration is very low compared to that in developed nations. Therefore, for the development of the economy, insurance penetration in India should grow, but that growth will be possible only when suitable products become available. The poor and needy find insurance a risky proposition with their uncertain and irregular incomes and with their limited ability to read about its benefits. The male literacy rate in India in the year 2010 was 68.4 percent and the female literacy rate was only 45.4 percent. Thus, access is not sufficient in rural areas in India. Health insurance, whether social or private whether formal or informal, is extremely limited in India. Although a number of private insurance companies have entered the field, no significant change in health insurance has been observed either in the availability of new health insurance products or in the volume of business. Agriculture in India is the industry on which most poor in villages depend, and therefore provisions, products and reforms must be designed after considering this segment of the population seriously.

Balachandran S. (2013) in his article - 'The Secret Weapon Technology and the Indian Insurer' explained the various measures taken by insurance companies to increase insurance awareness among people. She also felt that due to the entry of private players, insurance awareness has increased as a result of which insurance is now bought as well as sold. Prahalad C K(2005) in his book argues that the poor can be a profitable segment and the multinationals are interested to do business with them. He warns, however, that the existing knowledge and business models were inadequate for these markets of the poor. He emphasized the need for unconventional thinking and new knowledge to cater to these markets. The case studies that he has provided do merit the attention of both academic and practitioners to create such a new knowledge.

The review of previous studies and researches highlighted the growth of insurance sector over the years and their contribution to the economic and social development of a country. These studies have emphasized the need to extend life insurance coverage to rural areas. It is evident in the review of literature that no comprehensive and authoritative study has been conducted in India in general and Karnataka state in particular on the marketing strategies of insurance companies which are best suited to cover the rural life insurance market. To fill up this research gap, the study is undertaken to analyse the rural marketing strategies for life insurance products.

RESEARCH DESIGN

In India there are about 23 insurance companies are in life insurance business. But the distribution of insurance in rural areas is not satisfactory. To increase the penetration levels insurance companies will need to look at newer segments especially the relatively untapped rural market rather than fighting for a share in the same pie in the urban markets (V.Yadgiri Prashant, 2018). The studies in the area of rural insurance shows that there are some expectations from the new players-ensuring credibility and not adopting unethical practices, educating the consumers, raising awareness through marketing and sales practices and developing a strong sales force of consultants and agents to improve services to the consumers. Now with the entry of competitor the rules of the game are set to change. The market is already witnessing a rise in number of players and is introducing more products. In such a scenario, it will difficult to visualize the scope of different player's-products, pricing or service. The profile of the Indian customer is also very fast changing. The insurer needs to identify his role to address those issues that adversely affecting the social fabric of our country. The contribution to the nation-building through strengthening the economy of a country,

improvement of the health care facilities, education as well as employment shall go long way to ultimately improve the quality of life individual members of society.

NEED FOR THE STUDY

A very few survey based studies have been conducted in U.K, U.S.A, Europe, and Australia, on some views and attitude of life insurance marketers and life insurance policyholders, there is very little in Indian literature on life insurance marketing. Information collected from functionaries, that is, insurance office, insurance agents and policy holders will strengthen decision-making of insurers which in turn, contributes to the efficient and effective marketing of insurance in rural areas. There appears to be almost no published literature to date, on the rural marketing strategies for life insurance products. There is no comprehensive and authoritative empirical study in the field of marketing of Life Insurance Policies in India has been conducted. No comprehensive study has been undertaken in Dakshina Kannada District on the marketing strategies adopted by Life Insurance Companies and their effectiveness in the promotion of rural insurance in the District. This "Research Gap" is sought to be filled by the present study entitled "Rural Marketing Strategies for Life Insurance Products – A study in Udupi District". Moreover, this study would certainly be a very meaningful and relevant in the context of increasing awareness of the importance of Insurance cover among rural population and the growing competitions in insurance market.

OBJECTIVES OF THE STUDY

- To study the extent of insurance coverage in rural areas
- To study the awareness of rural population on the need for and availability of life insurance products
- To study the marketing strategies of life insurance companies selling insurance products in rural markets and their effectiveness in sales promotion.
- To provide suggestions based on the study in order to make rural marketing strategies more effective in respect of insurance business.

HYPOTHESES: The study attempts to test the following hypotheses:

1. There is low level of consumer awareness among rural population regarding the need for and availability of insurance products.
2. Marketing strategies of life insurance companies have played less significant role in promotion of rural insurance business.
3. Agency services play a significant role in the promotion of life insurance business in rural areas
4. There is inadequate coverage of life insurance in rural areas.

SAMPLE AND SAMPLE SIZE

Population

Population for the purpose of Study includes policy holders of LIC of India and private life insurance companies operating in villages of Udupi District. The Insurance agents/advisors of various insurance companies are also contacted through questionnaire to collect the data and analyse their opinion about the success in rural marketing of insurance products.

Sampling unit

Target respondents are insurance companies operating in Udupi District including LIC and Private Life Insurance Companies. In order to know the effectiveness of various strategies and success rate analysis, policyholders of LIC and Private life insurance companies and insurance agents/advisors are covered under the study. While selecting the sample units, proportionate representation has been given to public sector insurance company (LIC), and Private sector insurance companies.

Sampling Method

Sample consists of insurance companies and life insurance policyholders living in rural areas. The sample is selected using simple random sampling technique. Two percent of the total population is being chosen for the study which consists of equal proportion of policy holders from Life Insurance Corporation of India and Private Insurance Companies operating in Udupi District.

METHODOLOGY:

The study is basically empirical in nature relying heavily on Primary Data. The primary data has been collected through the "Questionnaire Method". Primary data is collected from the insurance companies under the study and their policyholders of Dakshina Kannada district through structured questionnaire. Three types of questionnaire are prepared. Separate set of questionnaire is prepared for policyholders, insurance agents and insurance companies. Managers of Life

Insurance Companies will be contacted through personal interview method to collect information about the different marketing strategies adopted by them in the promotion of rural insurance.

LIMITATIONS OF THE STUDY

Insurance is not adequately covered in rural areas of Dakshina Kannada District as such collecting data from all villages of the study area were very difficult, time consuming and costly. Moreover, the low literacy rate in rural areas and difficulty in understanding English language is a hurdle in the process of data collection. There is very few research and other related studies on rural insurance as such the secondary data is not adequately available for the researcher. Insurers have not maintained proper data base for rural insurance business. It was very difficult to collect policyholders and advisor's information from the branch office records of life insurance companies.

DATA ANALYSIS AND INTERPRETATION

level of consumer awareness among rural population regarding the need for and availability of life insurance products

58.1% life insurance agents of LIC of India viewed rural customers have less awareness, 32.3% viewed customers have moderate awareness, 9.7% viewed customers have adequate awareness. In the case of private insurance companies 6.5% customers have no awareness, 48.4% customers have less awareness, 35.5% customers have moderate awareness and 9.7% customers have adequate awareness about the need for insurance. Fishers Test (Fishers Exact Test $p=0.700$ NS) shows there is no significant difference between agents of LIC and private companies with respect of awareness of rural people about the need for insurance where $p=0.70 > 0.05$

1.5% policyholders stated that they have no knowledge, 26.1% stated less knowledge, 41.8% stated moderate knowledge, 28.3% stated they have good knowledge, and 2.3% policyholders stated they have very good knowledge about life insurance. Research results shows that policyholders have on an average or moderate level of knowledge where the mean value is 3.04. (Criteria for analysis <3 = less knowledge, $=3$ = Moderate knowledge, and >3 = good knowledge).

LIC of India perceived that life insurance is largely covered in rural areas. But 54.5% private insurers stated that life insurance is moderately covered, 36.4% stated it is less covered and only 9.1% private insurers stated life insurance is largely covered in rural areas.

29% of LIC's agents perceived that life insurance coverage in rural areas as less coverage, 48.4% perceived as moderately covered and 22.6% perceived life insurance is largely covered in rural areas. Whereas 9.7% agents of private insurance companies perceived life insurance is less covered, 9.7% moderately covered, and 22.6% perceived life insurance is largely covered in rural areas. Test shows that there is no significant difference ($X^2_{(2)}=4.000$, $p=0.135$ NS) between the agents of LIC and private insurance companies with respect to the perception about insurance coverage where $p=0.135 > 0.05$

FINDINGS OF THE STUDY

FINDINGS BASED ON LITERATURE REVIEW:

- Life Insurance market will become more competitive and sensitive where there is a need for shift from sales oriented approach to consumer oriented approach. There is increasing expectations of consumers and upsurge in awareness of consumers which will put immense pressure on the insurance industry and the industry will have to respond to it.
- Life insurance was urban-oriented and more insurance awareness prevailed among the employed and educated class. Insurance coverage of agricultural groups and agricultural labour is very low. The performance of children-related policies is very poor in rural market. Further, more cases of lapse of policies were found among the policy holders having more than one policy which were purchased out of obligation to give business to an agent.
- Indian insurance sector scenario has transformed into a buyer's market, where the customer has the choice to select from a variety of products, services and the service provider. More and more customers are now identifying newer dimension attached to life insurance to match their life cycle needs.

FINDINGS BASED ON THE SURVEY

- LIC has a specialized product to cater the needs of rural market. But 30% of private insurance companies do not have specialized products for the rural market. LIC consults agents for need assessment in rural life insurance market. Private insurance companies conduct market survey, collect customer feedback, and consult agents for the purpose of need assessment. This shows that there is more efforts put by private insurance companies in understanding rural customers which may help them penetrate better in the rural market.
- LIC considered rural life insurance market as a competitive one, but only 50% of private insurance companies consider rural market as competitive and 30% considers highly competitive. Both LIC and private insurance companies knew that suitable strategies need to be developed to become successful in a competitive rural market.

- Agents of both LIC and Private insurance companies perceived segmentation strategy was essential for effective life insurance marketing in rural areas. Income and occupation are the bases suggested by the agents for life insurance market segmentation.
- Radio, television, newspapers and printed pamphlets were perceived as more effective advertising media in rural areas by the agents of both LIC and private insurance companies.
- Rural customers buy life insurance policies as means of saving, provision against future risk and for income tax advantage. Low income is the major restricting factor in purchase of life insurance policies. Illiteracy, lack of awareness, and non availability of branches are the other factors restricting rural customers from buying life insurance. Awareness creation, customer education and opening branches in rural areas help life insurers to expand their market in rural areas.

SUGGESTIONS

1. Developing customized life insurance products and effective distribution of those to reach the needy are the two most important measures to be taken for the success of rural life insurance marketing. Therefore, there is a need to introduce more and more customized life insurance (individual and group) products for the lower income strata in India. To serve huge clientele in rural areas, marketers need to develop a separate set of distribution channels to reach, and serve. Though the branch expansion of the insurers has improved in the post insurance reform period it is still not enough to penetrate every corner of the country. In 2011 out of total branches of all life insurers operating in India, only 32% was from rural areas (IRDA Report 2011). Development of viable and cost effective distribution channels promotes customer faith and confidence which guarantee a high market share.
2. There is a need for trustworthy agents to promote insurance business. As life insurance business is people-dominated, the scientific selection, training and motivation of agency force can make a huge difference in reaching of the prospect, to sense, to serve and to satisfy the customers. Insurance companies should encourage educated youth to take up agency profession to ensure good quality service to the customers. A perfect blend of male and female life insurance agency force should be maintained by life insurance companies which can serve as a strategy to address the emerging competition meaningfully and effectively. As the piece-meal efforts and part-time agency work adversely affects quality of agency service, life insurance companies should recruit full-time agents and provide them adequate salary package.
3. Group insurance schemes should be introduced by the Life insurance companies to expand the insurance coverage in rural areas, through active collaboration with village gram panchayats, self-help groups (SHGs) and NGO's.
4. In India, Motor Vehicle Act made it mandatory to every owner of vehicle to have motor vehicle insurance. But there are no such regulations in respect of life insurance. Therefore, in India, there is a situation 'motor vehicle insurance is bought but life insurance is sold'. Life insurance has socio-economic benefits; as such Government should make it mandatory on rural population to buy life insurance policies of a specified sum assured. The subsidy should be given to economically backward rural people (Below Poverty Line Category) to encourage buying life insurance policy as a provision against future contingencies. Insurance companies should be generous in popularising janata policies or low premium policies.

CONCLUSION

The success of any firm in the rural market depends on the awareness about the product, acceptance of the product idea, affordability in terms of price and availability of the product. Communication plays very crucial role in creating awareness and generating acceptance in the minds of rural consumer. An effective communication is one that leads to purchase decision, brand recognition in consumer mind, brand recall and right association. Strategic integration of communication makes synergy among the various promotional tools and leads to purchase decision. A successful integrated marketing communication programme in rural market requires the right combination of promotional tools and techniques. It calls for relationship marketing approach in life insurance marketing.

The insurance companies operating in rural areas should strengthen their branch offices, development officers, and agents through timely support. The insurance functionaries – branch offices, development officers and agents should understand, predict and control the dynamics of pre-purchase and post-purchase behaviour of policyholders. A systematic comprehensive market survey should be undertaken to understand the dynamics of demand and supply forces in rural life insurance market. There should be efforts by the life insurance companies to attract and retain customers by developing a long lasting win-win' relationship. Rural market has huge untapped potential which can be better utilised when insurers hold healthy competition and work with the spirit of social entrepreneurship.

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WOMEN ENTREPRENEURSHIP- OPPORTUNITIES AND CHALLENGES-WITH SPECIAL REFERENCE TO WOMEN ENTREPRENEURS IN UDUPI DISTRICT

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ABSTRACT

Modern times have witnessed an array changes in societal activities. Among them the most Significant and pertinent is women liberalization and empowerment. Modern women have traded into almost all spheres and have proved themselves which were previously the exclusive domain of their male counterparts. Endowed with famous female institution that helps them make the right choices even in situations where experience and logic fail, women have innate flair for entrepreneurship. Women entrepreneurs are now playing a key role in the Indian start up eco system. Women entrepreneurs cannot only contribute to the GDP, but also play a key role in address societal challenges. However, the number of women entrepreneurs in India remains relatively low in India a large percentage of women enterprises are micro enterprise that women undertake as a forced economic activity. The role of women entrepreneurs in the process of economic development has been recognized from nineties in various parts of the world. Today is the world of business women entrepreneurship has become an essential movement is many countries and has been accepted in all areas of working. The United Nation report has also concluded that economic development is closely related to the advancement of women. In nations where women have advanced, economic growth has usually been steady. By contract in countries where women have been restricted the economy has been stagnant. The data on co-relation between gender related development index and GDP per capita reinforces the above fact.

Keywords: women entrepreneurship, socio-economic conditions, self confidence, professionalism.

INTRODUCTION

Women Entrepreneurs may be define as the women or a group of women who start and operate a business venture. A women entrepreneur has several functions. They should explore the prospects of beginning new enterprise; undertake risks, introduction of new innovations, coordination, administration and management of business and providing effective leadership in all aspects of business. Women Entrepreneurs are extremely increasing in the economies of almost all countries. The knowledge, ability and compliance in business are the core reasons for women to come forward into business ventures. women entrepreneurs engage in business as a result of push and pull factors that provide confidence to women to have an self-sustaining occupation and stands on their foote. Logic towards independent decision making on their life and career is that the motivational factor behind this insist on 'Women Entrepreneur' is a person who accepts challenging role to fulfil her personal needs and turn out to be economically Independent. A powerful desire to do enormous positive is an integral quality of entrepreneurial women, who is competent of tributary values in both family and social life. Right efforts in all areas are very

important within the development of women entrepreneurs and their greater involvement within the entrepreneurial activities. Thus the opportunities of employment for women have increased drastically. Last ten years of Indian economy make it evident that the structure of ownership in the industrial sector, in agriculture, in the trade and commerce sectors has changed. Many women entered the world of business, of trade commerce and they have become successful entrepreneurs in various business activities. But in India, there are still many social and cultural restrictions on women. Hence, women participation in entrepreneurial activities is less than the requirement of the fast growth of India.

Objectives of the study:

- To study the categories of women entrepreneur in udupi district.
- To find the problems encountered by women in starting an enterprise.
- To identify the factors of hindrance for women entrepreneurship.

RESEARCH METHODOLOGY

This is a social diagnosis study partly explanatory and partly exploratory in nature focus group discussion to supplement quantitative data collected through interview schedules. The primary data as well as secondary data are used.

Primary data: In the process of data collection, the researcher collects the data by using interviews and questionnaires method.

Secondary data: secondary data is purely based on different published sources, articles and websites.

Review of literature

Sivaloganathan (2002)²⁶ in his paper, "Women Entrepreneurs: Problems and Prospects" highlights the major problems faced by women entrepreneurs which are gender rooted and some of the prospects they enjoy. Sakthi Dasgupta (2003)²⁸ in her study "Women organizing for Socio Economic Security" found that organized women workers of SEWA are better off than their non-organised counter parts in areas of access to credit, training as well as access to loan for housing and health insurance, whereas women in formal economy is characterized by poor working condition, credit problems, lack of legal protection and concluded that organized women workers could have beneficial impact on their work and life. Natarajan et al., (2003)²⁹, in their study "Competencies of the women Entrepreneurs" emphasized the competencies of women entrepreneurs in carrying out their business activities. The study has made an attempt to examine the competencies of women entrepreneurs in Erode district. Dhulasi Birundha Varadharajan et al., (2003)³⁰, in their paper "Achieving Women Empowerment through Women Entrepreneurship" found that women empowerment through attitude empowerment helped to improve women status in society and strengthen their economic status. Women Print to PDF without this message by purchasing novaPDF (<http://www.novapdf.com/>) 35 entrepreneurship is to improve the welfare of women and therefore development and empowerment of women. Kalian et al., in their paper, (2004) 31 "Association Between Social Economic Demographic Profile and Involvement of Women Entrepreneurs in their enterprise management" reveal that various socio-economic factors such as education family type, marital status, economic status and demographic (sex) variables have significant impact on involvement of women. Entrepreneurs in their enterprise management The study concluded that an adoption of integrated and multi disciplinary developmental approach along with a plan of action could help women entrepreneurs impair of their constraints in the form of socio- economic demographic variables such as age, education and economic status.

Role of women as an entrepreneur

Considering the flow of women entrepreneurs among the traditional industries, it is sometimes criticized that the women entrepreneurship is engaged only in handloom and

handicraft and among the untraditional term, Now, their aspects have broadened into new line like hotel line, Xeroxing, incense stick making, candle making etc.

Among the last decade, there has been a noteworthy shift it emphasizes from the traditional business to non-traditional business and services. Based on this idea, some necessary opportunities are being noticed, considering the socio-economic, cultural and educational status and motivational level of women entrepreneurs, significantly comes with low investment, low technical ability and secure market are recommended for them like production of soaps, detergents, ready-made instant food products as well as pickles, spices, papad, manufacturing of wooden product, beauty parlour, typewriting center, job contracts for packaging of products and distribution and household provision etc.

Classification of women entrepreneur

1. The women entrepreneur in large and medium sector. In large and medium sectors, women with educational and skilled qualifications, take the initiative and manage the business as well as a man. A woman entrepreneur who has received basic managerial training and educational qualifications, generally even an MBA degree, sometimes may head the medium sector and large units. These women due to their qualifications and different opportunities that are available to them are in a very superior position and have a competitive edge over others to set up and manage the units

2.The women entrepreneurs in the small sector: Those women entrepreneurs, who don't have education or any formal training in management, however have developed skills take to small scale industry. They select that product with which they are familiar i.e. garments, weaving, pickles, dolls, beauty parlour and handicrafts. Some have ventured into engineering, electronics, chemicals and pharmaceuticals. Some additionally make surgical instruments, furniture and pottery. These women entrepreneurs

need within the initial period, certain special privileges to overcome the practical social handicaps they face for being a woman such as attitudinal reluctance of officers, lack of knowledge, and too many formalities that require to be completed.

Growth in women Entrepreneurship

In recent years the entrepreneurship has gained wide popularity on the whole globe. The rate of becoming entrepreneurs in women is more compared to men. (Renzulliet al 2000) In North America 38 percent & small businesses are owned by women (Brush & Hierarch, 1999) the growth rate in women owned enterprises in some of the developing countries are higher as compared to the developed countries. According to ILO Statistics the growth rate is 24% in Malaysia, 30% in Thailand & 36% in Philippines & 42% in Indonesia. The growth rate was highest in the Tamil Nadu state of India. In udupi district growth rate of women entrepreneur have been increased up to 38% from last decades.

Economic contribution by Women Entrepreneurs:

Women's economic activities contribute directly to growth and potency in managing informal business issues and poverty reduction is one of the main problems for policy makers

Capital formation

Entrepreneurs mobilize the idle savings of the public through the problem of industrial securities. Investment of public savings in industry leads to productive usage of national resources. The speed of capital formation increases, which is crucial for fast economic process.

Improvement in Per capita income

Women entrepreneurs in India have also been exploiting the opportunities. They convert the latent and idle resources like land, labour and capital in to national income and wealth within the form of product and services. They help increase the country's net national product and per capita which are vital yardsticks for measuring the economic growth.

Generation of employment

Women entrepreneur in India are playing a vital role in generating employment both directly and indirectly. By setting up small scale industries, they provide jobs to many people in India.

Challenges Faced by Women Entrepreneurs at udupi district:

The main challenges faced by women in business are educational & work background. They have to balance their time between work & family. Some of the challenges faced by rural entrepreneurs are as follows:-

1. Growth of Mall culture

The greatest deterrent to women entrepreneurs is that they are women. India is a kind of patriarchal male dominant society. Male members think it is a big risk financing the ventures run by women.

2. Illiteracy

The literacy rate of women in India is found at low level compared to male population. especially the rural women are ignorant of new technology or unskilled. They are often unable to do research & gain the necessary training (UNIDO, 1995, p1). According to the economist, women are treated as second-class citizens which keeps them in a "pervasive cycle of poverty". The uneducated rural women do not have the knowledge of measurement and basic accounting.

3. Low Ability to Bear Risk

Women in India lives protected life. She is taught to depend on male members from birth. She is not allowed to take any type of risk even if she is willing to take and has ability to bear. Economically they are not self-dependent.

4. Lack of Infrastructure and Rampant Corruption

These are also the other problems for the women entrepreneurs. They have to depend on office staffs and intermediaries to get the things done, especially the Marketing and sales side of business. Here is the more probability for business fallacies like the intermediaries take major part of the surplus or profit.

5. Lack of Finance

The financial institutions discourage women entrepreneurs on the belief that they can at any time leave their business. Therefore, they are forced to rely on their own savings, loan from their relatives and family friends.

Problems of Women Entrepreneurship

Definitely, there are a number of problems regarding women entrepreneurship in India, researchers having identified issues relating to social aspects, economic life, skill problems, problems of family support, courage etc.

1. Absence of Definite Agenda of Life

The educated women do not want to limit their lives in the four walls of the house (Cf. Babaria and Chheda, 2010). The educated women demand equal opportunity and greater respect from their partners as well as from society and they are struggling for equal opportunities and respect from their partners as well as from society in India. Therefore, the question that immediately arises is how they can try to get self-respect and have a definite agenda in order to acquire good positions in society.

2. Absence of Balance between Family and Career Obligations

As Indians, most of the women are very serious about family obligations but they do not equally focus on career obligations (Cf. Mathur 2011; Singh N.P. 1986). Indian women devote their lives to take care of their family members but they are not concerned with their self-development. Many women have excellent entrepreneurial abilities but they are not using their abilities to create additional income sources for their families, which would go hand in hand with boosting their self-reliance. Sometimes they are

not even aware of the concept of self-reliance. Moreover the business success depends on the support the family members, extended to women, in the business process and management (Cf. Lathwal 2011).

3. Poor Degree of Financial Freedom

In most families of udupi, the degree of financial freedom for women is very poor, especially in lower educated families and rural families. In these families women can't take any entrepreneurial decision without the consideration of the family members as well as considering social ethics and traditions. Due to the financial dependency, a woman can't start any business.

4. No Direct Ownership of the Property

No doubt, the right of property is given as a legal provision in India, but it raises one of the most important questions regarding the right to property for women. There are very few women having on paper the right of property because, firstly, they are not aware of this right. They only become aware when problems are created in their families due to family disputes. Otherwise, women are not enjoying their right of property, being treated as second-class citizens, which keeps them in a "pervasive cycle of poverty" (Mehta and Mehta, 2011).

5. No Awareness about Capacities

An increasing level of education should create awareness regarding an individual's capacities. But, unfortunately, our educational system has not succeeded in creating awareness about woman's capacities and their hidden powers to handle economic activities. According to ShrutiLathwal (2011), India faces an increase in the education level of women and an increased social awareness as to the role women play in society, but this is not a widely acceptable truth because it applies only in urban India and not in rural India too. Urban environment is favorable to identifying and creating awareness regarding women's self-capabilities. However, in the rural area this type of attitude has not developed yet.

6. Low Ability to Bear Risk

A woman is taught to depend on the male members of her family from birth. She is not allowed to take any type of risk even if she is willing to take it and has ability to bear it as well. However, this is not entirely true because many great women proved that they have risk bearing capacities and attitude to take risks in entrepreneurial activities. They have become aware of their rights and potential situations and therefore entered different fields of businesses (Cf. Singh and Raghuvanshi 2012). However, most of the women are not performing entrepreneurial activities because they are not having the proper capacities. Therefore, we should try to make them aware of their risk bearing capacities.

7. Problems of Work with Male Workers

Many women have good business skills but they do not want to work with male workers and sometimes male workers are not ready to work with women entrepreneurs. According to ShrutiLathwal, 2011, most of women entrepreneurs argued that semi-educated or uneducated class of workers cannot visualize a "female boss" in their field of work.

8. Negligence by Financial Institutions

Banks and financial institutions are important financiers of entrepreneurs in developing countries because small and medium size firm operators are not borrowing from the capital market. But these banks and financial institutions are not ready to provide credit to women entrepreneurs because of their traditional mind set. They think that, this may become cause of nonperforming asset in future. However, according to a report by the United Nations Industrial Development Organization (UNIDO), "despite evidence that woman's loan repayment rates are higher than men's, women still face more difficulties in obtaining credit".

9. Lack of Self-Confidence

A strong mental outlook and an optimistic attitude amongst women create a fear of committing mistakes while doing their work (Cf. Goyal and Parkash 2011). The family members and the society are not willing to stand by women with entrepreneurial development potential. In such a situation women should develop their self-confidence to handle this type of barriers, in spite of the fact that Indian women prefer a protected life to the development of their self-confidence. They are neither mentally nor economically self-reliant.

10. Lack of Professional Education

The educational level and professional skills also influence women participation in the field of enterprise. We are providing education to the women but not providing professional education. If we look in the professional schools we find that there is a very few number of women students. If we analyze rural - urban ratio of enrolled women in professional education we realize that there are very few rural female students enrolled in this type of education. Even parents are not ready to send their daughters for undergoing professional education.

11. Lack of Interaction with Successful Entrepreneurs

Successful entrepreneurs always play the role of model in the society for women who have the ability of entrepreneurial activities and lead to undertaking economic activities to prove their ability. But unfortunately there is no sufficient provision of such type of interaction to inculcate knowledge and provide experiences of successful women entrepreneurs.

List of some of the schemes for women entrepreneurs at udupi district:

The Government of India has many schemes for women. They are

1. Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)
3. SBI's Stree Shakti Scheme
4. Annapurna Scheme
5. Dena Shakti Scheme
6. Udyogini Scheme
7. MahilaVikas Nidhi
8. MahilaSamitiYojana
9. Assistance to Rural Women in Non-Farm Development (ARWIND) schemes
10. Entrepreneurial Development programme (EDPs)

11. Indira Mahila Yojana
12. Indira Mahila Kendra
13. Integrated Rural Development Programme (IRDP)
14. Khadi And Village Industries Commission (KVIC)
15. Management Development programmes
16. Women's Development Corporations (WDCs)
17. Marketing of Non-Farm Products of Rural Women (MAHIMA)
18. Micro Credit Scheme
19. Micro & Small Enterprises Cluster Development Programmes (MSE-CDP).
20. NGO's Credit Schemes
21. National Banks for Agriculture and Rural Development's Schemes
22. Priyadarshini Project
23. Rashtriya Mahila Kosh
24. Trade Related Entrepreneurship Assistance and Development (TREAD)
25. Working Women's Forum- POWER

CONCLUSION

Women are a very important human resource of the nation and every district ought to try to utilize them as mediators of economic growth and development. Encouragement for women entrepreneurship is one among the ways for that. However sadly it is seen that the traditional way of thinking of the society and negligence of the state and respective authorities are important obstacles in the women entrepreneurship development in India. Apart from the responsibility of the state and society, absence of a certain agenda of life, absence of balance between family and career obligations of women, poor degree of financial freedom for women, absence of direct ownership of the property to women, contradiction of entrepreneurial ability and finance in economically rich and poor girls, no awareness regarding capacities, low ability to bear risks, issues of work with male employees, negligence by financial institutions, lack of self-confidence, lack of skilled education, quality constraints and lack of interaction with successful entrepreneurs are major issues of women entrepreneurship development in India. Therefore, there is need of continuous attempt to inspire, encourage, motivate and co-operate with women entrepreneurs, awareness programs ought to be conducted on a mass scale with the intention of making awareness among women regarding the various areas to conduct business.

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PERCEPTION AND AWARENESS OF STUDENTS TOWARDS E-BANKING SERVICE- AN EMPIRICAL STUDY WITH REFERENCE TO UNIVERSITY COLLEGE MANGALURU

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ABSTRACT

E-banking is a powerful and innovative tool adapted by the banks to fascinate more number of new customers and to hold existing customers as well. In current scenario, the various products and services offered by the physical branches of the banks are not at all adequate to meet the quick needs and high-level expectations of prospective customers. Today, a customer prefers the availability of banking service with greater reliability, safety, convenience, speed and cost effectiveness etc. By keeping in mind the demands and requirements of customers, R. B. I, the Central Bank of India as per the directions of Union Government has introduced Electronic service in banking system for all the major banks of the country. E-banking is the provision of different services of banks through electronic tools and telecommunications. In India, majority of the banks are fulfilling the desires and financial needs of their customers through digitalisation of banking activities. Internet banking provides a large number of benefits in terms of ease of operation and cost reduction etc. to a large group of public.

In regard to this, an attempt has been made to study the Perception and Awareness of students (inclusive of U.G and P.G) towards E-banking service with reference to University College, Mangaluru. For this purpose a research survey has been undertaken which is based on primary data collected from 50 students (respondents) studying under the different streams in the Institution through structured questionnaire method. Tabular data interpretation has been done to understand and analyse the perception, knowledge, benefits and limitations of internet banking services.

KEYWORDS: *E-banking, Internet banking, Customers, Perception, Banks.*

1. INTRODUCTION:

The tremendous growth and development in the area of Information Technology (I. T) has converted the whole world into a global village facilitating the delivery of services through electronic tools/technique across the globe. The growth in I. T field has created a new type of economy called 'Digital Economy'. Progress in the application of digitalised data and information and telecommunications are the reasons for the emergence of Digital economy. Application of innovative and latest technology in provision of services by the different sectors of the economy has now become a common practice in today's modern world. Banking industry is not even exceptional to this in respect of rendering electronic services to a large number of public. In order to meet the existing competition, to ensure quick and reliable services to customers, attract the huge number of new customers and to update with new knowledge and modern technology, the banks are required to provide E-services to overcome the limitations of manual banking where customers are made to stand in large queue for deposit /withdrawal of money or for the payment of bills, premium etc. Traditional banking system poses several problems and challenges in relation to satisfying the financial needs and desires of customers effortlessly. In this regard, banks utilize internet facility which would be beneficial not only to banks in the ways of reducing transaction cost, paper work and saving money but also to the customers by enhancing quick services and responses to their transactions.

E-banking stands for Electronic banking where in the banks sell numerous products and services to their customers through digitalisation of banking business. E- Banking is also known as online banking, internet banking and virtual banking. I. C. I. C. I Bank is the first bank to introduce E-banking in the year 1997. E-banking business includes transfer of money through NEFT/RTGS, to access cash through debit card/A. T. M, Point of Sales banking, enquire bank account details, S. M. S banking, online payment of bills, fees etc. In India the extensive application of E-banking is identified through the greater usage of ATM facility not only to withdraw amount but also to check money balance, deposit cash, deposit cheque, transfer funds to other accounts etc. E- Banking has become a boon to the several customers to carry out their transactions or activities electronically without physically visiting the bank branches. With the help of internet banking people can access to their accounts any time and from any parts of the world.

2. OBJECTIVES:

- To know the importance and progress of digitalisation in banking sector over the recent years.
- To determine the perception and attitude of students towards cashless transactions.
- To study the awareness created among the students with regard to online services of banks.
- To reveal the benefits obtained by students by using internet banking facility.
- To identify the problems associated with usage of digital banking services.

3. RESEARCH METHODOLOGY:

This paper is based on conceptual study. For this purpose, the primary data is collected from the U.G and P.G students (respondents) of University College, Mangalore through structured questionnaire method. A sample of 50 respondents has been considered for the purpose of research study. With regard to sampling plan, the simple random sampling is used for the purpose of collecting the data. The secondary data is collected from journals, books and related websites etc.

4. LIMITATIONS OF THE STUDY:

- Size of the sample (respondents) in the study is confined to 50.
- There is a possibility of Respondents getting influenced by others or some respondents may not disclose the truth completely.
- Scope of the research study is restricted to small area i.e. University College, Mangalore.

5. ANALYSIS OF DATA AND FINDINGS:

Simple percentage method is used to analyse the collected data. The following tables display the data gathered for the survey from the respondents.

1. Personal details of the respondents:

Particulars	No. of Respondents	Percentage
A. Gender		
Male	23	46
Female	27	54
Total	50	100
B. Age		
15-18 years	06	12
19-22 years	32	64
23-25 years	12	24
25 years & Above	00	00
Total	50	100
C. Educational status		
Under Graduate	34	68
Post Graduate	16	32
Total	50	100

The above table shows that among the 50 respondents, 54% are females, majority of 64% of the total respondents are from the age group of 19-22 years and 68% of respondents are under graduate students.

2. Users and non-users of E-banking services:

Options	No. of respondents	Percentage
Yes	31	62
No	19	38
Total	50	100

The above table clarifies that out of the 50 respondents, 31 of them are the users of e-banking services and 19 of them are non-users.

3. Awareness about electronic services of banks while opening bank account:

Options	No. of respondents	Percentage
Yes	22	44
No	28	56
Total	50	100

The above table indicates that 22 respondents are aware of e-services provided by banks while opening an account and 28 are not aware of e-services of banks.

4. Opinion on Convenience of manual banking than internet banking:

Options	No. of respondents	Percentage
Strongly agree	29	58
Agree	10	20
Neutral	04	08
Disagree	05	10
Strongly disagree	02	04
Total	50	100

Table no- 4 represents that 58% of the respondents strongly agree and 20% of them agree that manual banking is convenient than internet banking. 8% of them say that they are neutral in this regard. 10% of the total respondents disagree and 4% of them strongly disagree that manual banking is convenient than online banking.

5. Type of Banks preferred:

Options	No of respondents	Percentage
Public sector bank (including SBI and other Nationalised Banks)	46	92
Private sector banks	04	08
Foreign banks	00	00
Total	50	100

An analysis of table 5 reveals that majority of the total respondents (92%) prefer Public sector banks to carry out their banking transactions and 8% of the respondents prefer private sector banks to fulfil their banking needs.

6. Reason for opting specific banks:

Options	No of respondents	Percentage
Good service	23	46
Security	21	42
Cheaper service charges	06	12
Total	50	100

As per the above table, 23 of the respondents opt some banks is due to good services provided by them. 21 of them opt due to security reasons and 06 of them select because of cheaper service charges provided by banks.

7. Main reason to use e-banking:

Options	No of respondents	Percentage
Better information	12	24
Simplification of processes	26	52
24 Hr service	09	18
Limited time available	03	06
Total	50	100

The above table shows that out of 50 respondents, 26 of them are using e-banking mainly for its simplified processes in operation.

8. Benefits from using e-banking:

Options	No of respondents	Percentage
Balance and transaction history search	21	42
Online fund transfer	04	08
Card to card fund transfer	01	02
Open FD	00	00
Lock / activate debit cards /ATM	01	02
Railway pass / ticket	02	04
Shopping	16	32
Share payment	05	10
Total	50	100

Table no 8 shows that 42% of the respondents are using e-banking for balance enquiry and to check transactions history and 32% of them are using E-banking for the purpose of shopping.

9. Frequency of transactions

Options	No of respondents	Percentage
2-3 times per week	10	20
Daily	08	16
Once per month	13	26
Once per week	19	38
Total	50	100

The above table shows that 38% of respondents are using e-banking once in a week and 26% of respondents are using once a month.

10. Satisfaction level of students using online banking services:

Options	No of respondents	Percentage
Highly satisfied	09	18
Satisfied	17	34
Neutral	08	16
Dissatisfied	14	28
highly dissatisfied	02	04
Total	50	100

The above table indicates that 9 out of 50 respondents are highly satisfied, and 17 respondents are satisfied, 28 are dissatisfied and 4 are strongly dissatisfied with regard to online banking services of banks.

11. Importance of human contact while establishing banking relationship.

Options	No of respondents	Percentage
Completely	09	18
Somewhat	10	20
Unsure	04	08
Not at all	27	54
Total	50	100

Table no 11 indicates that 54% of respondents are of the opinion that human contact is not at all important factor while establishing banking relationship.

12. Limitations of electronic banking:

Options	No of respondents	Percentage
Overall difficulty of using online banking system	04	08
Lack of assistance	06	12
Security concerns	16	32
Limited service (doesn't enable all banking operations)	03	06
Impersonality of the service	03	06
Dependence on internet service	12	24
Unreliable	04	08
No disadvantage	02	04
Total	50	100

Table no 12 shows that 32 and 24 of the total respondents are of opinion that Security concerns and Dependence on internet services are the major limitations of e-banking.

13. Factors influencing the use of the internet banking services.

Options	No of respondents	Percentage
Rewards (discounted fees for certain services)	10	20
Simpler/clearer service	18	36
Higher security	16	32
Free transactions	06	12
Total	50	100

Table no 13 indicates that 18 out of the 50 respondents use internet banking is due to simpler/ clearer service whereas 16 out of 50 respondents utilize E-banking is due to higher security reasons.

6. MAJOR FINDINGS:

- The survey states that majority of the student respondents fall under the age group of 19-22 years.
- It is observed that 54% of the respondents are females.
- It is identified that 28 out of the total respondents do not have required awareness about E-banking services.
- With regard to preference of banks, 92% of student respondents prefer public sector banks to carry out their banking transactions.
- Out of 50 respondents, 4 use E-Banking to make online transfer of funds.
- The study part revealed that 32% of total respondents opine that higher security is the factor which influences them to use internet banking.

7. SUGGESTIONS:

- Providing basic education/training on e-banking makes the better understanding among UG and PG students.
- Lack of network coverage in some locality is also a reason for non-use of e-banking. So, it's advisable to improve the network coverage for maximum use of online services.
- Bank should eliminate the language barrier to have effective communication with the clients.
- Banks should offer incentives such as special benefits for frequent users, loyalty reward etc.
- Banks should emphasize on the advantages of the e-banking usage i.e. Time saving, convenience, low cost service etc.

8. CONCLUSION:

The study attempted to identify key quality attributes of internet banking services by analysing the perception of student customers and their opinion on E-banking experience. The survey shows that even though E-banking provides various benefits to all the sections of public, some of the students still lack adequate knowledge and information in optimum utilisation of E-banking. Today every bank provides the facility of online banking but most of students use it once a week.

The main factors which persuade students to use online banking are comfort and convenience and the facility which attracts them most is quality of information. Therefore, the implementation of quality initiatives should begin with defining customer's needs & preferences & their quality dimensions. There is still a lot needed for the banking system to make reforms and train their customers for using internet for their banking account.

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