



3.4.3 Research papers in Journals 2021-2022



M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
Chennai - 600 034, India.

3.4.3 NUMBER OF RESEARCH PAPERS PER TEACHER IN THE JOURNALS NOTIFIED ON UGCWEBSITE

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S.NO	Title of paper	Name of the author/s	Department	Name of journal	Year of publication	ISSN number	The link to the journal website.	The link landing to the paper/article.	List in UGC Care/Scopus/Web of science/Others
	Total Publications for 2021 -: 64 Number of papers published in UGC Journals: 36 Number of Papers published in SCOPUS: 7 Web of Science: 1 Other Publications: 20								
	2021 - 2022								
1	“Social Media Marketing Activities and its influence on Brand Love : Perceptive based on	Dr.Uthira D & Anupama R	Commerce	UGC Approved Journal – Shodh Sanchar	2021	ISSN:2229-3620	http://seresearchfoundation.in OR http://seresearchfoundation.in	PROOF ATTACHED	UGC CARE
2	“A Study on the Perception of Investors in the New-Normal”	Dr.Uthira D & Ms.Poojitha G	Commerce	UGC Approved Journal – Shodh Sanchar	2021	ISSN:2229-3620	http://seresearchfoundation.in OR http://seresearchfoundation.in	PROOF ATTACHED	UGC CARE
3	BlockChain Technology – A Game Changer in Land Registration	Dr. M. Hemalatha	Commerce	ANVESAK (A Bi-Annual Journal)	2021	ISSN:0378 - 4568	http://www.spiesr.ac.in/About%20the%20Journal#	PDF ATTACHED	UGC CARE Group – 1, Journal
4	A Virtual Reality in Relaunching Travel and Tourism Industry Post Pandemic”	Dr.Uthira D & Ms.Rachel K J	Commerce	UGC Approved Journal - Shodh Sarita, Journal of	2021	ISSN -2348-2397	PRINT JOURNAL	PDF ATTACHED	UGC CARE
5	Role of Covid-19 as a game changer in the entertainment industry: An empirical study	Dr. Uthira D & Dr.Nisha U	Commerce	Shodh Sarita	2021	ISSN 2348-2397	PRINT JOURNAL	PDF ATTACHED	UGC CARE
6	Investment pattern - An analysis on bank deposits and mutual funds.	Dr. Srividya Prathiba	Commerce	Journal of Maharaja sayajirao University of	2021	ISSN 0025-0422	PRINT JOURNAL	PDF ATTACHED	UGC Care - Print
7	Study on Sustainability as a marketing strategy in small scale businesses	Ms.Ashwini V	Commerce	Utkal Historical Research Journal	2021	0976-2132	PRINT JOURNAL	PDF ATTACHED	UGC-CARE
8	A study on growth in Marketing Embedded Analytics Solutions for Issues in Data Security and	Gowri.S Dr.Shalini .C	Commerce	Utkal Historical Research Journal	2021	0976-2132	PRINT JOURNAL	PDF ATTACHED	UGC CARE JOURNAL
9	AI IN ATM's-PERSONALIZED BANKER MACHINE	Vignesh S, Ashwini V, Dr. Inbalakshmi M	Commerce	International Journal of Advanced and	2021	ISSN: 2394 - 7780	http://iaraedu.com/about-journal/index.php	http://iaraedu.com/about-journal/ijair-volume-8-issue-4-i-october-december-	OTHERS
10	“A Study on Big Data Analytics for Development of Sports with reference to Badminton”	Dr.Uthira D & Ms.Rachel K J	Commerce	UGC Approved Journal- Utkal Historical	2021	ISSN : 0976-2132	PRINT JOURNAL	PDF ATTACHED	UGC CARE



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11	Are You Carelessly Impulsive ??? Or Do You Think You Are Hyper Rational??? An Empirical Study	Dr. Srividya Prathiba	Commerce	International Journal of Aquatic Science	2021	ISSNJ 2008 8019	http://www.journal-aquaticscience.com/article_134997.html	http://www.journal-aquaticscience.com/article_134997_e2fe245719aabfe5798	Web of science
12	Assessing The Impact Of Digital Marketing On The Buyer Behavior Of Smartphone Users	Dr. E. Nirupama	Commerce	Turkish online Journal of qualitative inquiry	2021	e-ISSN 1309-6591	https://www.tojqi.net/index.php/journal/article/view/5398	https://www.tojqi.net/index.php/journal/article/view/5398	SCOPUS Journal
13	Comparative Performance Evaluation & Ranking of Clearing and Forwarding Agent	Dr. E. Nirupama	Commerce	Turkish online Journal of qualitative inquiry	2021	e-ISSN 1309-6591	https://www.tojqi.net/index.php/journal/article/view/5270	https://www.tojqi.net/index.php/journal/article/view/5270	SCOPUS Journal
14	IMPACT OF DIGITAL MEDIA ON CHILDREN AND THE CHANGING ROLE OF THE	Dr.S.Anurekha and Ms.G.Vasanth	Communication and Media Studies	VIDYABHARATI INTERNATIONAL	2021	ISSN 2319-4979	PRINT JOURNAL	PDF ATTACHED	UGC CARE LIST II.
15	PERCEPTION AND ATTITUDE OF MILLENNIALS ON INFLUENCER MARKETING	Dr.S.Anurekha and Ms.Deborah	Communication and Media Studies	VIDYABHARATI INTERNATIONAL	2021	ISSN 2319-4979	PRINT JOURNAL	PDF ATTACHED	UGC CARE LIST II.
16	Anthology and OTT release: The New normal in Tamil cinema Post COVID 19	Ms. Harinee R, Ms. Gayathri K	Communication and Media Studies	KALYAN BHARATI	2021	ISSN 0976-0822	PRINT JOURNAL	PDF ATTACHED	UGC CARE
17	Kerala's response to COVID 19: Analysis of Key Social Welfare Measures	Harinee R	Communication and Media Studies	The New Economist, International	2021	2347-7172	PRINT JOURNAL	PDF ATTACHED	Other
18	THE INFLUENCE OF INTERNET SLANGS ON YOUNG ADULTS IN ORAL	Dr.S.Anurekha and Ms.G.Vasanth	Communication and Media Studies	KALYAN BHARATI	2021	ISSN 0976-0822	PRINT JOURNAL	PDF ATTACHED	UGC Care Approved, Group I,
19	A STUDY ON A WOMEN INFLUENCER'S CONFLICT HANDLING ON INSTAGRAM	Dr.S.Anurekha and Ms.Deborah	Communication and Media Studies	KALYAN BHARATI	2021	ISSN 0976-0822	PRINT JOURNAL	PDF ATTACHED	UGC Care Approved, Group I
20	Assessing Media Literacy Levels among Audience in Seeking and Processing Health Information	Dr. Sandhya Rajasekhar, Dr. S. Jaishree and Ms.	Communication and Media Studies	Media Watch 12 (1)	2021	ISSN 0976-0911	https://www.mediawatchjournal.in/	https://www.mediawatchjournal.in/assessing-media-literacy-levels-among-	UGC-CARE, SCOPUS
21	Formulation and evaluation of spirulina (<i>Arthrospira platensis</i>) incorporated millet based weaning	Anjali S Kumar, Haripriya A.	Food Science	International Journal of Academic	2021	ISSN: 2455-4197	http://www.academicjournal.in/	http://www.academicjournal.in/archives/2021/vol6/issue3/6-3-26	Others
22	Formulation and evaluation of sweet corn milk (<i>Zea Mays</i>) based mayonnaise	Jagajjanani G, Haripriya A	Food Science	International Journal of Agriculture and	2021	Online ISSN: 2664-8458, Print ISSN: 2664-	http://www.agriculturaljournals.com/	http://www.agriculturaljournals.com/archives/2021.v3.i1.49	Others
23	Utilization of coconut flour and coconut milk in the formulation of candy.	Rakshitha, D and Simmi Jain	Food Science	International Journal of Food Science and	2021	2455-4898	http://www.foodsciencejournal.com/	http://www.foodsciencejournal.com/archives/2021/vol6/issue3/6-3-20	Other



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24	Formulation and evaluation of instant soup mix enriched with microgreens.	Rajeshwari Priya S, Haripriya A	Food Science	International Journal of Food Science and	2021	ISSN: 2455-4898	http://www.foodsciencejournal.com/	http://www.foodsciencejournal.com/archives/2021/vol6/issue3/6-2-31	Others
25	Development of breakfast cereal using banana blossom bracts and determination of its nutritive value	Agadha.S, Rekha Mahizhnan	Food Science	International Journal of Food Science and	2021	2455-4898	https://www.foodsciencejournal.com	http://www.foodsciencejournal.com/pdf?refno=6-4-14	Others
26	Textural Analysis of Edible Spoons	Sini Jadeesh, Krishnapriya M	Food Science	International Journal of Creative Research Thoughts	2021	2320-2882	http://www.ijcrt.org/	www.ijcrt.org/papers/IJCRT210	Others
27	A study on consumer awareness of food safety standards for processed	Dr.Simmi Jain	Food Science	International Journal of Food Science and	2021	ISSN: 2455-4898,	PRINT JOURNAL	PDF ATTACHED	Others
28	Dehydrated star fruit (Averrhoa Carambola L) powder as flavour enhancer in green chutney	Lakshmy Priya S,Veena P,Rakshitha D	Food Science	International Journal of Food Science &	2021	SSN NO:2455-489	http://www.foodsciencejournal.com/	http://www.foodsciencejournal.com/archives/2021/vol6/issue3/6-3-16	Others
29	Nutritional and sensory evaluation of baked wheat chips incorporated with lotus root (Nelumbo	Sini Jadeesh,Kamalish M	Food Science	International Journal of Food Science &	2021	2455-4898	http://www.foodsciencejournal.com/	http://www.foodsciencejournal.com/archives/2021/vol6/issue3/6-2-39	Other
30	Impact of Covid-19 on Consumers' Attitude Towards Food Purchase with Special	Pooja Y, S.R. Priya	Food Science	International Journal of Food Science and	2021	ISSN: 2455-4898	http://www.foodsciencejournal.com/	http://www.foodsciencejournal.com/search?keyword=6-3-23	Other
31	In silico investigation and assessment of plausible novel tyrosinase inhibitory peptides	Roshni Baskaran, Shweta Singh Chauhan,	Food Science	LWT - Food Science and Technology	2021	0023-6438 (print) 1096-1127 (web)	https://www.sciencedirect.com/journal/lwt	https://www.sciencedirect.com/science/article/abs/pii/S0023643821007726	Scopus
32	Formulation and analysis of fermented soda from Averrhoa carambola with ginger bug as a	Lakshmy Priya S,Shruthi Venkatesh	Food Science	International Journal of Food Science &	2021	SSN NO:2455-489	http://www.foodsciencejournal.com/	http://www.foodsciencejournal.com/archives/2021/vol6/issue2/6-2-18	Others
33	Premchand ke katha saagar mein suktiyan ke mukta - Manikyaa	Dr.Sudha Trivedi	Hindi	Akshara Multidisciplinary Research Journal	2021	ISSN 2582-5429	https://aimrj.com/	https://aimrj.com/index.php/Admin/currentissue_view	SCOPUS
34	An Integrated Gower based PSO-KMode Clustering Model for Business Solutions through	Ms. C.S Padmasini, Dr. K. Shyamala	Information Technology	<i>Alochana Chakra Journal</i>	2021	2231-3990	https://publons.com/journal/671307/alochana-chakra-journal/	https://scholar.google.com/citations?view_op=view_citation&hl=en&user=ksYHF1AAA	other
35	“Post COVID-19- Novel Trends In Technologies	Dr.R.Anusha Ms.A.Angayarkanni	Information Technology	Kala Sarovar	2021	0975-4520	print Journal	https://kalaevamdharmahsanstan.com/	UGC CARE
36	Movie Influence Ranking and Genre Preference Prediction Post Lockdown	Dr. T. Sunitha Rani Aishwaria C, Divya Dharshini B	Information Technology	Kala Sarovar	2021	0975-4520	print Journal	https://kalaevamdharmahsanstan.com/	UGC CARE



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37	E-Voting system Using Blockchain Technology	Dr.R.Anusha Ms.A.Angayarkanni Ms.R.Gavoury	Information Technology	UTKAL, Historical research Journal,	2021	0976-2132	print Journal	PDF ATTACHED	UGC CARE
38	Assessing Web 2.0 Tools Adoption by Students in Higher Education-A Structural Equation	Dr.R. Anusha Dr.T.Sunitha Rani	Information Technology	Annals of the Romanian Society for Cell Biology	2021	1583-6258	https://www.annalsofsrcb.ro/	/index.php/journal/article/view/4414	SCOPUS
39	Performance of HAF in Attention-BiLSTM for predicting the quality of automobile ancillary suppliers	Dr. K. Shyamala, Ms. C.S Padmasini	Information Technology	<i>Journal of Mathematical and Computational</i>	2021	1927-5307	http://scik.org/index.php/jmcs	https://scholar.google.com/citations?view_op=view_citation&hl=en&user=ksYHf1AAA	Scopus
40	A framework for prediction of buying behaviour of automotive ancillary business partners	Dr K. Shyamala, Ms.C.S Padmasini	Information Technology	<u>Design Engineering</u>	2021	5675-5682	https://scholar.google.com/citations?view_op=view_citation&hl=en&user	https://scholar.google.com/citations?view_op=view_citation&hl=en&user=ksYHf1AAA	others
41	Decentralised Artificial Intelligence Enabled Blockchain Network Model	Dr. Sakthi Kumaresh/Dr K B. Priya Iyer	Information Technology	Turkish Journal of Computer and Mathematics	2021	e ISSN - 1309-4653	https://www.turcomat.org/index.php/turkbilmat	https://www.turcomat.org/index.php/turkbilmat/article/view/5074	Scopus
42	Comparison of Iris Recognition and Finger Veins Detection using Biometric Algorithms	Ms. C. S. Padmasini , Ms. Aparna S, Ms. Aishwaria C	Information Technology	Utkal Historical Research Journal	2021	0976-2132	PRINT JOURNAL	PDF ATTACHED	UGC
43	Motivations and Risk Perceptions of Online Shopping Consumers- A Pilot Study in Chennai City	Ms. Hemalatha J & Dr. Lalitha Balakrishnan	Management Studies	Marketing Mantras of 21st Century, Vivekananda	2021	978-93-86519-76-4	print journal	PROOF ATTACHED	Others



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44	An Empirical Study On “Employer Branding – A Strategic Approach To Attract And Retain	Dr. Vijayalakshmi.M	Management Studies	Wesleyan Journal Of Research- An International	2021	Volume No. 14 No.1(IV): 2021ISSN: 0975-	http://www.wesleyanjournal.in/	PDF ATTACHED	(UGC Care List Group 1)
45	Covid- 19: Challenges and Prospects – A Study with Special Reference to Small Businesses in	Ms.Geetanjali Jindger and Dr.Lalitha Balakrishnan	Management Studies	Shodh Sarita	2021	2348-2397	PRINT JOURNAL	PDF ATTACHED	UGC-CARE
46	Analysing Consumer Behaviour towards e-commerce during the pandemic lockdown	Dr. Lalitha Balakrishnan & Ms. Nisha M	Management Studies	Shodh Sanchar	2021	ISSN - 2229 - 3620	PRINT JOURNAL	PDF ATTACHED	UGC CARE
47	Employees outlook on shift to remote work and its impact	Dr.Lalitha Balakrishnan & Ms.Krupa.N	Management Studies	Shodh Saritha	2021	2348-2397	PRINT JOURNAL	PDF ATTACHED	UGC approved care listed
48	Influence of Psychological Capital on Women’s Willingness to Lead	Dr. Kavin Mary S. and Khhaveya A	Management Studies	Asian Journal of Multidisciplinary Research and	2021	ISSN-2582-8088	https://thelawbrigade.com/ajmrr/	https://thelawbrigade.com/wp-content/uploads/2021/04/AJ-MRR_Kavin-Mary-S-	Others
49	A study on retail management in rural areas of India	Dr. Lalitha Balakrishnan & Ms. Nisha M	Management Studies	KALA - The Journal of Indian Art History	2021	ISSN 0975-7945	PRINT JOURNAL	b nhnh ncc	UGC CARE
50	A study on Employees’ willingness to remain in a company	Ms. Amirthaa Ganesh	Management Studies	NIU International Journal of Human Rights	2021	2394-0298	www.niu.edu.in	PDF ATTACHED	UGC CARE
51	Factors Affecting Usage Of Food Delivery Apps During The Covid-19 Pandemic -A Study In Chennai	Ms. Hemalatha J & Dr. Lalitha Balakrishnan	Management Studies	Anvesak, Sardar Patel Institute of Economic and	2021	51(1(XII))	PRINT JOURNAL	PDF ATTACHED	UGC-CARE (Group-1)
52	Transformational leadership and its effect on the Job Satisfaction at the Middle Level Management in	Ms. Vinodhini.G	Management Studies	NIU International Journal of Human Rights	2021	2394-0298	PRINT JOURNAL	PDF ATTACHED	UGC Care Group - I
53	A Descriptive study on the Indicators and strength of organisational commitment among	Ms. Sangeetha Manoj and Dr.S.Sheela Rani	Management Studies	International Journal of advanced Research	2021	ISSN : 2581-7930	https://inspirajournals.com/	https://inspirajournals.com/Issues/IJARCMSS1/46/91	Others
54	Is the Market shifting from “Values to Essentials”?-Insights from Customer Sentimentalities	Dr Lalitha Balakrishnan Ms. Ramya Raman	Management Studies	Utkal Historical Research Journal	2021	0976-2132	http://www.utkaluniversity.nic.in/e-journal/	PDF ATTACHED	UGC CARE
55	Impact of Social Media Bonding and Brand Awareness on Brand Image, Brand Trust and Purchase	Ms.Geetanjali Jindger and Dr.Lalitha Balakrishnan	Management Studies	Utkal Historical Research Journal,	2021	0976-2132	PRINT JOURNAL	PDF ATTACHED	UGC-CARE
56	Outcome Based Education – Benchmarking for Quality Improvement in the Higher	Dr.Lalitha Balakrishnan and Dr. Nisha U	Management Studies	Syndicate - The Journal of the School of	2021	2278 – 8247	https://mopvc.edu.in/research-journal/	https://mopvc.edu.in/wp-content/uploads/2021/09/SJOM_MARCH2021_compressed	OTHERS



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57	A Sociological Study on the Socio-Economic Conditions of Women Migrants in Construction Sector	Dr.Sudha Krishnakumar	Social Sciences	Modern Tamizh Research: A Quarterly	2021	ISSN2321-984X	PRINT JOURNAL	PROOF ATTACHED	UGC CARE GROUP-1
58	Digital Technology Usage and Cognitive Functioning in Older Adults	Ghayathri Swetha Kumari R A	Social Sciences	Indian Journal of GERONTOLOGY (a quarterly journal	2021	0971-4189	http://www.gerontologyindia.com/journal.htm	http://www.gerontologyindia.com/pdf/vol35-1.pdf	Approved by UGC – (CARE List Group B – Science, 121)
59	Factors affecting Brand Loyalty in Young Adult Mobile Phone Users	Ghayathri Swetha Kumari R A	Social Sciences	Shodh Sarita	2021	2348-2397	PRINT JOURNAL	PDF ATTACHED	Approved by UGC – CARE
60	Effectiveness of Life Skills Training Among School Students	Ghayathri Swetha Kumari R A, R Vatsala Mirnaalini,	Social Sciences	Shodh Sanchar Bulletin	2021	2229-3620	http://seresearchfoundation.in/shodhsancharbulletin/	PDF ATTACHED	UGC CARE
61	A case study report on discrimination of stimulus consecutively in Autism	R Vatsala MirnaaliniJ	Social Sciences	Modern Tamizh Research: A Quarterly	2021	2321-984X	PRINT JOURNAL	PDF ATTACHED	UGC
62	Krishna Vijayathin Vazhi Kavignar Vaaliyin Mozhi Aalumai	Dr.R.Rajeswari	Tamil	International Research Journal of Tamil	2021	E-ISSN-2582-1113	International Research Journal of Tamil (lorpress.org)	DOI:10.34256/irjt21s29	UGC CARE
63	FINANCIAL AND SOCIAL EXCLUSION OF TRANSMEN: A QUALITATIVE STUDY IN	Ms. Rajalakshmy P.S., Ms.Seema Thomas and Ms.	Economics And Public Policy	Modern Tamizh Research- An International Multi-	2021	2321-984X	http://www.rajapublications.com/	PDF ATTACHED	UGC CARE(Group 1)
64	An Analysis of Food Brand Advertisements Released During the COVID-19 Pandemic Crisis	Ms. Aarthi Jayaram, Ms. Gayathri Krishnamoorthy,	Communication and Media Studies	Handbook of Research on Innovations in ICT	2020-2021	N:978-81-951098	PRINT JOURNAL	PDF ATTACHED	Others

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UGC CARE LISTED JOURNAL

SIX



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AN INTERNATIONAL BILINGUAL PEER REVIEWED REFEREED RESEARCH JOURNAL

**SOCIAL MEDIA MARKETING ACTIVITIES AND ITS
INFLUENCE ON BRAND LOVE : PERCEPTIVE
BASED ON CLOTHING BRANDS**

Dr. Uthira. D*
Mrs. R. Anupama**

ABSTRACT

The advent of social media and the prominence of the internet has transformed the shopping behaviour of the average Indian customer in a very dynamic manner. The diverse exposure provided to a customer with a wide range of options and offers along with the user opinions by purchases has provided a platform to make an informed decision to purchase merchandise. This paper highlights the impact of social media marketing activities on inducing brand love and the mediating effect of brand love on endorsing brand loyalty with special reference to Clothing Brands. The significance of the study is to analyse how social media marketing activities have a profound impact on establishing brand love and how it leads towards endorsing brand loyalty. The questionnaire method of data collection was adopted to collect requisite data concerning Clothing brands from users of Social Networking sites. This study uses independent variables from Social Media Marketing Activities viz, Interactivity, Informativeness, Personalization, Trendiness and Word-of-mouth and the dependent variable was Brand Loyalty, with the mediating variable as Brand Love. The method of analysis used for the study was Correlation and Multiple Regression. The result of the study revealed that Social Media Marketing Activities significantly influence Brand Love and in endorsing Brand Loyalty.

Keywords : Social Media Marketing Activities, Brand Love, Brand Loyalty, Clothing Brands

INTRODUCTION :

The millennium was born opening the doors of opportunities and the rise of the Internet was one of the most attributing factors that collaborated people beyond the restraints of space and time. Though it was initially considered as another medium of entertainment, the social media platforms like Facebook, Instagram etc; also proved as a successful platform for advertising and marketing. The pandemic was one of the major chaotic crisis moments which made people realise the infinite viabilities of the social media in endorsing and encouraging e-commerce. One of the major developments was witnessed in the clothing industry especially during the pandemic when the social media was recognised as a tool to promote and endorse clothing brands and the 'likes,' comments, and 'reviews' proved as

reliable source of ratification which enabled people to confidently make their purchase decision. The market witnessed the uprise of many entrepreneurs who could connect to their customers in their virtual space and the conventional business models of having a space and other ancillary pre-requisite investments became obsolete. The "Brand Love" was no more dependant on the quantitative aspects in the physical environment but had a paradigm shift towards the qualitative aspects of the product in the virtual environment and thereby promoted another important factor that induced a sense of emotion and commitment of customers towards a brand known as "Brand Loyalty." The scope of the study predominantly revolves around the object of highlighting to the clothing brands the necessity to increase and improve their presence in the social media to have a better connect with

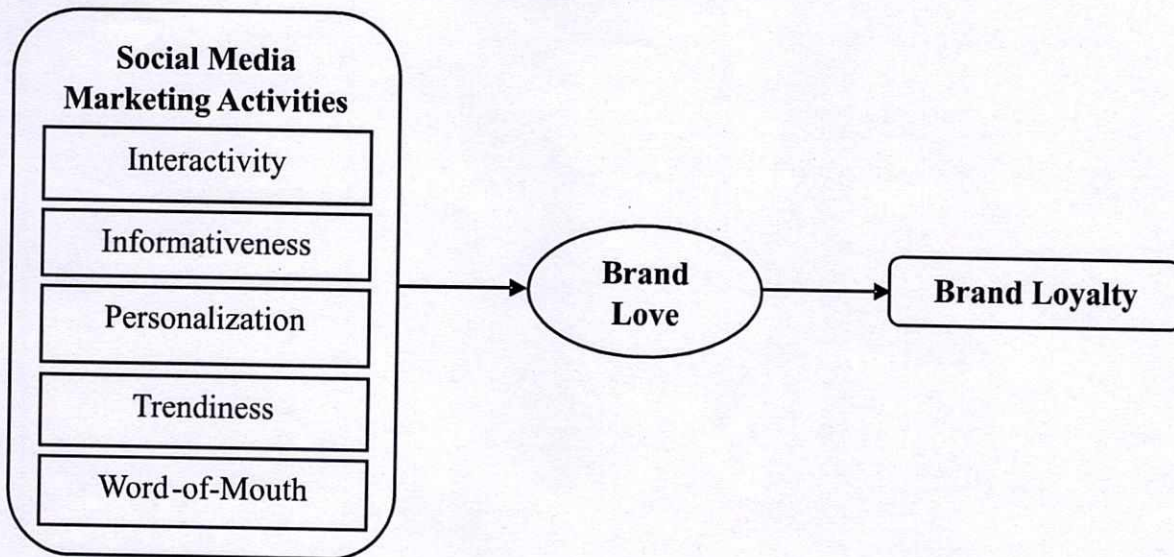
*Vice Principal & Head - PG Department of Commerce, M.O.P Vaishnav College for Women (Autonomous)

**Research Scholar - Department of Commerce, M.O.P Vaishnav College for Women (Autonomous)

their online customers for better business sustainability especially in this pandemic scenario where there is a paradigm shift towards online shopping. This study highlights the impact of Social media marketing activities (SMMA) on brand loyalty and also to study the mediating effect of brand love between SMMA and brand loyalty in Clothing Brands. The Social Media Marketing

Activities (SMMA) as a construct was measured with five dimensions viz, Interactivity, Informativeness, Personalization, Trendiness, and Word-of-mouth. Therefore, the following hypotheses are formed:
1H: Relationship between the SMMA and Brand Loyalty
2H: Mediating effect of Brand love on the relationship between the SMMA and Brand Loyalty

FIG: 1 MODEL OF THE STUDY



REVIEW OF LITERATURE :

Taher, S. (2021) observed the mediating role of Brand image and Lovemarks Brands between Social Media Marketing Activities (SMMA) and Brand Equity. An empirical study was conducted on the Fashion wear industry in Egypt. The data were analysed using SPSS and the Smart-PLS 3.2.7 Software. The study revealed that the effects of Brand Image and Lovemarks as mediating variables affecting the correlation between SMMA and Brand Equity. The author observed that SMMA has no significant effect on Brand Equity.

Ercis, A., Hos, B., & Deveci, F. G (2020) highlighted the effect of social media marketing activities on brand loyalty and the mediator role of e-brand love and branding co-creation in Clothing Brands. The study revealed that the SMMA factors namely entertainment, e-word of mouth, and interaction have an impact on e-brand love and branding co-creation.

Furthermore, e-brand love and branding co-creation affect brand loyalty.

Ozer, A., Buran, I., Kocak, A., & Ozer, M. (2020) highlighted the effect of social media marketing activities on brand engagement, brand intimacy, and brand love. The study revealed that social media marketing activities have a positive effect on brand intimacy, brand engagement, and brand love, and both brand intimacy and brand engagement have an impact on brand love.

Sikandar, M. D. I., & Ahmed, Q. M. (2019) emphasized the impact of social media marketing on establishing brand love and the mediating effect of brand love on promoting brand loyalty in the restaurant landscape of Pakistan.

The data were analysed using SPSS and statistical tests such as Cronbach's Alpha, Correction, and regression, and Hayes Process to test mediating effect were conducted. The study revealed that the SMMA elements namely Word of mouth, Trendiness, and Customization have a major role in establishing Brand Love and Loyalty.

KPI

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A STUDY ON THE PERCEPTION OF INVESTORS IN NEW-NORMAL

□ Mrs. Poojitha. G*
Dr. Uthira. D**

ABSTRACT

COVID-19 outbreak has left a deep scar in every sector and every individual possible and the investors are no exceptions to it. It is often believed that investors showcase a good amount of emotional weakness to every factor that might affect their investment pattern. The pandemic has proved it yet another time after the financial tsunami of 2008. Investor attitude and perception tend to take a huge leap during a crisis leaving them to dwell on risk-resistance rather than on return expectations. This study purposes to analyse the adaptation of individual investors to the current situation. To support the study, Questionnaire method was adopted. To understand the association of demographic factors with investor behaviour Independent Sample T-Test was used. The association between the level of investor and perception of investors was assessed through ANOVA. The scope of the study mainly focuses on investor behaviour to the changing trend especially when the entire world economy is taking a downfall. It also tries to assimilate on how this situation has been processed and absorbed at their individual level.

Keywords : Investor Behaviour, Risk perception, Behavioural Finance, Investor Decisions

1. INTRODUCTION :

Investments have now taken charge of financial security of individuals. They act as way to generate income over a period of time. Now that investments have made up to a substantial part of our lives it is very essential to understand the behaviour which leads to these decisions. As argued by economists an individual will always look out for optimum utilisation by making rational choices. Behavioural Finance chose to disagree with the rational choice theory thereby stating, rationality is far from reality. The central theme of Behavioural Finance is that investor behaviour contains a lot of emotional elements. Investment decisions are often a result of social and psychological factors. The premise of investor behaviour revolves around cognitive dissonance, anchoring, endowment effect and various other demographic factors. Cognitive dissonance is a state wherein the investor find it hard to accommodate any new information which might lead to investment

related mistakes. Anchoring is exhibited when investors hold on to particular set of information or adding personal references which will result in deviation from the crucial information. Endowment effect takes place when the investors expect way too much for the assets they hold rather they would pay for something of the same sort. The Study purposes to understand the behaviour of investors in this pandemic.

2. LITERATURE REVIEW :

As stated by Manish and Vyas (2008) investors tend to showcase a specific level of cognitive and emotional weakness. Because, they to react too much for every information that comes their way. It was also noted that information overload might hinder intelligent decision making (Hoffman, Thomas, Pennings, 2013). When there are numerous factors that influence investor behaviour, any crisis may substantially affect their entire thought process. During a crisis people tend to exhibit representativeness or herd behaviour. They try to mimic

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other's action rather than what is needed for them actually. Mark and Whip (2017) said there was an evident irrational behaviour during the financial tsunami of 2007 & 08. They also stated that people exhibited herd behaviour irrespective of educational level, income level, gender etc.. There are usually five unique stages of global crisis as put down by Orlweski (2008): i. Beginning of subprime mortgage disaster ii. Expansion of credit risk with mounting losses of financial instruments iii. Liquidity crunch iv. Commodity price bubble and lastly v. Ultimate freeze of credit markets. He had observed all these during global financial crisis of 2008. On agreement to these statements, Hoffman, Thomas & Pennings (2011) stated that investors behaviour and attitude will see a natural change during a crisis shifting their focus from return expectations to risk resistance. Studies have suggested that there will be a paradigm shift in the way investors behave during a crisis. The current study purposes to analyse the investor perceptions and behaviour during the COVID-19 outbreak.

3. SCOPE OF THE STUDY:

The premise of the study is to understand the adaptations of the investors to the new normal. As this pandemic had left its impact on every sector possible, it became very essential to study how it had impacted on the investment decisions. Investors' decisiveness is often impacted by information overload. This season had too much of information that it became impossible for us to accommodate. Usually, at the time of crisis, especially when it concerns health people's focus shifts from investment to health related expenses. Unless personal finances are maintained well one cannot even think about investing. Previous studies have suggested that any change in the environment will have a huge impact on the

way investors think and react. Investors tend to show regret aversion and loss minimisation during a crisis which might be the result of decreased disposable income or income as a whole. As there is a widespread restlessness during a pandemic investors tend to slow down on their investments and might go in for a revision in portfolio. All these measure would be undertaken in order to escape from losses as far as possible. Given such situation, the study purposes to understand investor behaviour and how their perceptions have changed at the time of a global crisis.

4. OBJECTIVE OF THE STUDY:

- To understand the perceptions of investors in the new normal
- To identify the impact of demographic factors on investor behaviour

5. RESEARCH METHODOLOGY:

To support the objectives of the study, Questionnaire method was adapted. A structured questionnaire containing demographic data and statements related to investor behaviour was circulated amongst 165 respondents. Independent Sample t- test and ANOVA was adapted to test if there is a difference in perception of investors based on the demographic variables. All these tests were conducted using IBM SPSS software. The reliability statistics stated a 0.733 as Cronobach's Alpha, which indicates a good level of internal consistency.

Table 5.1: Reliability Statistics

Cronbach's Alpha	N of Items
.733	9

6. DATA ANALYSIS AND INTERPRETATION :

Table 6.1: Demographic Data

Demographic variables		Frequency	Percentage
Gender	Male	76	46.06
	Female	89	53.93

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ABSTRACT

Blockchain is a distributed ledger with the growing list of records linked using cryptography. The blocks containing the transaction details are chronologically connected. These blocks form a series of chain. The purpose of this paper is to study about how the block solutions help the government. The unavailability of encumbrance-free land and – anti-updating land registry has postponed most of the state's infrastructure projects. Thus a solution was needed that would allow real-time revising of land registry for all relevant parties, such as land registry, mutation, maps, border limits, etc. That Block was based on the fabric framework of a hyper ledger. This allows for quick implementation in the bit coin platform. The government must be in a situation to use a block structure. Blocks lessen the burden of individual states as the government does not have to configure a code template for establishing a block chain after creating the block. To sign the transactions into blocks the identity based digital certificates are supported by the emblocks. It ensures the traceability of transactions. This block helps the government to record lands securely on a blockchain.

KEY WORDS - Case study, Blockchain, Land records, Land Registration

INTRODUCTION

In the current scenario technology is the way of life and the world is marching towards digitalization which creates virtual space. The prominence of these technologies such as Internet of Things (IoT), Artificial Intelligence (AI), Bots and Robots, Sensor, Deep Learning Technology (DoT), drones, Block chain etc., are influencing and controlling every walk of Human life without our Knowledge. One amongst these technologies is Block chain technology, which is a mode of decentralization. Block chain technology can be the next major disruptive technology following cellphone later smart phone which made the entire world shrink into our palm, This Blockchain technology not only can change but can create a revolution in the global economy. Implementation of this technology still requires time, the need for the hour for accountants is to acquire required skills and get updated with this new technology

REVIEW OF LITERATURE

(Sachidanand Singh, 2016) This article underlines the role of cryptocurrency and illustrates the secure transmission with virtual money and how this will create the course of banks, insurance companies as well as commercial banks. The better output of this new tech and the Internet of Things (IoT) embraced.

(Anderson, 2016) In this paper, the author explains blockchain technology's role and importance in accounting. It is also given that I would be experiencing disruptive changes in the financial industry. He explains the benefits of bitcoin blockchain specific to an accounting method in his paper. Using a blockchain can create an interconnected accounting records system, instead of people. And he says that such software could also be used to make the verification system.

In this paper (Jesse Yli-Huumo, 2016), it is clarified that central qualities that provide security, data credibility and confidentiality with no intermediary in the influence of exchanges are among the reasons for the emotional connection to technology. But he also stated which working on developing different permissions as well as lack of precise evaluation of the solutions given through such a blockchain technology.

'On 16 May, (2018) The council on studies, Industry, and Energy of the national assembly adopted a bitcoin resolution, which included a segment on initial penny offerings (ICO)... Greek S&D member Eva Kaili said

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VIRTUAL REALITY IN RELAUNCHING TRAVEL AND TOURISM INDUSTRY POST PANDEMIC

Dr. Uthira. D*
 Ms. Rachel K J**

ABSTRACT

Virtual Reality (VR) enables travelers to experience a destination beforehand and it also entertains a positive influence in the booking behavior of customers. This research examines the effect of VR exposure on the purchasing probability, time commitment, the speed of decision-making and turnover. The suggested structural model integrates the concepts of awareness of VR, the restrictions and challenges faced by travelers because of the pandemic situation, the cost factor, customer engagement by using VR application and its impact on customer satisfaction in the Travel and tourism sector. The specific reference point in this paper is the customer experience in getting to know about a cultural heritage destination with the help of VR technology to support a virtual tour. The research is justified by the increased demand by travelers to possess a memorable experience in exotic destinations as well as the growing opportunities offered by Virtual Reality and Augmented Reality technologies applied in the tourism sector. This study aims at relaunching tourism and help in regaining lost ground in the post pandemic era by using VR as an effective tool to create a valuable customer experience.

Keywords : Tourism industry, Virtual Reality (VR), customer experience

INTRODUCTION

Tourism is significant for the success of the many economies around the world. Tourism not only boosts the revenue of the economy but also creates thousands of jobs and develops the infrastructures of our country, and also plants a way of cultural exchange between foreigners and citizens.

Virtual Reality may be a simulation to an imaginary world, and when it's applied in touristic experiments, it considers the sense of sight, as lot of experiences depend on visual stimuli. It is in real terms a multidimensional gain that's been earned. Usually, VR application is applied to offer an experience on the destination. As a progression to this a VR enabled application shall be developed which may be accessed through smartphones of both android and IOS denomination.

This application could be a route tracker with a map and direction tracker, as well as a VR enabled service. As tourists travel, this app guides them to their destination by providing a virtual reality image of the places they pass through as well as weather conditions. This application is often accessed anywhere. Because the navigator crosses each place, pop ups appear on the screen for the tourist to work out the location and also the features. This application focuses on tele-presence, which encompasses all five senses. This medium would actually provide tourist an opportunity to share dinner along with a friend located at a special region. The net results of incorporating Virtual Reality in Tourism is, it provides a far better destination image, which is articulated because the belief within the mind of the tourist about a destination's capabilities, which eventually leads to a better experience, and as a result,

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ROLE OF COVID-19 AS A GAME CHANGER IN THE ENTERTAINMENT INDUSTRY : AN EMPIRICAL STUDY OUTLINING EVOLVING CONSUMPTION PATTERNS AND ADOPTION OF OTTS IN INDIA

Dr. Uthira, D*
Dr. Nisha U**

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ABSTRACT

A global pandemic in the form of Covid-19 changed the way audience consumed media and its impact is sure to stay in the long run. The sudden shift in the trends of consumer consumption of media content available on OTT platforms set a new trend in the entertainment industry. Reports suggest that OTT platforms saw a triple increase in consumer consumption during and post the lockdown period. The impact that OTT platforms has had on children, youth and to adults is very intense. The shift from conventional medium of entertainment platforms to delivery of content via internet can be because of various fundamental reasons like, access of online media content, variety in entertainment content, wide choice of devices and mediums like smart phones, tablets, laptops, desktops, TV screen and home theatre equipments. This paper in an attempt to understand these reasons and the factors that have led to the sudden surge in the demand for OTT and its consumption among consumers during the pandemic. The paper demonstrates the Innovation - Adoption model of Awareness, Interest, Evaluation, and Trial to study the impact of Covid-19 on the entertainment industry and consumer consumption pattern. With relevance to the current scenario, OTT media platforms have been the game changers through this unprecedented pandemic which adds to the number of reasons why we had to undertake this research.

Keywords : Covid-19, pandemic, digital media content, subscription, convenience, Over The-Top, adoption, video and innovation

BACKGROUND AND EMERGENCE OF THE STUDY

The Boston Consulting Group in its latest report reported that Over-The-Top (OTT) content in India is at an inflection point in India. The report predicted that the Indian OTT market will reach \$5 billion in size by 2023. This growth can be attributed to rising affluence, increase in penetration of data into rural India and adoption of OTT across various demographic segments including women and older generations.

The definition of mass entertainment has taken a new dimension with movies and sports being the new drivers of digital media. The article also reported that a majority of 42% of women viewers consumed OTT

media content and there was an increase in the trend with 14% of first time viewers during the pandemic were women.

The engagement and interactivity which OTT platforms promote, gives an impression that the audience shape the media content and it puts them in the driver's seat. Audience feels powerful when they demand the content of their choice than remaining as mere passive receivers of the menu list provided by the producers (S. Alex Parimalam, 2019).

The internet has a significant role to play in the increased levels of exposure that the audience are receiving today. Even though cable networks, satellite and other entertainment sources offer cheaper

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INVESTMENT PATTERN-AN ANALYSIS ON BANK DEPOSITS AND DEBT MUTUAL FUNDS

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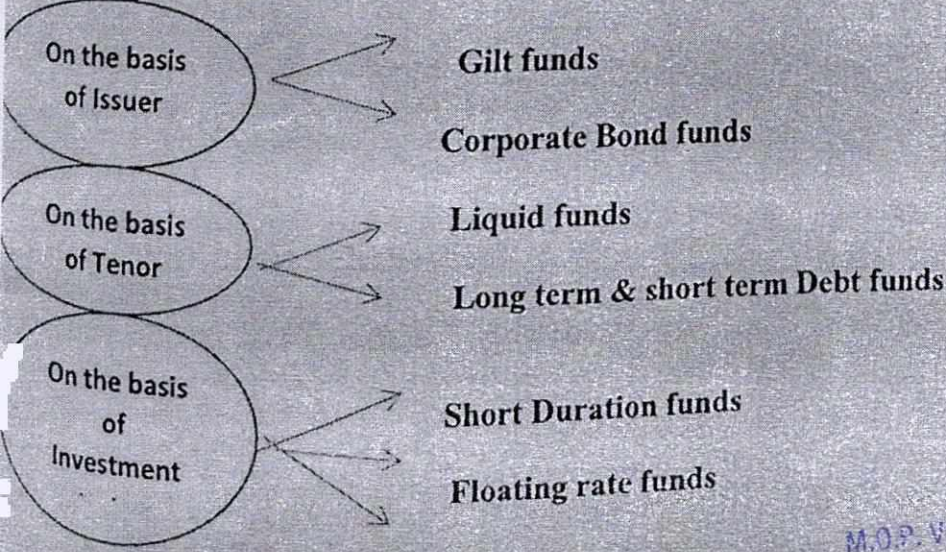
Abstract:
The ability to earn, interest in savings, availability of variety of investment sources starting from Low Risk Moderate Return to High Risk High Return coupled with investment prospects and ample guidance or support from intermediaries will enable the investors to invest. This study aimed at analyzing the socio economic profile of investors & the various aspects of financial products, and to group the respondents on the basis of their motive to invest. The data has been collected by the distribution of close ended questions to 100 respondents working in various types of organizations in Chennai. Convenience sampling technique was followed and 72% of the total respondents were personally interviewed to draw a conclusion on their investment pattern. The survey was conducted to identify the factors affecting investment decisions and to group respondents on the basis of their investment motives. Percentage analysis and chi-square has been used to analyze the data. Cluster analysis revealed three types of investors based on their motives to invest.

Key words: Financial literacy, financial Planning, investment avenues, Portfolio ROI.

Introduction
Savings and Investment are the signs of growth of any economy. An opportunity to earn fixed income and reliable sources of investment are signals of development of a Nation. The ability to earn, interest in savings, availability of variety of investment sources starting from Low Risk Moderate Return to High Risk High Return coupled with investment prospects and ample guidance or support from intermediaries will enable the investors to invest. Deciding to invest in Gold, Silver, Precious Stones and Metals, PPF, PF, LIC and other capital market instruments will depend on the needs of the individual. R.Sundari (2000)¹ Various investors have different investment preferences and needs. This study aimed at analyzing the socio economic profile of investors & the various aspects of financial products, an excess of income available to an individual or household after meeting current expenses is generally referred as savings which is held in secured and guaranteed avenues such as bank deposits which yields an individual an average return is exposed to inflation risk. The portfolio of a mutual fund will be driven by the stated investment objective of the scheme. Certain schemes with an investment objective of regular income generation limits them to investments in debt securities such as Treasury Bills, Government securities, Bonds and Debentures are called as Debt funds.

Different types of investment options

Figure 1 Categorization



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Fixed maturity plans (FMP)

Gilt funds invest in only treasury bills and government securities, which do not carry the risk that the issuer of the security defaults).

Corporate bond funds invest in debt securities issued by companies, including PSU. The risk associated with the issuer that is denoted by the credit rating assigned to the securities. They pay a higher coupon income to compensate for the credit risk associated with them.

Liquid funds are a variant of debt schemes that invest only in short term debt securities. They invest in debt securities of upto 91 days' maturity.

Short term debt funds invest in securities with short tenors that have low interest rate risk. They are less affected by changes in the value of the securities.

Long term debt funds such as Gilt funds and Income funds invest in longer-term securities issued by government and other corporate issuers. The returns from these schemes are significantly affected by changes in the value of the securities and therefore see greater volatility in the returns.

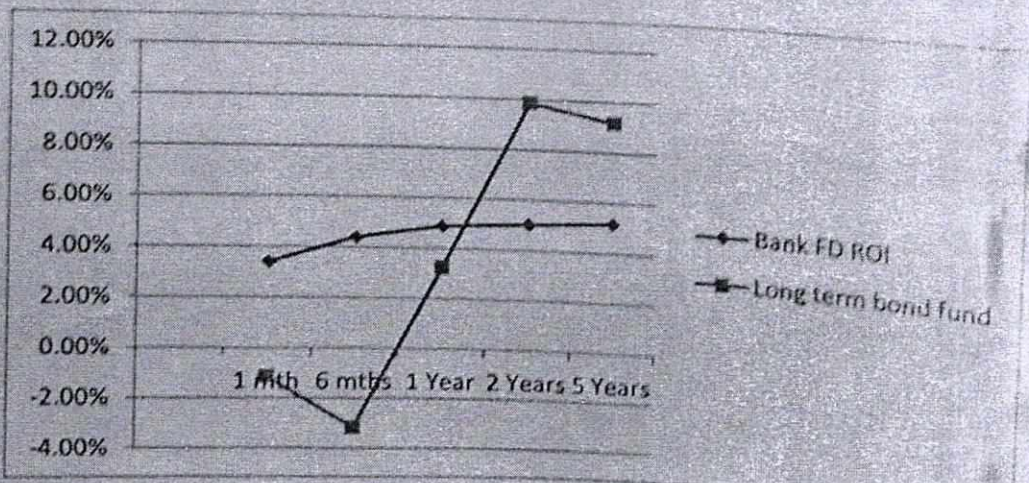
Short duration funds are an open ended short term debt scheme investing in debt securities with Macaulay duration between 1 year and 3 years.

An open ended ultra-short term debt scheme investing in debt and money market securities with Macaulay duration between 3 months and 6 months.

Floating rate funds are an open ended debt scheme predominantly investing in floating rate securities.

Fixed maturity plans are a kind of debt fund where the duration of the investment portfolio is closely aligned to the maturity of the scheme.

Figure 3 A comparison performance chart of debt mutual fund with the best performing bank fixed deposits



Investors who want to invest money for longer duration but prefer less riskier assets can invest in Debt funds also invest in Debt schemes. The scheme which is mentioned in the above chart has an allocation of about 92.48% investment in Debt of which 75.17% in Government securities.

funds invested in very low risk securities. The respective Debt scheme has given the returns of about 10% in a span 2.5 – 3 years, whereas the Bank deposits stands at 5-6% returns when funds parked for a time horizon of about 3 years.

Literature survey: The following reviews are the summaries of earlier researchers conducted with respect to Debt Mutual fund.

Arber, Odeam and Zheng (2000)² The study of mutual fund purchase and sales decision. The study focuses on households to analyze their behaviors and preference. Selvavinayagam K(2012)³ have examined the performance evaluation of debt and equity mutual fund schemes. Their study revealed a comparison in term of returns fetched by equity and debt schemes of mutual funds. Sharad panwar and R.Madhumathi(2005)⁴ The study used to investigate the differences in characteristics of assets held, portfolio diversification, and variable effects of diversification on investment performance. Sayed Mohammad Tariq Zafar (2015)⁵ An empirical study on Indian mutual funds where the performance is evaluated for an equity based schemes. Hane(2016)⁶ A study of investors perception towards mutual funds. The study tries to know the investors view and preference for investment in mutual fund. Pratyashi Tamuly(2020)⁷ Investors behavior and mutual funds. The study focuses on the factors stimulating and restraining mutual fund investment .Sridevi(2019)⁸Investor's Behaviour towards mutual fund. The paper studied the investment pattern, behaviors and factors influencing the choice of investment in mutual fund among the investor.

Rationale of the Study;

- Firstly, investment is the best tool for wealth management.
- Secondly, with more number of earning members in the family and availability of surplus income leads investment in various avenues to enhance wealth.
- Thirdly, demographic dividend has paid for more investment.
- Fourthly, Risk taking ability of today's youngsters have paved way for various investments options.
- Fifthly, People are ready to invest in the most dreaded investment options of yesteryears these have today become common investment options
- Sixthly investors are willing to take calculated short term risk in investing.
- Thus, it is important that we need to study the progressive investment patterns made by investors.

Research gap:

From the above literatures, it may be seen from earlier studies that the comparison between debt schemes of mutual funds and bank deposits was not made. Hence, this study has been taken up specifically to associate the tax benefit and the liquidity part of the financial product.

Objectives

1. To study the socio economic factors affecting investment decisions.
2. To measure the influence and association of socio-economic and occupational profile on investment decisions.

Research Methodology

The methodology opted for the survey consists of the following: Primary data was collected specifically for the purpose of the research needs at hand.

Research Design

The researcher used qualitative and quantitative research methods to describe, examine, and statistically analyze the primary data that were gathered from the survey process.

Research Instrument

The data has been collected by the distribution of close ended questions to 100 respondents working in

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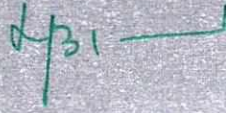


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A STUDY ON GROWTH IN MARKETING EMBEDDED ANALYTICS SOLUTIONS FOR ISSUES IN DATA SECURITY AND MANAGEMENT

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ABSTRACT

This study aims at tracing the phenomenal growth of the Embedded Analytics Solutions market with special reference to addressing issues on Data Security and Management by considering the economic aspects of cost of lack of awareness, cost of security threats and the factors contributing to the growth of the market. The empirical study uses descriptive statistics, Multiple Correlation Analysis and Rank Correlation on a varied population categorized by age, knowledge base and User types. This study shows that there is an increasing deployment of Embedded Analytics solutions to foster better user experience. However, the deployment of Embedded Analytics solutions has not contributed to reducing threats on data security and management. Though the cost of negligence to data security is significantly high it does not outweigh the benefits statistically.

Key Words: Embedded Analytics, data security and management, Applications

Integration of Analytical content and capabilities within applications (Example, Business Process Applications) or within Portals (Example, intranets or extranets) is Embedded Analytics. Embedded Analytics aims at incorporating relevant data and analytics to enable resolution of high value business problems and enhance work efficiencies and capabilities. Embedded Analytics are integrated inside most applications (Apps) in everyday use and they contrast against Business Intelligence solutions that focus on extracting insight from data within the silo of analysis.

Embedded Analytics capabilities within software applications include

- Data Visualization – usage of charts, graphs that display performance metrics, example – Apps used for aiding Investments
- Static and Interactive Reports – tabular views of data with scheduling capabilities, example – Apps like calendars, reminders
- Self service Analytics and Ad hoc querying – users can ask questions about data by exploring a set of data and create reports / dashboards, example – input from and to date and outputting report in a banking app
- Benchmarking – comparing performance metrics against best practices from external data, example – comparing two products based on ratings in an app
- Mobile Reporting – interactive functionalities on mobile devices, example – employee daily attendance entry
- Visual Workflows – write back capabilities, example – Microsoft teams app

Embedded Analytics, in short, puts intelligence inside applications that people use every day, to improve analytics experience and make users productive. While Business Intelligence is like a road map, Embedded Analytics is like GPS navigation and operates real time.

Embedded Analytics Maturity Model - Evolution Stages

An overview of this model is imperative to this study as both cost and security features are gauged on this measure.

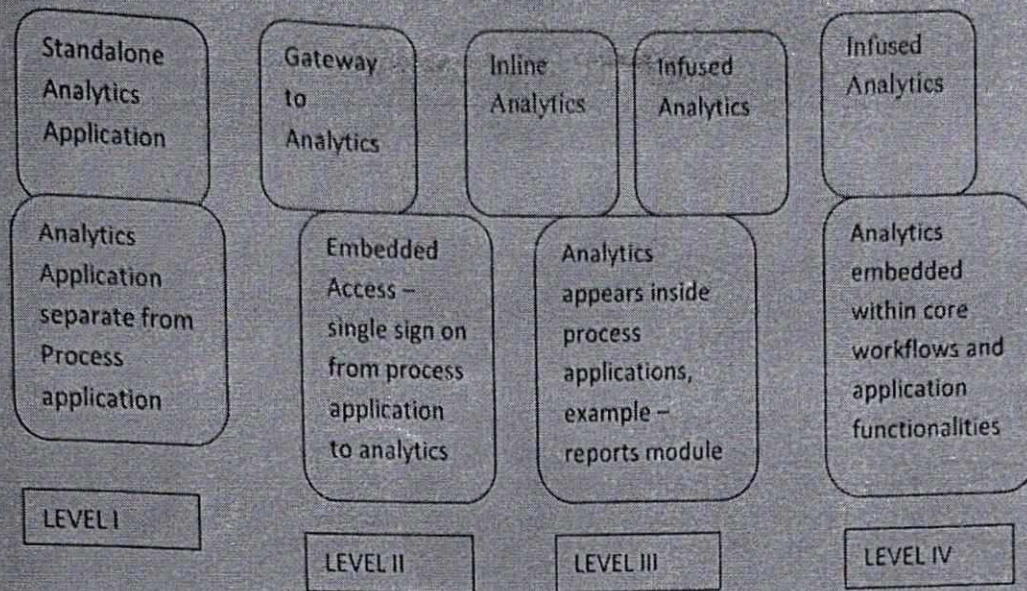
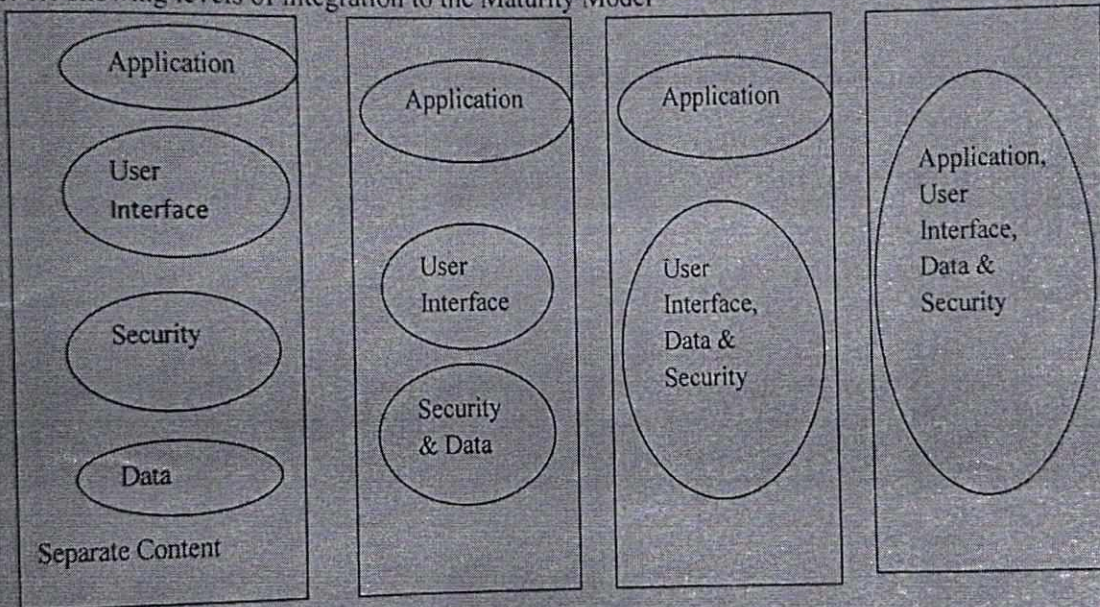


Chart 1.1 showing levels of integration to the Maturity Model



Studies reveal that the Cost Benefit aspects and the security features have evolved with the various stages of the Maturity model. [Analytics maturity Models: An overview by Karol Krol and Dariusz Zdonek]

Objectives of the study

1. To study the growth of the Embedded Analytics market offering data security solutions
2. To identify and analyse the Cost - benefits that impact the growth of the Embedded Analytics solutions market
3. To analyse the cost of threats to data security and management
4. To identify prominent factors and analyse the extent of their influence on the growth of the Embedded Analytics market.

2) Dr.Uthira D & Ms. Rachel K.J - A Study on Big Data Analytics for Development of Sports with reference to Badminton.

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A STUDY ON BIG DATA ANALYTICS FOR DEVELOPMENT OF SPORTS WITH SPECIFIC REFERENCE TO BADMINTON

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ABSTRACT:

The relationship between Big Data and badminton is examined in this article. This article concentrates on the badminton's potential response to Big Data monitoring, drawing on the work of Longo Match, the research speaks to the Big Data-badminton relation through the theoretical framework. It explains how badminton players could respond to Big Data monitoring by expressing privacy concerns or accepting a quantified self. These responses will serve as a springboard for more research into how badminton players can approach Big Data and its implications for sport. This paper would also look at some of the different analytics approaches and techniques that can be used for big data, as well as the possibilities that big data analytics can offer in different decision domains. This paper is a primitive research which will aid coaches assessment of conditions of their players. This may signify a player's readiness for competition, training adaptation, or risk for injury. Hence, the analysis of this metrics with the help of Longo Match application helps to achieve meaningful assessment.

Keywords: Big Data, analytics, badminton sport.

INTRODUCTION

BIG DATA ANALYTICS IN SPORTS

Professional sports have become increasingly competitive over time, with a single minute changing the game's outcome. Sports teams now have a large and devoted fan base who demand detailed information. Agencies and team members are also recognising the importance of proper performance tracking in order to take corrective action after studying accurate performance metrics.

Moneyball, a 2011 sports drama film, popularised sports analytics by depicting how a baseball coach, Billy Beane, revived his team against all odds using scientific evidence and statistical analyses of player results. His experiment with sabermetrics forever changed the game and made analytics a dream for many.

"The frontier of analytics is just beginning, and there is no end in sight to its potential," said Dr. Lashbrook, Founder and President of Sports Management Worldwide. (Sports) analytics is a lucrative arena with endless possibilities. Not only baseball teams, but also football, hockey, soccer, and other sports have at least one analyst crunching team info.

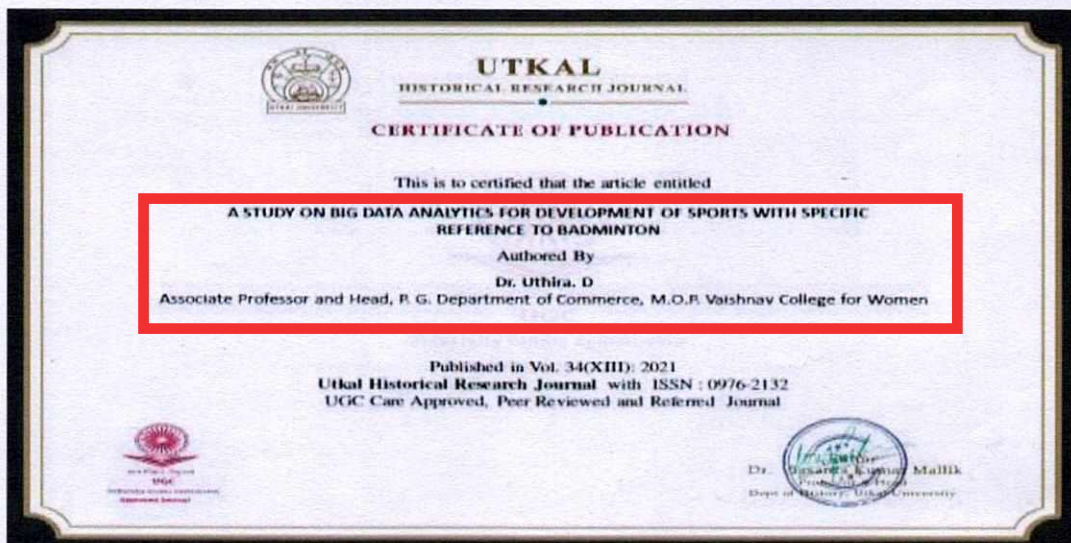
Changing the Strategy

Wearable sensors are also being used by sports analysts to gather data from athletes. Adidas has created a portable system called the miCoach. This unit, which is attached to the player's jersey, records data such as the player's heart rate, pace, and acceleration. The team management will pick the best players for the game by analysing this data. It also allows them to keep track of the players' health.

Video analytics is now becoming more widely used for data collection in a variety of sports. A company called SportsVU mounted six cameras around the arena during NBA games. They were able to generate information about which moves and shots are better suited for each player using advanced metrics. As a result of these empirical findings, teams will develop game plans that are tailored to their players' strengths.

The same method is used to learn about the opposing team's players in order to identify their weaknesses. Arsenal is one of the most well-known football clubs to invest heavily in big data analytics. They use a device that records 1.4 million data points per game and uses an advanced algorithm to analyse the data.

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THE FUTURE OF SPORTS ANALYTICS

Without any doubt, sports analytics will continue to evolve, and the game strategies will heavily rely on the insights from the analysis than instinct. The next breakthrough sports world expecting from analytics is in the area of predicting a player's mental ability to adjust with the rigours of the professional sports world. There are already researches about finding the correlation between emotional regards of responsibility and on-field performance.

Looking at the rate at which the sports analytics have grown to today's state, It is sure that more of these data-driven advancements in sports can be expected in the upcoming years.

THREE WAYS BIG DATA ANALYSIS IS CHANGING SPORTS

Big data has upended long-held traditions in sectors ranging from retail to finance, so it's no surprise that sports have been affected as well. Here are three examples of how it has had a significant influence on the sector.

- **Improving recruitment decisions about college athletes**

People who play sports in college have opportunities to get some of their college expenses paid for via sports-related scholarships. Star athletes can increase a school's prominence too, especially if they lead teams to championship wins.

- **Providing more details about concussions in contact sports**

This use of big data in sports even applies to people who don't play sports or like them. Physicians can use the information to improve treatments for players, and helmet manufacturers might rely on it when they're updating models.

- **Enhancing fan experiences**

Live games pepper the memories of many sports enthusiasts, whether those people see amateur teams or professional ones. But there's a trend associated with some sports where live game attendance is down. The issue hasn't caused a widespread panic yet, but some stadiums and teams are tapping into big data resources to figure out how to keep fans happy.

ANALYSIS OF THE BADMINTON GAME

Analysis of player's performance during match in sports is a common procedure conducted by coaches in order to further improve the player's performance. The specifics in the analysis would allow the coaches to further explore the weakness of the players and to work on that particular weakness. The analysis procedure is not only limited to the player's performance but can also be used to analyze the opponents performance. This allows the coaches to strategize on how to counter the weakness of the opponent. There are several methods that help coaches keep track of the player's performance, and at the same time analyze them.

The development of this system brings interest as international badminton matches require thorough analysis of key points. The development of a more efficient way to collect badminton game key points such as smashes and unforced errors will ease the analysis process. An example of this case would be if a coach were to make use of an efficient system of collecting data, they could save more time in the data collecting which consumes time, and could spend more time on their analysis.

Problem Statement

The implementation of this method is intriguing because international badminton matches necessitate in-depth examination of key points. The research method will be aided by the introduction of a more effective way to obtain key points from badminton games, such as smashes and unforced errors. For example, if a coach used an effective data collection method, they might spend more time on their research instead of gathering data, which takes time. A better tactic to counter-attack the enemy might be formulated if more time was spent on research. In badminton, the most common method of collecting data for analytical purposes is through observation. This approach is faulty because observation alone can lead to data collection errors. For example, if a coach observes a player's key points during a game, it's highly likely that there will be a mistake in the data collection, possibly due to exhaustion. However, if paired with a system capable of assisting the user in the data collection process, the quality of the data collection could be improved because the coach would no longer have to manually check for key points in a video, but would instead have the system produce the key

IMPACT OF DIGITAL MEDIA ON CHILDREN AND THE CHANGING ROLE OF THE FAMILY

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ABSTRACT

Globalisation has shrunk the world as much as the media industry has. The reach of Digital media is much wider than any other form of media. Why is there a sudden surge in the obsession with digital technology? Each one of us is obsessed with a gadget in hand and is exposed to the world in a palm's length. Is that the family does not have the time for each other or is it an easier way to keep the children occupied. Over the last 10 years digital media has become a part of the common man's life. It is moved from 10% to above 90% among children below 4 years. Digital Media is a highly polarised issue in our society today, the good and bad of the media needs to be visited for a fruitful upbringing of the children of this generation. Though the use of academic apps, skype facility for developing various additional skills are the plus points but the persuasive impact on the children by altering their psychological behaviour is severe. The family is one or more parents living together in a single household as one unit. Parents' indulgence in using mobile phones is indicative of them unable to spend quality time with their children. The social insecurity is immense in the current situation depriving the children of freedom to play, interact with other children of their age, resulting in lack of social skills which includes even bonding within the family. The visible risks of digital media include change in sleep patterns, attention and retention span and most significantly exposure to desirable and undesirable content with loss of confidentiality of personal content, calls for a review of our culture and socialisation. Children and teenagers being predominantly passive audience only absorb the information on screen. They neither possess the capacity nor have the exposure to diagnose and dissect the information they receive due to lack of adult supervision. Through my study, I would like to understand that in a fast moving pace, where technology is taking hold of our lives, whether we need to revert to our traditional way of bringing up children, to retain the values to minimise the dependency on the digital media. Parents need to intervene in the process of the content being shared by the media to the children. A gatekeeper is essential for the children analytically rather than being a mere observer. The changing roles of media must receive inputs from active audience and alter the content and approach to the children.

Keywords: Family, Culture, Socialisation, Digital Media

Introduction

A census 2011 study reports that every fifth person in India is a teenager and nearly 20% of Indian population is teenagers. Nurturing and guiding at the right time will definitely produce them as responsible citizens.

The behavior of children varies based on the demographics and psychographics. It is astounding to understand their behavior, be it desirable or undesirable. Children of today are aware of issues, we find difficult to comprehend. They are very aware of their environment and their curiosity alarms us. This is the consequence of the uncontrolled exposure by the media. The surge in the access to the MEDIA available to choose is the reason for the tremendous boost in the information as well as awareness among children. The mobile apps has caused the narrowing of the proximity to the world of media. Outdoor activities have reduced amongst children due to civic hazards

in our society. Parents are at ease with mobile or the idiot box to keep them occupied and secure within their premise leading to lack of social skills in their growing stage. This pattern is observed in children from the age group of 3, being the formative years of a child.

History suggests that how the FCC views television's influence has an effect on the amount of violence that is broadcast. In 1961, for example, FCC Chairman Newton Minnow, in a well-publicized speech, referred to television as a "vast wasteland," after he had monitored television programming over a one-week period. His observation was followed by an agreement among broadcasters to assign a significant share of the UHF spectrum to public broadcasting. Twenty years later, FCC Chairman Mark Fowler publicly proclaimed that he, too, had monitored the television programming of his time. But unlike Minnow, he found in 1981 a vast richness of

PERCEPTION AND ATTITUDE OF MILLENNIALS ON INFLUENCER MARKETING THROUGH INSTAGRAM IN INDIA

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ABSTRACT

This research work is an attempt to understand the concept of influencer marketing through Instagram among millennials. This research reveals how personal branding is now been accepted by the millennials. The evolution of advertising and how it is being welcomed is also brought out through this study. Concept of megabrands positioning their products through micro influencers on Instagram and how Influencers are trusted and how consumers are influenced is also dealt. When people start branding their lifestyle it becomes personal branding. When people brand themselves through products, their lives become their career, through which they make business out of sharing their everyday lives with other people on the internet. Personal branding is now relevant because of the increase usage of social media. This study is an attempt on how well these influencers through Instagram are being received by the Indian millennial audience in the current scenario. The questionnaire with relevant questions on the topic "Influential marketing through Instagram" was given to a sample size of 100. Purposive sampling was used to conduct the research. Gender based influence was not observed. The only common factor for this study was that the sample size should be users of Instagram.

Keywords: Online media, influence, media market, Instagram, Influencers, Social Media

Introduction

This study will examine the phenomenon of Social Media Influencer's (SMI) among Indian audience and their perception towards influencer marketing through Instagram. Branding requires considerable financial support for promotion, social media offers the opportunity to a person to promote himself as brand in a cheap way (Kaplan & Haenlein, 2010). If content is the fuel for your personal brand, social media is the engine." (Kevan, 2015).

Businesses invite Influencers who have a good amount of followers as their companies brand ambassador (*Tap influence*, 2017). It is believed that consumers opt for Influencers more than mere advertising as consumers feel that influencers are more trustworthy and also consumers follow their favourite Influencer (Talaverna, 2015). In personal branding, people and their careers are marketed as brands which promises performance, specialized designs, and tag lines for success (Lair et al., 2012)

Instagram is a mobile service, which has more than 500 million users (Roth, 2016). There are More than 80 million photos which are uploaded per day on Instagram amounts to give

3.5 billion likes per day inclusive of all users. (Ratcliff, 2016). Therefore, social media influencers consider Instagram to be very a powerful marketing tool in the corporate level. It is therefore, considered to be a feasible app in terms of ease and a economical way for businesses to approach their existing and target consumers by brand building and loyalty. Through this, it brand awareness and brand image is enhanced (Kreutzer & Hinz, 2010; Mangold & Faulds, 2009). One of the reasons for businesses to use Instagram is for marketing purposes, to be more specific, its influencer marketing. In other words, Influencer marketing functions like electronic word of mouth (Wong, 2014). "Regular" people increase their status quo as celebrities by their simple creative online activities and create a large section of followers on their social media platforms through blogs and vlogs. They are termed as Influencers because of their extensive reach and their ability to influence a larger group of people (Uzunoğlu & Kip, 2014). Influencers need not be working for a particular company, but their influence of brands makes it attractive for brands and companies, and hence they work hand in glove with each other thereby increasing the number of followers for

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Abstract

Films are the rich communication tools in delivering ideologies to people ever since it's evolution. The audio-visual medium has the power to form instant emotions, positivity or negativity, in the minds of audience. During the COVID-19 pandemic, the theatres across the country were shut due to nationwide lockdown. The media & entertainment industry witnessed a deep decline. The OTT platforms became prominent and witnessed a rapid increase in viewership during the lockdown period. The recent release of 'Putham Pudhu Kaalai', an anthology of five short films (tied together by only a single theme- pandemic lockdown) directed by five eminent directors is set and filmed during COVID 19 lockdown. Each film maker has their own strategy and style in knotting up their story to the audience. Usage of signs and codes creates the magic while reception of these content by the audience in the intended way. The aim of this study is to analyse the movie with semiotic approach by decoding the denotations and connotations in the anthology and verifying the effective usage of signs and codes used by the directors.

Introduction

An anthology film (also known as an omnibus film, package film, or portmanteau film) is a subgenre of films consisting of several different short films, often tied together by only a single theme, premise, or brief interlocking event (often a turning point) [1]. Sometimes each narrative is directed by a different director. It is a feature film composed of vignettes or short films. The shorts have nothing to do with one another, but there is a theme or plot running through the stories, connecting them together [2].

With theatres temporarily functioning with low footfall across the country, OTT platform is the only hope for all movie buffs. During the lockdown, OTT viewership in watching either web series or blockbuster releases witnessed a surge [4]. The most important advantage of OTT releases includes the repetition of watching the content over and over with its availability being perennial. Anthology was a new trend adapted in Tamil OTT platforms.

With eminent directors including *Sudha Kongara, Gautham Vasudev Menon, Suhasini Maniratnam, Raja Menon and Karthik Subharaj* contributing to their creativity, this anthology proved to be a much-awaited watch. The films of Putham Pudhu Kalai are relatable and moving only because the filmmakers stuck to narratives they knew well. The central theme that all the stories are connected together is the 21-day lockdown imposed by the Government. Consisting of pleasant and feel-good content with a very positive approach, the anthology has tried to stick on to the central genre that is the happenings during the lockdown with a delightful look at life and relationships during this period [3].

The COVID-19 pandemic and the resulting lockdown has caused people to stay at home, which has led to this rise in subscribers for these OTT platforms. With the rising demand, many media and entertainment channels have launched their own platforms or are trying to collaborate with other platforms to stream their content. In the next five years, the OTT industry is expected to escalate in India. In India, at present the OTT user-base is dominated by Disney+ Hotstar, Amazon Prime Video and Netflix. However, there are several production house-backed local OTT players, such as SonyLIV, Voot, Zee5, ErosNow and ALTBalaji, which are competing with these global players and trying to make a mark in the market [5]. The Indian OTT market is set to reach Rs 237.86 billion (US\$3.22 billion) by FY25, from Rs 42.50 billion (US\$576.73 million) in FY19 [5].

India will have 500+ million online video subscribers by FY23 and this number is likely to grow with

Bengal, Past and Present

increased smartphone and internet penetration. Going by the current trends, a diversified content portfolio and various pricing plans would help OTT players gain more paid subscribers. Amazon Prime Video announced nine direct-to-digital premieres and two of them from the Tamil language [6]. The service also started its first ever Tamil anthology film Putham Pudhu Kaalai, (The All New & Morning) a collaborative effort by five well-known Tamil Directors. The Tamil market is known for an interesting segment in terms of content creation. The audience is a developed film, TV market and has great expectations due to the variety of content they (Tamil audience) are already exposed to. The Tamil market has historically had a palette for differentiated and bold content, which gives OTT platforms more leeway to experiment with unique narratives and storytelling styles.

Objectives

According to India Brand Equity Foundation, OTT sector in India has witnessed a 30% rise in number of paid subscribers from 22.2 million to 29.0 million between March and July 2020 [5]. Overall, the top five metro cities accounted for 46% of the total OTT video platform users, while Tier 1 cities accounted for another 35% users in July 2020. Another study revealed that 90% consumers prefer watching video content in regional languages, and that only 7% of the total time spent on OTT platforms in India is on English releases to the OTT platforms. The aim of this study is:

- To analyse the symbolic elements of Film making techniques used in 'Putham Pudhu Kaalai'.
- To trace the uniqueness in directorial styles of the anthology, the recent change in Tamil cinema.

Methodology

Semiotics is an investigation into how meaning is created and how meaning is communicated. Its origins lie in the academic study of how signs and symbols (visual and linguistic) create meaning [7]. It is a way of seeing the world and of understanding how the landscape and culture in which we live has a massive impact on all of us unconsciously. In other words, we need to understand the context in which a sign is communicated in order to comprehend its real meaning, and hence act appropriately. What is going on around the sign is usually as important for us to know as the sign itself, in order to interpret its meaning. Semiotics is a key tool to ensure that intended meanings (of for instance a piece of communication or a new product) are unambiguously understood by the person on the receiving end. Usually there are good reasons if someone doesn't understand the real intention of a message and semiotics can help unravel that confusion, ensuring clarity of meaning. On these lines this study aims at providing details on i) Lighting Colour Tone and ii) Signs & Symbols used in the anthology.

Analysis

Hamai Idho Idho

The film showcases the journey of Jayaram and Urvashi who are aged 60s. Both lie to their respective families and plan for a two day stay at Jayaram's house. M.D. Vaishnav College for Women (Autonomous)
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Lighting and colour tone:

The whole picturization is set in a sophisticated environment under the light of candle such as candle light dinner at home arranged by Jayaram, conversations between the couple, etc. The colour tone changes to a brighter sunrise, in the climax, signifying a brighter beginning.

Signs and symbols:

The film consists of scenes in which old photographs are found hanging conveying nostalgia. The lead characters are found connecting to their children through an online video call signifying the lockdown. Avaram Naatum

This film explores the relationship between a grandfather (played by MS Bhaskar) and his granddaughter (by Ritu Varma) during the lockdown. Ritu, is not fond of her grandfather as he did not accept his daughter getting married to a man of her choice. The story is about the new bond between them.

Signs and symbols:

The intro scene of Ritu in which she was wearing N95 mask signifying COVID-19 pandemic and its

KERALA'S RESPONSE TO COVID 19: ANALYSIS OF KEY SOCIAL WELFARE MEASURES

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Introduction

The novel coronavirus disease COVID 19 pandemic caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) is an ongoing crisis across nations which was first identified in Wuhan, China in early December 2019. On 30th January, the World Health Organization (WHO) declared the outbreak a Public Health Emergency of International Concern and a pandemic on 11th March.

India reported its first case of the COVID 19 pandemic from the state of Kerala (Thrissur) on 30th January 2020. As reported by the Ministry of Health and Family Welfare on 10th May, there were 41472 active cases, 19357 cured and 2109 deaths. The first state to witness the outbreak, Kerala, has reported 505 confirmed cases among which 16 active cases, 485 cured and 4 deceased. The Union Government launched various social welfare measures in order to curb the virus spread.

Objectives & Methodology

This paper will analyse the successful social welfare measures adapted and implemented by the state of Kerala. The successful 10 key measures are selected as samples through random sampling and are briefly analysed in order to find the state's journey to flatten the Coronavirus curve. The analysis will help us find the timeline and effectiveness of the welfare measures that is widely praised by WHO.

Analysis

Kerala consist of extraordinarily mobile population with huge number of students studying and working worldwide. This makes the state susceptible to pandemics. It started with a medical student, who was in Wuhan, who returned home and was tested positive on 30th January. Subsequently, two more students arrived. By March, the number of COVID 19 positive cases increased largely as group of people arrived at Kerala from Europe.

After successfully winning the Nipah virus battle in 2018, Kerala has utilized this experience to contain the COVID 19 spread. The state reported no positive cases on 1st May, 2020, for the first time after 45 days. This was achievable with the following social welfare measures:

Early discussions

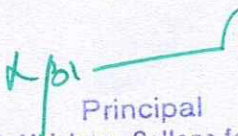
According to The Hindu, Kerala's minister of health, KK Shailaja mentioned that her ministry had initiated discussions on the outbreak "as early as mid January". She also added that Kerala was the first Indian state to draft measures for its containment that eventually became more stringent as the first case was reported.

Extended quarantine

The government has taken over vacant buildings to setup COVID19 care centres to quarantine patients and has made arrangements for those who are home quarantined, but are in overcrowded homes, to move to government set facilities. COVID 19 first-line treatment centres are setup to treat mild cases in order to avoid crowding at COVID 19 designated hospitals.

State Response Team (SRT)- State and district

As the state declared COVID 19 outbreak a state disaster, a 24-member SRT under the chairmanship of Shailaja was formed. The team included senior officials from various departments such as community medicine, infectious disease, epidemiology, paediatrics, drug control and food safety. 18


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HANDBOOK OF RESEARCH ON **INNOVATIONS IN** ICT & MEDIA COMMUNICATION

EDITOR

DR. N. TAMILSELVI



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An Analysis of Food Brand Advertisements Released During the COVID-19 Pandemic Crisis

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ABSTRACT

Advertisements have been one of the most attractive, compelling, visual tools of persuasive communication used by companies to reach their consumers and have been used as a promotional tool to endorse their brands. Apart from being a promotional tool, advertisements have also been trend setters and a mirror of the society. The year of 2020 came with a health crisis of global proportions bringing things to a standstill. With lockdown implemented by the Government, people were forced to stay indoors. Factors like recession in the business demand for necessary products and stiff competitions changed the paradigm of communication for brands during COVID-19. According to Assael (1995), an understanding of dimensions of perceived risk enables marketers to present their brands to instil consumer confidence. Crisis is a time when brands need to connect with their consumers through their messages. Despite facing an economic impact, brands have a larger role to play- they must shift priorities and change mindsets. To change the perception of the brands, they must build an optimistic memory structure, despite this crisis. The present study analyses food brand advertisements that were released during the pandemic within the framework of the PMO Model (Sohani, T. F. (2020) namely Phenomenon, Moderators and Outcome Model for crisis situations. It aims to understand how advertisements have addressed the health crisis and connected with the consumer during the pandemic. The study will analyse the relevance of the message during the pandemic and the rhetoric used to create a stimulus resulting in consumer confidence and brand preference. Advertisements of hand-picked brands released during the pandemic in 2020 have been selected for the study.

Keywords: brands; advertisements; consumer; COVID-19; PMO model

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THE INFLUENCE OF INTERNET SLANGS ON YOUNG ADULTS IN ORAL AND WRITTEN COMMUNICATION

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ABSTRACT

Language constantly changes overtime, words and phrases differ and their meanings, connotative or denotative, are also interpreted differently over time. The change in language can be equated to various factors such as experiences and development. Technological development does play a prominent role in the evolution of language. The advent of social networking sites has created a platform for people to communicate without barriers and this intern has given life to "internet lingo" or language that is used for communication online. Internet slangs or net speak consists of various abbreviated words and new phrases. Since a lot of our conversation happens verbally, the usage of words can often reflect on our writing ability as well. We tend to write in the same proficiency as we speak. There are various studies done through academic schools and institutions where results have shown that increase in social media usage and networking sites have increased in textism intrusion in writing. This research aims to study the influence of internet slangs on young adults in oral and written communication. A framed questionnaire has been used to collect survey data and the data has been analysed to study the impact of internet slangs. An experiment is conducted among respondents to study the familiarity of slangs among young adults.

Key words: internet lingo, sociological identity, linguistics, communication

Language evolves with time. It adapts to various changes that takes place and paves way for new dialects and words. The advent of technology has also given language avenues to expand into various fields. Language has altered itself to fit into these changes. The internet has played an imperative role over the years in popularizing various short forms and new words. Some of these terms have also found their place in modern dictionaries. Social media has provided a platform for people to communicate and express their views on a global podium. Internet slangs refer to terms or short forms that are most commonly used on the internet. This includes various short forms and acronyms for example: saying "bye". This was a short form that was created instead of saying "goodbye". These slangs are often used for informal communication. Internet slangs are also commonly called "net speak", "cyber slang" or "internet shorthand" and "millennial lingo", as Millennials are more familiar with these terms. There are various arguments about the internet slangs and their usage as a hindrance to communication and various other arguments stating that internet slangs provide its users their own identity and enable the creation of new languages to be used online. Internet slangs are not constant, there are constant changes made in its nature. It is however understood as any kind of slang that has been made popular by internet users and in many cases coined. The slang isn't homogeneous and differs according to the user and the type of internet situation. People also use these terms to communicate face to face with their peer groups. This isn't just an English phenomenon; it is the world over in many languages". Social media has aided in globalizing and has also created a global language for ail to follow.

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COMPARISON OF IRIS RECOGNITION AND FINGER VEINS DETECTION USING BIOMETRIC ALGORITHMS

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ABSTRACT

Biometric plays a pivotal role in prospects of Cyber Security. The science of establishing the identity of a person based on physical or behavioral attributes is a rapidly evolving field with applications in a wide range. The aim of this paper is to gain an insight of biometrics security systems and how they work. This paper aims at giving a comparison between the algorithms of two major techniques used in biometric systems. The techniques are Iris Detection and Finger Vein Detection. It also gives a detailed explanation of the algorithm and its applications.

Keywords: Cyber security, Biometrics, Iris detection, Finger vein detection

1 INTRODUCTION

Biometrics is the science and technology of analyzing the characteristics of the human body. The rapid development of biometric examination has led to biometric security systems being used more for physical access control. It is used in high-security locations and in environments needing lower security levels such as office complexes. Biometric systems provide more user-friendly ways for people to identify themselves [10].

The Iris Detection security system is said to be one of the powerful tools for verification as it is more accurate and easy to identify [3]. A high contrast image of the iris from an infrared is scanned using the biometric. After the scan, the components of the iris are converted as a digital representation.

Finger vein ID [5] is a biometric authentication system that matches the vascular pattern in an individual's finger to previously obtained data. Vein scanners use near-infrared light to reveal the patterns in a person's veins. As with irises and fingerprints, a person's veins are completely unique. A camera takes a digital picture using near-infrared light. The hemoglobin in your blood absorbs the light, so veins appear black in the picture.

2 LITERATURE REVIEW

The paper on Biometrics and Cybersecurity [10] gives a glimpse on how biometric is used for reducing cybercrimes and about the fingerprint using fuzzy logic. A survey paper was published that explains about biometric security systems and the techniques such as iris detection. [9] The paper on Iris Detection [3] using Intensity proposes an algorithm using the separability filter using Template Matching for extracting the necessary features of the iris. The Wavelet Transform algorithm was explained in detail in a paper [6] that is obtained by quantizing high frequency coefficients using values from CASIA database. A personal identification of iris through the Gabor filter algorithm that uses classifier designing is detailed in a paper [2]. Just like personal identification, Gabor filters are used for character recognition and are explained in a pattern

Recognition journal [7]. In a book of vascular biometrics, a paper on the PAD algorithm is explained along with the vein patterns, sensors and other artifacts detailed. [1].

This Author talks about the Presentation Attack Detection (PAD) algorithm using the variation decomposition method [8]. The motion magnification in the finger vein detection is given in a paper that

Marketing Mantras of 21st Century in India



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Motivations and Risk Perceptions of Online Shopping Consumers A Pilot Study in Chennai City

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Abstract. *Online shopping is a growing trend in Digital India and this field has attracted a plethora of research in many dimensions of marketing and consumer behaviour. The current study, following this trend, explores the stimuli for consumer motivation and risk perceptions to shopping online. The pilot study was conducted in Chennai among fifty-two online shoppers. It explores the stimuli of shopping ease, shopping enjoyment and social influences as dimensions of motivations. It also seeks to verify the effect of demographic factors on consumer's online shopping intent and the consequent satisfaction that can result in repurchase intent. The study highlighted the influence of education on risk perceptions about online shopping.*

Keywords. *Online Shopping, Motivation, Risk Perceptions, Consumer Satisfaction*

Introduction. The onset of the digital era coupled with the Digital India drive is rapidly transforming the lifestyle of the Indian consumer. Equipped with digital connections in many types of handy gadgets coupled with a need for work-life balance in today's busy schedules in ever-growing traffic and crowded marketplaces, the Indian consumer is now migrating from physical retailing to online shopping.

E-commerce sales accounts that mere 2.2 % of total retail sales in India (Statista, 2019), translates to a total online sales turnover of \$18 billion. This turnover is expected to grow to \$170 billion by 2020 (Business Line, 2019). Given this tremendous opportunity

in this segment with a vast potential penetration and expansion, this segment sees immense competition.

Need and Significance for the Study. In this tremendous growth potential in online retail segment, conducive environment to the Indian economy and the boost to the sector from policy makers this study is relevant for the following reasons:

- Marketers are increasingly investing in website features, logistic management, service quality and third party alliances with banks and other intermediaries to attract, serve, retain and expand customer base.
- In order to have a competitive advantage in the online retail market, it is important to ensure consumer satisfaction. It is also important to understand the driving and the restraining factors that will steer consumers to shop online rather than traditional retail outlets.

Background. Literature review was conducted to throw light on dimensions of the subject matter of the study. Siva Kumaran A. and Gunasekaran A., (2017) conducted a study about the determinants affecting the online purchasing behaviour of millennial consumers. They devised a conceptual framework with 4 factors - consumer innovativeness, perceived benefits, perceived risks, attitude and intention. The study found that millennials purchase online as soon as they recognise the 'need' and time convenience is crucial.

Sharma (2017) studied six major types of

AN EMPIRICAL STUDY ON “EMPLOYER BRANDING – A STRATEGIC APPROACH TO ATTRACT AND RETAIN COMPETENT EMPLOYEE” WITH SPECIAL REFERENCE TO EMPLOYEE OF PRIVATE ACADEMIC INSTITUTIONS.

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ABSTRACT

With the increasing brand conscious nature of employees this study is an attempt to gain more theoretical knowledge of employer branding. This study is descriptive in nature and Quantitative research category has been used in which according to the perception and experience of the existing employee of academic institutions the researcher has identified the seven factors contributing in building sound employer branding and named as Psychological and Motivational Factor, Growth and Recreational Factor, Physical and Intangible Factor, Work and Brand Factor, Financial and Non Financial Factor and Progression and Evaluative factor, Loyalty Factor, Functional and Retaining Factor. Simple Random Sampling Method was used for collecting the data. Data was collected from 112 employees of private academic institutions in Chennai. Primary data was collected through structured questionnaire and Secondary data that has been taken from respective college’s website and Printed Manual’s, online Journals - EBSCO, JSTOR and ProQuest. The results of the study might help the policy makers and management of the education institution to make effective strategies that will help in encouraging relationship between the employer and the employee.

Keywords: Employer branding, Brand image, Retain Talented Employee, Academic Institution, Success and Growth.

INTRODUCTION - Employer branding is comparatively a new concept adopted by many organisation in recent times irrespective of the sector. Like product branding companies have started to invest in employer branding. Retaining and engaging the talent is one of the biggest challenges faced by every organisation. Employer branding helps the organisation in creating an attractive and a good workplace that every present and future employee (human capital) would like to work. Employees are the assets and internal patrons who help the company in building its brand image. Employer branding provide competitive edge to the organisation in attracting and retaining talent that helps the organisation in growth and expansion. In spite the fact salary is one of the most important reason for the employee to choose an employer at the initial stage but there are other factors too that plays an important role in the decision taken by an employee to stay in the organisation for a long run.

REVIEW OF LITERATURE - According to Kupper Denise Mařie, Klein Kristina & Volckner Franziska (2019) in their paper titled “Gamifying employer branding: An integrating framework and research propositions for a new HR approach in the digitized economy” states that “digitized” workforce helps company to deal with changing expectation with HR practices. Organisations are expected to create employer brands in order to retain, attract and motivate employees. The researcher states that serious games and employer branding share the key characteristic of facilitating learning to create knowledge. According to Rana Geeta & Sharma Ravindra (2019) in their research article on “Assessing Impact of Employer Branding on Job Engagement: A Study of Banking Sector” conducted in Uttarakhand with major five employer branding variables which are commonly accepted in banking sector (interest value, social value, development value, application, and economic value). The Findings of the study highlights that when the employees recognise the workplace as interesting, socially supportive, and filled with creative value, they will find they are

not only engaging with their routine jobs, employees will definitely experience growth and progression which will develop employee self-confidence, self assurance, satisfaction and positively affect the job engagement. According to Randstad global report on employer brand research (2018) attracting and retaining the talent is most challenging than building reputation. The results of the study indicated that employee's expectations on employer have changed from salary and benefits to career growth opportunities, flexible work arrangements, and work life balance. According to M Karthika. & V Latha(2017) in their article "A study on employer branding with special reference to Hirotec India Private Limited." The focus of the study was to explore develop the practice of employer branding techniques and interventions in the company and indicated that there is a relationship between employer branding and employee's turnover intention. Sengupta Atri, Bamel Umesh & Singh Panka J. (2015), in their research paper on Value Proposition framework: implications for employer branding concluded that to win talent war employer branding can be used as a strategic tool. They further added that to retain present employee and attract potential employee's company should focus on building internal and external employer branding and suggested value proposition models for internal and external employer branding. According to Ahmad Noor Adibah & Gaud Salina (2015) in their paper titled on "Engaging people with employer branding" stated that expectations of employees are changing in the 21st century. The results of the study highlight and translate the significant relationship between the development value in employer branding and turnover intention. According to Gupta Pankaj, Patti Ruchita & Marwah Shaveta (2014) in their article on "Employer Branding: A Descriptive Study" focused on the most important factor that was considered by the respondent while choosing a company were 1) higher degree of independence in work, 2) opportunities to work with top talent, 3) company's reputation, 4) working environment, 5) Starting position & growth prospects in the future and 6) total salary package offered.

RESEARCH GAP - Review of the existing literature, reveals that employer branding is a new concept that every organisation is trying to adopt in the recent times. Studies so far on employer branding has been conducted in the sectors like Banking, Telecom, FMCG, ICT, Retail and Hospitality taking samples from places like Pakistan, Malaysia, Germany, Australia, Brazil and India. In India studies on Employer Branding has been conducted specific to certain private limited companies and also in few places like Uttarakhand and Rajasthan. Few variables like employer branding attributes, interest value, social value, development value, application value, economic value, supportive learning culture, resonant leadership styles are only been studied. It is evident from the forgone literature, studies relating to identifying factors influencing the employer branding in academic institution in India particularly from Chennai has not been conducted, and therefore the researcher has selected this topic for the study. The results of the study will help the academic institutions in identifying the factors of employer branding that is most valued by the employees which will help the employer to stay competitive and also in retaining talented employees.

OBJECTIVES OF THE STUDY

- To Gain the theoretical Knowledge of benefits of Employer Branding with special reference to academic institutions.
- To identify the various factors influencing the employer branding in academic institutions.
- To study the effect of Gender and Salary of respondent on their perception towards valuing various factors of Employer Branding.
- To give necessary suggestions based on the findings and interpretation of the study.

NEED OF THE STUDY - In a competitive environment, Employee's have boundary less opportunities which has created a challenge for Companies to attract and retain skilled employee. More ever in the period of demonetisation and economic recession companies would like to increase

**COVID- 19 : CHALLENGES AND PROSPECTS –
A STUDY WITH SPECIAL REFERENCE
TO SMALL BUSINESSES IN CHENNAI**Ms. Geetanjali Jindger
Dr. Lalitha Balakrishnan**ABSTRACT**

Small businesses being the backbone of any economy contributes towards the growth by creating more job opportunities and supports the local communities and neighbourhoods. With the World health Organisation declaring COVID-19 as a pandemic, the world economy witnessed steep fall in the business activities leading to a total lockdown by all the countries. Since then, all the business communities have embarked on a path of learning, evolving, and accepting the new normal. Being the first and the worst to be hit by the Pandemic, this study investigates the challenges faced by the small business and highlights on the strategies that can be followed by these businesses to reduce the consequences of the impact of COVID-19. The data was collected by means of a structured questionnaire from the retailers and small entrepreneurs. Working capital requirements, shortage of funds, limited operations were found to be the major challenges faced by these small businesses during COVID-19. Moreover, small enterprises may need to restructure their business and rebuild relationships with customers and suppliers. The study proposes several strategies that retailers can adopt to improve resiliency in the changing environment during and after the COVID-19 era.

Keywords : Small business, COVID-19, Challenges, Prospectus, Strategies

1. INTRODUCTION

The declaration of COVID-19 as a pandemic by the World Health Organisation brought the world to a standstill. With many organisations closing down their stores, factories and offices due to the mandatory lockdown declared by the countries, proved to be a permanent closure for these organisations and left them shattered especially the small business firms. Around 48% of the business were severely hit for those who had one to four employees and 37% for those having twenty to forty-nine employees (CBIZ report). The main reason being, the lack of working capital funds, cash flows, inadequate capital, reduction in the working hours and employees and finally laying off the employees.

Witnessed with extreme negativity these businesses had to identify new means to serve their customers staying at home. Retail formats on the other

hand, had to make their product reach to their customers with the help of social medial platforms and online orderings. In this regard this study tries to identify the challenges that were faced by the small firms during the pandemic, the strategies adopted by them to overcome the challenges and the innovative measures that can be implemented post COVID-19 period to sustain in the market.

2. REVIEW OF LITERATURE

(Jiang et al., 2020) The authors in their study assessed the effect of Covid-19 on the Small and Medium Enterprises in China and the supportive strategies adopted by the Chinese Government towards the SME's for managing the crisis. Historical and Logical methods were adopted by the study. The study thoroughly examined the initiatives and policies implemented by The People's Bank of China in support of the small businesses.

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ANALYZING CONSUMER BEHAVIOUR TOWARDS E-COMMERCE DURING
THE PANDEMIC LOCKDOWN□ Dr. Lalitha Balakrishnan*
Mrs. Nisha Mohan**

ABSTRACT

The COVID-19 -19 Pandemic Lockdown was enforced in the month of March 2020 to contain the spread of the Novel Covid-19 Virus. The objective of the lockdown was to ensure nobody stepped out of their houses in order to protect themselves from the virus which is highly contagious. Due to this, people had no option but to rely on the E-Commerce more to get the essential products during the lockdown. There was a section of people who risked themselves to buy necessary products directly from retail stores. Besides the difficulties faced by E-Commerce, the dependency on E-Commerce for essential goods still increased than usual. During the Pandemic, only necessary goods such as Rice and Cereals, Fruits and Vegetables, Medical products such as masks, gloves, Hand Sanitizers etc were made available on E-Commerce website as it was the need of the hour. This paper focuses on how the shopping habits of the consumers drastically changed during the Pandemic. The Pandemic Lockdown resulted in one hand, many people not being able to earn their monthly income while being in employment, on the other hand employees being laid off. Due to this, most of the consumers became conscious about the purchases made through E-Commerce with respect to Price and Brands. This paper also tries to study whether the E-Commerce was a boon or bane for the consumers as prices rose up due to increasing demand and limited supply and the availability of the essential goods were fluctuating from time to time.

Keywords : E-Commerce, Consumer Behaviour, Pandemic Lockdown, Traditional Retail Stores, Essential Goods.

INTRODUCTION

The Pandemic Lockdown was enforced when the novel Corona Virus started to spread rapidly across different countries including India. It was first enforced on 25th March 2020 for a period of 3 weeks and by the end of first lockdown, was enforced the second lockdown for a period of 19 days and the complete lockdown was ended on 31st May 2020. After that, partial lockdown and unlock was in force. Though consumers buy shopping goods from E-Commerce, it was during the pandemic lockdown that most of them started to purchase essential goods from E-Commerce.

The E-Commerce is used commonly for shopping products like electronics, Clothes, Books and Kitchen Appliances. Even though most of the E-Commerce

websites sold grocery and essential goods, the number of consumers purchasing these goods through E-Commerce was very less. Due to the lockdown, as nobody could buy essential goods from nearby retail stores, ultimately everyone had to depend on the Online Grocery Stores such as Amazon, Big Basket, Flipkart supermarket, Reliance Mart etc.

The most commonly purchased goods from E-Commerce websites during lockdown was Hand Sanitizers, Face masks, Hand Gloves, Rice, Atta, Cereals, Instant Noodles, Frozen food, Biscuits and Milk.


Through this paper, we learn how consumer behaviour towards E-Commerce changed due to the Pandemic Lockdown. It was observed that the number of consumers purchasing essential goods through Online

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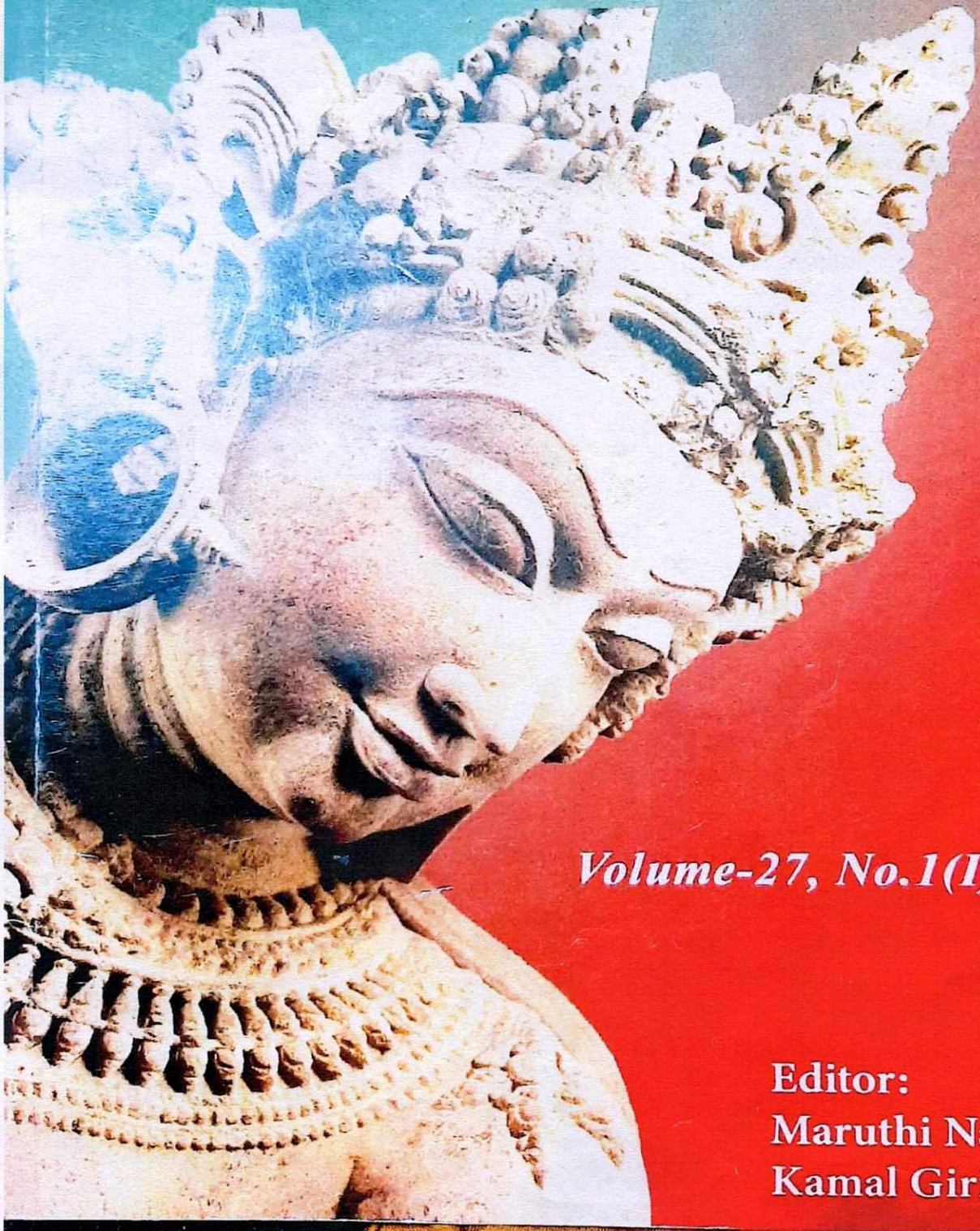
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EMPLOYEES OUTLOOK ON SHIFT TO REMOTE WORK AND ITS IMPACT

Dr. Lalitha Balakrishnan*
Ms. Krupa. N**

ABSTRACT

The impact of Pandemic has caused a lot of changes in the dynamics of the workplace behaviour. The companies have to transform towards work from home arrangement in a very short period. Agility, creativity, flexibility are the important attributes followed by HR in Pandemic. The paper focuses on how the impact of Covid-19 has enable the HR functions to change the working pattern to virtual workplace. The objective of the paper is to highlight the views of employers and employees towards this concept of shift to Remote work and its advantages and disadvantages. The research also emphasis on the level and magnitude of the challenge companies have been facing in terms of HRM, and to assume the consequences due to pandemic.

Keywords : Human resource, flexibility, Magnitude

1.1 INTRODUCTION

Organisations across the world have been forced to make big shifts in their approach to remote work, driven by the necessity of the situation. Reputed companies such as Twitter, TCS, Citigroup and others, have initiated a work from home protocol for the foreseeable future, and have made bold plans for a secure, borderless workspace model. The pandemic has revolutionised the concept of remote work, and will leave behind ever-lasting changes to the workspace. It would help us know what changes the employees would want and what policies would they prefer from the side of the employers.

1.3 OBJECTIVES OF THE STUDY

The primary objectives of this research paper are as mentioned below:

1. To identify the factors impacting employee morale in a remote work environment
2. To assess the acceptability of remote work from employees point of view.

1.4 LIMITATIONS OF THE STUDY

The study had 150 respondents, out of which 45%

belong to IT sector. The nature of the work done by the employees of the IT sector, makes it the most compatible with remote work and most suitable for work-from home, and that is because most of their work is performed on Laptops / Personal Computer systems which can be accessed anywhere and don't necessarily have to be present in an office.

The main requirement for the jobs is the presence of internet connection So that makes it extremely convenient for employees of IT sector WFH.

The employees of IT sector don't really have to be in an office because most of their work is done on system. Whereas, other sectors have at the least some part of their work that cannot be done remotely and have to work physically.

The study has respondents belonging to 11-12 different sectors of industries. To understand the morale of employees and how they want their future of remote work to be, depends of various factors that they are affected by. Each sector has a different style of working and different factors that would affect the employee's

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outlook. The responses wouldn't be stable and depend on the same mindset of the people. Let's say, in the sector of Designing, WFH is comparatively more difficult as compared to IT sector, because in IT sector, in companies like TCS, there are fixed set of working hours and work for the day usually ends at the hour it is supposed to. But for someone who is a designer is expected to be available at any time and usually are on calls even beyond work hours, but if they work was being from an office instead, they could have restricted themselves to the working hours.

The concept of remote work is relatively new, so there are limited previous research done on this WFH.

2.1 REVIEW OF LITERATURE :

2.1.1 The impact of working from home during COVID-19 on work and life domains: an exploratory study on Honk Kong (2020) – Lina Vyas, Nantapong Butakhieo

This study examines the experience of employer and employee in Hong Kong through SWOT analysis. Related recommendations to be explored before taking business decisions in future.

2.1.2 Working from home: What is the effect on employee's effort? (2016) – Kira Rupietta, Michael Beckmann

Even though employees have freedom in work timing, scheduling of work, this study examine the effect of productivity of employees because of WFH.

2.1.3 An Empirical study on working from home: A popular E-business Model (2015) – Sreeramana Aithals.

This paper points out the advantages of work from home. This kind of work model reduces organisation expenditure

2.1.4 Does working from home work? Evidence from a Chinese experiment (2013) – Nicholas Bloom, James Liang, John Roberts, Zhichun Jenny Ying

This research reports the results of a WFH experiment at Ctrip, of 16,000 employee, NASDAQ-listed Chinese travel agency. Call centre employees who volunteered to WFH were randomly assigned to WFH or in the office for 9 months.

2.1.5 Opportunities to work at home in the context of work-life balance (2002) – Alan Felstead, Nick Jewson, Annie Phizacklea, Sally Walters

Discussion of 'work-life balance' and 'family-friendly' employment is much in vogue among politicians and business leaders. Often, working at home is included within such practices.

2.2 RESEARCH GAP

It is important to identify the underlying factors that impact an employee's morale and satisfaction in the remote work environment. The key questions remain what the future of remote work is from the point of view of employees, and how to address this shift to remote work. In this paper, we seek to identify the factors that play a role in affecting the employee morale in the remote work environment, and also assess the extent to which employees are accepting of the future of work from home, from an employee's perspective.

3.1 RESEARCH METHODOLOGY

The research methodology chapter enables the reader to understand about the study's overall validity and reliability. The data collection and analysis. It is the path through which the research problem and objective is formulated, and the results are arrived from data collected during the study period.

3.2 RESEARCH DESIGN

A research design defines the method for collection and analysis of data in a manner. It is the blueprint for the collection, measurement and analysis of data. The design will explain the formulation of hypothesis and its implications to the final analysis.

Exploratory research has been used in this study to discovery the ideas and insights. This research design is appropriate for the consideration of many different aspects of the phenomenon being studied.

For this study, simple random sampling was done and all individual of the entire population had equal chance of getting selected.

The responses was collected through questionnaire and had 149 responses which includes employees belonging to different sectors of different ages. The different kinds of factors that affect the outlook of the employees and different factors of work that has an

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Abstract

Emerging and existing companies target the rural areas for implementing retail management because the rural areas are the new opportunities for the companies to benefit from sustainable investment. As rural consumers have got new sources of income apart from agricultural income, their lifestyle has changes, their needs and wants have improved from buying local unbranded goods to branded products. This opportunity is to be utilised wisely by the companies by setting up adequate retail outlets to serve the massive rural population. It is imperative to consider the needs of the rural consumers and fulfil their needs as they constitute the major share of the country's population. In spite of the challenges faced by the companies such lack of road connectivity, small number of large markets who sell unbranded goods at cheaper price, lack of proper transportation facilities, they need overcome these challenges by innovative strategies in order to the meet the needs of the rural consumers. They need to utilise the opportunities by joining hands with the government initiatives, and at the same time, set up a cost-effective rural retail outlet and take help from the head of the villages in order to be successful retailer in the rural areas. This paper focuses on how companies manage their retail outlets, elements of success and also the opportunities and challenges that companies may face while entering the rural markets.

Introduction

A rural area can be defined as an area with a population of less than or equal to 5000, having density of population less than 400 per sq km, and at least 25% of the population is engaged in agriculture. As much as 67% of the country's population lives in rural area. With this huge opportunity untapped and with increased competition in urban market companies are seeing rural area as their new target market to invest and grow. The Government has also introduced different programs specifically for the rural people and for the overall development of society and nation. Some of the popular programs are Pradhan Mantri Gram Sadak Yojna, Indira Awas Yojna, Atal Pension Yojna and many more. Retail Management is the process which helps the customers to procure the desired merchandise form the retail stores for their personal use. It includes all the steps required to bring the customers into the store and fulfil their buying needs. Retail management saves time and ensures the customers easily locate their desired merchandise and return home satisfied. Rural marketing is also quite different from urban marketing, the polices and strategies adopted by companies in urban market cannot be implemented in rural market. Traditionally, rural India was known for its agriculture practise only. However, this is no longer true, already the non - farm sector accounts for higher incomes in rural India than the farm sector. This has increased disposable income in the hands of Rural people and they are willing to spend and follow latest trends. Rural marketing has become the latest target of most corporate companies. Companies like Hindustan Lever, Colgate Palmolive, Britannia and even Multinational Companies (MNCs) like Pepsi, Coca Cola, L.G., Philips, Cavin Kare are all eyeing rural markets to capture the large Indian market. With the growing market and the growing purchasing power it is therefore natural that rural markets form an important part of the total market of India. The rural market in India brings bigger revenues in the country, as the rural regions comprise of the maximum consumers in this country. Therefore, it is necessary to implement strong retail system in rural areas. Earlier, rural consumers preferred only lose unbranded goods, so accordingly the seller maintained his shop filled with unbranded goods and the number of goods they bought was also limited. But today, rural consumers prefer not only to buy branded products but also buy new products that they haven't bought for so long such as cosmetic products, instant food packs, flavoured sodas, and many more. Manufacturers engage in retailing when they directly sell their products through their personal stores, by door-to-door canvass or mail order or even on telephone and the wholesaler also can engage in

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retailing by selling directly to the customers along with his wholesale business. The retailer is also playing a role as an intermediary through the marketing channel because he is acting as a marketer as well as customer and in turn selling his products to the customer directly. He takes a special role to maintain the contact in between consumer and the producer as a link in a complex mechanism of marketing. All middlemen are playing a dual role as buying agents to their suppliers and as sales person for their customers. Retailers have several roles and responsibilities such as anticipating customer's desires, development of the collection of several products, gathering and providing market information and investment. Anybody can change as a retailer in a simple manner. For this purpose, no need a huge amount of investment for production equipment. For so many times stock can be purchased on credit and can store in a leased space without any down payment or with a little cost can be maintained with a simple website. To be a retailer firm, any firm must cater to the needs of consumers as their basic role to perform their job as satisfactory. Now almost retail innovation is in changing. But it is meant for providing tangible value to its customers. It offers that value because it provides something fresh or betterment on something exist in the field of technology, services, goods or business systems. In addition, to offering value to consumers, it has benefits for retailers as well. The benefits may be in the form of an increase in sales. It might be that may come in the form of increased sales, progress in business and the competitive advantage on market rivals. The retail management should be handled by the retailers as the rural consumers have new expectations and they have also started to use products ad urban consumers. As there is a shift in the retail process in rural areas, the retail management should also be developed.

Objectives

- To understand rural market and its retail management
- To understand the retail market opportunities available for emerging companies
- To study the format of key players in organised retailing segment in rural India

Literature Review

In a National Retail and FMCG Summit (2011) organized by the Confederation of Indian Industry, Mr. Thomas Varghese, Chairman, CII National Committee said, "Farmers who earn less than 25 per cent of consumer price can make up to 30 per cent more through organized retail. It will benefit consumers by making common goods more affordable, leading to a savings of \$25 to 30 billion or almost 0.5 per cent of country's GDP by 2020." Another report by A.T Kearney's Global Retail Development Index (2011) ranked India fourth among the top 30 developing countries for retail expansion world-wide. Organized retail accounts for 7 percent of India's roughly \$435 billion retail market and it is expected to reach 20 percent by 2020. Moreover, retail sales account for 33 percent of India's GDP and employs over 38 million people in the country. According to KPMG report (2011), Indian retail industry is the fifth largest in the world. Organized retail industry is one of the fastest growing industries in India and with growing market demand. Growing young population, rising disposable income, increasing number of working women and growing urbanization coupled with changing consumer preferences are some of the strong growth drivers of India's organized retail industry. More than eighty per cent of rural markets in India still do not have access to any sort of organized marketing and distribution. So, there is sea of opportunities for retailers to serve shoppers in rural and semi-urban India. India Brand Equity Foundation (2011) said that rural India is set to witness an economic boom, with per capita income having grown by 50% over the last 10 years, mainly on account of rising commodity prices and improved productivity. For many years, rural India was not much acknowledged by the retailers. But as the 'bottom of the pyramid' is getting empowered with education, higher purchasing power and awareness, companies are looking for opportunities in hinterlands.

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A STUDY ON EMPLOYEES' WILLINGNESS TO REMAIN IN A COMPANY

125

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ABSTRACT:

Employee retention is one of the major concerns for a lot of corporate companies these days. Employees see a job at a company as an experience to move to another job with better prospects. Especially, once the employees acquire the required skills and knowledge through training and experience, if they move to another company it can be very costly for the management. This forces the management to look into the reasons why employees are choosing to leave the company and address the same. Although pay is one of the major reasons why employees choose to change to another company, employees also tend to have non-financial expectations towards the organisation. This study focuses on whether employees' willingness to remain in the company can be influenced by the work life balance; whether they are able to live authentically in the workplace; whether they are able to maintain perspective in the workplace and whether they are able to build social connections in the workplace. This study was conducted exclusively in Chennai Region. Primary data was collected from 80 respondents. This research will be highly beneficial to companies with high attrition rate and to managements with low or fixed salary budgets.

Keywords: Employee Retention, Work Life Balance, Resilience in the Workplace

1. INTRODUCTION:

The factors contributing an employee's willingness to retain in the company like employee engagement practices of the company, work environment, leadership practices, organisation culture, scope for career development, rewards and recognition, talent management practices followed in the company etc can be either employee-centric or employer-centric. This research aims in analysing whether an employee's willingness to retain in a company is influenced by the work-life balance available in the company(employer-centric) and their level of resilience in the workplace(employee-centric).

2. LITERATURE REVIEW:**2.1 EMPLOYEES' WILLINGNESS TO REMAIN IN A COMPANY**

Human resources are complex and not easy to understand. These are the assets which can make as well as break an organization. Retaining them will help in the long-term growth of an organization and will also add to their goodwill. But the most difficult task faced by an organization today is retaining as well as satisfying these resources (**Bidisha Lahkar Das, 2013**). According to **Vaiman (2008)**, retention management has become a major source of competitive advantage in the modern and rapidly globalizing business world.

Retention of talent is an important issue; therefore **Lockwood and Ansari (1999)** suggested several strategies for retaining key employees which mainly include HR practices. It is worth mentioning that employees of an organization are always at their best position to assess the organization's HR practices as supported by **Macky and Boxall (2007)**.

The key Retention factors are best salary packages, capacity building with required and desired skills, training and development, managers realizing how to motivate their sub-ordinates, satisfaction of employees with organization decisions, retirement benefits, how to appraise the force, trust and integrity, personal relationship with one's manager, employee development, fairly compensation and benefits and nature of the job. (**Mohammad Imran Hanif and Shao Yunfai, 2013**).

2.2 WORK LIFE BALANCE

Work-life balance has come to the forefront of policy discourse in developed countries in recent years, against a backdrop of globalization and rapid technological change, an ageing population and concerns over labour market participation rates, particularly those of mothers at a time when fertility rates are falling (**Organization for Economic Co-operation and Development OECD, 2004**).

Within the European Union the reconciliation of work and family has become a core concern for policy and encouraged debate and policy intervention at national levels.

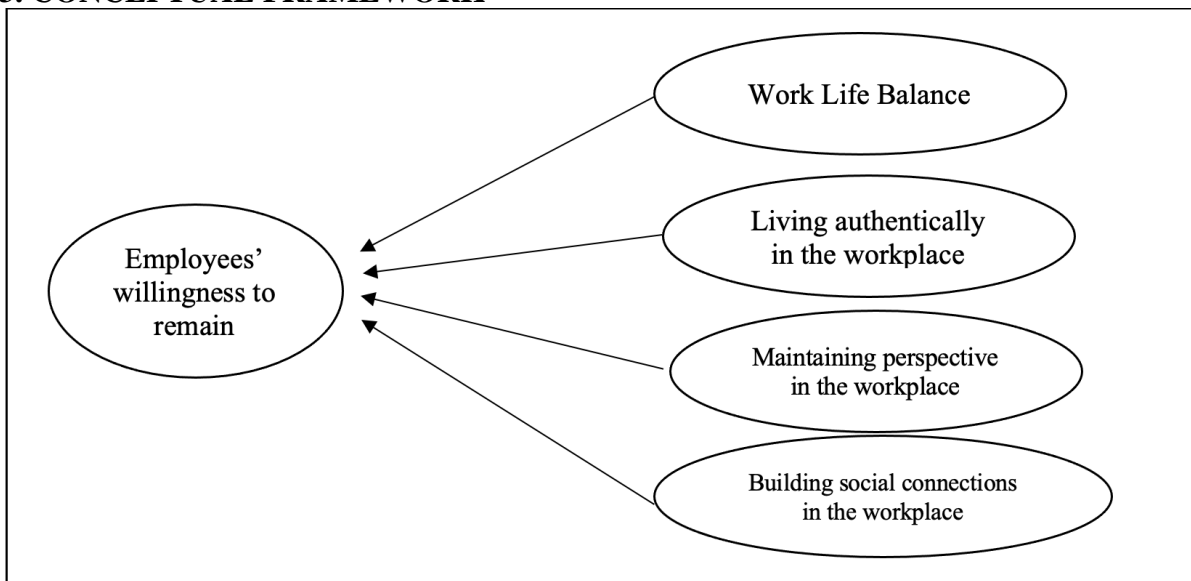
Also, employees today are increasingly becoming aware of the need to achieve a balance between the two most important parts of their lives – their personal/family lives on the one hand and their work/career lives on the other. Indeed, many current and potential employees do tend to give more importance to having/getting a job that provides the opportunity for a good Work Life Balance rather than just having/getting high paying jobs (Sharma, 2008; Subramaniam, 2008).

2.3 RESILIENCE IN THE WORKPLACE

When not managed effectively, high levels of workplace stress can lead to several negative personal and performance outcomes. Some professional groups work in highly stressful settings and are therefore particularly at risk of conditions such as anxiety, depression, secondary traumatic stress, and burnout. However, some individuals are less affected by workplace stress and the associated negative outcomes. Such individuals have been described as “resilient.”(Clare S Rees, Lauren J Breen, 2015). Existent research shows that resilience is not merely a stress resistance resource, rather it plays a pivotal role in assisting employees to adapt successfully to adverse workplace settings, manage emotional strains, nurture effective coping strategies, improve their well- being, and augment professional development (Cooke, Cooper, Bartram, Wang, & Mei, 2016; King et al., 2016).

The ‘Resilience at work’ scale (RAW) by Winwood et al.(2013) comprised 20 items which are related to seven components that are (a) living authentically (LA), (b) finding your calling (FYC), (c) maintaining perspective (MP), (d) managing stress (MS), (e) interacting cooperatively (IC), (f) staying healthy (SH), and (g) building networks (BN). Out of the 7 components, three components have been chosen for this study, to facilitate in depth analysis. The three components chosen for this study are – Living authentically, Maintaining Perspective and Building networks.

3. CONCEPTUAL FRAMEWORK



4. RESEARCH DESIGN

4.1 Objective of the study

- To understand the factors affecting the employees’ willingness to remain in the company.
- To analyze whether work-life balance has an influence to employees’ willingness to remain in the company.
- To analyze whether employees’ ability to live authentically in the workplace influences his/her willingness to remain in a company.
- To analyze whether employees’ ability to maintain perspective in the workplace influences his/her willingness to remain in a company.
- To analyze whether employees’ ability to build social connections in the workplace influences his/her willingness to remain in a company.

4.2 Sample size – 80 respondents

4.3 Sampling method – Non-probability, Convenience sampling

4.4 Scope of the study – A structured questionnaire was circulated to the respondents through online mode. The collected data was analysed with SPSS software.

5 ANALYSIS & INTERPRETATION

5.1 DESCRIPTIVE ANALYSIS:

Table 5.1

Sl. No.	Questions	Value
1	Gender	Male – 60%
		Female – 40%
2	Age of the respondents	Average – 34 years
3	Number of years served in the current company	Average – 7 years

5.2 INFERENTIAL ANALYSIS:

Test 1: MULTIPLE REGRESSION ANALYSIS

Table 5.2:

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.722 ^a	.522	.496	.34302

Predictors: (Constant), Building social connections, Work life balance, Maintaining perspective, Living authentically

- **R=0.722:** As $r > 0.7$, there is a strong linear relationship between Work life balance, Living authentically and Building social connections with Employees' willingness to retain.
- **R-Square=0.522:** So 52.2% of the variance in Employees' willingness to remain can be predicted from the variables Building social connections, Work life balance, Maintaining perspective, Living authentically.

Table 5.3 :

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	1.414	.352		4.020	.000	.713	2.115
Work life balance	.098	.065	.131	1.510	.135	-.031	.228
Living authentically	.282	.099	.325	2.849	.006	.085	.480
Maintaining perspective	.128	.049	.230	2.633	.010	.031	.225
Building social connections	.205	.085	.282	2.408	.018	.035	.375

Predicted Employees' willingness to remain = 1.414 + .098work life balance + .282 living authentically + .128 maintaining perspective + .205 building social connections

- ⇒ The coefficient for work life balance is not statistically significantly different from 0 using alpha of 0.05 because its p-value is 0.135, which is greater than 0.05. So, the null hypothesis is accepted. Thus, **Employees' willingness to remain is not influenced by Work Life Balance**
- ⇒ The coefficient for living authentically is statistically significantly different from 0 using alpha of 0.05 because its p-value is 0.006, which is lesser than 0.05. So, the null hypothesis is

rejected. Thus, **Employees' willingness to remain is positively influenced by their level of Living authentically in the workplace.**

⇒ The coefficient for maintaining perspective is statistically significantly different from 0 using alpha of 0.05 because its p-value is 0.010, which is lesser than 0.05. So, the null hypothesis is rejected. **Employees' willingness to remain is positively influenced by Maintaining perspective in the workplace.**

⇒ The coefficient for building social connections is statistically significantly different from 0 using alpha of 0.05 because its p-value is 0.018, which is lesser than 0.05. So, the null hypothesis is rejected. **Employees' willingness to remain is positively influenced by Building Social connections in the workplace.**

Test 2: INDEPENDENT SAMPLE T-TEST OF GENDER AND EMPLOYEES WILLINGNESS TO REMAIN IN A COMPANY

Table 5.4:

Independent Samples t-Test									
	Levene's Test for Equality of Variances		t-test for Equality of Means		t-test for Equality of Means			95% Confidence Interval of the Difference	
	F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Equal variances assumed	.044	.834	2.182	78	.032	.032	.032	.02063	.44961
Equal variances not assumed			2.198	68.241	.031	.031	.031	.02171	.44852

⇒ "Levine's Test for Equality of Variances" tell us whether an assumption of the t-test has been met. Here, the significance (p value) of Levene's test is .834. As $p > 0.05$, equal variances are assumed and for further analysis, the first row is used.

⇒ Sig. (2-tailed) gives the two-tailed p value associated with the test. Here, the p value is .032. As, $p < .05$, we reject H_0 .

⇒ The test implies that **there is significant difference between men and women in their Willingness to remain in the company.** So, the retention strategies followed by the company does not focus on both the gender and is gender-biased.

4. FINDINGS:

- Through **Multiple regression test**, the following results were obtained:
 - Employees' willingness to remain in the company is not influenced by the level of work life balance available in the company. Although work life balance serves as a major attraction for employees, this test proves that there is no direct influence to the company's retention level.
 - Employees' willingness to remain in a company is influenced by whether or not the employee is living authentically in the workplace. And both the variables share a positive relationship. So, employees' willingness to remain in a company will increase if their authenticity in the workplace increases.
 - Employees' willingness to remain in a company is influenced by whether or not he/she is able to maintain his own perspective in the workplace. As both the variables share a positive relationship, the employees' willingness to remain in a company will increase if

they are able to increase their level of maintain their individual perspective in the workplace.

- Employees' willingness to remain in a company is influenced by how well they build social connections with their co-workers in the workplace. As both the variables share a positive relationship, the more the social connections they develop in the workplace, the better will be their willingness to remain in the company.
- Employees' willingness to remain is most influenced by living authentically, followed by building social connections and then finally by maintaining perspective.
- Through **Independent sample t-test**, it was observed that there is a significant difference between gender and their willingness to remain in the company. So, while formulating retention strategies, the company should ensure whether they are fulfilling the needs of both male and female employees.

5. SUGGESTIONS:

- As gender has an impact on employees' willingness to retain, the management can formulate retention policies which focuses on both the gender. The retention policies can be gender-specific. For example, the management can give at least 15 days paid or half paid paternity leaves to its employees. Work from home facilities can be given to women whenever necessary, up to 1 year, during the period of pregnancy.
- To promote authenticity in the workplace, the management must ensure whether the employees strengths are utilized better, better transparency and ensuring fair environment. This can be implemented by free communication between the employees and their superiors by ensuring that the superiors are more friendly and approachable.
- To make better connections with the colleagues and immediate supervisor, management can arrange team lunch, team vacation etc. more often.
- Perspective with regard to maintaining perspective can be developed by promoting a positive work place environment by dealing and solving any issue affecting employee morale and dignity as early as possible.

6. SCOPE FOR FUTURE RESEARCH:

- Researchers can study about the other non-financial factors which can influence the employees' willingness to remain in the company.
- The analysis was done with 80 respondents. So, the same analysis can be done with a larger dataset.
- It can also be analysed whether demographic variables like age, region, nationality, culture etc has an impact on employees' willingness to remain.
- Gender's impact on other factors affecting retention(like employee engagement, rewards and recognition) can be analysed.

7. CONCLUSION:

From the study, it can be concluded that the employee-centric dimensions, living authentically, maintaining perspective and building social connections have a greater impact on employees' willingness to remain in the company. On the other hand, the work life balance(employer-centric dimension) doesn't have any impact on employee retention. Also the demographic dimension, gender has an impact on retention. Therefore, when a management faces high attrition rate, more emphasis can be laid on employee-centric dimensions while formulating retention strategies.

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for the paper entitled

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ABSTRACT

Food Delivery Apps is an emerging mobile technology, widely adopted by catering businesses and customers. They have provided two-way benefits – both to the suppliers and consumer. These FDA services are rescuing catering enterprises and are also satisfying customers' exceptions under the COVID-19 global pandemic condition. The study has proposed and examined a measurement model to study the consumer's perspective of effectiveness of Food Delivery Apps using Confirmatory Factor Analysis.

KEY WORDS COVID-19, Food Industry, Food Delivery Apps

INTRODUCTION

The past two years have seen major shifts in consumption patterns across industries owing to the COVID-19 pandemic. Widespread restrictions, state implemented lockdown, disease spread, fear of the virus have all resulted in major lifestyle changes in the world. People movement out of their houses have been greatly restricted. Routine activities such as work, shopping, entertainment – are all done in the online mode.

The food industry has retained customer loyalty even during times of chaos, though other industries have seen a downfall. Earlier, various forms of dine-outs had become a norm – coffee shops, fast foods, executive lunches, fine dining, etc. Though mobile-based Food Delivery Apps had been prevalent before the pandemic, there has been increased usage due to the current restrictive conditions. Hence, this study aims to develop a model to measure the effectiveness of Food Delivery Apps.

LITERATURE REVIEW

Tasnim (2020)¹ pointed out how in the past, in times of pandemics, people's lifestyles and industries across sectors get disrupted and deeply affected. They further studied the impact on supply chains in the food industry and recommended the use of digital technology for effective management during such turbulent and restrictive times.

Chowdhury, Sarkar, Paul, & Maktadir (2020)² in their extensive study in Bangladesh studied the impact of the pandemic on the food and beverage industry. They concluded that strategies needs to be adopted by the sector for supply chain management and customer service, retention and satisfaction. A complete restructuring of previously established models is a necessity.

Eftimov, Popovski, Petković, Seljak, & Kocev (2020)³ observed that using Artificial Intelligence makes obvious, the changes in the food consumption patterns before and during the COVID-19 pandemic. This kind of analysis is valuable in times of crisis and emergencies, which is a very good example of the scientific support that regulators require in order to take quick and appropriate response.

Hashem (2020)⁴ in his study among Jordan consumers noted the increased customer inclination to shop online using e-payment methods, during this pandemic. The study also observed considerable influence of gender and education qualification on online shopping tendency and efficiency. The aspects of price, quality, risk and loyalty became crucial factors affecting purchase behaviour.

Zhao & Bacan. (2020)⁵ through their empirical findings in China developed a measurement model that incorporates



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130

ABSTRACT:

The novel coronavirus has brought considerably a negative impact on the economy and industry worldwide. The study examined the effects of changing situations on the altered patterns of consumer buying behaviour to certain products. With a sample size of 108 respondents, a quantitative study was administered through a structured questionnaire to get an insight on such products which are essential for the customer where the customer went to the extent of panic buying even during the pandemic and restricted movements, whilst the other products antagonistically were withdrawn during covid times. Amidst other recommendations, the study strongly advocated the need for the presence of businesses in the online platform and developed a hybrid model to reinforce its offerings to the consumers and increase visibility.

KEYWORD: consumer behaviour, panic buying, herd purchase, hybrid model

1. INTRODUCTION

As **Kahle and Close (2011)** precisely cited, the key challenge of any marketer lies in understanding purchasing and consumption behaviour of their customers. Consumer buying behaviour and consumption pattern have witnessed drastic changes due to the advent of coronavirus. The theory of psychology duly acknowledges the fact that individuals undergo a variety of behavioural changes on the occurrence of particular unforeseen events such as natural disasters, terrorist attacks, etc (**Forbes 2017**). The behavioural changes might be either herd purchasing, panic buying, or complete withdrawal. **Motti(2020)** observed the need for the operators of departmental stores to responsively make changes in the stocking pattern of such products which are essential and trending amongst customers to retain their brand loyalty.

Adach(2020) mentioned the need of business houses to rise to the occasion and concentrate on such products which are essential and most demanded during covid times such as staples, masks, sanitizer, bottled water, groceries etc. **Meyer (2020)** ideated to improve the volume of business but at the same time without physical contact. The impact of an uncertain economy had led customers to prefer online grocery purchase or procurement through such contactless platforms initiated by their local departmental stores as their preferred choice as against conventional buying patterns **Helm (2020)**.

In this context, it is imperative to take advantage of the technological advancements and optimize the experience of online shopping to customers to relieve anxiety and fear of disease spread due to physical purchase. During the research, it was also well understood that due to the pandemic the customers not only feared but also witnessed anxiety and uncertainty in spending decisions.

A thorough literature review was conducted to acquire an insight into the changing consumer buying patterns of different products across the globe during times of pandemic. Then an attempt was made through the circulation of a structured questionnaire to understand such products which were neglected completely, certain products where customer exhibited herd behaviour and such products which were panickily bought fearing unavailability of stock due to reduced production and supply. Statistical analysis was performed with the data available and suitable recommendations were offered to business houses to cope up and sustain with the uncertain environment.

2. THEORETICAL FRAMEWORK**2.1 COVID-19**

The precarious pandemic coronavirus has drawn in a radical makeover in the economy of countries worldwide. Many parts of the countries globally were shut down and indefinitely stopped operations fearing the entry of novel virus. Such lockdowns were the need of the hour to prevent the spread of

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the novel virus Ferguson et al.(2020).Most prominently, it has stifled two major factors of people i.e., fear of health and fear of financial status.

2.2 CHANGING CONSUMER BEHAVIOUR

Though the announcement of lockdown brought in anxiety in the minds of everyone, government and food suppliers were certain on the incessant supply for supermarkets and other food chains to function (FGC, 2020 ; Newshub, 2020). But despite assurance , many individuals started to panic buy and pile up essential stock such as water, bread, gloves and other essentials in excess anticipating shortage of supply.Constraint of frequent travel and complete lock down during certain days, with the limited time, consumers did not have time to select amongst the brands and bought products which were available and engaged less in impulse buying (Hausman, 2000). Surf and Monroe (2003)

2.3 PANIC BUYING

Oxford (2020) states panic buying as “ the action of buying large quantities of a particular product or commodity due to sudden fears of a forthcoming shortage or price increase”. Several natural disasters occur each year and after such mishaps,law enforcement and news agencies warn public to refrain from panic buying. Panic buying unintentionally is the major reason for hike in prices, goods out of stock and long waiting queue which is even more worse (Badgalyan and Verma, 2015; Wu et al., 2020)..During Covid-19 lockdown , there were several viral messages passing around about the estimated scarcity of groceries due to temporary production shortage.Infact social media moderated the relationship between estimated scarcity and herd purchase of certain items(Wang D .Y, 2020). Those scarcity messages and pictures of empty shelves heightened the panic buying behaviour of the customers.

2.4 HERD MENTALITY

Herd mentality refers to the “alignment of thoughts and/or behaviours of individuals in a group, that emerges without purposeful coordination by a central authority or leading figure, and instead through local interactions among agents” (Kameda and Hastie 2015).

In one of the research study conducted on the impact of coronavirus on panic buying revealed that consumer behaviour during Covid-19 crisis was similar to the behaviour exhibited during historic crisis events categorised by panic buying(Loxton, Truskett, Scarff, Sindone, Baldry and Zhao, 2020)

2.5 COMPLETE WITHDRAWAL

Research studies investigated the withdrawal symptoms people experience during pandemic situations. It was observed that considerable people exhibited withdrawal typed symptoms in such junk items like French fries, pizzas and sweets which were otherwise addictive to them. The primary reason for such withdrawal being health conscious and fear of spread of covid due to probable unhygienic cooking condition.Physicians and social media played a major role in creating awareness amongst people to detox outside food in order to escape from the deadly virus

2.6 CONCEPTUAL FRAMEWORK

Based on the literature review collected from various research studies, covid-19 has undoubtedly created a fear in the minds of people and hence consumers exhibited changed behaviour of purchase especially with food items.Consumers were observed to stock certain food like bread, biscuits and confectionaries during lockdown fearing probable scarcity and exhibited herd consumer behaviour.During lockdown due to restricted movements, consumers bought groceries in a hurry and stocked items. Below is the model conceptual framework based on the review of literature.



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IMPACT OF SOCIAL MEDIA BONDING AND BRAND AWARENESS ON BRAND IMAGE, BRAND TRUST AND PURCHASE INTENTION OF GEN Z WOMEN CONSUMERS – A STUDY WITH SPECIAL REFERENCE TO CHENNAI.

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ABSTRACT

This study examines the associations between the younger generation through Social Media and its impact on the brand awareness, brand trust and purchase intention of the Gen Z Women Consumers in Chennai city. The study adopted the quantitative research method. The population of the study consisted of Gen Z Women consumers, studying at the Under-graduation level of the colleges and universities in Chennai who are very active on the Social Media Platforms like, Facebook, Instagram, Twitter etc. A sample size of 338 responses were collected by using the convenience sampling procedure. A structured questionnaire was designed and the responses were collected by online mode through google forms. A Structural Equation Modelling was used for the analysis of the data.

The results showed that the social media associations and brand awareness among the Gen Z women consumers had a positive influence on brand image, brand trust and purchase intention while purchasing online. In addition, Social media associations and brand awareness was directly influencing the purchase intention of these women consumers. Brand awareness and Brand Trust had a stronger influence on the purchase intentions of Gen Z women consumers.

Key words: Social Media, Brand Awareness, Brand Image, Brand Trust, Purchase Intention, Gen Z.

1. INTRODUCTION

Social media has become the most important part of an individual's life. With around 4.20 billion users around the globe it contributes to around 53% of the population being active users of social media. In fact, with the pandemic taking on the economy and declaration of complete lockdown by the countries, paved the way for consumers, organisations, institutions to

shift to virtual portal for all their needs and requirements. Almost all segment of the society right from small businesses and firms to large organisations have transited to social media platforms for effectively communicating with their customers. Among the various social media platforms, the most used was identified as Facebook with 2,740 million users, followed by you tube and Instagram.

The companies are constantly looking new and improved means to connect with their customers. Social media is a very innovative tool that can be used by the companies not only to engage their existing customers but to attract new ones. Companies that can connect and engage their customers through social media receives more positive responses for their brands.

Consumers have started using various social media platforms like Facebook, twitter, Instagram to share product reviews, information on services, advise on health and food, notifications, warnings, ideas, and tips of using certain products and much more. With these data readily available on social media, information is consumed by many people across the globe that has a very serious influence on the purchase intention of the consumers.

In the above context, this study aims to identify how the social media connections between the Gen Z consumers creates an awareness about a particular brand and its impact on brand image, brand trust and finally pursues a consumer to purchase the product.

2. REVIEW OF LITERATURE

2.1 Social Media Bonding, Brand Loyalty, Brand Awareness and Purchase Intention

(Ansari et al., 2019) In their study investigated the influence of brand awareness on the purchase decision of the consumers. 150 respondents comprising of 60% male and 40% female consumers was the sample size of the study. The study aimed at examining the impact of brand awareness on social media marketing on the consumers purchase decisions. The findings of the study revealed that though the impact of brand awareness was not much on the consumer purchase decision, social marketing through social media had much stronger and positive impact on the purchase decision of the consumers.

(Balakrishnan et al., 2014) Have examined the effect of social media marketing on brand loyalty and purchase intention of Gen Y consumers. The respondents were the students of various Universities pursuing they're under graduation. The findings of the study indicated that Gen Y consumers using social media platforms were positively influenced by virtual word of mouth communications like eWOM, online communities and online advertisements. This in turn led to the promotion of loyalty towards the brand and also lead to the increase in the purchase intention of the consumers.

(Kaya & Bicen, 2016) Studied the influence of social media on the behaviour of students. The study focus on Facebook. The study also investigated the relation between confidence in social media behaviour in social media and while using Facebook. The respondents consisted of students studying in level 9 to level 12. The results of the study indicated Facebook as the most used means of communication for sharing news, images, photos and songs. On the other hand, students were equally cautious in protecting their social identify and respected the privacy of their friends.

(Alalwan, 2018) in his study examined the factors influencing the purchase intention of Gen Z consumers through social media advertising. The findings exhibited that Key factors like hedonic motivation, habit coupled with interactivity, informativeness and perceived ease of use significantly and positively influencing the purchase intentions of the consumers.

(Ahmad & Suyatna, 2020) In their study have examined the impact of social media marketing on Instagram on the purchase intention of consumers moderated by brand equity. The respondents were the students pursuing their under graduation in Kuala Lumpur, Malaysia between the age group of 18 to 24 years. The study used the path analysis and developed a Structural Equation Model. The study disclosed that social media richness provided by Instagram lead to the purchase intention of consumers positively and significantly. Furthermore, the moderator role of Brand equity was a momentous interactor between the relationship of social media and purchase intention of consumers.

2.2 Social Media, Purchase Intention and Gen Z Consumers

(Duffett, 2017) In his study investigated the effect of social media marketing communication on the attitude of the young consumers. The sample size of the study consisted of students studying in Africa between the age group of 15 – 22 years, the Gen Z. The findings of the study revealed that the attitudes of the Gen Z consumers were positively influenced by the social media marketing communication. In addition, the attitudinal aspects portrayed that Gen Z consumers spend more time on social media for longer duration and change their profile frequently and also respond favourably to social media marketing communication.

(Huang & Copeland, 2020) In their study examined the impact of Instagram influencers on the purchase intention in the apparel sector. Surprisingly the findings show that many Gen Z consumers were influenced by the hashtag follows, in contrast the personal communication with the influencers as individuals had a much stronger impact on the intention to purchase.

(Wolf, 2020) In his study have examined the effect of influencer marketing on Gen Z consumers. This research was based on understanding the likings of this generation and their attitude towards influencers that completes a marketing strategy for an organisation. The sample size

... comprising of under graduate students pursuing media courses at Merrimack College between the age group of 15 – 22 years. Convenience sampling method was used to collect the data from 62 respondents. The findings of the study indicated that Gen Z consumers are highly influenced by authenticity of the posts, in addition this generation follow only those influencers who has similar interests, furthermore, Gen Z consumers wants real experiences.

RESEARCH APPROACH

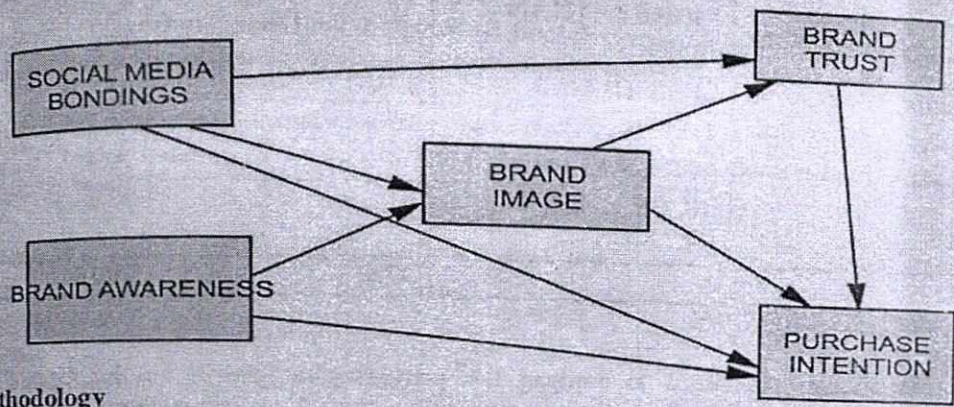
Based on the literature review we can find that Gen Z consumers are little different when compared to other generations. Though many researches have been undertaken in foreign countries to know their purchase behaviour and intention, not much study have been undertaken in India, thus this study tries to fill this gap of understanding the purchase motives of Gen Z Indian consumers.

1.1 Research Objectives

The objectives of the study are
 To analyse the purchase intention behaviours of Gen Z Women consumers making online purchases.
 To develop a Structural Equation Model exhibiting the influence of Social Media bonding on Brand Awareness, Brand Image, Brand Trust and Purchase Intention of Gen Z Women Consumers.

1.2 Research Model

The conceptual model of the study is shown in figure 1. In this figure Social media communications, brand awareness, brand image, brand trust and purchase intention are the latent variables. The testing of the associations between these variables in depicted in the figure.



1.3 Methodology

The present study has used both the primary and secondary sources of data. The framework of the study was developed by means of the secondary data while, Primary data was collected by means of a Structured questionnaire through online mode with the help of goggle forms.

The questionnaire included information on demographics of the respondents, key dimensions of Social media bonding, brand awareness, brand image, brand trust and purchase intentions of the Gen Z women consumers, who prefer to do Online shopping. The items of the questionnaire were taken from the study conducted by Yusuf Bilgin (2020). The demographic structure of the respondents was measured with close-ended questions. The views of the respondents regarding the variables were measured by adopting a 5-point scale (1= Strongly disagree, 5= Strongly agree).

The sample size of the study was 338 Gen Z Women consumers between the age group of 15 – 25 years who are actively using the social media handles like the Facebook, Instagram or twitter and follow atleast one brand on these social network sites. The data was analysed by means of SPSS and AMOS software's. Statistical tools like descriptive analysis, Mean, Standard Deviation and Structural Equation Model was developed to test the hypothesis and to draw results and conclusions.

A SOCIOLOGICAL STUDY ON THE SOCIO-ECONOMIC CONDITIONS OF WOMEN MIGRANTS IN CONSTRUCTION SECTOR IN CHENNAI

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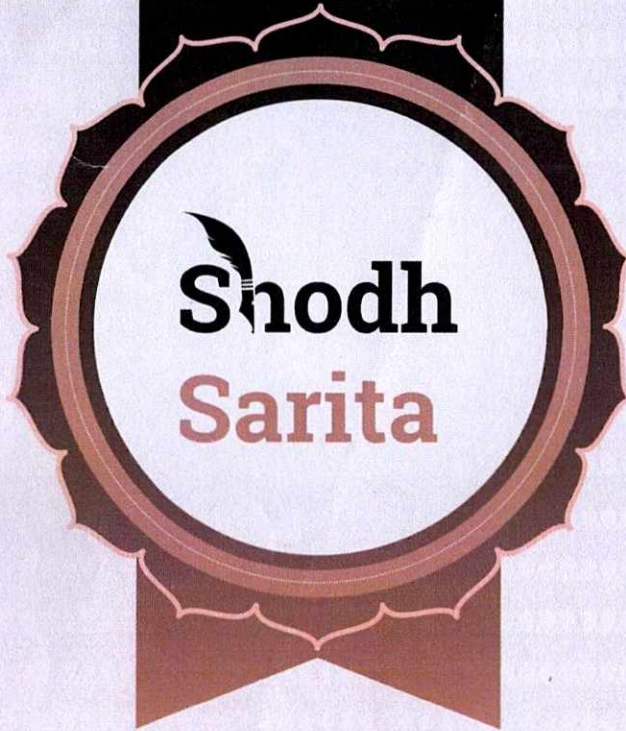
ABSTRACT

Migration is the process of movement of people from one area to another in search of better living conditions based on employment, education and other facilities. It is generally observed that most of the migrants to cities originate from socio-economically backward states of India and proceeds to the socio-economically better placed states of India. Marriage is still the predominant factor of female migration in India. According to Dube (2001), women are facing innumerable problems and issues in their workplaces such as mental stress, health problems, safety and security issues, and sexual harassments, less wage, inequality of treatment, exploitation, torture and discriminatory practices. In general, women face illiteracy, poor quality life, social constraints in decision making, poor health care benefits while in particular the work-related issues are frequent headaches, fatigues, sexual exploitation, low wages, denial of their rights, circulatory disorders, emotional imbalance, burnout, work-life imbalance, back pain, mental disorders, etc. Despite all these negative conditions, there has been an increasing number of female migrants in the construction sector in the city of Chennai. The present study explores the socio-economic conditions of these migrant women and provides suggestions to improve their living conditions

INTRODUCTION

Internal migration is defined as a movement of people from one place or location to another- from a place of origin to a place of destination, within the same country, and which is not of a casual nature, as a visit or a tour. It is necessarily a pre-emptive move; it is the need for better prospects that motivates humans to seek greener pastures. According to 2001 Census, there were 309 million migrants based on place of last residence and, female migrants constitute 218 million while it is 91 million for male. Thus migrants constitute around 30 percent of the total population and where male and female migrants constitute 18 percent and 45 percent of their population respectively. The figures point to the fact that this is important not only in terms of magnitude but also from the perspective of economic and social development. A commonly held belief is that the globalisation process all over the world as well as in India has accelerated the migration trend. Women have also started moving from their hometowns in search of better jobs, fulfilment and a better life for themselves and their families. Many recent studies in India have reported an increasing number of young women joining the migrant flow to cities, many of them going on their own and others also accompanying their husbands in order to find work in a multitude of jobs mostly in the unskilled and the unorganized

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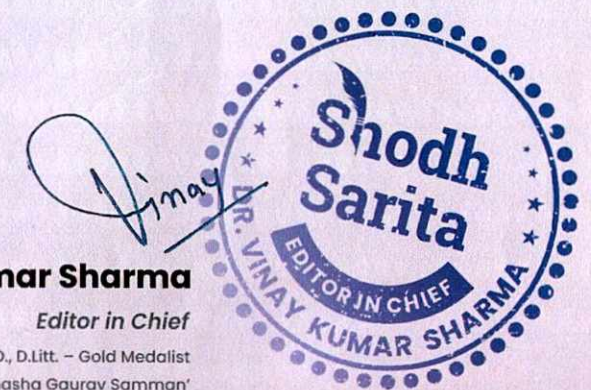
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FACTORS AFFECTING BRAND LOYALTY IN YOUNG ADULT MOBILE PHONE USERS

Shrividhya Janarthanan*
R.A. Ghayathri Swetha Kumari**

ABSTRACT

Brand Loyalty refers to the tendency of consumers to continuously purchase one brand's products over another. Building brand loyalty is crucial, as it is an important element in long-term profitability and provides a competitive advantage. (Kumar and Advan, 2005). The Mobile Phone Industry is rapidly expanding, and a major proportion of its consumers are Young Adults. Established literature shows that 2 main influencing factors of Brand Loyalty are Brand Trust & Customer Satisfaction. This study aims at determining which has a higher impact on Brand Loyalty. Responses were collected via online questionnaire from 150 respondents, aged 18 to 40 years. Pearson Product Correlation & Multiple Regression Analysis were carried out. RESULTS : Brand Trust was found to have a moderately positive & statistically significant relationship with Brand Loyalty. ($r=0.516$, $p<0.05$). Customer Satisfaction was found to have a low, positive & statistically significant relationship with Brand Loyalty. ($r=0.276$, $p<0.05$). Brand Trust was found to significantly predict Brand Loyalty ($p<0.05$), but Customer Satisfaction was not a significant predictor. It was also found that Brand Trust had a higher impact on Brand Loyalty, i.e. for a 1 unit increase in Brand Trust, Brand Loyalty will increase by 1.053 units, as compared to an increase of 0.183 units for a 1 unit increase in Customer Satisfaction. Implications of this study can be seen with regard to brand loyalty management in the mobile phone market.

Keywords : Brand Loyalty, Brand Trust, Customer Satisfaction, Mobile Phones.

Brand Loyalty is essential for the sustenance of Fast Moving Consumer Goods, providing marketplace advantages and profit margins. (FMCG). It can be defined as the tendency of consumers to continuously purchase one brand's products over another. It is a psychological dedication of the customer towards the brand. The top 16 retailers in the world together spent more than \$1 billion in 2000 on loyalty initiatives (Werner and Kumar 2002). Retaining existing customers costs five times less than attracting new customers. The success rate of selling to an existing customer is 60-70%, whereas it is 5-20% for new ones. It has been well established in literature that 2 main factors determining this loyalty are Trust in a Brand, and Customer Satisfaction.

In general, trust refers to the willingness to place confidence upon a party. Similarly, Brand Trust refers to "the willingness of the average consumer to rely on the ability of the brand to provide its stated function" (Chaudhuri and Holbrook, 2002). It has been found to directly affect behavior in supporting the brand. It influences brand attitudes and decisions such as purchases, loyalty, commitment, value perception, and referrals.

"Customer satisfaction is defined as an overall evaluation based on the total purchase and consumption experience with the good or service over time" (Cha & Bryant 1996).

It is more probable that an increasingly satisfied customer will make similar purchases in the future. They

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also advocate the Brand among their social circles, and satisfaction in general lowers negative word of mouth. Un-satisfied customers are likely to tell up to 15 people about their poor experience.

As the Mobile Phone Industry is rapidly expanding, Loyal Customers are essential for a brand to survive in competition with other brands. Latest smartphones have breakthrough features, and it is an extremely popular product. On an average, a home in India has more mobile phones than toilets. Loyalty is the main source for a Brand's survival in today's world. Top mobile phone companies release new products rapidly, continuously vying for consumer attention. Engaging with their customers helps them gain loyal, long term customers.

96% of Indians now own a mobile phone. A whopping 93% of 18-24 year olds own smartphones, closely followed by users between 24 to 40 years old. Mobile phones are considered intimate accessories and users maintain a very personal relationship with it. Increasing number of design and technology updates cause younger generations to update their mobile phones frequently.

It is important for businesses to know about the consumer behavior of Young Adults, and their unique views, using this to work towards retaining customers.

Multiple existing literature support the relationship between Brand Loyalty, Brand Trust and Customer Satisfaction.

Factors Affecting Brand Loyalty: A study in an emerging market on fast moving consumer goods, Journal of Customer Behaviour, Advani, July 2005 showed that brand trust was relatively more significant in influencing brand loyalty than the other 4 variables, i.e. brand functional benefits, brand trust, price consciousness, brand symbolism and genetic influence. *The impact of marketing mix elements on brand loyalty: A case study of mobile phone industry, by Adel Pourdendehghan, Marketing and Branding Research, 2015* 384 mobile phone users participated in this study, and findings showed that indexes of satisfaction and trust had a positive and significant impact on brand loyalty in the mobile phone industry.

Objective of Study

Established literature shows that 2 main influencing factors of Brand Loyalty are Brand Trust & Customer Satisfaction.

This study aims at determining which has a higher impact on Brand Loyalty.

METHODOLOGY

Sample - 150 responses were obtained via an online questionnaire.

The ages of the respondents are between 18-40 years, average age being 29 years. 93 respondents were females and 57 respondents were male. Their ages, professions, locations and mobile phone brand (out of Apple, OnePlus, Samsung, Motorola, Xiaomi, Oppo, Vivo, & Others) were also recorded.

Sampling - Convenience Sampling

Research Design - Correlational Design

IBM Statistical Product and Service Solutions (SPSS) version 20.0 was used to log in and analyze all the data.

Sample characteristics were described using Descriptive statistics - mean, range, and standard deviation.

Pearson-Product Moment Coefficient, One Way ANOVA, and Regression Analysis were used to examine the relationship between all variables of interest.

Scales used for measurement :

1. Loyalty (Brand) Scale - Algesheimer, Dholakia & Herrmann (2005)
2. Trust in the Brand Scale - Developed by Sheinin, Varki, and Ashley (2011).
3. Satisfaction (General) Scale - Developed by Mano and Oliver (1993).

RESULTS & FINDINGS

DATA ANALYSIS

The Problem :

1. **To determine whether Customer Satisfaction has a significant relationship with Brand Loyalty.**
2. **To determine whether Brand Trust has a significant relationship with Brand Loyalty.**

Table I shows the correlation between BL, BT and CS

	Brand Loyalty	Brand Trust	Customer Satisfaction
Brand Loyalty	1		
Brand Trust	.516	1	
Customer Satisfaction	.276	.369	1

** . Correlation is significant at the 0.05 level (2-tailed).

Pearson Product Correlation of Brand Loyalty & Brand Trust was found to be moderate, positive & Statistically Significant ($r=0.516, p<0.05$). Hence H1 is supported. Thus, an increase in Brand Loyalty behavior would lead to Higher Brand Trust in the users.

Pearson Product Correlation of Brand Loyalty & Customer Satisfaction was found to be low, positive & Statistically Significant ($r=0.276, p<0.05$). Hence H2 is supported. Thus, an increase in Brand Loyalty behavior would lead to Higher Customer Satisfaction in the users.

The problem : To investigate whether Brand Trust or Customer Satisfaction has a higher impact on Brand Loyalty.

H1 : Brand Trust has a significant impact on Brand Loyalty

The hypothesis tests if Brand Trust carries a significant impact on Brand Loyalty. The dependent variable BL was regressed on predicting variable BT to test the hypothesis H1. BT does significantly predict BL F

(2,147) = 27.88, $p < 0.05$, which indicates that BT does play a significant role in shaping BL. ($b = 1.053, p < 0.05$). These results indicate a clear significant impact of BT on BL R square = .275 which shows that BT explains 27.5% of variance in BL. The table below shows the summary of the findings.

H2: Customer Satisfaction has a significant impact on Brand Loyalty

The hypothesis tests if Customer Satisfaction carries a significant impact on Brand Loyalty. The dependent variable BL was regressed on predicting variable CS to test the hypothesis H2. CS did not significantly predict BL F (2,147) = 27.88, $p < 0.05$, which indicates that CS does not play a significant role in shaping BL. ($b = .183, p < 0.05$). These results indicate no clear significant impact of CS on BL. R square = .275 which shows that CS explains 27.5% of variance in BL. The table below shows the summary of the findings.

Table II: shows the impact of BT & CS on BL

Hypothesis	Regression weights	Beta coefficient	R square	F	t-value	p-value	Hypothesis supported
H1	BT on BL	1.053	.275	27.88	6.352	0.05	Yes
H2	CS on BL	0.183	.275	27.88	1.304	0.05	No

Note: BL – Brand Loyalty, CS – Customer Satisfaction

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EFFECTIVENESS OF LIFE SKILLS TRAINING AMONG SCHOOL STUDENTS

□ Ghayathri Swetha Kumari R A*
Nandini Jagadeesan**
R. Vatsala Mirnaalini**

ABSTRACT

The current study involved a psychosocial skill training program that took place in a suburban school with the sample comprising of 42 adolescents between 13-15 years of age (VIII and IX grade). The objectives of the training were to provide Life Skills Intervention for adolescents and measure the influence of Life Skills Intervention before and after the training. Pre and post intervention included measuring Life skills based on the 10 dimensions listed by WHO (WHO, 1999). The tools used were Life Skills Assessment Scale (LSAS) developed by (Nair, Subasree & Ranjan, 2009). Intervention was done for a week followed by post testing. The hypothesis that life skills training has a significant effect on the 10 dimensions was supported. The results revealed a significant increase among 8 out of 10 life skill dimensions. The conclusion of the study is that effective communication has the potential to impact changes on other life skills dimension and it emerges as a major predictor ($\beta=0.58, p<.05$) compared with other variables.

Keywords: Life skills, suburban school students, psychosocial skill training

INTRODUCTION

In today's world there is a tremendous amount of importance given to the academic pursuit. Although marks, grades, ranks, GPA and so on are generally considered good indicators of academic success during their course work, it is not the only factor that ensures holistic personality development. Equipping students with skills complemented by mainstream education forms a well rounded and comprehensive pedagogic system.

Adolescence (10-19 years) is a unique and formative time. Whilst most adolescents have good mental health, multiple physical, emotional and social changes, including exposure to poverty, abuse, or violence, can make adolescents vulnerable to mental health problems. Promoting psychological well-being and protecting adolescents from adverse experiences

and risk factors which may impact their potential to thrive are not only critical for their well-being during adolescence, but also for their physical and mental health in adulthood. Challenges to thrive are plenty.

Life skills are defined as, "the abilities for adaptive and positive behavior that enable individuals to deal effectively with demands and challenges of everyday life" (WHO's Information on School Health). The life skills listed includes decision-making, problem-solving, creative thinking, critical thinking, communication, interpersonal skills, self-awareness, empathy, coping with emotions and coping with stress (WHO, 1999).

Life skills provide children with important tools for development, such as independent thinking, socialisation, and a sense of agency during adverse situations at school and domestic front (dealing with a

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bully or personal insecurities and fears, for example).

With escalating academic and social demands placed on today's youth, it is imperative to consider the importance of life skills training.

The objectives of the study aimed to

- To determine the effect of Life skills intervention on the ten skills dimension (*Self-awareness, Empathy, Effective communication, Interpersonal Relationships, Creative thinking, Critical Thinking, Decision Making, Problem solving, Coping with emotions and Coping with Stress*) among adolescents.
- To determine the strongest predictor of Global life skills among adolescents.

METHODOLOGY

A Before – After without control informal Quasi experimental research design was used. Convenience sampling was used to acquire a group of 42 adolescents between 13-15 years of age (Std VIII and IX) from a suburban Government High School in Chennai. Students were surveyed using Life skills Assessment Scale (LSAS) (Nair, Subasree &

Ranjan, 2009). A brief interview with the corresponding teacher also helped in identifying the specific area of difficulty these adolescent students suffered from. After identifying 42 students in the age group of 13 – 15 years, a Life Skills training was conducted using regulated and standardized survey for pre and post testing. The intervention included psychosocial skill training which was activity based and participatory in nature. The Psychosocial skill training focused on the 10 life skills listed by WHO. The Life Skills Assessment Scale (LSAS) (Nair, Subasree, & Ranjan, 2009) was used to assess the ten life skills. LSAS comprises of 100 items in the form of statements in-built with a 5-point scale for the participant to check the appropriate response which is most descriptive of him/her. It has both positive and negative items. The reliability coefficient on split half is 0.82, test retest reliability is 0.91 and Cronbach's alpha is 0.84.

Results and Discussion:

The below tables present the descriptive and inferential statistical analysis for assessing the effect of the intervention in a before after without control research design.

Table 1: Presents the descriptive analysis of the scores on the ten dimensions of life skills before and after the administration of intervention

Variable	N	Before Intervention		After Intervention	
		Mean	Std. Deviation	Mean	Std. Deviation
Self-awareness	42	35.98	8.94	34.48	8.53
Empathy	42	37.17	9.47	38.86	8.02
Effective communication	42	27.83	10.46	30.88	8.49
Interpersonal Relationships	42	37.62	8.93	38.86	7.91
Creative thinking	42	39.62	8.31	40.38	7.35
Critical Thinking	42	38.98	9.09	40.69	7.55
Decision Making	42	36.33	9.15	38.90	7.23
Problem solving	42	34.69	7.94	36.83	6.47

Coping with emotions	42	34.31	10.19	35.26	8.42
Coping with Stress	42	26.57	6.35	31.19	6.11
Global Score		349.10	26.42	368.33	23.68

From Table I, it is evident that there has been an increase in the scores on all ten life skills dimensions' post intervention. However, to test the significance of this increase, paired sample t-test was performed.

Table II Presents the Paired sample t test values of the scores on the ten dimensions and Global scores on life skills

Variable	Mean	Std. error of Mean	t value	Sig (two-tailed)
Self-awareness	.50	.16	-3.04**	.004
Empathy	1.28	.14	-2.10*	.05
Effective communication	3.04	.60	-5.06**	.000
Interpersonal Relationships	1.23	2.32	-3.45**	.001
Creative thinking	7.62	2.64	-1.86	.069
Critical Thinking	1.71	3.91	-2.83**	.007
Decision Making	2.57	3.90	-4.27**	.000
Problem solving	2.14	.54	-3.91**	.000
Coping with emotions	.95	4.23	-.65	.153
Coping with Stress	4.61	3.17	-9.44**	.000
Global Score	17.54	1.44	-12.12**	.000

* sig at p<.05, two-tailed

** sig at p<.01, two-tailed

The results reveal that there has been a significant improvement in eight of the ten life skills dimension. Based on t values, it is evident that 'Coping with Stress' dimension has maximum gains, followed by 'Effective communication' and 'Decision making'. Though there has been an increase in the scores of 'Coping with emotions' and 'Creative thinking' dimensions, but it is statistically insignificant. This

clearly substantiates the effectiveness of the intervention in promoting Life skills. The observed trends in improvement can be explained by the nature of the intervention module and the incubation period required for effective manifestation of learnings. While tasks designed for promoting stress management, communication, and critical thinking were activity oriented involving hands-on training; promoting

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A CASE STUDY REPORT ON DISCRIMINATION OF STIMULUS CONSECUTIVELY IN AUTISM

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Abstract

Sam, 14-year-old, adolescent boy with autism, was conditioned to respond to two stimuli separately using prompting and reinforcement. He was observed for discriminating two stimuli consecutively upon random administration of the stimuli. The subject got conditioned to the first stimulus and exhibited correct response every time the stimulus was presented. However, the conditioning towards second stimulus took time although successful response was exhibited. Nevertheless, when the task was to discriminate first and second stimulus upon random presentation of the stimuli, the subject couldn't produce correct response consecutively. The findings enumerate the importance of primacy effect concerning discrimination of stimulus. Though the observation speculates the influence of the role of primacy effect in discriminating, the current study focused only on the process of discriminating the stimulus upon random presentation. Further research is suggested to verify the speculation as well as to identify other possibilities towards the discrimination of the stimulus.

Key words : Autism, Discriminative stimulus, Operant Conditioning, Consecutive response

"There needs to be a lot more emphasis on what a child can do instead of what they cannot do".

-Dr. Temple Grandin

INTRODUCTION

As the quote rightly points out, Autism children have tremendous potential. When given

the right teaching on what they are capable of, they bring out the best in them. "Good teachers helped me to achieve success. I was able to overcome autism because I had good teachers"(Grandin, 2002).

In the study titled, "A Case Study Report on Discrimination of Stimulus Consecutively in Autism", the efficacy of the role of prompting, reinforcement in teaching was analyzed. According to (Jensen & Womack, 1967), children with autism gets benefitted by operant conditioning, they show improvement in interaction and language at the same time, their temper tantrums and stereotypical behaviors gets reduced. Many researchers have proven the effectiveness of operant conditioning using prompting and reinforcement to train a child with autism respond to stimulus (Morales, 2021).

The subject chosen for the current study was a 14 year old adolescent boy with autism, who had difficulty with his basic self-care and expressive language. The area of expressive language was given priority as development of a child begins with expressive language. The milestone chart for expressive language for the subject in the study falls in the range of 6 - 12 months with features involving recognition of facial expressions and babbling ("Expressive Language Using Words and Language," 2019).

According to study by Rivard et al., 2021, operant conditioning using reinforcement improves responding to stimulus by a child with

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autism. The methods like reinforcement and prompting are efficient to enable a child to respond to the stimulus (Schuetze et al., 2017).

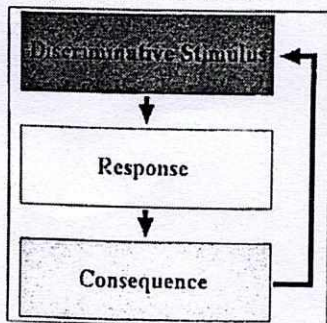
In the current study, the subject could acquire learning using reinforcement and prompting, conditioning got established between the stimulus and the response. The study then aimed to observe the capacity of the subject to discriminate the stimulus. DeQuinzio et al., 2020 worked on a multiple design to facilitate children with autism to discriminate emotional expressions. In this study, training included discrimination of the stimulus over expressive language.

Discrimination of stimulus was trained as a part of acquired learning for the subject within the limited module content. However, discriminating the stimulus consecutively was a great challenge for the subject. Further teaching and remediation is suggested to enable discrimination of the stimulus consecutively.

LITERATURE REVIEW:

Discriminative stimulus is any stimulus that elicits a certain response, which is specific as well as discriminating between cues and henceforth leading to the success of responding to obtain reinforcement (Ciccarelli & White, 2015a)(Figure 1).

Figure 1 : The systematic steps in discriminating and responding to the stimulus.



Source : (Psyco 104X1, Chapter 5 Lecture Notes, 2000)

Taylor Santa et al., 2014 studied the establishment of conditioned response initially and hence its effect on discriminating training procedure. In the current study on "A Case Study Report on Discrimination of Stimulus Consecutively in Autism", a conditioned stimulus response pair was created and its capacity to discriminate stimulus consecutively upon reinforcement was observed.

In the study by (Boyle et al., 2020), the participants were trained to respond to discriminations in the stimulus for a comparable number of times. However, the study posits little about consecutive response. The current study was aimed to observe the discrimination of stimulus by providing correct response consecutively.

The study by (Dixon et al., 2021) provide strong support for generalized operant conditioning, however, the study seeks for higher level behavioral expressions as future explorations. Considering higher level behavioral expressions would include discriminating the stimulus. Many studies have been demonstrated with discriminating stimulus among people with autism (Tereshko et al., 2021).

The study by Olaff et al., 2021 enumerates that difficulty of differentiating stimulus and how discrimination training necessitates further research to avoid blocking of the stimulus with the response. However, the occurrence of discriminating the conditioned stimulus consecutively is the focus of the present study (Figure 2).

FINANCIAL AND SOCIAL EXCLUSION OF TRANSMEN: A QUALITATIVE STUDY IN THE CHENNAI REGION

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ABSTRACT

Although a lot of research has been undertaken to understand the social exclusion of the transgender community, there has been little to no research that studies the problems of this ostracised community through an economic lens. The contention of this paper stems from the truth that besides several societal, familial, and psychological pressures, the transgender community also tend to be financially excluded from the rest of the society. Being a primary study, the research interviewed a sample of 30 transmen in the Chennai district of Tamil Nadu, India. The target group of study was specifically transmen in the Chennai region, as the transmen sub-community within the transgender community itself has been heavily underrepresented and their voices unheard. This research paper specifically highlights issues faced by transmen that have an economic relatedness. These range from health, banking awareness, saving habits and employability. The study not only throws light on these issues but also provides policy suggestions that could lead to better economic inclusion of transmen and subsequently their integration into mainstream society.

Keywords Transmen, marginalisation, financial awareness

JEL Classification: S55, E26, J15, J16, Z13

DEFINITIONS

A transgender man or transman is an individual who was assigned or designated female at birth (usually based on sexual characteristics), but who identifies as male.

A transgender woman or transwoman is an individual who was assigned or designated male at birth (usually based on sexual characteristics), but who identifies as female.

A cisgender person is someone whose gender identity matches the one they were assigned at birth. The prefix "cis-" signals a sense of being all on the same side, in contrast to "trans" which signals a movement between or across.

Gender identity refers to the gender that a person identifies irrespective of his sex.

INTRODUCTION

Transmen and transwomen are a familiar sight in India. They are often seen at