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# O J A S

## EXPANDING KNOWLEDGE HORIZON

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O J A S  
EXPANDING  
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# OJAS

Expanding Knowledge Horizon

AN INTERNATIONAL JOURNAL OF RESEARCH IN MANAGEMENT  
(INDEXED IN J-GATE)

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The journal welcomes innovative research based papers, perspectives, case studies and book reviews in functional areas of management. All submissions are reviewed in terms of their contribution to literature, research, empirical evidence and appropriate methodology. For any further query, please contact

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# From the Editor - in - Chief

I am delighted to introduce the Jan-June 2020 issue of OJAS: Expanding Knowledge Horizon, an International Journal of Research in Management. The wide range of research topics and perspectives that current issue includes are contributing to the business management literature to creatively solve the problem and develop analytical thinking. This issue comprises research papers and perspectives under the double blind review process. Only the articles meeting the scope, format, criteria, quality and publication ethics are included in the journal. We congratulate all the authors for the completing the process

Anupreet Kaur Mokha and Dr. Pushpender Kumar in their research paper titled “Determinants Of E-CRM in Influencing Customer Satisfaction in The Banking Industry” have examine the impact of E-CRM on customer satisfaction in the banking industry and found that E-CRM had a significant positive impact on customer satisfaction. Thus, the adoption of E-CRM is considered to be an essential tool for banks to attract and retain enduring relationships with the customers.

Dr.Bhoopendra Bharti, (Prof)Dr.Ajay Sharma and (Prof)Dr. Bhavna Agarwal in their paper titled “Antecedents of Consumer Response Towards Sales Promotion Technique in Organized Retailing: A Conceptual Overview” have proposed a multidimensional model, following cognitive-affective-behaviour pattern, which stands on some identified sales promotional techniques to stimulate different promotional responses in organized retail sectors.

AnshikaGoel in her paper titled “Technology Enabled Brand Building by the Marketers: An Indian Perspective” focused over how marketers today are making use of technology to build their brands in the minds of consumers and analyse how technology has brought in a new dimension to conventional marketing and revolutionized the entire concept of brand building in the minds of consumers.

ChahatSahani and Sakshi Bansal in their article titled “Green Marketing in India: Review of literature” have discussed the impact of green marketing on firm importance and recent trends in India of green marketing in context of Indian market and explored its various challenges too.

Nidhi Shukla and Sarika Singh in their article titled “Study of Workplace Bullying” discussed conceptual understanding and analyzed how bullying behavior affects a target’s ability to perform their jobs, which might impact the morale of staff and also the monetary performances of a company.

Dr. Anand Rai, Dr.Arvind Bhatt and Dr.Parul Yadav in their article titled “Equity Investment through Geometric Progression: Beyond Value Investing” illustrated the concept of geometric progression and how it can be used as one of the strategies in stock market investment to make guaranteed profit irrespective of stock market movement Anna Anjana Varghese andProf.Dr.Siby Zacharias in their paper titled “Scope of Digital Marketing in Medical Tourism with Special Reference to Ayurvedic Tourism in Ernakulam District” attempted to discover the inclinations of the traveler on the diverse online advanced advertising stages and procedures directly received by ayurveda focuses in Ernakulam and recommended that travelers find the online stage progressively compelling to know the subtleties and effectively get surveys of treatment habitats.

I would like to thank esteemed members of the editorial advisory board and reviewer for their valuable inputs. I also would like to also thank executive editor Dr. Ajay Kumar Patel for his continuous and effective coordination in bringing out this issue.

We as a business journal are continuously expanding our network of research scholars, academic professionals and industry practitioners and aim to become a leading journal of business management. We likewise hope to get an anomalous state of the commitment of substance as research papers, articles, contextual analysis, case study, interviews and book reviews from around the globe. We look forward to working with all of you and welcome your submissions, as well as feedback as authors, readers, and reviewers of the journal.

**Thank you**

**Timira Shukla**  
**Editor-in-Chief**

# *Our Inspiration*



**Dr. Rajaram Jaipuria**  
(1934-2015)  
**Founder, Jaipuria School of Business**

“When one performs his prescribed duty only because it ought to be done, and renounces all material association and all attachment to the fruit, his renunciation is said to be in the mode of goodness”...

Bhagwad Gita

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# Determinants of E-CRM in Influencing Customer Satisfaction in the Banking Industry

Anupreet Kaur Mokha\*  
Dr. Pushpender Kumar\*\*

## Abstract

The banking industry has been facing numerous challenges in this competitive business world. In order to cope up with these challenges, the banks have to adopt electronic means in order to satisfy their customers. One such means is the adoption of Electronic customer relationship management (E-CRM). E-CRM helps in creating and maintaining long-lasting mutual relationships with the customers through various electronic touch points. The rationale behind this research was to examine the impact of E-CRM on customer satisfaction in the banking industry. For this, 200 valid questionnaires were collected from banks' customers who were using E-CRM services. The data was analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM) using software Smart PLS. The results revealed that E-CRM had a significant positive impact on customer satisfaction. Thus, the adoption of E-CRM is considered to be an essential tool for banks to attract and retain enduring relationships with the customers.

**Keywords:** CRM, E-CRM, customer satisfaction, banking industry, PLS-SEM.

## Introduction

The banking industry has been facing numerous challenges due to the rapid changes in the business environment. Therefore, to meet customer preferences and demand, the banking industry has to be more competitive in addressing the customers' problems. Customer relationship management (CRM) is a technique through which organizations can get data about its customers (existing as well as potential), their requirements and desires and take advantage of them by fulfilling and retaining them (Saputra, 2019). CRM basically depends on the business reasoning that customers are the center of the business and an organizations' prosperity and success relies upon how viable they deal with their customers. CRM is defined as a complete business and marketing procedure that incorporates innovation, a strategy and all business operations around the customer (Anton 1996; Anton & Hoeck, 2002). These days' organizations employ CRM with the help of an information system known as Electronic customer relationship management (E-CRM) (Chuang et al., 2012). Through E-CRM, organization can make significant decisions by including customers and through web-based personalized relationships of an organization with each customer is conceivable (Abdulfattah, 2012). Moreover, the researchers advocated E-CRM as a concatenation of web-based marketing and customer based strategies (Al-Dmour, Algharabat, Khawaja & Al-Dmour, 2019).

There are two types of E-CRM: (1) Operational E-CRM (also known as front-office E-CRM) is defined as customer touch points

through which customers are able to interact with their service provider through both inbound and outbound contacts such as email, telephone, customer service centers, fax, websites, and other web technologies. (2) Analytical E-CRM (also known as back-office E-CRM) is defined as the technique that can be applied on available customer information so as to analyze the purchasing pattern of the customers based on behavior, demographics, environment and past experience and involvement with the organization (Dyche, 2001).

One reason why organizations contribute to E-CRM is that it improves customer satisfaction and customer loyalty (Khan & Khawaja, 2013). In 2001, Apicella announced that in spite of the fact that E-CRM positively affects consumer satisfaction, yet at the same time some E-CRM ventures neglect to meet the necessary objectives. This disappointment of E-CRM can be because of the absence of considering business procedure and actualizing such features that in reality neglect to perceive consumer satisfaction (Abu-Shanab & Anagreh, 2015) or it tends to be because of the dread an individual has towards the innovation and technology (Daud & Aziz, 2019).

The physical interactions between the individuals are diminishing because of the bustling daily routine and over troubled schedule. They stay in contact with one another through innovation and technology, for example, mobile phones, online networks, FAXs, emails, etc. In such circumstances, E-CRM plays a significant role as it provides convenience and aides in providing an instant response to the queries (Hendriyani & Raharja, 2018). Consequently, keeping in view the increment in its utilization, it is

imperative to examine the impact of E-CRM on customer satisfaction. Therefore, this research aimed to answer the following research questions:

RQ1: What are the various dimensions of E-CRM and customer satisfaction in the banking industry?

RQ 2: Does ECRM have a significant positive impact on customer satisfaction?

## Literature Review

Customer relationship management (CRM): CRM is defined as the management approach for creating, maintaining and enhancing long-lasting relationships with the customers (Popli& Rao, 2009). It has developed as one of the most broadly endorsed solutions for drowsy development of numerous industries in general and banking industry in particular (Azila& Noor, 2012). It is a comprehensive approach which puts the customers at the core of the business procedures, operations and activities for improving customer satisfaction and expanding benefits (Ajmal& Sana, 2019). The whole business process comprises profoundly coordinated efforts to find, create, stimulate and fulfill customer's needs. The advanced business has acknowledged it and is putting forth hard and fast attempts to become 'customer- driven' over the globe. Henceforth, CRM isn't a once-for-all task yet a persistent process (Kohli&Maurya, 2018). It is the method of completing business covering all the parts of the cutting edge business. It is an indispensable methodology of managing customers by conveying the propelled innovation and technology (Rahimi&Kozak, 2017).

Electronic customer relationship management (E-CRM): E-CRM is defined as managing relationships with the customers with the help of various web technologies such as emails, web browsers and other electronic touch points (Ahmad, 2009). CRM plays an important role in building long-term relationships with their customers through traditional methods such as face-to-face transactions, fax etc (Alhaiou, 2009). When these interactions with the customers are made through internet modes, then the

concept is redefined as E-CRM (Mousavian&Ghasbeh, 2017).Addressing customers' needs and desire and collecting customer information has been critical in this competitive business environment (Feinberg, Kadam, Kokama& Kim, 2002). E-CRM plays a significant role in establishing enduring and durable relationships between the customers and the service provider (Khalifa& Shen, 2009). Banks are using various E-CRM tools to enhance their relationship and to provide their customers with one-stop services and convenience (Chuang, Huang, Liu & Tseng, 2012). Such tools are internet banking, mobile banking, electronic funds transfers (RTGS/NEFT), ATMs, debit/credit cards etc (Adlin, Ferdiana & Fauziati, 2019). E-CRM helps in managing effectiveness and efficiency in enhancing the customer service and support (Rozita, 2012).

Customer Satisfaction: Customer satisfaction is described as measuring how satisfied customers are with the goods, services and capabilities of a business. Satisfaction is characterized as an individual's sense of pleasure or satisfaction in comparing his or her expectations to the goods, results and perceived results received (Kotler, 2016). When the customers are provided with the good quality products and services, their satisfaction level increases (Al-Dmour et al., 2019). In this highly competitive business environment, it has become an imperative to address customers' needs and problems in order to make them satisfied (Tariq et al., 2019). The companies are trying their best to take competitive advantage over the others by maintaining and retaining relationships with them through increased satisfaction (Ismail &Hussin, 2013). The information on customer satisfaction, through surveys and ratings, will help a company decide whether its goods and services are better enhanced or modified.

## Conceptual Model and Hypotheses

The researcher has developed the following research model in order to demonstrate the relationship between the research variables through a systematic and structured analysis of previous research and literature in the fields of electronic customer relationship management (E-CRM) and customer satisfaction (Figure 1).

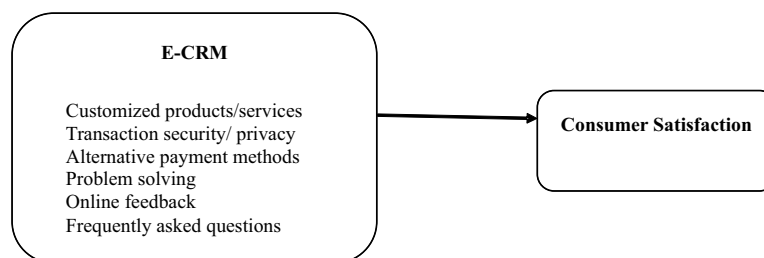


Figure 1: Research model of the research

## Research Hypothesis

E-CRM and Customer Satisfaction: For decades, customer satisfaction has been an important topic, particularly in customer behavior in services, e.g. financial services, health services, insurance and education. The foundation of business relations is satisfaction (Abdulfattah, 2012). The expansion of the electronic business has obscured the difference between end users and online customers, driving the need to represent the blend of technical and marketing elements that become increasingly notable in the internet world (Liu, Zhou, & Chen, 2006). The satisfaction of online customers does not exclusively rely on the qualities of product and service (as in marketing literature), yet in addition relied upon the interaction between customers and the system (as in IS literature) (Tariq et al., 2019). Steep competition, globalization and increasing customers demand has changed the business environment entirely (Chuang et al., 2012). The survival and progress of organizations therefore depend on the retention of customers satisfied (Khan & Khawaj, 2013). Thus, the organizations can enhance their relationships with their customers by making them satisfied, improving the product or service quality and resolving their issues (Al-Dmour et al., 2019). Thus, there is a dire need to study the impact of E-CRM on customer satisfaction in this changing business environment. On the basis of this, the research hypothesis for the study was:

H1: E-CRM has a significant positive impact on customer satisfaction in the banking industry.

## Research Methodology

In this study, the dimensions of E-CRM were adopted from Abdulfattah (2012). Abdulfattah (2012) conceptualized E-CRM

into six dimensions namely customized products/services; transaction security/ privacy; alternative payment methods; problem solving; online feedback and frequently asked questions. The scales of the E-CRM dimensions consisted of 19 items whereas four items were adopted from Mohsan et al., (2011) to measure customer satisfaction. The data was collected using a structured questionnaire from four banks i.e. two public sector banks (SBI and PNB) and two private sector banks (HDFC and ICICI) from Delhi/NCR. 200 valid questionnaires were used to examine the proposed relationship. Convenience sampling technique was used in this study to collect the data from the respondents. Both the online and offline questionnaires were employed for data collection. All the statements were measured on a 5-point likert scale with 1 being strongly disagree and 5 being strongly agree. The proposed hypothesis was tested using Partial Least Square-Structural Equation Modeling (PLS-SEM) using software Smart PLS.

## Analysis and Discussion

### 5.1 Evaluation of Measurement Model

In this study, E-CRM was considered as a single construct (i.e. second-order construct) consisting of the six first-order constructs i.e. customized products/services, transaction security/privacy, alternative payment methods, problem solving, online feedback and frequently asked questions (FAQs) and the other first-order construct was consumer satisfaction. The measurement model results are shown in Table 1.

**Table 1: Measurement model result**

A: Results of Convergent Reliability and Validity of First-Order Constructs				
	Outer Loadings	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
<b>Customized Products/ Services</b>		0.892	0.892	0.843
CPS1	0.92			
CPS2	0.938			
CPS3	0.896			
<b>Transaction Privacy/Security</b>		0.883	0.898	0.812
TSP1	0.848			
TSP2	0.935			
TSP3	0.917			
<b>Alternative Payment Methods</b>		0.783	0.876	0.704
APM1	0.921			
APM2	0.912			
APM3	0.945			



<b>Problem Solving</b>		0.752	0.859	0.671
PS1	0.894			
PS2	0.911			
PS3	0.841			
<b>Online Feedback</b>		0.734	0.85	0.656
OF1	0.868			
OF2	0.746			
OF3	0.877			
<b>Frequently Asked Questions (FAQs)</b>		0.71	0.839	0.636
FAQ1	0.931			
FAQ2	0.863			
FAQ3	0.949			
<b>Consumer Satisfaction</b>		0.816	0.879	0.645
CS1	0.87			
CS2	0.874			
CS3	0.883			
CS4	0.844			
<b>B: Results of Convergent Reliability and Validity of Second-Order Constructs</b>				
	<b>Beta Values (between first-order and Second-order constructs)</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
<b>E-CRM</b>		0.88	0.94	0.75
<b>Customized Products/ Services</b>	0.815			
<b>Transaction Privacy/Security</b>	0.813			
<b>Alternative Payment Methods</b>	0.879			
<b>Problem Solving</b>	0.921			
<b>Online Feedback</b>	0.979			
<b>Frequently Asked Questions (FAQs)</b>	0.798			

### 5.1.1 Reliability

The individual reliability of each item depends upon the standardized factor loadings as depicted in Table 1. According to Fornell&Lacker (1981), the items whose factor loadings are more than 0.707 are to be accepted. Since, all the factors were having factor loadings more than 0.707, therefore, all the factors were retained. The reliability of all the constructs were measured through Cronbach's alpha and composite reliability. According to Nunnally (1978), Cronbach's alpha and composite reliability value more than 0.70 is recommended. Since all the factors (single constructs as well as high-order constructs) were having these values more than 0.70 (Table 1), therefore, the internal consistency criteria was met.

### 5.1.2 Convergent Validity

The convergent validity criteria was met through average variance extracted (AVE). AVE value of each construct more than 0.50 is recommended (Fornell&Lacker, 1981). Since all the constructs (first-order as well as second-order construct) were having these values more than 0.50 (Table 1), therefore, the convergent validity criteria was met.

### 5.1.3 Discriminant Validity

The discriminant validity was analyzed using three criteria:

a) FornellLacker criterion: According to this, the diagonal values (i.e. square root of AVE) should be more than the non-diagonal values (i.e. correlation between the constructs). Table 2 showed

that all the diagonal values of the constructs were more than non-diagonal constructs, therefore, this criteria was met.

b) Cross Loadings: The results showed that all the values of cross loadings were higher in their respective constructs than the other constructs.

c) HTMT ratio criteria: According to Henseler, Ringle&Sarstedt, (2015), the HTMT ratio values less than 0.85 or 0.90 is recommended. Since, in Table 3, all the HTMT ratios values were less than threshold limit, therefore, this criteria was met.

**Table 2: Fornell Lacker Criterion**

	1	2	3	4	5	6	7	8
Customized Product/ Services (1)	<b>0.918</b>							
Transaction Privacy/Security (2)	0.45	<b>0.901</b>						
Alternative Payment Methods (3)	0.567	0.607	<b>0.926</b>					
Problem Solving (4)	0.532	0.512	0.63	<b>0.883</b>				
Online Feedback (5)	0.606	0.52	0.564	0.705	<b>0.833</b>			
Frequently Asked Questions (FAQs) (6)	0.413	0.445	0.467	0.557	0.66	<b>0.915</b>		
Customer Satisfaction (7)	0.589	0.574	0.599	0.614	0.59	0.478	<b>0.868</b>	
E-CRM * (8)	-	-	-	-	-	-	0.72	<b>0.866</b>

Note: The values shown on the diagonal (bolded) are square root of AVE whereas off-diagonals are correlation values between the constructs.

**Table 3: HTMT Ratios**

	1	2	3	4	5	6	7	8
Customized Product/ Services (1)								
Transaction Privacy/Security (2)	0.505							
Alternative Payment Methods (3)	0.621	0.673						
Problem Solving (4)	0.595	0.579	0.71					
Online Feedback (5)	0.703	0.628	0.647	0.861				
Frequently Asked Questions (FAQs) (6)	0.445	0.501	0.506	0.626	0.78			
Customer Satisfaction (7)	0.656	0.647	0.661	0.699	0.69	0.529		
E-CRM * (8)	-	-	-	-	-	-	0.781	

\* Second-order construct

**5.2 Evaluation of Structural Model**

The coefficient of determination value (i.e. R2) value of the dependent variable shows the predictability of the structural model. Since, the R2 value of consumer satisfaction is 0.529, which meant that 52.9% of the variance of consumer satisfaction was explained by E-CRM, therefore, this value was considered moderate and acceptable (Chin, 2010). f2 value measures effect size between the independent and dependent variable (Chin,

1998). The value in Table 4, showed that the effect size was medium. To examine the structural path relationships between the independent and dependent variable, bootstrapping test was computed. The results in Table 4 revealed that there was a significant positive relationship between E-CRM and consumer satisfaction (O= 0.793, p= 0.000), which were significant at 5% significance value and t-statistics value was greater than 1.96. Path diagram of the current study was demonstrated in Figure 2.

**Table 4: Bootstrapping Results**

Structural Path Coefficients	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	f <sup>2</sup> Values
E-CRM > Customer Satisfaction	0.793	0.791	0.054	14.656	0.000	1.122

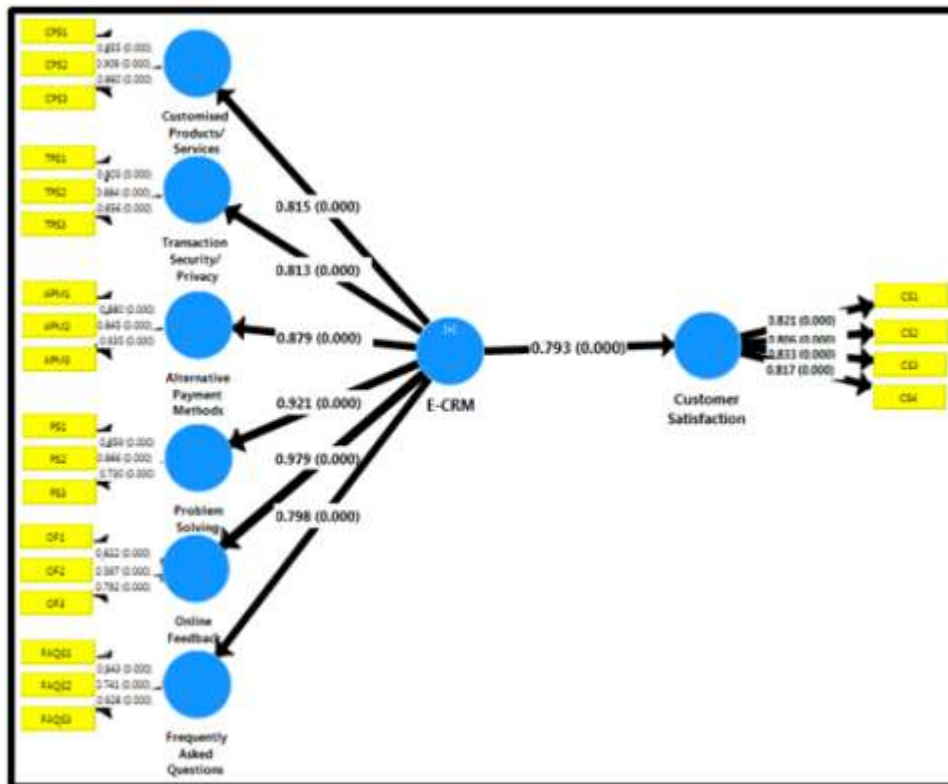


Figure 2: Path diagram of the research model

**Conclusion**

In order to deal with the changing customer requirements and wants and to be competitive in the banking industry, the banks had to make every effort to add value to their E-CRM strategy to achieve customer satisfaction and the loyal customer base. The results based on the PLS-SEM revealed that E-CRM had a significant positive on the customer satisfaction. This model was

able to explain 52.9% of the variance of consumer satisfaction by E-CRM. The findings of this research were found to be in line with the findings of extant literature suggesting that the E-CRM had a significantly positively affected customer satisfaction (Abdulfattah, 2012; Chuang et al., 2012; Ismail and Hussin 2013; Khan & Khawaja, 2013; Bataineh, 2015; Oumar et al., 2017; Mulyono, &Situmorang, 2018; Al-Dmour et al., 2019; Tariq et al., 2019).

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# Antecedents of Consumer Response Towards Sales Promotion Technique in Organized Retailing: A Conceptual Overview

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## Abstract

In today's business world the selection of suitable sales promotional technique is a significant decision for organized retailers. It is important for the retailers to grab the mechanism involved at the consumer level with regard to sales promotions. Indian consumers are price sensitive; each retailer is trying to catch the attention of more customers through different sales promotional activities. But the exact result of the impact of sales promotion on consumer buying behaviour is unclear so far. Therefore, in the milieu of consumer's use of retail sales promotions, a multidimensional model, following cognitive-affective-behaviour pattern, is proposed in this paper. This model stands on some identified sales promotional techniques from previous literature like coupons, buy-two-get-one, Cash back, price discount, Samples and scratch and saves assumed to stimulate different promotional responses in organized retail sectors.

**Keywords:** Sales promotions tools, Consumer buying behaviour, Purchase decisions, Marketing.

## Introduction

In this competitive era of organized retailing, the consumer has become more powerful. He operates through his autonomous power and enjoys more freedom in his purchase decision. A consumer is in a position to influence the sellers regarding size, quality, and contents of the product, price and post-purchase services. For example, in the case of price strategy, the consumer understands the value of money which he or she is paying for the product. If a consumer demands a better life cycle of the manufactured goods according to his usefulness and utility may be the deciding factor for the sales transaction. As an outcome, the market no longer remains the sellers' market but gradually becomes a buyer's market.

India's consumer market is raising the crest of the country's economic boom. With the rising of disposable income, ease of finance, steady income gains significantly influenced the consumer purchase decision. The demand for consumer goods has also been increasing consistently with the expansion of organized retail. In 2014, food & grocery accounted for nearly 69 percent of total revenues in the retail sector, followed by apparel-8.0 per cent. Demand for Western clothes and readymade garments have been increasing at the rate of 40–45 percent annually; apparel penetration is expected to increase up to 30-35 percent by 2015. In 2014, jewelry reported for 6 per cent share in Indian retail sector and its share is expected to increase up to 8 per cent in the financial year 2020 (Indian Brand Equity Foundation, January 2016).

Sales promotional tricks were originally planned to be short-term incentives aimed at giving immediate consumer responses that include: buy-one-get-one-free, price discount, event sponsorship, coupons, rebates, free offers, patronage rewards and other incentives. Traditionally, these techniques were observed as supplement to other elements of the firm's promotional mix. Priyaet al., (2004) proposed that sales promotions are temporary offers to consumers, intended to achieve a specific sales objective. Martin Owusu-Ansah, Kofi Poku (2013) found that marketers recognize the promotional activities an integral part of many marketing plans and recently, the focus on sales promotion has shifted from short-term goals to long-term goals which deals with customer satisfaction rather than increase sales with regard to the promotional strategies aimed at building brand equity and maintaining long-lasting purchases. Low and Mohr (2000) identified the companies, keeps on spending a huge amount of money from their financial budget to sales promotion. They allocate around 75 percent of their communication budget for sales promotion (Hellman, 2005).

In the similar view, a number of the important descriptions given by different scholars such as Schultz and Robinson (1982) acknowledged that sales promotion is about adding straight stimulus or incentive to the sales force, to the distributor, or to the consumer, with the main objective of creating an instant sale. In general term sales promotion can be defined as short-term inducements for consumer purchase decisions (Webster, 1971, p.556). Thus, it symbolizes the marketing efforts that are additional in nature, and are performed for a limited period of time, and look for incentive buying (Davis, 1981, p.536).

Based on the above descriptions, Blattberg and Neslin (1990), developed their own definition of the term sales promotion. They chose to exclude the phrase 'short-term' from the definition for the reason that of the dispute concerning the long-run impacts of sales promotion and said: "Sales promotion is an action-oriented marketing affair whose intention is to have a direct effect on the behaviour of the company's customers." Thus, it is valuable to retailers' in many ways for example, various promotion types like in-store display and "two-for-one" offers are repeatedly used to generate unplanned purchases (Inman et al., 1990; McClure and West, 1969). Thus, Sales promotions speed up the more number of shopping trips to the store (Walters and Rinne, 1986). In addition, it has been also found that promotions persuade consumers to increase stockpile, which ultimately lead to reduce the retailer's inventory costs (Blattberget al; 1981). Thus, an effective strategy must be developed in order to understand how consumers respond to different promotional tools not only for the sales promotion point of view but also from other fundamentals of the communications mix that are closely associated with the sale (Strang,1976). Different researchers are raising questions about consumer purchase decisions with regard to different sales promotions techniques, but the results have been limited and

mixed because of different methodologies, focus, and scientific paradigms.

## Objective

The objective of this paper is to identify the key aspect of consumer response towards Sales Promotional Technique with special reference to organized retailing.

## Methodology

Research methodology refers to the research process, the procedural framework within which the research is being conducted. This methodology as defined by Leedey and cited by Remenyiet al., (1998) is an optional framework within which the facts are placed so that their meanings may be seen more clearly. Thus, the researcher must design the steps of research methodology focussing on the research objective and the logic behind it. Keeping the concept in mind this study is an effort to identify the factors of consumer response on different Sales Promotion Technique. In order to achieve the above stated objective, secondary data has been collected from the EBSCO database. The details are as follows

Nature of sources	Research Papers. Theses
Name of Research data base	Ebsco, Emerald, Science Direct
Time period	1969/1981 to 2016

## Literature Review

### 1.1 Purchase Decision Process:

A consumer's buying decision consists of three general aspects: motivation, involvement, and satisfaction (Kotler & Keller, 2006). Motivation is the force to take an action to accomplish the goals. Involvement is the stage of distinguished personal interest that comes to mind by an incentive within a specific situation (Blackwell, Miniard&Engel, 2006). Finally, the offering of the merchandise will be in boom if it will carry satisfaction to the customers.

A consumer selects products among various alternative products and the choice is based on better delivery of value. Thus, consumer satisfaction reflects their personal judgments from products' performance in relation to their expectations. If consumers' perceived performance meets their expectations, then as a result the level of consumer satisfaction will be high (kotler&keller, 2006).

### 1.2 Factors Affecting Consumer Response:

Joel (1994), found that a vast majority of consumers have stated that their purchase decisions are persuaded by their view of the parent company s environmental concern and image. As a result of this, manufacturers and retailers at the national and local level have presented various environmentally-themed corporate ads and designed it in such a manner, so that it will improve their corporation s environmental image.

Pearce (1996), stresses the importance of the effective consumer response towards the achievement of both customer satisfaction and business efficiency for success. And it was found that achieving the goal of persistent improvement and innovation can maintain positive consumer responses and satisfaction along with business efficiency and success.

Sweet al., (1997) said unbelievable claims that supposed overstated savings led to higher discounting, higher price reduction, offer more value, and higher shopping intention than those with reasonable price reductions. The exact amount of reduction generally gets more favourable responses than clever claims of the "save up to percent" type. When price reductions

are unbelievable and claims more discounting, lower price reduction, and offer lower value than did actual claim of object will present an unfavourable response. Thus, it is a greater brand familiarity which results in higher claim discounting and lower perceived price reduction when the claims were unbelievable rather than believable.

Ronald et al., (2002), did a comparative study of different sources of advertisement and found their effects. Finally concluded that consumers appeared to prefer TV and magazines ads more than the ads they recalled viewing on the internet. Internet advertising is useful to online advertisers as a promotional tool to get positive responses.

Mattiand Heikki (2008), found gender variations on consumer purchase decisions and suggest, women are more vigorous than men in their responses to different sources of advertisement, especially mobile SMS and call-to-action campaigns. Moreover, it also indicates that mobile advertising is more effective not only for teenagers but also for those consumers who are at the age group of 36-45. They are most likely to respond more positively on SMS calls-to-action in a television program and participate in SMS draws and other competitions. However, the youngest consumers actively ordered mobile services using SMS.

John and Anja (2010), found consumer response on specific products and said early adopters of new eco-label products pay more effort for the adoption process. Such an adoption process depends on motivation, ability to buy, past experience of the same products and trust on the endorsing organization.

Joanaet al., (2012) highlighted post-merger branding strategies of companies and consumer response and inferred that consumers have more preference to symbolic logos. Further, they explored, logos may be as important as the company name in a merger situation. Logo chosen by consumers reflects their visual responses, whereas the selected name reflects their evaluation of the brand's offers or its presence in the market.

Jiyoung et al., (2013) found consumer response may vary on the basis of regional and cultural differences of the consumers. These differences have relative importance of the factors determining consumers' cognitive, emotional reactions and intention to purchase decisions. Thus, retailing strategy may also vary in response to these differences of consumers.

Edward and Bi-Kun (2014), examines three retail performance dimensions i.e., product quality, service quality and price fairness influence consumer trust, risk perceptions and re-patronage intentions in the perspective of organic food retailing. And finally, they concluded that product quality and price fairness both have

direct impact on consumer trust, risk perceptions and have indirect impact on trust in retailer and transaction risk perceptions on the intention to revisit the same store. Service quality can only affect consumer trust directly, but not perceived transaction risk.

Antonio et al., (2014) examines consumer perceptions on a sponsor, sponsored property and sponsorship activity which has their relative intention of purchasing a sponsor's product or service. The purchase intention of consumers is analyzed on five important factors: event factors, sponsor factors, sponsorship factors, a pre-purchase response and the transfer of image values. And finally, it was found that personal beliefs of consumers on sponsor-event fit, transfer positive image and have a strong post-event response.

### 1.3 Sales Promotion: A conceptual overview

Schultz and Robinson (1982), said sales promotion offers an extra incentive to buy promoted products which represent the key element in a promotional program. Strang (1983) this incentive is an additional benefit with basic products provided by the brand and it is temporary changes in its perceived price or value.

Neslin et al., (1984) said, sales promotion is seen as an acceleration tool designed to speed up and maximize sales volume.

Neslin, et al., (1985) explains, increased purchase quantity is more important than shortened enter purchase time in purchase acceleration because of sales promotion. They said purchase acceleration can shorten enter purchase time or increased purchase quantity or both. Gupta (1988) found that 14 percent of the brand's sales increase for the region of promotion which comes from purchase acceleration.

Sue (1998), termed sales promotion as an accepted marketing tool but has not enjoyed academic scrutiny. It has been related to the most glamorous field of advertising. Most of the research has a tendency to focus on price-based promotions which are more popular for food retailers, but in other markets, non-price based promotions can add more value to the consumers while meeting the objectives of marketing communication. On the other hand, Chiang (1991) found purchase incidence as a function of sales promotion and said 13 percent sales of a brand increase due to increased purchase incidence and effective Sales Promotions.

Schneider and Currim (1991), classified, sales promotions on the basis of active or passive types. For example, coupons require active search of offer on the part of consumers whereas in-store promotions (two-for-one) require a limited search of offer and confined to the store environment.



Lichtenstein et al., (1995) classified sales promotion, on the basis of price and non-price base promotion. The end benefit of price promotions for the consumer is a lower purchase price that is coupons whereas other promotions focus on other benefits, for example, value for money like “two-for-one” promotions.

In a study by Folkes and Wheat (1995), it is said that the sales promotion type affects consumers’ price perceptions. Offering a product with a rebate could give better perceptions and customers can pay expected price, fair price and reasonable price.

#### 1.4 Sales Promotional Tools and Behavioural Intention: A review

##### I) Coupons:

Coupons are regarded as one of the most important tools used by marketers to stimulate consumers for their purchase decision. This can be done by offering a voucher or certificates that save some money whenever they want to purchase products later on or in the future. For example, 25% reduction from the main price or a fixed discount like 5\$ per piece (Fill, 2002; Harmon and Hill, 2003; Ndubisi and Chew, 2006). Coupons have been used as an existence strategy for most of the companies for product trials (Robinson and Carmack 1997). Cook (2003) said, customers can be easily convinced with the coupons since it is a very useful tool for product trial and considered as a good way to persuade customers for brand switching. According to Gilbert and Jackaria’s, (2002) coupon as a promotional tool has no significant impact on volume of product purchased by a consumer. Some researchers believed that consumers are influenced by the price reduction in the given coupons. Thus, coupon employs to be a smart sales promotional tool (Peter and Olson, 1996; Gardener and Trivedi, 1998; Dark, 2000). Ndubisi and Tung (2005), found, coupons have many benefits and trends for the marketers. For example, it can increase the sales in a short period of time. At the same time, it can stimulate customers to switch for other brands. Schneider and Currim (1991), classify sales promotions as active or passive tools. Coupons require active search on the part of consumers, and in-store promotions (two-for-one) require limited search, confined to the store environment only.

Kotler and Armstrong (2006) realized the importance of electronic coupons as a good tool to save customers purchasing time and maintain data history. A voucher will be issued to the customer on the record of the current bill and the previous purchased amount. On the other hand, some researchers believed that coupons are an ineffective tool used for sales promotion. Hence, these studies examined customers’ behaviour on the basis of high price reduction offered by coupons; since it can affect the value of any product negatively, and that can lead to influence on product trials (Silva-Risso and Bucklin, 2004; Gilbert and Jackaria, 2002).

##### II) Rebates:

In a Rebate, only a part of the total amount paid is re-paid to the customer. Rebates can be paid to both customers and retailers on the basis of their performance. A channel rebate is a payment given by manufacturers to retailers (reseller) based on retailer volume of sales to the end consumers. In a study by Folkes and Wheat (1995), it is said that the type of sales promotion affects consumers’ price perceptions. Offering a product with a rebate consequently increases the level of good perceptions as determined by many studies. A consumer would be ready to pay the expected price, fair price, and reasonable price.

Some studies specifically deal with some specific products and said almost all printer vendors offer rebates on printing machines (Terdoslavich 1998). Rebates are “uncontrolled” in the network hardware switching industry (Preston, 1999). Channel rebates are more important in the software industry like, Microsoft has offered rebates of 3% and 5.5%, and Novell has applied rebates of 3.25% and 5% (Kanellos, 1996). A target rebate can offer an advantage to the manufacturer or sellers. Thus, manufacturers can provoke the retailer to behave in a way that reflects the marginal revenue of the rebate by giving the target.

Taylor (2002), said the manufacturer enters into a contract with the retailer where the manufacturer offers rebates to the retailer on the units sold beyond a target level. Scholar also found that when retailers do not influence consumer demand, this contract is enough for channel coordination. However, when retailer actions do influence consumer decisions, this targeted rebate contract does not coordinate the channel.

Begona & Rodolfo (2005), found that promotion is a tool that can help manufacturers and retailers in the achievement of their objectives like try the brand, helps to decide what brand to buy, etc. Immediate price reduction is the technique that has the greatest impact on the brand choice process. Thus, it may be possible that the consumer sees a promotion, like, coupons or rebates, but does not modify his or her behaviour. In this case, manufacturers and retailers will invest some of their resources in promotional activities that do not have any result on the consumer.

Bingqun & Yuping (2015) found rebates strategy has a positive influence on distributors’ intentions of both determining ordering and frequent ordering. Therefore, this study shows different price promotion strategies have different influences on distributor’s ordering intentions etc.

##### III) Free Samples:

Sampling is a smart way to present fewer amounts of products to the customers with no cost. It can be sent directly to the customer

by mail or attach the sample with other products. So that consumers can be able to test or try the product rather than just hear about it. Finally it can affect the buying decision of consumers in order to buy it in the near future (Kardes, 1999; Pramataris, 2001; Pride and Ferrel, 2008).

Clow and Baack (2007), defined the term “free sample” as an important technique to encourage customers to try newly launched products.

Lammers (1991) indicated that sampling methods can affect consumer buying behaviour and it has a positive relationship with the fast selling products. Other researchers also agreed with the same idea that free sampling has a positive relationship on consumer buying behaviour (Parmataris, 2001; Fill, 2002; Shimp, 2003). However, Jackaria and Gilbert (2002) did not agree with this findings that free samples have a positive relationship with the consumer buying behaviour and argued that it may be varied from product to product and from time to time. Later on Ndubisi and Chiew(2006) admitted the fact that free samples technique has a significant relationship on consumer buying behaviour.

Carriee et al., (2011), said free sampling is a very effective tool for encouraging trials, particularly for lower educated consumers. It is also helpful for those consumers who are planning to buy the products from other promoted categories and encourage them to switch from the present brand and shift to a free sample brand. It is also helpful to those consumers who do not have earlier plans, and encourage them to buy the brand from the promotional category of free sampling.

Sandra (2008), said managers use various sales promotional techniques, most commonly free sampling, displays free product and price cuts. Main objective is to attract new customers, improve brand awareness and stimulate sales. But some scholars argued that the uses of these techniques is declining as the industrialization of market increases, along with increasing complexity of consumers and multi-nationalization of the industry, use of passive value-added techniques like sampling, demonstrations, and free gifts decrease. (Lisa & Neill 2012).

Don et al.,(2014) found four important sales promotional tools, based on consumer influences, where coupons, home samples, in-store samples and retail shopper cards but sample is considered to be the most effective tool.

#### IV) Price Discount:

According to Fill (2002) price reduction is estimation where goods are offered at a discounted price and it appears to reduce cost for the consumers, It is mostly useful in hypermarkets and point of purchase displays. Price discount is “reduce the price of a

commodity at a given quantity or increase the available quantity at the same price. In that way companies increase value and create economic benefits for purchase” (Raghubir and Corfman, 1999). Other studies found that price discounts play an important role in stimulating behaviours of new customers in order to try the offered products (Brandweek, 1994; Blackwell, Miniard and Engel, 2001; Fill, 2002; Shimp, 2003).

Short-terms seasonal peaks in sales attract the occasional customers of the same brand. In that situation companies are more likely to get new customers to purchase the discounted goods. And, these occasional users after getting benefit of the promoted good would come back to buy their preferable brand rather than buying that promoted brand at full price after discounted season (Ehrenberg et al, 1994).

Gilbert & Jackaria (2002), found that discounted monetary promotions have a greater impact on consumer purchase decisions than non-monetary promotions (e.g., prize contests). More recently, Nusairet al., (2010), in a similar study found that discounted promotions are more effective than prize campaigns i.e. non-monetary when the purpose of a company is to influence service achievement.

Vyas (2007), said almost everyone uses discount coupons and few customers use lucky draws, contests, gifts, “buy one get one free” types of promotion.

Subhojit Banerjee (2009), found that there is more preference for sales promotion offers when it is bundled with a group of products. Promotional preferences may differ with the product category and are bundled with discounts by retailers. Afterwards such offers are advertised by the retailers, but it may negatively affect the credibility of the product. It was also found that types of promotion increase market demand of a product category. Offers can be converted into monetary terms and are more preferred in the form of free samples but in the long-run, it can affect the overall value of the product.

Thus, sales promotions are simply used to increase immediate sales instead of building equity. Hence, discounts and sharp prices are the best tactics to accomplish this goal (Clow&Baack, 2007).

Gilbert& Jackaria, (2002) found as per consumer only price discount promotion proved to be statistically significant for converting consumers' buying behaviour. Related to discount, only quick purchase and product trial are two most influential variables in comparison to “buy-one-get-one-free “offers.

Rajagopal (2008), found point of sales promotion is a main tool of retailing in order to acquire new customers and retain loyal one.

Loyal customers are attracted to a particular store brands during the promotional offers while new shoppers are price sensitive and are attracted by the in-store ambience of sales promotions and volume discounts.

Eyal&Herstein, (2011), found presentation of promotional products has played a significant role to influence the consumer buying decision. Consumers do not prefer to purchase a product offered on discounted promotion whenever it will be presented in a negative frame or even in conventional positive frame.

#### V) Two-for-one:

Kahn and Schmitt in (1992) said “two-for-one” promotion requires lesser effort and time commitment for the customers. It is often used to produce unplanned purchases (Inman et al., 1990; McClure and West, 1969).

Sinha and Smith (2000), found “buy two get one or buy one get one” offer defined as one of the familiar used promotion tools of sales promotion in a sense that if you buy one product, you get another one for no cost. Thus, by using this technique the customer can be easily attracted to buy the product for the reason that they are not paying any additional cost for the additional product. Hence, it is more valued for the customer perspective, and therefore customers can't ignore such a great deal. The bonus packages and extra products without cost inspire the customer to purchase promoted products. Moreover, customers get good faith towards such offers especially when package sizes are large and advertised well. Thus, the aforesaid promotions will also increase the level of product trial and customers switching (Gardener and Trivedi, 1998; Percy, Rossiter, and Elliott, 2001). Li, Sun and Wang (2007), found “buy one get one free” promotions are very helpful tools especially for those manufacturers willing to clear their stock more quickly.

Schneider and Curium (1991) categorized sales promotions on the basis of active or passive promotion. Coupon is active promotion and requires active search on the part of consumers, whereas “two-for-one” involves a limited search and restricted to the store environment only. Thus, sales promotions can be divided on the basis of price and non-price based promotions (Lichtenstein et al., 1995). The main benefit of consumers for price based promotions is a lower purchase price (e.g., coupons), whereas other promotions focus on other benefits of promotion (e.g., ‘two-for-one’).

Priya (2005), said in “Buy one, get one free” offer, consumers are ready to pay less for the product which is offered “free” as a separate product, especially when the original promotional offer does not include the price of the free gift.

Yee and Sidek (2008) found the Buy-One-Get-One scheme can be effectively advertised and used to gain sales for newly launched products in the market. Consumers may repeat the purchase of single brands or change between few brands due to the perceived quality of the products sold.

#### VI) Scratch and Saves:

Sungchulet al., (2007) examined consumer perceptions on “Scratch and Save” (SAS) promotions, as a popular store-level promotional tool and said SAS promotion positively affect consumer perceptions as companies offer more value and better store prices and it forms positive consumer intention to shop and spread positive word-of-mouth. Hence, consumer's savings on expected discount rate increases as the level of SAS promotions increases.

Camerer and Weber, (1992), argued Scratch and Save (SAS) promotions offer discounts on purchased items according to the offer available on scratch cards that reveals the exact discount at the time of purchase. In this type of promotion, retailers use unclear expressions in the advertisements in order to promote different lines of merchandise at different sales prices. But at the time of processing due to incomplete information and various forms of claims on price discount, consumers will be in decisional doubt.

Grewal et al., (1996), found arousing curiosity is a key distinguishing feature of SAS promotion which lures consumers for high discounts. This different form of discounts may be evaluated by consumers in different locations, for example, home versus in the store.

Dhar et al., (1999) suggested, SAS promotions are perceived to be more ambiguous than other promotions due to their gambling characteristics. These distinguishing features will lead to differentiate consumer perception on the evaluation level of SAS promotions from one to another. There were two types of claims found by this study: First, SAS promotions on “limited” items, it means in store possible discounts will be given for selected items; and secondly, discounts will be applied on all products in a store although there is no limit of items that may be discounted. In addition, this study also investigates the influence of the depth of discount claims i.e. low vs high discounts depend on consumer perceptions of price reduction claims.

One of the studies of Choi and Kim (2007) investigated the consumer perceptions on SAS promotions, and focused on the moderating effects of consumers' price consciousness and savings expectations.

Sungchul and Paul (2010) focused on consumer perceptions of advertised SAS promotions in three ways: First, the specific discount level for an individual consumer is determined by drawing a scratch card which will reveal the discount level. Once the discount level is determined, it is offered to any product that the consumer has decided to purchase. Secondly, the value of a discount remains unclear until it is revealed by the scratch-off card at the time of purchase. Once revealed, consumers have to accept the discount level with the purchase although they can perhaps return the product later on if the promotion is not final. Lastly, SAS promotions are based on various components of gambling. It shows heterogeneity of savings across consumers and randomized discount levels will be revealed at the point of purchase only.

The gambling aspect of SAS promotion may increase consumers' perception of uncertainty and risks, involved in the purchase decision. Therefore, consumers tend to be less positive about such gambling-type of promotion which is based on expected savings and used to prefer other types of promotion. (Della Bittata et al., 1981; Dharet al., 1999).

Sungchulet al., (2010) found that SAS promotions' is a "gambling" and offer the possibility of high savings. But it confronts the consumer on the ground of uncertainty concerning the value of discount at the point of purchase. Particular attention is given to the depth of the claimed savings and its effect on regular price believability, consumers' expected savings, perceived value and shopping intentions. And it was observed that the depth of the SAS promotional advertisement do not affect consumer believability of the regular price in SAS advertisements. Scholars argued that the minimum claimed saving information enhances the expectation level of savings. Thus, finally, the result said that there is a positive impact on expected savings on value offers and in turn shopping intentions.

## Conclusion

On the basis of the above review it is found that Sales Promotion Tools plays a significant role in consumer purchase intention in unorganized retail sectors. Consequently, the respondents are most influenced by Coupons, Buy-two-get-one or Buy-one-get-one, Cash back, Price Discount, Scratch and Saves and Free samples etc. But still there is scope to find the impact of these

promotional tools in the organized retail sector. Therefore, this paper tries to throw light on the effect of these specific variables of sales promotion on consumer purchase decision in organized retailing. This is evident from the research that every promotional tool is acting as a catalyst in retailing, moreover we can infer from the descriptive data that be it coupons, rebate, free samples, price discount, buy one get one or get two, scratch & saves any of the promotional tool, All these tools are yielding positive results in term of sales and are capable enough to influence the buying decision of consumers.

In the modern era advertising through digital marketing is also very effective in terms of catching the attention of consumers while making any purchase decision. So far as organized retailing is concerned display of goods in the store has a direct relationship with point of sale. This has been derived by thoroughly studying the literature on the subject.

The researchers propose suggestions & recommendations for the marketers to focus on reframing of the above tools for stimulating purchase decisions. With this view, a following tripartite conceptual model of attitude is developed in order to find a solution to the problems.

Social scientists often have assumed that three kinds of responses reveal people's attitudes which has been reflected in the tripartite model of attitude. Six sales promotional tools have been identified from available literature and it has been measured on the above model in following ways.

### I) Cognitive:

It is a belief and thought of consumers regarding a particular product, based on the available information and cost benefit analysis of consumers.

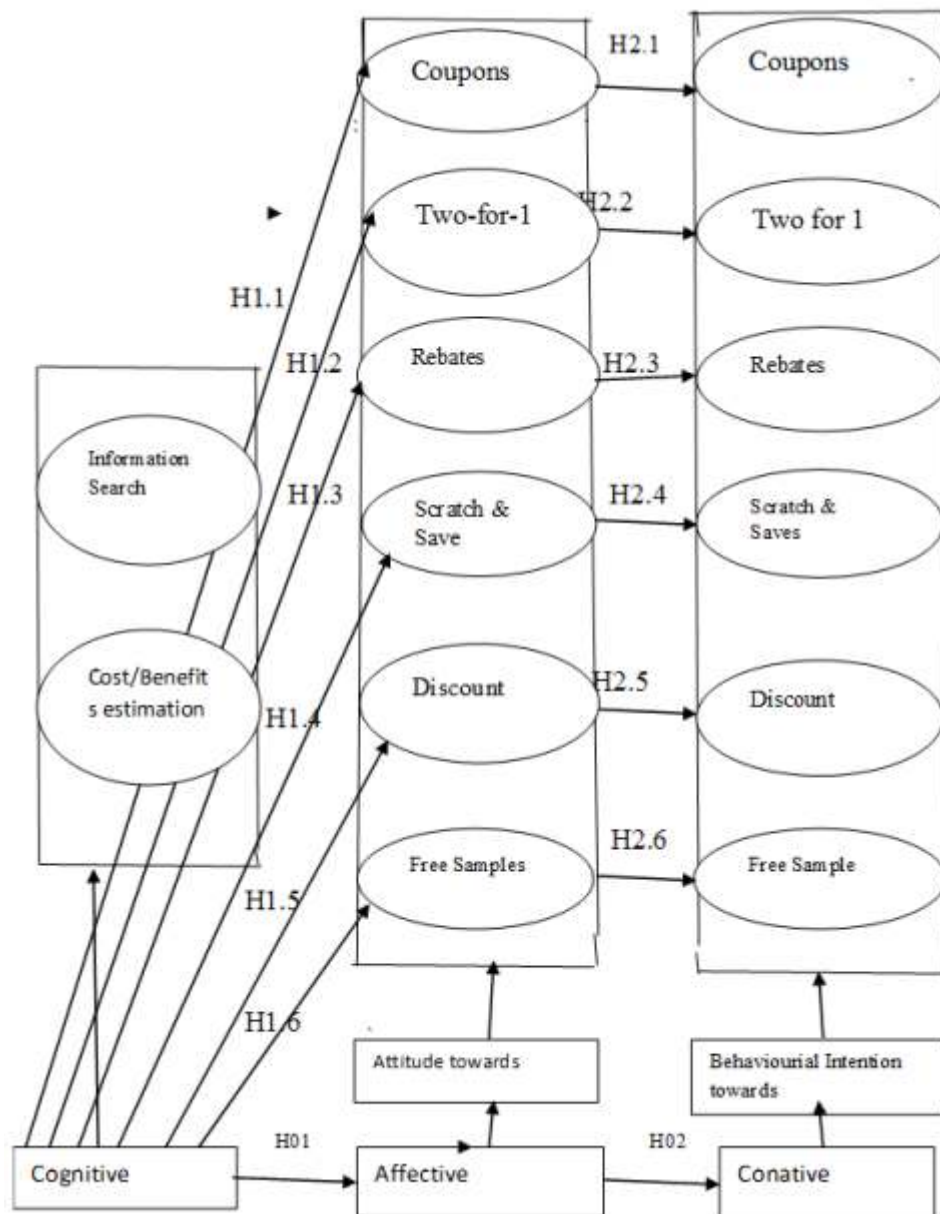
### II) Affective:

It is a feeling and emotional attachment that consumers may have with a particular product that is based on the formation of the right attitude with regard to these promotional tools.

### III) Conative:

Conative attitude is finally, customer's actions and buying decision that is based on the formation of Cognitive and Affective attitude with respect to these sales promotional tools.

Figure 1. Conceptual Model



Source: Developed by Researcher

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# Technology Enabled Brand Building by the Marketers: An Indian Perspective

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## Abstract

This paper is focused over how marketers today are making use of technology to build their brands in the minds of consumers. Nowadays, technology has brought a shift in the marketing paradigm. Main objective of doing this research is to analyse how technology has brought in a new dimension to conventional marketing and revolutionized the entire concept of brand building in the minds of consumers. This is an exploratory research study making use of secondary data to identify different approaches of technology enabled marketing. The paper discusses an Indian perspective of technology enabled marketing and how technology has become the new normal for marketing. Emergence of digital marketing has empowered people and brands are harnessing the power of social media. The study reveals that technology driven marketing is the present and the future of the country and has changed the face of 21st century marketing. Integration of technology has given more visibility to the brands and an ability to grab the market share under fierce competitive scenarios as well. The paper also discusses the successful campaigns of some companies in India which have integrated technology in their marketing techniques.

**Keywords:** Technology Driven, Brand Building, Digital Marketing, Social Media, Brand Equity, Social Networking

## Introduction

Technology gives people a new way of thinking, it does not just give people a new way of doing things. Technology has brought about a shift in the paradigm of marketing. It has opened new gateways for brand building and therefore brand loyalty for the customers. The digital revolution in the world is changing how people conceptualize the various possibilities available to them. Technology has far reaching effects apart from speed, access and productivity. It is successfully changing the perceptions people have in their mind. There are various possibilities that have been intensified using technology. Portability is one such possibility through which people can carry knowledge and connections with them. People are weaning themselves from place-based expectations about everything.

Video is another possibility which has enabled marketers to build strong relationships with the consumers. Digital technologies are rapidly moving away from text-heavy formats, with more video and other visualization techniques in place. This has certainly put text at a disadvantage in other domains as people get used to video as a suitable substitute for text. Speed is yet another advantage offered. Digital technologies operate instantaneously, so people are losing patience with anything that operates more slowly. The meaning of 'real time' technology has certainly taken place in the people's mind.

Technology has now become the new normal for brand building by the marketers and thus helping in positioning in the minds of consumers. Technology is empowering people to voice their opinions on a particular brand. People are able to affect the world through empowerment and this is giving rise to altogether a new set of expectations all over. Technology changes the way people think besides expanding the power possessed by people.

## Research Methodology

Main objective of doing this research is to analyse how technology has brought in a new dimension to conventional marketing and revolutionized the entire concept of brand building in the minds of consumers.

**Research design:** This constitutes the blueprint for the data collection, measurement and analysis of data. In this study the researcher analysed the impact of technology on brand building and how this has left behind the traditional marketing techniques. This is an exploratory research study. The study has explored the new gateways being opened by technology for the marketers to leave an impact on the minds of consumers.

**Data Source:** To accomplish the objectives of the study, the researcher has made use of the secondary data. Secondary data are those which have already been collected by someone else and which have already been passed on through the statistical

process. The secondary data needed for the study was collected from the relevant online research thesis, online research articles, journals, books, magazines & websites.

**Method of Analysis:** The study has explored the new gateways being opened by technology for the marketers to leave an impact on the minds of consumers. Various online campaigns of companies have been studied to get an insight into how technology enabled marketing and/or digital marketing can help marketers sail through the cut throat competition and build their brands in the consumer market. Different approaches of technology enabled marketing have been identified and compared with the traditional marketing strategies to identify how these have left an impression on the minds of consumers.

## Marketing and Brand Building

Marketing is done to build brands by communicating the value of a product, service or brand to the consumers, for the purpose of promoting or selling that product, service, or brand. Marketing techniques include choosing the right customer through market segmentation and market targeting besides understanding consumer behaviour and positioning a product's value in the minds of the consumer. Considering a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. Marketing satisfies these needs and wants through exchange processes and building long-term relationships with its consumers. Linking this need of the consumer with the brand value is what keeps a marketer on his toes.

A brand is a name, term, sign, symbol, design, or any other feature or combination of features identifying one seller's good or service from those of competitors (American Marketing Association, 1960; Bennet, 1988; Kotler, 1991; Dibb et al., 1997). A "brand recognition" is supposed to occur when the consumer is fully aware of the brand and its qualities.

Brand equity is the description of the associations and beliefs the consumer has about the brand. It has two dimensions associated with it. Firstly, brand equity refers to the total monetary value of a brand as separable and intangible asset, for example when the brand is sold or included on a balance sheet. Second dimension relates to the measure of the strength of consumers' attachment to a brand. Thus, brand equity is a measure of brand loyalty, perceived quality and leadership, association and differentiation, awareness, and market behavior (Aaker, 1996).

The brand is a summary of all the values associated with it and in the post-purchase stage it may increase customers' confidence in

their choices. Based on a strong brand and the image it creates in the minds of the consumers, the selling company is likely to get premium prices and in the best case the brand will outshine the competitive products. All brands should have a brand vision, the core purpose of the brand and the future positioning of the brand. Positioning tells what the brand is, who it is for and what it offers (Rositer and Percy, 1996), whereas "physique" provides us with cues about the brand's performance (Kapferer, 2004, p. 150). Core values which reflect the emotional characteristics of the brand also form the base for the "personality" of the brand.

Organizations having mere presence online are not enough. Today's consumers seek more meaningful relationships with brands through personal and engaging digital experiences.

## Impact of Technology on Brand Building

Technology has brought in a new dimension to old school marketing thus revolutionizing the entire concept of brand building. Going by its definition technology means "the making, usage, and knowledge of tools, machines, techniques, crafts, systems or methods of organization in order to enable a marketer to propagate his or her deliverables to the end user. The technology has been quite dynamic right from the television advertisements to internet marketing. Using the right kind of technology at the right time plays a significant part. Technology and Communication helps companies grow and prosper, creates long lasting consumer relationships, strengthens the effectiveness and efficiency of organizations, and allows people to learn about one another.

It has become imperative for organizations to use technology to tap this huge potential as this will have a direct impact on their bottom line. By countless blogs, forums, chat rooms, and social networking sites, the internet has made it easy for us to live in a 24-hour rolling, emotive, media world to satisfy our ineffable need to feel a part of all that is happening around us. In the traditional view, marketing employs the 4Ps namely Product, Place, Price and Promotion to deliver value to the customer (McCarthy, 1981). But now, with companies striving to create virtual spaces to help the existing and potential customers interact and also experience their brands, there is a paradigm shift in the concept of the Place.

Brands have realized the importance of establishing an online presence rushing to find their space on the web alongside their customers. Online marketing has several advantages, ranging from cost savings for customers to instant feedback for organizations.



Direct marketing may be very useful during the introduction phase of any new product but with the advent of time, in order to keep the product alive, technology plays an instrumental part. It adds power to a product which takes a backseat in the minds of consumers and becomes monotonous. Technology certainly rejuvenates the outlook of people towards that product. In order to innovate, a marketer is in constant search of the latest technology to promote its brand because technology also matures. Marketers strongly believe in the technological breakthrough. The road from door to door conventional marketing to online marketing has come a long way. The right blend of technology and innovation added to marketing techniques has been a strong pillar to it.

- Problem or perform a specific function” whereas the marketing terminologies states technology as a mode or a
- “Technology is good for Marketing” is a myth though technology does offer lot of advantages but it has lot of

## Harnessing The Power of Social Media

Technologies, such as the Internet, smart phones, social media, and customer relationship management systems greatly enhance the way companies communicate with their prospective consumers. These new forms of communication have changed the media landscape and the type of communication channels being used by the marketers for building their brands. Many of the consumers and business professionals seek information and connect with other people and businesses from their computers and smartphones wherein social media plays a phenomenal role. Another name for new age marketing is Digital marketing. It is the use of digital communication channels to promote the products and services to consumers and businesses. Digital Marketing could be explained as a marketing that makes use of electronic devices such as personal computers, smartphones, tablets, Television sets and game consoles to engage with stakeholders.

An important component of Digital marketing is Digital Brand Engagement which is gaining huge importance in this technological era. Digital marketing makes use of technology or platforms such as websites, e-mail, apps and various social networks. Digital Marketing can be both through Non-internet channels also like TV, Radio, SMS, or through Internet channels like Social Media, E-mails ads, Banner ads. Social Media Marketing is a very component of digital marketing. Many organizations use a mix of traditional and digital marketing

channels though however, digital marketing is becoming more popular with marketers as it allows them to target and get hold of many aspects including their Return on Investment (ROI) more accurately compared to other conventional marketing channels.

Social networking is the assimilation of technologies that makes it possible for several individuals to easily communicate, share information, and form new consumer communities online. Social media, unlike other communication mediums, not only provide a platform for users to communicate with each other but also enable users to find and interact with like-minded individuals. The benefits of using social media for global brands entering the Indian market space cannot be stressed enough. For these organisations these new communication channels provide a way to discover and maintain a persistent connection with their most vocal constituents. The fact is Indian consumers are more likely to favour a brand that is recommended by their friends, or even by other like-minded ad-hoc groups and so the use of social media by global brands in India is warranted.

The challenge encompassing various brands is to connect with the customers through all these digital media channels in real time and create campaigns that work across social media, display advertising and e-commerce to reach out to the masses. The real-time conversations that brands are having with the consumers as they interact with websites and mobile apps has changed the nature of marketing. The modern-day marketing has to instill the creative side of the discipline by using powerful narratives to tap into people’s minds for creating aspirations and association with the brand.

The areas of marketing which have been greatly transformed by going digital are the speed, relevance and reach of campaigns. Digital marketing has also greatly increased relevance for the people. Nowadays it is easy to filter out what is relevant and irrelevant for the consumers. Messages can be targeted to the niche offering them relevant content. The reach of campaigns has also increased greatly.

With so many different ways of accessing media, through Facebook, YouTube, news websites, via mobile or tablet apps, a strong idea can quickly reach masses. The marketer of the future needs to combine marketing and innovative capabilities with an understanding of real-time technology. Just as marketers need to become savvier about technology so as the consumer in order to reap the benefits of digital technology.



1. Search Engine Optimization: The goal of SEO is to increase the number of visitors to the company's website by ranking high in Google or other search engine result page for certain keywords input.
2. Pay Per Click (PPC): Pay-per-click marketing deals with paid search results on Google and involves bidding on specific keywords that will garner the most web traffic for a particular website.
3. Social Media Marketing (SMM): It is the use of social media platforms (Facebook, Twitter, Youtube, etc) to connect with the consumers or audience and build a particular brand.
4. Content Marketing: Content marketing involves creating relevant and consistent content to attract a defined audience which may be through blog posts, vlogs or picture montages.
5. Email Marketing: It is a process of sending commercial messages to a group of people via email.
6. Influencer/Affiliate Marketing: This involves working with influencers such as big celebrities to create brand awareness and convert at least some of their huge fan following into profitable leads for the brands.
7. Viral marketing: This is a type of marketing where consumers share content about the company's goods or services through social networks. This content can be in any form, including videos, blog posts, etc. and revolve around a variety of genres or topics, like travel and food, beauty, online journalism, etc.
8. Mobile Marketing: Sending marketing messages through SMS and push notifications is again another way of getting the recipient's attention.
9. Radio and TV Ads: Radio & TV Ads are a form of marketing that uses radio or TV ads as a source of marketing.
10. Electronic Billboards: Advertising products/brands through electronic billboards.

**Technology Enabled Marketing : Current Scenario and the Future**  
The role of marketing evolved over a period of time. Few decades ago the concept of listening to what the consumers had to say about the brand was limited to providing one-to-one interactions. These so called customer encounters were considered confidential and feedback thus collected were through traditional tools such phone calls, letters, and emails. Today's scenario is completely different. Consumers have found strength in numbers. The community has now become the consumer. All the barriers that group communication had in the organisations have been taken away, dramatically, by the socialization process. But again, this is also a huge source of risk for companies that now have to watch missteps spread through an entire universe of critics, fans, and self-appointed journalists, many of whom are not customers. The explosion of consumer conversation across geographical boundaries is allowing them to rapidly self-organize their feelings on brands and express them constantly about their evolving needs. This has led to a new set of rules of business.

One could not have imagined such great marketing opportunities past few decades back as there used to be only print media. With the advent of technology and rise of the internet at the turn of the twenty-first century, there is a rapid transformation in the marketer's perspective. Individuals now believe that the

information age, facilitated by evolving technologies, has redefined the role of marketing. These days, consumers are finding new ways to interact with the brands through various portals that allow quick and easy access. There has emerged an altogether new form of buyer seller interactions. The role of marketer has shifted to developing new and managing the old customer relationships. Marketing approaches have all been inevitably transformed by the rapid evolution of technology.

The rise of technology has been one of the powerful catalysts in transforming the reigns from the marketer's hand to the consumer's hand. Through this technology, consumers have gained access to multitudes of data from around the world and round the clock. With just a click of the button, consumers are able to gain insights into this timeless, critical and verifiable data of the companies and their brands. They are able to make comparisons, filter prices, read reviews about the brand and even have the power to communicate with other users about the brand. This brings an opportunity for the marketers to build their brands and thus brand loyalty.

With the explosion of social media, such as Facebook, Twitter, Instagram and more, consumers are not just using content, they are creating and sharing with others, allowing for unprecedented transfers of information and knowledge. In the current scenario of technology enabled marketing, consumers can access direct feedback about products both good and bad from their connections. A blog or a video uploaded by a dissatisfied consumer can go viral in a matter of hours which can be a jeopardy to the brand image. Similarly, such a video or blog by a satisfied customer can rope in a million consumers for the brand. These days since the competition is blurring the eyes of the consumers due to which the entire notion brand loyalty has lost its significance. Consumers are seeking value and satisfaction at lower costs, thus perceiving brands as mere commodities posing challenges for the modern marketer.

Technology has eliminated this notion of push marketing. Rather it is bringing pull marketing in picture for the marketers. Strong advertising messages and campaigns with a quality product can surely pull customers for the brand. Since technology has enabled personal interaction with the consumer, this has to be put to use by converting such interactions into personalized value-products for the consumer that are affordable and surely give a competitive edge. No doubt, technology has given rise to a conscious consumer who can make informed decisions. Marketers are infusing products with digital brand ambassadors, who can broadcast brand value to their connections.

## Technology Driven Marketing: Indian Perspective

India is moving towards digitization very rapidly. Indian government is also focusing on the complete digitization of the country by several initiatives like Digital India. Going by the numbers and key metrics, from internet connections to mobile app downloads, both the volume and the growth of India's digital economy now exceed most other countries. In today's digital era, it is imperative to possess an online presence besides the conventional brick and mortar. Those businesses that are not keeping pace with the changing times are probably missing out many potential customers. Technology driven marketing in India has impacted both businesses and consumers. Marketers in India are no longer confined only to the traditional channels of marketing.

Marketing is all about forming a connection. The stronger the connection, the more people are likely to take notice of it. In this way, people end up talking about their own experiences related to the underlying thought, and consequently, the brand also gets a lot of good publicity. With change in the consumer buying behaviour, marketers need to adopt technology driven marketing for brand building.

## Few Social Media Marketing Campaigns in India:

### KFC India

KFC increased the sale of their product in India by involving apps like Radio KFC RK Hunt. "Radio KFC RJ Hunt" was a social media campaign for promoting KFC brand's in-house radio channel. For its execution, 3000 people around 30 Indian cities participated in the competition. The fans all over India recorded their voices over the internet with the Facebook app and were given the analog radio experience. As a result of such social media campaigns being launched by KFC, the overall positive sentiment of their Facebook page grew from 6.2% to 93.8%. This engagement rate increased the sector average thrice and KFC got placed among the five fastest growing social media brands in India.

### Dabur's Digital Transformation for the Modern Indian Women

From the past 30 to 40 years, Dabur was using the traditional media for marketing its products. But soon the company realized that going digital would be great for the transformation of the Modern Indian Women. They realized that there are more than 80 million women on the internet. "Brave and Beautiful" campaign started first as a social idea where they connected with the women users through compelling storytelling. They wanted to salute the women who fought cancer bravely and have survived

bravely and beautifully. The campaign proved to be among the top successful digital marketing campaigns and became more than an advertisement thus taking consumer engagement to a different level altogether.

#### **Amazon Prime**

Amazon Prime has never failed to disappoint with their marketing campaigns, but they were the champions of moment marketing in India last year as they seized the opportunity of “Rahul Bose Moment” in July. Moment marketing is the phenomenon of catching hold of a trend and leveraging it for your own brand. When Rahul Bose tweeted about being charged Rs.442.50 for two bananas at a luxury hotel, a host of brands jumped onto this, highlighting how much more affordable their services were. Amazon Prime was one such brand highlighting its one-month membership offer at a cheaper price than this.

#### **Ariel India**

Ariel India struck a chord with its consumers last year with their “Share the Load” campaign which quickly became a household movement. They launched a poignant video in January 2019 which showed a harassed mom cleaning up after her son, who learnt that her daughter wanted to help her with household chores and therefore wanted to quit her job because her husband was incapable of helping. The lady then realized that she was making the same mistake with her son and proceeded to teach him how to do his laundry. This video received over 9 Million views and an outstanding response from all over the country. Ariel too got a large number of celebrities and brand ambassadors to take part in their campaign.

P&G Shiksha, a Corporate Social Responsibility initiative of P&G India has launched a social media campaign titled “Don’t Let Dreams Wait” which features a 75-year-old man Bittu, who joins the school to fulfil his dream of getting an education. P&G Shiksha through the story of an old man conveys that learning has no age limits. Conceptualized by Leo Burnett, the film is launched across YouTube, Facebook, Twitter, Instagram, and other social media platforms. Over a decade, P&G is working towards improving the quality of education for underprivileged children. By now the brand has supported 1800 schools and 1.4 million children across the nation.

#### **Kolkata Knight Riders Digital Marketing**

KKR is the only IPL team to have an exclusive YouTube Video Blog “Inside KKR” so that fans can get easy access to their news and their favourite players easily. The KKR team kept their fans engaged through a website blog and an official mobile app that also updated the fans with the latest news about the team. The

digital marketing team at KKR also organized a live screen Facebook chat at Facebook HQ in Hyderabad. Players of KKR had queued sessions on Twitter with their fans and ran a special “Cheer for KKR campaign” on all social media platforms.

#### **SPAR India**

SPAR which is into Retail and Consumer merchandising follows an exemplary social media strategy. SPAR India’s consumer oriented attitude has enabled it to enjoy a very rewarding and enriching experience on Facebook. They launched a wide array of campaigns like the Wine Festival, Grape Stomping Festival, and Diabetes Walkathon being promoted through Facebook to generate buzz online and increase footfalls into their store too. Additionally, in order to sustain interest in the brand, various quizzes were posted and responses to them were monitored. Unique to SPAR India is its online magazine ‘SPAR Connect’ which is a collection of informative articles with recipes and guides to healthy living made available to users through its Facebook page.

### **Conclusion**

The new age marketers have worked hard to bring marketing close to our day to day life and the gap is filling every second. Technology has played a major role and is the most important tool for the marketers to reach the masses and the target audience. With this amalgamation of technology and marketing, brands have been able to grab market share. Marketing and its concepts are changing and they will keep on changing undoubtedly because of the emergence of technology. Change is the only constant and in this era, technology is an evitable change which has the power to revolutionize the world.

Consumers are no longer waiting for marketers to reach out to them for promoting their products. Today, consumers need not step out of their homes to seek any additional information from the company, rather they can seek it online in the most comfortable way possible. Consumers are creating touch points with every aspect of the business, which means these interfaces must be prepared to engage customers and build customer relationships. These touch points are the valid sources of information that help the marketer in creating dynamic customer profiles in order to give personalized attention and develop customized messages. Customer Relationship Management systems should be in place within companies that help to integrate and transform the businesses with the involvement of consumers. It can be said that marketing has seen a significant change over the past years and this has been possible because of integrating technology with it.

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# Green Marketing in India: Review of Literature

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## Abstract

Green Marketing is developed in the present scenario particularly in the modern market and this topic is sizzling today as the society in most of the countries are facing environmental issues. Now consumers are more interested in buying green products because it has certain benefits over the other products. So, consumers are integrating environmental issues into their purchasing decisions. This paper discusses the impact of green marketing on firm importance and recent trends in India of Green marketing, so in review based paper more emphasis is on definition of green marketing, recent trends in India and its importance. Data is collected through secondary sources. The paper explains the context of Indian market and explores its various challenges too.

**Keywords:** Marketing, Green marketing, Sustainability, Green products awareness, Green consumer, Consumer buying behavior.

## Introduction

Green marketing is the marketing of products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. This type of marketing can be more expensive, but it can also be profitable due to the increasing demand. For some consumers and business owners, the environmental benefit outweighs the price difference. Here, the term 'green' is indicative of purity. Green means pure in quality and fair or just in dealing. For example, green advertising means advertising without adverse impact on society. Green message means matured and neutral facts, free from exaggeration or ambiguity. Green marketing refers to the practice of developing and advertising products based on their real or perceived environmental sustainability, so alternatively it is also known as environmental marketing and sustainable marketing. It describes a company's efforts to advertise the environmental sustainability of their business practices.

The emergence of a consumer population that is becoming increasingly concerned with environmental and social factors has led to green marketing becoming an important component of corporate public relations. Green marketing involves more than simply presenting an environmentally friendly product. It also speaks to, and actively promotes, a company's processes and business practices as having low environmental impacts. Some business practices, such as reducing production waste or energy costs, are good for both the environment and business profitability. Adopting such practices may or may not be perceived

as "green," depending upon consumer perceptions of other aspects of the business. However, these actions can still be positioned as the company "doing its part"—promoting positive reactions toward the company. According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe.

## Objectives of Study

Green Marketing literature review paper is designed to study the concept of green marketing along with its trends in India. The review based paper also stressed upon green marketing mix and need of green marketing mix.

## What is Green Marketing or Environmental Marketing?

The term named Green Marketing was coined first in the 1970s and took its actual long journey in the late 1980s. The first workshop was held in 1975 by the American Marketing Association (AMA) ecological marketing. For the first in 1980 the term came into existence.

Henion was the first person in the world to give the definition of Green Marketing in 1976 which Stated- --the implementation of marketing programs directed at the environmentally interest of people towards the environment and green conscious market segment . AMA defines green marketing as the marketing of products that are presumed to be environmentally safe; it incorporates several activities such as product modification, changes to production processes, and packaging, advertising strategies and also increases awareness on compliance marketing amongst industries.

Business Dictionary defines green marketing as promotional activities aimed at taking advantage of changing consumer attitude towards a brand. These changes are increasingly being influenced by a firm's policies and practices that affect the quality of the environment and reflect the level of its concern for the community. It can also be seen as the promotion of environmentally safe or beneficial products. Polonsky (1994) has stressed on satisfying human needs and wants but causing minimum harm to the national environment. Similarly, Peattie (1995, 1999) has defined in terms of customer satisfaction; Charter (1992) looks at the strategic dimension of the activities that will have long-term effects; Pride and Ferrel (1993) has stressed on the need for sustainable development; Welford (2000) talks about the management process that looks into the requirements of customers and society in a profitable and sustainable way. Thus, several definitions can be seen from the literature and the central meaning of all however, remains the same viz. protection of the environment.

Robert Dahlstrom (2011) examined that Green Marketing has positive influences on multiple participants in the economy. The environment, developing economies, consumers, corporate strategy, the product, production processes, and supply chain benefit from green marketing. Green marketing firms establish strategic alliances with government, local communities, non-governmental organizations (NGOs), industry experts, and competitors

## Definitions of green marketing

Pride and Ferrell (1993) Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment. Polonsky (1994) defines green marketing as .all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. Ellington (1994: 93) defines green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to animals; adversely affect other countries. (Dunlap and Scarce 1991; Lung 2010). D'Souza et al. (2006) noted that all products offered should be environmentally safe without a need to trade off quality and/or pay premium prices for them. Vijay Jain et al (2010) summarized the three C's process for green marketing implementation as Consumer Value Positioning, Calibration of Consumer Knowledge and Credibility

of product. Selvakumar & Ramesh Pandi (2011) indicated that Green Marketing is not all about manufacturing green products and services but encompassing all those marketing activities that are needed to develop and sustain consumers 'eco-friendly attitudes and behaviors in a way that helps in creating minimal detrimental impact on the environment.

## Green marketing mix

As the conventional marketing has marketing mix i.e. the 4 P's of marketing (Product, Price, Place and Promotion), in the same way Green Marketing also follows the 4 P's as follows:

**PRODUCT:** Green Product development in order to satisfy or exceed the needs and wants of the customer is to be ensured. The product should meet all the green characteristics which can delight the customer to a larger extent. Green products are generally made up of biodegradable materials and do not consist of the toxic chemicals. They are eco-friendly in nature and the packaging of these products even does not contain any plastic material. These efficient green products do not only save the environment but also save the water, energy and money.

For example, in the Oil & Gas industry, unleaded petrol (lead free petrol), aromatics free petrol with high octane number, CNG in Delhi, Mumbai and Gujarat etc. are some of the best examples of eco-friendly products. Marketing of these types of products is called as Green marketing i.e. they are not having any severe impact on the environment and human beings.

Initiatives taken by the PNGRB by inviting the bids for setting of the City Gas Distribution Network for serving the customers is one of the important initiatives taken by the government of India. Public Sector Enterprises marketing companies and other private energy marketing companies are participating in the bidding process and seeking for the grant of permission and license for the marketing and retailing of Natural Gas to the customers. Natural Gas is one of the best examples of energy fuel which on consumption does not cause any harm to the environment. Initiative of oil marketing companies to introduce the Auto-LPG a long time back was one of the other best practices of green marketing adopted by them. Lubricants and paints free from toxic chemicals, are the other examples of the green products. Most of the OMCs are working on the various renewable energy projects related to solar and wind energy.

Another masterpiece of the Green Marketing is the usage of Biodiesel and Bioethanol as fuel for the vehicles. It is serving both the purposes of being eco-friendly even and also sharing the load of energy requirement with the conventional fuels. Price: Price of a green product is the one the important parameter which has a

severe impact on the sales. Pricing is required to be done strategically in order to present the green products to the customers at the reasonable rates. Most customers having a high income level are ready to pay a premium price even if the product is having some additional product value. The critical element of the pricing is required to be managed very strategically to serve the maximum number of the customers with the green products. Obviously, in the beginning of introducing the green products the price may vary in comparison to the other normal products. But with the passage of time the price will follow the normal curve. Customers aware about the advantages of the green products are ready to bear the extra cost for the protection of the environment and their good health. Even if the price of the green products is reasonably high as compared to the price of the normal products, still it has been observed that in the present scenario, most of the customers are switching to the green products. The reason behind this is that the customers are aware and they are ready to work for the protection of the environment. They are ready to accept the change even at the high prices. A large number of populations are switching to the Ayurveda medicines in place of the allopathic medicines. The best example of this in India is the organization named PatanjaliYogpeeth which is the initiative taken by Baba Ramdev. At that center, the product made up of chemical free substances is marketed. Even the price being high as compared to the other substitutes, the marketing is at its peak. Consumers of low income groups are not even bothered about the price as they all know about the advantages of the green products.

**Place:** Place becomes the one of the important parameters to make the product available at reasonable prices and in an effective way. Selection of the Green place is one of the critical issues which need to be taken care of. Strategically it is required to be decided. There are very few customers who go out of their way for the purchase of the green products for their sake. Marketing companies are presenting their green products in an effective way and at the most strategic location so that they are not just appealing to a small green niche market, but also capture the maximum of the total market. Managing logistics to cut down the transportation emissions is the main motive of selecting the Green place. Licenses can be provided for the production of the green products in the country instead of going for the import of the green products. This thing avoids the issue of shipping of the product from far locations, and which led to decrease in the carbon emissions and even reduce the cost. For example, instead of importing the Mango Juices, licenses can be provided for the home production for managing the emissions issue.

**Promotion:** Indeed, without promoting a product, you cannot get the best out of it. Getting the best from the product is in a positive

way i.e. if the customers will not be aware about the green products, they will not be switching to them. So, creating awareness among the consumers by the virtue of promoting the products has become mandatory. Various techniques used to target the maximum part of the market are paid advertising, public relations, sales and promotion techniques, word-of-mouth marketing, posters presentation etc. Word-of-Mouth marketing is one of the important sources of promoting a green product. The information related to the green product spread with the speed of chain reaction. Now-a-days, most of the companies are using social media and the social networking sites like facebook, twitter etc. for the promotion of their products. Information is shared regarding the green product via emails also.

#### **Green Marketing – Some Important Present Trends in India**

- Governmental bodies are forcing firms to become more responsible.
- Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives.
- Competitors' environmental activities pressure firms to change their environmental marketing activities.
- Cost factors associated with waste disposal or reductions in material usage forces firms to modify their behavior.
- Organizations believe they have a moral obligation to be more socially responsible.

#### **Literature Review**

Review of previous studies and several papers discussed in the July 1998 issue of 'Journal of Marketing Management' focusing on green marketing. This includes; a citation of the need to review existing literature on green marketing, an empirical study of United States and Australian marketing managers, a description of what a green alliance looks like in practice in Great Britain, ecotourism and definitions of green marketing.

Ottoman, Jacquelyn, and Miller, Edmond Shoaled. (1999), his paper presents a conceptual link to green marketing, environmental justice, and industrial ecology. It argues for greater awareness of environmental justice in the practice for green marketing. A research agenda is finally suggested to determine consumers' awareness of environmental justice, and their willingness to bear the cost.

Prothero, A. & Fitchett, J.A. (2000) argues that greater ecological enlightenment can be secured through capitalism by using the characteristics of commodity culture to further progress environmental goals. Marketing not only has the potential to contribute to the establishment of more sustainable forms of society but, as a principal agent in the operation and proliferation



of commodity discourse, also has a considerable responsibility to do so.

Peattie K. 1995 discusses the failure of green marketing to move beyond the limitations of the prevailing paradigm. The author identifies areas that must be examined for their effect in the marketing/environment relationship, namely economic, political and technological dimensions of the cultural frame of reference.

Karna, J., Hansen, E. & Juslin, H. (2003) interpret that proactive marketers are the most genuine group in implementing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness. The results also give evidence that green values, environmental marketing strategies, structures and functions are logically connected to each other as hypothesized according to the model of environmental marketing used to guide this study.

UBEY, A. K. (2014). GREEN MARKETING in his study realized that Great Britain initially concluded that in general the ecological attitude of consumers changed positively. This study reported the strong faith of consumers in the known commercial brands and in the feeble behavior referring to the "green" claims, which was the main cause behind the consuming failure to interpret their concerns beyond the environment in their behavior.

Alsmadi (2007) investigating the environmental behavior of Jordanian consumers reveals a high level of environmental conscience. Unfortunately, however this positive tendency and preference in the "green" products does not appear to have any effect on the final decision, obviously because these consumers have a stronger faith in the traditional products and a small confidence in the green statement.

Philip Kotler & Kevin Lane Keller (2011): Companies that mound —green programs can face two main problems: consumers may believe that product is of inferior quality of being green and consumers feel the product is not really that green to begin with.

The study by Welling & Anupama S Chavan (2010) analyzed Green marketing is not going to be an easy concept. The firm has to plan and then carry out research to find out how feasible it is going to be. Green marketing has to evolve since it is still at its infancy stage. Adoption of Green marketing may not be easy in the short run, but in the long run it will definitely have a positive impact on the firm.

The study by Chopra, S. Lakshmi 2007 determined that the concept of green marketing has been around at least since the first earth day in 1970. But the idea did not catch on till 1980's, when rising public interest in the environment led to a demand for

more green products and services. The companies like Wipro, HCL, TNPL, IBM, ONGC etc., implemented the concept of green marketing in their organization.

## Green marketing- reason for adoption by the firms

Reasons for adopting the Green Marketing are as follows:

### 1. OPPORTUNITY

The 25 percent of the total population prefer green products. The number seems to be less but it is increasing day-by-day with a medium pace. All types of consumers, industrial, households, commercial and transport segments, all seem to be concerned about the environment. They all are showing their positive interest for the adoption of green technology. Competitive advantage has been realized by the firms who are marketing the products with green characteristics over the firms who are marketing non-green or non-environment friendly alternative substitutes. Large number of examples are available who are fighting or can say trying their level best to become more environmentally responsible to exceed the customer satisfaction.

For Example the Surf Excel detergent which saves water (advertised with the message— "do bucket paanirozbachana") and the energy- saving LG consumers durables are examples of green marketing.

### 2. SOCIAL RESPONSIBILITY

Many firms have started realizing that they are the members of the wider community and therefore they must behave in an environmentally responsible fashion. This realization makes them ready and committed toward achieving the objective of being environment friendly as well as earning profit. This result of being environmentally-green has been integrated into the firm's corporate culture.

Under this situation, firms can proceed with two perspectives.

- 1) Usage of the fact that they are environmentally responsible as a marketing tool;
- 2) Being responsible without promoting this fact. Few examples of this are as follows: HSBC bank became the world's first bank to go carbon-neutral, Coca-Cola investment in many recycling activities. Extensive waste management program and infrastructure in place by Walt Disney World, Florida, US.

### 3. GOVERNMENTAL PRESSURE

Consumers are also protected by the government. Government passes certain regulations for the protection of consumers in context to the environment. For example: Decrease in the production of harmful goods or by-products; Modification in the use of consumer and industry; Ensuring that every consumer have

the ability to evaluate the environmental composition of goods

These governmental regulations are designed for the prevention and the control of the hazardous waste produced by the industries or firms. Different-different environmental licenses are issued and organizational behavior is modified. All these initiatives of passing the regulation by the government are only taken for the one and only noble cause i.e. protection of the environment. Even it is also the responsibility of the consumer to take the ownership and to send the used product for the recycling process. Protection of the environment and adaptation of green marketing initiatives is like teamwork in which the producer, consumer and the government has to play in a team. In some cases governments try to "induce" final consumers to become more responsible. For example, some governments have introduced voluntary curb-side recycling programs, making it easier for consumers to act responsibly.

In some of the cases the government imposes tax on the consumers who act in an irresponsible manner. A well planned framework after a proper strategy has been planned and legislation has been made to reduce the production of the harmful goods or hazardous waste. All these initiatives help in reducing the harmful waste and leads toward the way of sustainability. Various initiatives taken by the government are the ban of plastic bags in Mumbai, prohibition of smoking in public areas, etc. Various acts and laws passed by the governments for the protection of environment are:

Environment (Protection) Act 1986 Air (Prevention & Control of Pollution) Act, 1981 Water (Prevention & Control of Pollution) Act, 1974

#### 4. COMPETITIVE PRESSURE

Another major force in the green marketing area is the firm's willingness to maintain its competitive position. In most of the cases, firms observe competitors promoting their environmental behaviors and attempt to emulate this behavior. It is only in some instances that this competitive pressure causes an entire industry to modify and thus reduce its detrimental environmental behavior. For example, it could be argued that Xerox's "Revive 100% Recycled paper" was introduced a few years ago in an attempt to address the introduction of recycled photocopier paper by other manufacturers. Many companies take up green marketing to maintain their competitive edge. The green marketing initiatives by niche companies such as Body Shop and Green & Black have prompted many mainline competitors to follow suit.

## Conclusion

Green marketing has become a buzzword of today's marketing practices throughout the world. Its importance is increasingly being felt in today's world. Now customers as well as marketers are showing concern towards green marketing. Consumers are becoming more conscious because of the increasing pollution too. Now consumers are willing to pay more for the green products. To protect and safeguard the environment it's necessary to have green products but this is not a responsibility of marketers to produce green products. Consumers are equally important to pay a premium price for green products. Green Marketing assumes even more significance in countries like INDIA.

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# Study of Workplace Bullying

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## Abstract

Bullying is a growing problem in all organizations. Workplace bullying may be a drawback and is a crucial structure and social concern. The analysis showed however bullying behavior affects a target's ability to perform their jobs, which might impact the morale of staff and also the monetary performances of a company. Workplace bullying is troublesome to spot and contain as a result of the harassment sometimes takes place covertly, repeatedly out of sight of supervisors and associates. Here we will learn how to deal with bullying. Such articles become important at a time when workplace bullying happens and how transformational theory can be used to understand victims who are being bullied in the Workplace. This study examined work bullying and its impact on job satisfaction and productivity. Using this Theory this paper defines the term bullying, types of bullying, Practice used for anti-bullying, anti-bullying laws and reaction at the workplace. Cultures and the way transformational theory may be accustomed perceive the private expertise if being intimidated within the work.

**Keywords:** Bullying, Transformational theory, Job satisfaction, Productivity.

## Introduction

During the past ten to fifteen years, interest, national and scientific research and practical work against workplace bullying at work has increased and expanded rapidly in all over the world. Bullying in the workplace has been an ongoing problem in the workplace in all societies. In today's workplace, regardless of the level of hierarchy or the type of industry, bullying is taking place. Organizations are trying to find a way for not just the Human Resources department to deal with bullying, but also having every employee aware of how to handle this new phenomenon. Many people suffer abuse from co-workers, managers and supervisors every day. Workplace bullying has been outlined by many persons as early as 1990, the primary being by Leymann. Leymann (1990, p. 119) describes negative workplace phenomena as: "Mobbing," "ganging up on someone" or psychic terror. It occurs as schisms, where the victim is subjected to a systematic stigmatizing through, inter alia, injustices (encroachment of a person's rights), which after a few years can mean that the person in question is unable to find employment in his/her specific trade". Leymann (1990) continues to state that "Psychical terror or mobbing in a working life means hostile and unethical communication which is directed in a systematic way by one or a number of persons mainly toward one individual"

Adams (1992) described workplace bullying as a type of disease that you don't realize is there and which the side effects are not

always noticeable. In some organizations, the victim of bullying may not always realize that they are being bullied. For example, in the kitchen of a restaurant, having the chef always shout at you and tell you that you are not doing a great job is a form of bullying.

A classic example is that the world noted cook, cook Gordon Ramsay. He is an incredible cook, however he regularly shouts at his employees and belittles them ahead of others; generally, he might even have interaction in verbalizing his workers. This is seen as bullying in a 'normal' work environment but unfortunately not by him. For him, this can be how he conducts his business and his turnover is really terribly low. Bullying also takes place in this situation as a result of different workers operating for the cook may be littered with his shouting.

During the last two decades, numerous researchers in the organizational behavior and management arena –among many other academic fields have dedicated their scientific attempts to help explain how certain dimensions, either at the individual or the structure level, would possibly potentially trigger the looks of bullying in activity settings. Bullying in the workplace is an escalating profile of a new field of attention, similar to that of sexual harassment Fitzgerald and Shullman, 1993. In light of in depth studies on bullying and harassment, everybody agrees that they're unacceptable, having calamitous consequences on the target's health, and a negative impact on companies' performance. Bullying is an interpersonal issue, but it is affected by the organizational culture and the work climate. Bullying at work suggests that harassing, offending, socially excluding

somebody or negatively moving somebody's work tasks. Bullying is an escalating process in the course of which the person confronted ends up in an inferior position and becomes the target of systematic negative social acts (Einarsen, Hoel, Zapf & Cooper 2011).

According to the framework agreement on harassment and violence at work by the social partners, workplace bullying occurs when one or more workers or managers are repeatedly and deliberately abused, threatened and/or humiliated in Circumstances relating to work. Most often the term bullying refers to negative acts within the workplace, by colleagues, supervisors or managers or subordinates. In some definitions and studies conjointly negative behavior by third parties is enclosed, and purchasers, patients, customers or kind are classified as doable perpetrators.

## Objectives

The main objective is to explore studies on categories of bullying at the workplace, job satisfaction and productivity with reference to bullying at the workplace and to implement transformational theory to understand bullying in the workplace. An effort is made to suggest the remedies to remove bullying from the workplace.

## Literature Review

### Workplace bullying

Research has shown that stress inside the workplace and exposure to bullying is 2 causes of workplace bullying (Hauge, Skogstad, Anders, & Einarsen, 2009). There's a better proportion of bullying in any size organization once there's a culture that doesn't promote social and human values (Baillien, Neyens, & Dewitte, 2011). Other common causes are implementing competitive work surroundings by managers, additionally setting unreasonable demands, and goals and lack of authority from management, these factors will cause bullying inside the work (Alsever, 2008). Bullying is typically seen as acts or verbal comments that would 'mentally' hurt or isolate an individual in the work. Sometimes, bullying will involve negative physical contact similarly. Bullying sometimes involves continual incidents or a pattern of behavior that's meant to intimidate, offend, degrade or humble a specific person or cluster of individuals. It's additionally been delineated because the assertion of power through aggression. Bullying is prevailing in today's society. Organizations should establish anti-bullying policies to prevent this prejudices behavior. Targets of work bullying typically suffer from a large number of health issues like depression and anxiety. During this paper, we are going to examine the explanations why bullying has become therefore common within the work, the

damaging effects, and what will be done to assist stop this behavior. Bullying ought to be thought of as a tangle for the whole organization, not simply a problem for the target.

### Types of Bullying at workplace

Tim Field identified several different types of bullying at workplaces:

#### 1. Pressure Bullying-

Unwitting or pressure bullying is where the stress of the moment causes behaviour to deteriorate; the person becomes short-tempered, irritable and may shout or swear at others. Everybody does this from time to time, but when the pressure is removed, behaviour returns to normal, the person recognizes the inappropriateness of their behaviour, makes amends, and may apologies, and - crucially - learns from the experience so that next time the situation arises they are better able to deal with it. This is "normal" behaviour and I do not include pressure bullying in my definition of workplace bullying.

#### 2. Organizational Bullying

A combination of pressure bullying and corporate bullying, and occurs when an organization struggles to adapt to changing markets, reduced income, cuts in budgets, imposed expectations, and other external pressures.

#### 3. Corporate Bullying

Corporate bullying is where an employer abuses employees with impunity especially where the law is weak and jobs are scarce.

- Coercing employees to work 60/70/80 weeks on a regular basis then making life hell for (or dismissing) anyone who objects
- Dismissing anyone who looks like having a stress breakdown as an award of compensation for unfair dismissal is likely to be much lower than a personal injury award;
- Using "absence management" to deny employees annual or sick leave to which they are genuinely entitled;
- Using zero-hours contracts as a means of denying workers predictable, stable finances;
- Snooping and spying on employees, eg by monitoring telephone conversations, using the "mystery shopper", asking leading questions of customers behind employees' backs, conducting covert video surveillance, using personnel officers or private investigators to observe employees who are on sick leave etc;

#### 4. Client Bullying

Client bullying is where employees are bullied by those they serve, eg teachers are bullied (and often assaulted) by pupils and their parents, nurses are bullied by patients and their relatives, social

workers are bullied by their clients, and shop/bank/building society staff are bullied by customers. Often the client is claiming their perceived right (eg to better service) in an abusive, derogatory and often physically violent manner. This can happen in reverse, where nurses bully patients, teachers bully pupils and so on.

### 5. Pair Bullying

Pair bullying is a serial bully with a colleague. Often one does the talking whilst the other watches and listens. Usually it's the quiet one you need to watch.

### 6. Gang Bullying (a.k.a. "Mobbing")

Gang bullying is a serial bully with colleagues. Gangs can occur anywhere, but flourish in corporate bullying climates.

- If the bully is an extrovert (a shouter and screamer) they are likely to be leading from the front, and should be easily recognizable.
- If the bully is an introvert, he or she may be in the background initiating the mayhem but not taking an active part, and may thus be harder to identify. A common tactic of this type of bully is to tell everybody a different story - usually about what others are alleged to have said about that person - and encourage each person to think they are the only one with the correct story. Introvert bullies are very dangerous.
- Half the people in the gang seem happy for the opportunity to behave badly, gaining gratification from the feeling of power and control, and they enjoy the patronage, protection and reward from the serial bully. The other half of the gang are coerced into joining in, usually through fear of being the next target if they don't. If anything backfires, one of these coerces will be the scapegoat on whom enraged targets will be encouraged to vent their anger. The serial bully watches from a safe distance. Serial bullies appear to gain a great deal of gratification from encouraging and watching others engage in conflict, especially those who might otherwise pool negative information about them.
- Gang bullying or group bullying is often called mobbing and usually involves scapegoating and victimization.

### 7. Regulation Bullying

Regulation bullying is where a serial bully forces their target to comply with rules, regulations, procedures or laws regardless of their appropriateness, applicability or necessity. Legal bullying - the bringing of a vexatious legal action to control and punish a person - is one of the nastiest forms of bullying because of the enormous drain that legal action puts on a person.

### 8. Residual Bullying

Residual bullying is the bullying of all kinds that continues after the serial bully has left. Like recruits like and like promotes like, therefore the serial bully bequeaths a dysfunctional environment to those who are left. This can last for years.

### 9. Cyber Bullying

Cyber bullying is the misuse of communication technology (email, SMS texts, social networks, Internet forums etc) for conducting campaigns of hatred. The impersonality and distance between bully and target makes such technology an effective means to cause conflict and hurt. Cyber bullying can be "private" in the sense that the target receives text messages, or "public", where the target is defamed and subject to specious or sarcastic allegations of unsavory actions, conduct or personality traits etc, in front of a wide audience. One way that a cyberbully tries to provoke a reaction from his or her target is to use email, and to visibly copy as many people as possible, possibly in the hope that others will join in, but in any case having the effect of letting the target see that the bully's message is widely visible. Social networking websites are another medium where the bully can show off to a wide audience.

- Hierarchical Bullying, Peer Bullying, Upward Bullying
- The majority of cases of workplace bullying reported to Tim Field's UK National Workplace Bullying Advice Line involved an individual being bullied by their manager, accounting for around 75% of cases. Around a quarter of cases involved bullying and harassment by peers (often with the collusion of a manager either by proactive involvement or by the manager refusing to take action). While only 2% of reported cases involved the bullying of a manager by a subordinate, it does happen.

## Effects of Bullying

### 1) Effect of Bullying on Job Satisfaction:

Job satisfaction in a company refers to the amount of fulfillment the worker feels towards his or her job (Vermandere, 2013). It provides fulfillment of a requirement or need. Many people have outlined job satisfaction through the years. According to Roar (1964), job satisfaction is an orientation of emotions that employees possess towards the role they perform at the workplace. Hoppock and Spielger (1938) defined job satisfaction as the integrated set of psychological, physiological and environmental conditions that encourage employees to admit that they are satisfied or happy with their jobs. Further, the role of the employees at work is emphasized as there is an influence of various elements on an employee within the organization. Clark (2011) argued that if staff aren't happy with the task assigned to

them, unsafe working conditions, bullying, unsafe coworkers, unfriendly supervisors and aggressive management, may result in early separation from the organization. Furthermore, he pointed out that it was beneficial to provide good working conditions, qualified personnel, supportive supervision and management, and a bully-free environment. With respect to workplace bullying, several authors (Hoel&Einarsen, 2015; Namie&Namie, 2003; White, 2013) assessed its relationship to job satisfaction which affects psychological and work-related outcomes such as anxiety, depression, fast employee turnover, absenteeism and stress at work. There are a number of factors that contribute to employees' satisfaction at work. The concept of job satisfaction is measured by what is gained or lost in the following categories: nature of work, self-respect, pay, growth opportunities, job security, social interactions, independence and financial reward. Rodriguez, et al. (2009), recognized that targets of work bullying reported a low-level of job satisfaction and job performance.

As expressed by Salen&Hoel (2010), both victims and observers of bullying have experienced more negative work environments than those who were not bullied. Finally, as steered by Barling, Rogers & Kelloway (2001), staff World Health Organization expertise social aggression at work would possibly experience a bigger worry and negative twelve moods at work. Job satisfaction may be affected with pay, social interactions and growth opportunities (Francis, 2014).

### 2) Effects of Bullying on Productivity:

There are direct and indirect costs of workplace bullying. The direct costs are easy to identify and include increased employee turnover, additional costs in recruitment and training, increased legal fees, settlement costs, and hiring temporary staff to fill in for those who call in sick or eventually quit, taking valuable company knowledge with them.

### 3) Effect of Bullying in Growth Opportunities:

It is also known as career advancement, and is one of the most important elements for employee satisfaction and retention in a certain organization (Abdul, 2015). Growth opportunities refer to getting a promotion or move up to a higher position, or being assigned more responsibilities by an employer. Some people view career advancement as gaining recognition for quality work in the organization. One of the many challenges in businesses today is to cope with the ever changing and evolving environment. In order to increase efficiency, effectiveness and increased productivity of the employee is by providing them training or seminars to keep up with the demands of the dynamic society (Lee & Band, 2005). As mentioned by (Castillo & Cano, 2004), career advancement is an essential component for employee motivation and encourages employees to motivate. Hutchinson (2011) indicated that career

growth opportunities showed a significant influence on job satisfaction and turnover.

### 4) Effect of Bullying in Health:

Hostility at work is often a significant source of physical and emotional stress, leading to higher healthcare costs and absenteeism.

- Insomnia and other sleep problems
- Gastrointestinal distress
- High blood pressure
- Headaches
- Anxiety
- Symptoms of posttraumatic stress disorder
- Depression
- Pain

People who work in hostile environments are more likely to leave the company, be absent from work, and feel dissatisfied with their job.

## Transformation Theory to Understand Bullying at Workplace

Transformational theory exists when a life changing event has occurred in someone's life, altering the way and perspective of that person's mind-frame. Being bullied is considered as life changing because of the extent of damage it has caused that person mentally and physically. For instance, some persons might seek psychological assistance from professionals in the field, while some others might fall into a deep depression. The majority of persons, according to the studies, have had negative effects after being bullied. So far, all the evidence in previous research to the effects and the victim's way of thinking suggests that there is a negative outcome. Aligning the effects of bullying in the workplace to transformational theory, it is evident that the victims are impacted in a negative way. These life changing events do not usually lead to the victims having a positive outlook on life. Some of the victims perform poorly at their workplace; their attention span is lessened; they sometimes turn to substance abuse; and some have suicidal thoughts or might look at committing homicide just to name a few.

Transformational theory for these victims occurs because of a reaction to a stimulus. In some instances, these victims do not usually speak about their experiences and they try to stay engaged in the toxic environment. In these situations, the victims and the company suffer because of the lack of attention and detail that are included in their job. In essence, transformational theory occurs because the victim has now changed his/her way of thinking for economic reasons. However, while at work, they

contribute less than what is expected; they are not engaged and they participate less. Workplace bullying is becoming a serious dilemma in organizations, and unless championed by the Human Resources Department and supported by the established framework of the organization, there will be continued failure in reducing the incidences of bullying.

## Attributes of Workplace Bullying

In reality, three application areas for Bullying appear to have emerged. First there are those that deal with people with severe trauma resulting from being bullied at work (e.g. Zapf, Knorz and Kulla, 1996). Second there are those which explore the concept within the general working population (e.g. Liefhooghe and Olafsson, this issue). Finally there are those which are used in incidence studies (e.g. Rayner, this issue).

## Attributes of Workplace Bullying

### FREQUENCY PERSISTENCE HOSTILITY POWER IMBALANCE

- 1) **Frequency-** Frequency in this context refers to the consistency in which something negative occurs over a particular period of time. Researchers vary on whether the minimum number of acts must be one or two per week (Einarsen et al., 2011).
- 2) **Persistency-** It refers to the duration of time in which the negativity occurs (Samnani & Singh, 2012). Some researchers are not in alignment of the frequency in which bullying has to take place to actually be constituted as bullying. Bullying should not be considered as an act that has to take place within five months or two years for it to be considered as bullying. Once a person is affected by negative acts by a person or a group of persons and it is affecting their job performance, then bullying has taken place. No time limit should be placed in the definition of bullying because this act can take place twice a month and it can be such a negative act that it affects the person physically and mentally.
- 3) **Hostility-** It refers to the negative acts being portrayed.
- 4) **Power imbalance-** It refers to the influence or control over another person in the workplace. Coercive power refers to the control one person has over the other. This usually occurs when a person fears for his job because of intimidating remarks that a manager might make to his/her staff. The manager uses their position to instill fear in his/her employees and threatens their job if performance levels are not met.

Understanding that workplace bullying does not just occur in a top-down position is very critical. Workers in an organization can experience workplace bullying from any of their coworkers regardless of the level of management or employment.

Workplace bullying consists of downwards vertical mistreatment (Tepper, 2007), which includes mistreatment that can occur:

1. From supervisor to subordinate,
2. From subordinate to supervisor,
3. Between co-workers,
4. From customers/clients to employees (Fox & Stallworth, 2005).

## Effective Ways to Eliminate Workplace Bullying

Bullying is a manageable problem. Despite its cost, employers can take action to stop workplace bullying. Rather than turning a blind eye, employers should adopt these strategies to effectively stop workplace bullying.

1. Acknowledge that workplace bullying exists, is real, and is a problem- Being dismissive and unsupportive only exacerbates the problem.
2. Don't normalize bad behavior- by dismissing it as "healthy aggression" or competitiveness between coworkers. If the phrase "survival of the fittest" describes your company's culture, it's probably time to adopt a new approach.
3. Develop guidelines identifying acceptable company standards of conduct -that defines bullying and the consequences. These should:
  - Be clearly written and shared with all employees.
  - Include procedures for responding to and reporting bullying.
  - Include a "zero-tolerance" policy toward aggressive behaviors.
4. Provide employee and management training programs on workplace aggression.

## Laws against Bullying in India

It is nonetheless to search out attention in Indian legislatures and courts of law for the legislation on bullying for workplaces. Our Courts do speak of causing mental agony as a civil injury; but the bully terminology is never seen used. Violence from a manager or colleagues needn't be physical to be injurious.

Anti-bullying legislation is the want of the day as we have a tendency to move to such capitalist glory. In Asian countries there are many strict bullying within the workplace laws and rules levied by the system. These laws are imagined to address every kind of work place harassment as well as discrimination, sexual nuisance and psychological irritation caused by the leader. Bullying is behind all kinds of harassment, discrimination, prejudice, abuse, ill-treatment, conflict and violence. India has no legislation against workplace bullying.

Anti-bullying legislation is a legislation enacted to assist scale back and eliminate bullying. This legislation may be national or sub-national, and is commonly aimed at ending bullying in schools or workplaces. Though Indian Law speaks considerably regarding molestation at work, we need to understand that bullying against the employees is not restricted to the sexual alone. There are numerous classes which will be lined beneath the reach of harassment or bullying at work against the staff, due to which the employee has to suffer humiliation and are often exploited by their respective supervisors.

**Remedies-** There is no law in India which is catering bullying exclusively, but most of the enterprise do take this into consideration and provide the remedies to the aggrieved, which may differ from place to place: Some of the remedies are as follows:

- 1) Actual & Compensatory damages can be paid for the loss suffered.
- 2) The perpetrator can be asked to compensate from his pocket expenses.
- 3) Promotion and incentives can be provided by the Enterprise.
- 4) Exit interviews and counseling sessions are provided by few Organizations

## Conclusion & Suggestions

At last we can say that Aggression, non-cooperation, name-calling and harboring of deep-seated resentment are different facets of workplace bullying. The sad and worrying part is that it thrives largely because of the denial and secrecy, which surround it. Lot of employees, especially in smaller cities, do not even recognize bullying. They accept it as an inevitable occupational hazard. Minor belittling — being made to feel unwanted, unwelcome, criticized or patronized (in case of women) is something they feel they must bear for having ventured into the working field where wolves are waiting to find bait.

Some strong Anti-Bullying laws have to be made by the government to help and protect the people at the workplace. Besides this the organizations should also take several measures to curb the issues:

- Exit interviews should be taken to know the reason of employee leaving from the organization
- Proper Grievance Redressal Forums should be formed to hear the issues of employee
- Different types of Committees should be formed to deal with workplace bullying.
- Compensation should be paid to the victim for his/her loss.
- Time to Time Direct Interactions with the employees should be done to know their working conditions.
- Strict Punishment should be given to the culprit.

In short we can say that Bullying is persistent and unwelcome behavior which impacts the emotional, psychological and mental health of the victim. Psychologists feel that bullying cannot thrive unless an organization or employee allows it.

Undoubtedly, if the workplace bully is left untamed, his blitzkrieg personality could turn into a workplace malignancy. In an already uncertain work environment, where there is high stress because of unremitting change such as downsizing, marketing pressure and structural/ethical changes, workplace bullying, if unchecked, could lead to volatile and even violent situations leading to a complete breakdown of operations, goodwill and profitability.

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# Equity Investment through Geometric Progression: Beyond Value Investing

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## Abstract

It has always been a constant search for the investor to find out the right strategies to invest in the stock market without any losses. Some analysts suggest the fundamental analysis for medium to long term investors while others suggest the technical analysis for short term to medium term investors. There is always a debate as to whether the stock movement can be predicted with accuracy. But one thing can be stated with conviction that the falling stock prices trend will discontinue after some time. Long term falling trends may still continue but there will always be a retracement in the short term. It has been seen in the past that the majority of the investors have burnt their fingers in the stock market investment during the falling market. One of the major reasons quoted was that the investor buys more in rising markets and sells more in the falling market. Analysts suggest a reverse strategy i.e. invest more in falling markets and sell more in the rising market. However, there is no clarity on the amount of money to be invested with proper strategies so that the investor can make profit with certainty. This paper tries to examine the concept of geometric progression and use it as one of the strategies in stock market investment to make guaranteed profit irrespective of stock market movement.

**Keywords:** Progression Equity, Value Investing, Geometric, Fundamental Analysis.

## Introduction

Stock markets is one the most active and lucrative secondary markets for investments in any country in the world. Investors from around the globe are always in constant search for the suitable strategies to trade in the stock markets. Many investors, in the past, have burnt their fingers in the stock markets when the market fell during economic slowdown or recession. One of the major reasons quoted was that the investor buys more in rising markets and sells more in the falling market. Analysts suggest a reverse strategy i.e. invest more in falling markets and sell more in the rising market. However, there is no clarity on the amount of money to be invested with proper strategies so that the investor can make profit with certainty.

This conceptual paper tries to examine the concept of geometric progression and use it as one of the strategies in stock market investment to make guaranteed profit in the falling market. Here, the behavior of stock markets is the key in implementing the geometric progression. It has been seen that the market does not

go in one direction for a long period of time. There is always a reversal in the short term, medium term and long term basis.

In mathematics, a geometric progression, also known as a geometric sequence, is a sequence of numbers where each term after the first is found by multiplying the previous one by a fixed, non-zero number called the common ratio. For example, the sequence 2, 4, 8, 16, ... is a geometric progression with common ratio 2. Similarly 10, 5, 2.5, 1.25,..... is a geometric sequence with common ratio 1/2.

Application of geometric progression in equity investing:  
Strategy-1: If the market falls, double the investment amount on every 1 % dip of the stock price.

Example: Following table will show the investment pattern using geometric progression with common ratio 2.

### 1.1 Assumption: No transaction charges

**Table-1: Profit/Loss during the falling stock prices and investment pattern**

Stock prices (Rs)	Investment (in Rs)	Investment (in shares)	Total Cumulative Profit/Loss (virtual or real)
100	10000	100	0
99	20000	202	-100
98.01	40000	408.1	$(-199-199.98) = -398.98$
97.02	80000	824.6	$(-298-399.96-404) = -1101.96$
96.04	160000	1666	$(-396-597.92-803.95-808.1) = -2605.97$
97.02		Sell 1666	$-1101+1632=531.68$

Table-1 explains the investment pattern of an investor who follows the geometric sequence with common ratio 2. At every 1% dip in the stock price, the investor doubles the investment amount. The last column shows the total loss incurred at every 1% drop in the stock price. The last row shows a jump in stock price and reaches to its previous price level. When it reaches its previous price level, the gain by one percentage point would erase all the previous losses and the investor would end up getting a decent profit. This profit will further go up when the price of the stock moves up further.

When we take the assumption of including the transaction charges of 0.1% with regard to future contract trading, the investment pattern and its related losses are shown in Table-2 below. The last row shows a jump in stock price and reaches to its previous price level. When it reaches its previous price level, the gain by one percentage point would again erase all the previous losses and the investor would end up getting a profit of Rs 6012.21. This profit will further go up when the price of the stock moves up further.

**1.2 Assumption: With transaction charges of 0.1% on future contract**  
**Table-2: Profit/Loss during the falling stock prices and investment pattern**

Stock prices (Rs)	Investment (in shares)	Investment (in Rs)	Total cost including Transaction cost	Profit/Loss
100	2000	200000	200200	0
99	4040.4	400000	400400	-2200 <sup>a</sup>
98.01	8162.4	800000	800800	$-4180-4400 = -8580$ <sup>b</sup>
97.02	16491.4	1600000	1601600	$-6160-8400-8880.8 = -23440$ <sup>c</sup>
96.04	33319.4	3200000	3203200	$-8120-12359.5-16880-17761.5 = -55121$ <sup>d</sup>
97.02				$29453-23440.8 = 6012.2$ <sup>e</sup>

## Conclusion

It can be seen from the above table that the geometric sequence with common ratio 2 may yield a decent profit even after a continuous fall of 4% in the stock prices. Similarly, the geometric sequence with common ratio 3 may also be used to gain even more profit. The only limitation with this investment pattern is that the investors should have sufficient buffer cash with them for stepwise investments.

Working note of Table-2:

- a. Loss= Number of shares x loss per share+ transaction charges  
= (2000x1+200) = 2200
- b. Loss= Number of shares x loss per share+ transaction charges  
= (2000x1.99 + 200+4040.4 x 0.99+400) = 8580
- c. Loss= Number of shares x loss per share + transaction charges  
= (2000x2.98 + 200+4040.4 x 1.98 + 400+8162.4 x 0.99+800)  
= 23440.8
- d. Loss= Number of shares x loss per share+ transaction charges  
= (2000x3.96 + 200+4040.4 x 2.96 +400+ 8162.4 x 1.97  
+800+16491.4x0.98+1600) = 55121
- e. Profit = Number of shares x profit per share - (Number of  
shares x loss per share+ transaction charges) = {33319.4  
x0.98 - (2000x2.98 + 4040.4 x 1.98 + 8162.4 x  
0.99+200+400+800+1600+3200+3200)}=6012.2

# Scope of Digital Marketing in Medical Tourism with Special Reference to Ayurvedic Tourism in Ernakulam District

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## Abstract

India is developing as middle for the clinical vacationers during the most recent couple of decades. Clinical the travel industry can be characterized as the way toward going outside the nation of living arrangement to get clinical consideration. The travel industry is one among the ventures that are extraordinarily affected by the occasion of computerized advertising. Transportation and settlement organizations are among the essential ones to use advanced promoting strategies in their practices to collaborate with networks and guarantee their clients have the sole conceivable away-from-home understanding. Clinical the travel industry isn't an exemption; it additionally needed to find the pattern in advanced advertising. Ayurveda Tourism in Kerala has just set its needs for various internet based life stages dependent on the objective market. The present paper is attempting to discover the inclinations of the traveler on the diverse online advanced advertising stages and procedures directly received by Ayurveda focuses in Ernakulam. Hundred examples were chosen for the investigation. The discoveries recommend that traveler find online stage progressively compelling to know the subtleties and effectively get surveys with respect to the treatment habitats. The traveler confides in the surveys on the online stages.

**Key words:** Tourism, Digital marketing, Trend, Ayurveda Tourism, Online platforms

## Introduction

Clinical the travel industry can be characterized as the way toward going outside the nation of living arrangement to get clinical consideration. A developing number of sightseers are rushing to India for the standout clinical treatment that is being given by the talented specialists. This caused India to develop as an inside for the clinical visitors during the most recent couple of decades. The travel industry is one among the enterprises that are extraordinarily affected by the occasion of computerized advertising. Clinical the travel industry isn't an exemption; it likewise needed to find the pattern in advanced advertising. Transportation and settlement organizations are among the essential ones to use advanced showcasing methods in their practices to cooperate with networks and guarantee their clients have the sole conceivable away-from-home understanding. So as to perform well and increase upper hands, players inside the travel industry are continually attempting to locate the latest and most ideal approaches to prevail in their purchasers and tailor their contribution for their objective audience. The essential driver for the move in brains of patients from created or non-created nations is the expense of clinical treatment in India being less expensive. When likened with Western Europe, North America and some Southeast Asian nations. India is getting a decent income turnover from its clinical the travel industry. In current date social insurance is transforming into a costlier issue in created nations. India's clinical the travel industry is foreseen to develop more than twofold in size from USD 3 billion at existing

piece of the overall industry to around USD 8 billion by 2020. Clinical the travel industry is a propelling segment in India when contrasted with other vacation destination. According to the measurements from 2015, India's clinical the travel industry part was evaluated to be worth US\$3 billion, which is being anticipated to develop at a CAGR of 200% by 2020, hitting \$9 billion by 2020. During 2017, 495,056 patients visited India to look for clinical consideration.

The income from remote trade, Tourism Minister of India pronounced a gauge of ₹1,35,193 crore in 2015, ₹1,54,146 crore in 2016 and ₹1,77,874 crore in 2017. NITI Aayog (The National Institute of Transforming India) recognized the Medical Value Travel as a significant premise of remote trade income. Presenting to a report by FICCI and IMS Health-India has basically 18% of the worldwide clinical the travel industry showcase. As needs be the MVT was pegged at \$ 3 billion in the year 2015 and is evaluated to develop at a CAGR (Compound Annual Growth pace) of 15%. From the report it was called attention to that India savored high believability in wellbeing, anticipation, and in regions of elective prescriptions.

The all out number of patients visiting India in the year 2017 was 4.95 Lakh which was a decent offer as per look into groups. Research additionally delineates that the quantity of the patients showing up in India for treatment stood 2.34 Lakh and 4.27 Lakh in the year 2015 and 2016 individually. Of which, patients from Bangladesh and Afghanistan have consistently remained at the

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top and keep on positioning higher regarding a greatest number of clinical visitors' appearances in India. The insights show that 2.21 Lakh clinical visitors from Bangladesh showed up to India in the year 2017, 2.10 Lakh in 2016 and 1.20 Lakh in 2015. The number is rising every year delineating that the patients who got treatment are suggesting or giving preferring results for propelling clinical the travel industry. Factually the most noteworthy number of clinical vacationers from Afghanistan was during the time of 2015 which was assessed to 27,505. During the year 2016 the number came to a thundering number of 61,231 and declined a little to 55,681 in the year 2017. Medical vacationers from Oman, Maldives, Uzbekistan, Sudan, Iraq and Yemen official visit to India too.

## Theoretical Background and Review of Literature

The principal inquire about article in the said field of study showed up in an examination diary by Goodrich and Goodrich in Tourism Management, entitled Health-care Tourism: An Exploratory Study in 1987. This article investigates the wellbeing the travel industry, however not clinical the travel industry. In 1987, it was considered as a head article. Very little research was done, to recognize clinical the travel industry with wellbeing the travel industry. In this article the writers overviewed 206 voyagers, 22 trip specialists, 12 clinical specialists and two cultivators. The fundamental reason for the article was to investigate how goals can draw in individuals through wellbeing related administrations. The investigation talked about the novel idea of social insurance the travel industry from showcasing point of view, by profiling the wellbeing voyagers. In spite of the fact that the article embraced a novel, because of the absence of information, the investigation couldn't accomplish its goals in full, yet the examination started high the idea of clinical the travel industry. A significant note that should be referenced here is that the article is about European wellbeing goals and the need of wellbeing the travel industry item adjustments that suit the clinical visitors.

Following a similar line of study Mueller and Kaufmann (2001) tending to a portion of the issues relating to lodging industry and health the travel industry contributed an article on the European Tourism and Wellness industry. The reason for those articles was to characterize and delimit the terms like wellbeing and health the travel industry, to work out them in light of the fact that the instruments for quality administration and to situate them in the wellbeing market. It is fascinating to take note of that they unmistakably recognized the health with therapeutic ventures. This article walks ahead the past article by Goodrich and Goodrich (1987) and obviously demarks the idea of wellbeing needs and significance of gracefully side activities that should be inserted into the administration bundle. It is an exploratory investigation since it initially characterizes and delimits the terms, makes

straightforwardness about the terms and later positions health as a specialty. Market examination techniques were utilized as research strategies utilizing bunch investigation. The investigation utilized an example review with 400 working class lavish inns in Switzerland. An intriguing aspect regarding this article is that it is increasingly thorough in procedure and examination. The article suggested following zones for the host networks for development of goal administrations, for example, quality administration, target markets, flexibly molding, evaluating, correspondence, dissemination and cooperatives. These territories will help believability by making a boundary among health and therapeutic medicines. This examination got remarkable in the health and the travel industry because of its suggestions identifying with appealing the specialty wellbeing market.

Other significant supporters of the field of human services the travel industry were Borman, Hunter-Jones and Gracia-Altes. Borman in 2004 investigated the ramifications of wellbeing the travel industry on National Health Services (NHS). He provoked the moral worries of specialists towards the neighborhood British and the need of the administration activities to spare the NHS. Borman's article isn't an exploration study. It is a remark on the issues identified with wellbeing the travel industry and NHS. Tracker Jones concentrated on Cancer and Tourism in 2004. This is the primary article that referenced about the idea of clinical the travel industry other than wellbeing the travel industry. This investigation centers around the travel industry inclination of patients treated for malignant growth and records the discoveries. The idea of Medical Tourist Lifecycle (MTL) was featured without precedent for this article. Since this examination was focused much on the malignant growth voyagers, it assisted with distinguishing the need of unique clinical demands as a specialty showcase. The fascinating part with regards to this examination was the different sparks for understanding explorers, which will help in making another travel industry item for the patient-voyagers.

John Connell came out of a book on clinical the travel industry in 2010. This book looks at clinical the travel industry as a rising part of the vacationer business and an unmistakable and questionable component of wellbeing arrangement. The book comprises of ten parts. The different components talked about in this book are the reasons why clinical the travel industry has risen, tremendous scope of practices and unites the travel industry and wellbeing, and the advancement of clinical the travel industry. The book likewise looks at Asia as a rising clinical the travel industry goal. Issues, for example, the impact of web on clinical the travel industry, the effect of clinical the travel industry, and moral issues on clinical the travel industry are additionally talked about. The book closes with a conversation on globalization of clinical the travel industry.

From the writing audit it is clear that the clinical the travel industry needs observational examinations. Accordingly, an ever increasing number of such investigations are required about clinical the travel industry. In this way, the present examination is significant in nature with its motivation of researching the instance of Kerala as clinical the travel industry goal.

## Factors Favouring Indian Medical Tourism

From old time India has developed to turn into a most sort out goal for clinical worth travel since it scores high on a scope of elements that characterizes the general nature of care. Envision a multifaceted careful treatment being done in a world class universal emergency clinic by acclaimed clinical authorities at a fifth to tenth of what it typically charged by them. There is high caliber of treatment, diverse scope of procedural and treatment choices, consistently improving foundation offices and gifted labor to play out any clinical system with zero holding up time, the rundown of advantages of going for clinical treatment in India is more than contrasted with different nations.

The propelled human services framework in India is on a par with the best in the created nations. India keeps up a sound accreditation framework as well as an enormous number of qualified offices. Around 275 office communities have been universally evaluated as standard with any worldwide framework. India has a decent number Joint Commission International licensed emergency clinics and connects well with different nations in Asia. These set up set of affirmed clinics in India can convey, care at standard or past worldwide gauges. Forefront innovation to help clinical diagnostics and clinical methodology are dynamic by experts in clinical offices. A large portion of the acknowledged clinics have placed in a great deal in strong innovation and operational strategies. Many-sided heart medical procedures, malignancy care and medical procedures, neuro and even wide-running medical procedures require very good quality innovation to more than once get better results and limit complexities, and empower prior recuperation and reducing length of emergency clinic remain.

The ongoing movements in mechanical medical procedures, radiation medical procedure or radio treatments with digital blade stereotactic choices, IMRT/IGRT, transplant emotionally supportive networks, creative neuro and spinal alternatives are altogether reachable in India. Clinical administration framework in India is organized and acclaimed authorities are placated in provoking themselves as far as possible to give arrangements and continually expanding on their ability. Clinics in India not just have world-class comforts, they additionally have exceptionally talented specialists and clinical personals to add to the focal points in advancing clinical the travel industry. Indian clinics are

known for keeping up wide scope of specialists and paramedics in South Asia checking to 1.2 million Allopathic specialists. 0.17 Million dental specialists, 2,000,000 medical attendants. They have built up their qualifications as pioneers in the field of medication around the globe.

Clinical history of India includes a great many years back in the fields of Ayurveda and exchange medication structures. The quantity of officially prepared Ayurveda specialists can be followed to 0.8 million. Huge number of specialists gives chance to a significant level of competency and capacity in usage of more up to date advances and development and recharged treatment techniques. Higher amount prompts competency and give higher caliber. The patients can converse with the specialists in the licensed offices preceding their visit and specialists will consider the necessities and alter the treatment for the patients. The nature of care gave by the emergency clinic staff and specialists likewise pulls in individuals. At the point when quality administrations come at a reasonable cost it turns into a magnificent preferred position. This association of highest caliber and cost advantage is remarkable selling suggestion of India. From the view purpose of patients, advantage is unimaginable with regards to significant medications, for example, for leukemia where the distinction in cost is 10 to multiple times. In any event, for different medicines, it could be anything from a fifth to a tenth when contrasted with Western nations and 80 to 90 percent of what is charged in other South Asian clinical goals. Evaluated six lakh individuals who ventured into India from different nations don't do as such for modest medicinal services yet for quality social insurance at a moderate expense.

Quality isn't undermined at any level, yet recaptures wellbeing at a small amount of the expense. Tolerant gets brisk and moment consideration for medical procedures and all mediations are guaranteed in India. Arrangement for sidestep medical procedure or an arranged angioplasty in specific nations takes very nearly 3-6 months and the expense for these medicines will be high. The hanging tight time in India for any methodology is extremely less, be it heart medical procedure, kidney care, malignant growth treatment, neuro-spinal system, knee/hip/joint substitutions, dental, restorative medical procedures, and weight reduction medical procedure. There is more noteworthy sympathetic connection among patients and human services faculty, the friendliness and neighborliness of Indian emergency clinics is a gigantic factor in picking India as a social insurance goal. India is one among the top clinical goals of the world; the country has the most noteworthy level of English language talking individuals. In the midst of the assortment of culture and customs there is one thing that is basic in India, that is the higher proportion of individuals communicate in and comprehend English language. On the off chance that other language alternatives are significant,

there are master mediators who will be encouraged by the clinics. Every one of these variables prompting consoling accommodation and extraordinary after consideration.

## Attractions of Indian Medical Tourism

Inconceivable clinical mastery and offices structure a prominent factor for expanding clinical the travel industry in India. Part of vacationers from various nations desires the revival guaranteed by yoga and Ayurvedic knead. Decent mix of top-class clinical aptitude at alluring costs which helps an ever increasing number of Indian corporate medical clinics to offer remote patients, including patients from the unified realm and in this way the US, for top end medical procedures like cardiovascular Bypass medical procedures or a knee or hip substitution strategies. Indian corporate emergency clinics are well outfitted with capable specialists and will fit the bill to or perhaps outperform any medical clinic inside the West, settling on the express a reasonable decision for patients.

Low costs methods structure another fascination. since the inflow of more patients from wealthy countries with high clinical costs look for successful choices, are expanding, human services the travel industry in India is unquestionably on the cards for a large number of them and thusly the quickly developing Indian corporate wellbeing part is completely outfitted to fulfill that require.

Not simply cost investment funds or the exclusive requirement of clinical guide office, yet additionally the hanging tight time is far lower for any treatment in India than in the other nation. Clinical help is regularly a crisis and circumstances can turn more terrible if the treatment is deferred. While you would perhaps need to anticipate a while to ask a medical procedure cleared out the US, in India things are frequently organized inside consistently.

### 1. Ayurveda

Ayurveda is one of the world's most seasoned clinical frameworks that started in India. Ayurveda has picked up a lot of overall fascination. Ayurveda in Sanskrit signifies "Information on Life" ( Ayur - life expectancy, and Veda-information). the idea of this clinical structure is strong Indian works of old, aggregated over a 2 century time span between 1500 BC and 400 AD, when numerous specialists put down their perceptions and encounters. the ordinary and ethnic validness frames the most highlights to pull in traveler down south. Due the high incentive for antiquated therapeutic spread among the outsiders numerous Ayurveda focuses are utilizing remote coordinated efforts to require care of universal gauges in giving Indian Ayurveda medications. India is rising as a magnificent goal for clinical the travel industry since its few force factors like brilliant clinical treatment requiring little to

no effort, simple openness, beautiful areas for phenomenal occasion then on.

Promoting Ayurveda as an area of the 'wellbeing the travel industry' has carried a substitution definition to traveling in India itself. Clinical treatment joined with recreation exercises, fun and wellness. India has started together of the premier significant center points for clinical the travel industry.

Ayurveda practice offers both mental and physical wellbeing. The point of Ayurveda medications is to require care of the strength of a private, restore, filter and stop ailments. This subsequent point is to mend the sickness of the patient. India being the house to Ayurveda treatment the nearby additionally as conventional Ayurveda focuses offers many energizing restorative and revival bundles. Experience mending and revival through this old structure pass by India's authorize focuses with every advanced convenience in common settings to flexibly the main experience to the vacationer who wanted clinical medicines.

### 2. Ayurveda Treatments

#### Therapeutic treatments:

- Dhara Treatment for chronic headaches, insomnia, mental tension and cases of hysteria, hallucination and insanity
- Snehapanam Treatment to alleviate osteoarthritis, leukemia then on.
- Sirovasti Treatment for dryness of nostrils, mouth and throat, severe headaches, facial paralysis and burning sensation within the head
- Pizhichil Treatment for spondylosis, rheumatic diseases like arthritis, paralysis, hemiplegia, nervous weaknesses and nervous disorders
- Udvarthanam Treatment for diseases like hemiplegia, paralysis, obesity and certain rheumatic ailments
- MarmaChikitsa Treatment for musculoskeletal ailments thanks to trauma or accidents
- Nasyam Treatment for nasal ailments
- Karnapooranam Treatment for ear ailments
- Tharpanam for Preventing cataract and strengthening vision
- Njavarakizhi Treatment for wasting of muscles, rheumatism, sports injuries, pain within the joints, emaciation of the body or parts of the body and certain sorts of skin diseases
- Kashayadhara Treatment for skin

#### Rejuvenation treatment:

- KayakalpaChikitsa is for Body immunization and longevity treatment
- Sweda Karma Body Sudation
- ThaulyaknaChikilsa Body Slimming



- Beauty care Herbal pack, herbal oil massage, intake of herb tea etc. improves complexion and beautifies the body
- Meditation and Yoga Mental and physical well being
- Panchakarma Treatment A five-fold treatment for mental and physical well-being - tunes the body, organs, mind, breath, nerves and purifies the blood

## Benefits of Ayurveda

Ayurveda and home grown prescriptions guarantees physical and mental state without reactions. The common elements of herbs help bring 'arogya'(health) to human body and brain. as per the essential messages, the objective of Ayurveda is anticipation additionally as advancement of the body's own ability for upkeep and parity. Ayurveda treatment is non-obtrusive and non-harmful, so it's regularly utilized securely as a substitute treatment or close by ordinary treatments. Ayurveda doctors guarantee that their techniques can likewise help pressure related, metabolic, and constant conditions. Ayurveda has been utilized to treat skin break out, sensitivities, asthma, uneasiness, joint pain, interminable exhaustion condition, colds, colitis, clogging, misery, diabetes, influenza, coronary illness, hypertension, safe issues, irritation, a sleeping disorder, apprehensive scatters, heftiness, skin issues. South India is that the popular area and is that the wellbeing capital of the nation. In their mission to pull in remote patients, medical clinics are opening up a legitimate of offices like outside cell for every nation among the others.

Ideally, by resulting hardly any years, India are getting the chance to be the mainstream area overall for all time clinical office. Kerala is likely the main state in India where Ayurveda is utilized as a standard medication. Here one can see numerous Ayurveda clinical schools and emergency clinics over the state. Kerala Ayurveda is known for its five delayed treatment, named as Panchakarma. As an area of this treatment cured oil, herbs, milk, and unique eating regimen are utilized to fix a wide range of ailments. A exemplary content on medication, the Ashtangahridaya, is that the motivation on which Ayurveda is based. Its creator, Vagbhata was the devotee of a Buddhist doctor and got little acknowledgment inside the remainder of India. It's accepted that a couple of Nampoothiri (Brahmin) families were the essential Ayurvedic doctors and their decedents despite everything convey the honorific title of ashtavaidyan. These days, this all-encompassing study of recuperating is rehearsed wherever India.

Ayurveda is that the most seasoned social insurance framework inside the planet. Kerala has the premier significant number of Ayurveda universities and professionals when contrasted with the contrary spot inside the planet. Kerala is shaped by its wonderful

sea shores, zest gardens covered up inside the slopes and a lackadaisical system of backwaters. A comfortable backwater vessel ride can be a reviving encounter. In the event that visitors wish to head out and wish to find out the differed and dynamic culture of Kerala then they have to transverse on backwaters by means of houseboat. One can go on a run of the mill houseboat and thrive inside the pleasantness of Kerala backwaters which clear their path through kind of towns and urban areas. From coconut palm-lined drifts and moving slopes of tea to elephant and tiger saves, going during this little Indian state is as simple as a floating through its backwaters.

Cruising on the houseboat is that the most explanation that Kerala is known. Sailing through the palm bordered channels and extravagant green fields covered on the sting of conduits, it's basically sensational. Hear the delicate lapping of water in light of the fact that the houseboat sails into the sun and in this manner the sky loads up with stars consuming brilliantly. The amazing inside the focal point of lavish green backwoods draws individuals from around the globe to venture out to Kerala. Going from the wonderful Munnar to the pleasantness of Periyar, here vacationers can see truth shades of Kerala's rural and lovely appeal. Appreciate each day long journey along the lavish green island of Kerala by means of Kettuvallam. En route, the traveler will contemplate fortresses, sanctuaries, islands and cascades. Alappuzha is probably the most place for backwater pontoon trips. The mind boggling system of channels going through this town has earned. It the sobriquet "The Venice of the East". A stumble on a houseboat is typically essentially sumptuous. On the off chance that voyagers are burnt out on touring, at that point they're going to appreciate some reviving Ayurveda treatment or can appreciate assortment of the most straightforward rarities on the deck of houseboats. All the houseboats are furnished with private overhangs from where traveler can get seeing sun and quite a bit of shrouded villas. From intriguing stylistic themes to rich rooms, remaining during a houseboat for a considerable length of time is generally an encounter of a lifetime.

To find the length and broadness of Kerala, houseboats are positively the correct way. Kumarakom aviary is that the incredibly first thing to decide whether sightseers are beginning their backwater visit from Kochi. Arranged on the bank of Vembanad Lake inside the backwaters of Kerala, this aviary is home to the preeminent significant number of transitory flying creatures in India.

To advance Ayurveda the travel industry number of measures are attempted by Kerala government, one among those activities is Ayush. Branch of Ayush was framed as a different division on 18 June 2015 by delinking the subject 'Ayush' from the then existing Health and Family Welfare Department, to shape sure a

progressively engaged methodology towards issues concerning the human services, research and instruction area of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeotherapy rehearses inside the State. The AYUSH particularly Ayurveda and Homeopathy assume an import job inside the human services conveyance framework in Kerala.

Under the Department of AYUSH Kerala, headed by the Secretary, the Department of Indian Systems of medications is controlled and regulated by the Director bolstered by two Joint Directors, Administrative Officer, Accounts Officer and Administrative Assistant at the Directorate and District Medical officials at District level. All the Ayurveda, Yoga & Nature Cure, Unani and Siddha clinics and dispensaries are working under the District Medical officials concerned. Government Ayurveda Research Institute for Mental Diseases Kottakkal, Malappuram goes under the immediate control of executive. In addition to the present, main streaming of AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha & Homoeopathy) systems of drugs and revitalization of LHT (Local Health Traditions) is implemented through NRHM. Department of AYUSH constituted with the Vision of:

1. Advancement in the running / health care practices of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy hospitals, clinics etc.
2. State Ayush Health Society
3. Allotment of new educational institutions under government/ private/ aided ayush educational institutions, establishment matters of these institutions.
4. Ayush Medical Board
5. Indian Systems of Medicine, Ayurveda Medical Education Department, Homoeo Medical Education Department, Homoeopathy Department, Quality Control of ASU& H Drugs and Promotion of Medicinal Plants etc.

## Influence of Digital Marketing on Ayurvedic Tourism in Kerala

Ayurveda Tourism in Kerala has already set its priorities for different social media platforms based on the target market. Some region-specific platforms are otherwise not popular globally like Snapchat in Saudi Arabia WeChat in China also need to be focused upon. Platforms like Quora might look too academic, but it is very effective in influencing the decision-making process of the youth who are frequent travellers. Social listening tools like Trip advisor, trivago and Google review also need to be handled professionally to market destinations and amenities. Large destination management companies, tourism service providers and hotel chains will have their agencies to handle digital marketing. In Kerala being the role model for small and medium, locally grown entrepreneurs in tourism find it difficult to achieve the best results through digital marketing. Kerala Tourism in association with trade bodies like Kerala Travel Mart and IATO should conduct region-wise digital marketing workshops to bring the small players into the same phase with the growth of this wonderful platform. Kerala Ayurveda tourism is that the celebrated example for public-private partnership, these trends and analytical should be shared with private players within the State. Private players have the resources and technology to channelize their marketing campaigns in the right direction.

In the current study, a small effort was taken to know the influence and preferences of the tourist those who are undergoing treatments in a specific destination around Ernakulum. The selected destination consists of two reputed Ayurveda treatment centers and four Ayurveda treatment centers as part of the tour packages of hotels. The sample size consisted of 100 tourists. The questionnaire mainly concentrates on identifying the preferences of the tourist regarding the different online marketing strategies adopted by the Ayurveda centers in Kerala. The samples were collected using both the online questionnaire and by meeting directly by the tourist staying in the facilities.

	Digital marketing	Percentage
1	Online information's in Kerala tourism official websites are very useful	73
2	Online videos on specific treatment centers are useful and have led to book my treatment to the specific place	70
3	Online rating of specific places for the treatments is what I look for before taking a package.	84
4	Mobile Application for finding ayurvedic treatment is easy find in online applications.	78
5	I find the websites and descriptions of the treatments and centers to be true and reliable.	79
7	Online purchase of e-books on travel and ayurvedic treatments is very useful and I have always checked it before booking a treatment in Kerala.	62
8	Online reviews are very important for me to know about the places for treatments	80
9	Advertisement pop ups attracted my attention to the concerned treatment center	66
10	Online discount offers attracts the while making decision on travel trips.	85
11	If getting treatment for serious illness decision is solely based on word of mouth awareness I trust.	96

Source: Survey data

From the table above table 1, the researcher can summarize the following points. Seventy-three per cent of the sample units selected for the study believe that online information's in Kerala tourism official websites are very useful. Seventy per cent of the tourist are of the opinion that online videos on specific treatment centers are useful and have led to book my treatment to the specific place. Eighty-four per cent of tourists prefer to know about the Ayurveda treatments from the online rating of specific places before taking a treatment package. Seventy-eight per cent tourists are of opinion that mobile application for finding Ayurveda treatment is easy and convenient. Seventy-nine per cent finds the websites and descriptions of the treatments and centers to be true and reliable. Sixty-two per cent of customer's find the online purchase of e-books on travel and Ayurveda treatments are very useful and I have always checked it before booking a treatment in Kerala. Eighty per cent of tourists are of the opinion that online reviews are very important for them to know about the places they have selected for treatments. Among the selected tourists only sixty-six per cent finds that advertisement pop-ups attracted their attention to the

concerned treatment center. Among the tourist, eighty-five per cent believes that online discounts solely attracted their decision-making process to choose the treatment center. Ninety-six per cent of the tourist still believes that word of mouth awareness is the most trustworthy than any online reviews if met with a serious health issue.

## Conclusion

For promoting medical tourism, the sector should work diligently with the industry chambers and various government departments to spread the awareness and remove hurdles existing in the development of this sector. The scope of medical tourism in Kerala is higher when compared to other states and it should be tapped properly by the market players as well as by the Kerala government. Traditional methods are being forgotten as well as it's been discontinued by the locals due to lack of good remuneration or facilities to follow up the ethnic methods. There should be an arrangement for proper training for students by corporate hospitals to help foreign tourist patients to remove the

problem of language. If the country could provide a joint the platform of tourism, health, and aviation and information communication department for providing services to targeted overseas travelers for medical or health care tourism in India. Online marketing of the Ayurveda medical tourism is only tapped by giant players; local traditional players are being ignored or being manipulated. The services of Ayurveda and Naturopathy should be expanded with a view of getting benefits of Indian ancient wisdom related to health care treatment methods. The most sorted treatments like Classical Ayurveda panchakarma treatment should be highlighted by the Health Department of India, for preventive health care segment. The Indian government may introduce a new category of medical visas to promote Ayurveda medical tourism.

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