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तदेव लग्नं सुदिनं तदेव

ताराबलं चन्द्रबलं तदेव ।

विद्याबलं दैवबलं तदेव

लक्ष्मीपते तेङ्घ्रियुगं स्मरामि ॥ ॥

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That alone is the best time, that only is the best day,

that time only has the strength bestowed by stars, moon,

knowledge and Gods, when we think of the feet of Lord

Vishnu who is the spouse of Goddess Lakshmi

SAIBALAJI INTERNATIONAL JOURNAL OF MANAGEMENT SCIENCES

Contents_____

Impact of E-Commerce on Consumer Buying Behavior-View of Existing Literature

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ABSTRACT

Today e-commerce has become very big and booming industry and is generating huge business through e-trading. The rapid growth of E-commerce sector has a huge impact on market. The success of e-commerce totally depends on the responses of consumers and their buying behaviour. Reduced middle level of business, competitive pricing and door step delivery are the keys of success. Many studies show that this industry has overcome the traditional marketing practices, giving incentives to consumers buying behaviour, leading to huge accumulation of higher demand in this sector. Indian market is considered as potential market as e-commerce is extracting huge business from the same. This research intends to study the current available literature on e-commerce and its related studies. The research focuses on the status of e-commerce in India, e-commerce and technology adoption, the socio-economic impact of e-commerce, e-commerce and consumer buying decision making and e-commerce benefits and its success. The innovations in technology are coming out very fast and get adopted in market too. The adoption of technology in consumer's life can change their expectations as life progresses. Hence inventions in e-commerce and its business style can be responsible for change in the buying behaviour. This study attempts to understand the future need to study the impact of e-commerce on consumer buying behaviour and up to what extent the buying can be changed.

Introduction:

Today in globalised market technology plays a vital role in every activity present in chain. All types of technologies are introduced in organizations and market as well. These technologies help organizations and customers both for two way business and communication. One of the best technologies used is E-Commerce.

E-commerce is the use of internet and web to transact business **(K. Laudon and C. Traver, 2008)**. It includes digitally enabled commercial transactions in between organisations and individuals. In another words all commercial transactions, buying and selling goods and services, transmitting data and funds, conducted electronically on the internet. E-Commerce is changing its nature rapidly as technologies are changing nowadays.

Consumer behaviour is the study of when, why, how, and where people do or do not buy a product **(Schiffmen, L.G., Wisenblit, J. & Kumar, S.R., 2015)**. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Need for Study:

We are living in the most innovative technology era. The main driving force to boost new technologies is INTERNET. Internet is global system of interconnected computer networks which enables sharing and transforming huge amount of data in very less cost.

Impact of E– Commerce on Consumer Buying: A review of Existing Literature, Amoghsidhi Urne, Research Scholar, Dr. Artee Aggrawal. Associate Professor, Amity University Mumbai.

E-Commerce under consideration is B2C and C2C, in which communication occurs directly with end consumer. The backbone of e-commerce is the Internet. The evolution of Internet had shaped the 21st century. Without internet e-

commerce is just impossible. The Internet is a worldwide network of com puter networks built on common standard.

E-commerce Impacted on Markets and Retailers as well as supply chain management **(Susan L. Golicic, et. all, 2002).** The success of e-commerce in last few years shows how these companies are successful to penetrate in Indian Market. The success stories of e-commerce companies are incomplete without technology adoption by people. In other way around e-commerce and technological innovations and its implementation are responsible for its adoption in the market. These innovations in technology and internet provide convenience to consumers for experiencing something very new purchasing environment. Large varieties of products, huge amount of information, and cash on delivery and doorstep deliveries are the main benefits by e-commerce attract and forces potential consumer to buy online.

And due to new e-purchasing environment people have started purchasing products and services online. In India, since last 5-6 years, e-commerce is playing big role in all types of markets. People especially youth consumers are crazy about online buying **(Hooda, S., & Aggarwal, S., 2012)**. Youth generation finds e-commerce more convenient and time saving and use different available payment modes for payment of the purchase. It is said that India is the country with largest youth population. Hence for e-commerce giants and other e-tailers found this Indian youth population as potential target market. They are successful in influencing the target population by providing very quick services, variety of products and services and fewer prices than tradi-

tional market **(P.R.Kousalya, T.Mohan, D.Revathi, 2013).** Hence e-commerce is doing business very successfully. There are many e-tailers who had made very impressive beginning. Their success and sustainability depend of the understanding the markets and offering various types of services and features **(Chanana, N., & Goele, S., 2012).** Considering the Indian market, the growth for e-commerce is enormous **(Agarwal, D., et al. 2012).** Flipkart, Amazon, Snapdeal, IRCTC etc are big giants in e-commerce in present Indian market. Last five years have seen the increase in no. of e-commerce players India. Many of the internet portals have shifted to e-commerce instead of investing more other mediums **(Chanana, N., & Goele, S., 2012)**. But the future of E-Commerce is difficult to predict.

As **Chanana, N., & Goele, S.** Said, to sustain in the Indian market e-commerce companies must understand the market. The major part of e-commerce business comes under B2C type of business. So understanding the market means understanding the consumer. To sustain in the market in future will lead these e-commerce companies towards study of consumer buying behaviour. Till date e-commerce has served major part of the market and done successful business. They are successful because of studying buying behaviour and implementing strategies which are lacking in traditional market. E-retailers must understand where the offline shopping experience leaves consumers dissatisfied **(Vashisht, A., 2015)**. They are providing services which are very convenient to customers. But in future they may get strong competition by traditional marketing practices which will be totally changed. Hence in future it is necessary for e-commerce companies to understand change in consumer buying behaviour, particularly change in buying behaviour caused due to e-commerce business practices. It will help these e-tailers to find out what

consumers will be expecting more and where e-commerce will be falling short?

Literature Review:

E-commerce Status in India:

India's internet user base grew over 17% in the first six months of the year 2015 to 354 million, according to the Internet and Mobile Association of India. The base had grown to 302 million by the end of 2014 after clocking its fastest rise of 32% in a year, as per IAMAI, which includes members such as Google, Microsoft, Facebook, eBay, IBM, Flipkart, Ola and LinkedIn **(The Economic Times, Sep. 3, 2015).** The number of Internet users in India is likely to cross 500 million by 2017 according to Ravi Shankar Prasad, minister for communications and information technology **(Business Standard, May 5, 2016)**.

In India, according to IAMAI report, the e-commerce market is expected to Rs. 2, 11,005 crore by December 2016. Especially online travel is expected to grow around 40% to reach 1, 22,815 crore by end of 2016. Other than travel industry E-tailing is continued to remain dominant in which 57% growth was driven by mobile and its accessories. Computer and its accessories, apparels, fashion, online movie ticket booking, online grocery and food delivery etc. were also contributed significantly **(The Economic Times, June 7, 2016)**.

The increasing number of internet users and e-commerce business growth conclude that the graph of e-commerce in India will remain in exponential path. However the position of market is stiff competitive **(Goswami, S. 2014).** The factors like low brand loyalty, price sensitivity and services make this competition even severe. Hence e-commerce companies are striving to overcome these problems. And they are quite successful as we can find out e-commerce

adoption in the market.

E-commerce and Technology adoption:

According to **Statista portal**, the users of smartphones in India will touch 279.2 million by 2018. The article in **The Indian Express (Feb. 4, 2016)** said that according to the industry body of IAMAI the number of mobile Internet users in India is expected to grow over 55 per cent to 371 million by June this year. It also said that that this growth is driven by strong adoption in rural areas of the country. The IAMAI report further said that the mobile internet users from urban area and rural area use internet for e-commerce purpose is around 25% and 3% respectively.

We know in India the internet is not accessible to maximum population like in Europe and America due to infrastructure unavailability but the above numbers supports that technology adoption is following exponential path. The 360^0 round effect of e-commerce and technology adoption can help consumers to become technology literate. E.g. one can purchase technology and related products on e-commerce website. E-marketers can focus more on research measures to encourage the consumers to purchase online **(Kiran, R., Sharma, A., & Mittal, K. C., 2008).**

E-commerce creates new business opportunities **(Saini, B. 2014)** by making their technology adoptive. Small business holders and entrepreneurs can start and expand their business by adopting technology innovations. Broadband, 3G, 4G etc. can help entrepreneurs and SMEs to do business online through e-process, e-procuring, e-payments etc.

Socio-economic impact of E-commerce:

The successful penetration of e-commerce in Indian market has very large im

Impact of E– Commerce on Consumer Buying: A review of Existing Literature, Amoghsidhi Urne, Research Scholar, Dr. Artee Aggrawal. Associate Professor, Amity University Mumbai.

pact on each sector which are possibly, directly and indirectly related to it. Major studies are done from the perspective of its impact on Society and Economy. Its existence itself is huge benefits for indigenous market.

The developing country like India, one the most important benefits of e-commerce is to help in developing the rural community to leap-frog into a knowledge paradigm **(Anjum, B., & Rajesh Tiwari, 2011)**. E-commerce is providing very useful resources to MSME's. For rural area e-commerce can be a road for inclusive growth. The positive effects of E-Commerce can be accelerating the commercial growth to have a profound impact on the socio economy of rural community. E-commerce offers opportunities for markets like India to expand greatly internally and externally. The backbone of e-commerce-Internet allows remote and unbanked people to gain access and participate readily in all aspects of economy.

Patterson and Wilson (2000) revealed that as ecommerce improves the quality and flow of information and communication, there is a good reason to expect that the e-commerce will have positive impact on the society. **Rao (2007)** stated that e-commerce helps eradicate rural poverty by networking the rural poor and ensuring their active participation in public affairs.

At the social front, e-commerce and ICTs can definitely empower the poor, give them a voice and connect them to the global world. These technologies can also help in attaining a minimum level of education **(Spence 2003)**, health

(Wild 2001; Raul 2003) and agricultural extension and other public services **(Nanada 2000; Phojola 2000; Bayes et al. 1999).** Development of e-commerce and IT has great significance not only in the economic growth, but

also in human and social development. It boosts social as well economic infra structure, generate revenue and provides employment and many more **(Sumanjeet, 2009)**.

The economy of country rises from entrepreneurial development so entrepreneurs came into an e-business played a big role in economic development **(Ghosal I. et al., 2015)**. E-business and digital marketing are the main sectors of the current Indian market economic scenario. Entrepreneurs in India got very big platform to have access to national and international market through e-business. The current NDA (Modi) govt. have taken very positive decisions like FDI in e-commerce can boost the development of MSME's and local entrepreneurs. It can help society and economy as well.

E-commerce is promising as a significant instrument to make sure comprehensive growth **(Hiwarkar, T., 2013).** The decisive and important role of e-commerce helps increasing the economic growth **(Mirmiran, S. F., & Shams, A. 2014)** by creating new business opportunities and also opportunities for education and academics through e-learning and e-business education **(Saini, B.,2014)**. The study of **Popescu, G. H. (2015)** provides strong evidence for the influence of ICT capital proportion on the production-oriented initiative of sustainable effectiveness, sustainability inferences of e-business resolutions, and e-commerce impacts on social sustainability.

Hence at socio-economic front, in the country like India, e-commerce definitely empowers consumers and plays very important role in economic growth of the country.

E-commerce and Consumer buying decision making:

Studying consumer buying behaviour is very difficult task as individual carries different perception. No one can predict how an individual can behave in particular situation. But the features and facilities present on E-commerce websites influence the buying behaviour.

Consumers prefer the factors like information availability, reputation of website, security and after sales service while purchasing online **(Mittal, A. 2013).** Marketing mix and reputation **(Guo, J., & Jaafar, N. I. 2011),** product review **(Bailey, A. A., 2005),** web experience **(Constantinides, E., 2004),** very quick services, variety of products and services and fewer prices than traditional market **(P.R.Kousalya, T.Mohan, D.Revathi, November 2013)** etc. are the factors where e-commerce has been successful to attract the consumers especially youth **(Hooda, S., & Aggarwal, S., 2012)**. These factors are also responsible for influencing the buying behaviour.

Researcher also found that Trust and Security are the main factors considered by consumers and also influenced their buying behaviour. **(Corbitt, B. J., Thanasankit, T., & Yi, H., 2003), (Chen, Y. H., & Barnes, S., 2007), (Kim, D. J., Ferrin, D. L., & Rao, H. R., 2008), (Hsin Chang, H., & Wen Chen, S., 2008), (Kim, D., & Benbasat, I., 2009), (Ganguly, B., Dash, S. B., & Cyr, D., 2009), (Sahney, S., Ghosh, K., & Shrivastava, A., 2013)** Based on above two factors consumers concluded the new factor Risk with which personal information security, payment security, quality assurance, delivery of same product etc. sub factors had raised. Consumers can trust e-commerce companies when the risk factor is replaced by security. Nowadays the adver

tisements on the television showing e-commerce companies are claiming that they have made their websites very secured and almost zero risk present. And these advertisements have greater impact on consumer buying behaviour **(Dinu, G., & Dinu, L., 2012).** Consumer buying behaviour can be enhanced with rich quality and creative advertisements and by building positive consumer perception through strong marketing strategies **(Malik, M. E., et al., 2013)**.

E-commerce companies have implemented solution of all concern factors to attract customers. Proper designed website and available information content and internet marketing **(Miranda E., 2008-09),** easy to use, usefulness of website **(Nayyar, R., & Gupta, S. L., 2011),** online store environment **(Hsin Chang, H., & Wen Chen, S., 2008)**, information drawing and value perspective **(Grant, R., Clarke, R. J., & Kyriazis, E., 2007),** website reliability/ fulfilment, website customer service and website security/privacy **(Shergill, G. S., & Chen, Z., 2005),** Consumer Impulsiveness and Website Quality **(Wells, J. D., Parboteeah, V., & Valacich, J. S., 2011),** colour **(Pelet, J. É., & Papadopoulou, P., 2012)**, testimonials **(Spillinger, A., & Parush, A., 2012),** enhancing the internet experience **(Dash, M., Dash, M., & Mahapatra, A., 2013)** are main concern factors which are implemented by these

companies to attract more customers. These factors have positive and considerable impact on business of websites by assisting consumers in purchase decision making.

E-commerce Benefits and its Success:

E-commerce provides many benefits to consumers which are ultimately beneficial for consumers themselves. Following are some benefits which are pro-

vided by E-commerce:

Consumers worldwide can shop online 24 hours a day, seven days a week and 365 days a year **(Bellman, S., Lohse, G. L., & Johnson, E. J., 1999)**.
Recommends products and related information as per interest and preference of individual consumer **(Xiao, B., & Benbasat, I., 2007)**.
E-commerce is convenient, time saving and pleasant in use **(Hooda, S., & Aggarwal, S., 2012)**, **(RAJAYOGAN, K., 2015), (Goyal, P. & Chouhan, B., 2015), (Sunil, S. P. A. C. E., 2015).**It provides very quick services, variety of products and services and fewer prices than traditional market **(P.R.Kousalya, T.Mohan, D.Revathi, November 2013).** It is simple to use, saves cost, delivers in time **(Narwal, M., & Sachdeva, G., 2013).**Consumers can access very rich information, can access maximum available retail brands and can avail extended offers in online buying **(Yen, Y. S., 2014)**. E-commerce also provides facilities like doorstep delivery, easy and secure online payment modes, Cash on Delivery, safe packaging, authentic and original products, easy return and replacement policies, exchange offers, discounts and festival offers etc. **(Advertisements on Television by Flipkart, Amazon and Snapdeal, 2016)**

RESEARCH GAP:

Due to its transparent and consumer convenient business style, e-commerce has been very successful in Indian market. As mentioned above it has very good platform to do more business in Indian market. E-commerce is also successful in earning trust of Indian consumers by enhancing security of consumer's information, which is considered as biggest achievement. This trust will help e-commerce to be successful in future.

But as technology is getting changed day by day, market and consumers are

also changing very fast. The need and demand of the market is changing as innovative technologies are adopted by consumers on their routine life. E-commerce and its success is the best example. Due to e-commerce and its flawless adoption in daily life, consumers are getting more advanced and their life style and standard of living is getting modified. As life goes under fast changes, the expectations of consumers from e-commerce will also change. The buying behaviour of consumers will also get changed due to the current adoption of e-commerce in their life style. Hence in near future, there will be a need to study the change in buying behaviour of consumers due to adoption of e-commerce. It will help e-commerce companies to analyse the need of the market and to respond very quickly to change in demand **(Vashisht, A., 2015).**

Conclusion:

This study is mainly focused on the current status of e-commerce in India. It starts with the introduction of e-commerce and consumer buying behaviour and how it is important to study. In the chapter of need for the study, the success of e-commerce, its impact and the adoption of e-commerce in youth is

discussed. In that same chapter the sustainability factor is also discussed. The literature review part discusses 5 sections- the status of e-commerce in India, the socio-economic impact of e-commerce, e-commerce and technology adoption, e-commerce and consumer buying decision making and e-commerce benefits and its success. Each section starts with the current knowledge available followed by supporting available literature and interpretation. All the impact factors, flawless adoption in consumer's life, acceptance of e-commerce business style, responses to e-tailing and benefits of e-commerce are discussed in details backed by available literature. At the end of the literature review the

importance trust and security factor and the future need is also discussed. Due to adoption of e-commerce in life, consumers have started expecting more which can impact on their buying behaviour. The factors of the e-commerce that influenced consumer behaviours need to be carefully analysed by the online retailers, who can utilize the appropriate marketing communications to respond the change in customer's purchase decision making process and improve their performance. Hence in terms of promising future research directions, two avenues deserve special mention, in researcher's opinion, first is, there is need to study in detail the impact of e-commerce on consumer buying behaviour and second is to find out to what extent the behaviour can be changed.

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Social Media: The inevitable marketing tool used as a business strategy to create brand awareness

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ABSTRACT

Social media is a new phenomenal buzz that has become an important aspect in marketing mix and modernizing the way companies interact with customers. Social media has changed the traditional communication between brands and consumers and enabled the consumer to make positive as well as negative influence on brand equity. Therefore, it is important for companies to know, how to manage, communicate in social media seeking to build brand equity by building the brand awareness and positive image for brand in the minds of the customer. Media fragmentation and customer indifference to traditional marketing tools are forcing marketers to seek new opportunities so the marketing message not only captures customers' attention, but also tries to engage them with the company. Overall Social media can be used for internal communications as well as a method of engaging with both existing and potential new customers. It states that the real business revolution occurs in the arrival of several social media sites, such as LinkedIn, Face book, and Twitter. Social media is a genuine game changer for business. Companies that invested early to harness the power of social media claim higher returns, with even greater gains predicted to be on the way.

Key words: Business strategy, Social media, brand awareness, communication and branding.

Introduction

Social media has become one of the most important outreach and marketing channels available to brands, which in turn means that it is important to have a social media strategy as a core part of business overall marketing plan.

Social media channels offer businesses a cost-effective way to promote their companies, to increase brand awareness, and to generate customer engagement.

On the other hand, social media marketing is also still a very young discipline, and a rapidly changing one, which means that as a whole it is one of the hardest channels to consistently get right. Unlike TV advertisements or other types of advertising, there are no established rules and no real paradigms or laws that marketers can reliably follow.

Objectives of the study

- To study the importance of social media and how companies can use social media as an important businessstrategy to create brand awareness among customers.

- To study how companies use social media in their business processes that will transform their relationships with customers.

- To study how companies can harness the power of social media keeping in mind the pitfalls.

Background

Going to the routes of each word, social media can be defined as an instrument that helps to communicate and interact. Media is a tool used for communica-

tion, like TV, newspaper, radio etc. Social media are media for social interact tion, using highly accessible and scalable communication techniques. Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue.

In studying how social media influences branding, we need to look at what social media is,what it is composed of and what existing literature says about the correlation between socialmedia and branding. Branding isa vast and wide-spread area, where opinions diverge concerning the basic definitions, such as brand equity for example.

Socialmedia

To consider social media as a marketing tool,a retailer must understand every aspect of it. Social media cannot be understood without first defining Web 2.0; a term that describes a new way in which end users use the World Wide Web, a place where content is continuously altered by all operators in a sharing and collaborative way (Kaplan and Haenlein 2010). "It is much more to do with what people are doing with the technology than the technology itself, for rather than merely retrieving information, users are now creating and consuming it, and hence adding value to the websites that permit them to do so. (Kaplan and Haenlein 2010) define social media as "a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content." Social media has advanced from simply providing a platform for individuals to stay in touch with their family and friends but now it isa place where consumers can learn more about their favorite companies and the products they sell. Marketers and

companies are utilizing these sites as another way to reach consumers and provide a new way to shop.

Social media can take many different forms, including social networks, Internet forums, weblogs, social blogs, micro blogging, wikis, podcasts, pictures,video, rating and social bookmarking.According to a study made, the importance of participating in social networks in order to develop the brand and build relationships with key customers is in fact recognized by the companies. It is said that online communities will play a key role in the future of marketing because they replace customer annoyance with engagement, and control of the content with collaboration. Further the prosperous businesses of the future will be those who embrace the social media and who see change as an opportunity.

Brandandbrand awareness

Brands are important because they shape customer decisions and ultimately create economic value. Brand isa key factor behind the decision to purchase inbusiness to consumer operations.

Despite the availability of numerous definitions for brand equity in the literature, the broad meaning attached to the term "brand equity" is the value endowed by the brand to the product. A product is something that offers a functional benefit (for example toothpaste, a life insurance policy, or a car")

The definitions of brand equity can be broadly classified into two categories; either as financial considerations and the value of the brand equity for the firm, or based on the consumer perspective which looks as brand equity as the

value of a brand for the consumer .Aaker's point of departure in his studies on brand equity, is a consumer perspective based on consumer's memory-based brand associations.

Aaker has provided a comprehensive definition of brand equity, namely: a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers .The conceptualized brand equity as a set of five assets: brand awareness, perceived quality, brand loyalty, brand association and other proprietary brand assets. Brand awareness is an important component of brand equity, it deals with the strength a brand's presence has in the consumer's minds. It is predicted by Aaker that with the multitude of new media that have developed and that are likely to develop in the future, it is constantly becoming more challenging to create this brand awareness, and that the winners in the battle of raising brand awareness will be those who are able to coordinate their branding messages through all medias. To create brand awareness in a successful way considering that consumers everyday are bombarded by more and more marketing messages, two things are needed according to Aaker: first, it is necessary to have a broad sales base. This is because it is expensive and often impossible even to support brands with relatively small unit sales and short lifecycle. This is the reason why many firms reduce the number of their brands and focus only on a few brands. Second, firms need to acquire the knowledge of operating outside the traditional media channels (Aaker 1996). There is also a close connection between brand awareness and brand positioning.

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Brand strategy

One definition of brand strategy is the following: "Your brand strategy is how, what, where, when and to whom you plan on communicating and delivering your brand messages. Where you advertise is part of your brand strategy, so are your distribution channels and your verbal and visual communication". Consistent branding strategy leads to a strong brand equity, which means the added value brought to the company's products or services that allows them to charge more for the brand than what identical, unbranded products command.

Communication and branding via Social Media

Communication is vital for the success of any business and engaging theircustomers regularly helps to enhance the company's image. Social networks allow the company to interact and deal with their customers on a personal level. Whenthe brand gets involved in conversations, customers view it as approachable, responsive and accessible. This type of exposure positively influences how they are perceived and makes customers more receptive to the information that the company shares. Both social profiles and websites can help improve the branding efforts. The existing and prospective customer base will be able to identify the company brands' characteristics based on how they interact on social media.

Inevitability of Social Media forSubstantial Business Growth

Marketing through social media provides numerous advantages that are already proven by small businesses. The best advantage that social media has is the awareness of the business' existence that it gives to its customers. It just starts from a single post until it is spread and passed on by the customers to

their friends. This is so effective especially if the one who passed it on is an influencer and a leader to a group of people. It will cause a great impact to the business and would possible monetize the effort that is exerted.

Social Media also gives immediate results whether positive or negative. It is important for the business to act quickly on the results of implemented plans. Being flexible to the change of strategies is quite complicated for a business but is a good quality to have. In terms of financial stability of a small business, marketing with social media is very affordable. In fact it is of low cost or generally is free. It can be used as an alternative to expensive ways of advertising the business.

Another good thing in social media is that it is a medium of a two-way communication between the owner of thebusiness and the customer. This allows both sides to gain helpful information for their own benefit. On the side of the business owner, it gives them the idea on how to get hold of their prospective clients. They are able to know the tastes and reactions of their target customers. While on the part of the customer, theyare able to let the company know of their concerns about the product or service. They will feel secured because they know that they can access to the management directly if ever any problem occurs. The companywill be able to have the opportunity to promote their product and explain to the customers why the product or service is worth their money.

It is a great convenience on the part of the business because there is a lesser cost to conduct a research or study on the trend in the industry. This also enables the company to participate in the business arena with confidence knowing that they have the latest tools and updated information in theirbusiness. It is also possible to know what their competitors are doing so that they can pre-

pare for any actions they might do.One of the key advantages of social media for businesses is that it enables the company to interact with their customers. Going through the tweets and Facebook updates that are posted by the customer, gives insight into what they need. This is useful for helping the company formulate marketing strategies that address the needs of their customers.

Improves Responsiveness

Social media eases the process of providing and receiving feedback. If the customers have concerns or problems with what the business offers, they can let the company know in a timely manner. Social media gives customers a convenient and accessible way to express what they feel and gives companies a chance to respond. With such platforms, businesses are able to view complaints and assure their customers that their problems will be dealt immediately.

Provides Competitive Advantage

If the competitors are already using social media accounts for marketing and engaging their customers, the company needs to ensure that they are keeping up with the digital marketing strategies that are being implemented.

In the competitive world of business, more and more companies are capitalizing on the benefits of social media. In order to boost online traffic to the site and increase sales, the company needs to stay ahead of the competition while providing their customers with the best products and services.

Efficient Marketing Tool

The social networking nature of platforms such as LinkedIn and Twitter gener-

ates interest among followers who are more responsive to them than a blatant marketing approach. The company can use social media creatively to advertise their products and services without making the customers feel like they are overwhelmed by the marketing campaigns.

Advertisements strategically placed within informative posts are an effective way to spread the word about the business. Social media spreads awareness about the business while giving them the chance to constantly remind the customers about the products and services that is offered.

Helps to Identify Customers

Hashtags and keywords are useful for helping the company to identify potential customers who are interested in what they are selling. After finding prospective customers, can simply be directedto the company's account where they can fill out more about the business.

Provides Cost Effectiveness

Managing the social media accounts is a cost effective way to promote the business by using affordable social media marketing campaigns that strengthen the company's online visibility. Social media does not require an extensive budget, which makes it fair for all small businesses that are competing with well-known brands.

Creates a social environment

A social networking forum efficiently creates a social environment for the company and theircustomers. Such a forum enables the company to acquire important feedback regarding their business. Social media serves the purpose

of making it easier for consumers to find out and distribute information about different brands, products and services. A significant percentage of customers that relies on the internet to search for products have discovered specific companies through social media.

Gives constructive Information

Social media is informative and gives access to what the competition is up to as well as what customers are posting online about products and services. This gives the company better insight into the market and various factors that affect the industry.

Enhances Online Presence

Social media has gradually evolved into an integral aspect of people's daily lives. From sharing details about lunch to ranting about bad service, people discuss virtually everything about their lives. Several people visit social networking sites each day and businesses need to maximize on their online presence.

Statistics indicate that the way people utilize social media and interact online influences their purchasing decisions. With more consumers choosing to make their purchases online, their approach to shopping has drastically changed. This makes it necessary for retailers to incorporate social media and adapt to the changes that have affected advertising and marketing in general.Businesses need to work on their social skills and how they interact with their customers online for the best results. Success in social media marketing involves being

strategic and innovative. Social media drives traffic with referrals and the additional advantage of taking up a considerable amount of time spent online. Marketers are becoming increasingly aware of the need to allocate time and resources to social media sites.

Significance of Getting Social

Social media sites let the company know what is popular and the market trends. They also provide a platform for people to talk about pertinent issues and what they prefer. Social media was initially personal but has extended to the business realm as well. It plays an essential role in marketing strategies by increasing traffic and serving as an important part of the business strategy.

Conclusions with scope for further research

 Majority of the companies are using a combination of traditional and social media to reach out to their customers. It has been seen that use of social media has helped companies to reach out to more customers and to satisfy their needs better. Companies have seen an enhancement in their brand awareness and brand image by use of social media. Companies can use the social media better by making their message clear, avoiding chaos and ensuring that their online image matches with their brand image. Marketers consider social media, a space many of their consumers, as a gold mine for brand building.

Whether you are an individual, a startup, small business or a largecorporation, an online presence and an ongoing conversation with your constituents is a baseline requirement -- and will take time and expertise. Companies are diverting resources and rethinking their traditional outreach strategies. And as

the social media wave dissipates into the vast ocean of connected experiences, the term itself will become an entry in dictionaries and encyclopedias and will embark on a new era of knowledge, accessibility andexperiences unbound by distance, time or physical walls. It is high time that every businessadopts social media and takes it seriously!

Finally companies are paying attention when it comes to social media because it provides a key component that businesses have struggled to collect for years in terms of feedback. Overall feedback from consumers has always been important when it comes to product, branding and creating brand awareness with business model development.Since, most studies have examined social media marketing in terms of suggesting how to incorporate it within a business plan, and how to gauge consumers' responses, it is important that further research address which strategies would work for approaching the target customers.Studies should also suggest how businesses could initiate and maintain social media marketing to improve relationships with their customer base.

Overall in a nutshell, social media opens up a whole new world for companies by providing an endless array of potential interactions with consumers, which is the main reason why there is a need for an increase in studies examining the impact of this new phenomenon called social media, being aninevitable marketing tool used as a business strategy to create brand awareness.

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A Study of Human Resources Information Systems (HRIS) in India

Dr. Beena John Jiby
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ABSTRACT:

A HRIS, also known as a human resource information system or human resource management system is an intersection of human resources and information technology through HR software which allows HR activities and processes to happen electronically. HRIS is able to produce more effective and faster outcomes than can be done by traditional system. HRIS helps organizations in managing all HR information. It helps in recoding and analyzing employees and organizational information and documents, such as employee handbooks, emergency evacuation and safety procedures.

HRIS is software, for businesses big and small to take care of a number of activities and allows a company to plan its HR costs more effectively, as well as to manage and control them without needing to allocate too many resources.

HR executives rely on internal or external IT professionals to develop and maintain an integrated HRMS. Before client–server architectures evolved in the late 1980s, many HR automation processes were relegated to mainframe computers that could handle large amounts of data transactions. In consequence of the high capital investment necessary to buy or program proprietary software, these internally developed HRMS were limited to organizations that possessed a large amount of capital.

HRIS has transformed all processes from manual to automatic computerized systems. This paper throws light on the challenges in implementation of effective HRIS in India.

Key words: Human Resources Information Systems, HR functions , India.

Introduction:

The function of human resources (HR) departments is administrative and Management of "human capital" progressed to an crucial and multifaceted process in last decade in India. To reduce the manual workload of administrative activities, organizations began to electronically automate many of the processes by introducing specialized customized human resource management systems.

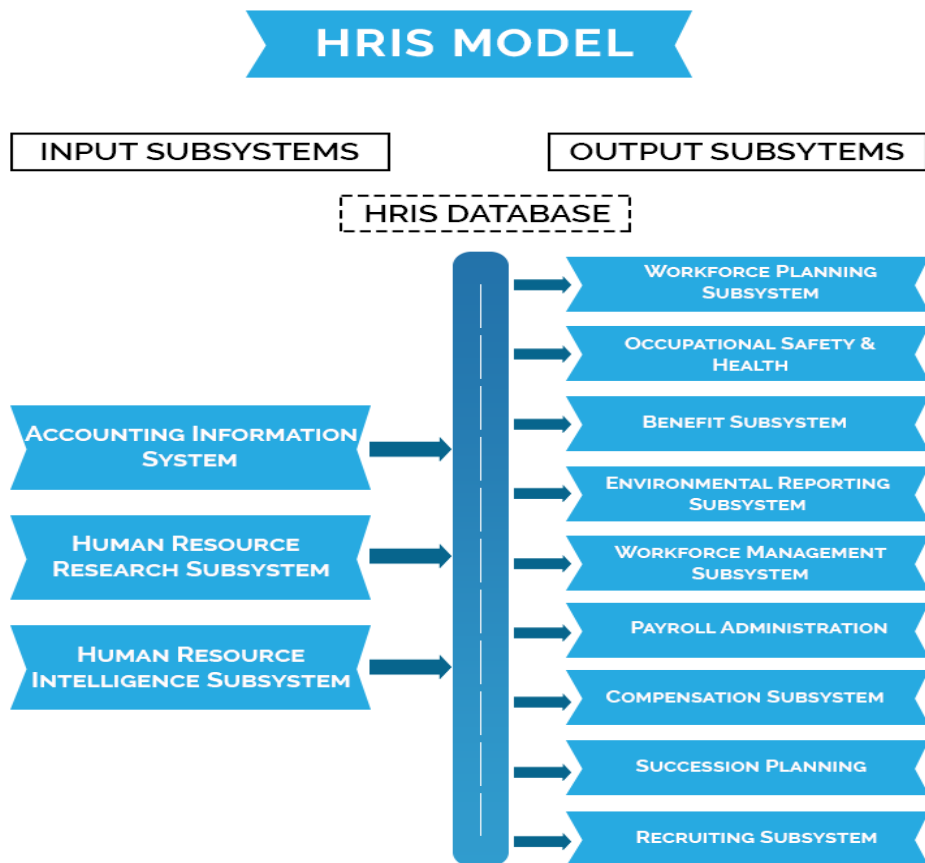Currently human resource management systems encompass:

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HRIS lead to increases in making effective decisions in HR. The decisions made also increase in quality—and as a result, the productivity of both employees and managers increase and become more effective.

Review of Literature

Over the past two decades, there have been a number of studies on HRIS. These studies have focused on the type of applications that predominate in HRIS (Martinsons, 1994), the contexts necessary for the successful implementation of HRIS as well as the conditions that support successful HRIS (Yeh, 1997).

(Broderick and Boudreau, 1992). Studies show that HRIS applications in human resource (HR) help in achieving primarily three objectives HRIS was categorized in three objectives i.e. cost reduction/efficiency gains, client service improvement/facilitating management and employees and improving the strategic orientation of HRM/innovation

Ruël et al. (2004) added a fourth dimension to it i.e. allowing integration of HR functions. These could be set as HRIS goals and taken as the basic reasons for adoption of HRIS in any organization.

Martinsons (1994) clarified the usage of HRIS for administrative purpose i.e. in employee record-keeping, payroll, payroll benefits etc. in HR as "unsophisticated.

activities (Altarawneh and Al-Shqairat, 2010; concluded that HRIS has mostly used for these HR Automation, streamlining administrative tasks, deletion of repetitive activities and the subsequent effects of these applications help HRIS to achieve basic purpose of cost and time reduction, process automation and efficiency gains The use of HRIS in training and development, recruitment and selection, HR planning and performance appraisal was viewed as "sophisticated" . Introduction of web based HRIS shifts HR activities to line

managers and employees through self service technology. Therefore time squandered on basic administrative tasks can now be spent on strategic issues and implementing progressive new plans of the organization. It allows HR professionals to help employees design their career plan, training and development etc.

(Marler, 2009). Integration of HRIS with other information systems along with applications of HRIS in implementing HR policies and practices that support business strategy of organization makes use of HRIS strategic and found that an organization with global presence or multi-plant company requires integration. Imagining HR in these organizations without a web based HRIS applications is a myth.

(Lin, 1997). A study in Taiwan found that HRIS is most extensively utilized at the EDP level, followed by the MIS and DSS levels.

 Kinnie and Arthurs (1996) in their survey on UK companies revealed that the most frequent uses of HRIS were in operational areas of employee records (72%), payroll (66%), pensions (57%) and employment contract administration (48%). Another study found that employee record-keeping (96.8%), payroll (90.5%) and benefits management (57.1%) were the most common HRIS applications.

 (Teo et al., 2001). Ball (2001) in a survey in UK found that current employee details and organizational salary details were the most frequently applied areas.

 Ngai and Wat (2006) found that in Hong Kong companies the two major applications of HRIS are providing general information (86.4 %) and payroll services (84.7%). Recruitment and selection (11.1%) and succession planning (7.9%) corporate communication (20%) and recruitment and selection (26.9% and 19.1%, respectively) were least used HRIS applications. These studies

 show that HRIS is more commonly used for administrative purposes like employee record-keeping and payroll rather than for strategic purposes .

Saharan and Jafri, (2012). However, many studies have shown that companies have started using sophisticated HRIS like training and development, performance management, compensation management and corporate communication CedarCrestone (2006) in HCM Surveys on US companies broadened the scope of HRIS applications. Administrative HRIS was still the most popular application (62%), companies reported an increasing use of strategic applications i.e. talent acquisition services (61%), performance management (52%), or compensation management (49%)

De Alwis (2010) in his study on Sri Lankan industry shows that the most commonly used modules in HR department are training and development, recruitment and selection and performance appraisal and are being utilized by all the companies.

(Saharan and Jafri, 2012). study on Indian companies also found that HR professional had major applications of HRIS as recruitment and selection (67.2% and 71.9%, respectively), pay roll service (67.2%), providing general information (67.2%), compensation (67.2%), performance appraisal (62.5%) and job analysis and design (62.5%) Also HRIS was quite in use in corporate communication (48.2%) .The most popular future applications of HRIS had been predicted as training and development (72.5%), career development (60.8%) and performance appraisal/management (58.8%) .There appears to be shift towards strategic applications of HRIS. The possible reason could be that most of the organizations which are using HRIS for few years for now, want to explore possibilities of strategic HRIS applications over the next few years .

HUMAN RESOURCES SOFTWARE- HISTORY AND EVOLUTION

HRIS has increasingly transformed since it was first introduced at General Electric in the 1950s. HRIS has gone from a basic process to convert manual information-keeping systems into computerized systems. Because of the complexity and data intensiveness of the HRM function, it is one of the last management functions to be targeted for automation (Bussler & Davis, 2001/2002 In 1960's and 1970's, large companies felt need to centralize their personnel data in large part to facilitate record keeping and meet regulatory needs. Programs were written on large mainframe computers that acted as a central data repository with little transactional processing, usually only for payroll. In 1970's,as HR was a paper-centric function. HR Systems would only be found in payroll, with green-screen technology and mainframe computing, although these systems would often generate basic printed reports such as employee lists. All of this changed with introduction of ERP systems in HR. SAP R/2 was launched in 1979, integrating HR functionality in the same ERP database with production planning, materials management and financials. Combined data access via a real-time, mainframe environment gained a lot of attention and motivated more companies to enter the market.

 The Human Resource Information System (HRIS), also know as a Human Resource Management System (HRMS), became prevalent in the 1980's with the popularity of Enterprise Resource Management (ERP) applications and the move from mainframe systems to client server technology. This trend was based on a new school of thinking, one that saw the transformation of transactions into business processes and data into information. HR information can empower companies with "intelligence" enabling management to make timely informed decisions. All the tier One ERP software vendors such as Oracle,

PeopleSoft, and SAP included some flavor of human resource management in their suite of applications providing their users with a single, holistic view of their workforce.

In 1980's a shortage in skilled workers, in technology sector and Human Resource Management evolved from a skills management discipline to more of an employee satisfaction and productivity tool. However, by the 1980's, **HRIS systems** included a host of feature sets and functional capabilities aimed at attracting, retaining and properly compensating the workforce. The subsequent major milestone in HRMS history was seen in the introduction of PeopleSoft in 1987, an ERP that was built on a client-server rather than mainframe environment. PeopleSoft represented a shift in the HRMS landscape as it was a purpose-built software application built from the ground up and driven from HR business requirements rather than being an add-on to a financial ERP. The HRMS market came into its own in the early 1990s as HRMS ERP vendors such as Oracle and JD Edwards introduced HR ERPs which were designed to cover all HR functionality: core HR, recruiting, learning, US payroll, reporting, etc. As well, smaller ERP vendors sprang up globally offering local products targeted to specific countries and regions of the world.

The 1990s saw a shift away from client-server technology and onto the web, an innovation that removed the need for software to be installed locally. The next generation of HR systems became more specialized at the same time, the industry saw the beginning of 'best of breed' HRMS, so an HR application such as Taleo that focused only on recruiting, for example, rather than the 'one size fits all' ERP umbrella.

By 2000, the human resource software industry saw HRIS grow to include recruitment, benefits management, time management, payroll, compensation management, learning management, expense reporting and reimbursements,

and performance management. Self-service applications built on top of the underlining data empowered employees to manage their own data and make timely changes. Online employee portals further con olidated disparate systems, documents and information into one place.

As computer hardware prices fell and computing power simultaneously grew, more and more companies were able to afford enterprise software systems and vendors saw a market for standalone HRIS software. Data connectors and application programming interfaces empowered customers with HR systems that need not be delivered with their financial accounting software. They now have an a la carte option and can leverage a higher fit system that better fulfills their HRIS needs and can integrate information such as payroll and headcount to their financial system. Vendors such as Sage Software and Ultimate Software saw a niche in the midmarket sector for their HRIS offerings.

However, Software as a Service (SaaS) found significant adoption in a developing economy. Companies can now have all the advantages of an HRIS that fits their specific needs and requirements, integrate relevant information with their financial applications, massage the data with a business intelligence (BI) reporting suite and make management decisions based on facts, figures and trends. And they need not incur the burden or cost of managing the hardware or software environment themselves. Not to be left behind, the Tier One ERP software vendors follow the pack by providing their ERP solutions, packaged with HRIS, as a SaaS option. This offering usually benefits small to midsized companies.

The future of HRIS lies in SaaS and cloud computing. However, as more and more companies outsource their HR department's functionalities, outsourcing organizations such as Randstad and ADP are adding technology to their menus. HR outsourcing services such as TriNet and Achilles Group all offer HRIS

tools and solutions for their clients. As the human resources outsourcing market is predicted by Gartner to reach $1.102 billion worldwide, outsource companies will provide the majority of HRIS processes and management.

The immediate future of HRIS is a marriage between outsourced functions and outsourced technology. After that, the pendulum could swing either direction further, whereby all workers are outsourced, not just in HR; or it could swing the other way, where organizations take back control of their workforce, workforce management but probably not the technology.

The HRMS landscape continues to develop as vendors provide new options and functionality to meet the evolving needs of HR. In order to stay in front of the curve, it's best to understand your business requirements and then to match them with HRIS software.

PROBLEM STATEMENT:

The(www.kpmg.com) publication cautions that focusing only on workforce availability and costs can be a flawed approach, because even the best workforce cannot compensate for inadequate telecommunications infrastructure that require companies to invest millions of dollars in dedicated lines and redundancies. There is very limited study of HRIS in India.

RESEARCH OBJECTIVES

This research paper involves objectives that are:

1. To study HRIS usage in India by government and others.

2. To study the types of HRIS modules used.

3. To understand the shortcomings of HRIS in India.

HRIS USAGE IN INDIA

The Government of India has established human resources for health (HRH) as an important

policy initiative in its 12th five-year plan for health workers. The most effec-

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tive method to bring together such data is in a web-based information system. However, states use a variety of approaches that rangefrom paper-based systems to electronic spreadsheets. Of the 28 states and 7 union territories in India, 19 maintain their health workforce data in paper-based systems with some data in Excel spreadsheets. Fourteen states have developed a web-based HR system for health, and the remaining two states recently initiated the process of developing web-based HR systems

Type of HRIS in 28 States and 7 Union Territories of India

14 states with established web-based HRIS.

Established web-based system (n=14)	Initiated web based system (n=2)	Paper or Excel-based system (n=19)
Andhra Pradesh Himachal Pradesh Assam Jammu & Kashmir Bihar Jharkhand Chhattisgarh Karnataka Delhi Odisha Gujarat Punjab Haryana Tamil Nadu	Madhya Pradesh Uttar Pradesh	A&N Island Lakshadweep Rajasthan Arunachal Pradesh Maharashtra Sikkim Chandigarh Manipur Tripura D&N Haveli Meghalaya Uttarakhand Daman & Diu Mizoram West Bengal Goa Nagaland Kerala Puducherry

Among the states with established web-based HRIS, different states use different terms to refer to their systems (Box 3). The names most commonly used are Human Resources Information System (HRIS), Human Resources Management System (HRMS), and Personnel Management Information System (PMIS).

HRIS Nomenclature

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State/union territory Name of HRIS

1 Andhra Pradesh Human Resources Management System (HRMS)

2 Assam e-Human Resource Management Information System (e-HRMIS)

3 Bihar Human Resources Information System (HRIS)

4 Chhattisgarh Human Resource Management Information System (HRMIS)

5 Delhi Employee Information System (EIS) (part of MIS)

6 Gujarat Human Resources Management System (HRMS)

7 Haryana Unnamed (can be called NHM software for HR)

8 Himachal Pradesh Personnel Management Information System (PMIS)

9 Jammu & Kashmir Unnamed (can be called HRMS)

10 Jharkhand Human Resources Information System (HRIS)

11 Karnataka Human Resources Management System (HRMS)

12 Odisha Odisha Health Information System (OHIS)

13 Punjab Doctors Daily OPD Monitoring System (includes a paramedics module)

14 Tamil Nadu Personnel Module under HMIS

Technical Assistance and Funding for Establishment of HRIS

In Punjab, Haryana, and Assam states, the in house information technology (IT) cell of NHM largely developed the system .In three other states(Jammu & Kashmir, Gujarat, and Delhi), the DOH/NHM IT team hired local software developers and agencies to develop the HRIS. The National Informatics Centre (NIC) provided technical support to five states (Andhra Pradesh, Chhattisgarh, Himachal Pradesh, Karnataka, and Odisha). Three states utilized external technical assistance (Jharkhand and Bihar from IntraHealth, Tamil Nadu from TATA Consultancy Services or TCS). Six states received additional financial and technical assistance support—Karnataka and Tamil Nadu from the World

Bank, Jharkhand from USAID, and Bihar from both USAID and the United Kingdom's Department for International Development (DFID).

USE OF HRIS IN HR

In India Ahmedabad, Jaipur and Nagpur were three emerging destinations that KPMG's IT Advisory titled Exploring Global Frontiers: The new emerging destinations (www.kpmg.com) discusses in 'India' chapter.

The cities with large and affordable skill pools may suffer from frustrating political conditions, or run short of modern commercial real-estate to house sophisticated IT operations. Rather than look for the 'perfect location' be willing to make compromises and set your expectations on a realistic level.

Top 5 ways evidence based HR will transform HR teams

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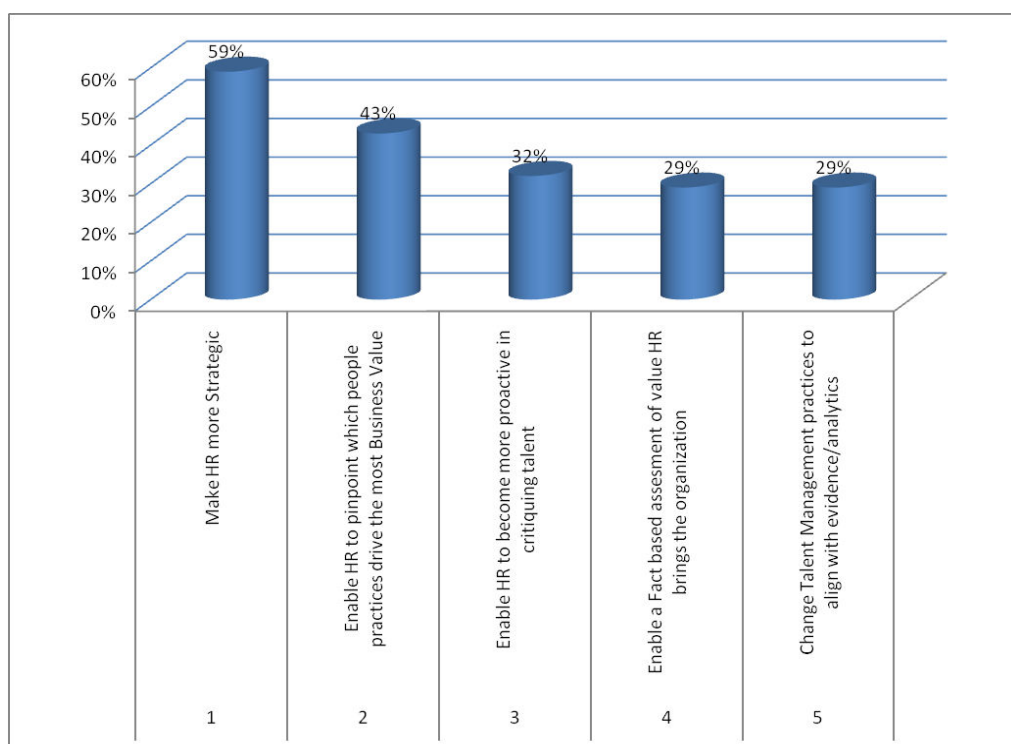
Source: KPMG International's HR Advisory 2015, Global Pulse Survey

According to the study, Investments in technology are urgently needed to address serious shortcomings that will impede the adoption of the evidence-based HR model.

Focusing investment on acquiring the skills needed to harness and interpret the insights generated from the data and relating those insights to the organizations strategy is very important. This means going beyond tracking basic HR metrics and truly accessing the different data sources that when analyzed deliver predictive insights about optimizing organization's human capital.

According to the survey, the top three most important skills HR personnel in India must possess to enable evidence-based people management are:

- understanding connectivity between people strategies and delivery of business performance

translating business strategy and value chain needs into people critical success factors and capabilities

Utilizing and understanding the output from Big Data and workplace analytics.

HRIS MODULE USED.

There are now many types of **Human Resources Management System (HRMS)** or **Human Resources Information System (HRIS)** some of which are typically local-machine based software packages the other main type is an online cloud-based system which can be accessed via a web browser.

Various **MODULES available are**

The **payroll module** automates the pay process by gathering data on employee time and attendance, calculating various deductions and taxes, and generating periodic pay cheques and employee tax reports.

The **time and attendance module** gathers standardized time and work related efforts. The most advanced modules provide broad flexibility in data collection methods, labor distribution capabilities and data analysis features. Cost analysis and efficiency metrics are the primary functions.

The **benefits administration module** provides a system for organizations to administer and track employee participation in benefits programs. These typically encompass insurance, compensation, profit sharing and retirement.

The **HR management module** is a component covering many other HR aspects from application to retirement. The system records basic demographic and address data, selection, training and development, capabilities and skills management, compensation planning records and other related activities. Leading edge systems provide the ability to "read" applications and enter relevant data to applicable database fields, notify employers and provide position management and position control. Human resource management function involves the recruitment, placement, evaluation, compensation and development of the employees of an organization.

The **training module** provides a system for organizations to administer and track employee training and development efforts. The system, normally called a "learning management system" (LMS) if a standalone product, allows HR to track education, qualifications and skills of the employees, as well as outlining what training courses, books, CDs,

web based learning or materials are available to develop which skills. Courses can then be offered in date specific sessions, with delegates and training resources being mapped and managed within the same system. Sophisticated LMS's allow managers to approve training, budgets and calendars alongside performance management and appraisal metrics.

The **employee self-service module** allows employees to query HR related data and perform some HR transactions over the system. Employees may query their attendance record from the system without asking the information from HR personnel. The module also lets supervisors approve O.T. requests from their subordinates through the system without overloading the task on HR department.

The **Analytics** module enables organizations to extend the value of an HRMS implementation by extracting HR related data for use with other business intelligence platforms. For example, organizations combine HR metrics with other business data to identify trends and anomalies in headcount in order to better predict the impact of employee turnover on future output.

The **Staff Training Module** enables organizations the ability to enter, track and manage employee and staff training. Each type of activity can be recorded together with the additional data. Employee Re-Assign module is a recent additional functionality of HRMS. This module has the functions of Transfer, Promotion, Pay revision, Re-designation, Deputation, Confirmation, Pay mode change and Letter Formats.

THE SHORTCOMINGS OF HRIS IN INDIA

Weak data and analytics capabilities

47 % of respondants who indicated the inability of HRIS

Weak data and analytics capabilities, 53%

Multiple /Fragmented data stores limit holistic view of personnel data

60 % of respondants who indicated the inability of HRIS

40% Multiple /Fragmented data stores limit holistic view of personnel data

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Capabilities exist but HR personnel inadequetly trained /skilled

Capabilities exist but HR personnel inadequetly trained /skilled, 29%

71 % of respondants who indicated the inability of HRIS

Lack of analytical algorithm to derive predictive insight

Lack of analytical algorithm to derive predictive insight, 24%

76 % of respondants who indicated the inability of HRIS

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Inconsistent coding/definition of data makes agrregation difficult

Inconsistent coding/definition of data makes agrregation difficult, 18%

82 % of respondants who indicated the inability of HRIS

Too complicated to use in order to derive any insights

Too complicated to use in order to derive any insights, 18%

82% of respondants who indicated the inability of HRIS

Source: KPMG International's HR Advisory 2015,Global Pulse Survey

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To perform these activities well, data scientists are required to work within the HR function combining their expertise with the domain knowledge of the HR practitioners. The HR practitioners, however, have to reach beyond their function to gain a better understanding of both the organization's strategic objectives and external factors such as competitors, industry standards and regulations. The combination of this knowledge and expertise will enable HR teams to go beyond generating insights to recommending concrete strategic actions and is a growing field at present in India.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

The study is based on data collected from secondary source as Organizations and human resource professionals are quite strict on the grounds of maintaining the privacy.

Future researchers can take up studies on human resource information system (HRIS) by including primary data.

CONCLUSION

In India the most important applications of HRIS are technical, strategic HRM, performance and reward management. This shows that companies in India find HRIS application for decision making as important. In (both Indian and multi-nationals organization organizations (both manufacturing and service) the most frequent applications of HRIS was in "employee record" followed by "pay roll" in organizations operating in India.

The study concludes that scope of HRIS applications have broadened in India. Although operating HRIS applications like employee record and pay roll still remains the most popular applications but there is an increase in use of HRIS

in sophisticated activities and decision making. The environment in service sector organizations in India is more comfortable and technology driven than the manufacturing sector organizations where it is more traditional and tedious. All these factors may have led to less resistance from service sector employees and more support from top management in adopting technology. It shows that Indian companies are using HRIS to the same extent as MNCs.

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A Study of Human Resources Information Systems (HRIS) in India, Dr. Beena John Jiby, Prof. Pooja Girish, SaiBalaji International Institute of Management Sciences, Pune.

HRM - A Non preferred specialization by boys of Management Graduates

Anu Singh
Vineeta Verma
Sujata Seth

ABSTRACT

We are doing a project to check the factor affecting the boys of PGDM (Post Graduate Diploma in Management) & MBA (Master in Business Administration) of Sai Balaji Education Society (SBES) for not selecting HR as their specialization. This research will help to know which factor has more effect on the PGDM and MBA boys for not choosing HR as their specialization.

Introduction:

This project is important to do because it will help us to know the factor behind non selection of HR as specialization by PGDM and MBA boys. We have collected the data from the boys of MBA and PGDM from Sai Balaji Education Society, Pune. To collect the data, we have prepared a set of questionnaire to get the response from the PGDM and MBA boys. Depending upon their answers, we obtained data about this topic. We have done analysis on the entire data to give opinion on this topic. We have tried to make the questionnaire as easy as possible and we have also ensured to get the correct data for our project.

The main purpose of collecting data is to know why boys don't prefer HR as their specialization.

Objectives of research

- To find out the factor behind non-preference of HR as specialization by Management graduates.
- Which factor plays important role for non-preference of HR by Management graduates.

Scope of the project

We have conducted the research in Sai Balaji Education Society. The different scopes available with us are given below:-

> Management graduates
>
> Boys
>
> Post graduate diploma in management students
>
> Master of business administration

RESEARCH METHODOLOGY

Methodology implies more than simply the methods you intend to use to collect the data. It is often necessary to include a consideration of the concepts and theories which underlie the methods.

There are many different ways to approach the research that fulfils the requirements of a dissertation. These may very both within and between disciplines. It is important to consider the expectation and possibilities concerning research in your own field. When you describe your methods, it is necessary to state how you have addressed the research questions and/or hypothesis. The methods should be described in enough details for the study to be replicated, or at least repeated in a similar way in another situation. Every stage should be explained and justified with clear reasons for the choice of your particular methods and materials.

QUANTITATIVE RESEARCH METHODS

Questionnaires: - Primary data collection

Questionnaire often seem a logical and easy option as a way of collecting information from people. There are actually rather difficult to design and because of the frequency of their use in all contexts in the modern world, the response rate is nearly always going to be a problem (low) unless you have ways of making people complete them and hand them in on the spot. As with interviews, you can decide to use closed or open questions, and can also offer respondents multiple choice questions from which to use the statement which most nearly describes their response to a statement or item.

Their layout is an art form in itself because in poorly laid out questionnaires respondents tend, for example, to repeat their ticking of boxes in the same pattern. If given a choice of response on a scale 1-5,

They will usually opt for the middle point, and often tend to miss out sub sections to questions. You need to take expert advice in setting up a questionnaire, ensure that all the information about the respondents which you need is included and filled in, and ensure that you actually get them returned. Expecting people to pay to return postal questionnaires is sheer folly, and drawing of a really lengthy questionnaire will also inhibit response rates. You will need to ensure that questions are clear, and that you have reliable way of collecting and managing the data. Setting up a questionnaire that can be read by an optical mark reader is an excellent idea if you wish to collect large num-

bers of responses and analyse them statistically rather than reading each questionnaire and entering data manually.

For collecting the correct report we followed the questionnaire method, where we asked different questions to SBES students of MBA (master in business administration) and PGDM (post graduate diploma in management) students. We collected this data from almost 20 students from SBES society randomly.

In our questionnaire we have used 5 point scales in order to justify our research. They are:-

Agree

Moderately agree

Neutral

Moderately disagree
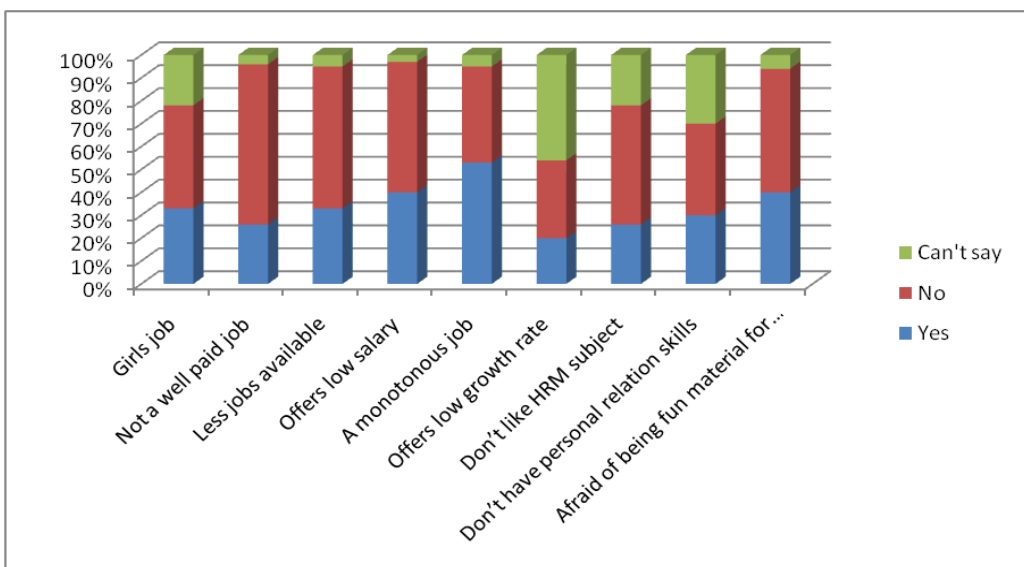
HRM - A Non preferred specialization by boys of Management Graduates, Anu Singh, Vineeta Verma, Sujata Seth, Students, SaiBalaji International Institute of Management Sciences, Pune.

Disagree

The reason behind non preference of HR by management boys:

Girls job- almost 33% boys agreed

Not a well paid job- 26% boys agreed

Less jobs available-33% boys agreed

Offers low salary- 40% boys agreed

A monotonous job- 53.3% boys moderately agreed

Offers low growth rate- 46.6% boys felt neutral

Don't like HRM subject- 26.6% boys agreed.

Don't have personal relation skills- 40% boys disagreed

Afraid of being fun material for others- 40% boys moderately agreed

CONCLUSION

Through this research we come to a conclusion that boys of PGDM (Post Graduate Diploma in Management) and MBA (Master in Business Administration) don't prefer HRM as their specialization because they feel HR is a monotonous job.

A Study of Opportunities and Challenges in Marketing through Social Networking Sites

Dr. Rakesh Shirase

Abstract

The internet has become increasingly integrated into our daily lives. The proliferation of mobile internet devices means that people are rarely far from a communication device with which they can source or share information. Social media sites allow the aggregation of information on almost any topic. With respect to consumer behavior such aggregation can have significant consequences for producers, retailers and service providers.

Man is a social animal and since he alone is gifted with speech that makes him more social and communicative than any other gregarious animal (www.catholicapologetics.info, 2013). Prehistoric humans lived mostly in small family groups to pool resources so as to increase their survivability. As population began to grow, increasing number of people started living together in order to maximize the utilization of their available resources and to provide adequate safety to each other. Just as biological entities adapt and evolve to survive better, the concept of living in social groups was adopted by people. Rules, customs and rituals arose which led to the formation of Freud's 'superego', the aspect of the mind that compares oneself to the ideal member of the society(Ernest, 1946). 1.02 Social connectivity in India Ernest (1946) has observed that Indians Are genetically programmed to be the members of the social groups one of the greatest themes pervading the Indian life is

Introduction:

the social interdependence (Walter, 2013). People have deep sense of 'inseparability feel' from various groups and as a result, Indians are deeply involved with each other. Many of them have one of their greatest fears of being alone without any social belonging and support. Psychologically, they are bound to be socially connected and deeply embedded into the emotional interdependence and the social nexus. Since childhood, an individual in India, learns that the life has to be maintained while being socially connected, and that for the intellectual and mental development of the people and the growth of civilization, it is essential to live in a society. People always have the need to be the part of some societal groups so as to form and follow the norms, behavior and the culture of such groups. The societal groups which were segmented on the basis of caste, religion, age, economic conditions, geographical locations, etc, emerged as the need for all (Wikipedia, 2012). Despite astounding variety and diversity the people had the need to stay connected. The preliminary ways of being connected were the personal interactions, local meetings, local events, etc. With the emergence of increasing literacy levels, increasing mobility of people for professional and personal reasons, increase in the working women population, increasing trend of nuclear families, urbanization, etc., the ways of social connection had also to be modified and improvised. With the advent of post and telephone, social connectivity became faster and far more nexpensive. The availability of internet has revolutionized the ability of man to stay connected with others. The need of interdependence is unchanged, but the methods of being connected have been changed for the human convenience. While social network s have been there almost as long as

societies themselves, the unparalleled potential of the internet to promote such connections is only now being fully recognized and exploited, through web-based groups established for that purpose. Social networking sites like facebook, Twitter, LinkedIn, etc. are used not only for social connectivity but also for marketing because they very well follow the principle of "by the people and for the people" (Kumar and Sundaram , 2012). 1T Over the last few years, the emergence of internet and the growth of social networking sites have influenced the way the people communicate

Evolution of internet and social media

"Change brings opportunities" (Nido, 2010). And the only way to make sense out of change is to plunge into it, move with it and join the dance (Alan, 2010).Most adults alive today have grown up without any mobile phone, internet or any applications. The 'technology and the pace of acceptance' are the two driving factors that have transformed the economies. The old technologies like dial-up emerged in the year 1969 and dominated the field through the 1980s. The year 1971 marked its significance with the delivery of first email. The online communities were opened by Tripod for the college students in Chicago in the year 1992 (Wikipedia, 2012). It was the year 2002

when the first social networking site 'Friendster' was opened to the public in U.S., which amazingly added 3 million users in first three month. Today,internet had surpassed the traditional media as primary source of getting information. Internet has also changed the way the businesses can contact and persuade the existing and potential customers. It is driving the new ways of doing business, and it is no exaggeration to say that that marketing is undergoing a paradigm shift, in large part, to the internet, social media and social net-

A Study of Opportunities and Challenges in Marketing through Social Networking Sites, Dr. Rakesh Shirase, International Institute of Management Studies, Pune.

works. The role of marketing has changed and the social media is assisting that change. The traditional tools are getting outdated and have also reached the saturation point. (Daniasa etal., 2010).

According to Antony Mayfield, Vice President of global digital marketing company iCrossing, social media are defined by the following characteristics: openness, participation, conversation, community and connectedness .Essentially Social Networking Sites is a set of platforms where users are free to connect and create their own content to be viewed by all interested parties. Mayfield goes on to separate social media into seven categories of social networking sites as:

1) Social Networks
2) Blogs
3) Wikis
4) Podcasts
5) Forums
6) Content communities
7) Micro-blogging

1.3 Marketing aspects in using social networking sites

Social media is "where brands want to go and play" (Sluis, 2014). According to the Content Marketing Institute (2014), content marketers use social media most of the times and as high as 88 per cent of marketing professionals are making use of social media. Customers' expectations are increasing and these

days, customers want platforms to give a 'voice' and 'noise' to their concerns (Marketo,2010). They also expect a mechanism and platform to express their loyalty, satisfaction and dissatisfaction towards a brand or business, and also demand special offers, which are not available to the 'offline' customers or from the business down the social media

street. Also they want to be updated based on peer references about a product, brand, business, as well as 'when', 'why' and 'how' they should purchase (James et al., 2010).

It seems very common that in the internet age, the technology has the potential to dramatically influence a firm or an industry as a whole and therefore, it is not adequate for the marketer to task a marketing employee with the job of creating a facebook page or tweeting on behalf of the firm or establishing an internet forum, ratherthe social media should be adopted as a critical channel to interact with the customers in order to maintain the firm's brand reputation, knowing customers' expectations and fulfilling themin both online and offline model (Veldman, 2013).

The need of the houris to transform the business with marking the firm's presence not only on internet but also on social media, which should not be simply limited to asking the users to 'like' or 'follow' them, but also strategize to convert this interaction into business. Social media is emerging in the marketing a rena that the firms, businesses and brands are jumping to create interaction, communication and engagement in the virtual space. Firms have begun to incorporate this new media into their marketing strategies (Michelle and Geoffrey, 2010).

2.1 Some popular social networking sites:

2.1.1 Facebook

Facebook is a social networking website that allows users to store information, pictures and videos to share with each other and have online conversations by posting messages and responses. Founded in the year 2004, the mission statement of facebook says that it would endeavor to give people the power to share and make the world more open and connected. It is by far the most popular social networking site. In March 2014, facebook reported that it had 802 million daily active users on average and almost 609 million mobile daily active users on average,1.28 billion monthly active users, 1.01 billion mobile monthly active users(34Twww.newsroom.fb.com34T, 2014). It is a popular way for individuals to stay in touch with friends and family. Many businesses are also starting to recognize its potential for building relationships with customers.

Facebook pages allow a product to provide videos, photos, and longer descriptions, and 0T0Ttestimonials0T0Tas other followers can comment on the product pages for others to see. It can link back to the product's Twitter page as well as send out event reminders (Wikipedia, 2013). It has acquired the popular application 'Whatsapp' for $19 billion in February 2014 (Forbes.com2014). Pages on facebookOne can create a facebook page for the business, place, company, organization, brand, or product, in order to connect with your customers. Public figures and celebrities also create facebook pages to connect with their fans. facebook's 'Create a Page' process 34T guides a firm through setting up a page by asking you a series of questions about the business. (34Twww.business.qld.gov.au34T, 2014)

Advertising on facebook :If one has a facebook account, one can pay to create an advertisement or sponsor a story that will appear to facebook users who

may be receptive to your message. If one would like to create an ad or sponsored story, facebook's business will take the firm through a step-by-step process to identify the audience and target the advertising. (34Twww.business.qld.gov.au34T, 2014)

2.1.2 Twitter

Twitter is a service that allows people to 'follow' individuals or businesses that they are interested in sharing information. Businesses and individuals use Twitter to send short messages to their followers.Twitter is an example of a 'micro-blogging' service, which is a type of social media. A business may use Twitter to promote products, converse with customers, monitor feedback and trends and provide customer service. Like any business activity, Twitter requires planning, resourcing and monitoring. Twitter allows companies to promote their products in short messages which appear on followers'. Messages can link to the product's website, facebook profile, photos, videos, etc. Twitter allows businesses and individuals to create messages (called tweets) of up to 140 characters. These messages are received by people who have subscribed to receive updates from your account (followers) (Wikipedia, 2013).

As per the report given by Twitter on their website, as on 31 March 2014, there are 255 million monthly active Twitter users; 500 million tweets are sent per day; 78 percent of Twitter active users are on mobile and supports 35 plus languages (www.about.twitter.com, 2014).Twitter advertising Twitter offers a range of advertising services to help businesses promote themselves, including promoted tweets i.e. advertising with targeting options to reach people who fit your target market and promoted accounts which have been designed to in-

crease the base of brand followers (Wikipedia, 2013).

2.1.3 YouTube

Founded in the year 2007, YouTube is an online video hosting service 0T0T that lets people share their videos. Businesses and individuals use YouTube to share or find videos on entertainment, promotions and instructions. It is the most popular video hosting service , followed by similar services such as Vimeo, Blip, facebook video and Flickr. Because of its popularity and features, YouTube can be a useful marketing channel for businesses. A business may use it to launch or promote products, express the brand's features, monitor feedback, provide customer service and help the customers spread the word about the business. YouTube is a powerful platform as advertisements are done 16 in a way to suit the target audience. The type of language used in the commercials and the ideas used to promote the product reflect the audience's style and taste. Also, the advertisements on this platform are usually in sync with the content of the video requested; this is another advantage YouTube brings to advertisers. Certain advertisements are presented with certain videos since the content is relevant. Promotional opportunities such as sponsoring a video is also possible on YouTube, "for example, a user who searches for a YouTube video on dog training may be presented with a sponsored video from a dog toy company in results along with other videos."YouTube also enable publishers to earn money through YouTube Partner Program (Wikipedia, 2013).

It has more than 1 billion unique visitors every month; over 6 billion hours of videos are watched every month on YouTube and 100 hours of video are up-

loaded on YouTube every minute. (
www.youtube.com, 2014).

2.1.4 LinkedIn

LinkedIn is a professional business-related networking site that allows companies to create professional profiles for themselves as well as their business for networking and meeting others. Through the use of widgets, members can promote their various social networking activities such as Twitter stream or blog entries of their product pages onto their LinkedIn profile page. LinkedIn provides its members the opportunity to generate sales leads and business partners. Members can use "company pages" similar to facebook pages to create an area that will allow marketers to promote their products and be able to interact with their customers. Due to spread of spam mail sent to job seekers, leading companies prefer to use LinkedIn for employee recruitment instead using different job portals. Additionally, companies have voiced a preference for the amount of information that can be gleaned from LinkedIn profileversus a limited email (Wikipedia, 2014). LinkedIn counts executives from all 2013 Fortune 500 companies as members; its corporate solutions are used by 89 of the fortune 100 companies. More than 3 million companies have LinkedIn company pages. (about.linked.in, 2014)

2.1.5 Google+

Google has described Google+ as a "social player" that enhances many of its online properties, and that it is not just a social networking site, but also an authorship tool that associates web-content directly with its owner/author. It is the second-largest social networking site in the world after facebook. 'Circles' is a core feature of the Google+ Social Platform. It enable users to organize

people into groups or lists for sharing across various Google products and services. Organization of circles is done through adrag-and-drop interface. Once a circle is created, a Google+ user can share specific private content to only that circle, Work themed content can be shared with only work colleagues, family could sees more personal content and photos for example.

3.1 Objectives of the study

It is truly said that "A study without objectives is like a tree without roots". In any area of research, the first and the foremost task is to decide and define the objectives of the research i.e. the reason why the research study should be conducted. A research study may have many objectives, but all these objectives revolve around one major objective, which is the focus of the study. In this study, the prime objective is to identify the opportunities and challenges of the marketing through the social networking sites

.

This study is based on studying the emergence of social networking sites as an efficient marketing tool. In order to pursue the fore -mentioned prime objective, some allied objectives have also been identified which are as follows:

To figure out the profile of users of social networking sites.

To study the trends and shifts in the marketing practices from traditional marketing to online marketing.

To find out the opportunities available to the marketers in marketing through social networking sites.

To study the challenges faced by the marketers adopting social networking sites as their marketing tool.

3.2 Scope of the study

The scope of the study is to know the opportunities available to the organizations while using social networking sites as a tool for marketing as well as to know the challenges that have to be faced while doing the same. For the purpose of this study, people who are the members of at least one social networking site have been chosen for the collection of data.

a. Study was restricted to Pune Municipal Corporation & Pimpri Chinchwad Municipal Corporation

b. Study was restricted to selected Social Networking Sites like Facebook, LinkedIn, Twitter, Google+ , and You Tube

4.1 Chapter III-Research methodology

This chapter enshrines the 'Research methodology', which explains the research problem, objectives, significance of the study, scope, sampling, sources of data collection, statistical techniques used for data analysis, hypothesis, chapter scheme, etc. The purpose of this chapter is to communicate the nature of the problem and tools used to find the solutions of the problem.

1. Primary Data:

The following methods are used for data collection -

    Questionnaire -

    Interview, Discussion

    Email

2. Secondary Data Sources:The following was referred for collection of secondary data

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Books

Journals, Magazine

Company Publications: Newsletter, Advertisement/Brochure/

Annual Reports / Company Profiles

Social networking Sites

4.1.1 Limitations of the study

Though due care has been taken to make the sample the true representative of the universe, yet there might have been some discrepancies in choosing the sample unit. The occurrence of the sampling error may also be a limitation as the sample represents only a fraction of the universe. A larger sample would have been a better option for conducting this research study but the time, effort and cost involved restricted the researcher to a relatively smaller sample. Another limitation may be the biasness on the part of the respondents while filling up the questionnaires.

The study is done in Pune region.

4.1.2 Social media Social media can be defined as the services that let people interact and share and create content through online communities. Popular social media websites include facebook, Twitter, YouTube, etc. (Wikipedia, 2013). Social media are internet services that let one interact with others, share and create content through online communities. Social media present great marketing opportunities for businesses of all sizes. The businesses can use social media to:

Promote the name of the brand and business

Tell customers about the goods and services

Find out what customers think of a brand features, price, distribution and promotion

Attract new customers

Build stronger relationships with existing customers. (Wikipedia, 2013) Key social media services Different types of social media are available for different marketing activities.

The key social media services are:

A. Social networking sites Social networking sites can be defined as the online platform sites that allow users to create a public profile and interact with other users on the site.They let the individuals to interact with one another and build relationships (www.techopedia.com, 2014).

B. When companies join the social channels, consumers can interact with them and they can communicate with consumers directly. That interaction feels more personal to users than traditional methods of strictly outbound marketing and advertising. Few examples of social networking sites are facebook, Twitter, YouTube, LinkedIn, etc. internet sites that contain a series of entries or 'posts' about topics of interest to the author, much like an online 'diary'. (Wikipedia, 2014)

C. Coupon sites- websites that offer discount coupons for goods, services and events.(Wikipedia, 2014)

D. Online photo-sharing services31T- websites that allow users to store, organize and share their photo collections. (Wikipedia, 2014)

E. Location-based marketingsites- websites that deliver targeted marketing messages to customers in particular locations, through mobile devices such as smart-phones and tablets. (Wikipedia, 2014)

F. Customer review sites- websites that feature customer reviews of goods and

services.(Wikipedia, 2014)

Social networking sites Socialnet works, like facebook, Twitter, LinkedIn, and Pinterest, etc. are the virtual places where social interactions happen (discovering and sharing). "Social networking sites and blogs allow individual followers to "retweet" or "repost" comments made by the product being promoted. By repeating the message, all of the users' connections are able to see the message, therefore reaching more people. (Wikipedia, 2014)

Social networking sites also include a vast amount of information about what products and services prospective clients might be interested in. Marketers can detect buying signals such as content shared by people and questions posted online. Understanding of buying signals can help sales people target relevant prospects and marketers run micro targeted campaigns (Wikipedia, 2014).

4.1.3 - Social media marketing

Social media marketing refers to the process of gaining traffic or attention through social media sites. Social media itself is a catch-all term for sites that may provide radically different social actions. For instance, Twitter is a social site designed to let people share short messages or "updates" with others. facebook, in contrast, is a full-blown social networking site that allows sharing updates, photos, joining events and a variety of other activities. Social media often feeds into the discovery of new content such as news stories, and "discovery" is a search activity. Social media can also help build links that in turn support search engine optimization efforts. Many people also perform searches at social media sites to find social media content (Wikipedia2014

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4.1.4 - Marketing opportunities through social networking sites

Social media marketing can definitely be used as a toolfor increasing brand awareness, increasing the target customer-base, doing market research, generating leads, and building loyalty. Social networking sites can build online communities, where existing and potential customers can interact with like-minded individuals(Wright and Hinson, 2008). These communities provide an insight, as well as useful feedback, that can help the marketers improve their products and services to better suit the needs of their target audience (Mangold and Faulds

, 2009). Maintaining the firm's or marketer's profile on these social networking websites is a worthwhile exercise as they will be able to see firsthand how the marketing strategy and tone of voice they has used to communicate with their client base is received. Such valuable feedback can assist in improving their marketing campaigns, and the overall brand values their company projects. Social media has changed the world of technology as well as marketing, within the last few years. The use of social media has been gradually developed at interpersonal as well as institutional levels. It has been added to the marketing agendas of many organizations.(Linda

et al., 2013)According to Carlos Dominguez, Senior Vice-President, Cisco's COB and CEO office, successful businesses are quickly adapting to these changes while others are consequently being left behind (Hernandez, 2010). According to Urstadt (2008), social networking is the fastest growing activities on the new user centered Internet, Web2.0, which has spread to sites of all sizes, and are increasingly entwined as platforms open. Many marketers view these websites as 'must have' tools. While mass marketing seeks to maximize customer reach using broadcast and print media, social media enables a more effective and efficient for approaching niche markets and marketing specifical-

ly to them using a new high tech approach. Data mining of the information collected by these sites offers marketers direct access to their target markets.

Social media users are more influential with their member friends than the general internet users and fifty percent of the members of social networking sites follow at least one brand (Tara, 2013).

According to the 2011 Q3 Nielsen state of the media: the social media report (NMincite, 2011), sixty percent of the people who use three or more digital means of research for product purchases learnt about a specific brand or retailer from a social networking site. Such kind of statistical facts prove that tried and true social networking sites such as facebook, twitter, linkedIn, google+, etc are here to stay as these websites are influencing the way the customers search for and purchase goods and services. The firms need to understand these shifting paradigms and accordingly respond to changing expectations by drawing up new strategies using social media in order to create the required customer experience and also manage their brand presence, in the mind of targets. The firms have to understand the significance of Viral component of marketing through social media and making it an integral part of the IMC Strategy, thereby focusing on building the trust factor and relationship-building with the customers (Lingely, 2009).Social media communication is a platform that falls directly in the domain of customer relationship management.

Social networking sites enable increased customer exposure to a brand leading to enhanced customer engagement that constitutes the major part of viral marketing. On the other hand, they provide platforms to the customers through which they come together and share experiences and opinions about the brand and its related element.

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This may also lead to enhancement of brand loyalty. Word of mouth buzz can be generated with a fast pace by integrating the marketing strategy with the social networking sites. Wright and Hinson (2008), have investigated that blogs and social networking sites have facilitated more involvement of publicity element into coordinating the two-way communication with the customers. Social media channels are the new communication media which when integrated with the traditional media like Television, Print, etc, brings fruitful results in achieving the expected results of the integrated marketing communication strategy (Lingley, 2009). The best way to view the social media is to look it as the part of integrated marketing communication strategy that can add to the current communication strategy and further increase and improve the customer engagement, over time. Keeping in view the increasing significance of social networking sites, the firms have begun to take the help of content and

5.1 Analysis and interpretation of data

Fig 5.1: Demographic distribution of the Sample It is significant to know the profile of the respondents who have been the source of providing the primary data. This section presents the distribution of data gender -wise, age-wise, educational qualification-wise and occupation-wise.

Figure 5.1: Gender

Gender	Frequency
Male	58
Female	42

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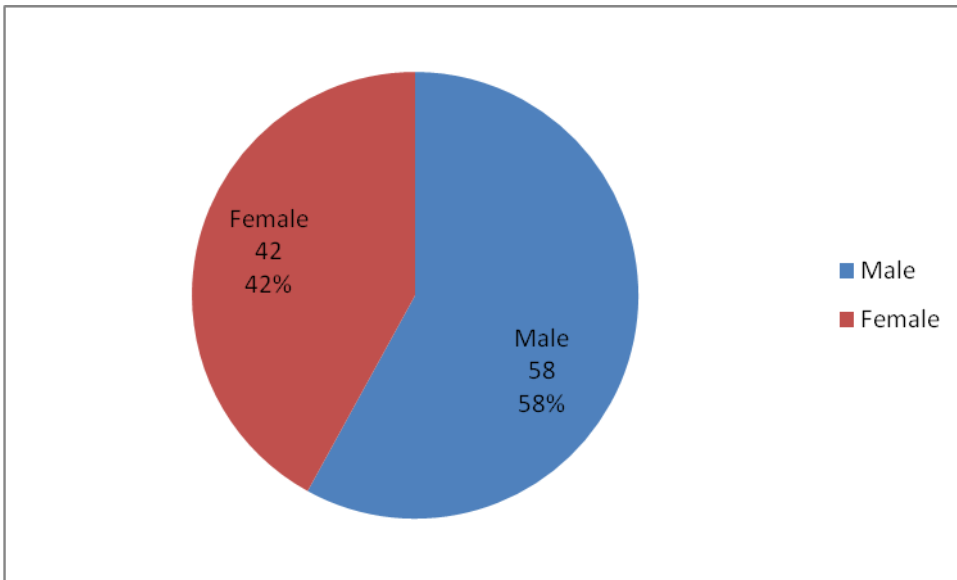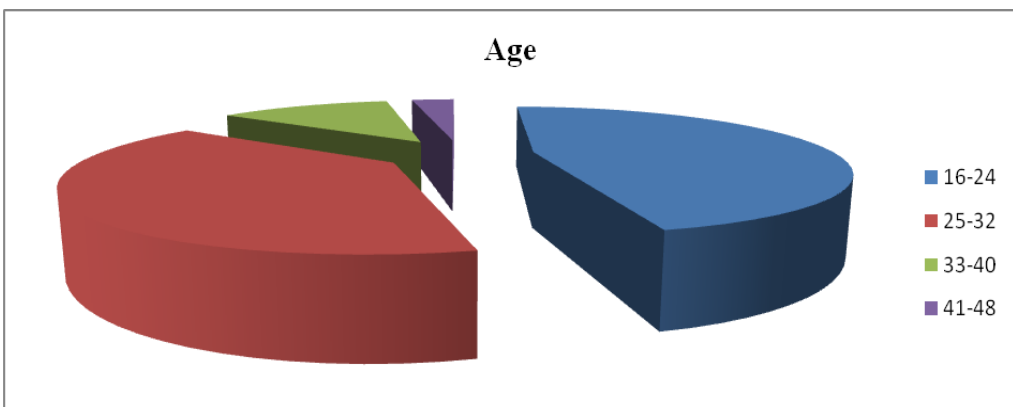
Figure 5.1: Gender-wise distribution of the respondents The Figure 5.1 indicates that out of total of 100 sample respondents, 58 'males 'and 42' males 'constituted the sample.
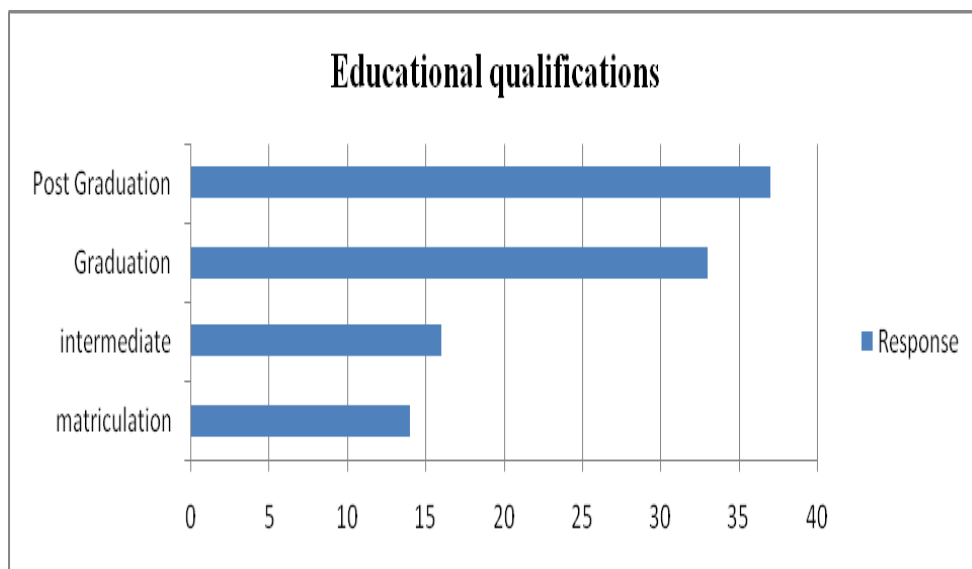
Figure 5.2: Age -wise distribution of respondents

The figure 5.2 depicts the age -wise distribution of the sample respondents. The age groups were divided into four categories i.e. 16-24 years, 25-32 years, 33-40 years and 41-48 years. It is clear that out of total 100 respondents, 46 belong to the age -group of '16-24 years 'while 39 belong to the age group of '25-32 years',12 belong to the age-group of '33-40 years 'and remaining 3 re-

spondents belong to the age-group of '41-48 years'.

Figure 5.3: Educational qualifications-wise distribution of the respondents

Educational qualifications

Category	Response
Post Graduation	37
Graduation	33
intermediate	16
matriculation	14

The figure 5.3 presents the distribution of the sample across the different educational qualifications i.e. matriculation, intermediate, graduation and post graduation. It can be induced that 14 respondents are 'matriculate', 16 respondents are 'intermediate' while 33 respondents graduate' and 37 respondents are 'post graduate'. This table clearly indicates that well-educated (graduates and postgraduates) have a much bigger presence on social networking sites in comparison to their lesser educated counterparts.
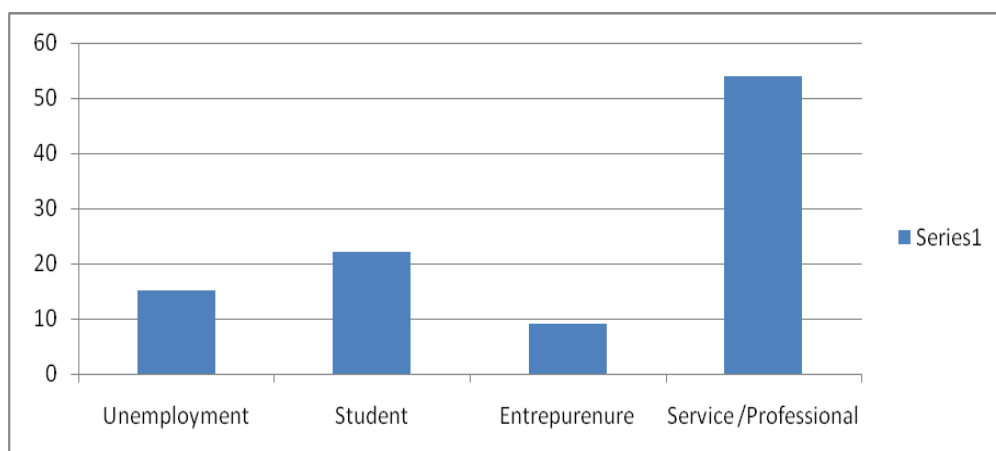
Figure 5.4: Occupation - wise distribution of the respondents

The figure 5.4 indicates the distribution of the sample respondents over four different occupation categories i.e. unemployed, students, entrepreneurs and service professionals. 15 respondents were 'unemployed', 22 respondents were 'students'. 9 respondents were 'entrepreneurs' and remaining 54 respondents were 'professionals'. This table is in sync with the earlier table as professionals are well educated (Graduates and postgraduates).

Table 5.5: Gadget/machine used for accessing internet

Response	Frequency
Mobile Phones	59
Personal computer	15
Laptop	18
Tablet	9
Others	5
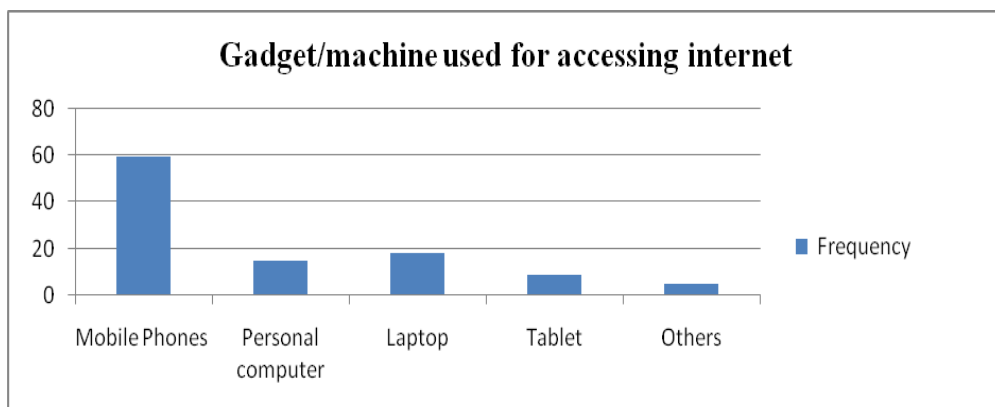
Table 5.6: Notice of offers/advertisements/community/pages on social networking sites
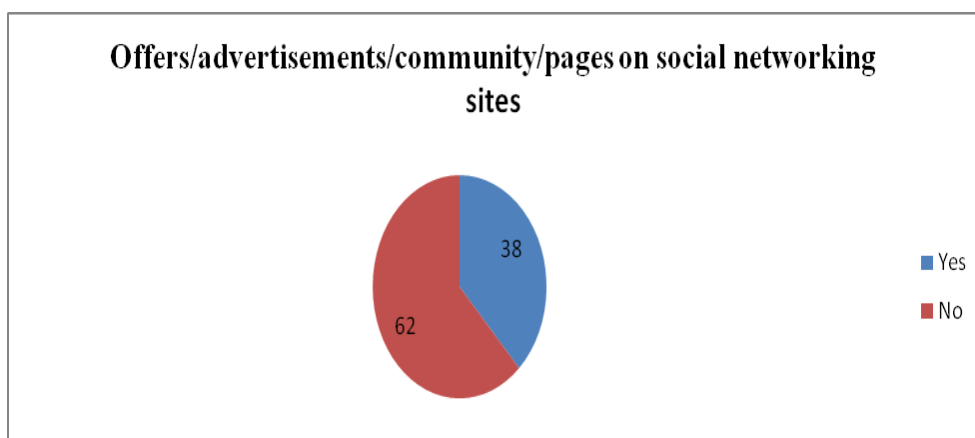
Response	Frequency
Yes	32
No	68

Table 5.7: Information received on new product/offers via social network-

ing sites

Response	Frequency
Yes	24
No	76

New product/offers via social networking sites
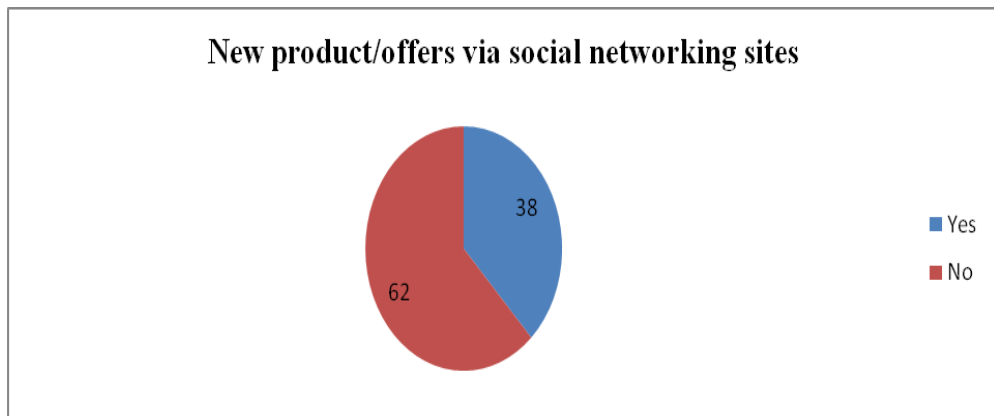
Table 5.8: Opinion sharing on social networking sites

Response	Frequency
Yes1	38
No	62

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Opinion sharing on social networking sites

Table 5.9: Notice of the promotional element s on social networking sites

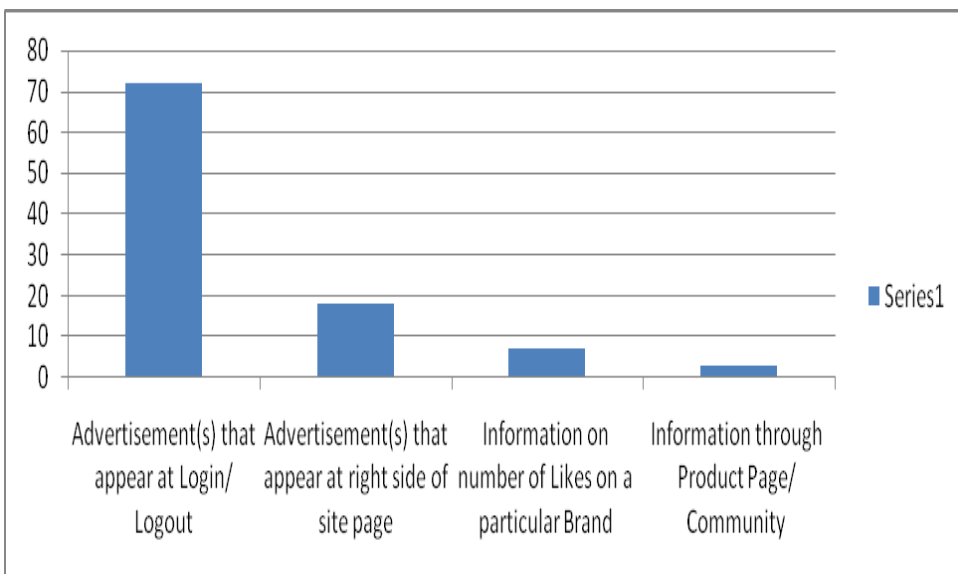| Response	Frequency
Advertisement(s) that appear at Login/ Logout	72
Advertisement(s) that appear at right side of site page	18
Information on number of Likes on a particular Brand	7
Information through Product Page/ Community	3

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6.1 Finding & Suggestions

On the basis of findings of the Study, the research attempts to give the following suggestions to the marketers, for the use of social networking sites as the element of marketing strategy:

The first and the foremost recommendation is that the social networking sites should not be assumed as a medium to replace the traditional media channels. Rather it must be an integral part of the 'marketing communication-mix', which when integrated with the traditional media, could bring fruitful results in achieving the marketing objectives. The brands must have a strong and active presence on different social networking sites

.

The marketer needs to research various social networking sites available and after reviewing the features of all, the appropriate site(s) must be selected. The action plan has to be developed according to the explored relative features of the available social networking sites. The marketer should choose the social networking site(s) that would enable them to achieve the desired results.

The marketers must remember that the social networking sites are not a straight gateway to increase their respective 'sales'. Rather these sites must be taken as the emerging platforms that could enable the marketers to increase the brands'. Therefore, the marketers should not focus directly on the 'selling' strategy.

The marketers must remember that the people are present on social networking sites for the sake of entertainment, networking, etc. So, the marketers should implement the innovative strategies that could enhance the 'customers' engagement'.

The marketers may identify and fulfill the one-to-one micro needs of the target customers accordingly.

The marketer's must be actively involved in generating certain events or information that could induce a positive electronic word of mouth among the target audience present on social networking sites
.

Marketers may adopt promotional elements such as Contests/Free Samples distribution, etc, so as to motivate the target customers to like/join the brand page on social networking sites
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Quotes by Swami Vivekananda

Our duty is to encourage every one in his struggle to live up to his own highest idea, and strive at the same time to make the ideal as near as possible to the Truth.

Take up one idea. Make that one idea your life - think of it, dream of it, live on that idea. Let the brain, muscles, nerves, every part of your body, be full of that idea, and just leave every other idea alone. This is the way to success.

If money help a man to do good to others, it is of some value; but if not, it is simply a mass of evil, and the sooner it is got rid of, the better.

As different streams having different sources all mingle their waters in the sea, so different tendencies, various though they appear, crooked or straight, all lead to God.

The world is the great gymnasium where we come to make ourselves strong.

You have to grow from the inside out. None can teach you, none can make you spiritual. There is no other teacher but your own soul.

You cannot believe in God until you believe in yourself.

We are what our thoughts have made us; so take care about what you think. Words are secondary. Thoughts live; they travel far.

GOD is to be worshipped as the one beloved, dearer than everything in this and next life.

All *differences in this world are of degree, and not of kind, because oneness is the secret of everything.*

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5. Keywords: Indicate keywords after abstract (5- 8 words). Please separate your keywords with (,).
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