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तदेव लग्नं सुदिनं तदेव

ताराबलं चन्द्रबलं तदेव ।

विद्याबलं दैवबलं तदेव

लक्ष्मीपते तेङ्घ्रियुगं स्मरामि ॥ ॥

\*\*\*\*\*\*

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

# Growth and Opportunities in Indian Telecommunications Industry

**By:**

**Dr. Beena Jiby**

## Abstract

The telecommunication Industry is recognized as a crucial tool for the nation's socio-economic development. India has registered exceptional growth in the past few years and is the second largest wireless telecommunication network next to China in Asian subcontinent. India is presently the third-largest mobile market in the world in terms of mobile subscribers and many organisations are investing massively . Thus Indian market provides a huge untapped potential, attributive to its population size and low tele-density with huge business potential . Telecommunications Industry is a key contributor to India's economic development and govt plans to boost tele-density and provide service suppliers with growth opportunities .The Indian telecommunications Industry witnesses an addition of roughly 4 million subscribers monthly is proof of the country's huge growth potential in this sector. Thus,. No doubt, there has been a revolutionary shift in medium growth in India in the last decade, many gaps persist and country desires a sustained policy to attain telecommu-

*Key words: India* ; Telecommunication; Growth ; Opportunities

## Introduction – Indian Telecommunications Evolution

Indian Telecommunications sector is one hundred sixty five years old. First

land lines of Indian Telecommunications was operational by government in 1851 and telephone services were introduced from 1881 in Calcutta. Telephone services were clubbed with postal department till 1883. After independence all telecommunication firms were nationalised under Ministry of Communication into Posts, telephone and Telegraph (PTT) from 1947 . The Indian Telecommunications sector was owned by government till 1984, and private sector was allowed only in manufacturing equipment. The govt. Developed an autonomous body – Centre for Development of Telematics (C-DOT) in 1984 to develop state-of-the-art telecommunication technology to satisfy the growing R&D needs in India . The actual Telecommunications evolution started after govt. formed the Department of Posts and the Department of Telecommunications (DoT) in 1985 .According to Telegraph Act of 1885 Government of India controlled telecommunications till liberalisation in 1990's . Government's liberal policies had an important role in shaping the telecommunications industry structure and size.

**The entire evolution of the telecom industry can be classified into three phases.**

**Phase I- (1980-89)- Pre-Libralisation Era**

        1984-Entry of private sector in telecommunications equipment

        1986-Formation of MTNL

        1989-Set up of telecom commission

**Phase II- (1990-99)- Post Libralisation Era**

        1990's- Liberalization of Indian economy

        1992-Private sector participation in VAS services

        1994-National telecom policy

        1997-TRAI established

        1999-New telecom policy announced

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**Phase III- 2000  onwards**

        2000-BSNL established,National and international long distance services opened to competition,CDMA technology,Internet telephony Launched,Reduction of License fees

        2002-VSNL privatised,BSNL mobile service launched.

        2003-Unified access Licensing Introduced,Calling party pays implemented

        2004-Intra circle merger guidelines established.

        2005-FDI limits increased from 49% to 74%

Indian telecommunications industry has  private participation in most of its segments due to deregulation in foreign direct investment (FDI) norms .The New Telecom 1999 Policy  for   delivery at cheap costs provided  growth in this sector with many   operators like Reliance Communications, Tata-Docomo ,Vodafone, Tata Indicom, Airtel, Idea, etc entering the high potential Indian telecommunications market and has transformed it into a fast growing high employment  generator

According to report by UK-based GSMA  and BCG ,the Indian telecommuni-cations  is growing  and  contribute close to US$ four hundred billion to In-dia's gross domestic product (GDP) in 2014. It's expected that   growth will be immense in 2016-17 with 3G and 4G services introduction and government's Smart City program of US$ 1.1 billion. As Telecommunications is a prime support services required in varied sectors of the economy. The user-base con-nections of broadband services is predicted to grow to 250 million by 2017 and India is expected to become fourth largest Smartphone market.

As per report by Swedish mobile maker Ericsson, India saw a growth in new mobile-phone connections with eighteen million internet additions followed

by China with twelve million new additions in the third quarter of 2014.

Randstad India estimates The sector growth aggressively at an average of thirty five per cent a year and is predicted to make four million direct and indirect jobs in succeeding five years with the government's efforts to penetrate in rural areas along with expansion of Smartphone and web usage,.

research firm IDC reports that Driven by adoption of hand-held devices and data consumption , the overall mobile services market revenue in India is expecting a compound annual rate of growth of 5.2 per cent predicted to touch US$Source : Telecomcircle.com

## Telecom Industry Value Chain



Source : Telecomcircle.com

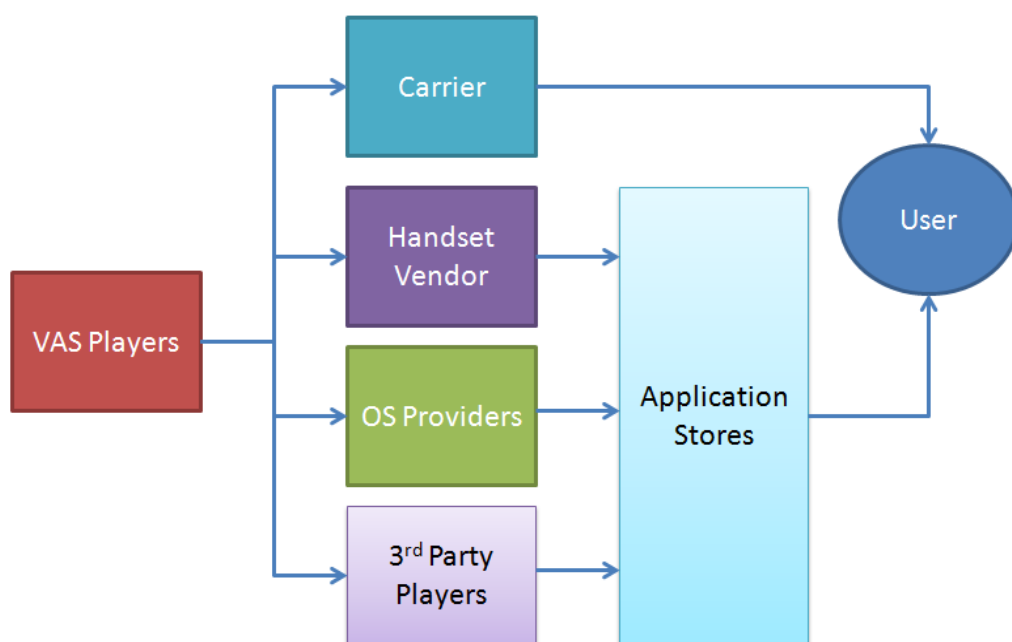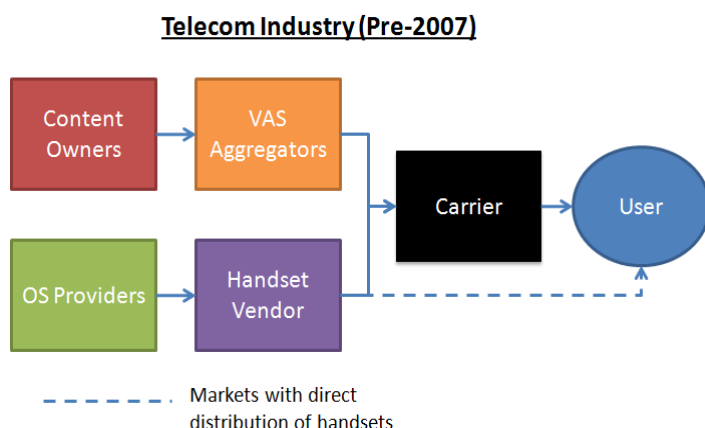"Growth and Opportunities in Indian Telecommunications Industry", Dr. Beena Jiby, International Institute of Management Sciences.

The success of smart phones and associated platforms has increased the value chain overlaps between a handset vendor and an operator.



Telecom Industry (Pre-2007)

Source: Telecomcircle.com

 value chain from  2007 is  now  in such a way that all the different players in the  Telecom industry have direct access to the user.

### Table-1 : Overall Subscriber base and Teledensity

| Particulars | Wireless | Wireline | Total Wirless+Wireline |
|---|---|---|---|
| Total Subscribers (Million) | 904.51 | 28.49 | 933.00 |
| Urban Subscribers (Million) | 532.73 | 22.53 | 555.26 |
| Rural Subscribers (Million) | 371.78 | 5.96 | 377.73 |
| Overall Teledensity | 72.94 | 2.30 | 75.23 |
| Urban Teledensity | 139.86 | 5.91 | 145.78 |
| Rural Teledensity | 43.27 | 0.69 | 43.96 |
| Share of Urban Subscribers | 58.90% | 79.09% | 59.51% |
| Share of Rural Subscribers | 41.10% | 20.91% | 40.49% |
| No. of Broadband Subscribers (Million) | 46.01 | 14.86 | 60.87 |

Source: TRAI Annual Report 2013-14 & RBI Statistics 2013-14

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Correlation Matrix Analysis indicates that Indian Telecommunications industry is influenced significantly by macro economic factors .The above analysis shows the effect of macro economic factors for the period 2006-07 to 2013-14 on Indian Telecommunications.

| Macro Economic Variables | Telecom Sector Variables | Correlation | Significance |
|---|---|---|---|
| | | "r" | "p" |
| GDP | Telecom Contribution | 0.975* | 0.000 |
| GDP | Tele density | 0.939* | 0.000 |
| Subscribers | Revenue | 0.926* | 0.000 |

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**SIGNIFICANCE OF THE STUDY**

The significance of the study is due to the expected growth in the Telecommunications industry

**RESEARCH METHODOLOGY**

The study is based on the secondary data collected from various reports of RBI, TRAI, and DOT reports for the last 8 year.The hypothesis is proved by Karl PearsonCorrelation Matrix Analysis at significance level 0.01.

**IMPACT OF MACROECONOMIC INDICATORS:**

Impact of Macroeconomic Indicators on Indian Telecom Market Telecom business is significantly influenced by the country's state of economy .The major impacting factors are rate of growth of GDP, teledensity, number of subscribers,etc. Liberalization resulted inincreased competition and tremendous growth opportunities in telecom industry .

**Table-2, Pearson Correlation Matrix Analysis**

| Macro Economic | Telecom Sector | Correlation | Significance |
|---|---|---|---|
| | | "r" | "p" |
| GDP | Telecom Contribution | 0.975* | 0.000 |
| GDP | Teledensity | 0.939* | 0.000 |
| Subscribers | Revenue | 0.926* | 0.000 |

Source: RBI Statistical annual report 2013-14
* Correlation is significant at the 0.01 level (2-tailed).

**FINDINGS**:

Correlation Matrix Analysis indicates that Indian Telecommunications industry is influenced significantly by macro economic factors .The above analysis shows the effect of macro economic factors for the period 2006-07 to 2013-14 on Indian Telecommunications.

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Pearson Correlation Matrix analysis for analysing GDP with Teledensity for the period 2006–2014 indicates a strong positive correlation i.e., GDP with Telecom contribution(0.939) . The  growth in GDP induces an effect of higher Teledensity.

Subscribers is having a positive relationship with revenue. To test this relationship Pearson Correlation Matrix analysis was done with subscriber base and revenue for the period 2006–2014. The analysis indicates a strong positive correlation with the  variables, i.e,revenue  with subscriber base(0.926). As the subscriber base increases total revenue proportionately increases over the years .

The analysis reveals that there is a strong positive correlation between macro economic factors and India Telecommunications sector  as correlation coefficient  r is more than 0.7  and the obtained P value i.e., 0.00 is less than the assumed significance level of 0.05 . Hence the  alternative hypothesis, 'There is significant relationship between macro economic factors and Telecommunications in India' is accepted.

## LIMITATIONS OF THE STUDY

Financial data and results taken for the study are limited to the belief that they expose the reality and an accurate picture.

The study is based upon few variables; hence the readers may cautiously draw broader conclusions. Financial data and analysis regarding inflow of FDI in telecom sector was not studied in the present study.

## IMPLICATIONS OF STUDY

The purpose of the study is not to make predictions, but to provide a framework to assess what it would be like to operate in a potential scenario which may prevail over the next few years and based on the results telecoms

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capabilities needed for future success in different scenario can be understood.

## CONCLUSION:

The telecom sector in India has witnessed lots of structural and institutional reforms in the past decade. Even though the Indian telecommunications industry has crossed a subscriber base of 933 million, its tele-density is still about 75.23 per cent.

With the government's favourable policies and 4G services rapid growth is expected in the Indian telecommunication sector.  It is predicted India will emerge as a leading player in the Telecom Market by having 700 million internet users of the 4.7 billion global users by 2025. The subscriber base is expected to increase driven by competitive pricing, affordable smart phones and superior network. With increasing subscriber base expected, A lot of investments and developments seen in this sector.  Department of Industrial Policy and Promotion (DIPP) data reveals, the industry has attracted FDI of 16,994.68 million US$ from April 2000 to January 2015.

Thus, Indian market provides telecom service providers a large untapped potential with greater growth opportunities. With expected new network launches there exist a huge untapped potential for Telecommunications industry in India. The rapidly growing Telecommunications market will witness intense price competition hence right strategies are needed to tap the market opportunities.

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# Mobile Commerce in Modern Business Era

**By:**

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## ABSTRACT

massive subscriber base of 867.80 million, as of March 2013. The increase of the flexibility and power of wireless deals provides proper opportunities for rising up services to customers. In fact, this could mean the real services providing in all times. Yearly m-commerce sales are forecasted to increase fourfold billion in the next few years. Businesses are beginning to realize that m-commerce is the key to enhance their brand, boost sales, and keep up with competitors. In the current Business organizations, mobile commerce or M-Commerce has been entered in finance, services, retails telecommunication and information technology services. In these sectors, M-Commerce is not only being widely accepted but also it is being more used as a popular way of commerce. India needs to take its place in the forefront of providing innovative services and applications to its citizens. This paper presents a review of mobile commerce business models and we try to provide an overview of the fundamentals and trends of m-commerce. Secondary data have been collected and analyzed by the researchers. This paper attempts to understand the key elements of m-commerce and to assess the impact of m-commerce on current and future businesses as well as to identify new business prospects.

**Key Words:** Mobile Commerce, Business, Applications, Services

# INTRODUCTION

Lehman Brothers (1995) define m-commerce as "The use of mobile hand-held devices to communicate, inform, transact and entertain using text and data via connection to public and private networks".[5] "Finance transaction especially buying and selling: trading" [6]. Durlacher research's use a fairly broad definition "any transaction with a monetary value that is conducted via a mobile telecommunication network" [7]

M-commerce is defined as "The delivery of trusted transaction services over mobile devices for the exchange of goods and services between consumers, merchants and financial institutions". Mobile is becoming the dominant means for accessing communications primarily because deploying mobile network is not only more cost-efficient but also mobile provides greater flexibility and convenience to its subscribers than landline telephone.[1]There are many factors which drive the development of mobile commerce. For example, technology innovations – such as faster data transmission technologies, more capable mobile devices equipped with improved computing capacity, enhanced data storage, and better user-interfaces. In addition, factors like the increasing penetration and diffusion of mobile phones into society and their associated affordances, and the integration of world economies have also increased the focus, need and dependency on mobility [2]

Lidderdale argues that, "for most organizations, information technology is an essential part of corporate life and is usually critical to taking or maintaining a leading place in the market" and that "the difficulty is that too often there is too large a gap between the information technology and the business' strategies".[3] In order to address this difficulty, one approach is for organizations to establish enterprise architecture-based perspectives to fill the gap between

However, in order to understand the broader phenomenon and universe of discourse created through the coupling of mobile technologies and commerce, it is necessary to explore business models for mobile commerce first as a precursor to determining how commercial entities should adapt and operate to maximize revenue streams, or evaluate and recreate their services differently to leverage the full competitive advantages of mobile commerce. The purpose of study is to evaluate the trends of mobile commerce and benefits of mobile commerce.

## OBJECTIVE OF THE STUDY:

- To study the various features and benefits of mobile commerce applications.
- To study the business opportunities and challenges in mobile commerce.
- To study the impact of mobile commerce on Indian corporates.

## HISTORY OF M- COMMERCE:

1997-   Mobile commerce services were first delivered in 1997, when the first two mobilephone enabled Coca Cola vending machines were installed in the Helsinki area in Finland. The machines accepted payment via SMS text messages. This work evolved to several new mobile applications such as the first mobile phone-based banking service was launched by Merita Bank of Finland, also using SMS.1998- The first sales of digital content as downloads to mobile phones were made possible when the first commercial downloadable ringtones were launched in Finland by Radiolinja (now part of Elisa Oyj) 1999 - Inventors JukkaSalonen and SeppoVihinen left TeliaSonera to form Bookit (Finnish company) and extended the capabilities of the standard SMS to enable interactive functionality (2-way SMS).Norway launched mobile parking payments. Austria offered train ticketing via mobile device. Japan offered mobile purchases of airline tickets.

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mobile parking payments. Austria offered train ticketing via mobile device. Japan offered mobile purchases of airline tickets.

2001 - Introduced a version which included embedded two-factor authentication and session-management under the trademark of intelligent SMS (iSMS) which enabled more sophisticated business applications, including an upgrade to Finnair's pioneering mobile check-in service. These improvements made it possible to develop more sophisticated business applications supporting secure mobile transactions such as mobile ticketing, actionable fraud alerts, and one-click purchasing.

2002 - Building on the work of the Global Mobile Commerce Forum (GMCF), the European Telecommunications Standards Institute (ETSI) appointed Joachim Hoffmann of Motorola to develop official standards for mobile commerce.

2004 - In appointing Mr Hoffman, ETSI quoted industry analysts as predicting "that m-commerce is poised for such an exponential growth over the next few years that could reach US$200 billion

2008- UCL Computer Science and Peter J. Bentley demonstrated the potential for medical applications on mobile devices

PDAs and cellular phones have become so popular that many businesses are beginning to use mobile commerce as a more efficient way to communicate with their customers.

2011 - Google Wallet Mobile App launched. M-Commerce joint venture formed between Vodafone, O2, Orange and T-Mobile are recent developments of note.

2012 - The Competition Commissioner of the European Commission ordered an in-depth investigation of the m-Commerce joint venture between mobile devices.

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# FEATURES OF M-COMMERCE

Provision for cash deposits and withdrawals.

Ability for third parties to make deposits into a user account.

Ability to make retail purchase.

Over-the-air prepaid top-ups using the cash already in the account.

The ability to transfer cash between users account. Provision for bill payments.

# THE BENEFITS OF MOBILE COMMERCE FOR PEOPLE AND ORGANIZATIONS

**Context-specific services –** M-Commerce makes it possible to offer location based services, which are specific to a given context (e.g. time of the day, location and the interests of the user).

**Time-critical situations -** The ubiquity and immediacy of Mobile Commerce allows user toperform urgent tasks in an efficient manner, irrespective of his current geographic location.

**Spontaneous decisions and need-** Spontaneous needs are not externally triggered andgenerally involve decisions that do not require a very careful consideration, e.g. purchasedecisions involving small amounts of money.

**Efficiency increase -** Mobile Commerce helps increase the productivity of the workforce byincreasing the efficiency of their daily routines. Time (employees) can use be dead spots in theday, e.g. during the daily travel to and from workplace, more effectively.

# VARIOUS MOBILE COMMERCE APPLICATIONS

**Travel and Ticketing:** By utilizing the B CODE technology or NFC1 technology we could use the mobile phone as a means receiving E-Tickets. B

CODE tech consists of sending text SMS which is scan able from the mobile phone display screen through the related set. So by receiving the chosen SMS, the ticket is practically received and we could present the mobile phone to the scanning machine at the ticket receipt spot.

**Commerce:** Commerce is the exchange or buying and selling of commodities on a large scale involving transportation of goods from place to place. It is boosted by the convenience and ubiquity conveyed by mobile commerce technology. There are many examples showing how mobile commerce helps commerce. For example, consumers can buy products from a vending machine or pay a parking fee by using their cellular phones, and mobile users can check their bank accounts and perform account balance transfers without needing to go to a bank.[12]

**Education:** Similar to other wired technologies, mobile wireless technologies have first been used in industry sectors such as business. The movement of mobile wireless technologies in education is a recent trend, and it is now becoming the hottest technology in higher education [1314, 15]

**Enterprise Resource Planning (ERP):** In the coming mobile commerce era, users will want to be able to have access to the right resources and work as efficiently as possible– whether they are traveling, seeing a customer or working at other remote locations– with their ERP systems [17] Many ERP vendors are currently researching for means to provide mobility to ERP users. They attempt to connect employees to their work more effectively than ever before by enabling mobile phones and other wireless devices to become a new kind of tool to seamlessly exchange information, automate data entry and perform a range of transactions anytime, anywhere.[18]

**Entertainment:** Entertainment has always played a crucial role in Internet

applications and is probably the most popular application for the younger generation. Mobile commerce makes it possible to download game/image/music/ video files at anytime and anywhere, and it also makes on-line games and gambling much easier to access and play. It is projected that by 2005, 80 percent of all mobile users in the United States and Western Europe will play mobile games at least occasionally[16]

**Mobile banking** is a term used to refer to systems that allow customers of a financial institution to conduct a number of financial transactions through a mobile device such as a mobile phone or tablet. Mobile banking differs from mobile payments, which involve the use of a mobile device to pay for goods or services either at the point of sale or remotely, analogously to the use of a debit or credit card to effect an EFTPOS payment. The earliest mobile banking services were offered over SMS, a service known as SMS banking. With the introduction of smart phones with WAP support enabling the use of the mobile web, the first European banks started to offer mobile banking on this platform to their customers. Apple's initial success with iPhone and the rapid growth of phones based on Google's Android (operating system) have led to increasing use of special client programs, called apps, downloaded to the mobile device.

**Health Care:** The cost of health care is high and mobile commerce can help to reduce it. By using the technology of mobile commerce, physicians and nurses can remotely access and update patient records immediately, a function which has often incurred a considerable delay in the past. This improves efficiency and productivity, reduces administrative overheads, and enhances overall service quality. Mobile technologies such as PDAs, Laptops or Tablet PCs can be of great value in hospitals and healthcare facilities by allowing better

access to critical information – e.g. patient status, staff and patient location and facilities availability[19]. Healthcare facilities that choose to adopt such technologies may be able to not only perform better but ultimately provide more efficient and better quality of care for patients.[20]

**Inventory Tracking and Dispatching:** Just-in-time delivery is critical for the success of today's businesses. Mobile commerce allows a business to keep track of its mobile inventory and make time-definite deliveries, thus improving customer service, reducing inventory, and enhancing a company's competitive edge. Major delivery services such as UPS and FedEx have already applied these technologies to their business operations worldwide with great success.

**Bargain Hunting :** A bargain hunter is someone who searches for bargains. Mobile Commerce has lead the way in bargain hunting and it has made it easier than ever to compare prices using mobile devices. Creators of apps have taken notice to this change in technology. One app leader is Red Laser and it allows the user of the app to scan product bar codes and discover its various prices at different retailers.  Consumers are mixing the two worlds of online/ mobile shopping. Some people use websites like shopzilla. comto compare prices at different stores before they go out and purchase the item.

**Marketing:** The growth of mobile commerce is directly associated with the amount of mobile marketing that companies are investing in. A reported 74% of online retailers either have in place or are developing mobile commerce strategies, while 20% have already implemented their complete plans, according to a study by the National Retail Federation. Some customers are opting-in to receive news about deals or offered coupons through text message marketing. Also, there are places you can text on your phone like chacha that allows you to ask them a question in which they will answer for free. Then they will

a marketing deal in with it and you can either accept or decline the offer. eBay just came out with their fashion app which allows the user to browse for clothes, have access to exclusive sales, and "try on" an outfit.

**Table 1: Major Mobile Commerce Applications**

| Mobile Category | Major Applications | Clients |
|---|---|---|
| Travel and ticketing | Travel management | Travel industry and ticket sales |
| Commerce | Mobile transactions and payments | Business |
| Education | Mobile classrooms and labs | Schools and training centers |
| Enterprise resource planning | Resource management | All |
| Entertainment | Games/images/music/video downloads and online gaming | Entertainment industry |
| Health care | Accessing and updating patient records | Hospitals and nursing homes |
| Inventory tracking and dispatching | Product tracking and dispatching | Delivery services and transportation |
| Traffic | Global positioning, directions, and traffic advisories | Transportation and auto industries |

## INTERNET USERS IN INDIA

The number of Internet users in India reach 302 million by December 2014, registering a Y-o-Y growth of 32% over last year, according to a report 'Internet in India 2014', published by the Internet and Mobile Association of India (IAMAI) and IMRB International. For growing from 10 million to 100 million it took a decade for India, where as within three years it has doubled to 200 million and just one year to become 300 million to become the second largest market of the world. Growth profile is indicated below with the

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# GROWTH OF INTERNET MOBILE SUBSCRIBERS IN INDIA

In India, there are huge growths in internet user in mobile handsets. The graph as follows

**Table 2: Internet user in India**



**Internet users in India** — Source: IAMAI-IMRB I-cube estimates

**Urban vs Rural growth**

| Period | Urban | Rural |
|---|---|---|
| Growth YOY | 29% | 39% |
| October 2014 | 177mn | 101mn |
| December 2014 (Projection) | 190mn | 112mn |
| June 2015 (Projection) | 216mn | 138mn |

**Growth of Mobile Telephones**

| | |
|---|---|
| Dec'12 | 864.72 |
| Mar'12 | 867.80 |
| Jun'12 | 873.36 |
| Sep,12 | 870.58 |
| Dec'13 | 886.30 |
| Mar'14 | 904.51 |

**Source : TRAI**
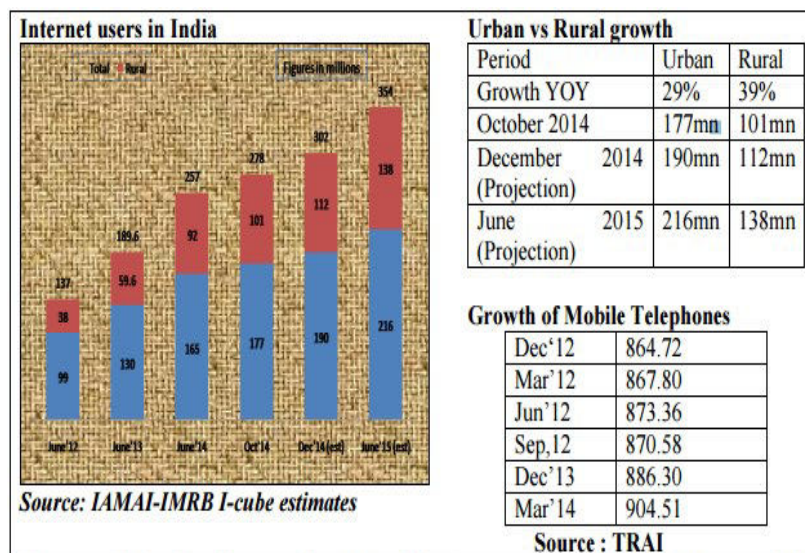
China currently leads with more than 600 million internet users while the US currently has estimated 279 million internet users. As on June 2014, 31.5 million (61%) in 35 cities were using Internet on a daily basis. The daily user base has gone up by 51% from June 2013. 96% of the Internet users are accessing Internet at least once a week. Out of these, 18% access Internet 4 to 6 times a week and 14% access Internet 2 to 3 times a week.
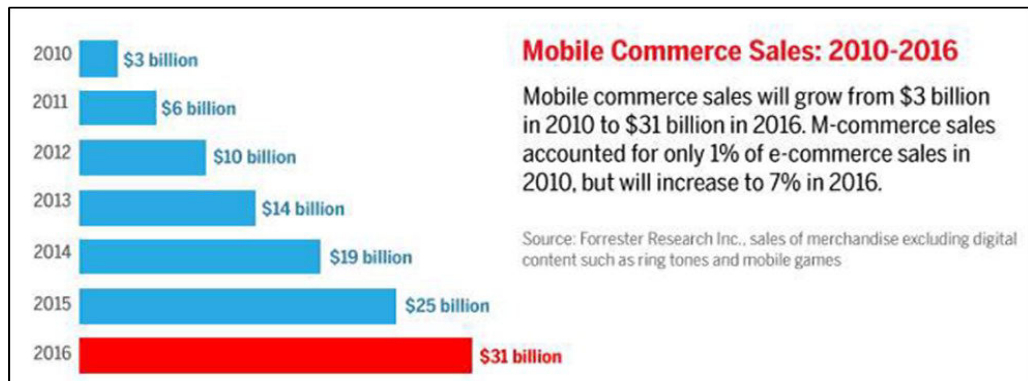
## INCREASING SMARTPHONE AND MOBILE UTILITY

Asia-Pacific is predicted to account for 57.7% of the world's mobile phone users, and as much as 40% of global mobile data traffic by 2015. Given that in 2013, only 22% of Asian consumers had a mobile broad band subscription,

there is a huge potential for growth in the market. According to data from Nielsen (2014), smartphone penetration in developing Asia Pacific markets is also gaining traction. Thailand's smartphone penetration is at 49 percent followed by Indonesia (23%), India (18%) and the Philippines (15%). In India, WiFi is often accessed by mobile users in community centers or internet cafes. This reflects the slow pick up of 3G connections in India, which have reached a penetration level of 3.4% in January 2014. This slow start in 3G adoption (the first 3G connections in India were launched in 2010) is a struggle that many nations face, as it takes time for mobile ecosystems (devices, connectivity, use cases) to fully develop.

## M COMMERCE: THE RISING TREND

Markets and Markets, a global market research and consulting company, in its recent report 'M Commerce Market – Worldwide Forecasts & Analysis (2014 – 2019)' forecasts that the market is expected to grow from $116.1 billion in 2014 to $467.3 billion in 2019. This tremendous progress is especially due to the revenue to be generated by the biggest market players – North America and Europe, while Asia-Pacific (APAC) and Middle East and Africa are predicted to experience increased market traction.Banking, Shopping, Entertainment, Marketing and Information services are the prime areas that mobile commerce services impact on. Forrester, in its recent prediction estimates that Tablets are expected to drive $219 billion of purchases, and Smartphones $74 billion in the coming years. With this phenomenal advancement to look forward to, M commerce is coming up with newer strategies to keep the momentum going.

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**Table 3: Mobile commerce sales**



Source: Forrester Research Inc.

In Mobile, provider of Mobile advertising solutions recently released a report that gives insights on how mobile devices have changed the way people consume media. According to the report, an average mobile web user in India consumes 6.2 hours of media daily and Mobile devices represent 28% of this time.Shopping through mobiles has also seen significant increase with over 61 percent users having spent money on some or the other activity on mobile. This number is expected to increase to 79 %in the next 12 months.[22]

**Table 4 : M-commerce and Shopping**



Source:Media Consumption on Mobile Devices in India [Report, Infographic]

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According to Media Consumption on Mobile Devices in India Report by info-graphic, there are 37% of the people who have spent money on their phones shop for digital goods like app purchases, e-books and videos, while 24% have spent money on entertainment activities like buying movie tickets. While travel is the largest e-commerce category on the web (PC, desktop), only 22 percent users make travel related purchases on mobile.[21]

## INDIAN CORPORATES VIEWS ON MOBILE COMMERCE

RajanAnandan, managing director, Google India stated that India adds five million new internet users a month and all are on mobile. He believes there are 230 million internet users out of which 130 million are mobile internet users. Three years back less than 2% transactions were on mobile; now half the transactions are on mobile apps, particularly for e-commerce companies.

Katyayan Gupta, analyst, e-business & channel strategy, Forrester Research stated that Smartphone penetration will increase from 8% by end 2014 to more than 21% in 2017 — ensuring that a large population is m-commerce ready.

HDFC Securities is re-inventing its stock trading app for mobile phones. The new app will feed real time stock quotes app will feed real time stock quotes to users' phones, shaving the 1.5 to 2 second lag that exists in the current app. HDFC Securities will help increase brokerage earned from transactions done on mobiles from 2.5% of total revenues to 50% in two years. Globally, 35-40% people use smartphones for stock trading. India will exceed that as we are a mobile first country," says AseemDhru, managing director and CEO, HDFC Securities.

"Till early 2014, most of the discussions were using mobile as an information channel. Now, companies realize the potential of mobile to transact business," says PravenSengar, analyst Gartner.

Amazon India gets half its traffic from smartphones. "The significance of mobiles is much higher in India than anywhere else as most of first time internet users will come on the mobile," says AmitAgarwal, country manager and vice president, Amazon India. "The mobile will be the first point of contact for customers here."

Flipkart.com, the poster boy of e-commerce, now prefers to be called a mobile or m-commerce company. Mausam Bhatt, senior director, marketing, Flipkart.com mentioned an m-commerce company rather than an e-commerce company. Our mobile traffic has increased more than 50%, from under 15% a year back. We believe the future of mobile commerce will be written in India.

Rival Snapdeal.com is experiencing the same pace of growth in m-commerce. Amitabh Misra, vice president, engineering, snapdeal.com says "60% of our transactions are on mobile, up from 18% in March 2013. In two years we expect 80% of our business happening on smartphones."

Taj Group and Oberoi Hotels are piloting mobile wallets for frequent customers. Stored value on a mobile will automatically be deducted against the bill while checking out, without presenting any credit or debit cards or waiting in check-out queues. Starwood Hotels already offers this service via its passbook app — to book rooms, check out reward points, pay bills and so forth.

Meru cabs pushing happy hour deals on smartphones between 9 am and 4 pm on select days (get Rs 100 off on a minimum ride of Rs 150) and transact business — kirana shops doubling up as ATMs using Ezetap terminals. Ezetap card readers sync up

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with mobile phones to authenticate debit cards and make cash payments. The shopkeeper makes Rs 5 commission per transaction.

Three million of HDFC Bank's 23 million customers have downloaded its mobile app which enables 65 transactions spanning cheque book requests to paying bills. Nitin Chugh, head, digital banking, HDFC Bank Says "Time critical transactions are done via the mobile. People are more likely to pay bills via mobiles rather than book fixed deposits."On internet banking (on desktops) HDFC offers 135 different transactions. 75%-80% of fixed deposits are booked via internet banking. "With more people using smartphones, we are adding more transactions to mobile — like enabling customers to take a loan against credit cards or adding a beneficiary for fund transfers."

Citibank is encouraging customers to use mobiles. It's looking at charging extra for customers visiting the branch. "Instead of all industry players adopting m-commerce it's a few early movers. They will show the way," says Sanchit-VirGogia, chief analyst & CEO, Greyhound Research. "Other banks are still struggling with a mobile strategy."

Maruti Suzuki is using the mobile to improve efficiency at service stations and to optimize the customer experience at its showrooms. At Maruti Suzuki service stations, service managers take down servicing service managers take down servicing details of a car on a tablet. The information is transmitted to all departments involved in the servicing engagement.Maruti Suzuki CEO Rajesh Uppal says,"This has brought down the visit time by half (from 16 minutes to eight minutes) and the car is also returned faster after service," "People may not buy cars on smartphones; but customer expectations at our dealerships or service centres are different. We have noticed this change in expectations in the past two years and are using smart devices wherever possible."

At the other end of the spectrum are a bunch of successful companies like Mo-biKwik, PayTM, Ezetap, FreeCharger that birthed all their businesses only on mobiles.

Ezetap, which counts State Bank of India, Amazon and Myntra among its customers sells a Rs 3,000 device which syncs up with mobile phones to complete credit and debit card transactions. E-tailers offering cash on delivery and even Delhi traffic cops use this device to facilitate mobile payments. "Our device is helping accelerate use of m-commerce," says Sanjay Swamy, co-founder and chairman, Ezetap.

Ezetap bagged an order from SBI for its terminal this June. "SBI subsidizes the device for small merchants (like kirana shops) to double up as an ATM or accept credit cards," says Swamy.

There are 25,000 Ezetap terminals in use at present. SBI sells each terminal at Rs 499 and plans to deploy five lakh such terminals in the next five years.

PayTM, a two-and-a-half year old mobile start-up, sees start-up, sees 3.5 lakh transactions per day. A year back, 65% of the recharge was from desktops, now it's reversed and it does 65% recharges from its mobile app.

PayTM is also working on a technology that will help buyers shop from of-fline stores through a digital wallet (stores money digitally to make mobile and online payments).The company plans to launch digital wallet for kirana stores in another six months.

## CONCLUSIONS:

M-Commerce can transform people's lifestyle with unique, personalized and location based services.People will be able to ordermovie tickets on the go, find directions instantaneously, use the phone to pay for coke from vending

machines,access the Internet, send email while relaxing on the beach, and have access to the office scheduler from anywhere,anytime.The ease of communication with goods and service presenters, in 24 hrs and without any locational limitations, has caused an everyday popularity increase in mobile trading. Both the telecommunications industry and the business world are starting to see m-commerce as a major focus for the future. As m-commerce applications and wireless devices are evolving rapidly, one will take forward the other one towards empowering innovation, versatility and power in them. There are a number of business opportunities and grand challenges of bringing forth viable and robust wireless technologies ahead for fully realizing the enormous strength of m-commerce in this Internet era and thereby meeting both the basic requirements and advanced expectations of mobile users and providers. M-commerce is to contribute up to 70% of online shopping in India.The intrusion of information communication technology in our lives has changed our life completely. The whole world is coming closer. The mobile commerce is the future of globalization. The complication arises due to mobile commerce need newer cyber laws. Corporate good governance is evolutionary in nature. It can be seen that not only Indian corporate sector has adapted the M-commerce but made it popular as well. The companies like Zomato, TrendIn, Pepperfry, Snapdeal ,Flipcart and others have made it so user friendly and famous that online purchases have reached peak levels. New entrants like Tata, JK and group and many more to come will open a new chapter in Indian M-commerce history. Hence, Mobile commerce is definitely a step towards the stage of good corporate governance. The paradigm shift from management to governance is taken ahead by the Mobile commerce.

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# Analysis of Business Data of Vivan Hotel at Hinjewadi to study Consumer Behavior & Design Business Strategies

**By:**
**Prof. Rakesh Pathak**
**Prof. Archana Lahoti**

## Abstract

**Purpose:** In this research paper , study of Consumer behaviour in Vivan Hotel is done from the marketing point of view to design marketing strategy ,to get ideas across to consumers rather than selling something and to plan better inventory .The focus of the research article was to find out the relationship between customer stay & overall expenses and To find out relationship between customer stay &breakfast ,lunch& dinner

**Design/Methodology**: Secondary data analysis was done . Expenses Summary of Vivan Hotel from May 2014 to April 2015 was collected & data was analysed to see correlation between different variables.

**Findings**:There are various fluctuations in the monthly expenses in the hotel from May 2014 to April 2015.On an average 36 people stayed in hotel & there is tremendous difference in stay in every month. There is no strong correlation between total expenses & no of stays (0.64).There is strong correlation between breakfast & no of stays (0.97).There is strong correlation between no of stays & dinner (0.97)

Key Words: Primary data ,Marketing strategies

Consumer Behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It attempts to understand the decision-making processes of buyers, both individually and in groups .

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It also tries to assess influences on the consumer from groups such as family, friends, sports, reference groups, and society in general.The study of consumers is very important for the firms and organizations to  design their marketing strategies .

Study of consumer behaviour becomes inevitable to design marketing strategies to influence their marketing  decisions and  to design & adapt  marketing campaigns .Consumer behaviour study  involves the use and disposal of products as well as the study of how they are purchased.

Study of Consumer  behavior is very important form the marketing point of view as

1)To design  marketing strategy

2)To get ideas across to consumers rather than selling something

3)To plan better inventory & to make one better managers.

Research has shown that consumer behaviour is very difficult to predict, even for the experts in the field. <u>Relationship marketing</u> is an influential tool for consumer behaviour analysis. A greater importance is also placed on consumer retention, customer relationship management, personalisation, customisation and one-to-one marketing.

The Indian Travel ,tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India in past few decade. Travel &Tourism in India is a potential game changer for generating various new avenues in India . It is a sun rise industry, an employment generator, a significant source of foreign currency  for the country and an economic activity that helps local and host communities..

Hospitality, a major segment of tourism, has grown by 10-15 per cent on the back of better consumer sentiment with the change of Government. As demand is going up occupancies are improving.

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A hotel is an establishment that provides lodging paid on a short-term basis. Facilities provided may range from a basic bed and storage for clothing, to luxury features like en-suite bathrooms. Some hotels offer meals as part of a room and board arrangement.(Hotel- Wikipedia , the Free Encyclopaedia )

Pune being a metropolitan city, study was undertaken how the customers behave while staying at a particular hotel. Mostly consumers visit these hotels for the business purpose.The sample selected for the study was a simple hotel which provide facility for comfortable stay at reasonable pay for the customers.The basic facilities were provided but special recreation activities such as different recreational activities , gym ,spa and other things were not provided.Study was undertaken to study the consumer behaviour while using the facilities of the hotel.Hotel is providing following facilities to the customers as – Stay at reasonable price , breakfast , lunch & dinner.

Objectives :
1 ) To find out the relationship between customer stay & overall expenses
2) To find out relationship between customer stay &breakfast ,lunch& dinner
Review of Literature :

**Hotels** are investing in new ways to improve service quality and perceived value to achieve customer satisfaction and loyalty. Hotel quality is a major determinant of both customer satisfaction and loyalty (Jones, David L.; Mak, Brenda; Sim, Janet)

The relative strength and weaknesses of a hotel, Holiday Inn, as viewed by

two customer segments: business travellers and vacationers on 28 attributes. There are a number of similarities between the two segments in terms of the attributes which the customers rely on while choosing a hotel and how they evaluate Holiday Inn on these attributes. These insights are important to the management in designing business strategies to better serve the needs of their guests. ( Yavas, Ugur; Babakus, Emin)

Technical characteristics such as interactivity, product value & virtual experience affect **consumers** when they purchase virtual products. Interactivity, vividness, and involvement are found to affect **consumers**' virtual world experience. (Cheon, Eunyoung)

eHealth literacy and patient activation appear to be prevalent concepts in the context of **consumers'** online health information-seeking **behaviours**.Role for health professionals in guiding **consumers** to quality online health information is very important to guide consumer( Lee, Kenneth; Hoti, Kreshnik; Hughes, Jeffery David)

Constructs of perceived benefit, trust, subjective norms, and perceived behavioural control are related to behavioural intention to engage in online intermediated shopping whereas **consumer** experience has a moderating role in it. OIS intermediaries and platforms attract and serve existing and potential **consumers.(** Wei Zhang; Xue Yang)

Virtual purchasing **behavior** is substantially influenced by the factors driving usage **behavior**i.e the user experience. For virtual world operators, reinforcing the sense of presence of user's social network offers a means to promote virtual purchasing (Mäntymäki, Matti; Salo, Jari)

The buyer's purchase **behavior** and usage of risk relief service for a transaction in Buy It Now auctions are determined by the perceived risk, which is in

fluenced by the buyer's risk attitude, seller online reputation, and the product price and type (Bo Xu; Zhangxi Lin; Bingjia Shao)

Brand perception approach and **consumers**' online perceptions of brand familiarity and Webstore reputation decide **consumers**' offline brand loyalty directly and indirectly enhances their trust in Webstore and lead to a higher shopping intention which help  the click-and-mortar companies to build their channel strategies.(Doong, Her-Sen; Wang, Hui-Chih; Foxall, Gordon R)

Along with Website design quality, service quality has significantly stronger effects on **consumers'** trust and satisfaction, both of which lead to  repurchase intention of consumers (Tao Zhou; Yaobin Lu; Bin Wang)

**Consumer** trust in an intermediary has a strong influence upon both attitudinal loyalty and purchase intentions  while doing online shopping. Trust is transferred from an intermediary to the community of sellers, implying that the trustworthiness of the intermediary plays a critical role in determining the extent to which **consumers** trust and accept the sellers in the e-marketplace. (Hong, Ilyoo B.; Cho, Hwihyung)

Some African American **consumers** are influenced by product availability, a large majority of African American **consumers**  who are older, more educated, with higher income, are inclined to use their purchasing power to further social change within the business community (Smith, Wilbur I.; Evans, Charles L.; Shrestha, Nanda R)

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**Research Methodology :** Secondary data analysis was done . Expenses Summary of Vivan Hotel from May 2014 to April 2015 was collected & data was analysed to see correlation between different variables as total Expenses , No stays per person , Break fast , Lunch & Dinner
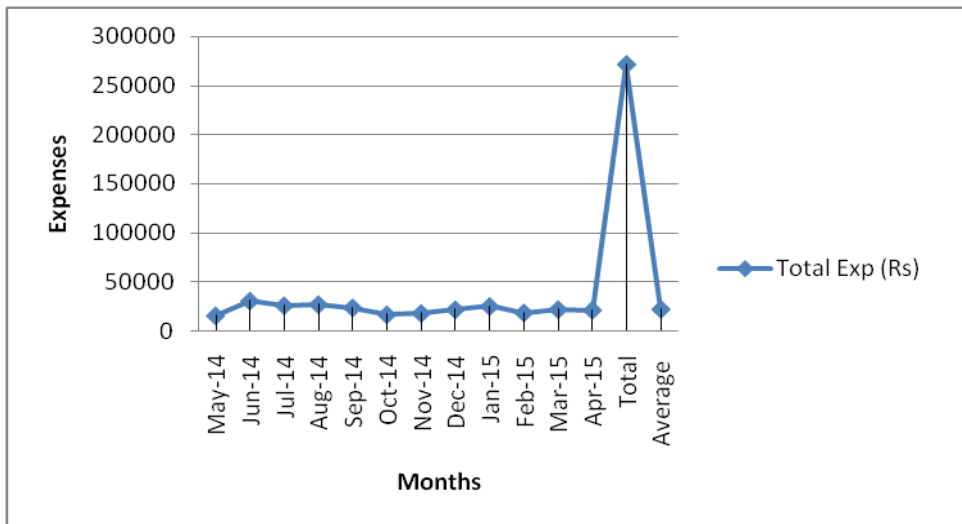
Analysis of data :

Following was the data collected from Vivan Hotel expenses

Table 1 : Expenses Summary of Vivan Hotel from May 2014 to April 2015

| Vivan Hotel Exp Summary May 2014 to April 2015 | | | | |
|---|---|---|---|---|
| YEAR | Total Exp (X) | No stays Per person | Break fast (Z) | Lunch (A) | Dinner (B) |
| May-14 | 16050 | 11 | 11 | 1 | 11 |
| Jun-14 | 31000 | 106 | 93 | 26 | 108 |
| Jul-14 | 26254 | 38 | 45 | 22 | 30 |
| Aug-14 | 27436 | 36 | 45 | 5 | 36 |
| Sep-14 | 24154 | 31 | 37 | 9 | 35 |
| Oct-14 | 17134 | 20 | 22 | 2 | 25 |
| Nov-14 | 18440 | 30 | 42 | 18 | 42 |
| Dec-14 | 22188 | 49 | 50 | 7 | 44 |
| Jan-15 | 25618 | 21 | 22 | 3 | 34 |
| Feb-15 | 18989 | 27 | 32 | 11 | 32 |
| Mar-15 | 22379 | 58 | 60 | 10 | 60 |
| Apr-15 | 21693 | 48 | 49 | 50 | 30 |
| Total | 271335 | 475 | 508 | 164 | 487 |

Below is the diagrammatic representation of above data :
Diagram 1: Total Expenses (Rs)



Insights : 1) Average expenses per month would be approximately Rs 22,611 oscillate till Rs 14950
2) The variation in expenses are to be studied in details as the variation in few months are high.
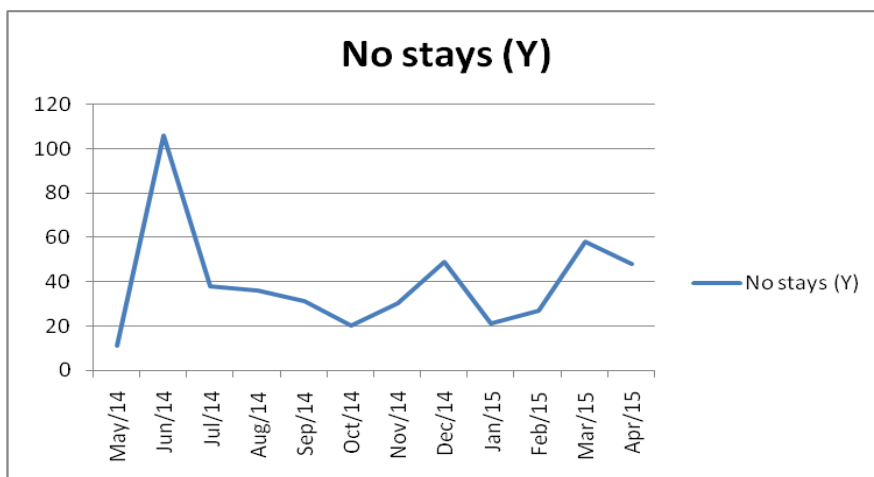
Diagram 2 : No of Stays in days



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Insights :

1) No of stays in June is highest whereas no of stays in May is lowest

2) On average 36 days people stay which leads to increase no of breakfast , lunch , dinner & increased expenses

Table 2 : Statistical Analysis for the above data

| | Month | Total Exp (Rs) (X) | No stays (Y) | Break fast (Z) | Lunch (A) | Din ner ( B) |
|---|---|---|---|---|---|---|
| Stati stics | Average | 22611 | 36 | 38 | 9.5 | 38 |
| | Std Dev | 4311 | 26 | 23 | 8 | 27 |
| | Max | 31000 | 106 | 93 | 26 | 108 |
| | Min | 16050 | 11 | 11 | 1 | 11 |
| | Correlation of X on Y | 0.64993862 | | | | |
| | | | | | | |

Interpretation:

1)An average expense for the Vivan Hotel is 22,611 with standard deviation 4311.

Expenses ranges from minimum 16050 to maximum 31000

Correlation of coefficient is 0.6 which indicate that two parameters ( X & Y) are not linear , but they are in the same direction &may be related

Following are the result of statistical analysis for the above data. Correlation between different variables have been studied to study the relationship between different variables

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Table 3 : Correlation Matrix

| Pa-rame ter | Statisiti-cal Cor-relation | Total Ex-penses | No stays (Y) | Break fast (Z) | Lunch (A) | Dinner ( B) |
|---|---|---|---|---|---|---|
| x | Total Ex-penses | 1 | 0.649938 62 | 0.63645 6471 | 0.494188 253 | 0.6118 37863 |
| y | No of Stays | 0.6499386 2 | 1 | 0.97658 4881 | 0.738229 499 | 0.9750 16787 |
| Z | Break fast | 0.9765848 81 | 0.976584 881 | 1 | 0.787706 67 | 0.9543 74447 |
| A | Lunch | 0.4941882 53 | 0.738229 499 | 0.78770 667 | 1 | 0.7199 48288 |
| B | Dinner | 0.6118378 63 | 0.975016 787 | 0.95437 4447 | 0.719948 288 | 1 |

Figure 2: Correlation between No of stays & breakfast
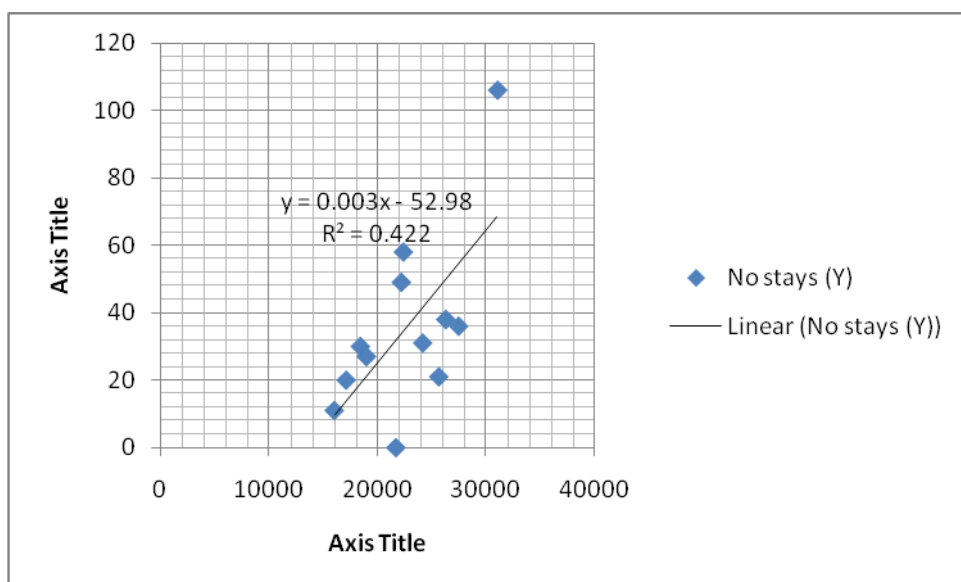


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Figure 3: Correlation between No of stays & Dinner
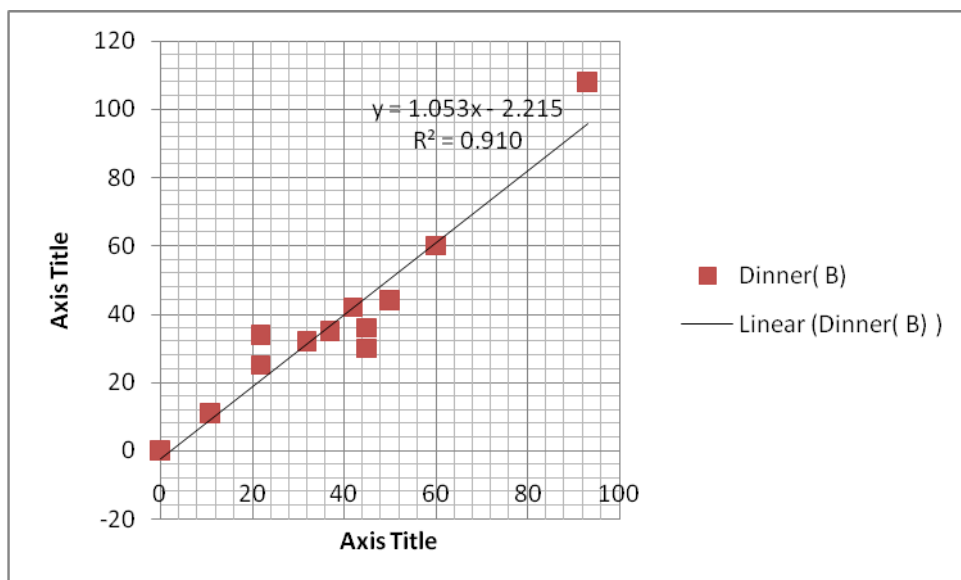


Insights:
There is no strong correlation between total expenses & no of stays (0.64)
There is strong correlation between breakfast & no of stays (0.97)
There is no strong correlation between total  no of stays & lunch (0.78)
There is  strong correlation between  no of stays & dinner (0.97)

Conclusion & recommendations :Following inferences can be drawn as customers stay is variable in different periods of time so management has a lot of scope to study why these variations are there & how can they attract more consumers throughout the year. Also it has been observed that person who is staying at hotel definitely prevail the facility of breakfast, but they skip lunch. It can be concluded that hotel is specifically used for stay & later customers are out for the business or other purpose.Dinner&Overall stay is strongly correlated indicating that consumers prefer taking dinner where they stay.Vivan Hotel can offer attractive combo packages to consumers so that they can avail all the facilities thus getting more business for the hotel

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# Counterfeit Products - A Boon or a Bane for High End Consumer Durables

Dr. AshaNagendra
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## Abstract

Counterfeit products are imitations of name-brand products. In 2012 alone, estimates put the counterfeiting industry at nearly $612 billion (Eisend and Schuchert-Guler, 2013) and it continues to grow. The growth in counterfeiting clearly has an economic impact on the marketplace and on the manufacturers of legitimate products. The unfavorable economic impact on the manufacturers of legitimate products should be obvious to, or at least assumed by, the end consumer, yet individuals continue to seek and purchase counterfeit goods. What factors influence the attitudes that consumers hold towards counterfeiting and counterfeit products? Have these attitudes changed over time? What do these attitudes potentially mean for the manufacturers of legitimate products? This study makes a contribution to the literature by evaluating the attitudes that the public in general have with regard to counterfeit products. Practically, companies must understand the attitudes that consumers hold for the purchase of counterfeits as it may influence, consumer purchase intentions, brand evaluation, brand equity, and the development of marketing strategy.

**Keywords:** Counterfeit, Piracy, Knock-offs, Consumer Behavior

# INTRODUCTION

Piracy has proliferated in recent years. While this is certainly a bane for most of the leading consumer durable brands, there are some high-end brands that have actually benefitted in terms of 'visibility' of their brands. Similarly, consumers who cannot afford buying the high-end products, tend to procure the knock-off versions of these products. But at the same time, as and when these consumers prosper monetarily, they consider buying the original product considering the high quality of the original products.

# REVIEW OF LITERATURE

Campbell , Bush and Ronald in 1993,conducted a study on "Consumer Accomplices in Product Counterfeiting: A Demand side investigation". They examined the consumer's role in the proliferation of product counterfeiting and described a demand-side orientation to the counterfeiting problem and discussed results from a field experiment examining consumers' willingness to select a counterfeit apparel item knowingly.

Wilcox, Sankar, and Min  in2009, USA conducted a study on 'Why Do Consumers Buy Counterfeit Luxury Brands? ". They surveyed 79 undergraduate students (56% female) at a large north-eastern university; 138 female undergraduate students at a large north-eastern university; 176 undergraduate students (55% female) at a large north-eastern university to investigate the role of social motives in driving counterfeit. They found that Social goals underlie consumer attitudes towards luxury brands: consumption of luxury goods to gain social status serves a self-presentation function (social -adjusting attitude), and, consumption of luxury goods to reflect personality serves a self-expression function (value-expressive attitude).

"Counterfeit Products - A Boon or a Bane for High End Consumer Durables", Dr. Asha-Nagendra, Prof. HemaniYada(student), MohiniSahu(Student), Rohan Singh(Student), RohitSoni(Student), Siyam Joshi (Student), Symbiosis Institute of Management studies.

## OBJECTIVES

1. To determine if counterfeit products are a boon for the original brands

2. To determine if consumers will buy the original brands, if given the purchasing power

## RESEARCH METHODOLOGY.

The topic selected for the study was 'Counterfeit Products - A Boon or a Bane for High End Consumer Durables'. Purchasing power and quality of consumer durables influences the purchasing decision of consumers. The total size of the sample was 100 respondents from different parts of Pune. To test the feasibility of the tool of data collection, a pilot study was conducted on 20 respondents (all from Symbiosis Institutes of Management Studies). A questionnaire of 20 questions was made and administered. Based on the results of the pilot study the following hypotheses were formulated:

Hypothesis 1

   H0: Counterfeit products damage a brand's reputation and hence market share.

   H1: Counterfeit products help brands enhance their market visibility and hence market share.

Hypothesis 2

   H0: Even if given the purchasing power, consumers tend to buy counterfeit products.

   H1: Given the purchasing power, consumers are willing to purchase the original high end product.

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# RESULTS AND DISCUSSIONS

**Table 1: Respondent's level of agreement if counterfeit products increase visibility of original brand**

| S No. | Level of agree-ment on : | Strongly Agree | Agree | Nei-ther agree nor disa-gree | Disa-gree | Strongly Dis-agree |
|---|---|---|---|---|---|---|
| A | Increas-es | 43 | 28 | 9 | 12 | 8 |

**Fig. 1:Respondents' view on advertising a particular brand increases the demand of that branded smart phones**
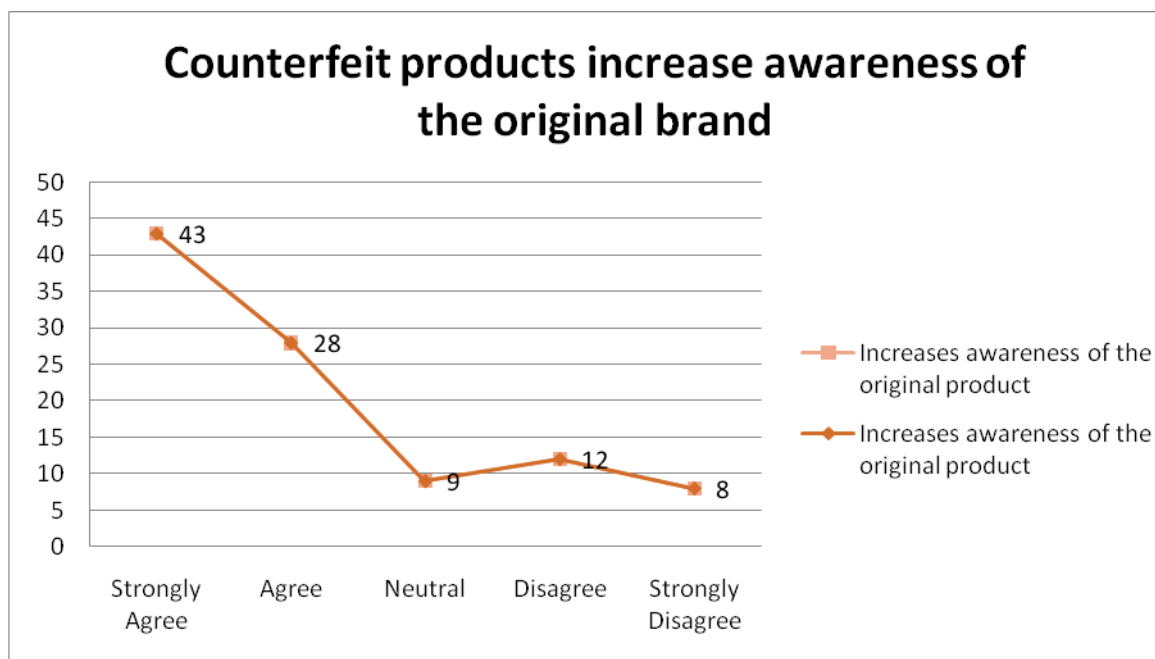


"Counterfeit Products - A Boon or a Bane for High End Consumer Durables", Dr. Asha-Nagendra, Prof. HemaniYada(student), MohiniSahu(Student), Rohan Singh(Student), Ro-hitSoni(Student), Siyam Joshi (Student), Symbiosis Institute of Management studies.

**Discussion:** From the data above, it is seen that a massive 71% of the respondents believe that the counterfeit products increase the visibility of the brand and hence help it gain a "virtual" market share. Only 20% of the respondents differ from this point of view.

The above results fulfil the first objective of the study which states that "Counterfeit brands increase the visibility of the original brands."

**Table 2**

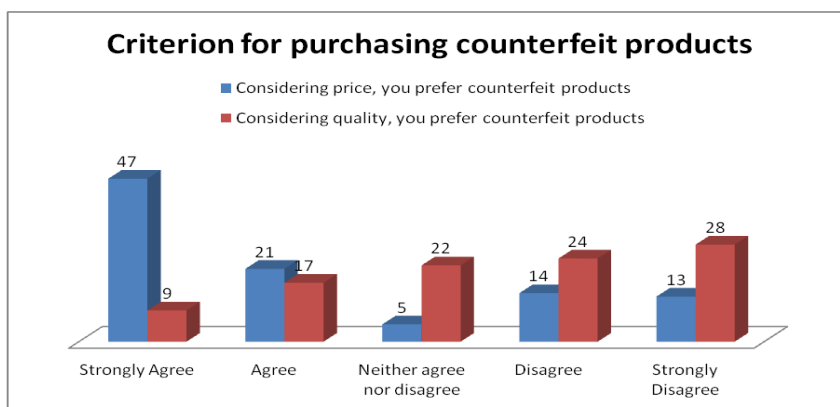| S No. | Level of agreement on | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree |
|-------|----------------------|----------------|-------|----------------------------|----------|-------------------|
| A | Considering price, you prefer counterfeit products | 47 | 21 | 5 | 14 | 13 |
| B | Considering quality, you prefer counterfeit products | 9 | 17 | 22 | 24 | 28 |



**Fig. 2: Criterion for purchasing counterfeit products**

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## Discussion:

**Price:** A majority of 68% respondents consider that low price of counterfeit products is a deciding criterion in favour of purchasing counterfeit products. These are the consumers from low income group who purchase counterfeit products to complement their needs of original brands.

**Quality:** A majority of 52% respondents would not buy counterfeit products, considering quality as a purchasing factor. These are the consumers with high income who would buy the original brand because of their purchasing factor.

## CONCLUSION

Consumers in rural areas too are aware of the high-end brands despite the fact that these brands do not have any outlets there nor do they advertise there. So, this visibility of the brands is a result of the easy availability of counterfeit products being sold under the brand's name in these areas. Hence piracy is helping these brands in increasing their visibility without having to spend any money on advertising. This awareness among the non-targeted consumer base helps these high-end brands in the long run specially when an aspirant of these brands attains the buying power or moves to an urban location.

Respondents strongly agree that buying counterfeit products benefits the consumer. Only 38% of the respondents disagree to this while 11% are undecided on the same. This reflects the general belief of the consumers that counterfeit products are beneficial considering their low price.

A majority of the respondents agreed that there's nothing wrong with purchasing counterfeit products while only 37% of the respondents disagreed to this. 11% of the respondents were undecided on the same.

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# RECOMMENDATIONS

This research was conducted only in Pune and therefore future studies can be conducted in other parts of India to improve the reliability of the study. A detailed study regarding the usage of counterfeit products and its influence on the high-end brands could be undertaken for further research.

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# Impact Of Age On Salary Dissatisfaction And Job Dissatisfaction Leading To Intention Of Shifting From The Organization: A Study On Faculty Members In Management Institute Of Indore City

By:
Dr. M.Nadeem Khan
Dr.sofia Sadique

## Abstract

This paper attempts to find out the impact of age of the faculty members on salary dissatisfaction and job dissatisfaction which prompts them to change the organization. This paper also explains the relationships among the variables age, salary dissatisfaction, and job dissatisfaction of the faculty members. Salary satisfaction and Job satisfaction play an important role in shifting from the organization or retaining in the same organization. In the present study the dependant variable 'age' is the determining factor of the independent variables salary dissatisfaction and job dissatisfaction of the faculty members. Regression analysis is the tool applied in this paper.

**Keyword:** Salary Dissatisfaction*, Job Dissatisfaction, Intention of Shifting from the Organization, Age.*

## Introduction

"Employee satisfaction is a measure of how happy the workers are with their job and working environment. It is sure that there may be many factors affecting the organizational effectiveness and of them is employee satisfaction. Effective organizations should have a culture that encourages employee satisfaction. In previous studies, numerous researches have been done on employee satisfaction that often have discussed two type of variables which effect employee satisfaction. First, individual characteristics define as race, gender, educational level, and age. The study of Reiner and Zhao (1999), explains a sig

nificant effect of age whereas Ting (1997), states that age and race have a combined effect on employee satisfaction. On the other hand, in the second place, in most studies, work environment, supported by Herzberg (1966) also, as the primary determinant of employee satisfaction. Reiner and Zhao (1999), employ five dimensions of the work environment; skill variety, task identity, task significant, autonomy, and feedback. The literature on Human Resource Management (HRM) emphasizes on the high performance working system practices' leads employee satisfaction.

Greenberg and Baron (1997) defined job satisfaction as an individual's cognitive, affective, and evaluative reactions towards his or her job. Locke (1976), gives more specific definition of employee satisfaction as the state where one's needs and one's outcomes match well. Job satisfaction is one of the most widely studied work-related attitudes in the fields of industrial and organizational psychology, and organizational behavior (Spector, 1997). According to Cranny, Smith and Stone (1992), satisfaction is a combination of cognitive and affective reactions to the differential perceptions of what an employee wants to receive compared to what he or she actually receives. Job satisfaction is a factor that would induce the employee to work in the long term position and job dissatisfaction acts vice versa. Regardless of job satisfaction the organization or firm would confront with the cost of recruitment caused by quitting. For this reason, the organization should pay attention to the causes of employees' job dissatisfaction as well. Salary dissatisfaction is being proven as the catalyst for enhancing job dissatisfaction level of employees.

Young employees everywhere are obviously more mobile and likely to see peer success as an indication of their own future prospects, and perhaps be in

spired to greater effort, than less flexible, older employees. The careers of the latter group are fully determined at the latest by retirement, so expectations lose relevance and current perceptions of relative deprivation or success should dominate. This asymmetry suggests estimating the effects of relative salary separately for young and old subsamples, which is our approach here, and does not seem to have been implemented previously.

We estimate life satisfaction separately for sub-samples between AGE less than 40 and more than 40 years. Relative salary is insignificant for both the age groups, though the sign of the coefficient remains positive for the young and negative for the old.

## 2. Literature Review

**Job dissatisfaction and shifting from one organization to another**

Job dissatisfaction is in regard to employees' feelings or state-of-mind regarding the nature of their work. Job satisfaction can be influenced by a variety of factors, for example pay practice, quality of their relationship with their supervisor, quality of the physical environment in which they work whereby, shifting refers to the characteristic of a given company or industry, relative to rate at which an employer gains and loses staff. For example, if an employer is said to have a high shifting, it means that employees of that company have a shorter tenure than those of other companies in that same industry. Job dissatisfaction and shifting are basically related by which job satisfaction has directly effect on the retaining of the employees in the organization. Vast literatures exist on the relationships between two variables as mentioned. Pierce, Hazel, and Mion (1996) examined the effect of a professional practice model

(PPM) on nurses' job satisfaction and turnover. They employ the implementation of a PPM as the characteristics of participative decision making; control over work practices; organizational supportiveness; collegial relationships; open, multilevel communication; and rewards linked to clinical proficiency. The results of their study affirm the significantly correlated with increased job satisfaction and lower turnover rates among staff nurse in rehabilitation hospital. In fact, as a result of their study gave an idea about the existent relationship between job dissatisfaction and shifting from the rehabilitation centre.

Wong (1989) explores the impact of job dissatisfaction on intention to change jobs among secondary school teachers in Hong Kong. His study affirms that teachers' job dissatisfaction tend to have low level of commitment and productivity. Moreover, teachers respond prepared to leave teaching if a job alternative of offering a higher salary became available. In other words, teachers' job dissatisfaction significant predictors of teachers' intention to leave the teaching profession. There is a longstanding interest in the relationship between job dissatisfaction and quitting or shifting. Amah (2009) stressed that job satisfaction was found to have a direct negative relationship with shifting intention. These results indicate that the effect of job dissatisfaction on shifting can be enhanced in two ways; namely, when employees find incongruence between their job and their self identity, and when involvement in such jobs enhances their overall life dissatisfaction. On the other hand, shifting can be considered as cost of running a business. As mentioned by Khilji and Wang (2007) reported that the impacts of labor quitting on a hotel's bottom line could be classified into direct costs and indirect costs. Direct costs are essentially financial consequences that include administrative costs as a result of increased recruitment and training expenditure of new employees.

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It is generally believed that higher job satisfaction is associated with increased productivity, lower absenteeism, and lower employee shifting from the organization stated by Hackman & Oldham (1975). Griffeth, Hom and Gaertner (2000) gave precisely a negative association between job satisfaction and employees' shifting. In addition, Glance, Hogg and Huberman (1997) mentioned the relationship between attrition and productivity asserted that the lower attrition is positively correlated with productivity.

**Salary dissatisfaction and shifting from one organization to another**

Salary is important but the perception of individual about salary is more important. People with positive mind set seem to be much satisfied with salary as compared to people with negative affectivity. George (1992) argued that both positive affectivity and negative affectivity are primary determinants of job satisfaction. But people high on negative affectivity are anxious and nervous (feelings that may describe a neurotic personality), but that does not imply across-the-board dissatisfaction. High negative affectivity individuals may be dissatisfied with aspects of their jobs, but that does not necessarily mean that they would be more dissatisfied with their salary.

Carraher's (1991) worked on dimensionality of pay satisfaction suggested that salary incentives affect salary satisfaction. For generating salary satisfaction organizations have to promote a policy of perception of pay-for performance. Perception of pay-for-performance is a positive influence on pay satisfaction. Bordia and Blau, G. (1998) observed, perceived relationships between salary and performance account for more variances in salary raise satisfaction than all the demographic variables put together. Thus, establishing a pay-for-performance compensation system may be the most effective way to promote

salary satisfaction".

The traditional thinking of not relating money with the happiness is diminishing. In fact, these days materialism is an important factor of motivating individuals. Cummins (2000) has argued that despite the conventional wisdom that ''money has little relevance to happiness,'' data support a different position—wealth provides external resources that buffer individuals against the effects of negative events.

Flaherty and Pappas (2002) found that employees in exploration, report higher satisfaction and lower shifting intentions when paid a fixed salary, whereas salespeople in establishment report higher satisfaction and lower shifting intentions when given incentives. Further, during the establishment stage, salespeople employed by firms pursuing a prospector or analyzer strategy indicate higher satisfaction and lower shifting intentions than those employed by defender firms. Flaherty and Pappas (2002) also explained that during the exploration stage, salespeople compensated via mostly fixed salary satisfaction display higher levels of job satisfaction and lower shifting intentions than their counterparts who are paid via mostly incentive pay.

Diener and Seligman (2004) also stated that with the much lower income, job satisfaction and salary satisfaction are actually slightly higher. In the broader sense it can be understood that salary satisfaction and job satisfaction are complementary to each other. Berkowitz et al., (1987) stated that some job satisfaction measures include salary satisfaction (usually salary level satisfaction) as a dimension, we control for job satisfaction using a global measure which taps the extent to which participants like their job and the organization. Berkowitz et al.'s (1987) also suggested that job satisfaction may influence salary satisfaction containing actual salary satisfaction level and job satisfaction sig-

significantly increased explained variance for each dimension of salary satisfaction. Apart from affectivity (positive or negative) satisfaction related to salary can be better explained in the light of individual's thinking style. Way of thinking seems to be an important aspect of employee related to pay satisfaction. Andrews and Henry (1963) found that people who expect higher monetary rewards in the future are less satisfied with their present pay.

Salary satisfaction also depends on employee's feeling about job security. Security seekers are more satisfied from job than pay increase seekers. Kathawala et al., (1990) showed a preference for increased salary satisfaction over increase in job security. Respondents who preferred a salary satisfaction increase, demonstrated a less satisfied attitude with current salary satisfaction and overall satisfaction with the job. Those preferring increased security ranked security higher than salary satisfaction as a satisfier, but not as a motivator. Those preferring a salary increase, ranked

compensation higher than job security as a motivator and a satisfier.

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### Salary Dissatisfaction Is the Precursor of Job Dissatisfaction

Demographic characteristics of the employee are the determinants of the satisfaction or the dissatisfaction of the employee with salary and therefore job. Link of education with salary satisfaction is explored by many scholars. Andrews and Henry (1963), for instance, have found that higher education seems to be associated with lower satisfaction with salary. It has also been shown that management level and amount of salary are correlated with managers' satisfaction with their salary. According to Ganguli (1957) the dynamics involved in the relationship between education and salary satisfaction are probably at

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in the relationship between education and salary satisfaction are probably at work in many other areas of satisfaction. Satisfaction with salary may bear a lawful relationship to demographic data and as such can be predicted from, and perhaps determined by organization policy.

Higher paid employees and higher level employees appear to be better satisfied with their salary. Klein and Maher (1966) stated, "The first-level managers in the study who have had higher education are less satisfied with their salary". Klein and Maher (1966) found that the college educated employee would indicate more negative feelings about his salary satisfaction than the non-college educated employee. Their rationale is based on the notion that having a college education enhances one's self-evaluation and thereby leads to higher dissatisfaction with their salary and eventually job.

## Conceptual Framework

Based on the literatures reviewed, the conceptual framework is as follows:

**Figure 1 Conceptual Framework**
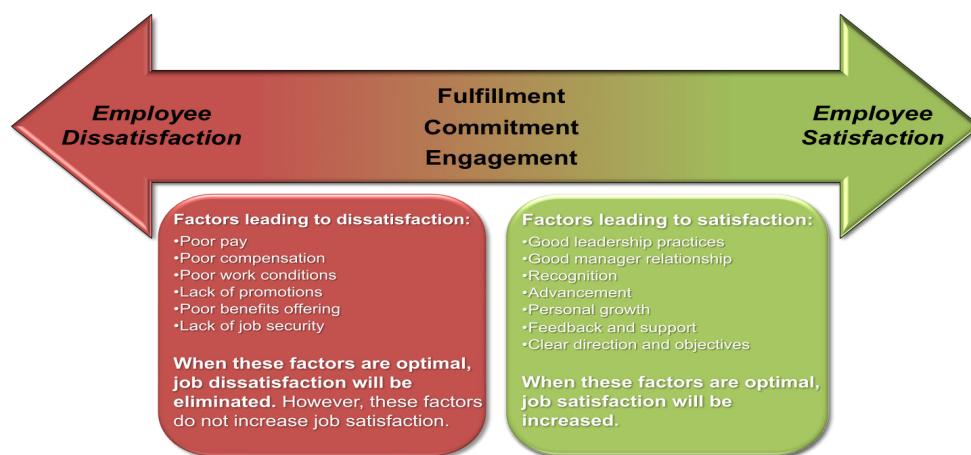


Source: **Job Satisfaction** Model (Field, 2008).www.wikispaces.psu.edu

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## Objective

- To study the impact of age on salary dissatisfaction leading to intention of shifting from the organization of the faculty members of management Institute of Indore City.

To study the impact of age on job dissatisfaction leading to intention of shifting from the organization of the faculty members of management Institute of Indore City.

## Hypothesis

To test the objective of the study following hypothesis were framed -

**For Age < = 40**

$H_{01}$: There is no significant impact of age on salary dissatisfaction leading to intention of shifting from the organization.

$H_{02}$: There is no significant impact of age on Job dissatisfaction leading to intention of shifting from the organization.

**For Age > 40**

$H_{03}$: There is no significant impact of age on salary dissatisfaction leading to intention of shifting from the organization.

$H_{04}$: There is no significant impact of age on Job dissatisfaction leading to intention of shifting from the organization.

## Research Methodology

The methodology followed for conducting the study includes the specification of research design, sample size, sampling technique, data collection and statistical tools used for analyzing the collected data.

## Research Design

The research design used for this study is of the descriptive type. Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual or a group.

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**Sample Size**

For the purpose of the present study, the sample consisted of 84 faculty members from 24 years to 60 years working in management institute of Indore city.

**Sampling Technique**

The Sampling Technique will be used Non-Probability, Convenience and Judgmental.

**Data Collection**

Primary data is used for the study.

**Primary Data** is collected with the help of questionnaire**.** The questionnaire has been adopted from Source, **Michigan Organisational Assessment Questionnaire** (Cammanan, Fichman, Jenkins and Klesdh, cited in cook, Hepworth, wall and Warr, 1981).

A total of twelve questions, three questions each on shifting from the organization, and job dissatisfaction and six on salary dissatisfaction were asked. The range of age varied between 24 to 60 years. A 5 point likert scale is used to respond to these items from strongly disagree (i.e. 1) to strongly agree (i.e. 5). The survey instrument also included questions to obtain information on variables such as age, gender, name of organization, post and experience.

**Statistical Tools Used:** In order to analyze the Impact of Age on salary dissatisfaction and Job dissatisfaction leading to intention of shifting from the organization: A Study of  faculty members of 24 years to 60 years  in Management Institute of Indore, is conducted. The SPSS version 17.0 was used for data analysis. Multiple linear regression analysis was employed to test the relationship between variables including total and subscale scores of job dissatisfaction and salary dissatisfaction.

## Result Analysis and Discussion

The regression analysis results are given below –

Intention of shifting from the organization, for age less than 40 is indicated as $T_1$, salary dissatisfaction is symbolized as $I_1$ and job dissatisfaction is represented as $J_1$ in the regression equation 1. Similarly, intention of shifting from the organization, for age more than 40 is indicated as $T_2$, salary dissatisfaction is symbolized as $I_2$ and job dissatisfaction is represented as $J_2$ in the regression equation 2.

| Salary dissatis-faction | Intention of shifting from the or- | -0.307 | 0.041 | 0.415 | -3.031 |
|---|---|---|---|---|---|
| Job dissatisfaction | Intention of shifting from the or- | -0.442 | 0.005 | | -2.128 |

**First step (age<=40); N=39**

| Salary dissatis-faction | Intention of shifting from the organization | - 0.275 | 0.067 | 0.116 | -1.871 |
|---|---|---|---|---|---|
| Job dissatisfaction | Intention of shifting from the organization | -0.123 | 0.411 | | -0.827 |

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The regression equation for First step is

**$T_1$ = 7.073 - 0.307 x $I_1$- 0.442 x $J_1$**

The regression equation for Second step is

**$T_2$ = 4.712 - 0.370 x $I_2$- 0.286 x $J_2$**

For age $< = 40$ the multiple regression model has yielded an R square value of 0.415 which implies that 41.5% of the variation in shifting from the organization is caused by the regressors involved in the model. T values are important as they help in determining the relative importance of the variable in particular model. For age $< = 40$ , since the significance value of t is less than 0.05 which is 0.041 and 0.005 , so the two null hypothesis i.e. there is no significant impact of salary dissatisfaction and Job dissatisfaction on leading to intention of shifting from the organization are rejected and alternative hypotheses are accepted.

For age $> 40$ the multiple regression model has yielded an R square value of 0.116 which implies that 11.6 % of the variation in shifting from the organization is caused by the regressors involved in the model. The significance value of t is greater than 0.05 which is 0.067 and 0.411, so the null hypothesis i.e. there is no significant impact of age on salary dissatisfaction and Job dissatisfaction leading to intention of shifting from the organization are accepted and alternative hypothesis is rejected.

Thus, from the above results, it's been concluded that the faculty members of 40 years or less than 40 years consider salary and job dissatisfaction as the important factors determining their shifting from one organization to another, whereas faculty members above 40 years are less mobile and inflexible in their intentions of shifting from the organization. For them other factors like cul

ture, non monetary rewards, recognition and their less flexible attitude affect their length of tenure.

## Conclusion

This study aims at measuring the impact of age on employee dissatisfaction with respect of job and salary. The education sector in India is facing a enormous changes for several years. The number of new entrants has increased competition. The inference thus, derived gives us an insight that the HR policies of an organization to retain its working population should ensure that the salary is congruent with the current market rate. Also, the organization should provide enough challenges, training and employee development programs to avoid unwanted shifting of the employees from the organization. Flexibility in decision making and experimentation opportunities are important for the experienced professionals as also for the developing youngsters.

## Future scope

The sample size for the study was limited to 84 respondents as against the desired 278 as per Rao's software. While the samples were the true representatives of the group, the result may contain an error of confined target, partially because of the limitation of representation of respondents to just 1- 15 institutes as against around 90 management institutes in the city.

The results were an outcome of the single method of questionnaire as against the alternative techniques of interviews or institutional documents. Mostly the sample age was from 24 to 60 years and expanding the sample age especially to the senior faculties may impact the outcome of the study. The study did not account for the experience of the respondents and was limited to age only. With a diversified group of respondents, many often joined the teaching Indus

try after an Industrial experience which leaves ample scope of adjudicating this integral with response to age impacting the job and salary dissatisfaction leading to shifting. The study did not analyze the responses on the base of gender and/ or education and thus, further classification of the respondents on the basis of gender and / or education leaves a scope for further research. The study is done on the faculty members of the management institutes; it can be done on the faculty members of other than management institutes.

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# Green Marketing - A Means to the end of Sustainable Development

By:
Anil Varma

## Abstract

Go green, protection of the environment, sustainable development, the green revolution, caring for mother earth and a lot many more phrases like these have become a part of our regular parlance and have come to be a regular occurrence in our daily existence. This practice of marketing has become a tool that is being used by various organizations in various industries to keep in line with this trend. The re-marketing and packaging of existing products which are already in sync with the guidelines has been enabled because of this concept. Further, the growth and popularity of green marketing has created new opportunities for organizations enabling the co-branding of their products into separate line, promoting the green-friendliness of some products while ignoring that of the other products. The main focus of this paper is on the concept, the requirement, the importance and the strategy of green marketing in India. The paper also goes about examining the current scenario of green marketing and as to why organizations are adopting green marketing as a tool for sustainable development. Collection of data has been made from multiple sources of evidence so as to understand the relevance of green marketing and sustainable development. This is addition to the books, newspapers, websites and journals. The paper also analyses if the manufacturers understand green products and eco-labeling, and also the problems faced in the implementation of green marketing. The paper tries to give a guideline to the manufacturers in India for the production of green marketing products.

**INTRODUCTION**

The consumer today has very keen awareness about the environment and is very concerned about making his/her own surroundings safer and healthier to live in. Hence the consumers have become very conscious about their purchasing especially in relation to the purchase of the products that they use in their day to day existence. This has lead to a preference of those type of products which are eco-friendly and are not harmful to the environment. This has lead to many industries becoming conscious to concept of being eco-friendly and environmentally safe, with reference to their products and the utility of their products (in the case of products that are technically sound) and the reasons given by the industries for going green is that by doing so they are making the world a better place to live in and that they are helping in creating a safer future. Also that they are delivering on their Corporate Social Responsibility by creating green products for the welfare of the environment as well as for the welfare of the consumers. The marketing of products which are considered and assumed to be environmentally safe is known as Green Marketing. Hence it can be said that a wide range of activities; inclusive of modification of the product, changes in packaging, also modification in advertising are incorporated in Green Marketing. It was in the late 1980s and the early 1990s that the term Green Marketing came into prominence.

**OBJECTIVES OF THE STUDY**

To discuss why Green Marketing is required and significant in India

To comprehend the approach needed for successful Green Marketing

To study the current scenario and prospects of Green Marketing in India

**REVIEW OF LITERATURE**

We can say that Green Marketing has evolved in three phases:

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[1] The initial phase known as 'Ecological' green marketing, and in this phase all the marketing activities were concentrated on addressing environment related problems and providing solution for these problems.

[2]     Phase two was 'Environmental' green marketing where the concentration was now on clean technology, which basically involved the designing of fresh and original products which addressed the issues of pollution and waste.

[3]     In the late 1990s and early 2000, Phase three of 'Sustainable' green marketing gained prominence.

Since the inception of Green Marketing, it has been a very important academic research topic. The subject came in to the limelight in the late 1970s when the American Marketing Association hosted the first ever workshop on Ecological Marketing in the year 1975. This also resulted in the publishing of the first book on this subject which was titled Ecological Marketing and was written by Henion and Kinnear. It has been claimed that even though there were early developments, Green Marketing actually came to the forefront in the late 1980s. This happened mainly because of the constantly developing consumer interest in green products. Green Marketing gained importance in the late 1980s and early 1990s subsequent to the activities conducted in the initial workshop on Ecological Marketing held in Austin, Texas (US) in the year 1975. Subsequent to this quite a few books on Ecological Marketing were published. Over a period of time evolution of green marketing has taken place.

Pattie (2001) has stated that the evolution of green marketing has taken place in three phases. The initial phase was known as 'Ecological' green marketing and in the period during this phase, the complete marketing activities were

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aimed at solving the environmental problems and to try and provide a remedy to the problem. The next phase was termed as 'Environmental' green marketing and here the concentration moved towards clean technology that consisted to the development/design of new innovative products that would cater to the issues of waste and pollution. The third phase termed as the 'Sustainable' green marketing phase gained importance in the fag end of the 1990s and the beginning of 2000.

During the period of the 1990s there was an alarming increase in the concern for the environment and as a result of this there was increase in the challenges that were faced by companies. It has been stated in the article of Dutta, B. (2009, January) published in the Marketing Mastermind that the development of good quality products that can consumer needs and wants through focus on quality, performance, pricing and convenience and all this in an environmental friendly manner is Green Marketing. Another view is that it is essential for the organizations to have the belief that Green Marketing is workable and then they should make sincere efforts to implement required product improvements which ensure performance but also are marketable and profitable. In their research article titled Growing Green: Three smart paths to developing sustainable products published in Harvard Business Review, Unruh, G. and Ettenson, R. (2010) say that it is for executives who believe that developing green products make sense for their organization and need to determine the best path forward. The authors have given an introduction to and given a description of three broad strategies that can be used by organizations to get alignment between their green goals and their own capabilities: The first is Accentuate: A strategy involving the playing up of existing or latent green attributes in your

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portfolio. Acquire: A Strategy involving purchasing/securing the green brand of another organization. Architect: A strategy where you start from scratch and architect/build green offerings.

The issues on which green marketing focuses are: initially the relevance/ importance of green marketing, secondly, the impact green marketing has on the organizations competitiveness and performance and thirdly development and improvement of the effectiveness of green marketing. Green Marketing is a relatively recent topic that has been introduced in India by some of the multinational organizations operating in India, an example of which is Philips India Limited. Recent research studies about green marketing have proved that the organizations that are sensitive to the environment received a remarkably positive opinion and positive attitudinal response from consumers. Majority of the consumers believe that the organizations are compelled to contribute towards the protection of the environment and more than half of this majority also consciously avoid using the products that are made by organizations that are not sensitive towards the environment. Research has also shown that there are reasons like image improvement, differentiation, publicity, sales increase, favorable taxation and finally to really contribute to the protection of environment which play a greater role in encouraging organizations to strategically support the protection of the environment.

In the current setting, the test is to ensure that the customers and consumers are kept in fold; also ensuring that our natural environment is kept safe – which is the vital need of our time. It is quite possible that organizations may suffer the loss of quite a few faithful and lucrative customers/consumers due to non implementation of green management. In the current ground-breaking

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business world of high end technology, community and consumer interest in products that are green and socially responsible is increasing and pressure on organizations to include health issues, climate change, initiatives and legislations of the environment as well as the government, pioneering technologies, methods of handling pollution,  enhanced resource and energy efficiency, schemes for retention of existing loyal customers/consumers is also on the rise. To ensure this it becomes absolutely necessary for organizations to implement green marketing. Additionally, green management creates fresh customers who are environment friendly, which in turn leads to a rise in sales and profits of the organization which in turn takes the organization of the path of business and development. It also helps in creating a good image of the organization in the mind of the public. In the current scenario where there is a lot of prominence and concern climate change, global warming and environment protection and government regulation globally becoming very strict, it has become imperative for organization to adopt green marketing so as to ensure their survival in the greener world scenario. Globally and particularly in India; customers purchasing energy efficient products are rapidly increasing. Hence to sum it up, almost all the organizations are adopting green marketing.

**RESEARCH METHODOLOGY**

Secondary sources of information taken from varied research publications, newspapers, online & print-ed journals, magazines, web sites and books are the base of this study. Li-braries and websites are the sources from where the information has been collated.

**GREEN MARKETING SUSTAINABLE DEVELOPMENT**

Sustainable development can be observed as a model of use of resources that

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endeavors to take care of human needs and simultaneously taking care of the environment so as to be able to meet the needs not only in the current scenario but also in the uncertain future. The type of development which targets sustainable consumption and sustainable economic growth and which tries to take care of the environment is called as Sustainable Development. Conceptually the discipline of sustainable development can be divided into three fundamental parts: environmental, sociopolitical and economic sustainability. Sustainable development and sustainable consumption can be considered as the head and tail of a single coin. Sustainable development is concerned with retaining lasting economic, social and environmental capital. On the other hand sustainable consumption develops into a lifestyle. Making use of resources in a manner that there is minimal harm to the environment while taking care of the welfare of people; is Sustainable Development.

In the past (a decade ago) green marketing or green business policies would bring visions of environmental activism and increase in the cost of existing regular goods. The common perception amongst the industry was that the consumer at competitive prices would be willing to purchase a product and would relate no particular value to environment friendly products. They felt that it was the government and its legislations that were pressurizing organizations to create a green business environment and show more responsible behavior. They thought that the consumer was really not involved in this. But over a period of time this perception of the business organizations have changed and they have realized that the consumer perception and consumer behavior has also changed. Hence today the business strategies are making the concept of green marketing as one of their crucial strategies so as to gain

competitive advantage, ensure the suitable consumptions of their goods in the market and ensuring sustainable development in the future. It is time that the marketers realize that green marketing can be a profitable undertaking which would lead to sustainable development. Green marketing emphasizes that marketing which is an integral part of business must not only gratify the customers but must also take care of the interests of society.

## NEED OF GREEN MARKETING

For living a healthy life and for the survival of our species the problem of global warming and the depletion of the ozone layer should be taken very seriously. Any and every individual, rich or poor would want to live a quality life complete with good health and vigor and same would be the case of the corporate class. It is understood that the ultimate goal of any corporate business is that of making financial gain and earning healthy economic profit. But now the business community is realizing the harm that is being caused to the environment due to sustained eco-unfriendly business activities. The sense of corporate citizenship is now gaining prominence in the business class. Hence we can say that here also in the use of green marketing the business community has the selfish motive of maintaining a long term business which is sustainable, pleasing the customer and completing governing body regulations so as to get its business license. In Asian countries the industries are now understanding the need and adopting green marketing, but the gap between their understanding and the implementation is still very wide.

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**WHY ORGANIZATIONS ARE GIVING EMPHASIS TO GREEN MARKETING**

Literature shows us that there are quite a few reasons that have been suggested for the augmented use of Green Marketing. Some of the possible reasons are:

- Organizations have the perception and consider environmental marketing as an opportunity which can be made use of for achievement of its objectives.

- Organizations are of the belief that they are morally obliged to be socially responsible.

- Governing bodies and the rules and regulations are leaving no other option to the organization but to become socially responsible.

- The environmental activities of competing organizations are forcing firms to make changes in their own environmental marketing activities.

- The cost factors pertaining to waste disposal or the decline in the usage of material pressurizes the organization to make modifications in its own behavior.

**GREEN MARKETING IN INDIA-CURRENT TRENDS**

Keeping in line with the philosophy of Corporate Social Responsibility which has been adopted by many businesses with great success so as to improve their corporate image, in such situations organizations can adopt two different methodologies:

- Make use of the 'environmentally responsible' factor as a marketing tool. Develop the responsibility without propagating the fact.

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The Government and its governing bodies are pressurizing and leaving no option for the organizations but to become responsible. It is done by them in the following manner:

- Reduction in the manufacturing of harmful products or by products.
- Modification in the use and consumption of harmful goods by consumer and industry.
- In reply to the competition the organizations move over to green marketing. This results in the percolation of green marketing in the entire industry.

It may work towards these as follows:

- One organization develops waste reduction technology and sells it to other organizations.
- Waste recycling or waste removal develops as an industry.

In India many organizations have moved towards green to take advantage of the market opportunity:

**State Bank of India: Best Green IT Project:**

Using eco and power friendly equipment in its ATMs, starting the 'Green Channel Counter' and increasing paperless banking.

**Eco-friendly Rickshaws :**

Battery operated rickshaws in Delhi 'E-rick' which was sponsored by a cellular service provider to promote eco-friendly transportation.

**WIPRO Green IT. :**

Wipro's Green Machines (In India Only) and it was the first to launch eco-friendly peripherals.

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**ACC Cement :**

ACC Cement has launched its eco-friendly cement brand known as Concrete+.


**GUIDELINES**

Indian manufacturers can follow certain guidelines for the manufacturing of green products:

- First of all the manufacture should study in detail and understand the customer
- Next the manufacturer should educate the customer about the green practices being followed
- The manufacturer should be genuine about the efforts being put into green marketing and also should have total transparency regarding the green activities.
- Reassurance should be given and confidence should be built up in the customer by the manufacturer.
- Proper consideration and concentration should be given to pricing.
- Also the consumers should be given an opportunity to participate in the organizations eco-friendly activities.


**CONCLUSION**

There is no doubt that the demand for Green Marketing exists. Green Marketing opens a window of opportunity to the organizations to augment their market share with the introduction of products that are eco-friendly. Large as well as small industries are getting encouraged to clean up their act because of the global environmental regulations, increasing preference of consumers

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for eco-friendly organizations and the natural advantages of cost that they get by reducing toxic waste. It was found in the study that even though consumers are giving importance to eco-friendly activities they are not committed on a personal level to protect and take care of the environment but they look to hold the industry and the government responsible for the same. Even though the industry holds the responsibility to manufacture products that have the least detrimental effect on the environment, ultimately it is the consumer who is responsible for the use of eco-friendly products. It is a fact that consumer concern for the environment is not very high but as the sophistication and maturity level of the consumer has improved, it is imperative that precise information about the choice of product and its effect on the environment should be given. This education will result in the empowerment of the consumer and it is a fact that empowered consumers; when all the other factors are equal; will prefer to choose eco-friendly products.

At the end of the day for green marketing it is necessary that the consumers have Green, Clean, Eco-friendly in their thought process. The consumer should feel the need for a cleaner environment and should be willing to pay for the same, probably through products which have higher prices, through modifications in their lifestyles or even through intervention of the government. If this does not happen then it the industry on its own leading the green marketing revolution is easier said than done.

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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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**1. General Information:** Article should be written in Business English (American or British usage is accepted). Use MS Word format 2007, in one style column with 2 cm margin at each side of A4 paper.

**2. Title:** The first letter of each word in title, should be typed capital. Please avoid using punctuation marks like (,), ("" ), (?), (!), etc. in title and don't underline words. *font: Times New Roman, Style: Bold, Size: 14.

**3. Authors' Names:** Authors name should be written immediately after the title. *font: Times New Roman, Style: Bold, Size: 11. Please indicate authors' postal addresses completely after their names. Country name, telephone number and email addresses of each author are necessary. *font: Times New Roman, Style: Italic, Size: 11.

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