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ROLE OF STATUS AND COMPARISON AMONG CUSTOMERS IN BUYING ELECTRONIC GOODS. - A STUDY ON SELECT GOODS IN HYDERABAD AND SECUNDERABAD

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ABSTRACT:

Consumer behaviour is a complex and dynamic process influenced by a multitude of factors, especially when it comes to purchasing electronic goods. This category of products, which includes everything from smartphones and laptops to home appliances and entertainment systems, has become an integral part of daily life, and understanding how consumers make purchasing decisions in this sector is crucial for businesses aiming to thrive in a highly competitive market. This article explores the key factors that influence consumer buying behaviour for electronic goods, the decision-making process, and the strategies that companies can employ to effectively target and retain customers.

Key words: electronic goods, comparison, discounts, brand, buying behaviour

INTRODUCTION

Two decades ago, telephone, colour television, washing machine, fridges are the luxury household appliances found in towns. Finding the same goods in rural areas is rare and in remote villages is just out of question. In this context, consumer behaviour is not just about the act of purchasing but also about the journey leading up to it, including research, comparison, evaluation, and post-purchase satisfaction. To understand this behaviour, it is essential to consider the various stages of the consumer decision-making process, the factors influencing these decisions, and the implications for marketers.

THE COMPLEXITY OF ELECTRONIC GOODS MARKET

The market for electronic goods is vast and diverse, catering to a broad spectrum of consumer needs and preferences. From high-end luxury items to budget-friendly alternatives, the range of products available makes it challenging for consumers to make informed decisions. The rapid pace of technological advancements further

complicates the buying process, as consumers are often faced with a barrage of new features, models, and innovations.

Basic needs - The minimum necessities required by a person to conduct his day to day activities are called as Basic needs.

Wants - "Wants" are a step ahead of needs. Wants are not essential for humans to survive, but it is associated with needs. Simply put, a "want" is a product desired by a customer that is not required for us to survive.

Luxury - Luxury product marketing is the business of promoting and selling high-end products. Not only do luxury brands draw consumers in with their high-end products, but they also actively manage the perception of these products

OBJECTIVES

1. To find if there is an impact of comparison on the consumer buying behaviour of the electronic goods
2. To find the impact of brand image on the consumer buying behaviour of the electronic goods
3. To find the impact of utility value and status symbol on the consumer buying behaviour of the electronic goods
4. To understand the impact of services provided after sale on the consumer buying behaviour of the electronic goods
5. To understand the impact of word of mouth on the consumer buying behaviour of the electronic goods
6. To identify the impact of durability and ease of use on the consumer buying behaviour of the electronic goods
7. To identify the impact of discounts on buying behaviour on the consumer buying behaviour of the electronic goods

HYPOTHESES

1. There is an impact of comparison on the consumer buying behaviour of the electronic goods
2. There is an impact of brand image on the consumer buying behaviour of the electronic goods
3. There is an impact of utility value and status symbol on the consumer buying

behaviour of the electronic goods

4. There is an impact of services provided after sale on the consumer buying behaviour of the electronic goods
5. There is an impact of word of mouth on the consumer buying behaviour of the electronic goods
6. There is an impact of durability and ease of use on the consumer buying behaviour of the electronic goods
7. There is an impact of discounts and sale on the buying behaviour on the consumer buying behaviour of the electronic goods

NEED OF THE STUDY

Electronic goods have become inevitable in carrying out the day-to-day life activities even in villages and certain remote areas. The present study focuses on the major criteria in the buying behaviour of the electronic goods.

SCOPE OF THE STUDY

The present study analyses about the buying behaviour of the select electronic goods only.

LIMITATIONS OF THE STUDY

Researching the buying behaviour of select electronic goods in Hyderabad can face several limitations that affect the accuracy, depth, and generalizability of the findings. Below are the primary limitations commonly encountered:

1. Sampling Bias

Limited Representation: The sample may not represent the diverse population of Hyderabad, as it includes people from various socioeconomic backgrounds, age groups, and localities. For example, a study focused only on urban areas might miss insights from rural or semi-urban parts of Hyderabad.

Digital Divide: Research might over represent tech-savvy, younger individuals who are more likely to shop online, underrepresenting older or less tech-literate groups.

2. Data Collection Issues

Reliability of Self-Reported Data: Respondents may not always provide accurate information about their purchasing behaviour, either due to recall bias or social desirability bias.

Incomplete Data: Some consumers might not respond fully or truthfully to surveys, especially on sensitive topics like income, preferences, or attitudes towards pricing.

Access to Specific Groups: Reaching certain groups (e.g., low-income consumers or people living in informal settlements) for research can be challenging, limiting the scope.

3. Limited Time Frame

Seasonal Variations: Purchasing patterns for electronics can be seasonal, particularly around festivals or holidays. Research conducted during off-seasons might not capture the peak buying behaviours accurately.

Technological Changes: Rapid changes in technology can quickly make research outdated, especially if the data collection phase is long or the market evolves quickly after the research is done.

4. Market Dynamics

Impact of Promotions and Discounts: Temporary factors like promotional campaigns, festive sales, or discounts can skew research findings, making it difficult to identify long-term buying patterns.

Competitor Strategies: Brand-specific research may not account for sudden market shifts due to aggressive strategies by competitors or new entrants.

5. Geographic and Cultural Variability

Regional Differences: Hyderabad is a metropolitan city with diverse cultural and linguistic backgrounds. Buying behaviour may vary significantly across different neighbourhoods, but research might oversimplify or overlook these local differences.

Cultural Influence: Cultural factors like brand perceptions or family influence on purchasing decisions might be underexplored, especially if the research focuses solely on economic factors.

6. Technological Factors

Access to E-commerce Data: Online buying behaviour data may be difficult to obtain if research is not affiliated with major e-commerce platforms. Offline purchase patterns might differ from online behaviour.

Technological Literacy: Some consumers may not be fully aware of advanced features in electronics, which could result in skewed data if the research doesn't factor in different levels of technological understanding.

7. Economic Variables

Price Sensitivity Fluctuations: Research might not account for changing economic conditions such as inflation, tax revisions, or government subsidies, which could influence buying decisions over time.

8. Generalization

Limited to Specific Products: Research focused on select electronic goods (e.g., smartphones or refrigerators) may not generalize well across all types of electronics, as different goods have different market dynamics and buying behaviours.

Local Market Influence: Local vendors, grey market goods, and second-hand electronics play a significant role in Hyderabad, but they might not be adequately represented in the research if the focus is only on mainstream retailers.

These limitations can affect the comprehensiveness and accuracy of any study on consumer buying behaviour in Hyderabad, requiring careful design and thoughtful analysis to minimize their impact.

1. The present study is confined only to the Hyderabad and Secunderabad cities geographically.
2. This study is limited only to the select electronic goods.
3. The study was carried out only for 9 months.

The Consumer Decision-Making Process

The consumer decision-making process for electronic goods can be broken down into five key stages:

1. Need Recognition
2. Information Search
3. Evaluation of Alternatives
4. Purchase Decision
5. Post-Purchase Behaviour

Each of these stages involves a complex interplay of cognitive, emotional, and social factors.

Need Recognition:

The process begins with the recognition of a need or a problem that the consumer wants to solve. For electronic goods, this need could stem from a variety of sources, such as the desire to upgrade to the latest model, the need to replace a malfunctioning device, or the influence of peer groups or media. In some cases, the need may be driven by technological obsolescence, where older products no longer meet the consumer's expectations in terms of performance or functionality.

Information Search:

Once the need is recognized, consumers embark on an information search to identify possible solutions. This stage is particularly crucial for electronic goods, as consumers often engage in extensive research to understand the technical specifications, features, and prices of different products. The search may involve online research through websites, forums, and social media, as well as offline sources like visiting stores or consulting with friends and family. The depth of the information search can vary depending on the complexity and cost of the product, with high-involvement products like smartphones or laptops prompting more detailed research.

Evaluation of Alternatives:

After gathering information, consumers evaluate the available alternatives based on a set of criteria that may include price, brand reputation, features, and user reviews. In this stage, consumers often use decision-making models such as compensatory or non-compensatory models. In a compensatory model, a consumer may trade off certain features (e.g., a higher price for better performance), while in a non-compensatory model, they may reject any product that does not meet certain criteria (e.g., a specific brand or feature). The evaluation process is also influenced by personal preferences, past experiences, and the perceived value of the product.

Purchase Decision:

The purchase decision is the culmination of the previous stages, where the consumer selects the product they believe best meets their needs. However, this decision is not always straightforward, as it can be influenced by last-minute factors such as promotional offers, discounts, or stock availability. For electronic goods, the purchase decision may also involve choosing between different payment options, warranties, and after-sales services. Some consumers may also experience cognitive dissonance at this stage, where they second-guess their decision and seek reassurance that they made the right choice.

Post-Purchase Behaviour:

The final stage of the process is post-purchase behaviour, which can significantly impact future buying behaviour and brand loyalty. After purchasing an electronic good, consumers assess their satisfaction with the product based on its performance, usability, and whether it met their expectations. Positive experiences can lead to brand loyalty and repeat purchases, while negative experiences may result in product returns, negative reviews, or brand switching. Companies must pay close attention to this stage, as it offers opportunities for customer feedback, relationship building, and enhancing customer satisfaction through after-sales support.

Influencing factors in buying the electronic goods considered for the study

Ease of usage: To what extent the new customers are comfortable with a product in such a way that the product is very easy to use by a wide range of target customers from varied demographics.

Warranty - The manufacturer or the seller, says that the product will be repaired or replaced, if necessary, for free, within a certain duration of time ranging from six months to 10 years depending on the product and company of the product.

Brand image: It is the image, worth and value created by the company or the manufacturer exclusively for the kind of comfort levels that they are able to provide to the customers.

Word of mouth - It is the most effective way of promoting a product which may bring in new customers to buy the product. Most of the times, the customers who are satisfied with the product might influence the new customers and their preferences as well.

Discounts and offers - Throughout the year, there are festivals, celebrations and events and hence discounts, sale off, offers, on a few or many products are available which may influence customers to buy the products during this budget friendly season.

Durability - Any product must be durable because it is one of the most important dimension of the product. The decision about the buying behaviour of electronic goods are also measured based on their durability as one of the major criteria.

Comparison - The cost that the customer is paying for a particular product is to be justified by the company. Comparison and competition will play a major role among the customers.

Status symbol - Better the product and the features of the product the more satisfied will be the customer and hence it also stands as a status symbol for the customers.

Utility value - The product must be designed in such a way that the experience which the product is offering to the customer when compared to the other products are expected to be of better standards.

After sale service - Manufacturing a product to satisfy the needs and demands

of the customer is important as the sellers are providing the after sale service to the customers is as important as manufacturing a product. This helps in building positive impression, network building, relationship between the customers and the organizations. This also works as feedback mechanism for the organizations. Once the product is sold to the customer, the job is just half done. It is the responsibility of the manufacturer or the seller to take a feedback about the product from the customer and to take care of the repairs, replacements and damages, if any, in time.

Other Influencing factors on Consumer Buying Behaviour for Electronic Goods

Several factors ranging from individual preferences to broader societal trends influence the consumer buying behaviour. These factors can be categorized into psychological, social, personal, and cultural influences.

1. Psychological Factors:

Psychological factors include perceptions, beliefs, attitudes, and motivations that drive consumer behaviour. For electronic goods, perceptions of quality, brand image, and technological sophistication play a significant role in shaping consumer preferences. Consumers may develop positive or negative attitudes toward a brand based on past experiences, marketing messages, and word-of-mouth recommendations. Motivation also plays a critical role, as consumers may be driven by a desire for status, convenience, or innovation when purchasing electronic goods.

2. Social Factors:

Social factors encompass the influence of family, friends, social media, and cultural norms on consumer behaviour. In the context of electronic goods, peer recommendations, online reviews, and social media influencers can have a significant impact on consumer choices. The rise of online communities and forums dedicated to technology and gadgets has created a platform for consumers to share their experiences and opinions, further shaping the buying behaviour of others. Additionally, social status and group affiliations can influence the type of electronic goods consumers purchase, as certain products may be seen as status symbols or markers of identity.

3. Personal Factors:

Personal factors such as age, gender, income, occupation, and lifestyle also play a crucial role in determining consumer behaviour for electronic goods. For example, younger consumers may prioritize features like gaming capabilities and social media integration, while older consumers may focus on ease of use and reliability. Income levels can dictate the range of products consumers consider, with higher-income individuals more likely to opt for premium brands and cutting-edge technology.

Occupation and lifestyle also influence purchasing decisions, as professionals may require specific features for work-related tasks, while tech enthusiasts may prioritize innovation and advanced features.

4. Cultural Factors:

Cultural factors, including values, beliefs, and traditions, influence consumer behaviour at a broader societal level. In some cultures, there may be a strong emphasis on technological advancement and innovation, leading to a higher demand for the latest electronic goods. Cultural attitudes toward consumption, materialism, and environmental sustainability can also shape buying behaviour. For instance, consumers in environmentally conscious cultures may prioritize energy-efficient products or those made from sustainable materials.

Review of literature

Tyagi, Amaresh (2018) in their paper “A study on factors affecting consumer buying behaviour, International journal of business and engineering research “ worked on the buying behaviour of the customers. ‘Customer is the king of market”, a satisfied customer increases the success of the product and thereby the company. Firm should know about the consumer behaviour. Understanding the consumer is difficult job due to various factors. Indian companies must modify their products according to the western world to identify the new trends, sources, path of the changes to be implemented to make the product contemporary and factors affecting the consumer behaviour.

Dr.Vandana Sonwaney , Snehal Chincholkar (2019), Identifying the factors impacting online consumer buying behaviour, focused more on the variables like attitude, available of the desired product at any point of time marketing stimuli, offers and discounts, opinions of their family and friends, intention and buyer’s decision. Ease of placing an order from anywhere to anywhere, perceived usefulness of the product, heavy traffic and cutting the travelling time for a few goods makes the buyer to buy the products online.

Bijay P. Kushwaha, N. Sambasiva Rao, Sohail. Y. Ahmad (2015), in their paper “The factors influencing consumer buying decision of electronic products, buying tendencies of buyer for their end use - inter-relational aspects of consumer buying decision, market demand, company’s selling policy- persistent invention, modifications, new companies with new products-impact of socio-demographic profiles-socio personal factors are fundamental determinants of buyer’s want.

Marcus Garvey Orji, Bello Sabo et.al (2017), Impact of personality factors on Consumer buying behaviour towards textile materials in South Eastern Nigeria, The author tried to evaluate the impact of personality factors on consumer buying behaviour on textile materials in South East Nigeria. Social characteristics, compliance, aggressiveness, ethno-centric, dogmatism are the personality factors taken in to consideration. Major gap in the product study is the differences in the focussed region or people, product services under study.

M.Ghafran Ashraf, Muhammad Rizwan, Aamir Iqbal, Arslan Khan (2014), in their article, "The Promotional tools and situational factors impact on consumer buying behaviour and sales promotion" discussed elaborately that high budgets on sales promotion. It seems that the institutions manipulate the buying activities of consumers -impact of price reduction, physical surroundings, sales promotion social surroundings on buying behaviour and sales promotion, price discount, income, status.

The author tried to evaluate the impact of personality factors on consumer buying behaviour on the textile material in south-east Nigeria. Social character, compliance, aggressiveness, ethnocentrism, dogmatism are the personality factors taken into consideration. Major gap in the present study is the differences in the focused region or people, product services under study.

The Role of Marketing in Shaping Consumer Behaviour

Marketing plays a pivotal role in influencing consumer behaviour for electronic goods. Through strategic marketing efforts, companies can shape consumer perceptions, create brand awareness, and drive purchase decisions. Some key marketing strategies that impact consumer behaviour in the electronics sector include:

1. Branding and Positioning:

Strong branding and effective positioning can differentiate a product in a crowded market and create a lasting impression on consumers. Brands that successfully position themselves as leaders in innovation, quality, or value are more likely to attract loyal customers. For electronic goods, branding often involves highlighting technological advancements, user-friendly features, and cutting-edge design.

2. Advertising and Promotion:

Advertising and promotional activities are crucial for creating awareness and generating interest in electronic goods. Companies use various channels, including television, online platforms, social media, and print media, to reach their target audience. Promotional offers, discounts, and limited-time deals can also entice

consumers to make a purchase decision, especially for high-involvement products like smartphones and laptops.

3. Product Innovation and Development:

In the fast-paced world of electronic goods, product innovation is key to staying competitive and meeting consumer expectations. Companies that consistently introduce new features, improve product performance, and enhance user experience are more likely to retain their customer base. Innovation also extends to product design, packaging, and sustainability, as consumers increasingly seek products that align with their values and lifestyle.

4. Customer Engagement and Experience:

Engaging with customers and providing a positive experience throughout the buying process is essential for building brand loyalty and encouraging repeat purchases. This includes offering excellent customer service, providing detailed product information, and ensuring a seamless shopping experience both online and in-store. After-sales support, such as warranties, repairs, and customer feedback channels, also plays a crucial role in maintaining customer satisfaction and loyalty.

5. Digital Marketing and E-Commerce:

The rise of digital marketing and e-commerce has transformed the way consumers shop for electronic goods. Online platforms provide consumers with easy access to product information, reviews, and comparisons, enabling them to make informed decisions. Social media marketing, influencer partnerships, and targeted online ads are also effective tools for reaching tech-savvy consumers and driving sales. E-commerce platforms offer convenience, competitive pricing, and a wide range of options, making them a popular choice for purchasing electronic goods.

Electronic goods considered for the study:

Television - Invented long ago, even now and in future, television will be one of the important inventions, which brings the globe together as far as the information, entertainment and news are concerned on various aspects.

Refrigerators - The short form is "fridge", is an electronic good, which is used in various ways in houses, medical shops, grocery shops, hospitals, offices etc. This is basically used to store food items, uncooked food, fruits, vegetables, drinks, water, medicines.

Washing machine - This is the product used to wash clothes. It comes in two varieties as of now i.e. top loading and front-loading each with its own advantages and disadvantages.

Air conditioners - This is a bit luxury good a few decades back but now it has become a want due to the rising temperatures in summers. This product is also used in various areas like houses, offices, airports, hospitals, shopping malls, educational institutions.

Laptops - Having a computer in an office is a big status symbol few decades ago. Slowly offices, companies, businesses started using computers. Later, instead of computers, laptops grabbed most of the market, which are portable, very less weight and occupies very less space. Now a days grocery shops, medical shops also started having computers to maintain a database. In houses, where the parents are employed and children are studying, having a computer or a laptop has become common.

Research Design

Population – Customers using the electronic goods are the population for the present study.

Sample - The present study is only for the people who use select electronic goods in Hyderabad and Secunderabad.

Sampling method – Convenience sampling method is used for the present study.

Convenience sampling is also known as opportunity or availability sampling.

The major factors of this present study are a few demographic and psychographic factors

Data Collection method - The tool to collect data is a questionnaire. A pretested questionnaire is administered to the sample through emails, whatsapp and personal interviews.

Statistical tool - For the present study, percentage method, descriptive statistics are used to analyse and interpret the observations of the study.

Methods and Materials used.

A pre-tested questionnaire is administered to the sample which contains demographic based questions, questions related to interest on various electronic goods, psychology on buying behaviour.

No. Factors influences your

Buying Decision	Low	Neutral	High	Mean	SD
1 Ease of usage	18.72	14.42	67.86	4.65	1.34
2 Brand image	21.35	22.19	48.12	2.89	1.18
3 Word of Mouth	23.02	21.21	48.12	2.89	1.01
4 Comparison	19.27	19.45	53.29	2.58	1.01
5 Status symbol	16.49	20.29	54.71	3.19	1.03
6 Utility value	12.69	14.16	64.59	2.67	1.01
7 After sale service	15.23	18.35	59.09	2.23	1.04
8 Warrantee	12.02	12.13	64.19	3.12	1.09
9 Discounts and offers	10.10	11.02	71.21	3.23	1.02
10. Durability	12.02	10.09	65.32	2.98	1.09

Data analysis and Interpretations**Table 1**

Ease of Use	No. of Respondents	Percentage of respondents
Strongly disagree	10	5
Disagree	20	10
Neutral	20	10
Agree	70	35
Strongly agree	80	40

From the above table study conducted on ease of use of the electronic good, it is understood that 5 percentage of the respondents strongly disagree that ease of use as a criteria to buy the electronic goods. 10 percentage of the respondents disagree on the criteria of ease of use. 10 percentage of the respondents remained neutral on the same criteria.30 percentage of the respondents agreed that they buy the electronic goods based on the ease of use and majority of the respondents' i.e, 60 percentage strongly agreed that they buy the electronic goods based on the ease of use.

Table 2

Brand image	No. of Respondents	Percentage of respondents
Strongly disagree	15	7.5
Disagree	10	5
Neutral	15	7.5

Agree	40	20
Strongly agree	120	60

From the above table study conducted on brand image of the electronic good, it is understood that 7.5 percentage of the respondents strongly disagree that brand image as a criteria to buy the electronic goods. 5 percentage of the respondents disagree on the criteria of brand image. 7.5 percentage of the respondents remained neutral on the same criteria. 20 percentage of the respondents agreed that they buy the electronic goods based on the brand image and majority of the respondents i.e., 60 percentage strongly agreed that they buy the electronic goods based on the brand image.

Table 3

Word of Mouth	No. of Respondents	Percentage of respondents
Strongly disagree	5	2.5
Disagree	5	2.5
Neutral	10	5
Agree	70	35
Strongly agree	110	55

From the above table study conducted on word of mouth of the electronic good, it is understood that 2.5 percentage of the respondents strongly disagree that word of mouth as a criteria to buy the electronic goods. 2.5 percentage of the respondents disagree on the criteria of word of mouth. 5 percentage of the respondents remained neutral on the same criteria. 35 percentage of the respondents agreed that they buy the electronic goods based on the word of mouth and majority of the respondents i.e., 55 percentage strongly agreed that they buy the electronic goods based on the word of mouth.

Table 4

Comparison	No. of Respondents	Percentage of respondents
Strongly disagree	10	5
Disagree	15	7.5
Neutral	25	12.5
Agree	65	32.5
Strongly agree	85	42.5

From the above table study conducted on comparison of the electronic good, it is

understood that 5 percentage of the respondents strongly disagree that comparison as a criteria to buy the electronic goods. 7.5 percentage of the respondents disagree on the criteria of comparison. 12.5 percentage of the respondents remained neutral on the same criteria. 32.5 percentage of the respondents agreed that they buy the electronic goods based on the comparison and majority of the respondents i.e., 42.5 percentage strongly agreed that they buy the electronic goods based on the comparison.

Table 5

Status symbol	No. of Respondents	Percentage of respondents
Strongly disagree	12	6
Disagree	15	7.5
Neutral	18	9
Agree	75	37.5
Strongly agree	80	40

From the above table study conducted on Status symbol of the electronic good, it is understood that 6 percentage of the respondents strongly disagree that Status symbol as a criteria to buy the electronic goods. 7.5 percentage of the respondents disagree on the criteria of Status symbol. 9 percentage of the respondents remained neutral on the same criteria. 37.5 percentage of the respondents agreed that they buy the electronic goods based on the Status symbol and majority of the respondents i.e., 40 percentage strongly agreed that they buy the electronic goods based on the Status symbol.

Table 6

Utility value	No. of Respondents	Percentage of respondents
Strongly disagree	5	2.5
Disagree	10	5
Neutral	5	2.5
Agree	65	32.5
Strongly agree	115	57.5

From the above table study conducted on Utility value of the electronic good, it is understood that 2.5 percentage of the respondents strongly disagree that Utility value as a criteria to buy the electronic goods. 5 percentage of the respondents disagree on the criteria of Utility value. 2.5 percentage of the respondents remained neutral on the same criteria. 32.5 percentage of the respondents agreed that they

buy the electronic goods based on the Utility value and majority of the respondents i.e., 57.5 percentage strongly agreed that they buy the electronic goods based on the Utility value.

Table 7

After sale service	No. of Respondents	Percentage of respondents
Strongly disagree	5	2.5
Disagree	10	5
Neutral	12	6
Agree	78	39
Strongly agree	95	47.5

From the above table study conducted on After sale service of the electronic good, it is understood that 2.5 percentage of the respondents strongly disagree that After sale service as a criteria to buy the electronic goods. 5 percentage of the respondents disagree on the criteria of After sale service. 6 percentage of the respondents remained neutral on the same criteria. 39 percentage of the respondents agreed that they buy the electronic goods based on the After sale service and majority of the respondents i.e., 47.5 percentage strongly agreed that they buy the electronic goods based on the After sale service.

Table 8

Warrantee	No. of Respondents	Percentage of respondents
Strongly disagree	8	4
Disagree	12	6
Neutral	5	2.5
Agree	115	57.5
Strongly agree	60	30

From the above table study conducted on Warrantee of the electronic good, it is understood that 4 percentage of the respondents strongly disagree that Warrantee as a criteria to buy the electronic goods. 6 percentage of the respondents disagree on the criteria of Warrantee. 2.5 percentage of the respondents remained neutral on the same criteria. 57.5 percentage of the respondents agreed that they buy the electronic goods based on the Warrantee and majority of the respondents i.e., 30 percentage strongly agreed that they buy the electronic goods based on the Warrantee.

Table 9

Discounts and offers	No. of Respondents	Percentage of respondents
Strongly disagree	35	17.5
Disagree	15	7.5
Neutral	25	12.5
Agree	55	27.5
Strongly agree	70	35

From the above table study conducted on discounts and offers of the electronic good, it is understood that 17.5 percentage of the respondents strongly disagree that discounts and offers as a criteria to buy the electronic goods. 7.5 percentage of the respondents disagree on the criteria of discounts and offers. 12.5 percentage of the respondents remained neutral on the same criteria. 27.5 percentage of the respondents agreed that they buy the electronic goods based on the discounts and offers and majority of the respondents i.e., 35 percentage strongly agreed that they buy the electronic goods based on the discounts and offers.

Table 10

Durability	No. of Respondents	Percentage of respondents
Strongly disagree	15	7.5
Disagree	5	2.5
Neutral	20	10
Agree	65	32.5
Strongly agree	95	47.5

From the above table, a study conducted on Durability of the electronic good, it is understood that 7.5 percentage of the respondents strongly disagree that Durability as a criteria to buy the electronic goods. 2.5 percentage of the respondents disagree on the criteria of Durability. 10 percentage of the respondents remained neutral on the same criteria. 32.5 percentage of the respondents agreed that they buy the electronic goods based on the Durability and majority of the respondents i.e., 47.5 percentage strongly agreed that they buy the electronic goods based on the Durability.

FINDINGS, SUGGESTIONS AND CONCLUSIONS

Findings

1. It is found that Ease of usage is very important among the customers buying behaviour through either online or offline purchase.

2. It is evident from the study that Brand image plays a very vital role in the buying behaviour of the electronic goods as their usage at home is with electricity. So products with good brand image are considered to be of best quality with less troubles.
3. From the research it is concluded that there is an impact of Utility value in the decision making while buying the electronic goods
4. Status symbol is one of the deciding factor in the buying behaviour of the electronic goods.
5. There is an influence of After sale service on the buying behaviour of the electronic goods.
6. Positive Word of mouth tilts the buying behaviour of the consumers with respect to the electronic goods in case of not only the products undertaken for the research but also other products positively.
7. Durability has a positive impact on the decision-making to buy an electronic good.
8. Discounts and offers are found to increase the buying behaviour of the customers.
9. Warrantee of the electronic product plays a very important role in the decision-making.
10. Comparison of not only the electronic goods but on everything is a common criteria before deciding to buy. Hence, comparison of electronic goods among friends, neighbours and family members plays a major role in buying the electronic goods.

CONCLUSIONS AND SUGGESTIONS

Understanding consumer buying behaviour for electronic goods is a multifaceted challenge that requires businesses to consider a wide range of factors, from individual preferences to broader societal trends. The decision-making process for these products involves a complex interplay of psychological, social, personal, and cultural influences, each of which can significantly impact consumer choices.

For companies in the electronics sector, the key to success lies in effectively understanding and responding to these factors through strategic marketing efforts, product innovation, and customer engagement. By doing so, businesses can not only attract new customers but also build long-lasting relationships that drive brand loyalty and repeat purchases in an increasingly competitive market. As technology

continues to evolve, staying attuned to consumer behaviour and adapting to changing preferences will be crucial for companies aiming to thrive in the dynamic world of electronic goods.

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DIGITAL MARKETING INFLUENCE ON YOUTH SHOPPING BEHAVIOUR

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ABSTRACT

Digital literacy and digital market awareness is a common phenomena for today's youth and everyone is intended to use smartphone to access such tools and techniques. The digital market is unintentionally entering into human life while operating smart phones. This phenomenon made the corporate companies to think thrice in their product promotional strategies to attract, retain and commercialize youth phone addiction. This though process show a path for digital marketing concept for advertisement of products. Digital Marketing normally focus on target-based approach rather than mass advertising. The general media of advertisement like print and electronic media still live in the market and have their significant impact on sales growth, but unfortunately the viewership and readership will drastically dropdown and respectively the digital usage increasing in the market due to low cost smart phones and cheaper internet cost tint the country. Digital marketing is the general term for online advertising campaigns. It appears on a computer, phone, tablet, or other device. Social media posts, display ads, online videos, search engine marketing, and sponsored social media ads are just a few of the ways it might show up. Digital marketing has undertaken the "traditional marketing" strategies. The traditional marketing ways were commonly magazine ads, billboards, and direct mail. Unexpectedly, television is usually linked to traditional marketing. This paper is focusing on sales increase among youth with the tools of digital marketing as practice to attract and retain customers through this mode.

Keywords: Digital Literacy, Net -Browsing, E-payment, Shopping, Digital media

INTRODUCTION

The increasing penetration of the internet and smartphones in India: India has the second-largest internet user base in the world, with over 800 million users. And, over 600 million of these users access the internet through their smartphones.

The growing popularity of social media in India: India is home to the largest social

media user base in the world, with over 500 million users. This makes social media a powerful platform for businesses to reach their target audience.

The rise of e-commerce in India: India is one of the fastest-growing e-commerce markets in the world. This is leading to a growing demand for digital marketing services to help businesses promote their products and services online.

Digital marketing agencies are a great way to grow your business. Your target customers will make recommendations (sponsored landing pages, sponsored ads, social media postings, etc.) while they travel or browse the Internet. It leads people to your business along the way. Again, most business owners are too busy, so you receive the marketing services. These are necessary to establish and maintain a powerful online presence. Digital marketing agencies may make promises but fail to fulfill them. So how can you choose the best digital marketing agency for your business? Examine the top considerations to make when choosing a digital marketing agency in India. Your primary business goal is one of the most important considerations when choosing a digital marketing agency. Some businesses aim to increase website traffic, grow their clientele, or boost leads, revenues, or brand awareness. Make sure a digital marketing agency knows what you want in order for them to deliver the best outcomes.

The baby boomers generations, who are normally in young age in present era are too fast in understanding, adopting and using of internet very well. They are became advisers to elders in online shopping and encouraging them to purchase various products with low cost compare with traditional market. The family members also encouraging such practice in their families to get quality product with low cost.

Digital Marketing Scenario in India

Being 2nd largest populated country in the world, India also recording 3rd largest users of internet in the world. This proliferation of net among public also directing them to use digital platforms for entertainment and shopping.

Most of the citizens are technically very good at operating of smart phones and even though they are illiterates. This could be possible only with user friendly mobiles and technology, where services are available in local (Telugu) language.



Source: Dwivedi .Y et.al (2023)

Literature:

Prenehranj (2024) , the internet has changed consumer purchasing behaviour, and because of quick technology advancements, getting online is now simpler than ever. Everybody has access to the internet at any time and from any location. Due to its somewhat direct influence on consumers purchasing decisions, digital marketing is extremely significant. Regular, low-cost, personalized contact helps merchants build relationships and bonds with prospects and consumers through digital marketing. Benefits of online business marketing are highlighted that are not present in traditional marketing methods. Global statistics and surveys indicate that the field of digital marketing will continue to expand in the years to come. It was projected that India would have more than 900 million active internet users by 2025. India's youth are very accustomed to technology.

Lavanya, M. Radhikamani (2021), "A STUDY ON DIGITAL MARKETING AND IT'S IMPACTS" According to their study people are spending more money on internet content, so businesses who are unable to incorporate this into their advertising strategy will need to change fast. The greater the amount of time people spend on the internet annually, the more integral digital platforms become to their daily lives. Digital India's primary goal is to advance digital media. Due to the fact that

customers can utilise digital platforms from anywhere at any time, businesses must switch from traditional to digital marketing strategies.

Kulsolkookiet Ratchanee, et al. (2018) — conducted a study on women's in urban and rural people awareness level with reference to digital marketing. The study reflected that most of them are simply depending on their children's and educated neighbours for digital operations in mobile. Very few are very well aware all digital operations with reference to smart phone and they can understand digital market.

METHODOLOGY:

The Methodology will explain the objectives and assumptions of the study followed by systematic data analysis flow for the proposed research paper.

OBJECTIVES:

1. To study digital marketing impact on business.
2. To determine the digital marketing influencing factors on youth purchase behavior.
3. To identify cyber law awareness with reference to digital marketing.
4. To know Social networking impact on digital marketing success.

HYPOTHESIS:

H01: There is no significant relation between age of the respondent and type of communication using in Digital advertisement.

H02: There is no significant association between Gender of the respondent opinion and social networking sited analytics impact on Digital Marketing success.

H03: There is no significant relation between Cyber law awareness and tracing of different online networks impact on cyber advertisement.

SAMPLE:

The chosen sample for the present study is Youth age between 18-34 years in Hyderabad city , by profession those are students, employees and business people.

Sample size

The proposed study will contain 100 of above said population and their opinion was considered by using a structured questionnaire distributed to mark their responses on five point likert scale in a systematic manner.

Data Analysis:

Table 1: KMO and Bartlett's Test values of Digital Marketing Factors

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.681
Approx. Chi-Square		55.759
Bartlett's Test of Sphericity	df	28
Sig.		.001

KMO-Bartlett's analysis is used to check data sphericity and sampling adequacy in factor analysis. This test will guide us whether researcher should go further or not to conduct factor analysis. The KMO value should be above 0.06 and Bartlett's value should be less than 0.05 which is treated as statistically significant. In above case both the values are matching with standard values, hence the researcher conducted factor analysis.

Table 1.2 : Total Variance Explained by Digital Marketing Factors

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.609	20.118	20.118	1.609	20.118	20.118	1.570	19.621	19.621
2	1.431	17.886	38.004	1.431	17.886	38.004	1.329	16.610	36.232
3	1.198	14.978	52.981	1.198	14.978	52.981	1.286	16.081	52.313
4	1.019	12.732	65.713	1.019	12.732	65.713	1.072	13.401	65.713
5	.913	11.416	77.129						
6	.711	8.885	86.014						
7	.655	8.189	94.203						
8	.464	5.797	100.000						

The variance matrix indicating 65 % (statistically 65% variance is valid) variance on tested variable, i.e 35 % of other factors are influencing to decide stress cause factors.

Table 1.3 : Rotated Component Matrix Digital Marketing Factors

	Component			
	1	2	3	4
Hosting	.341	-.166	-.505	.156
Digital	.385	.625	.252	-.012

Security	.114	.108	.801	.184
Media	.073	.531	-.513	.325
Imp.	.839	.000	.129	-.089
Online	-.025	-.050	.042	.940
Social	.729	.005	-.197	.066
Process	-.226	.783	.084	-.108

The above factor analysis indicating that, total 4 factors are filtered by using analyses, the most influencing factors on Online advertisement are , the first factors is what type of channel you are using for advertise followed by second one is security precautions by service provider while purchasing of products followed by third factor is type of factors like media , TV commercials are important and final important factor is type of communication used in online advertisement.

H01: There is no significant relation between age of the respondent and type of communication using in Digital advertisement.

Table 2: Cross tab values of online sites accessibility for marketing

Age Options	10 Online				Total
	FB	Twitter	Linkedin	Googl+	
Count	2	13	10	1	26
Below 20	7.7%	50.0%	38.5%	3.8%	100.0%
Count	1	10	5	0	16
20-25	6.2%	62.5%	31.2%	0.0%	100.0%
Count	6	8	10	0	24
26-35	25.0%	33.3%	41.7%	0.0%	100.0%
Count	6	10	7	0	23
36-45	26.1%	43.5%	30.4%	0.0%	100.0%
Count	3	3	6	0	11
Above 45 % within 2 Age	25.0%	25.0%	50.0%	0.0%	100.0%
Total	18	44	38	1	100
	17.8%	43.6%	37.6%	1.0%	100.0%

The above cross tab indicating that, most of the respondents are using Twitter and Linkedin for online advertisement sites.

Table 2.1: Chi square values of online sites accessibility for marketing

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.683a	12	.471
Likelihood Ratio	12.138	12	.435
Linear-by-Linear Association	1.498	1	.221
N of Valid Cases	101		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .12.

The calculated chi square value is more than 0.05 (0.456) , hence the Hypotheses Accepted. i.e as per respondents' opinion the above-mentioned social networking sites have different impact on online advertisement.

H02: There is no significant association between Gender of the respondent opinion and social networking sited analytics impact on Digital Marketing success.

Table 3: Cross tab values of Digital sites accessibility Gender wise.

Gender		13 Digital					Total
		E-mail	FB	Web	SMS	Others	
	Count	23	24	11	6	3	67
Male		34.3%	35.8%	16.4%	9.0%	4.5%	100.0%
	Count	8	17	4	2	3	33
Female		23.5%	50.0%	11.8%	5.9%	8.8%	100.0%
	Count	31	41	15	8	6	100
Total		30.7%	40.6%	14.9%	7.9%	5.9%	100.0%

The above analysis reflecting that, most of the respondents are using E-mail and Face book are using analytics to advertise their products.

Table 3.1 : Chi Sqaure values of Digital sites accessibility Gender wise.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.289a	4	.001
Likelihood Ratio	3.280	4	.512
Linear-by-Linear Association	.298	1	.585
N of Valid Cases	101		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 2.02.

The attained chi square value is less than 0.05 (0.001), hence the Hypotheses Rejected. i.e irrespective of Gender the respondents are agreed that facebook and E-mail service providers are applying analytics to analyze customers taste and preferences for online advertisement.

H03: There is no significant relation between Cyber law awareness and tracing of different online networks impact on cyber advertisement.

Table 4: Cross tab values of cyber law awareness o respondents..

Cyber Law		4 Track					Total
		Online	TV	News Ppr	Boucher	Others	
	Count	16	22	6	5	1	50
Yes		32.0%	44.0%	12.0%	10.0%	2.0%	100.0%
	Count	11	23	13	4	0	50
No		21.6%	45.1%	25.5%	7.8%	0.0%	100.0%
	Count	27	45	19	9	1	100
Total		26.7%	44.6%	18.8%	8.9%	1.0%	100.0%

The most of the respondents are knows regarding cyber laws through Television media to know good and bad regarding cyber crimes.

Table 4.1: Chi sqaure values of cyber law awareness o respondents

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.629a	4	.008
Likelihood Ratio	5.082	4	.279
Linear-by-Linear Association	.523	1	.469
N of Valid Cases	101		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .50.

Significant value of above tested chi square is less than 0.05 (0.008), hence the Hypotheses Rejected. i.e the respondents got some good awareness on cyber crimes , hence they decide particular online advertisement is ethically right or wrong.

Discussion of Results:

The current scenario is fascinating. A growing number of businesses and entrepreneurs are recognizing the potential of digital marketing and using it to grow

their businesses. The number of digital marketing in India is also increasing as more businesses seek expert help to create and execute effective digital marketing campaigns. By 2023, the number of dynamic Indian web clients will be around 666 million. As a result of lockdowns in India's online business industry, Global Data predicts that the market will reach 7 trillion rupees by 2023. Through the COVID crisis, marketers and advertisers on digital platforms have seen an increase in investment. Today, even the world's largest companies are rethinking their marketing budgets to focus more on digital. The Indian e-commerce market is projected to reach Rs 7 trillion by 2023 due to the pandemic and multiple lockdowns, which suggests that digital marketing is booming. This growth not only positively impacts businesses but also improves people's lives

The shifting taste and preferences of the present day youth affect the purchasing model for the rationale that they often go behind the changing fashion, taste and preference according to the varying time. As the percentage of youth population is more in India the, manufacturers spend many rupees in advertising and in marketing research to spot and encash the changing youth behavior year to year.

The low cost internet services and cheaper smart phone products are enticing youth to use technology widely. From this intentions youth are browsing net a lot for various educational, entertain mental, knowledgeable material. This phenomena dragging youth towards digital shopping behaviors by watching digital advertisement in their daily browsing activity. The result of the study shows that educational qualification is making youth more aware of the above mentioned factors which lead for online shopping. Digital marketing brings the greatest advantage for the consumers by allowing them to make comparison among products or services by different suppliers in cost and time friendly way. Consumers don' need to visit a number of different retail outlets in order to gain knowledge about the products or services. It is very time saving process in this competitive age. Digital marketing can also create many job opportunities and contribute in the national economy

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A STUDY ON FMCG CONSUMER ATTITUDE: NEUROMARKETING PERSPECTIVE

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ABSTRACT

The modern marketing era moved digital to neuro level and consumer attitude measured with their neuro and mental calculations. The neurological status of consumers will decide their changing attitude towards sales. This strategy will definitely prove to improve and optimize marketing at an exponential rate. Creativity or innovation is another different phase that makes the marketing concept a much more developed version. Innovation means something new or disruptive which could change the perspective of complete phenomena. They thus, involve all the three major hindrances which are uncertainty, risk and complexity. Neuromarketing technique has paved way to a new era of marketing where more researches and studies are conducted to know the consumers in detail. Marketers are hence keener on how individuals choose to invest their available resources like time, money and effort. The concept focus more on the brain activity of consumers who make decisions on what is to be purchased, why it is purchased, where it is purchased, how often it is purchased and finally how often it is been used. Neuromarketing is an incredible scientific marketing technique that has sparked immense geeks from brands and researchers and all who urges to know more about consumer behaviour.

Keywords: Bran Mapping, Pshycological facts, Ambiance, Eye Track

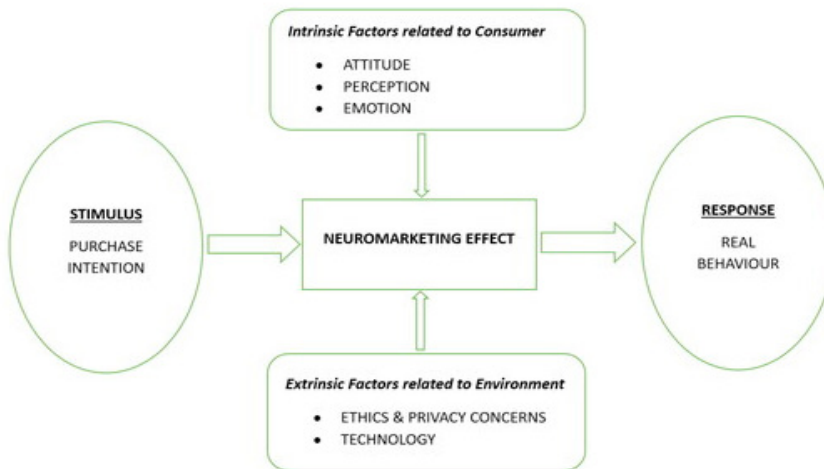
INTRODUCTION

Neuro marketing a scientific technique which emerged due to successive failures of traditional marketing research. It has a wider acceptance among the market researchers with respect to FMCG products in the recent years. Neuro marketing techniques makes use of various types of tools to understand the human brain and how mind influences our purchase intentions. This article introduces to the reader about the emerging field of neuro marketing in FMCG advertisements, and then it discusses the various types of tools used in neuro marketing research.

It then gives an overview of Implicit Association Test one of the neuro maketing tools in

advertising of FMCG products. To come to relevant conclusions it is analyzed how far the neuro marketing tools support the marketing managers in advertising FMCG products.

The main aim of concentrating on the personality trait and neuromarketing is to provide effective reliable and practical marketing strategies to trigger the consumer's buying behaviour or the genuine reason to choose a particular brand. The consumer buying behaviour is thus driven by the individual personality characteristics which are also strongly backed by emotional urge and behavioral syndrome. An advertisement brings out several attitudes hidden within an individual. They showcase a wide range of emotional and cognitive response towards the ad and also towards the brand. Market researchers are now keener on measuring the emotional factor. Neuromarketing is an emerging discipline which has very close connection with human psychology and neuroscience. It helps to show how an advertisement is psychologically affected. In this particular study, the neuromarketing techniques which are scientific in nature have a major role to play.



The major techniques such as functional magnetic resonance imaging (fMRI), electroencephalography (EEG), Magnetoencephalography (MEG) and eye tracking techniques are used to measure the effectiveness of advertising. The study throws light on preference between products in term of brand familiarity.

The perception of a consumer towards an advertisement when they see for the first time is counted valuable and here the market researchers have to make sure that they do not advertise too much thought as it has been observed that too much content and too many times repeating the same will decrease the effectiveness of advertisement.

They give a better picture on consumer perception, emotion, consumption choice, memories and also several other factors. It is the aim of every store to create an enriching and holistic consumer experience. For this purpose, they adopt various tactics that attract the subconscious mind of the consumers. A consumer, when enter a store is suddenly introduced to ample varieties of products and brands which are likely to create a bias in them. They themselves are not fully aware of their cognitive and attitudinal process happening in the sub conscious mind. In this era of intensified competition, store owners are expected to focus more on consumer experience than on product offerings.

LITERATURE:

Ruiz-Rodríguez et al. (2020) the generalization of the results is challenging. Further behavioural studies could be conducted to optimize the effectiveness of neuroscience techniques for products and services. Further neuromarketing studies may be conducted using mixed methods techniques raising new research questions and integrating existing theories, asserting its' practical implementation.

Adeola et al., (2022) Neuromarketing studies horizon can be expanded by integrating technology such as virtual reality or augmented reality, and branding techniques providing consumers an enriching experience, but the interacting effects among them should be considered .Future neuromarketing research could explore neuromarketing as part of marketing strategy mix, integrating it with theories from other domains, giving it an inter-disciplinary perspective comprehending its' strength and challenges.

The neuroscientists adopt these techniques to investigate the variation occurrence in the cognitive thought process of the consumers on real time basis . They measure the frontal brain activities of human beings. This part of the brain is mostly known to be the decision makers. Thus, it helps to mark the decision making behaviour of the consumers (Gordon and Van Laer, 2018).

The neuroscience studies accounts simultaneous revelation regarding why consumers prefer certain products over others. They also provide possible guidelines for innovative business practices to highlight the hidden truth concealed within the cognitive thought process of consumers (Tanja and Steve, 2012). Moreover, the cognitive psychology has recently gained much importance in the field of consumption research. Decoding the consumer buying behaviour by using the bioimaging technologies has proved to be a hybrid approach to understand the response of consumers towards the advertising stimuli (Selena, 2016).

The neuromarketing technique is a promising psychological measurement device that will empower the marketing researchers and practitioners by focusing and fulfilling on the consumer cognition and also relating all the three main functions like brain, mind and behaviour (Stefan and Schwarzkopf, 2015). Hence, the fledgling stage of neuromarketing carefully concentrates on the direct practical recommendations to optimize goals with regard to product development and other functions for long term business run. (Peter Kenning, 2015).

Neuromarketing is a budding biological model that has already erased all the potential ethical aspects raised on it. The terminology concentrates on the consumption pattern of consumers via applying certain scientific methods. It hence provides a better understanding about the purchase decision and efficacy of marketing strategies adopted at various phases (Andrija, Monika, Nick, Laura and Gehard, 2013). The buying behaviour or purchase decision of an individual is influenced by a number of factors. The term cognitive dissonance occurs when there is a conflict between the perception and the beliefs. Hence, it is the responsibility of the business organization to predict the response of consumers which will ultimately impact the firm's success (Manoj Kumar Sharma, 2014).

METHODOLOGY:

Objectives:

- 1) To Study Nueromarketing impact on purchase behavior on consumers in Hyderabad city.
- 2) To Know various nuero tactic impact on consumer brain to decide purchase of FMCG products.
- 3) To analyze color and store ambiance impact on purchaser decision of consumers in Hyderabad.

Hypothesis:

H01: There is no significant association between Age of the Consumer and store ambiance on buying behavior of FMCG Products.

H02: There is no significant relation between Gender and Color combination of display product will impact buying behavior of FMCG Products.

Sample:

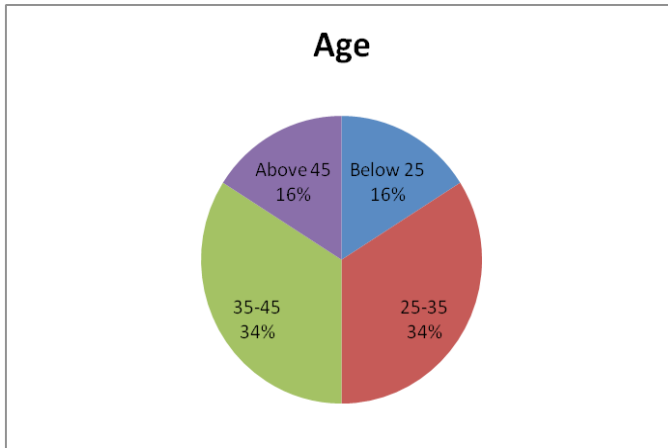
The regular consumers of super markets visitors' in Hyderabad city is considered as valid sample for the study.

Sample Size:

A sample of 50 consumer's opinion was considered with the help of small survey questionnaire to measure for this study.

Data Analysis:

Age		
In Years	Frequency	Percent
Below 25	8	16.0
25-35	17	34.0
35-45	17	34.0
Above 45	8	16.0
Total	50	100.0



The age wise survey respondent's age categorized that, 34 % are aged between 25-35 and same ratio with 35-45 age and finally 16% of same respondent form other two age categories.

H01: There is no significant association between Age of the Consumer and store ambiance on buying behavior of FMCG Products.

Age in Years		Strongly Agree	Agree	Uncertain	Disagree	Total
Below 25	Count	1	3	3	1	8
	% within Age	12.5%	37.5%	37.5%	12.5%	100.0%
25-35	Count	5	6	5	1	17
		29.4%	35.3%	29.4%	5.9%	100.0%
35-45	Count	4	7	5	1	17
		23.5%	41.2%	29.4%	5.9%	100.0%

Above 45	Count	0	4	3	1	8
		0.0%	50.0%	37.5%	12.5%	100.0%
Total	Count	10	20	16	4	50
		20.0%	40.0%	32.0%	8.0%	100.0%

The above cross tab table indicating that, the store ambience will have huge impact to decide whether to purchase of particular product or ant and the same will sense the brain.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.814a	9	.003
Likelihood Ratio	5.290	9	.808
Linear-by-Linear Association	.116	1	.734
N of Valid Cases	50		

a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is .64.

The above Chi square table value is indicating that, 0.003 (less than 0.05) reject the null Hypothesis, i.e irrespective the age of the respondents every one unanimously agreed that , the store ambience is ultimately impact on brain sensor to decide whether to purchase a particular product or not.

H02: There is no significant relation between Gender and Color combination of display product will impact buying behavior of FMCG Products.

Gender		Strongly Agree	Agree	Uncertain	Disagree	Total
Male	Count	5	8	10	7	30
	% within Gender	16.7%	26.7%	33.3%	23.3%	100.0%
Female	Count	3	8	4	5	20
		15.0%	40.0%	20.0%	25.0%	100.0%
Total	Count	8	16	14	12	50
		16.0%	32.0%	28.0%	24.0%	100.0%

The above cross tab table indicating that, the colour combination of packing of

various products I somehow impact on brain on purchase but not a final deciding factor.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.463a	3	.691
Likelihood Ratio	1.483	3	.686
Linear-by-Linear Association	.079	1	.779
N of Valid Cases	50		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 3.20.

The above Chi square table value is indicating that, 0.691 (greater than 0.05) Accept the null Hypothesis, i.e even though different gender people will have various color combination impact but ultimately final decision power lies with price and offers of concern product.

Discussion of Results:

By making use of neuromarketing techniques the marketers can analyze the consumer perceptions towards advertising of FMCG products especially through the Implicit Association Test. With the help of this test a marketer can get to know where to position his brand while marketing about FMCG products Category segmentation, how these FMCG products should be packed and portrayed in the advertisement so as to grab the attention of the customers and which celebrity should be used to endorse such products. As per the literature review all the techniques including the Implicit Association Test does influence advertising of FMCG Products to a larger extent

One commonly held misconception against neuromarketing is that it gives firms the potential to circumvent consumers' autonomy. With the ability to dig deeper into a buyer's psyche by analyzing the way their brain functions, neuromarketing gives marketers a significant amount of influence and power over a consumer's decision to buy their product. Analyzing neural responses to a variety of marketing tactics could allow marketers to create promotional strategies that undermine a consumer's ability to have free-will with their purchases. That is to say, "by scanning consumer's brains and possibly discovering a 'super-effective' communication technique, corporations

will be able to 'push the buy button' in a consumer's brain thereby being able to easily manipulate consumers' behavior," which would be considered highly immoral corporate action by consumers

Neuromarketing allows firms to generalize how their marketing efforts will be received by the public and strategize how to maximize its positive impact on consumers. In no way does the use of neuromarketing render participants completely incapable of making their own decisions or force them to buy a product. Marketers can use the results of neuromarketing to determine which strategies to use to be the most convincing to the most people but to suggest that neuromarketing has the potential to completely take over the brain and force a purchase is false.

Some critics of neuroscience who buy into the idea that it gives firms the ability to completely rid the consumer of autonomy believe that neuromarketing may be justified when put to a good cause. Studies show "that the use of neuromarketing by for-profit organizations [is] perceived to be unethical while...for [non-profit organizations], the decision to use neuromarketing...results in an overwhelmingly positive response" (Flores). This means that these people perceived undermining their free will as a positive action when they believed it was being used to improve the world in some way. By this mindset, neuromarketing for non-profit firms will be used to generate more donations, increase awareness and increase sponsorship levels, which justifies the action.

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EMPLOYEE RETENTION STRATEGIES AMONG “IT” EMPLOYEES: EMPLOYER VIEW

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ABSTRACT

High IT worker turnover can put pressure on CIO's and IT leaders and lead to a number of negative consequences for companies, including reduced revenue. Various causes can lead to IT worker departures. IT professionals can get bored easily, especially if they don't feel challenged by tech projects. IT staff might also feel disengaged from the company due to factors like a low IT budget, unreasonable demands on IT and lack of attention from company leaders. This paper focuses on reviewing the findings of previous studies conducted by various researchers with the aim to identify determinants factors of employee retention. Retaining the employees, especially the performing employees, is very critical to the progressive sectors like the Information Technology (IT) sector. Retaining good or performing employees has been a challenge all along the course of industrialization. Employers have given a lot of significance to this issue in employment relations. New and newer strategies have been designed and developed by them. They have also engaged the experts to study the problem of employee attrition in their organizations and recommend effective retention strategies. Consequently, “employee retention” has become a specialist function in people management and the “retention strategist” a specialist. Especially in the US industries, which are always concerned with hiring the right people and retaining them for longer time to reduce the cost of replacements have often spent lot of time in studying the challenge engaging the specialists. Keywords: Quality of work life, Job satisfaction, IT services industry

Keywords: Workforce , Retention Marks, Vision, Re-organize, Mental relief

INTRODUCTION

Promoting a healthy work-life balance is an important aspect of employee well-being and satisfaction. When employees have a huge workload that they aren't able to manage effectively, they will start losing motivation and feel frustrated, which can easily lead to burnout. A report by the APA found that employees who are burned out are 2.6 times more likely to look for another job and 63% more likely to take sick days.

The growth in the service sector in India has been led by the IT–ITES sector, contributing substantially to increase in GDP, employment, and exports. The sector has increased its contribution to India’s GDP from 1.2% in FY1998 to 7.5% in FY2012. According to NASSCOM, the IT–BPO sector in India aggregated revenues of US\$100 billion in FY2012, where export and domestic revenue stood at US\$69.1 billion and US\$31.7 billion respectively, growing by over 9%.

This sector has also led to massive employment generation. The industry continues to be a net employment generator – approximately added 230,000 jobs in FY2012, thus providing direct employment to about 2.8 million, and indirectly employing 8.9 million people. It is interesting to note that approximately 75% of the IT personnel are younger than age 45. Many managers in the IT Industries are in their 20’s and 30’s therefore making it more difficult to manage and retain them.

Employee Retention Strategies



Figure: Effective Employee Retention by “Rodridge J (2021) “

If you do not provide them, someone else will. Instead of a traditional vacation policy, the company lets employees take time off from a leave bank, in which they can accumulate as many as 60 days off to use as they see fit. This policy has helped with employee retention, particularly by making it easier for female employees starting families to take time off and ultimately return to work.

LITERATURE REVIEW:

Krishnaveni (2024) the ability of businesses to retain their people is essential to their ability to continue operating. Although this study made an effort to highlight all the characteristics associated to staying in an organisation for a long period as well as the ones that impact leaving an organisation. According to the study, the most important factors for employees to stay in a company are pay, flexibility in the workday, and work-life balance, while the most important factors for employees to leave a company are a lack of benefits and low pay, discrimination and favouritism, lack of emphasis on professional development, and lack of compensation. According to the research, the firm should focus on these retention strategies: flexible work schedules, employee awards, and professional development programmes. By doing so, it will raise employee happiness, which will lead to a higher rate of retention.

Poonam Madan, Jasleen Kaur Bajwa (2022) found that in the present scenario retaining the employees with the organizations for longer duration for the benefit of both individual and organization have become a crucial point. Motivation is an important aspect which helps to retain the employees and perform better. To retain the best and the most suitable employee organization needs to provide proper career opportunities, working environment, compensation benefits and supervisor support to the employees. The objective of this research paper is to investigate & understand employee retention strategies prevalent in banking industry. The study also helps to determine the different strategies adopted by banking sector to retain its employees and maintain them

Misra, Pooja, Rana, Neeti et. al. (2012), analyzed the impact of Compensation components in terms of Rewards and Benefits and Organizational Justice on Turnover Intentions and the role of Job Satisfaction in terms of Pay. It was examined that compensation influences key outcomes like job satisfaction, attraction, retention, performance, skill acquisition, cooperation, motivation and turnover intent of employees. This study has been done on the Indian Retail Industry with special reference to Retail Store Operations. It was found that rewards and organizational justice in terms of distributive and procedural justice impact job satisfaction which in turn affects and described as one of the reasons for high attrition rates. The independent factors of Financial (base pay, merit pay, incentive, bonus etc.), non Financial Reward (discount coupons, employee of the month), benefits, distributive and procedural justice impact job satisfaction which in turn impacts absenteeism and attrition rates in the retail industry.

Jeen Dorance Batty S. (2015), aimed to the factors which may be the possible reasons for an employee to leave an organization. Employee's turnover intention

and its impact on organizational outcomes were analyzed and that was collected through questionnaires from the first and middle line employees in selected organized retail outlets in Bangalore. From the econometric analysis, it was found that turnover intention has influenced attrition factors such as Quality of Work Life, career growth, working hours, personal/family reasons, and relation with internal co – worker, welfare, working condition, and salary.

RESEARCH METHODOLOGY:

Objectives

- 1) To know the Employee welfare measures impact on retention rate in IT sector.
- 2) To understand the employees skills impact in controlling attrition in IT sector.
- 3) The impact of training program on employee retention in IT sector.

Hypothesis

H01: There is a association between age of the employee and taking care of their well beingness by management will have impact on retention rate.

H02: There is no significant relation between Education of employee and company programs for skills enhancement will have impact on retention rate.

H03: There is no relation between educations of employee and providing “on the job training” will control retention rate.

Sample & Sample Size

Employees, HR Managers and Trainees who are working in IT/ ITES companies in Hyderabad. A sample of 510 employee’s opinion was collected with the help of structured questionnaire.

Data Analysis:

The data analysis was done with the help of SPSS 20.0 statistical software.

Analysis:

Factor Analysis (Management Strategy)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.769
Bartlett’s Test of Sphericity	Approx. Chi-Square	7853.603
	df	21
	Sig.	.003

First the researcher tested the eligibility of the data to perform factor analysis by checking KMO- Bartlett's test which is a measure of sampling adequacy. The KMO value is 0.769 > 0.7. Bartlett's Test of Sphericity indicates a measure of the multivariate normality of set of variables (Sig. value is less than 0.05 indicates multivariate normal and acceptable for factor analysis). Both the sampling adequacy and Bartlett's values are statistically valid.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.431	82.570	82.570	7.431	82.570	82.570
2	1.008	11.195	93.765	1.008	11.195	93.765
3	.223	2.479	96.244			
4	.155	1.719	97.963			
5	.056	.624	98.587			
6	.051	.563	99.150			
7	.017	.185	100.000			

Extraction Method: Principal Component Analysis.

Table 1.2 : Total Variance table of Management Strategy

The below scree plot indicates, pictorial manner of filtered factors with more than 1 Eigen value i.e Two factors in above case.

Table 1.3 : Rotated components matrix of Management Strategy

Factor	Component	
	1	2
33.Retention	.459	-.011
34. Customer Satisfaction	.361	.115
35.Exit Interview	.986	.078
36. Vision	.068	-.023
37.Complaints	.167	-.012
38.Leaves	.668	-.016
39.Re-Org.	-.773	.809

Extraction Method: Principal Component Analysis.

As per above Rotated Component matrix analysis , it is found that correlated values

more than 0.6 are considered as influenced factors and the same factor is treated for naming of concern factor.

Table 1.4: Naming of Factors for Management Strategy

Factor No.	Factors Name	Naming of Factor
1	<ul style="list-style-type: none"> o Company implements the suggestions given by exit interviews. o Management is flexible in sanctioning leave for the social activities of employee's family. 	Stress Relievers
2	<ul style="list-style-type: none"> o Management constantly re-organizes the employees and changes decision of the organization. 	Re-structure of company according to needs

H01: There is a association between age of the employee and taking care of their wellbeingness by management will have impact on retention rate.

Table 2 : Chi square values of Employee age and wellbeingness

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1242.141a	12	.930
Likelihood Ratio	1115.077	12	.000
Linear-by-Linear Association	446.956	1	.000
N of Valid Cases	509		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.12.

From the above table chi- square is not significant (sig. value is > 0.05), Accept the Hypothesis. i.e ,if the management will able to provide good facilities to employees as per their age wise needs, it will able to control the retention rate IT sector employees.

H02: There is no significant relation between Education of employee and company programs for skills enhancement will have impact on retention rate.

Table 3 : Chi square values of Employee age and Skill enhancement

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	964.062a	12	.000
Likelihood Ratio	1011.168	12	.000

Linear-by-Linear Association	443.086	1	.000
N of Valid Cases	509		
a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 3.29.			

From the above chi square table, the significant value (sig. value is < 0.05), Hence, Reject null hypothesis. i.e , if the company will organize frequent skills enhancement program to employees, it leads to control of retention rate.

H03: There is no relation between educations of employee and providing “on the job training” will control retention rate.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1223.750a	12	.263
Likelihood Ratio	1075.790	12	.000
Linear-by-Linear Association	457.920	1	.000
N of Valid Cases	509		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.48.			

From the above table chi- square is not significant (sig. value is > 0.05), Accept the Hypothesis. i.e the educated employees don’t found much importance for on the job training , which is not a impacting factor to control retention rate.

DISCUSSION OF RESULTS:

The Hyderabad IT Industry in general and the software and other organisations did face the problem of employee attrition rather very seriously for two important reasons: (1) the high rate of growth of the industry, and (2) scarcity of qualified people (engineers, computer science and computer application graduates. rate was in some cases closet to 50%. This problem was reduced with the increasing number of young person’s graduating from new colleges and different retention strategies adopted by the employers. Considering today’s scenario the rate of employee attrition in the industry is between 25 to 30% which one may say is still on the higher side. However, the organizations covered under this study claim that the rate of attrition in their organisations is low – in some cases this is single digit figure while in others it is less than 20% .Hence, we tried to find out the reasons for attrition as well as the retention strategies these organisations have adopted to reduce the intensity of the problem rather successfully.

The study is aimed to explore about employee retention practices followed in IT (Information Technology) sector in Hyderabad region. The report carried out the perceptions of 510 senior IT professionals in Top 5 IT MNC's (TCS, Wipro, Infosys, Oracle, and Tech. Mahindra) operating in Hyderabad city. Questionnaire method of data collected was adopted for the purpose to capture employee perceptions in various dimensions leads to retention practices in their respective companies.

1. The organizational culture - much has been written about organizational culture. It is sufficient to note here that the reward system, the strength of leadership, the ability of the organizations to elicit a sense of commitment on the part of workers, and its development of a sense of shared goals, among other factors, will influence such indices of job satisfaction as turnover intentions and turnover rate.

2. The characteristics of the job - some jobs are intrinsically more attractive than others. A job's attractiveness will be affected by many characteristics, including its repetitiveness, challenge, danger, perceived importance, and capacity to elicit a sense of accomplishment. A job's status is also important, as are many other factors.

CONCLUSION:

According to the current study, employee reward programmes, flexible work schedules, staff training, performance-based bonuses, employee recreation, and career development programmes all have a favourable impact on both employee performance and retention. The ability of businesses to retain their people is essential to their ability to continue operating. Although this study made an effort to highlight all the characteristics associated to staying in an organisation for a long period as well as the ones that impact leaving an organisation. According to the study, the most important factors for employees to stay in a company are pay, flexibility in the workday, and work-life balance, while the most important factors for employees to leave a company are a lack of benefits and low pay, discrimination and favouritism, lack of emphasis on professional development, and lack of compensation.

The factors with respect to Management Strategy to maintain better retention strategy is, providing better stress management practices to employees in terms of making them to enjoy their social life and positively implementing exit interview suggestions followed by re-structure of organization according to changing needs in the organization is an effective management strategies. Infosys recently launched "Pathfinder," which is a career movement program. As a part of this initiative, 23,000 people have gone through career workshops to understand more about their options. The management says that it is trying to provide employees with internship programs to test waters across different career streams available internally and move around according to their aptitude.

Wipro, has been trying to reward employees through a more tangible process by doling out 5.7 million shares as restricted stock units to its mid-management employees. This was followed up with a band restructuring program that saw 20,000 junior level employees being promoted at a 7-8% salary hike in the second quarter of the fiscal. (Roy & Ghosh, 2010).

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THE ROLE OF TECHNOLOGY IN SHAPING SUSTAINABLE MARKETING PRACTICES: INSIGHTS FROM RECENT LITERATURE

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ABSTRACT

This paper explores the impact of technology on sustainable marketing through a comprehensive review of recent literature. Sustainable marketing aims to promote products and services in a way that is environmentally friendly and socially responsible. Technology plays a crucial role in enabling and enhancing these practices, from digital marketing tools to data analytics and innovative product development. However, the sustainability of the technologies themselves and their broader implications require careful consideration. The study employs a systematic literature review methodology, analyzing 10 key research papers published between 2011 and 2024. These papers were selected based on their relevance to the intersection of technology and sustainable marketing, covering various aspects such as emerging technologies, digital marketing strategies, consumer behavior, and product innovation. Key findings indicate that technology significantly enhances sustainable marketing by providing tools for better measurement of environmental impacts, facilitating new business models, and engaging consumers through digital platforms. For instance, big data and AI enable personalized marketing that can target sustainability-conscious consumers more effectively. Additionally, technological advancements in product innovation lead to the development of eco-friendly products, which are central to sustainable marketing efforts. However, the review also highlights challenges and potential negative impacts. The environmental footprint of digital technologies, such as the energy consumption of data centers, poses a paradox for sustainable marketing. Moreover, issues like technology anxiety among certain consumer segments and the digital divide can hinder the effectiveness of technology-driven marketing strategies. Based on the literature review, the paper identifies a research gap in understanding the full lifecycle impacts of technologies used in sustainable marketing and their long-term effects on consumer behavior and market dynamics. Consequently, it proposes research questions and objectives aimed at addressing these gaps, including assessing the sustainability of marketing technologies and evaluating their effectiveness across

different contexts. In conclusion, while technology offers substantial opportunities for advancing sustainable marketing, it is imperative to address its own sustainability challenges to ensure that marketing practices contribute positively to environmental and social goals. Future research should focus on developing frameworks that integrate the sustainability of both marketing practices and the technologies that support them.

Keywords: sustainable marketing, technology, digital marketing, sustainability, consumer behavior, product innovation

INTRODUCTION

In the current business environment, sustainability has emerged as a critical imperative, driven by consumer demand for environmentally and socially responsible practices. Sustainable marketing, defined as the promotion of products and services that align with ecological and social goals, has become a strategic priority for organizations. The integration of technology, particularly digital tools and advanced analytics, has transformed marketing practices, offering new avenues for enhancing sustainability. This paper aims to synthesize existing research to elucidate how technology shapes sustainable marketing, highlighting both opportunities and challenges.

In today's rapidly evolving business landscape, sustainability has become a critical consideration for companies across industries. Sustainable marketing, which focuses on promoting products and services that are environmentally friendly and socially responsible, is gaining prominence as consumers increasingly demand ethical and eco-conscious options. Technology, with its pervasive influence on modern marketing, offers both opportunities and challenges in this domain. This paper aims to explore the multifaceted impact of technology on sustainable marketing, drawing on insights from recent academic literature.

BACKGROUND AND THEORETICAL FRAMEWORK OF THE STUDY:

Sustainable marketing extends beyond traditional marketing by emphasizing long-term environmental and social benefits alongside economic viability. It encompasses strategies such as green product development, eco-friendly packaging, and transparent communication about sustainability efforts. Technology intersects with these strategies through digital marketing platforms, big data analytics, artificial intelligence (AI), and blockchain, among others. These technologies enable companies to measure their environmental impact, engage with consumers, and innovate sustainable offerings. However, the sustainability of the technologies themselves, such as the energy consumption of data centers, poses a paradox that requires careful consideration.

Sustainable marketing encompasses strategies that not only drive business growth

but also contribute to environmental preservation and social equity. The integration of technology in marketing has transformed traditional practices, introducing digital tools that enhance reach, efficiency, and personalization. Technologies such as social media, big data analytics, artificial intelligence, and blockchain are reshaping how companies communicate their sustainability efforts and engage with consumers. Understanding how these technologies influence sustainable marketing is essential for developing effective strategies that align with both business objectives and sustainability goals.

REVIEW OF LITERATURE

The literature review synthesizes findings from 10 key research papers, focusing on how technology impacts sustainable marketing. The literature review is based on 10 key research papers, selected for their relevance to the intersection of technology and sustainable marketing, published between 2011 and 2024. These papers provide a robust foundation for understanding the current state of knowledge. Below is a detailed summary of each, organized by publication year for clarity:

Kalogiannidis et al. (2023) - "Smart sustainable marketing and emerging technologies: Evidence from the Greek business market" (Smart sustainable marketing and emerging technologies) explores how emerging technologies, such as AI and IoT, enhance smart sustainable marketing. The study, based on data from 320 marketing professionals in Greece, found a significant positive relationship ($r = 0.371$, $p = 0.000$) between emerging technologies and marketing effectiveness, with innovations in business informatics explaining 63.9% of the variation. This highlights technology's role in driving efficiency and innovation in sustainable marketing practices.

Zhang et al. (2023) - "Sustainable digital marketing: Factors of adoption of m-technologies by older adults in the Chinese market" (Sustainable digital marketing) focuses on the adoption of mobile technologies among older adults, using the technology acceptance model (TAM) and theory of planned behavior (TPB). With a sample of 251 respondents, the study revealed that perceived value positively affects adoption intentions, moderated by technology anxiety, which dampens positive attitudes. This underscores the importance of addressing accessibility barriers in digital marketing strategies.

Kushwaha et al. (2022) - "Integrating employees, customers and technology to build an effective sustainable marketing strategy" (Integrating employees, customers and technology) examines the roles of stakeholders in sustainable marketing, finding technology to be the most significant contributor. The study, based on qualitative and

quantitative analysis, suggests that technological advancements improve aspects like eco-friendly product promotion, with implications for strategy development.

Chou et al. (2022) - "The critical factors for sustainable marketing in the catering: The influence of big data applications, marketing innovation, and technology acceptance model factors" (Critical factors for sustainable marketing) investigates the catering industry, using structural equation modeling (SEM) on 300 employees. Results show that big data applications and marketing innovation positively affect sustainable marketing adoption, providing insights for post-epidemic era strategies.

Sheth & Parvatiyar (2021) - "Sustainable marketing: Market-driving, not market-driven" (Sustainable marketing: Market-driving) proposes a framework for driving sustainable consumption, emphasizing corporate marketing strategies and government interventions. It reviews the evolution of sustainability in marketing, suggesting technology as a means to shift from consumption-oriented to responsible practices, though specific technological impacts are inferred.

Sun et al. (2019) - "Product innovation and sustainable marketing: effects on consumer innovativeness" (Product innovation and sustainable marketing) constructs a model linking product innovation to consumer innovativeness via sustainable marketing, using a sample of 290 Chinese consumers for new energy vehicles. Findings indicate that technological innovations in products positively affect sustainable marketing dimensions, influencing consumer behavior.

[Author] (2020) - "Digital Marketing for Sustainable Growth: Business Models and Online Campaigns Using Sustainable Strategies" (Digital Marketing for Sustainable Growth) analyzes how digital marketing transforms company-customer communication, focusing on sustainable business models. It discusses techniques like SEO, social media marketing, and big data analysis, highlighting their role in promoting sustainability through online campaigns.

Qalati et al. (2024) - "Consumer Behavior and Sustainable Marketing Development in Online and Offline Settings" (Consumer Behavior and Sustainable Marketing) is an editorial that examines the nexus between consumer behavior and sustainable marketing, emphasizing digital platforms and data analytics. It notes the impact of the COVID-19 pandemic on online shopping, suggesting opportunities for sustainable strategies like carbon-neutral shipping, while addressing challenges like packaging waste.

Mohajan (2011) - “Green marketing is a sustainable marketing system in the twenty first century” (Green marketing is a sustainable marketing system) discusses green marketing practices, incorporating technologies like eco-labeling and green chemistry. Though dated, it provides a foundational perspective on how technology supports sustainable marketing systems, focusing on product modification and advertising.

[Author] (2019) - “Marketing and Sustainability: Business as Usual or Changing Worldviews?” (Marketing and Sustainability) critically reviews the relationship between marketing and sustainability, identifying institutional barriers within business schools. It suggests that changing worldviews, potentially facilitated by technology, are necessary for sustainable marketing, though direct technological impacts are less explicit.

These papers collectively show that technology enhances measurement, communication, and innovation in sustainable marketing, but also presents challenges like environmental impacts and adoption barriers.

Research Gap

The synthesis reveals a significant gap: while the literature extensively covers how technology enables sustainable marketing (e.g., through measurement tools, digital platforms, and product innovation), there is limited exploration of the environmental and social impacts of these technologies themselves. For instance, the energy consumption of data centers and the ethical implications of data collection in digital marketing are underexplored. Additionally, most studies focus on specific industries or regions, lacking a global or cross-industry perspective on long-term effects. This gap is critical, as the sustainability of marketing technologies must align with the overarching goals of sustainable marketing.

Research questions

- What are the environmental and social impacts of the technologies used in sustainable marketing strategies?
- How do technology-driven sustainable marketing strategies perform across different industries and cultural contexts?
- To what extent do technology-enabled sustainable marketing practices lead to long-term changes in consumer behavior and market dynamics towards sustainability?

Research Objectives

- To assess the sustainability (environmental and social impacts) of technologies employed in sustainable marketing.
- To compare the effectiveness of technology-driven sustainable marketing strategies in various industries and cultural settings.
- To evaluate the long-term impact of technology-enabled sustainable marketing on consumer behavior and market transformation.

Research Hypothesis

H1: The use of technology in sustainable marketing has both positive and negative environmental impacts, which need to be balanced.

H2: The effectiveness of technology-driven sustainable marketing strategies varies significantly across different industries and cultural contexts.

H3: Technology-enabled sustainable marketing practices lead to sustained changes in consumer behavior towards more sustainable consumption patterns.

Research Methodology

This descriptive research paper adopts a systematic literature review approach, focusing on academic papers published between 2011 and 2024. The selection criteria included relevance to technology and sustainable marketing, academic credibility (peer-reviewed journals), and recency to ensure contemporary insights. The review process involved searching databases like Google Scholar and MDPI, analyzing abstracts for inclusion, and synthesizing findings to identify themes and gaps. The methodology ensures a comprehensive overview without original data collection, aligning with the descriptive nature of the study.

Research Analysis and Findings

The analysis reveals that technology serves as a critical enabler for sustainable marketing by providing tools for measurement, communication, and innovation. However, it also presents challenges such as the environmental footprint of digital technologies and barriers to adoption among certain consumer groups. The effectiveness of technology in sustainable marketing varies across contexts, necessitating tailored approaches.

The analysis synthesizes findings into key themes:

- **Technology as an Enabler:** Technology enhances sustainable marketing by providing tools for footprint accounting (e.g., Kalogiannidis et al., 2023),

facilitating digital engagement (e.g., Qalati et al., 2024), and driving product innovation (e.g., Sun et al., 2019). Big data and AI enable personalized marketing, targeting eco-conscious consumers effectively, as seen in Chou et al. (2022).

- **Challenges and Limitations:** The environmental footprint of digital technologies, such as data center energy consumption, poses a paradox (e.g., Zhang et al., 2023, noting technology anxiety). Accessibility issues, like the digital divide, hinder adoption among certain demographics, particularly older adults.
- **Consumer Perspectives:** Technology influences consumer behavior through digital platforms, with studies like Kushwaha et al. (2022) emphasizing engagement, and Qalati et al. (2024) highlighting the role of social media in awareness. However, long-term behavioral changes remain underexplored.
- **Industry and Cultural Variations:** The effectiveness varies, with catering (Chou et al., 2022) and Chinese markets (Zhang et al., 2023) showing specific insights, suggesting a need for context-specific strategies.

FINDINGS

- Technology enhances the measurement and reduction of marketing's environmental impact.
- Digital platforms facilitate engagement with sustainability-conscious consumers.
- Big data and AI enable personalized and targeted sustainable marketing.
- Technological innovations drive the development of sustainable products.
- Challenges include the sustainability of marketing technologies themselves and issues of accessibility and adoption.

CONCLUSIONS

Technology plays a pivotal role in advancing sustainable marketing, offering tools for measurement, communication, and innovation. However, the sustainability of these technologies themselves, such as their environmental impact, must be addressed to align with sustainable marketing goals. The findings suggest a need for balanced approaches that consider both benefits and challenges, ensuring inclusive access and long-term consumer behavior shifts. Future research should focus on developing frameworks that integrate the sustainability of marketing practices and technologies, addressing the identified gaps in lifecycle impacts and cross-cultural effectiveness.

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