IEMS

Journal of Management Research

The Joy of Learning

KES's
IEMS
B-SCHOOL

Hon. Chairman's Message

CA Dr. N.A. Charantimath
Hon. Chairman –
KES & IEMS, Hubli

At the outset, let me recognize the contribution of each author for IEMS Journal of management. I appreciate their continued support in the field of research and critical approach towards development of knowledge towards the users or the stakeholders.

IEMS has achieved a remarkable progress in imparting quality management education by articulating proper blend of theory and practice. IEMS through its CDC (Career Development Center) activity continuously harness individual students varied potential and enable them to nurture it. These unique activities of the Institution have resulted in carving a significant niche for IEMS in the field of Management Education in this part of the region.

In our progressive Endeavour IEMS brings out biannual IEMS Journal of Management Research for Research Scholars, faculties, Student and academic community in general. Apart from conducting various personality development and soft skill training sessions from professional trainers the Institute also organizes various workshops and seminars for faculty and students with active involvement of other Institutions, Universities in North Karnataka region.

I do appreciate the outcome in the form of IEMS Journal of Management for the benefit of the stakeholders.

My compliments to the Team IEMS.

Message from Director

"Academic success depends on research and publications"- Philip Zimbardo

Dear Researchers, Authors, Reviewers, and Readers,

Dr. Veeranna D. K.
Director

It gives us immense pleasure to come up with one more issue from the IEMS Journal series for the year 2022. We feel honored and fortunate to be a part of this peer-reviewed journal and working as a highly effective team to ensure it continues to be a trusted source in the field of Management and Commerce.

The National Education Policy (NEP-2020) has witnessed the importance and necessity of diversity and multidisciplinary research. As we continue to diversify as a board, we are proud to be unique journal in its kind. We will continue to publish papers on diverse topics in the area of Management, Commerce and related field of knowledge

The continued success of the journal is due to the efforts of our predecessors and the diverse team of editorial team members, board members, anonymous reviewers, contributors, readers, and supporting staff. The every effort has been put into to improve the content and quality of the journal to reach the benchmark of effectiveness and efficiency to reach the readers. An enormous amount of effort has been devoted to improving the journal in its shape, size and aesthetics along with quality.

I appreciate the authors, editorial team, reviewer and printer for their true contribution in bringing this issue on time. I also thank our management for their continual support and guidance in every aspect.

Thank you every one….

From the Editor's Desk

Dr. Praveen B. Patil
Associate Professor
IEMS B-School

Dear Readers,

Season's Greetings from IEMS, Hubballi...

We are very much delighted to present the Tenth volume of 'IEMS Journal of Management Research" to you. This is a peer reviewed journal published bi-annually by the institute. This journal is a platform for research scholars, researchers, academicians and practitioners to share their knowledge and experience in the field of management. This issue will be of great value to you. This issue of the journal is available in the website of our institute i.e., https://www.iemsbschool.org

On behalf of the institute I thank all the members of our editorial board, reviewers for all their constant and continuous support and guidance in our journey towards continuous improvement. I also thank all the authors for contributing their research articles for this issue.

Index

A STUDY ON TECHNOLOGY DRIVEN LEARNING PRACTICES ON EDUCATION INDUSTRY WITH REFERENCE TO COVID 19 PANDEMIC

N S Bala Nimoshini Supraja
Research Scholar, Bharathiar University, Coimbatore
Dr. P. Chellasamy
Professor, School of Commerce, Bharathiar University, Coimbatore

Abstract

India has been one of the hardest hit countries by COVID 19 and it greatly disrupted access to education in India with 247 million primary and secondary school students out of school. The widespread and growing use of digital technology is reshaping the teaching learning process in India. The Covid 19 pandemic accelerated such online learning and gave birth to several education technology (Ed tech startups) in India and across the globe. Due to Covid 19 pandemic the forced online has created a digital divide in developing countries like India. The sudden growth of Ed tech companies in India also tapped learner's skilling and up skilling or learning new skills while still enrolling with colleges and university institutions. As per the funding pattern, India is the most preferred country for Ed tech funding by foreign investors. The Government of India has been giving a digital push in the education sector through its various agencies, fueling growth for Ed tech companies in India. Thence, the present evaluated the changing pattern in education has a significant impact on COVID 19 pandemic situation with the use of regression and one sample test analysis for the period of two years from 2019-2020. The study concluded that online learning is the momentum going and constantly keeps innovating to capitalize on the void created by the closure of traditional classrooms. This will innovate the spark critical thinking, collaboration and creativity in the classroom.

KEYWORDS

Innovation, E learning, Pandemic, Collaborative Education

INTRODUCTION

Education Technology would be around for nearly last 18 years in a consequential pathway. Learning methodology predominantly deals with an organized curriculum, immersive classes, labs, project work and assessments. Technology ascend seamlessly online and drop-ship a great outcomes. The beginning of Edtech is highly customized the learning experience with new approaches and to encounter education in unutterable ways. In today scenario classrooms have moved to the cranky computers to laptops, tablets, interactive Digi-tech courses and even robotics with artificial intelligence can take notes and record lectures for students. It is not only helps the students and teachers to go digitally but also to develop India into technology based education system worldwide. According to the report of UNESCO, COVID Pandemic adversely affects 210 million students across 22 countries due to the dead end of schools in the rise of lockdown. Hence, Ed tech companies have provided a significant plunge to the sector in India. As, it enriches the overall growth from 16% to 54% in the year 2022. Ed tech saw major investments and disburses by governments, schools, universities, professionals and students globally. Though the growth has been prodigious, the industry agonizes from challenges such as scaling up rationally, defeating infrastructure barriers and relating growth.

REVIEW OF LITERATURE

Samta Jain, Marie Lall and Anviti Singh (2020)[1], as the author brought about changes to the educational system that impact teachers in multiple way and he discussed about the teacher's voice on impact of COVID 19 on school education for the period of two years from 2019-2022 with 288 respondent by using factor analysis method. The study gave an insight were inequalities between private schools and government schools are sharpened by the move of online education and students from the economically weaker section of society have become hard to reach and the teachers are not able to support the students were there are hard to reach students due to severe effect by the pandemic. Hence, the study concluded that teachers are tech-savy and are comfortable substituting online teaching for physical face to face or offline teaching, but only as a remedy to continued teaching and education during the current era of COVID 19. It also revealed that the teachers in urban areas, including the national capital, belonging to the unreserved strata of society, as well as teaching in private schools are facing the challenges of access to internet connectivity.

Ahamad Showkat, Showkat Ahamad Dar et.all (2021)[2], empirically

analysis "the impact of COVID 19 on education in India". The authors enumerated that the educational institutions in India are currently based only on traditional methods of learning, which is they follow the traditional setup of face to face lectures in a classroom. Although many academic units have also started blended towards learning still a lot of them are stuck with old procedures. The sudden outbreak of a deadly disease called Covid-19 caused by a Corona Virus (SARS-CoV-2) shook the entire world. Around 32 crore learners stopped to move schools/colleges and all educational activities halted in India. The outbreak of COVID-19 has taught us that change is inevitable. It has worked as a catalyst for the educational institutions to grow and opt for platforms with technologies, which have not been used before The World Health Organization declared it as a pandemic. This situation challenged the education system across the world and forced educators to shift to an online mode of teaching overnight. Many academic institutions that were earlier reluctant to change their traditional pedagogical approach had no option but to shift entirely too online teaching-learning. The article includes the importance of online learning and Strengths, Weaknesses, Opportunities, & Challenges (SWOC) analysis of e-learning modes in the time of crisis. This Research paper also put some light on the growth of Edtech Start-ups during the time of pandemic and natural disasters and includes suggestions for academic institutions of how to deal with challenges associated with online learning.

STATEMENT OF THE PROBLEM

The reverberations of the destruction smash up due to pandemic and there have been some fluctuations in the Indian education system. National education policy concentrates to democratize education by giving uniform access at all levels of school education by envisioning a future with 100 percent school enrolment for children aged 5-16 years. The major challenges on technology hence the pandemic give way for the technology driven education in recent times. The country has shifted growth in IT sector to education sector during the mid of Nov 2019 to June 2020. More the 4000+ Ed tech startups have implemented in India. The rapidity which the spread of Novel Corona virus causing the closure of 70 percent of schools and universities and impacted more as like other countries. Only a handful of private schools could adapt to online teaching and Low income private and government schools counterparts enrich have completely shut down due to lack of organizational access and exposure to e-learning solutions. Simultaneously it minimizes the effects on student learning in both short and long run. So the edu tech companies came into

force during the pandemic and reach 169 billion turnovers during the year of 2022. Thus, the researcher undertook that how Ed tech start ups has a significant impact on Pre and Post Covid- 19 conditions. Thus the researcher enumerates following research questions:

Ø Is there any difference exhibits between Ed Tech Start Ups and COVID 19 on pre and post pandemic conditions?

Ø How Covid 19 has a significant impact on Ed tech startup performance in India?

RESEARCH OBJECTIVES

1. To assess the difference between Ed tech start ups and COVID 19 pre and post pandemic conditions.
2. To examine the Influence of COVID 19 on Ed tech start up performance in India.

HYPOTHESES

H_01: There is no significant difference between Ed Tech start ups and COVID 19 Pre and Post Pandemic conditions.

H_02: There is no significant influence of COVID 19 on Ed tech start ups during pre and post pandemic situations.

RESEARCH METHODOLOGY

The study is deploying on secondary data. Ed tech companies are selected for the study. The companies were selected based on hierarchy of the startups entered during COVID 19. The data were collected from UNESCO website and Times of time print edition for the period of two years from 2020 to 2022 in quarterly basis as (June 2020-March 2021-March 2022) . Sampling companies were chosen based revenue earned during lockdown and the companies are Byju's, Un Academy, UpGrad and Eruditus by using descriptive statistics, One way ANOVAs, and Regression Analysis.

ANALYSIS AND INTERPRETATION
TO ASSESS THE DIFFERENCE BETWEEN ED TECH STARTUPS DURING PRE AND POST COVID PANDEMIC FOR THE YEAR OF 2019 to 2022

Table 1

One-Sample Statistics

Particulars	N	Mean	Std. Deviation	Std. Error Mean
Schclosure	9	4.843333	6.0177238	2.0059079
Byju	9	30.7144	9.85765	3.28588
Unacademy	9	2.2422	.91049	.30350
Upgrad	9	1.8378	1.12652	.37551
Eruditus	9	.7556	.55826	.18609

Table 1 interprets one sample statistics of quarterly profits for the period of pre and post COVID 19 of four Ed tech companies as Byju's, Un Academy, UpGrad and Eruditus. It is observed that over a sample period, a high mean score of 30.714 is given by Byju's and lowest mean score in Eruditus as 0.7556. This means that Byju's earns more return while compared to other Ed tech companies respectively. The Highest standard deviation of 9.875 is found in Byju's and lowest shows in Eruditus as 0.5582 respectively.

$H_0$1: There is no significant difference between Ed Tech start ups and COVID 19 Pre and Post Pandemic conditions.

Table 2

One-Sample Statistics

Particulars	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
schclosure	2.415	8	**.042**	4.8433333	.217701	9.468965
Byju	9.347	8	**.000**	30.71444	23.1372	38.2917
unacademy	7.388	8	**.000**	2.24222	1.5424	2.9421
Upgrad	4.894	8	**.001**	1.83778	.9719	2.7037
Eruditus	4.060	8	**.004**	.75556	.3264	1.1847

Table 2 describes one sample test for the period of pre and post COVID 19 of four Ed tech companies as Byju's, Un academy, Up Grad and Eruditus. The calculated P value of t statistics is less than the significance value of 0.05, the null hypothesis is rejected. Thus, there is a significant difference between Ed Tech start ups and COVID 19 Pre and Post Pandemic conditions.

$H_0$2: There is no significant influence of COVID 19 on Ed tech start ups during pre and post pandemic situations.

Table 3
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.910[a]	.828	.656	3.5284020	.828	4.818	4	4	.004	2.371

a. Predictors: (Constant), Eruditus, Byju, Unacademy, Upgrad

b. Dependent Variable: Schclosure

Table 3 indicates model summary of multiple regression analysis. It is observed that R2 value of 0.828 indicates 82.8% of total variance in the Ed tech growth on COVID 19 impact. Since p value of f statistics is less than the significant value 0.05 it is concluded that there is significant impact of COVID 19 on Ed tech start ups during pre and post pandemic conditions. The value of Durbin Watson statistic is 2.37 representing that the model is suffering from auto-correlation.

Table 4

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	239.906	4	59.976	4.818	.004[b]
	Residual	49.798	4	12.450		
	Total	289.704	8			

a. Dependent Variable: schclosure

b. Predictors: (Constant), eruditus, byju, unacademy, upgrad

Table 4 indicates the ANOVA for Ed tech Companies for the period of 2020-2022. The significant value for the above model is less than the significant value 0.05 and it considers as school closure and Ed tech companies has a significant difference on COVID 19 pre and post pandemic conditions respectively.

Chart 1

Histogram

Dependent Variable: schclosure

Mean = 8.12E-16
Std. Dev. = 0.707
N = 9
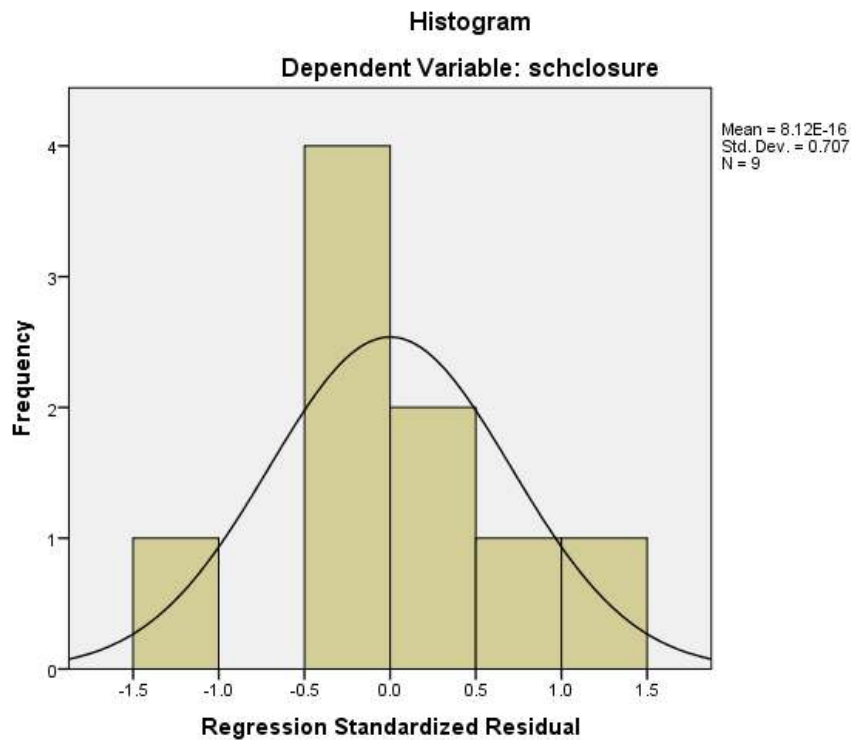
Chart 1 indicating the distribution of frequency has its residually standardized and it is normally distributed since the mean value is 8.125 and the standard deviation is 0.707 respectively.

SUGGESTIONS FOR THE STUDY

1. There are 122 Ed tech companies are there in India. But only few of the companies like Byju's, UN academy, UpGrad etc have popular among the students and teachers. Thus, education sector has to provide awareness and to implement more e -learning portal like SWAYAM, edu-content for the betterment of both rural and urban people to insist online learning.

2. Imparting Online learning like 2D, 3D and Artificial intelligence in education will tries to help both students and teachers in a scientific manner.

3. Education industry has to transform their curriculum based on online course and improve pedagogy style of education for the betterment of student as well as teachers.

CONCLUSION

In the light of trends, the next cycle of growth in the education industry will be driven by the 4 E of education such as Ed tech, Edu Content, e learning and entrepreneurship and the adoption of learning online with the use of technology is less before the impact of COVID 19. The platform available in the Indian markets is looking forward to acquire audience at large in the next upcoming decades. The National Education Policy's focus on multilingualism online learning will instill critical thinking in children from a young age, thus making education better-rounded, useful, and fulfilling to the learner. There will be offline institutions and colleges however from a merely market share perspective, the amount of education content that will be learned through the use of Ed tech will be multiple times the learning that will happen in the campus. The outbreak suddenly gave people a lot of time our hands and lot of energy with nowhere to focus on. With the current education setup, online learning is the momentum going and constantly keeps innovating to capitalize on the void created by the closure of traditional classrooms. This will innovate the spark critical thinking, collaboration and creativity in the classroom.

REFERENCES

[1]**Samta Jain, Marie Lall and Anviti Singh (2020),** Teachers Voice on the impact of COVID 19 on school education: Are Ed Tech companies really the Panacea, *Contemporary Education Dialogue*, Sage Publications.

[2]**Ahamad Showkat, Showkat Ahamad Dar et.all (2021),** Impact of covid on Education sector, research gate, https://doi.233.7su8

- Ø https://www.gstic.org/expert-story/how-covid-19-has-exposed-the-challenges-for-technology-in-education/
- Ø Times of India
- Ø https://www.ericsson.com/en/blog/2020/5/impact-of-technology-on-education-inclusion-work
- Ø Education Plus

IMPACT OF COVID-19 ON EQUITY SHARE PRICE OF STOCK BROKING COMPANIES IN INDIA

Dr.P.Chellasamy

Professor, School of Commerce, Bharathiar University, Coimbatore

S. Kannamudaiyar

Research Scholar, School of Commerce, Bharathiar University, Coimbatore

Abstract

Stock broking is systematically important part of financial services industry and crucial for exchange operations. Over the last year, as India struggled with Covid-19 outbreaks, the country's economy went into recession, the unemployment rate spiked sharply, and thousands of households were pushed into poverty. Many small businesses are currently hanging by a thread. Away from this gloom and doom, stockbrokers in India have raked in millions from the pandemic. The Covid-19 pandemic has been accelerating a process of consolidation among stock brokers. For analysis, Top 10 stock broking companies were taken on basis of market capitalization from 3 years data taken as Pre-pandemic (April-2019 - March-2020), During pandemic (April-2020 - March-2021) and Post-pandemic (April-2021 - March-2022) by using descriptive statistics and Kruskal Wallis H Test. From the result, it has been proved that there is a difference on share price of the stock broking companies Except Dhani Service.

Keywords: *Stock brokers, BSE, Pandemic, H test,*

Introduction

The stock market makes a reasonable contribution to a country's economy. The functions of a stock market are moderated by major regulators (SEBI and RBI). Any Individual or Company want to invest or trade in the stock market need to approach a   stockbroker or stockbroking firms. Stockbroking firms strive to help their clients achieve long-term financial growth. In simple, stockbroking firms serve as a link between the stock market and investors. To attract investors, stockbroking

firms are implementing creative ways, such as technology, to improve their service quality, which may result in customer retention.

Over the last year, as India struggled with Covid-19 outbreaks, the country's economy went into a recession, the unemployment rates spiked sharply, and thousands of households were pushed into poverty. Away from this gloom and doom, stock broking companies in India have raked in millions during the pandemic. According to Rating Agency ICRA, the financial year that ended on March 2021, the stock brokerage companies in India clocked an Income of Rs.27,500 - 28,500 crore, which is around 30-35% higher year-on-year.

Review of Literature

Jeelan Basha (2014), In his study "An Empirical study on stock brokers in Indian Stock Markets with reference to cash market" Explains A stock brokerage is a financial services firm that specializes in buying and selling stocks and other financial assets on behalf of its clients in exchange for a fee or commission. The sector is governed by stringent government laws aimed at safeguarding investors. A stock brokerage cannot begin operations without first getting the necessary registrations and memberships. Different investing services and clients may be the emphasis of a stock brokerage. The analysis is based on secondary data from 2009 to 2014 that includes the yearly number, fees and other charges, type, and turnover of registered stock brokers. In this work, descriptive statistics, correlation, and hypothesis testing were used as statistical techniques for data analysis.

Kajapriya, Venkateshwaran (2021), Stock brokerage firms have a significant impact on the performance of the Indian stock market. Stockbroking firms are compelled to increase their service levels in response to stock market traders' and investors' expectations. For the past two decades, the Indian stock broking industry has been undergoing a continual structural transformation in its business model. By employing various techniques, each Stock Broking firm primarily tries to attract potential customers. This research focuses on the perceptions and expectations of investors and traders on the service quality given by stock brokerage firms. In this study, the SERVQUAL analytic model is applied. The purpose of this study is to examine investors' perceptions, contentment, and retention of stock broking

companies, as well as the Service Quality given by stock broking companies, utilizing both descriptive and inductive methods.

Statement of Problem

Due to all of the negative effects of volatility on investors and corporations, which will stifle the growth, equity share price volatility is caused by both national and international forces. The Nifty and Sensex indexes represent the Indian stock market and are regarded as economic indicators. Every investor in the capital market is concerned about volatility. The purpose of the research was to determine the volatility of the equity share prices of a few Indian stock broking companies. The goal of this study is to determine the volatility of the BSE SENSEX, which reflects the Indian capital market before and after Covid-19 pandemic.

Objectives

l   To examine the impact of Covid-19 on equity share price of selected Stock Broking Companies in India during Pre and Post pandemic period.

Hypotheses

H_0: There is no significant difference in equity share price of stock broking companies in the three pandemic period (Pre, During and Post).

Methodology

The study is based on secondary data collected from Bombay Stock Exchange of India. The selection of study sample has been done on the basis of the Market Capitalization of the stock broking companies. The study covers the Pre, During and Post pandemic period, 1 year (April-2019 to March-2022) as Pre pandemic period, 1 year (April-2020 to March-2021) as During pandemic period and next 1 year (April-2021-March-2022) as Post pandemic period. Researched used the descriptive statistics (Mean, Standard Deviation, Skewness and kurtosis), and Kruskal Wallis H Test.

Analysis and Interpretation

Descriptive Statistics of April-2019 to March-2020 Closing Price of Selected Stock Broking Companies Pre Pandemic Period

Month & Year	ICICI	Share India	Dhani Service	Choice Intern	Dolat	Geojit	Mon arch	Ariha n	5 paise
Apr-19	221.55	78.50	29.00	65.05	53.80	38.10	31.50	11.60	175.67
May-19	219.45	80.00	294.95	57.60	50.40	36.35	33.35	13.79	243.30
Jun-19	220.00	80.50	274.10	41.99	48.05	33.70	29.75	10.66	213.70
Jul-19	217.75	73.00	238.60	36.84	37.70	24.90	22.40	8.55	168.80
Aug-19	214.90	67.00	178.20	33.82	38.20	25.55	23.50	9.88	135.05
Sep-19	277.25	65.50	123.75	41.86	51.75	27.30	20.10	9.98	193.85
Oct-19	323.45	65.00	101.00	41.94	77.80	28.95	27.75	9.88	170.75
Nov-19	347.05	78.65	171.05	46.00	64.50	29.60	22.00	9.40	164.90
Dec-19	406.25	79.15	213.90	60.49	64.40	28.00	23.00	8.80	190.95
Jan-20	470.30	73.75	176.80	75.35	54.50	28.35	25.00	9.18	187.85
Feb-20	476.15	70.00	169.75	75.35	52.40	24.95	21.70	8.56	158.35
Mar-20	277.10	47.30	108.10	63.67	35.05	18.20	17.00	5.80	111.25
Mean	305.93	71.53	173.27	53.33	52.38	28.66	24.75	9.67	176.20
SD	98.97	9.56	76.09	14.71	12.37	5.43	4.88	1.92	34.40
Skewness	0.80	-1.54	-0.15	0.27	0.50	0.10	0.43	0.25	0.04
Kurtosis	-0.81	2.91	-0.14	-1.42	0.25	0.42	-0.57	2.17	0.83

Table 1 presents the descriptive statistics ofClosing Price of Selected Stock Broking Companies during Pre Pandemic Period. It is observed that over a sample period, a high mean return of 305.93 is given by ICICI Securities. This means that ICICI Securities earns more return while compared to the other broking companies. The highest standard deviation of 98.97 is found in theICICI Securities which conforms to the rule of highly volatile. The lowest standard deviation is found in the Arihant Capital with 1.92 which means the volatility level is lower when compared to the other stock broking companies. The Skewness of all the stock broking companies is positive except Dhani Services with -0.15. It is indicated that the longer tail towards left, of the mean, other than that remaining companies indicates tail towards right. The kurtosis value is also less than 3 for all the companies which indicates that normal distribution of variable is Plytourtic.

Descriptive Statistics of April-2020 to March-2021 Closing Price of Selected Stock Broking Companies during Pandemic Period

Month & Year	ICICI	Angel One	Share India	Dhani Service	Choice Intern	Dolat	Geojit	Mona rch	Ariha n	5 paise
Apr-20	380.95	-	63.8	107.05	78.66	42.75	21.75	19.5	6.65	157.4
May-20	365.45	-	61.2	71	87.07	40.55	20.1	16.35	6.36	156
Jun-20	469.45	-	69.6	118.05	102.6	49.05	36.7	19.85	8.98	220.95
Jul-20	455.35	-	98.2	114	100.17	47.75	34.8	23	8.12	345.45
Aug-20	477.85	-	90	197.2	106.33	53.6	38.55	25.7	9.62	374
Sep-20	463.35	-	103.85	249.8	95.32	51.05	38.95	24.7	12.14	352.45
Oct-20	463.7	352.45	99.15	196.65	97.16	46	39.45	24.5	13.21	324.25
Nov-20	448.5	357.25	105.45	282.5	104.99	46.75	39.35	35.75	14.99	324.2
Dec-20	462.5	337.8	180.35	321.65	106.66	57.85	55.5	37.5	15.53	300.8
Jan-21	407.6	343	175.85	341.35	88.28	56.55	53.15	53.45	16.43	265.25
Feb-21	406.8	330.6	229.05	362.85	97.95	54.05	51.9	65.25	15.6	261.4
Mar-21	381.55	291.1	262	168.35	102.64	70	50.25	63	14.09	249.75
Mean	431.92	335.37	128.21	210.87	97.32	51.33	40.04	34.05	11.81	277.65
SD	40.51	23.74	67.05	99.81	8.69	7.91	11.40	17.32	3.69	72.62
Skewness	-0.53	-1.59	1.00	0.21	-1.00	1.05	-0.41	0.99	-0.29	-0.54
Kurtosis	-1.51	2.92	-0.21	-1.39	0.34	1.78	-0.42	-0.51	-1.61	-0.71

Table 2 presents the descriptive statistics ofClosing Price of Selected Stock Broking Companies during During Pandemic Period. It is observed that over a sample period, a high mean return of 431.92 is given by ICICI Securities. This means that ICICI Securities earns more return while compared to the other broking companies. The highest standard deviation of 99.81 is found in the Dhani Services which conforms to the rule of highly volatile. The lowest standard deviation is found

in the Arihant Capital with 3.69 which means the volatility level is lower when compared to the other stock broking companies. The Skewness of all the stock broking companies is negative except Share India, Dhani Services, Dolat Agotech and Monarch Networth Capital with 1.00, 0.21, 1.05, 0.99 respectively. It is indicated that the longer tail towards left, of the mean, other than that remaining companies indicates tail towards right. The kurtosis value is also less than 3 for all the companies which indicates that normal distribution of variable is Plytourtic.

Descriptive Statistics of April-2021 to March-2022 Closing Price of Selected Stock Broking Companies during Post Pandemic Period

Month & Year	ICICI	Angel One	Share India	Dhani Servic es	Choic e Intern at	Dolat Algote c	Geoji t	Monar ch	Ariha nt	5 paise
Apr-21	453.95	368.6	358.55	175.9	93.89	63.65	51.8	61	14.71	356.15
Jun-21	640.45	757.5	486.05	174.4	94.1	68.8	66.35	67.25	17.4	351.65
May-21	601.05	856.1	465.4	177.85	113.53	74	75.5	122.95	25.11	416.85
Oct-21	737.15	1016.75	535.5	230	143.2	117.85	87.3	156.4	34.51	508.15
Sep-21	756.85	1182.5	531.95	199.8	118.46	100.45	78.4	127.9	29.57	461.55
Nov21	733.7	1186.85	655.75	182.9	121.39	88.05	76.85	135.35	27.95	457.3
Dec-21	793.45	1208.45	758.6	177.55	118.67	83.6	80.9	133.2	27.69	442.9
Jul-21	724.45	1242.5	797.15	165.15	121.52	85.45	71.25	133.1	27.42	396.85
Aug-21	720.65	1322.1	1044.3	165.05	126.84	90.5	75.25	139.05	39.17	405.8
Jan-22	720.35	1335.4	1228.0	131.5	192.3	84.9	79.8	155.35	54.3	374.7
Feb-22	666.1	1393.45	1091.9	78.55	172.45	78.05	64.35	173.15	69.99	330.15
Mar-22	621.65	1535.85	1250.9	62.35	228.3	84.6	62.5	192.45	79.38	345.05
Mean	680.82	1117.17	767.01	160.08	137.05	84.99	72.52	133.10	37.27	403.93
SD	91.78	322.26	314.52	47.80	40.68	14.29	9.76	37.98	20.30	55.22
Skewness	-1.42	-1.20	0.43	-1.06	1.26	0.89	-0.72	-0.72	1.18	0.42
Kurtosis	2.46	1.47	-1.37	0.89	1.02	1.69	0.44	0.61	0.46	-0.74

Table 3 presents the descriptive statistics of Closing Price of Selected Stock Broking Companies during Post Pandemic Period. It is observed that over a sample period, a high mean return of 1117.17 is given by Angel One. This means that Angel One earns more return while compared to the other Stock broking Companies. The highest standard deviation of 322.96 is found in the Angel One which conforms to the rule of highly volatile. The lowest standard deviation is found in the Geojit with 9.76 which means the volatility level is lower when compared to the other Stock broking Companies. The Skewness of the Stock broking Companies is negative except Share India, Choice International, Dolat Algotech, Arihant Capitals, 5 Paise with 0.43, 1.26, 0.89, 1.18, 0.42 respectively. It is indicated that the longer tail towards left, of

the mean, other than that remaining companies indicates tail towards right. The kurtosis value is also less than 3 for all the banks which indicates that normal distribution of variable is Plytourtic.

A Comparison of Closing Price of Selected Stock Broking Companies during Pre and Post Pandemic

Companies	Period	N	Mean Rank	Chi-Square	D.f	P value
ICICI	Pre	12	8.75	24.34	2	0.000
	During	12	16.92			
	Post	12	29.83			
ANGELONE	During	12	16.00		2	0.000
	Post	12	30.50			
SHARE INDIA	Pre	12	17.92	26.00	2	0.000
	During	12	21.33			
	Post	12	16.25			
DHANI	Pre	12	6.50	1.452	2	0.483
	During	12	20.00			
	Post	12	29.00			
CHOICE	Pre	12	13.25	27.73	2	0.002
	During	12	12.33			
	Post	12	29.92			
DOLAT	Pre	12	8.58	21.18	2	0.000
	During	12	16.67			
	Post	12	30.25			
GEOJIT	Pre	12	11.04	25.92	2	0.001
	During	12	14.13			
	Post	12	30.33			
MONARCH	Pre	12	10.58	23.22	2	0.000
	During	12	14.75			
	Post	12	30.17			
ARIHANT	Pre	12	8.25	23.01	2	0.003
	During	12	17.50			
	Post	12	29.75			
5 PAISE	Pre	12	6.50	25.14	2	0.000
	During	12	6.67			
	Post	12	18.33			

The P Value is less than 0.05, in all companies, the assumed level of significance is 95% in all companies; but Dhani Services alone showing more than 0.05 significance level (p value = 0.483). This means that the null hypotheses is rejected. It concluded that there is an increase in Post Covid-19 pandemic stock price as compared to Pre covid-19 pandemic period, Except Dhani Services.The Angel One stock broking Company shows a nill trading on Pre pandemic period.

Conclusion

Over the last year, as India struggled with Covid-19 outbreaks, the country's economy went into a recession, the unemployment rate spiked sharply, and thousand of households were pushed into poverty. Many small business are currently hanging by a thread. Away from this gloom and doom, stockholders in India raked in millions from the pandemic. The Covid-19 pandemic has been accelerating a process of consolidation among stock brokers. An analysis of data from the closing share price of stock broking companies shows that post pandemic period has more and more trading turnover coming from fewer broking companies from the pandemic. The Dhani Securities alone showing difference than Pre-pandemic period due to personal financial information was being misused by unknown third parties to seek loans on Indiabulls-owned Dhani Loans and Services platform.Millions more Indians have entered the stock market for the first time, drawn in by the record highs reached by both the BSE's benchmark index Sensex and the National Stock Exchange's Nifty in the previous 12 months. Furthermore, as the Reserve Bank of India lowered interest rates to combat the economic downturn, conventional savings tools like bank fixed deposits became less appealing.

References

1. Dr.Jeelan Basha (2014). An Emperical Study of Stock brokers in Indian StockMarkets with special reference Cash Market,Indian Journal of Applied Research, Vol.4(10), PP.140-143

2. MacFarland, T.W., & Yates, J.M. (2016). Kruskal-Wallis H-test for Oneway analysis of variance (ANOVA) by ranks. In Introduction to nonparametric statistics for the biological using SPSS (pp. 177-211). Springer, Cham.

3. www.economictimes.com

4. www.sebi.com

5. www.moneycontrol.com

A STUDY ON "SHG-BANK LINKAGE PROGRAM AND ECONOMIC EMPOWERMENT"

Mr. Sandeep Jiragyal

Research Scholar, Department of Management,
Rani Channamma University, Belagavi

ABSTRACT

The SHG - Bank Linkage Programme is a major plank of the strategy for delivering financial services to the poor in a sustainable manner. The search for such alternatives started with internal introspection regarding the innovations which the poor had been traditionally making, to meet their financial services needs. It was observed that the poor tended to come together in a variety of informal ways for pooling their savings and dispensing small and unsecured loans at varying costs to group members on the basis of need. Hence, my research paper entitled A Study on **"SHG-Bank Linkage Program and Economic Empowerment"** *focus on the views of the members of the Self Help Groups with regard to economic empowerment in study area regarding the role of Bank in the development of SHGs.*

Key Words:
 Self Help Group, economic empowerment, Bank, financial services, savings.

INTRODUCTION

 ".... The poor of the world cannot be helped by mass production, only by production by masses."   Mahatma Gandhi.

Micro finance is the provision of thrift (economy), credit and other financial services and products of very small amounts to the poor for enabling them to raise their income levels and to improve their living standards. It has been recognized that micro finance helps the poor people meet their needs for small credit and other financial services. The informal and flexible services offered to low-income borrowers for meeting their modest consumption and livelihood needs have not only made micro finance movement grow at a rapid pace across the world, but in turn has also impacted the lives of millions of poor positively.

MICRO FINANCE PRODUCTS

CREDIT	Micro Credit
	General Loan
	Program Loan
	Housing Loan
SAVINGS	Voluntary Saving
	Current Account Saving
SERVICES	Training and Technical Assistance
	Health Benefit Policy
	Health Checkup

SHG – BANK LINKAGE

SHG-Bank Linkage is a major effort to provide banking services to the weaker and unorganised sector was the Bank Self Help Group Linkage Programme that was launched in early 1990s. The programme was started at the initiative of NABARD in 1992 to link the unorganised sector with the formal banking sector.

Self Help Group-Bank Linkage Programme (SBLP) aims to deliver financial products & services to the section of Indian population that lacks access to formal banking. This segment, often from the lower income, meets its financial needs through informal sources such as money lenders, traders, family and friends etc. However, these sources have their own limitations.

Under SBLP, 10-20 individuals are organised in groups known as Self Help Groups (SHGs) by NGOs commonly known as Self Help Promoting Institutions (SHPI). The SHGs are also encouraged to take up livelihood activities, for which skill training is provided by certain NGOs. The members of the SHG are encouraged to save and internally lend the savings to members during times of need. SHPIs also provide knowledge on managing books of accounts.

OBJECTIVES OF THE STUDY

Objectives of the study are:
- Ø   To know the educational qualification of the SHG members.
- Ø   To study organizational structure of SHGs.
- Ø   To study the role of Bank in the development of SHGs.
- Ø   To study the role of SHG-Bank Linkage programme for achieving economic empowerment.
- Ø   To know the saving pattern of SHG Members.

RESEARCH METHODOLOGY

The Study Area

The study is based on the primary data collected in Bhivasi village of Chikodi Taluk (Belagavi) of Karnataka state.

Nature of data

The nature of data collected for the study of the SHG-Bank Linkage is primary data from the 15 Self Help Groups. In order to draw meaningful inferences the collected are analyses with the help of questionnaire.

Method of data collection

The methodology adopted by me to collect the data can be classified under 2 heads:-
- o   Primary data
- o   Secondary data

Primary Data

The Primary Data has been collected through interview with Members of the Self Help Groups (15 SHGs) through the questionnaire.

Secondary Data

The project report data is collected from the different websites, magazines, and reference books.

ANALYSIS

1. What is maximum qualification of all members?

		Frequency	Parcel	Valid Percent	Cumulative Percent
Valid	**7th**	**15**	**100.00**	**100.00**	**100.0**

Interpretation:

From the table we can come to know that the maximum education qualification of all the members of all 15 SHGs is 7th Standard. SHG members are not having good education but even they are efficient in doing work and repaying the loan taken from the bank.

2. How many members are there in your SHG?

		Frequency	Parcel	Valid Percent	Cumulative Percent
Valid	**10-20**	**15**	**100.00**	**100.00**	**100.0**

Interpretation

From the above tablewe can conclude that each SHG contain 10 to 20 members. Out of 15 SHGs 14 contain 20 members and 1 has16 members.

3. How many   male members are there in your SHG?

		Frequency	Parcel	Valid Percent	Cumulative Percent
Valid	**NONE**	**15**	**100.00**	**100.00**	**100.0**

Interpretation

According to the survey it seems that none of the SHG contains male members in it. All the 15 SHGs contain exclusively women members.

4. What is your monthly income?

		Frequency	Parcel	Valid Percent	Cumulative Percent
Valid	3000	10	66.7	66.7	66.7
	4000	5	33.3	33.3	100.0
	TOTAL	15	100.0	100.0	

Interpretation

From the above table we can conclude that the average income of all SHGs is Rs. 3000/-. The income of 10 SHG is Rs. 4000/- and the income of other 5 SHGs is Rs. 3000.

5. Are you facing any problem/ hurdle in getting the loan from the bank?

		Frequency	Parcel	Valid Percent	Cumulative Percent
Valid	NO	15	100.00	100.00	100.0

Interpretation

The above table shows that there no hurdle in sanctioning the loan amount from the bank (No complication regarding documents and other things) but not getting the loan as and when they require.

6. Are you providing loans to your Group Members as and when they required?

		Frequency	Parcel	Valid Percent	Cumulative Percent
Valid	YES	10	66.7	66.7	66.7
	NO	5	33.3	33.3	100.0
	TOTAL	15	100.0	100.0	

Interpretation

According to the survey it seems that all the SHGs are not providing the loan to their members on time. According to the above graph we can conclude that 10 SHGs are providing the loan to their members based on their need, but 5 SHGs are not providing the loan to their members on time due to some of its internal problems.

7. Is the each member repaying the loan at specified time?

		Frequency	Parcel	Valid Percent	Cumulative Percent
Valid	**YES**	**15**	**100.00**	**100.00**	**100.0**

Interpretation

The above table shows that the members of all the 15 SHGs are repaying the loan at specified time. It means the all the SHG members are efficient in repaying the loan they have taken.

8. Are you satisfied with the banking services provided to you?

		Frequency	Parcel	Valid Percent	Cumulative Percent
Valid	**YES**	**15**	**100.00**	**100.00**	**100.0**

Interpretation

The survey shows that all the 15 SHGs are happy with the services provided by the bank but always demanding the subsidy in loan amount.

FINDINGS

1. All the 15 SGHs contain only women members
2. All SHGs contain 16 to 20 members.
3. The maximum education qualification of each SHG member is VII (7th).
4. The average income of all SHGs is Rs. 3000/-
5. The self saving of each SHG is Rs. 1000/- (50/- from each member).
6. They know about SHG-Bank Linkage Program. But they are not aware of various micro-finance schemes which are available for them.
7. SHG members are lacking training.
8. They are not facing any problem in getting the loan from the bank but not getting as and when they require.
9. They are providing loans to its needy members from both their self savings and Bank loan.

SUGGESTIONS

1. The first and most important suggestion to bank is they have to provide required loan to SHG at right time i.e. as and when they require.
2. The Bank has to create among awareness about SHG-Bank Linkage Program by conducting seminars and various activities.
3. The bank has to provide detailed information to all SHGs about various micro-financial schemes which can be beneficial to SHG's development.
4. The bank has to help the SHGs in getting the training for their proposal.
5. The Bank should provide proper guidelines to the SHGs for their development.
6. The SHGs should come up with new ideas so that the Bank can provide financial assistance as well as training required for that.

CONCLUSION

Everyone needs finance as it is necessary for the socio and economic development of the rural and poor people especially for women and Self help group programmes has the positive impact on women empowerment because it has observed that women SHG members reported high score of women empowerment rather than the non participants because participation in the SHG programmes engross women in household action. SHG is working efficiently for empowering women, SHG transformed the status of women in the social composition but that is not enough to attain complete women empowerment. As Kofi Annan said, "There is no tool for development more effective than the empowerment of women."

REFERENCES

1. A.K.Pokhriyal & Vipin Ghildiyal, (2011). "Progress of Microfinance and Financial   Inclusion -A Critical Analysis of SHG-Bank Linkage Program in India", International Journal of Economics and Finance, Volume 3, No.2, 2011.

2. A.Amarender Reddy and Dharm Pal Malik,(2011). "A Review of SHG-Bank Linkage Programme in India": Indian Journal of Industrial Economics and Development Volume 7 No. 2

3. Economic Survey (2007-08), Government of India and Rajasthan

4. Economic and Political Weekly.

5. Misra and Puri (2010). Indian Economy, Himalaya Publishing House, Mumbai.

6. Rangarajan Committee on Financial Inclusion. 2008.

INCEPTION OF QUICK COMMERCE COMPANIES IN INDIA ON PRE AND POST PANDEMIC ERA USING SEMI LOG METHOD

Dr P CHELLASAMY

Professor and Dean, School of Commerce, Bharathiar University, Coimbatore

N S BALA NIMOSHINI SUPRAJA

Research Scholar, School of Commerce, Bharathiar University, Coimbatore

Abstract

Quick commerce, also known as Q-Commerce, is the newest to jump on the fast-paced trend and promises to deliver consumer satisfaction in 30 minutes or less. The Q-Commerce market, which was estimated to be worth $25 billion in 2021, is predicted to increase to $72 billion by 2025. The Covid-19 pandemic is a significant contributor to this because it not only accelerated digital transformation for enterprises by decades but also changed consumer behaviour, which will persist for years to come. Consumers who once preferred to stay at home instead of going out to their local mom-and-pop shops or malls. Consumers today are willing to pay a greater premium for on-demand rapid delivery when you factor in the work-from-home lifestyle of busy professionals and worries about the ageing population. Therefore, the study set out to evaluate the development and advantages of q commerce enterprises in India for the period of two years from 2020-2022 by using semi log growth model and paired t test. Q-Commerce is a huge worldwide opportunity. The correct combination of infrastructure, technology, and a relentless emphasis on the customer experience can help this developing sector develop quickly in the current environment. Overall, the Q-Commerce sector is doing well, although there are also some drawbacks. Accessibility and affordable rates enable customers to purchase whenever and wherever they want at lower costs than normal. The fundamental drawback of online buying is that some sectors, like the garment industry, don't adapt themselves to it as well because customers can't sample before they purchase.

Key words

Affordable rates, Quick Commerce, Mom and Pops, Rapid Delivery

INTRODUCTION

Q-commerce, also known as fast commerce, is a subset of e-commerce that places a focus on speedy deliveries, usually made in under an hour. Quick commerce began to develop in 2011 with businesses like Postmates, and it has since expanded to include several businesses like Blinkit, Swiggy, Instamart, etc. Food delivery was the foundation of Q-commerce when it first began, and it continues to make up the majority of its revenue. It has quickly expanded to other areas, including food delivery, prescription drugs, gifts, and clothing, among others. The COVID-19 pandemic limits put in place at the beginning of 2020 gave q-commerce a significant boost by enabling businesses to continue operating through fast home deliveries. Long-term consumer behaviour changes toward speedy deliveries as a result of these restrictive measures have made q-commerce the third generation of commerce.

EMERGENCE OF GENERATION WISE
3rd GENERATION COMMERCE
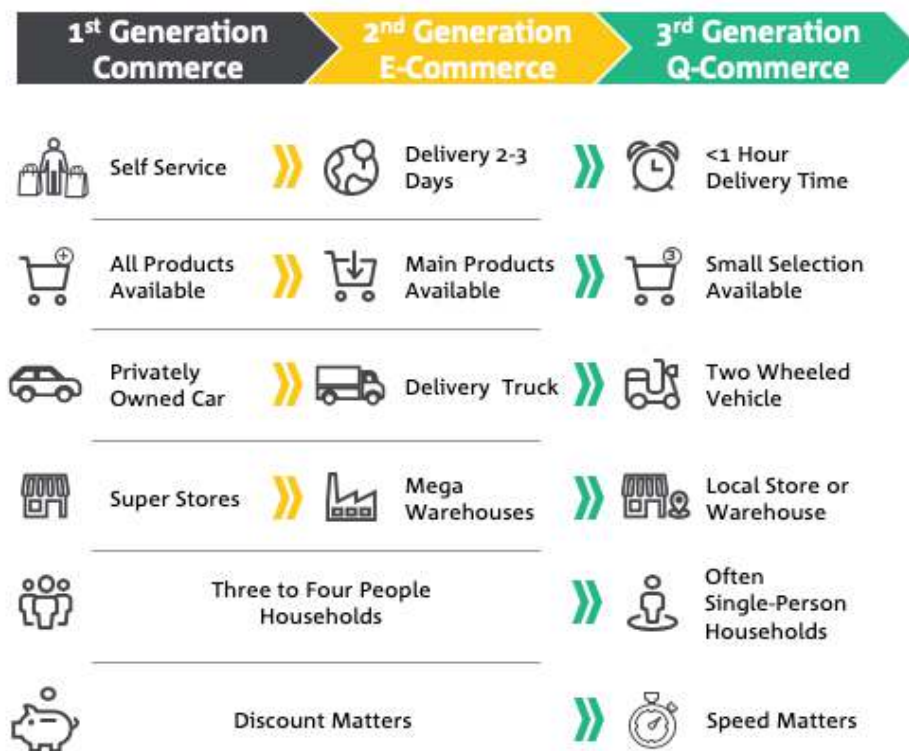
RESEARCH ISSUE

Quick commerce, also known as Q-Commerce, is the newest to jump on the fast-paced trend and promises to deliver consumer satisfaction in 30 minutes or less. The Q-Commerce market, which was estimated to be worth $25 billion in 2021, is predicted to increase to $72 billion by 2025. The Covid-19 pandemic is a significant contributor to this because it not only accelerated digital transformation for enterprises by decades but also changed consumer behaviour, which will persist for years to come. Consumers who once preferred to stay at home instead of going out to their local mom-and-pop shops or malls. Consumers today are willing to pay a greater premium for on-demand rapid delivery when you factor in the work-from-home lifestyle of busy professionals and worries about the ageing population. This number will increase as trends like urbanization, increased disposable incomes, and single-family households continue to spread. Therefore, global trade is a reality. Therefore, the study set out to evaluate the development and advantages of q commerce enterprises in India.

Research Objectives
1. To study the growth of Q-Commerce Companies in India
2. To examine the trends of Q Commerce before and after COVID 19 Pandemic
3. To assess SWOT representation of Q Commerce of select Companies

Research Hypothesis

$H_{01:}$ There is no significant Growth of Q Commerce Companies in India

$H_{02:}$ There is no significant difference of Q Commerce Companies trends before and after COVID 19 Pandemic

Research Methodology

The study purely based on Secondary data. The period of the study covers for two years from 2020-2021 to 2021-2022 respectively. The companies are chosen based on rapid development during COVID 19 Pandemic with reference to Indian Market. The tools used for the study are Semi-Log Growth model in E views software, Paired T test in SPSS software and theoretical representation for SWOT analysis. The select companies are BLINKIT, SWIGGY INSTMART, RELAINCE BACKED DUNCO and ZEPTO.

ANALYSIS AND INTERPRETATION

$H_{01:}$ There is no significant Growth of Q Commerce Companies in India

Table 1 results of Semi-Log Growth model of Q Commerce for BLINKIT, SWIGGY INSTAMART, RELAINCE BACKED DUNCO and ZEPTO

Companies	Variable	Coefficient	Std.error	t-stat	R-Squared	Prob
BLINKIT	C	-67.038	12.304	-0.993	0.568	**0.000**
	T	0.338	0.3479	1.397	-	**-**
SWIGGY INST	C	-32.041	5.003	-1.038	0.008	**0.010**
	T	0.4537	0.3367	2.008	-	**-**
RELAINCE DUNCO	C	-48.998	38.004	-.0383	0.9379	**0.003**
	T	0.4682	1.9937	1.8467	-	**-**
ZEPTO	C	-039.00	2.0383	-.8.039	0.2638	**0.001**
	T	0.6638	2.0379	-0.9278	-	-

Compiled and Calculated from Secondary Sources using E-views

Table 1 reveals the outcome of Semi-log growth model of Q Commerce Companies in India. The time coefficient for all the companies are 0.338, 0.4537, 0.682 and 0.668 which indicates that the growth of Q Commerce Companies are 33.8%, 45.37%, 68.21% and 66.8% respectively. Since all companies are less than the significant value 0.05 and it suggested that there is significant growth occurred during the study period.

$H_{02:}$ There is no significant difference of Q Commerce Companies trends before and after COVID 19 Pandemic

Table 2 results of Paired T test for Q Commerce Companies in India

Q Commerce Companies		Paired Sample Test				
		Mean	Std.err	T	df	Sig.
BLINKIT	Before and After COVID-19	-0.0468	0.2470	-0.364	6	0.000
RELIANCE DUNCO		-0.8474	1.0473	-0.748	6	0.000
ZEPTO		-0.4748	2.008	-0.224	6	0.000
SWIGGY INSTAMART		-0.3037	1.947	-0.573	6	0.000

Compiled and Calculated from Secondary Sources using E-views

The calculated p value is less than the significant value 0.05, hence the null hypothesis is rejected and concluded that there is a significant difference incurred before after the occurrence of COVID 19 of Q Commerce in India during the study period.

SWOT ANALYSIS FOR Q COMMERCE

Strength	Weakness
1. Accessibility 2. Lower Prices	1. Industry Specific Certain products lend themselves to Q-Commerce better than others. For example, books, electronics, and kitchen gadgets are all easy to sell through online stores, since consumers roughly know what to expect. However, some items are much less universal; <u>the best example of this is clothing</u>.
Opportunities	Threats
1. Growing Markets 2. Influencers	1. Competition 2. Fraud 3. Monopolies

IMPLICATION OF THE STUDY

1. Much Q commerce is specializing in grocery delivery and it will likely to expand its operations to delivery anything even more for pharmaceuticals etc.

2. Q-commerce companies like Uber Eats, Gopuff, Deliveroo and Fancy, to provide their personnel with seamless access to relevant information, wherever they are, whenever they need it.

3. Government has to provide more subsidiaries for the q commerce startups to enhance their availability in all fields of consumable goods.

CONCLUSION

Q-Commerce is a huge worldwide opportunity. The correct combination of infrastructure, technology, and a relentless emphasis on the customer experience can help this developing sector develop quickly in the current environment. Overall, the Q-Commerce sector is doing well, although there are also some drawbacks. Accessibility and affordable rates enable customers to purchase whenever and wherever they want at lower costs than normal. The fundamental drawback of online buying is that some sectors, like the garment industry, don't adapt themselves to it as well because customers can't sample before they purchase. Opportunities for Q-Commerce include a developing digital market and the influence of online influencers. However, a wide range of Threats, such as rivalry, fraud, data security issues, and the possibility for monopolies, will need to be watched carefully. Government regulation, savvy company strategies, and rigorous consumer scrutiny are probably necessary for this to happen.

REFERENCES

· https://metasfresh.com/en/2022/03/23/q-commerce-a-transitory-trend-or-post-pandemic-future-of-retail/

· www.globaldata.com

· https://www.indianretailer.com/article/technology/digital-trends/how-q-commerce-is-becoming-one-of-the-fastest-growing-e-commerce-models.a7778/

· https://www.forbes.com/sites/forbestechcouncil/2022/02/08/whats-next-for-q-commerce-the-golden-child-of-e-commerce/?sh=4de9427e4443

AN EMPIRICAL STUDY ON CUSTOMERS' BUYING BEHAVIOR FACTORS AND ITS EFFECT ON THEIR SATISFACTION IN ORGANIZED RETAIL STORES

Dr. Prakash B. Kundaragi

Asst. Professor, SDVS Sangh's Annapoorna Institute of Management Research, Sankeshwar

Shashikumar Pamadinni

Student MBA-IV semester, SDVS Sangh's Annapoorna Institute of
Management Research, Sankeshwar

ABSTRACT:

Purpose: This empirical research has been carried out to assess the customers buying behaviour, factors impacting on buying behaviour and their satisfaction in the organize retail stores.

Design and Methodology: One hundred and ninety six (196) regular customers were involved in this research, and simple random sampling method was used to selecting the samples. The structured questionnaire was used to accumulate the primary data. Secondary methods of data such as Articles, Journals, websites etc. were included for the accumulation of the information.

Analysis Tools: Simple percentile was used to analyze demographic data and Pearson's Correlation has utilized to analyze, infer and to test the hypothesis of the actual data having dependent and independent variables. Hence the same has been followed through SPSS-20.

Findings: This Research has procreated that, There is positive relation between window display and interior and customers' satisfaction but not significant. There is positive and significant relationship between Location and facilities; product and price and customers' satisfaction

Research limitations: This work is covers only 196 customers of organized retail stores.

Paper type: Research paper

KEYWORDS: *Consumers, Factors of Buying behaviour, Satisfaction, Retail Sector*

1. INTRODUCTION:

Organized retail stores are growing rapidly in India as compare to unorganized. In this kind of retail stores customers can find their products according

to their wish. Customers have chance walk into the store to buy their necessaries. It's very easy to find variety of products and at the same time assorted products attracts customers and change their buying behaviour. In the organized retail formats few are ruling the market such as Fashion, fitness and personal care, Health and pharmaceuticals, entertainment, Food and grocery, Catering and Consumer electronics (yourarticlelibrary.com).

There are several factors contribute to attract the customers towards organized retail stores and those also affecting their buying behaviour such as Window display and interior, Location and facilities of accessibility, variety of products and Price of the products.

Window display and interior always forces the customers to enter into retail sector. Product displays create direness in the customers' mind whenever they pass through. The extension of the prospective buyers can be attracted with the help of arranging assortments systematically. In this attractive display, space to walk-in, product visibility and color,

2. STATEMENT OF THE PROBLEM:

Today's competitive era, organized retail stores are moving a faster growth as compare to unorganized retail stores. This research is aimed to understand those factors attracting customers towards organized stores and their contribution to growth of the same. Hence this research has objective to understand various factor attracting and affecting on customers' buying behaviour their impact on satisfaction. Finally this research has done on title i.e. "AN EMPIRICAL STUDY ON CUSTOMERS' BUYING BEHAVIOR FACTORS AND ITS EFFECT ON THEIR SATISFACTION IN ORGANIZED RETAIL STORES"

3. LITERATURE:

Qalati Sikander Ali and et al (2019) in their research study on "Impact of Price on Customer Satisfaction; mediating role of Consumer Buying Behaviour in Telecom Sector" have completed the gap of research on CBB. Researchers have found that there is not only direct relationship between price and customer satisfaction and they also found that there is Positive relationship between price and consumer buying behaviour. Further they opined that price is the positive mediating role of consumer buying behaviour and customer satisfaction.

N.RAMESHKUMAR (2018) in his research titled"CUSTOMER BUYING BEHAVIOUR AND SATISFACTION LEVEL TOWARDS MODERN

SHOPPING MALLS IN COIMBATORE CITY" has collected data through well-structured questionnaire from 150 respondents. Sample size was covered through simple random sampling. The researcher has found that the factors such as pleasant ambience, quality of service, availability of different brands, entertainment while shopping, comfortetc, are the contributing lot on the buying behaviour of the customers. Further he found that employee service, accessibility, products' quality, parking etc are the vital factors contributing customers' satisfaction.

A. Lakshmanan and V. Karthik (2018) in their research study on "CONSUMER BEHAVIOUR AND SATISFACTION TOWARDS ONLINE SHOPPING – A STUDY WITH REFERENCE TO TIRUPPUR DISTRICT *"* have used purposive sampling method to select 550 respondents and questionnaire was utilized to gather required data. Researchers have found the opinion of the customers that available goods are quality ones but sometimes the products are duplicate, inferior, damaged, mostly used goods. Hence it can be opine that purchase of goods physically is better than online.

Rasoly Mansour (2018) in his research entitled "A Study on Consumer Satisfaction of Supermarket in Mysore City, Mysore" has found that majority of the customers pay through cash/online modes, majority of customers are satisfied towards staff behaviour, price, quality of the product, different assortments, promotions and offers etc. overall it can be seen that customers satisfied towards supermarkets or organized retail stores.

Siddharthan.K. M. and Krishna Prasad. P. (2016) in their study on"A Study on Customer Preference and Satisfaction towards Super Market with reference towards Palakkad City" have found that majority of the customers are graduates, married and having nuclear family. Further found that major part of the customers is dissatisfied towards neatness, quality of the product, and customers make complain while shopping to the higher authority.

AHUJANEYATI (2015) in her research work on "Effect of Branding On Consumer Buying Behaviour: A Study in Relation to Fashion Industry" has found that as increase in the age brand consciousness in decreasing, price and brand are the major factors to attract the customers, and majority of the respondents are replied as brand becomes a symbol of status.

4. OBJECTIVES:

Ø   To study the demographic information of customers

Ø   To study the factors effect on customers buying behaviour

Ø   To assess the effect of factors of buying behaviour on customers' satisfaction

5. HYPOTHESIS:

H0: The factors of buying behaviour are not positively and significantly related with customers' satisfaction

H1: The factors of buying behaviour are positively and significantly related with customers' satisfaction

6. METHODOLOGY:

Initially researchers were distributed 200 questionnaires and collected data and found four were incomplete which means 98 percent of collected questionnaires were perfect. Finally One hundred and ninety six (196) regular customers were involved in this research, and simple random sampling method was used to selecting the samples. The structured questionnaire was used to accumulate the primary data. Secondary methods of data such as Articles, Journals, websites etc. were included for the accumulation of the information. The collected data was analyzed through Simple percentile for demographic data and Pearson's Correlation has utilized to analyze, infer and to test the hypothesis of the actual data having dependent and independent variables. Hence the same has been followed through SPSS-20.

Alpha values are calculated for each variable as given below.

Table No.1Cronbach's Alpha Values of Dependent and Independent variables

Name of Variables	No. of questions	Cronbach's Alpha Value
Window Display and Interior	3	0.868
Location and Facilities	5	0.831
Product Consciousness	4	0.836
Price	4	0.770
Consumers' satisfaction	8	0.865

7. ANALYSIS AND INTERPRETATION:
7.1 Representation of Demographic information:

Table No.2 Demographic information of the respondents

Variable Name	Components	Frequency	Percentage
Age	Less than 25	68	34.7
	26-35	61	31.1
	36-45	63	32.1
	46-55	4	2.0
	Total	**196**	**100.0**
Gender	Male	105	53.6
	Female	91	46.4
	Total	**196**	**100.0**
Marital Status	Married	124	63.3
	Unmarried	72	36.7
	Total	**196**	**100.0**
Occupation	Student	28	14.3
	Housewife	56	28.6
	Businessman	20	10.2
	Govt. Employee	18	9.2
	Private employee	74	37.8
	Total	**196**	**100.0**
Qualification	SSLC	67	34.2
	PUC	32	16.3
	Degree	85	43.4
	PG	12	6.1
	Total	**196**	**100.0**
Size of Family	1-3	12	6.1
	4-6	103	52.6
	7-9	69	35.2
	10 & above	12	6.1
	Total	**196**	**100.0**

The above table no.2 shows that majority (38 per cent) of the respondents' age fall under less than 25, 32 per cent among them are fall under 36-45 age category, 31.1 per cent are fall in the age category is 26-35.

53.6 per cent of the customers are male, 46.4 per cent are female. 63.3 are married, 36.7 are unmarried.

Major part of the customers' occupation is house wife (28.6), businessman (10.2), and students (14.3).

34.2 per cent of customers' qualification is SSLC, 16.3 are PUC, 43.4 are UG and 6.1 per cent are having PG degree.

52.6 per cent are having 4-6 family members, 35.2 per cent are having 7-9, 6.1 per cent are having 1-3 and 6.1 per cent are having are than 10 members at family.

7.2 Testing of Hypothesis:

H0: The factors of buying behaviour are not positively and significantly related with customers' satisfaction

H1: The factors of buying behaviour are positively and significantly related with customers' satisfaction

Table No.3 Shows testing of hypothesis against Consumers' satisfaction (N-196)

Variable Name	Pearson's R-value	Sig. Value	H0 result
Window Display and Interior	0.37	0.604	Failed to reject
Location and Facilities	0.240	0.001	Rejected
Products	0.151	0.034	Rejected
Price	0.254	0.000	Rejected

The above table no.3 shows correlation value between factors of buying behaviour and customers' satisfaction.

There is positive relation between window display and interior and customers' satisfaction but not significant. Hence, it is failed to reject the null hypothesis (0.604>0.05).

There is positive and significant relationship between Location and facilities and customers' satisfaction. Hence, rejected the null hypothesis (0.001<0.05).

There is positive and significant relationship between product and customers' satisfaction. Hence, rejected the null hypothesis (0.034<0.05).

There is positive and significant relationship between price and customers' satisfaction. Hence, rejected the null hypothesis (0.000<0.05).

8. CONCLUSION:

The majority of the customers' satisfaction is depending upon availability of variety of factors at the organized retail stores. This research has concluded that variety of the products, affordable price of the product, convenient location and facilities and variety of assortments play a vital role to attract the customers and change their buying behaviour and the same could impact on the customers' satisfaction.

9. REFERENCES:

A. Lakshmanan and V. Karthik (2018). CONSUMER BEHAVIOUR AND SATISFACTION TOWARDS ONLINE SHOPPING – A STUDY WITH REFERENCE TO TIRUPPUR DISTRICT.*International Journal of Interdisciplinary Research in Arts and Humanities*. Volume 3, Issue 1,Pp-65-70.

AHUJA NEYATI (2015). Effect of Branding On Consumer Buying Behaviour: A Study in Relation to Fashion Industry. *International Journal of Research in Humanities & Social Sciences.* Vol. 3, Issue: 2,Pp-32-37.

https://www.yourarticlelibrary.com/retailing/indian-retail-sector-top-6-key-segments/48094/09/08/2022

N.RAMESHKUMAR (2018).CUSTOMER BUYING BEHAVIOUR AND SATISFACTION LEVEL TOWARDS MODERN SHOPPING MALLS IN COIMBATORE CITY.*International Journal of Research in Social Sciences.* Vol. 8 Issue 7,Pp-652-661.

QalatiSikander Ali, Yuan Li Wen, ShujaIqbal ,RanaYassirHussain and Shaibu Ali (2019). Impact of Price on Customer Satisfaction; mediating role of Consumer Buying Behaviour in Telecom Sector.*International Journal of Research.*Volume 06 Issue 04.Pp-150-165.

Rasoly Mansour (2018). A Study on Consumer Satisfaction of Supermarket in Mysore City, Mysore.*International Journal of Research in Business Studies and Management.* Volume 5, Issue 5, PP 23-29.

Siddharthan.K. M. and Krishna Prasad.P. (2016).A Study on Customer Preference and Satisfaction towards Super Market with reference towards Palakkad City.IJARIIE.Vol-1 Issue-3.Pp-336-341.

Changing facets of Marketing technologies : A critical evaluation of MARTECH companies.

Miss: Anusha Kajagar,

Research scholar, Department of MBA, KLS Gogte institute of technology,
Belgaum- 590008. Email: anushakajagar9@gmail.com

Miss: Manjula Shaldar,

Research scholar, Department of MBA, KLS Gogte institute of technology,
Belgaum- 590008. Email: manjulashaldar6@gmail.com

Dr. Prasad Kulkarni,

Associate Professor, Department of MBA, KLS Gogte institute of technology,
Belgaum- 590008. Email: prasadkh90@gmail.com

Prof. Snajeevini Gurjar

Assistant Professor, Department of MBA, KLS Gogte institute of technology,
Belgaum- 590008. Email: srgurjar@git.edu

ABSTRACT :

Purpose: This paper is intended to find the impact of marketing technologies on marketing operations and functional profitability. In the modern era, the marketing department utilizes technologies for lead generation, customer awareness, customer engagement, service and customer relationships management. Data is the crux of all these marketing implementations and it is extracted plenty from social media.

Methodology: This exploratory research conducted secondary data from marketing 5000 websites and identified the client information. Further researchers gathered the company information and their product portfolio. The Martech database used as the sample frame for the simple random sampling method. The test data was subject to text analytics using R software's '™' package.

Findings: The text analytics output provided ten important words based on the higher frequencies. The words include marketing(40), Content (37), Help(32), Data(30), Technology(24), Sales(21), Brands(20),Company(18),Business(18) and Digital (18).

Conclusions: martech companies are gaining prominence in the marketing space.. Their main focus is still on the content and customer relationship. These companies need to move up in the ladder and embrace digital and brand development space.

Limitations: The study was limited to the MarTech database available. There is a further scope of comparing the other database and finding the validity.

Originality: This paper is original and not a part of any publications

INTRODUCTION:

The terms Martech and marketing technology are frequently used. The populated marketing list now has more than 8000 marketing companies. The list and technologies are ever growing and have emerged as an interesting field in the marketing domain. It converges data, advertising, content, sales, promotion, relationships and social media under one roof. Marketing technologies are used by firms to deliver marketing functionalities. It enticed many researchers and brought down the database at a single interface. This is enabling organizations to formulate, implement and control the marketing strategies. CRM software is an example of Martech. Today this platform has numerous segments and sub segments and one of the popular segments is Martech 5000 . The list includes Content & Experience, Social & Relationships, Commerce & Sales, Data, Management and Advertising & Promotion service providers.

The evolution of marketing technologies developed niche marketing domains. In terms of primary focus, philosophy, and practice, the marketing discipline has evolved over the years(Kumar, V. ,2015) Technology has a significant impact on business research, particularly in marketing, since it alters the way marketing managers do their jobs, which leads to significant shifts in the issues that need to be studied, and it enables new ways of conducting research (Rust, R., & Espinoza, F. (2006). The most significant consequence of technical progress is the expanding impact of information technology, which has resulted in a greater emphasis on service and relationships in the business.Marketing analytics has become a useful tool as a result of technological advancements, particularly data mining, and can be considered an equal component of the marketing research toolset. Marketers must use data to understand clients at every touch point during their relationship with the company, according to analytics (Hauser, W. J. (2007). The phrase "marketing technology" refers to plans, options, and technological instruments that a business uses to achieve its marketing and financial objectives. In essence, technology marketing is founded on marketing automation, artificial intelligence (AI), and well-defined marketing tactics (Baltes, L. P. (2017). In fact, marketing technology serves as the ideal link between business, marketing, and technology, and any organization that uses it is considered to be using it as a growth hacking strategy. The way that

individuals cooperate and conduct business has drastically changed during the last 40 years. Private computers, the Internet, and e-commerce have significantly changed how firms operate and advertise. Socialmedia technology is advancing quickly, and businesses may anticipate that it will have a comparable effect both today and in the future. Businesses that learn to exploit cutting-edge technologies see significant increases in revenue when new technologies become commonplace. Technology-driven businesses like Microsoft, eBay, Amazon, and Google are some of the most well-known examples (Saravana Kumar, M., & Sugantha Lakshmi, T. (2012).

At each stage of its development, the discipline has charted a new path by bringing to light relevant marketing and technological issues. One such nche marketing domain is digital marketing and web marketing. In this type of marketing, electronic media was used to know the customer database, promote the company products and build relationships with them. The ultimate goal of any digital marketing is to increase the sales(Simran Kaur and Uma Anurag ,2021). The growth of Martech led to the rise of pragmatic advertising and automated advertising fields. This type of advertising used to disseminate the product knowledge (Puranik, 2011). Martech is also used to enhance the brand reputation in the market domain The purpose of brand technologies is to get the mind share of consumers(De Chernatony ,2010). Consumers can identify and bond with a product or service based on its brand (Weilbacher, 1995). Further, the martech domain covers the analysis of social media data too. Added to this, the Martech collects the data from collaborative social networks to provide meaningful insights about the product or brand, (Barefoot & Szabo, 2010, p. 13). The method is now providing bigger market coverage compared to traditional channels. (Weinberg, 2009, p. 3).. This platform helps customers to share their content and influence the purchase decisions(Tech target, 2020).

Martteh highlighted the integration of technology into the marketing function (Noel Capon, Rashi Glazer, 1987). Companies that implemented martech solutions developed the framework in the beginning and implemented it later. These marketing technology implementations change from market to market(William. C. Moncrief, David. W. Cravens ,1999). Some of the prominent trends incorporated into Martech are artificial intelligence (AI), big data , block chain, drones and robotics(O. C. Ferrell & Linda Ferrell, 2020). The inclusion of marketing technologies in the early phases provides the competitive advantages These technologies keep organizations relevant in the marketing areas and improves the decision making of marketers to

become agile in the market spaces.On the flip side of Martech, for many traditional marketing professionals, internet marketing remains a "nebulous" notion, however for IT&C organizations as well as global corporations from diverse business sectors, digital marketing has become the key weapon that helps them achieve their goals. Customers are drawn to them in a fast-paced market(Baltes, L. P. ,2017).

Eastern Europe's transition economies present both opportunities and problems for businesses operating in these regions. On the one hand, these countries have a high number of tech-savvy young customers; on the other hand, markets must consider a country's macro-environment and market conditions, which make the employment of particular market technologies more possible and appealing than others. Digital profiling, segmentation, websites, and search engine marketing, campaign management, content management, social media, mobile applications, digital collaborations, and analytics are the 10 marketing technologies included in our study. (Jayaram, D., Manrai, A., & Manrai, L. (2015)

According to Rowley (2008) content material advertising and marketing may be described as a management technique wherein a corporation identifies, examines and fulfills purchaser call for to advantage earnings with using virtual content material allotted via digital channels. Information is integral to advertising and marketing (Kee, A. W. A., & Yazdanifard, R. (2015). There is a near dating among advertising and marketing studies and consumer behavior. They accumulate records about clients and ability clients so as to decorate the price of the marketplace trade for the clients, and thereby the organization. The importance of social media marketing and wanting to dive into trading tricks, or watching social media marketing experts introduce potential skeptics to the importance of social media, it's new. Community Rules: Offers the best of both worlds marketing on the social web (Weinberg, T. (2009). Tamar Weinberg's book provides an excellent roadmap that readers can use to expand their knowledge of social media marketing tools, social media management practices, social media services, and social media codes of conduct.

The majority of individuals today use social media networks or new media as one of their primary means of communication (Soegoto, E. S., & Utomo, A. T. (2019, November). Consumer interest in purchasing items given through social media, such as marketing carried out onInstagram, the most popular social media platform today, is influenced by marketing communications using social media. Due to these

outcomes, social media is among the best platforms for distributing marketing communications. This marketing strategy offers more immediate benefits to customers, encouraging them to expand already established online firms. The omnichannel consumer experience will be critical in increasing brand awareness and mindshare. Only a well-developed Martech ecosystem will make this possible! Companies will implement new marketing tools for brand development, advertising, and portfolio management as attention changes to business enablement, and their utility will cut across both B2B and B2C sectors (Sarika Naik, March 13, 2021). Micro and little retailers endure day by day from competition, tall costs and contracting edges. With the advancement of innovation, Mechanical Showcasing, or Martech, shows up as a methodology table of creating the essential data for this miniaturized scale and little retailer to take after the competition and get to know its customer increasingly. In this setting, the taking after address shows up: How is Martech utilized in small scale and little retailers? In this way, the common objective of this inquiry was to distinguish openings for these business people within the retail segment with the utilization of Martech to boost their trade (Prisco, M. R. L. 2022). To create the study reasonably, it was partitioned into two stages, the primary being a bibliometric consider within the Web of Science database, at that point amid the information collection preparation, the subjective strategy was chosen and in-depth interviews were connected to eight individuals capable of smaller scale and little retails. The snowball strategy was chosen for choice and delimitation of respondents until the immersion.

Different sorts of imaginative promoting and inventive ways of advancement. The most recent inventive improvements within the field of promoting have appeared, their significance to date and potential within the future are analyzed (Pongpeng, P., & Piyaphanyamongkol, A.2020). Special consideration is centered on showcasing innovations within the Web circle, the relationship of promoting developments and the Web is substantiated, and their focal points and impediments are distinguished. The point of this work is to recognize the part of imaginative promoting improvements in advanced life based on the examination of their assortments and their application in home.Promoting computerization can serve as a central docking station that brings together other vital showcasing innovations (Martech), which concurring to investigate sum to almost 8000 arrangements as of 2020 This and the fact that the decision-making forms for innovation ventures inside B2B organizations are driven by cross-functional partners, makes choosing the proper

showcasing computerization stage an endeavor that includes an awesome bargain of arrangement endeavor's and likely a redefinition of the part of showcasing inside the organization. By this consideration appears how a medium-sized undertaking effectively sent that fundamental handle for building the premise for a maintainable Martech stack foundation as a portion of the travel toward prescient benefit promoting (Romero-Palma, M. 2021). Computerized showcasing data frameworks have been examined within the showcasing and data frameworks writing for a few times (Proctor, R. A.1991). Looks at the degree to which they have been executed within the UK and concludes that they are still in their earliest stages. A schema for a showcasing data framework is displayed alongside a few pitfalls in plan that must be maintained a strategic distance from. Dialog at long last turns to how such a data framework may be utilized.

Marketing has evolved into a technology-driven discipline, resulting in the emergence of new types of marketing experts. Marketing technology is the software that marketers use to carry out their marketing tasks (Parimi, S. (2021). Marketing and technology (Martech) applications aid marketers in the planning and execution of marketing campaigns, the collection and analysis of campaign data, the measurement and tracking of marketing performance, and the application of insights to future campaigns. New technology investment and adaptability are becoming a must, and the earlier businesses recognise this, the more competitive advantage they will acquire. Access to vast data resources would benefit marketing departments that can process it using technology and keep up to date on the availability of new Martech solutions (Łapińska, M. (2019). Optimizing a company's customer understanding in order to build more profitable relationships is a real challenge, and as marketers focus on customer insight and creating customer value, they must consider the many lessons to be learned from various innovative players, better understanding marketing's goal of delivering adequate CX that adds value to the business, and the roles of both personalization at scale and Martech with AI (Purcarea, T. (2019).

Faced with today's mixture of consumer trends, marketers really need to take a more holistic view of the customer journey, thinking and acting differently with the help of the company. new technology, better understand that mobile is already the primary channel for consumers, while accounting for considering potential guest advertising content generated by them and the next big thing in consumer technology

(PURCĂREA, I. M. (2019). As we continue on this path, marketers must consider important priorities in the new-born world of the digital ecosystem and put digital transformation first, not to mention their own preferences. consumers towards the combination of digital and physical. And while dealing with the most specific and pervasive change in Martech applications, Martech marketers are constantly in need of upgrades. Retailing is an inevitable economic activity in the economy of any country. In India, retail trade accounts for 10% of the country's GDP. The invention of the internet and technological advancements in digital marketing have helped the online retail industry to grow exponentially. (Raghavan, S., & Pai, R. (2021). Digital advancement has created an environment where customers are more informed, so is more selective and demanding. Marketing Technology or "Martech" includes technology that reaches customers online to provide a superior customer experience that meaningfully engages them and retains them. Such latest technologies are Artificial Intelligence, Augmented/Virtual Reality, Internet of Things, Natural Language Processing, Blockchain Technology, etc.

RESEARCH METHODOLOGY:

Researchers used the database of Martech companies and explored the company websites for the details of products and clients list. The product description of each company is noted. The description file is converted into a text file. The text file is cleaned for the stemming process. Further, texts are removed from punctuation marks and numbers to get a clear idea of the analysis. The ambiguous words and vernacular words are removed from the list. After cleaning the data , researchers used R software with 'TM' package to find the word frequencies. These word frequencies are visualized using the word clouding method. Researchers varied the wordfrequencies to know the important contents and topics in the processed text. Later correlation of words and frequent term association are formed.

DISCUSSIONS

The text analytics output provided ten important words based on the higher frequencies. The words include marketing(40), Content (37), Help(32), Data(30), Technology(24), Sales(21), Brands(20),Company(18),Business(18) and Digital (18). The data visualization is given in figure 1.

Figure 1: Most frequent words used in Martech companies descriptions.
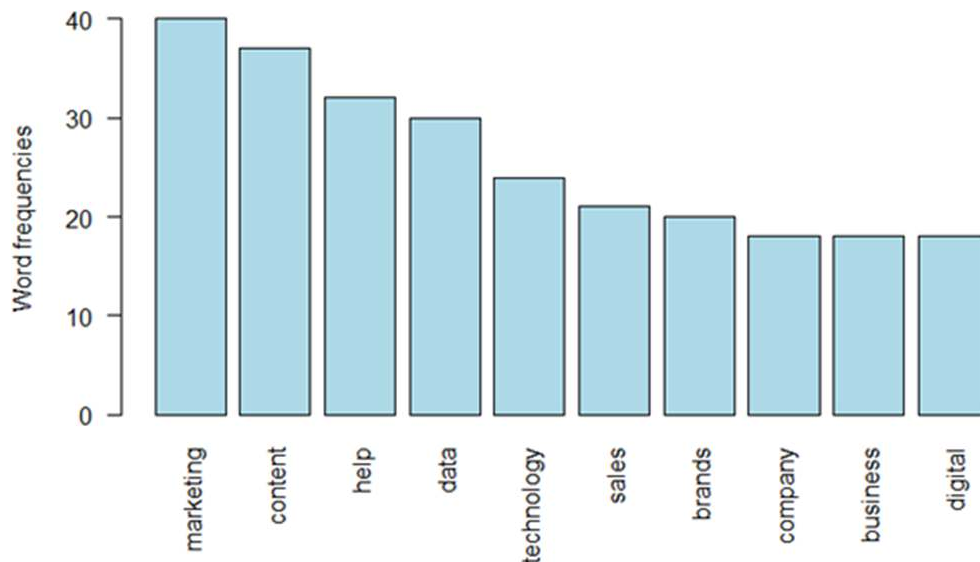
(Source: Primary data)

The data depicts that content management is the crucial automation tool in the Martech categories. It shows that themes are provided by marketers to Martech companies. Based on the themes content developed automatically using web resources. Customer relationship is anotherimportant domain wherein Maratech solutions have emerged, it includes chatbots, notification reminders, and customer service. Further, research highlighted the marketing data collection, storing, processing, and utilization become prominent in this age of AI and machine learning.In addition to this, selling products on the digital world is gaining momentum. Apart from this, building brands in the crowded social space is important to marketers. In addition to this, companies have written about themselves , their business and digital marketing efforts. The word frequency table improved and validated by word clouding . Initially taking 100 (Figure 2) words as minimum required and reduced to 20 (figure 3) words and 10 (figure 4) words to check the validity. Researchers found that word frequency and word clouding had shown similar results. Thus researchers accepted the top 10 word clouds on which Martech companies are building their profiles.

Figure 2:   Reduced word clouding for twenty words with minimum frequency of 100

Figure 3:   Reduced word clouding for twenty words with minimum frequency of 20

Figure 4:   Reduced word clouding for twenty words with minimum frequency of 10

Researchers analyzed the association between frequency terms and other terms in select clouds Figure 5: Frequency word association

	company	based	management	project	software
1	company	based	management	project	software
2	"web"	"global"	"help"	"make"	"teams"
3	"tools"	"like"	"million"	"organizati"	"space"
4	"world"	"\u0092re"	"create"	"people"	"products"
5	"business"	"companies"	"enterprise"	"leading"	"many"
6	"marketing"	"services"	"solutions"	"technology"	"towards"
7	"well"	"work"	"come"	"customers"	"founded"
8	"group"	"including"	"industries"	"use"	"users"
9	"amazon"	"digital"	"internet"	"power"	"service"
10	"years"	"mission"	"vision"	"deliver"	"development"
11	"enable"	"high"	"market"	"measure"	"provide"
12	"quality"	"value"	"behind"	"every"	"great"
13	"team"	"dominos"	"ibm"	"product"	"sales"
14	"systems"	"post"	"empower"	"tool"	"discover"
15	"easy"	"knowledge"	"new"	"share"	"believe"
16	"get"	"helps"	"social"	"comcast"	"cm"
17	"data"	"build"	"cloud"	"engagement"	"microsoft"
18	"oracle"	"salesforce"	"better"	"can"	"capital"
19	"innovative"	"need"	"much"	"built"	"adobe"
20	"find"	"right"	"marketers"	"across"	"intent"
21	"intelligence"	"analytics"	"competitive"	"ecommerce"	"generation"
22	"providing"	"content"	"ebay"	"engage"	"best"
23	"businesses"	"drive"	"growth"	"media"	"technologies"
24	"trust"	"brands"	"publishers"	"accurate"	"advertising"
25	"largest"	"manage"	"online"	"target"	"two"
26	"websites"	"agencies"	"audiences"	"connect"	"customer"
27	"one"	"applications"	"platform"	"email"	"learning"
28	"machine"	"times"	"agency"	"campaigns"	"clients"
29	"creative"	"experts"	"know"	"database"	"authentic"
30	"revenue"	"industry"	"cisco"	"empowers"	"intel"
31	"accountbased"	"experience"	"opportunities"	"sap"	"brand"
32	"personalized"	"scale"	"reach"	"\u0092ve"	"entire"
33	"experiences"	"support"	"makes"	"grow"	"achieve"
34	"success"	"express"	"sense"	"loyalty"	"program"
35	"engaging"	"path"	"shuttlerock"		

These frequent word associations provided focus areas of the organization. For instance new knowledge is shared based on the belief. This association helps marketers to develop their concept on which Martech products are developed.

CONCLUSION

Martech companies' presence is ever increasing due to automation efforts of companies across the globe. This platform provided growth opportunities for niche products. Core marketing and content marketing are still the major areas wherein Martech companies are pitching. Their emphasis on digital space like growth hacking is still in the nascent stage. Further researchers concluded that content is ruling the market and there is the scope for brand development using Martech companies in the future. There is the future scope for the research by comparing multiple Martech companies databases and validating the results across the globe.

REFERENCES:

1.   Klimovets, O. V. (2016). New marketing technologies in international business. In *Living Economics: Yesterday, Today, Tomorrow* (pp. 25-30).

2.   Russell-Bennett, R., Wood, M., & Previte, J. (2013). Fresh ideas: services thinking for social marketing. *Journal of Social Marketing*.

3.   Hoffman, D. L., Moreau, C. P., Stremersch, S., & Wedel, M. (2022). The Rise of New Technologies in Marketing: A Framework and Outlook. *Journal of Marketing*, *86*(1), 1-6.

4.   Anurag, U., & Kaur, S. (2021). Systematic Literature Review on Digital Marketing in India: Present Scenario. *Available at SSRN 3993539*.

5.   Mredu, G. (2019). A Review Of Literature On Social Media Marketing Strategies. *Journal of Emerging Technologies and Innovative Research (JETIR)*, *5*(4), 35-39.

6.   Budanov, V., & Aseeva, I. (2019). Manipulative marketing technologies in new digital reality. *Economic Annals-XXI*, *180*.

7.   Nezamova, O. A., & Olentsova, J. A. (2020). Innovative marketing technologies in the markets of the Krasnoyarsk region. *Азимут научных исследований: экономика и управление*, *9*(2), 247-250.

8.   Vassileva, B. (2017). Marketing 4.0: How technologies transform marketing organizations. *Óbuda university e-Bulletin*, *7*(1), 47.

9.   Capon, N., & Glazer, R. (1987). Marketing and technology: a strategic coalignment. *Journal of marketing*, *51*(3), 1-14.

10.   Moncrief, W. C., & Cravens, D. W. (1999). Technology and the changing marketing world. *Marketing Intelligence & Planning*.

11.   Desai, V. (2019). Digital marketing: A review. *International Journal of Trend in Scientific Research and Development*, *5*(5),

12.   Kihlstrom, R. E., & Riordan, M. H. (1984). Advertising as a Signal. *Journal of Political Economy*, *92*(3), 427-450.

13.   Liao, S. L., Shen, Y. C., & Chu, C. H. (2009). The effects of sales promotion strategy, product appeal and consumer traits on reminder impulse buying behaviour. *International Journal of Consumer Studies*, *33*(3), 274-284.

14.   Moncrief, W. C., & Cravens, D. W. (1999). Technology and the changing marketing world. *Marketing Intelligence & Planning*.

15.   Parimi, S. (2021). MARKETING AND TECHNOLOGY–AN EMERGING FIELD OF EXCELLENCE. *Academy of Marketing Studies Journal*, *25*, 1-2.

16.   Łapińska, M. (2019). MarTech-Marketing Technology a rozwój platform SaaS do automatyzacji marketingu. *Marketing i Rynek*, (3), 17-24.

17.   Purcarea, T. (2019). The future of marketing. Enabling personalization and focusing on the content experience at scale. *Holistic Marketing Management Journal*, *9*(2), 26-37.

18.   Baltes, L. P. (2017). Marketing technology (Martech)–the most important dimension of online marketing. *Bulletin of the Transilvania University of Brasov. Economic Sciences. Series V*, *10*(2), 43-48.

19.   Kumar, V. (2015). Evolution of marketing as a discipline: What has happened and what to look out for. *Journal of Marketing*, *79*(1), 1-9.

20.   Rust, R., & Espinoza, F. (2006). How technology advances influence business research and marketing strategy. *Journal Of Business Research*, *59*(10-11), 1072-1078. doi: 10.1016/j.jbusres.2006.08.002

21.   Hauser, W. J. (2007). Marketing analytics: the evolution of marketing research in the twenty-first century. *Direct marketing: an international journal*, *1*(1), 38-54.

22.   Jayaram, D., Manrai, A., & Manrai, L. (2015). Effective use of marketing technology in Eastern Europe: Web analytics, social media, customer analytics, digital campaigns and mobile applications. *Journal Of Economics, Finance And Administrative Science*, *20*(39), 118-132. doi: 10.1016/j.jefas.2015.07.001

23.   Kee, A. W. A., & Yazdanifard, R. (2015). The review of content marketing as a new trend in marketing practices. *International journal of management, accounting and economics*, *2*(9), 1055-1064.

24.   Weinberg, T. (2009). *The new community rules: Marketing on the social web* (pp. I-XVIII). Sebastopol, CA: O'Reilly.

25.   Baltes, L. P. (2017). Marketing technology (Martech)–the most important dimension of online marketing. *Bulletin of the Transilvania University of Brasov. Economic Sciences. Series V*, *10*(2), 43-48.

26.   Saravanakumar, M., & SuganthaLakshmi, T. (2012). Social media marketing. *Life science journal*, *9*(4), 4444-4451.

27.   Soegoto, E. S., & Utomo, A. T. (2019, November). Marketing Strategy Through Social Media. In *IOP Conference Series: Materials Science and Engineering* (Vol. 662, No. 3, p. 032040). IOP Publishing.

28.   (Sarika Naik, March 13, 2022). How martech will be a gamechanger in business | The Financial Express. (2022). Retrieved 21 June 2022.

29.   Prisco, M. R. L. (2022). Martech: um estudo sobre sua aplicação no micro e pequeno varejo.

30.   Pongpeng, P., & Piyaphanyamongkol, A. (2020). EFFECTIVE TECHNOLOGIES FOR INNOVATIVE MARKETING IMPLEMENTATION. *Actual Economy: local solutions for global challenges*, 174-181.

31.   Romero-Palma, M. (2021). Choosing the Right Marketing Automation Platform: A SME Success Story. In *B2B Marketing* (pp. 559-578). Springer, Cham.

32.   Proctor, R. A. (1991). Marketing information systems. *Management Decision*, *29*(4).

33.   Parimi, S. (2021). MARKETING AND TECHNOLOGY–AN EMERGING FIELD OF EXCELLENCE. *Academy of Marketing Studies Journal*, *25*, 1-2.

34.   Łapińska, M. (2019). MarTech-Marketing Technology a rozwój platform SaaS do automatyzacji marketingu. *Marketing i Rynek*, (3), 17-24.

35.   Purcarea, T. (2019). The future of marketing. Enabling personalization and focusing on the content experience at scale. *Holistic Marketing Management Journal*, *9*(2), 26-37.

36.   PURCĂREA, I. M. (2019). The Ongoing Digital Revolution, Mobile Transformation, MarTech Applications, and Retraining. *Holistic Marketing Management Journal*, *9*(4), 12-21.

37.   Raghavan, S., & Pai, R. (2021). Changing Paradigm of Consumer Experience Through Martech–A Case Study on Indian Online Retail Industry. *International Journal of Case Studies in Business, IT and Education (IJCSBE)*, *5*(1), 186-199.

IEMS Journal of Management Research

$$\boxed{\textbf{Guidelines to Authors}}$$

1. Title of the article:
   The title of the paper should be in a 14 point Times New Roman and should be bold typed, centered and capitalized.

2. Name of author:
   The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and Email id should be in 11-point Times New Roman. It must be centered underneath the title.

3. Abstract:
   Use italicized text for abstract not exceeding 300 words. The abstract must be informative and explain the background, aims, methodology, results and conclusion.

4. Introduction:
   Article must be in English prepared on a standard A4 size paper setting. It must be prepared on a 1.5 spaces and single column with 1" margin set for top, bottom, left and right. It should be typed in 12 point Times New Roman with page numbers at the bottom and centre of the every page.

5. Headings:
   Headings should be in a 13 point Times New Roman with bold with left aligned, subheadings should be in bold letters with 12 point Times New Roman.

6. Main Text:
   The main text should be in a 12 point Times New Roman, 1.5 spaced and justified. Use separate numbers for figures and tables with appropriate title. Sources of data should be mentioned below the table/figure.

7. Reference:
   Arrange alphabetically with single spaced. Mention name of journal /magazine/ book, edition, volume, page numbers, full website address and other related things.

Subscription Form

Period	Rate	Discount	Amount Payable
One Year (2 Issues)	₹ 700/-	₹ 100/-	₹ 600/-
Three Years (6 Issues)	₹ 2000/-	₹ 300/-	₹ 1700/-
Five Years (10 Issues)	₹ 3500/-	₹ 500/-	₹ 3000/-

Subscription Details

Amount

₹ 600/-   ☐

₹ 1700/-   ☐

₹ 3000/-   ☐

Subscription Period _____ to _____

Payment Details :

Demand Draft / Cheque No. (at par cheques only) _____ in favor of

Director, IEMS, Hubli. - Karnataka.

Subscriber's Address : _____

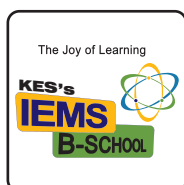_____

_____

Signature of Subscriber

IEMS Accolades

- An ISO:EOMS 21001:2018 Certified & Internationally Accredited Institute

- AICTE New Delhi Approved.

- Karnataka University, Dharwad Affiliation.

- Member KMAT, AIMS hyderabad, CMAT and AIMA New Delhi .

- Dr.Abdul Kalam Life Time Achievement National Award for Excellence in Management Education.

- Paul Harisson Fellowship award: from Rotary International.

- Top B-School in South India as per survey conducted by ABP News Mumbai

- 32nd India's Best B School - Siliconindia 2012

- South India's Best B -School - Dalal Street.

- 'A' Rank Category in Best B-School survey by Business India.

- 'A4' Rating category in Best B-Schools survey-AIMA with Business Standards.

- 'Most Promising Institute' By Deshpande Foundation

- International Accredited Institute

- Placement assistance.

Top 10th B-School in South India & 32nd Rank amongst Best B-Schools India - Siliconindia

(An ISO:EOMS 21001 : 2018 Certified & Internationally Accredited Institute)

Inspiring IEMS Campus with Green Environment

Kaizen Eduplus Society's

INSTITUTE OF EXCELLENCE IN MANAGEMENT SCIENCE

IEMS B-SCHOOL

- Inspiring Excellence

(An ISO:EOMS 21001 : 2018 Certified & Internationally Accredited Institute)
Affiliated to Karnatak University, Dharwad. Approved by AICTE, New Delhi.
Recipient of Dr. Abdul Kalam Life Time Achievement National Award for Excellence in Management Education

The Joy of Learning
KES's
IEMS
B-SCHOOL

VISION

Be a Centre for Continuous Learning that Excels in Management Education and Professional Development

MISSION

- Develop competent professionals to lead business by providing learner centric environment to student community.
- Offer contemporary, technology driven value added courses to develop entrepreneurial mind set.
- Enhance employability skills by facilitating strong networking with alumni, professionals, industry and community.
- Promote training and motivate faculty and staff to address the expectations of the society in North Karnataka.
- Nurture research culture, spirit of dignity of the individual and commitment to growth.

VALUES

- **Adaptability :** Adaptability in the workplace means being flexible and able to change in order to become successful.
- **Commitment :** Commitment is dedication to a particular organization, cause, or belief, and a willingness to get involved.
- **Integrity :** Integrity is the practice of being honest and showing a consistent and uncompromising adherence to strong moral and ethical principles
- **Passion :** Having passion at work affords people purpose.
- **Professionalism :** Professionalism is the conduct, behaviour and attitude of someone in a work or business environment

KAIZEN EDUPLUS SOCIETY'S

IEMS B School, Hubli. (MBA)

₹ 350/-

Institute of Excellence in Management Sciece
129-132, Tarihal Indl. Est., Airport Road, HUBLI - 26, Karnataka Tel : 0836-2310491 / 94,
E-mail : iemsjournal@gmail.com website : iemsbschool.org