AMBER

Acharya Management Business and Entrepreneurship Review

Volume: 11 Issue: 1 October 2019 - March 2020 ISSN: 0976-3341

Acharya Bangalore B-School
Bengaluru

A Bi-Annual Journal from ABBS

AMBER

Acharya Management Business and Entrepreneurship Review

Published by :
Acharya Bangalore B School
Andhrahalli Main Road,
Off Magadi Road, Bengaluru-560 091.

Designed & Printed at :
Pragathi Graphics
Mr. Pramoda R.
Mob.: 9845169184.
email: r.pramoda@gmail.com

Editorial

Dear Readers,

I am happy to place AMBER, Volume 11, Issue 1 in your hands with the theme 'Opportunities and Challenges Faced By Aggregators in the Global Business Environment'. The authors have covered important topics related to various Marketing Practices in this issue. Case Study and Book Reviews have added flair to the Journal. This is a small effort by ABBS in Knowledge creation and dissemination. I am sure this issue would certainly enhance the knowledge of the readers by providing more insights into the area of Business practices that have changed in the modern digital era due to the development of Information and other Technologies. I wish the readers would benefit from this issue and would give feedback to make the forthcoming issues better.

Patrons of this Journal from top management of the institution deserve special accolades for their support and coordination in bringing out AMBER in the last 11 years. I fail in my duty, if I do not thank the Editors of this issue Dr.V.P.Sriram, Dr. C. Sengottuvelu and authors who have subscribed to this issue. I profusely thank the reviewers who shouldered the responsibility in reviewing the papers.

The Covid-19 pandemic has brought countries to a complete stand-still, re-imagined "normal" living patterns and pushed the global economy into one of the worst recessions of recent times. This changed orientation has adversely affected the global economy with uncertainty about future conditions worsening the situation. Indian businesses have also suffered the consequences of poor consumer demand, supply fluctuations and lockdown restrictions with them having to further walk on the tightrope of restoring their production systems as well as keeping their employees safe. Further, The Covid-19 pandemic has affected many aspects in human life, businesses and economic conditions of many countries worldwide. This pandemic has also given lots of challenges and opportunities to the corporate world. So, companies have adopted new ways of doing business to manage the disruptions. Keeping this in mind the theme of the forthcoming issue Volume 11 and Issue 2 is "Emerging Business Trends - Post COVID-19". Research Papers, Case Studies and Book Reviews are solicited from Corporate, Academic, Research and Student Community.

Dr. H.R. Venkatesha, Director
AMBER - Chief Editor
Acharya Bangalore B-School, Bengaluru

Contents

Issue Theme: Opportunities and Challenges Faced By Aggregators in the Global Business Environment

An Empirical Research on Customer Experience and Satisfaction towards Online Food Ordering System and Food Aggregators Services

Dr. K. Sankar Ganesh, Professor and Dean (Academics), LEAD College of Management, Palakkad, Kerala, India.
Ms. Malavika J., MBA Student, LEAD College of Management, Palakkad, Kerala, India.

Abstract

The goal of this paper is to research the operational practices that make tech companies tick in the rising food service sector in India. As of 2018, the food supply market is estimated at over 16 billion, where more than 7 % market share is now reserved for online food delivery services. In comparison to 'Delivery as a Service' firms, aggregator delivery systems offer a forum for customers to browse through a range of restaurants hosted, discover restaurants and position orders. Rising incomes have stimulated the development of an increasingly healthier middle class, desiring food that can replace the nutritional value of home-cooked food. Aggressive expansion initiatives have not been as rewarding elsewhere in the food service sector (with several supermarket distribution providers shutting down operations in 2015-2016). However, the outlook seems brighter for the online food industry, as India is catching up with established markets (where online food orders reach 30% of market share) and started to focus more on food aggregator businesses as it is growing all along with huge customer base by exceeding their expectations and creating huge reputation as among themselves as a Food Aggregators by making use of the technology as a most vibrant tool towards their success strategies.

Keywords: Food Aggregator Services, Swiggy, Zomato, Food Panda, Online Food Ordering, Etc.,

1. Introduction

Online food applications are increasingly evolving in the Indian market. Indian people are so dynamic when they use the web applications to request food. Furthermore, because of all these online food ads is able to create an abundant measure of chances of working. This also allows local sellers to communicate with individuals, as a result of which they will increase their winnings. Just asking system, is a website or portable application from which customers can arrange food online from a helpful supermarket, or even a local café asking for supermarket online is like shopping on the internet. And with these advantages online food administrations are turning into a gigantic market, and India's financial condition will benefit. Technology has taken on a key role in changing the food conveyance administration, it has led to the changes in shopper inclinations as their innovation dependence has motivated them to do whatever internet requires getting cooked dinners transmitted to their doorstep.

Comfort is the primary consideration for consumers, because it is as easy to place a request as hardly any snaps on any mobile phone. Innovative dependency, lodging and less time taken for the food to be delivered serves as a compelling reason for purchasers to select the administrators the food offers by requesting online food and by submitting administrative entries. The popularity of online food requesting and distribution using administrations is continuously growing, and consumer preferences are also growing. The aim of this review paper is to study consumer's perceptions of the administrations they receive from different gateways. The study will help specialist organizations understand the discernment, desires and preferences of customers based on an overview's effect. To start this discussion, a look at the related writing, in particular referring to the online food requesting and transmitting authorities, was shown below. Explicitly taking a gander at the inn business concept worry about a lodging is its environment of administration and particularly the food. The notion of observation moves from client to client in every case. Therefore, every customer is uniquely intrigued to get great support or enjoy the atmosphere. So tell the truth, the overwhelming part of the people really love consuming café food only because of its taste. In addition, restaurant owners tend to be smart about preserving their Food taste and serving nature to the customer each time. In this way, business is deliberately setup on different segment rates in order to deliver value food to the consumer at his will and within his Identified time became basic models. Shopper unwaveringness is a term as regularly as conceivable used in advancing. It is an extension of how things and organizations gave by an association meet or beat customer want buyer dedication is depicted as the measure of clients, or level of complete clients, whose announced relationship in a firm, its things, or its associations (assessments) outflanks chose fulfilment targets.

In the event of the 21st century, we have entered an Electronic (E) age time. The Internet has created a colossal level of enthusiasm through its incorporation with a wide scope of associations starting from Online Business, E-Business, E-CRM, E-Supply Chain, E-Marketplace, E- Payment, E-Entertainment, E-Ticketing, E-Learning, E-Citizen, E-Government. The Internet has been commonly used in various arrangements and advancing activities, from the combination of huge data to the spread of information to different accomplices, for example, information recuperation, thing correspondence, bargains gadget, scattering channel, and as a customer administration gadget **(Singh, Jayashankar and Singh 2001; Calles 2000; Sandberg 1998; Peterson, Balasubramanian and Bronnenberg 1997)**. The Internet has opened a fortunate opening to about anyone because of its ability to make possible the lead of business on the web or by partner people worldwide without land hindrances. Buyers can mastermind product and adventures in every way that really matters. wherever, 24 hours of the day; 7 days consistently without obsessing about store hours. The Internet has furthermore given new opportunities to publicists by offering them inventive ways to deal with advance, confer, and flow things and information to their goal customers.

Online business has grown superbly in the early decade for an arrangement of reasons recollecting changes for purchaser lifestyles, mechanical degrees of progress, increases in customer pay and guidance, and quick cash related headway all through the world. The use of the Web as a shopping or purchasing vehicle has been created at a critical rate all through the later decade. The giant advancement of online arrangements and the unique components of the Web have drawn a great deal of thought from various associations hustling in to set up associations over the Web without fathoming what factors truly push buyers to buy things or organizations on the web. Numerous marketers believe that the promotion of the Internet would create consumer investment and value for both the network and detached products mostly on off chance it would be properly implemented. This is relied upon by and large to the Web's tremendous good situation of two-way correspondence and its ability to transmit information quickly and inexpensively when appeared differently in relation to other standard expansive interchanges using solely single bearing correspondence **(Warrington, Abram & Caldwell 2000; Waldo 2000).** The simultaneous and quick pace of customer gathering of PCs and framework systems have encouraged and obliged publicists to give Web retailing goals. A couple of researchers truly envision that the prerequisite for physical stores could be cleared out in roughly four decades and displaced with electronic retailing **(Adapt 1996).** While various sponsors perceive the centrality of using the Web in their advancing mixes, only a lot of researchers have inspected what components bolster or unsettle clients when buying things or organizations on the web. Despite the growing predominance of the Web, most data on Web advancing relies upon accounts and experiential confirmation from television, radio, notable press or magazines.

In plot, the benefits of using the web in advancing are colossal as they offer a tremendous open entryway for promoters to make creative activities that have not as of late been plausible. Nevertheless, sponsors need to develop a sharp cognizance of client lead when purchasing things on the web. This information will help publicizing executives to plan their displaying mixes and offers to all the more promptly meet customer's essentials. Along these lines, associations will set up, keep up or increase shopper reliability, make strong brand commitment and finally, give clients a solid purpose behind continuing to buy a comparable brand. This examination is thusly colossal as it is a major undertaking to perceive factors and their relative quality in affecting purchaser dynamic when buying prosperity sustenance's on the web. The investigation issue and focuses of this assessment are kept an eye on immediately.

1.1 Indian Marketing Scenario

1.1.1.Market Size

Starting at 2019, twenty to thirty year olds represented 63% of the general client base of the online food requesting market. This is owed to expanding discretionary cash flow of the millennial, particularly in the urban areas in India. Additionally, millennial incline toward requesting food online since it is anything but difficult to deal with and spares time and vitality of cooking at home. In 2019, out of the major online food delivery specialist organizations, Zomato held a portion of 38% regarding client base. Swiggy held a portion of 27% in the online food delivery client base of India in 2019. High reception rates in level-I and level-II urban areas, just as quick conveyance administrations has helped these two organizations to pick up the high offer in the Indian market.

1.1.2 Recent Developments

- Fast digitization and advancement in both online buyer base and spending will help India's online food industry to transform into an $8 billion market by 2022 - creating at a CAGR of 25-30 percent, another report said. The report by Google and Boston Guiding Social occasion (BCG) revealed that arrangement in cooking styles (35 percent) was one of the top clarifications behind irregular use of online food mentioning applications, followed by extraordinary cutoff points and convenience.
- Food Tech has made its core in more undeniable than 500 urban systems in India and with buyer confirmation making, there are new open gateways for the players to 'win with the client' in a pushing business territory,'" said Roma Datta chobey, Official Travel, BFSI, Classifieds, Gaming, Telco & Bits, Google.
- Buddy or framework backing 52% expected an essential activity in pulling in people to endeavor online food mentioning in light of the fact that. This was followed by advertisements 19% that created to be a strong driver in metros and among the more significant pay bundles the country over.
- Generally, online spending in India is growing rapidly and is projected to grow to 25% over the five-year period to cross more than $130 billion," said Rachit Mathur, Chief and Partner Oversight, India Lead of BCG's Company and Retail Activity. "Cruising on the wind of brisk digitalization, and making reliable use of it, the scope of online food affiliations has generated scarcely the year over the spectrum of recent developments and will continue to expand," Mathur stated.
- Zomato and Swiggy starting at now rule the online food movement promote in India. Zomato seven days prior detailed it has gotten Uber's Food Movement Business in India in an all- stock course of action of about $350 million and Uber will have 9.99% stake in the Deepinder Goyal-drove food requesting stage.
- The Google-BCG report in like manner recommended that customers have ordinary impediments that discourage allotment. A fifth of the respondents communicated a nonappearance of trust in the application as the central limit to usage. Requesting charges 18%, food quality concerns 13% and nonappearance of customization 10% are various reasons why customers have, up until this point, not investigated various roads in regards to on the web food mentioning. "Remarkably, these improvements in recognition depend on the market's progress. While transport charges is the top explanation behind not referencing food online in metro urban zones; in

Level I urban systems, nonattendance of trust in applications 29% is the essential backup course of action," the exposures appeared.

- "New partnerships in Food Tech have changed the way Indians eat. Referring to food online is an impulse before long. There is huge headroom to broaden reach, obligation and use rehash for food tech applications," said Abheek Singhi Senior Right hand and Coordinating Manager at Boston Exhorting Social event.

1.1.3. Government Initiatives

Leading Web Based Business Food specialist organizations like Swiggy, Zomato, Food Panda, and Uber Eats and others will quickly go under a broad review by India's food controller. Because the amount of individuals requesting food online keeps on ascending in India, the Sanitation and Principles Authority of India. Food Safety and Standards Authority of India (FSSAI) has woken up about the norm of food being conveyed through these web based business stages, and whether or not they need acquired a Food Safety and Standards Authority of India (FSSAI) permit. Paying attention to the matter of food quality, the Food Safety and Standards Authority of India (FSSAI) is arranging an outsized scope review of these organizations in September, CNBC TV18 detailed pertaining to sources. The review by Food Safety and Standards Authority of India (FSSAI) are an appraisal of the data innovation frameworks of the food conveyance stages and survey of selecting and posting systems, the report said. The food controller will likewise do a standing be careful for the consistence of the Food Business Administrators (FBOs) or conveyance stages with guidelines. As indicated by the report, defaulters may be detained for as long as three years or forced punishments of up to Rs five lakh. As indicated by the Food Safety and Standards Authority of India (FSSAI), notwithstanding rules operationalized for online business FBOs in February 2018, some grumblings were gotten by the food controller as for inadequate food being conveyed through these stages.

In late July, the Food Safety and Standards Authority of India (FSSAI) had coordinated driving web based business food specialist organizations like Swiggy, Zomato, Food Panda, Uber Eats and others to de-list Non-FSSAI authorized food business from their foundation by 31st July, 2018 within the wake of accepting shopper protests of unsatisfactory food being served through web based business stages. In an announcement, the food controller said that the aggregators were encouraged to denote Food Safety and Standards Authority of India (FSSAI) permit number on their foundation alongside name and area of the cafés. In any case, in a very survey meeting held before in August, Food Safety and Standards Authority of India (FSSAI) found that a bit of the foremost food aggregators were working without FSSAI Permit or enrollment." However, the Controller had noted that over 30-40% of the food organizations reported by these internet business aggregators are uncut horized or unenrolled. Large and large, licensed food organizations have applied for Food Safety and Standards Authority of India (FSSAI) Permit / Enlistment as recently as they have not yet earned them at the same time, "Food Safety and Standards Authority of India (FSSAI) said in a quarter-day statement, The food controller had given time of about fourteen days to those food aggregators to present an activity attempt to de-list un-authorized un-enrolled food organization.

1.1.4 Opportunities in Marketing Sector

The online food ordering division in India is relied upon to appreciate a decent run. Development is normal in retail commercial, on the rear of variables, for example, a few players entering the food and drinks portion, internet business increasing greater fame in the nation, and household organizations trying out the waters. The rustic district is a conceivably gainful objective. For example, in the autos division, the focal point of bikes on rustic zones could mean more dispatches and all the more promoting spends. The telecom part could see development also, determined by better smart phone infiltration and specialist organizations eliminating costs.

1.2.Global Marketing Industry

The worldwide online food delivery advertise arrived at an estimation of US$ 84.6 billion of every 2018.

Online food conveyance is a procedure of requesting and conveying food things to the clients at their doorsteps who have requested their food through different food conveyance sites and applications by utilizing their PCs or advanced mobile phones. A client will scan for a most loved eatery, browse accessible things, select the installment strategy and affirm the request. Food conveyance applications permit the buyer to enlist and maintain a record so as to make visit requesting increasingly advantageous. Online food conveyance is picking up fame among the two shoppers and food specialist co-ops as it is profiting both. Buyers are receiving on the web food conveyance on account of its simplicity, speed, and exactness, while food specialist organizations see the potential for expanded income, diminished work costs and decreased blunders.

In recent years, the pattern of online food ordering has been expanding. Rising entrance of PDAs and web associations the course gives the chance to get the food conveyed advantageously and rapidly. Online food delivery offers purchasers with a wide scope of food things accessible on their Smart phones and the comfort of getting it conveyed at their doorsteps. In addition, online food conveyance gives various advantages to food specialist organizations also. Probably the greatest preferred position of online food conveyance are reserve funds in labor since the staff isn't tied up on the telephone or at the counter. Alongside work reserve funds, other significant advantages of online offering a rich eating experience. Up to this point, a large portion of this conveyance orders were put via telephone, however there are numerous inconveniences to this framework.

It is feasible for anyone to arrange any products through the web and have the good delivery at his/her doorsteps. Be that as it may, while attempting to examine the exchange technique for the merchandise and enterprises, consideration is focused on the payment mode. As such, how conceivable is it to pay for merchandise and ventures through the web? This at that point prompts the conversation of the monetary results of advanced money. What are the usage from the view purpose of financial? Since the world is quick turning into a worldwide town, the essential device for this procedure is correspondence of which media transmission is a key player. A significant advancement is the wireless telephone framework which comes in either fixed remote phone lines or the Worldwide Arrangement of Versatile correspondence (GSM).

Online food ordering framework is a framework to deal with the business. The primary concern of building up this framework is to assist the clients with managing the business and help clients through web based requesting and lunch reservation. The undertaking is being created as a result of the long lines that will be in the café during lunch or supper hours, one for buying tickets and one for gathering food. With the new framework, the clients would have the option to arrange their food from the solace of their workplaces, study halls, lodgings and anyplace outside the school grounds without lining. The framework will provide food for the inconveniences of the customary technique which is as of now set up. Fast food is one which picked up acknowledgment of Indian sense of taste after the global inexpensive food players adjusted the fundamental Indian food necessities viz. vegan suppers and chose non-veggie lover choices barring hamburger and pork absolutely from their menu.

Global fast food outlets at first confronted fights and rejection from Indian purchasers. This was because of essential observation that these cheap food players serve just chicken and don't serve vegan suppers. Seen costly alongside being out-of-path suppers in Indian culture. Today, inexpensive food industry is getting adjusted to Indian food necessities and is developing in India. Picking up acknowledgment fundamentally from Indian youth and more youthful ages and is turning out to be a piece of life. Keeping in see the Indian propensities and changing inclinations towards food utilization, this examination has its concentration to comprehend the elements influencing the view of Indian youth, in the age gathering of 20-30 years, towards utilization of cheap food just as towards settling on decision of inexpensive food outlets.

2.1. Advantages of Online Food Ordering

There are points of interest for both the customer and for the restaurants who partake in web based requesting. Initial, a client can arrange voluntarily when they have the opportunity to. Additionally, the client can modify their request the manner in which they like it without mistakes in correspondence between the client and the individual taking the request. Not with standing customer points of interest, the eatery can take more requests with less staff. The eatery needn't bother with a server or entertainer to be on the telephone to take the request. The request can go directly to the kitchen.

2.2. Disadvantages of Online Food Ordering

Customer are not in a situation to ask for food quality or other explicit eating routine things. Requesting without gluten or sensitivity free foods with the on-line shopping is increasingly muddled. Hence, it's almost certain for a client to put in a request, yet never to get the request that can add to food squander and most likely pay misfortune.

3. Significance of the study

Online Food Delivery Administrations showcase has seen no matter how you look at it. Development And Improvement in the late years as the quantity of family unit retailers made their closeness in various zones of the country and also, the straightforwardness of business division entry allowed outside players to develop their scopes of tasks in India. In this manner, the publicize consistently ended up being increasingly engaged as the business area players developed their promoting methodologies even more powerfully attempting to extend their pie.

4. Need for the study

Customer Care is crucial in consumer loyalty and its principle necessity for starting and growing long haul relationship. The online business in India is at an expectation to absorb information and many full help eateries are not equipped for conveying quality administrations and in this manner doesn't add to consumer loyalty and lose to rivalry. Consequently it is imperative to distinguish measures for superb assistance in full help cafe that can be utilized to fill in as a seat imprint to empower eatery to start and build up client's connections separated contribution and maintenance and so forthcoming about on account of consumer loyalty. The motivation behind this examination is to quantify the inclination of clients with respect to online food conveyance administration of the pie.

5. Review of Literature

Juan C. Correaa, Wilmer Garzónb, Phillip Brookerc, Gopal Sakarkard, Steven A. Carranzaa, Leidy Yunadoa, Alejandro Rincóna.(2017) In metropolitan areas Online Food Distribution Systems depend on public infrastructure owing to increasingly concentrated road traffic. These platforms leverage content created by users to promote shared use among its participants. Researcher measured the effect of traffic conditions (using the Google Maps API) which are the main success metrics for online food ordering and distribution services. Overall analysis indicates that traffic constraints did not have any realistic impact on the amount of purchases and distribution period execution, while early deliveries indicated a consistency problem correlated with the number of consumer reviews after delivering orders at the door step.

Goh See-Kwong, Ng Soo-Ryue, Wong Shiun-Yi & Chong Lily (2017) reports that there are many considerations that should be made conscious of by restaurant operators. There may be a situation where consumers encounter a challenge attributable to technical knowledge. Customers may find themselves reluctant to order food via websites or mobile apps. Such variables may directly influence the view of consumers. Studies has showed some positive impact on restaurants in terms of sales increase, more exposer and broader consumer base, comfort, etc. They faced several issues with aggregators while consulted with restaurant owners. Thanks to heavy traffic, order is not issued on time and any person needs to obey the traffic laws except for certain emergency services. Each restaurant owner is fitted with order monitoring system supplied by the food service providers. Issues of ten occur during system failure or when work ceases. Throughout these situations, restaurant owner is unable to monitor the customer's order and thus late delivery can take place. Restaurant owner even proposed to offer urgent replacement or maintenance of the system to food distribution company companies.

The expense of supplying food is often a big factor for generating consumer understanding. As food delivery firms take liability for providing food to the customer's location, many consumers are unsure on whether the food delivery company supplier sends late orders or whether it is a business owner that has not supplied food on schedule. Most orders are issued to one delivery boy because of lack of man power. The order is then issued.

Seema Gopichand, Hari Ramani (August 2017) Conducted a study on the topic "Consumer Perception of Online Shopping in India." Her main findings were that the maximum number of internet users is under 25 years of age and has an income of between 15000 and 25000. And the factor for online shopping is Quality, Accessibility Facility, Customer Care, and Website Policy. The research further shows that ease, time savings and fair pricing often continue to be ordered digitally by customers.

Kumaran M. (November 2017) Has performed a report on "Indian buyers understanding of online shopping an analytical analysis." This research deals with e-marketing research on factors affecting consumer perception of online shopping experiences, this research deals with Perceived Risks, Website Role, Domain Specific Innovation, Subjective Standards, Attitude, Perceived Usefulness, Perceived Ease of Use, Attitude, Online Shopping Intent, And Online Shopping Behavior. There are several explanations consumers choose online shopping, but the biggest explanation for a customer opting out of online shopping is the protection concerns, but this problem has been given little attention by the industry. The website related ambience is the most important factor which satisfies or dissatisfies a consumer. Efficiency and usability of the website can improve the procurement process and build consumer confidence in online shopping.

Singh R.A., Pathan S. & Kanade V. (2017) States that an electronic restaurant and mess menu can be set up through online food order in program, so that consumers can conveniently position orders. Orders can now be conveniently monitored for an electronic food registry, which upholds the inventory for consumers and improves the food distribution business. The restaurants and mess can also change the restaurant menu online and conveniently upload photos. Getting an online restaurant menu, prospective clients can conveniently view it and place order at their convenience. Therefore, features of input and wireless connectivity are provided on an electronic food ordering program.

Alexandra Rodney, Sarah Cappeliez, Merin Oleschuk and Josée Johnston (2017) States that blogs encourage people to create various styles of food products. Prominent celebrities are brought into shaping home cooking in certain occasions. This paper addresses the paradoxical mix of idealization and lack of confidence in food production that illuminates food forums. For women the work is narrowly confined.

Zamarrud Ansari and Surabhi Jain (2016) States people are used to buying and shopping products digitally. The reduced mobile phone costs and rising living standards have broadened the size of this larger market. There are, generally speaking, three challenges facing every online food company. It will have to be taken care of to start with logistics in terms of timely delivery and resource optimization. The next greatest problem is to compete with the amount of restaurants, as each online food company must guarantee the standard of service by educating the employees and also ensuring that they collect their payment on time. But the third and toughest challenge will be getting good technical skills for that. The most critical aspect that can be measured by a successful online food platform is the workers affiliated with the company. They need to see how the workers will excel at the organizational level and boost the company.

Zety Shakila Binti Mohd Yusofet.al (2016) He said e-commerce is an aggregator and need to focus more on the quality of service. That is more centric with consumers. For the possible end, E-commerce would be a big forum for aspiring entrepreneurs and prospects to launch the food distribution company sector that links restaurants with consumers.

H.S. Sethu and B Saini (2016) The research showed that 100 per cent of the respondents used the online food ordering systems, and purchasing choices were primarily informed by friend family views and online group conversations. The research shows that the popularity of web based food shopping is determined through positive word of mouth and feedback with current consumers and online forums.

Mustafa Abbas Bhotvawala, Harsh Balihallimath, Nishant Bidichandani and M. P. Khond. (2016) In comparison to businesses with 'Delivery as a Service,' aggregator delivery systems create a forum for customers to browse through a variety of restaurants listed on their platforms, discover restaurants and position orders manually. The research was focused on a analysis of four such food order and distribution companies' development and business strategies in a thriving Indian market (Swiggy, Zomato, Food Panda, and Tiny Owl). Owing to a higher discretionary income from a richer middle class (also with lengthy, irregular working hours), the demand is projected to rise by 40 per cent annually. Growing incomes have encouraged the creation of an increasingly health conscious middle class, desiring meals that may substitute home cooked meals for nutritional values. Outside in the food service industry, aggressive growth strategies have not been as rewarding. Of the online food sector, though, the outlook looks brighter as India catches up with established markets (where online grocery orders eat up more than 30 per cent of market share).

Helge Wurdemanna, Vahid Aminzadeha, Jian S Daia, John Reedb, Graham Purnellc (2016) The common approach when developing new food handling applications is to use prior technological experience for similar foods. For a defined method observational experience is appropriate, and a more formal approach is created. The main improvement is a clear means of classifying goods, such that the distribution of a specific category is not debated. The features of the product profile were selected according to the manufacturing needs of the various kinds of goods. Parameters such as temperatures have been omitted because the temperature cannot be adjusted because if the temperature increases, the consumer quality accuracy may result and implies that the form of consumer buying procedure falls under separate group. In the other side, a description that separates processes for food ordering from other forms of food processing had to be defined. Gaps may be defined by addressing specific and utilized automation for ordering procedures, and by connecting them to other food categories. Such discrepancies reflect manual, although not automatic, ordering systems that do exist. The work result is hoped to have a scientific framework and cutting edge methodologies that support the aspects in constructing physical structure.

Girish Deore, Pranav Shete (2016) Majority of restaurants providing meal delivery have embraced electronic grocery ordering. The consumers who were using online food ordering expressed appreciation to the system and suggested that online ordering matched the needs. The advantages of electronic shopping include strengthened order accuracy, expanded performance and better control of client relationships. These are expected to eliminate most restaurants' prices and operating risks, saving, and comfortable. Survey noticed that when a customer plans his or her mind to buy online food, several factors influence him or her. Time saving, and usability are the main factors found. Users check pricing on the platform and applications for electronic food ordering, and then evaluate both reviews and quality ranking before creating the final dish range. Restaurants will also follow effective approaches to improve consumer interest by collecting input, enabling consumers to post comments about their food and also to raise knowledge of their position on the online food sector by showing the product on the website, app or platform of online food delivery.

Neha Parashar and Sakina Ghadiyali (2016) Intangible products include various hospitality services where there is no transfer of possession or ownership and they cannot be sold but come into being at the time of consumption or purchase. Work has been carried out on different devices that are accessible either by aggregators or by restaurants themselves for various uses such as distribution, pointing device, ordering in house devices etc. Consumer behaviour is the analysis of how human individuals, associations, or organizations choose, acquire, utilize, and dispose of products, items, and services to fulfill their expectations and wishes. This applies to customer behavior on the markets as well as the real reasons behind such behavior. Researcher discusses how user preferences have changed with technology intervention and how client records service use various technologies.

Leong Wai Hong (2016) The electronic food ordering and distribution systems have been documented in his studies as an effective framework for increasing restaurants profitability and competitiveness by internet marketing and business strategies.

Yi Jin Lima, Abdullah Osman, Shahrul Nizam Salahuddinc, Abdul Rahim Romled and Safizal Abdullahe (2015) The connection between desire to buy and willingness to shop online demonstrated the optimistic relationship. The strong impact of purchase intention on online purchasing activity was compatible with prior findings that the purpose was a influential indicator of real shopping behavior. The second thing was between subjective standard and plan to buy with positive and important outcome. The result implied that the purchase intention of the university students was influenced by the perception of cultural background, families, friends and advertising. Compared to previous studies, this study has shown an enhanced predictive capacity of purchasing purpose and online shopping conduct. This also offers guidance for potential studies to concentrate on the positives and avoiding the drawbacks. As for every study there are several gaps in the analysis as the sample identified was restricted to university students with a history in higher education.

Zulkarnain, Kedah and Yusof, Ismail and Ahasanul, Haque and Selim, Ahmed (2015) Found that there is a significant positive relationship between quality of the website and trust of the website but also a significant positive relationship between quality of service and customer satisfaction. In addition, there are also important beneficial associations not just between website confidence and consumer satisfaction but also between customer satisfaction and loyalty. Although study was undertaken, one significant finding emerged that there is a clear correlation between the level of service and loyalty. Work also provides useful information on how to run electronic food ordering systems. Loyalty also plays a critical role in the performance of every company that results in high profitability and long-term growth.

Varsha Chavan, Priya Jadhav, Snehal Korade and Priyanka Teli (2015) They concluded in their studies aimed at evaluating the effect of smart device based app on market management and service delivery as a supporting factor for restaurants to take orders and more efficiently supply food. Authors also proclaimed online resources to be more secure, user friendly and effective platforms for food sector.

Kedah, Zulkarnain, Ismail Y., Ahasanul Haque A.K., & Ahmed S. (2015) This paper analyzes the customer requesting experience's determinants, which include web confidence, user satisfaction, and steadfastness. The determinants are referred about by standard of location and efficiency of administration. Statistics show that there is not only a huge positive correlation between content design and site satisfaction but also a huge positive relation between quality control and customer loyalty. Additionally, there are important beneficial links between site confidence and customer satisfaction, as well as between consumer loyalty and steadfastness. In fact, the review provides significant amount of information to operate on the site feed requesting administrations effectively.

Stephen A. (2015) In order to understand the new contexts through which users work, Belk quoted to describe the "extended selves" He clarified that, in the digital world, customers may not have one but several individuals. Which might be distinct from the person he would really have. The online media offers a surface to face platform for different people. Stephen stated in this regard that people are seeking to leverage these individuals to manipulate other individuals on the digital media. Those are influencers that may be effective in shaping existing and potential customers.

Schiffman L., Kanuk L., & Kumar S.R., (2010) Explained that "in the context of customer behavior, attitude is a conditioned predisposition to act with regard to a specific item in a regularly beneficial or unfavorable manner. By item he applied to the same use or marketing related principles. Attitudes are learned, he said, and are relevant to buying behaviour. These are created as a result of direct contact of the substance involved, knowledge gained by others by word of mouth, access to mainstream media ads, the internet and other relevant marketing platforms. The characteristic of attitudes is that they are very accurate, robust and compatible with their mirrored behaviour. Consumer buying choice, customer preferences, consumer culture and understanding of market advantages lead to consumer perceptions towards online shopping.

Prabhavathi Y., Krishna Kishore N.T. & Ramesh Kumar M. (2014) As research on customer tastes and purchasing habits established such variables as availability, social impact, balanced menu and standard of service. Lifestyle also plays a critical role in food consumption, and restaurants provide satisfaction by enhancing the taste of food with friends as well. Lifestyle may be a determining factor in food buying and delivery services but this distribution company sector is not restricted to fast food. There are many forms of food and beverages on online ordering and distribution systems. Taste may be a big factor in serving the meal, however in Internet grocery buying and distribution system restaurant owner is utterly unsure of who will be sending his order to. Since order should be served at the consumer's doorstep, the ambience of the restaurant is not perceived to be a crucial element in food delivery services.

Krishni Miglani, Veronica Jenvild (2014) Listed some causes, such as urbanization, working women's rise, younger urban population and higher disposable incomes combined with increased time constraints. Made-for-delivery Internet pages and Smartphone applications are common industry developments. The growth in takeaway demand despite slowdown in dine in **Quick Service Restaurants (QSR)** suggests consumer preferences are moving away from QSR dine in. Tastes shift, dining out at Fast service restaurants outlets in India are no longer viewed as an incentive. Dine in patterns are fine dining shops or cafés, while QSR is easily and comfortably ordered, ideally delivered to the house. Fast service restaurant suppliers have to adapt with their modern understanding and responding a creative manner to the growing demands of home delivery. It is suggested that individual brands apply the new consumer preferences like refinement, health, hygiene and taste in order to win market shares and compete with giant players. Social networking networks are not simply for communicating with peers but also a way for customers to learn for health. The internet is heavily packed with posts mostly complaining about food in one way or another. Food is the main discussion subject on all social networking sites. Indian consumers have formed a deep affinity for the online food delivery room, and like to spend their time browsing different convenient options online.

Pratiksinh Vaghela (2014) Customers have internet connections at home and in the workplace. Accessories are primarily bought by consumers via Internet. Customers need to give credit card details and they cannot see products was the most critical factor for online shopping. Customer's view of internet shopping (food and other accessories) is more costly, it takes more time to produce the items, and when making online orders they face problems. Shopping online is now a regular occurrence of existence today. The study found that consumers agreed that online shopping is a safer choice than manual shopping, but also feel that online shopping is costly, slow in merchandise delivery and service delivery. Many consumers experience issues such as buying the incorrect / defective product, misleading pages and inadequate customer support. According to customers most troubling online shopping barrier was unable to directly validate items, protection of online payment. Similar challenges people encounter in the food distribution systems.

Kamran Ahsan, Nazish Nouman, Anum Kamran, Farhana Hussain and Saboohi Naeem Ahmed (2013) Artificial Intelligence play a very significant function in food ordering and delivery technology such as Customer Care, Partnership Management, Supply Chain Management, etc Because of the technical moment food ordering and delivery services needs to insure that the ordered food will arrive at the right location at the right time and to the right individual.

Samsudin N.A., Khalid S.K., Kohar M. F., Senin Z., & Ihkasan M. N. (2011) Points out that a design and implementation of wireless food ordering system has been achieved amid client reviews for an eatery. This empowers proprietors of cafes to set up the system in a wireless world and easily refresh displays with menus. Advanced cell phone has been designed to facilitate continuing communication between eatery owners and customers in the adaptable wireless food ordering program demanding environment of continuous consumer critique implementation.

Chris (2011) Many businesses assume that some restaurants can advertise instantly and customers can book tables immediately, but the fact that some restaurants are not able to draw customers in today's scenario because there is tremendous penetration in the Indian market particularly in urban cities where consumers are more selective and people don't have enough time to visit restaurants. In these cases restaurant owners make an agreement with food ordering and distribution systems to supply consumers with food. Restaurants also get more exposure from the food distribution systems.

Vaggelis Saprikis, Adamantia Chouliara and Maro Vlachopoulou (2010) Both the rapid increase in internet usage and the advance of information technology have changed the way goods are purchased and sold, resulting in a high increase in the number of online shoppers. Nonetheless, owing to the nature of the different customers and the types of goods and services offered, a number of variations were discovered about online sales. Therefore knowing who the consuming people are and why they prefer to use or ignore the Internet as a medium of consumption is a significant topic for both shopping portals and market theories. In addition, the explanations for using or avoiding online shopping, and the styles of favorite items have been identified. The study offers important insights into the actions of buyers online, as the findings reveal substantial variations between the two respondent categories

Zeithaml & Bitner (2003) Customer Experience doesn't occur often in food delivery industry because there is no immediate contact with restaurants in online food ordering and distribution business. Consumers typically rely on restaurant search engine portals for updated information. Consumers make their decisions, impression provided by reviewers and experienced consumers through reading feedback and ratings. Sometime phone interactions happen, but between food ordering & distribution service provider and client, it happens. **William R. King, Jun He (2006)** Most scholars considered the TAM paradigm **(Davis, 1989; Davis, Bagozzi, & Warshaw, 1989)** very useful in evaluating consumers 'approval, disposition and behavioral expectation toward emerging technology. The easiest way to order food is via Smartphone phones. Thanks to the massive rise in Smartphone usage, online food ordering has seen an explosive growth. Consumers consider it very easy to search blogs or devices and pick the food they want from restaurants. User reviews and scores on blogs are useful for potential consumers in making a purchase decision. In turn, plugins are applied to websites and Smartphone devices to categorize and configure the order according to the needs of users. Everybody in industry is stakeholder. Yet the Consumer remains the most influential stakeholder. Delivery time is the most important and deciding factor in customer satisfaction. Business workers must recognize that delaying the order means there's a high chance that customers will turn to other grocery buying and distribution systems. Food distribution firms are well aware of the value of delivery time, which is why they have live monitoring order services to see when their orders arrive. Tracking the order relies solely on the **GPS (Global Positioning System)** which is the delivery agent needing to enable GPS service in Smartphone or car so that customers and consumer can monitor the package on their cell devices. Relationship in the service industry is a cornerstone to growth, and companies are more focused on developing good client relationships. Company will not assume control of food taste in Food distribution systems. Restaurant operators bear the obligation. The main concern of the food delivery service is to provide food for the door step of the consumer, as well as in the committed time frame.

6. Statement of The Problem

Products are intangible goods because there is no transition of custody or property because as they are used or bought, they cannot be exchanged nor come into being. Resources could not be collected or transmitted. On the other hand, digital services are services that are anything that can be delivered through an information infrastructure such as the internet, in different forms i.e. applications, web pages, social media etc. The paper would concentrate on the various applications accessible either by third parties for distribution purposes or by restaurants themselves for specific purposes such as shipping, pointing method, in house device purchasing, etc.

7. Scope of the Study

The study is to analyze the perception of the customer towards online food delivery services and the scope of the study to analyze the perception of the customers towards the product that will be helpful in the decision making process for the company. The research is about figuring out the happiness of the vendors in the hotel industry. The study's need is to evaluate the quality of service in the hotel industry, as service plays a key role in the growth of businesses, particularly business.

8. Objectives of the Study

- To find out the demographic profile of customer.
- To study the consumer expectation and awareness of online food delivery services
- To study the various factors that influences the consumer to choose online food delivery services.
- To analyze what channel is used more frequently in electronic food ordering.

9. Research Methodology

The Researcher carried out a descriptive research nature based study, wherein his research majorly focus on online food aggregators and their valuable services provided to their customers. The research was carried out in Bangalore city of Karnataka state of India. The population of the research study seems to be indefinite, the researcher adapted a non-probability using sampling method and Convenience sampling technique was been adapted. In addition data was collected from both primary and secondarily with a reliable sources available. Primary data was collected using a structured questionnaire and interview method is been adapted to collect the primary samples. Hence the researcher performed the required and appropriate statistical analysis in order to provide reliable output to the stakeholders of this research.

10. Data Analysis and Interpretation

10.1 Gender Category of the respondents

Gender Category	No.of . Respondents	Percentage (%)
Male	68	68
Female	32	32
Total	**100**	**100**

Table.No.1. Gender Category of the respondents

Interpretation:

From the above table.no.01, it can be inferred that out of total 100 respondents, 68% of the respondents are male category classification and 32% of the respondents are female category classification of the respondents.

10.2 Age Group of the respondents

Age Group	No.of . Respondents	Percentage (%)
Less than 20yrs	10	10
Between 21 yrs to 30 yrs	50	50
Between 31 yrs to 40 yrs	27	27
Between 41yrs to 50 yrs	07	07
Greater than 50 yrs.	03	03
Total	**100**	**100**

Table.No.2. Age Group Category of the respondents

Interpretation:

From the above table.no.2, it can be inferred that, out of 100 samples collected, Majority 50% of the respondents belongs to the age group between 21 yrs to 30 yrs, then 27% of the respondents belongs to the age group between 31 yrs to 40 yrs, then 10% of the respondents belongs to the age group less than 20yrs, then the remaining 7% of the respondents belongs to the age group between 41 yrs to 50 yrs and 03% of the respondents belongs to the age group of above 50yrs.

10.3.Marital Status of the respondents

Martial Status	No.of Respondents	Percentage (%)
Married	14	14
Unmarried	86	86
Total	**100**	**100**

Table.No.3. Martial Status of the respondents

Interpretation:

From the above table.no.3, it can be inferred that, Out of total 100 respondents, 86% of the respondents are belonging to the Unmarried Martial Status Category and then the remaining 14% of the respondents are belonging to the Married Martial Status Category.

10.4.Educational Qualification of respondents

Educational Qualification	No.of Respondents	Percentage (%)
SSLC/HSC	02	02
Undergraduate	34	34
Postgraduate	61	61
Diploma	02	02
Others	01	01
Total	**100**	**100**

Table.No.4. Educational Qualification of the respondents

Interpretation:

From the above table.no.4, it can be inferred that, out of total 100 respondents, 61% of the respondents educational qualification are found to be Postgraduate, 34% of the respondents educational qualification are found to be Undergraduate, 2% of the respondents educational qualification are found to be Diploma, 2% of the respondents educational qualification are found to be SSLC/HSC and the remaining 1% of the respondents educational qualification are found to be in others category.

10.5. Occupation Category of the respondents

Occupation Category	No.of Respondents	Percentage (%)
Business	08	08
Professional	21	21
Student	55	55
Housewife	16	16
Others	00	00
Total	**100**	**100**

Table.No.5. Occupational Category of the respondents

Interpretation:

From the above table.no.5, it can be inferred that, out of total 100 respondents, Majority 55% of the respondent's occupation seems to be students, 21% of the respondent's occupation are seems to be Professional, 16% of the respondent's occupation are seems to be Housewife, 8% of the respondent's occupation are seems to be business.

10.6 Monthly Family Income of the respondents

Monthly Family Income (Rs)	No.of Respondents	Percentage (%)
Less than Rs.10,000	31	31
Between Rs.10,001 to Rs.25,000	34	34
Between Rs.25,001 to Rs.50,000	21	21
Between Rs.50,001 to Rs.75,000	06	06
Greater than Rs.75000	08	08
Total	**100**	**100**

Table.No.6. Monthly Family Income of the respondents

Interpretation:

From the above table.no.6, it can be inferred that out of total 100 respondents, Majority 34% of the respondents belongs to the monthly family income ranges between Rs.10,001 to Rs.25,000 income level, 21% of the respondents belongs to the monthly family income ranges between Rs.25,001 to Rs.50,000, 31% of the respondents belongs to the monthly family income ranges Less than Rs.10,000, then remaining 8% of the respondents belongs to the monthly family income ranges greater than Rs.75,000 and remaining 6% of the respondents belongs to the monthly family income ranges between Rs.50,001 to Rs.75,000.

10.7. Respondent's Frequency of Ordering Food through Online Aggregators.

Order Frequency	No. of Respondents	Percentage (%)
Everyday	01	01
Once in a Days	06	06
Once in a Week	31	31
Once in a Month	22	22
Occasionally	40	40
Total	**100**	**100**

Table.No.7. Respondent's Frequency of Ordering Food through Online Aggregators

Interpretation:

From the above table.no.7, it is inferred that, out of total samples collected, 31% of the respondents order food weekly, followed by 22% who order food monthly, around 6% of the food is order once in a days followed by the Majority 40% of the respondents who ordered food occasionally.

10.8. Respondents Preferred Method of Ordering Food through Online Aggregators.

Method of Ordering Food	No. of Respondents	Percentage (%)
Through Phone	20	20
Through Websites	01	01
Through Mobile App	76	76
Thro Telephonic Order	03	03
Others Sources	00	00
Total	**100**	**100**

Table.No.8. Respondents Preferred Method of Ordering Food through Online Aggregators.

Interpretation:

From the above table.no.8, it is inferred that, out of 100 samples collected, Majority 76% of the respondents use Mobile App to order food online, around 20% of the respondents use Phone to order food online, around 3% of the respondents use simply through order through telephones and remaining 1% of the respondents order through Websites.

10.9. Respondents Preferred Method of Payment for Online Ordering of Foods through Aggregators

Mode of Payment	No. of Respondents	Percentage (%)
Cash On Delivery	45	45
Mobile E-Payment	39	39
Credit/Debit Card	08	08
Internet Banking	08	08
Others	00	00
Grant Total	**100**	**100**

Table.No.9. Respondents Preferred Method of Payment for Online Ordering of Foods through Aggregators.

Interpretation:

From the above table.no.9, it is inferred that, out of total 100 samples collected, 45% of the customers/ users make payment through cash on delivery, around 39% will do with mobile E-Payment around 8% will do either cards or Internet Banking for foods ordered through Aggregators

10.10. Amount spend by the respondents per week towards Online Food Delivery through Aggregators

Amount Spend	No. of Respondents	Percentage (%)
Less than Rs.1,000	52	52
Between Rs.1,001 to Rs.2000,	29	29
Between Rs.2,001 to Rs.3,000	09	09
Between Rs.3,001 to Rs.4,000	07	07
Greater than Rs.4,000	03	03
Total	**100**	**100**

Table.No.10. Amount spent by the respondents towards Online Food Delivery through Aggregators

Interpretation:

From the above table.no.10, it is inferred that, out of total 100 samples collected, Majority 52% of the customers/users will spend Less than Rs.1,000 towards online food ordering through aggregators, , around 29% will spend between Rs.1,001 to Rs.2000 towards online food ordering through aggregators, around 9% will spend between Rs.2,001 to Rs.3,000 towards online food ordering through aggregators, 7% will spend between Rs.3,001 to Rs.4,000 towards online food ordering through aggregators and 3% will spend Greater than Rs.4,000 towards online food ordering through aggregators.

10.11. Respondents Preferred Food Aggregators Towards Online Food Ordering Process

Preferred Food Aggregator	No. of Respondents	Percentage (%)
Zomato	49	49
Swiggy	40	40
Uber Eats	09	09
Food Panda	01	01
Others	01	01
Total	**100**	**100**

Table.No.11. Respondents Preferred Food Aggregators Towards Online Food Ordering Process

Interpretation:

From the above table.no.11, it is inferred that out of total 100 samples collected, Majority 49% of the respondents prefer Zomato food Aggregators to order food online, then around 40% of the respondents prefer Swiggy food Aggregators to order food online, around 9% of the respondents prefer uber eats food Aggregators to order food online and 1% of the respondents prefer food panda and other food Aggregators to order food online.

10.12. Respondents reason for choosing their preferred Online Food Aggregators

Reason for Choosing Pref. Food Aggregators	No. of Respondents	Percentage (%)
On-Time Delivery	56	56
Good Packaging	26	26
Best Offers and Discount	46	46
Easy To Order	38	38
Others	00	00
Total	**100**	**100**

Table.No.12. Respondents reason for choosing their preferred Online Food Aggregators

Interpretation:

From the above table.no.12, it can be inferred that out of total 100 samples collected, Majority 56% of the respondents says the reason for choosing their preferred Online Food Aggregators are on-time delivery, 46% of the respondents says the reason for choosing their preferred Online Food Aggregators are best offers and discount, 26% of the respondents says the reason for choosing their preferred Online Food Aggregators are packaging & 38% the respondents says the reason for choosing their preferred Online Food Aggregators are easy to order.

10.13. Respondents opinion on Online Food Aggregators towards offering more offers and discounts

Online Food Aggregators	No. of Respondents	Percentage (%)
Zomato	54	54
Swiggy	32	32
Uber Eats	12	12
Food Panda	02	02
Others	00	00
Total	**100**	**100**

Table.No.13.Respondents opinion on Online Food Aggregators towards offering more offers and discounts

Interpretation:

From the above table.no.13, it can be inferred that out of total 100 samples collected, Majority 54% of the respondents feels that Zomato Food Aggregator offering more offers and discounts compared to other aggregators, 32% of the respondents feels that Swiggy Food Aggregator offering more offers and discounts compared to other aggregators, 12% of the respondents feels that Uber Eat Food Aggregator offering more offers and discounts compared to other aggregators, 2% of the respondents feels that Food Panda Food Aggregator offering more offers and discounts compared to other aggregators.

10.14. Respondents opinion on Online Food Aggregators towards offering Best Quality Services

Online Food Aggregators	No. of Respondents	Percentage (%)
Zomato	52	52
Swiggy	34	34
Uber Eats	11	11
Food Panda	03	03
Others	00	00
Total	**100**	**100**

Table.No.14. Respondents opinion on Online Food Aggregators towards offering Best Quality Services

Interpretation:

From the above table.no.14, it can be inferred that out of total 100 samples collected, Majority 54% of the respondents feels that Zomato Food Aggregator offering best quality services compared to other aggregators, 34% of the respondents feels that Swiggy Food Aggregator offering best quality services compared to other aggregators, 11% of the respondents feels that Uber Eat Food Aggregator offering best quality services compared to other aggregators, 3% of the respondents feels that Food Panda Food Aggregator offering best quality services compared to other aggregators.

10.15. Factors influences the respondents to prefer to order through aggregators towards online food ordering

Interpretation:

From the below table.no.15, it can be inferred that out of total 100 samples collected, Majority 31% of the respondents ordered food through online food aggregators are influenced by timely delivery of food as a major influencing factor, around 25% of the respondents ordered food through online food aggregators are influenced by convenience as a major influencing factor, around 21% of the respondents ordered food through online food aggregators are influenced by Flexibility to order as a major influencing factor and 3% of the respondents ordered food through online food aggregators are influenced by Ease to payment as a major influencing factor and 2% of the respondents ordered food through online food aggregators are influenced by Promotion as a major influencing factor.

Factors	No. of Respondents	Percentage (%)
Time and Delivery	31	31
Convenience	25	25
Easy Accessibility	18	18
Flexibility To Order	21	21
Ease of Payment	03	03
Promotion	02	02
Total	**100**	**100**

Table.No.15. Factors influences the respondents to prefer to order through aggregators towards online food ordering

10.16. Respondents level of satisfaction towards your preferred online food ordering service provider

Level of Satisfaction	No. of Respondents	Percentage (%)
Highly Satisfied	19	19
Satisfied	50	50
Moderate	29	29
Dissatisfied	02	02
Highly Dissatisfied	00	00
Total	**100**	**100**

Table.No.16.Respondents level of satisfaction towards your preferred online food ordering service provider

Interpretation:

From the above table.no.16, it can be inferred that out of total 100 samples collected, Majority 50% of the respondents said they are Satisfied with online food ordering, around 29% of the respondents said they are Moderate about online food ordering, around 19% of the respondents said they are Highly Satisfied about online food ordering and 2% of the respondents said they are Dissatisfied about online food ordering.

11. Major Findings of the Study

- Majority 68% of the respondents are male category classification and 32% of the respondents are female category classification of the respondents.
- Majority 50% of the respondents belongs to the age group between 21 yrs to 30 yrs, then 27% of the respondents belongs to the age group between 31 yrs to 40 yrs, then 10% of the respondents belongs to the age group less than 20yrs, then the remaining 7% of the respondents belongs to the age group between 41 yrs to 50 yrs and 03% of the respondents belongs to the age group of above 50yrs.
- 86% of the respondents are belonging to the Unmarried Martial Status Category and then the remaining 14% of the respondents are belonging to the Married Martial Status Category.
- 61% of the respondents educational qualification are found to be Postgraduate, 34% of the respondents educational qualification are found to be Undergraduate, 2% of the respondents educational qualification are found to be Diploma, 2% of the respondents educational qualification are found to be SSLC/HSC and the remaining 1% of the respondents educational qualification are found to be in others category.
- Majority 55% of the respondent’s occupation seems to be students, 21% of the respondent’s occupation are seems to be Professional, 16% of the respondent’s occupation are seems to be Housewife, 8% of the respondent’s occupation are seems to be business.
- Majority 34% of the respondents belongs to the monthly family income ranges between Rs.10,001 to Rs.25,000 income level, 21% of the respondents belongs to the monthly family income ranges between Rs.25,001 to Rs.50,000, 31% of the respondents belongs to the monthly family income ranges Less than Rs.10,000, then remaining 8% of

the respondents belongs to the monthly family income ranges greater than Rs.75,000 and remaining 6% of the respondents belongs to the monthly family income ranges between Rs.50,001 to Rs.75,000.

- 31% of the respondents order food weekly, followed by 22% who order food monthly, around 6% of the food is order once in a days followed by the Majority 40% of the respondents who ordered food occasionally.
- Majority 76% of the respondents use Mobile App to order food online, around 20% of the respondents use Phone to order food online, around 3% of the respondents use simply through order through telephones and remaining 1% of the respondents order through Websites.
- 45% of the customers/users make payment through cash on delivery, around 39% will do with mobile E-Payment around 8% will do either cards or Internet Banking for foods ordered through Aggregators
- Majority 52% of the customers/users will spend Less than Rs.1,000 towards online food ordering through aggregators, , around 29% will spend between Rs.1,001 to Rs.2000 towards online food ordering through aggregators, around 9% will spend between Rs.2,001 to Rs.3,000 towards online food ordering through aggregators, 7% will spend between Rs.3,001 to Rs.4,000 towards online food ordering through aggregators and 3% will spend Greater than Rs.4,000 towards online food ordering through aggregators.
- Majority 50% of the respondents said they are Satisfied with online food ordering, around 29% of the respondents said they are Moderate about online food ordering, around 19% of the respondents said they are Highly Satisfied about online food ordering and 2% of the respondents said they are Dissatisfied about online food ordering.

12. Conclusion:

The researcher would like to conclude that the growth of online food aggregator businesses started to grow more and more over the period of time. Even the respondents feel more comfortable with predominant services provided from various food aggregators. As a total each and every food aggregators trying to keep themselves engaged by focusing on their customer groups in creating competitive advantage on their own. Further, the outcome of the research reveals the reason for choosing online food aggregators that only provides them a convenience, comfort, accessibility and affordability but also it has provided them a confidence towards the quality services offered to them in ensuring safety and security measures provided to their valuable customers. In addition to that these food aggregators started to play a major role in every one's life because in these competitive world everywhere sustainability matters even then these food aggregators were creating a confidence among their customers in each and every delivery by providing superior customer services there by day by day increasing and at the same time exceeding the customer expectations, where do customers started to move towards the loyalty part by considering their value added services what was been provided to them. Each and Every Food Aggregators has their own unique selling proportion, thereby they do dominate themselves in order to sustain themselves in these huge competitive business environment with a huge customer base and support. The future of food aggregators are going to be more competitive than ever before, a lot of new prospective aggregators are going to enter this segment of services but at the same time the challenges are also going to stand tall before them by the existing dominant and major players in this aggregator segment. On the other hand, Opportunities are also where there in order to provide a better and best services to their target customers by understanding their expectations.

References:

1. Alexandra Rodney, Sarah Cappeliez, Merin Oleschuk and Josée Johnston (2017). The Online Domestic Goddess: An Analysis of Food Blog Femininities. An International Journal of Multidisciplinary Research Volume 20, 2017-Issue 4.
2. Anita Goyal and N.P.Singh "Consumer perception about fast food in India: an exploratory study." British food Journal Vol 109, No.2, 2007.

3. Caroline Opolski Medeiros, Elisabete Salay.(2013). A Review of Food Service Selection Factors Important to the Consumer. Food and public Health 2013, 3(4):176-190/ DOI: 10.5923/j.fph.20130304.02

4. Chris Ward, Case study: Restaurant industry in the cloud. Extracted from http:// www.businesscloudnews.com/applications/273-case-study-restaurant-industry-in-the cloud.html (2011) Vol. 2(11), 84-89 ISSN 2277-2502.

5. Farah Ayuni Shafie and Denise Rennie "Consumer perception towards organic food" science direct Proceedings of the 1st National Conference on Environment-Behaviour Studies, 1nCEBS, FAPS, UiTM, Shah Alam, Malaysia, 14–15 November, 2009.

6. Girish Deore1, Pranav Shete (2016) To Study the Inclination of Consumers in Baner Area in Relation to the Online Food Ordering. ATITHYA: A Journal of Hospitality, Vol.2 Issue2.

7. GohSee-Kwong, NgSoo- Ryue,Wong Shiun-Yi & Chong Lily (2017),"Outsourcing To Online Food Delivery Services: Perspective of F&B Business Owners", Journal of Internet Banking and Commerce, August 2017, vol. 22, no.2s

8. H.S. Sethu, Bhavya Saini (2016),"Customer Perception and Satisfaction on Ordering Food via Internet, a Case on Foodzoned.Com, in Manipal", ISBN: 978-1-943579-81-5

9. Helge Wurdemanna,d, Vahid Aminzadeha, Jian S Daia, John Reedb, Graham Purnellc.(2016) Category-Based Food Ordering Processes. In Trends in Food Science & Technology 22(1):14-20.

10. Johnson, M. D. (2015).Customer Satisfaction. In International Encyclopedia *of the* Social & Behavioral Sciences: Second Edition. https://doi.org/10.1016/ B978-0-08-097086-8.735.

11. Juan C. Correaa, Wilmer Garzónb, Phillip Brookerc, Gopal Sakarkard, Steven A. Carranzaa, Leidy Yunadoa, Alejandro Rincóna. (2017) Evaluation of collaborative consumption of food delivery services through web mining techniques. Journal of Retailing and Consumer Services 46:45-50.DOI: 10.1016/ j.jretconser.2018.05.002.

12. Kamran Ahsan, Nazish Nouman, Anum Kamran, Farhana Hussain and Saboohi Naeem Ahmed (2013). Cloud-Based Shared Food Ordering System with Context Awareness: A Location Base Services Approach. 110565083

13. Kimes, S. E. (2011). The current state of online food ordering in the U.S. restaurant industry [*Electronic article*]. *Cornell Hospitality Report, 11*(17), 6-18.

14. Krishni Miglani, Veronica Jenvild (2014) ,The New Indian Consumer: Food Services Trends , International Journal of Management and Commerce Innovations ISSN 2348-7585 (Online) Vol. 2, Issue 1, pp: (255- 267)

15. Kumaran .M. "Perception towards online shopping an Empirical study with respect to Indian buyers."www.abhinavjournal.com Vol 1 Issue no:9.

16. Lara Sowinski., Why Cloud Computing is an Imperative, Extracted from http:// www.foodlogistics.com/article/ 10780659/why-cloud-computing-is-an-imperative (2012)

17. Leong Wai Hong (2016), "Food Ordering System Using Mobile Phone", A report submitted to BIS (Hons) Information Systems Engineering. Faculty of Information and Communication Technology (Perak Campus), UTAR.IA-2016-1203135.

18. Mustafa Abbas Bhotvawala, Harsh Balihallimath, Nishant Bidichandani and M. P. Khond. (2016) Growth of Food Tech: A Comparative Study of Aggregator Food Delivery Services in India September 23-25, 2016.

19. Neha Parashar and Sakina Ghadiyali (2016) A Study on customer's Attitude and Perception towards Digital Food App Services Amity Journal of Management Paper -520191025-90966.

20. Prabhavathi Y., Krishna Kishore N.T & Ramesh Kumar M.(2014). Consumer preference and spending pattern in Indian fast food industry. International Journal of Scientific and Research Publications, 4(2), p.16-22.

21. R., A., Singh, A., Pathan, S., & Kanade, V. (2017). Online Food Ordering System. International Journal of Computer Applications, 180(6), 22-24. doi:10.5120/ijca2017916046

22. Samsudin, N. A., Khalid, S. K., Kohar, M. F., Senin, Z., & Ihkasan, M. N. (2011). A customizable wireless food ordering system with real-time customer

feedback. 2011 IEEE Symposium on Wireless Technology and Applications (ISWTA). doi:10.1109/iswta.2011.6089405

23. Schiffman, L., Kanuk, L., & Kumar, S. R. (2010). *Consumer behaviour* (10th Ed.). Pearson Education, South Asia. ISBN-10:0135053013

24. Seema Gopichand, Hariramani "Consumer Perception about online shopping in India." International Journal of Management, IT & Engineering Vol. 8 Issue 2,

25. Serhat Murat Alagoza, Haluk Hekimoglub. (2012) A study on tam: analysis of customer attitudes in online food ordering system. 62 (2012) 1138 - 1143.

26. Shilpa Goyal "Comparative study on "consumer behaviour of working women and homemakers for the ready to eat food products in Salem city." Asian Journal of Multidimensional Research Vol 7, Issue 2, February 2018, spl 2.

27. Stephen, A. (2015). The role of digital and social market-ing in consumer behavior. Current opinion in Psychology special issue on consumer behaviour. Current Opinion in Psychology 2016, 10:17-21

28. Suhartanto, D., Helmi Ali, M., Tan, K. H., Sjahroeddin, F., & Kusdibyo, L. (2019).Loyalty toward online food delivery service: the role of e-service quality and food quality. Journal of Foodservice Business Research. Vol 22(1), 81-97. doi:10.1080/15378020.2018.1546076

29. Vaggelis Saprikis, Adamantia Chouliara and Maro Vlachopoulou.(2010) Perceptions towards Online Shopping: Analyzing the Greek University Students' Attitude. Vol. 2010, Article ID 854516.

30. Varsha Chavan, Priya Jadhav, Snehal Korade and Priyanka Teli (2015),"Implementing Customizable Online Food Ordering System Using Web Based Application", International Journal of Innovative Science, Engineering &Technology, Vol 2 Issue 4, April 2015. ISSN 2348 - 7968.

31. William R. King, Jun He. (2006) A meta-analysis of the technology acceptance model. Information & Management, Vol,43(6):740-755 · September2006, DOI:10.1016/j.im.2006.05.00.

32. Yi Jin Lima, Abdullah Osmanb, Shahrul Nizam Salahuddinc, Abdul Rahim Romled and Safizal Abdullahe (2015). Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention. Vol.18, 2015, ISSN-2422-8451.

33. Zamarrud Ansari and Surabhi Jain (2016). Food Portals - The Growth Engine" "Do You Have an Appetite?" ISSN-2349-6746/2349-6738.

34. Zeithaml, V.A. and Bitner, M.J. (2003) Services Marketing: Integrating Customer Focus across the Firm. 3rd Edition, Irwin McGraw-Hill, New York.

35. Zety Shakila Binti Mohd Yusofet. al (2016) Determinants towards Food Delivery Service through E-Commerce in Pasir Gudang Area Volume 6, No. 9, pp. 622-631 Doi : 10.15341/jmer(2155-7993)/09.06.2016/006.

36. Zulkarnain, Kedah and yusof, Ismail and Ahasanul, Haque and Selim, Ahmed (2015) Key Success Factors of Online Food Ordering Services: an Empirical Study. Malaysian institute of Management, 50 (2). pp. 19-36.

37. Zulkarnain, Kedah and yusof, Ismail and Ahasanul, Haque and Selim, Ahmed (2015) Key Success Factors of Online Food Ordering Services: an Empirical Study. Malaysian institute of Management, 50 (2). pp. 19-36

Outbreak of Covid-19 Virus and Its Relative Impact on Real Estate Aggregators : A Situation Analysis and General Assessment with Special Reference to 99acres.Com

Dr. Shalini H S, Assistant Professor, Acharya Bangalore B-School Bengaluru, Karnataka, India.
Dr. Raveendra P V, Prof. and Head, Dept. of Management Studies, Ramaiah Institute of Technology (MSRIT) Bengaluru, Karnataka, India.
Mr.Pendekanti Akash, Senior Executive, 99acres.com Bengaluru, Karnataka, India

Abstract

Corona virus had an unprecedented impact on the real estate sector in India to an extent that it has brought the construction activities to a halt and eroded the market of its potential buyer base. The transactions plunged to near zero during the nationwide lockdown, now running into short lockdown again due to increase in Covid-19 cases, the real estate sector is undergoing challenging times ahead. Indian real estate sector with a higher interdependence of supply chains, migration of labors, cost overruns and liquidity constraints are some of the emerging challenges in the path of development. The impact of Covid-19 on real estate sector is considered to be the third 'black swan' event in the last five years after Demonetization and the implementation of the Real Estate Act, 2016. The present study is undertaken in order to study the impact of Covid-19 on a giant real estate aggregator 99acres which is India's No.1 online property portal.

Keywords: Covid-19, Client Retention, Online Portal, Real Estate Aggregator, Real Estate Investment Trusts

1. Introduction:

Real Estate Sector is one of the most globally recognized sectors. It comprises of four sub sectors - housing, retail, hospitality, and commercial. The growth of this sector is well complemented by the growth in the corporate environment and the demand for office space as well as urban and semi-urban accommodations. The construction industry ranks third among the 14 major sectors in terms of direct, indirect and induced effects in all sectors of the economy. It is also expected that this sector will incur more Non-Resident Indian (NRI) Investment, both in the short term and the long term. Bangalore is expected to be the most favored property investment destination for NRIs, followed by Ahmadabad, Pune, Chennai, Goa, Delhi and Dehradun. By 2040, Real Estate Market will grow to Rs 65,000 crore (US$ 9.30 billion) from Rs 12,000 crore (US$ 1.72 billion) in 2019. Real Estate Sector in India is expected to reach a market size of US$ 1 trillion by 2030 from US$ 120 billion in 2017 and contribute 13 per cent to the country's GDP by 2025. Retail, Hospitality, Commercial Real Estate is also growing significantly, providing the much-needed infrastructure for India's growing needs. Indian real estate is expected to increase by 19.5% CAGR from 2017 to 2028.

Office space has been driven mostly by growth in **ITeS/ IT, BFSI, Consulting and Manufacturing Sectors**. During 2019, the office leasing space reached 60.6 msf across eight major cities, registering a growth of 27% Y-O-Y. In 2019, office sector demand with commercial leasing activity reached 69.4 msf. Co-working space across top seven cities increased to reach 12 sq.ft by end of 2019. Warehousing space is expected to reach 247 msf in 2020 and see investment worth Rs 50,000 crore (US$ 7.76 billion) during 2018-20. Grade-A office space absorption is expected to cross 700 msf by 2022, with Delhi-NCR contributing the most to this demand. Housing sales reached 2.61 lakh units in 2019 across seven major cities.

1.1. Government Initiatives:

Government of India along with the governments of respective States has taken several initiatives to encourage development in the sector. The Smart City Project, with a plan to build 100 smart cities, is a prime opportunity for real estate companies. Below are some of the other major Government initiatives:

- In order to revive around 1,600 stalled housing projects across top cities in the country, the Union Cabinet has approved the setting up of Rs 25,000 crore (US$ 3.58 billion) **Alternative Investment Fund (AIF)**.
- Under **Pradhan Mantri Awas Yojana (Urban) (PMAY (U))**, 1.12 crore houses have been sanctioned in urban areas, creating 1.20 crore jobs.
- Government has created an **Affordable Housing Fund (AHF)** in the **National Housing Bank (NHB)** with an initial corpus of Rs 10,000 crore (US$ 1.43 billion) using priority sector lending short fall of banks/financial institutions for micro financing of the HFCs.
- On February 29, 2020, India formally approved 417 **Special Economic Zones (SEZs)**, of which 238 were already in operation. Majority of the SEZs are focusing on **IT/ ITeS sector.**

1.2. Road Ahead:

The Securities and Exchange Board of India (SEBI) has given its approval for the Real Estate Investment Trust (REIT) platform, which will allow all kinds of investors to invest in the Indian real estate market. It would create an opportunity worth Rs 1.25 trillion (US$ 19.65 billion) in the Indian market in the coming years. Responding to an increasingly well-informed consumer base and bearing in mind the aspect of globalization, Indian real estate developers have shifted gears and accepted fresh challenges. The most marked change has been the shift from family owned businesses to that of professionally managed ones. Real estate developers, in meeting the growing need for managing multiple projects across cities, are also investing in centralized processes to source material and organize manpower and hiring qualified professionals in areas like project management, architecture and engineering. The growing flow of FDI in Indian real estate is encouraging increased transparency. Developers, in order to attract funding, have revamped their accounting and management systems to meet due diligence standards.

1.3. Impact of Covid-19 Pandemic Situation

The Central Government has declared COVID-19 pandemic a 'Force Majeure' for the Indian real estate sector. The 'Force Majeure' contractual clause is invoked only on rare events in the wake of some 'extraordinary' event or circumstance when there is a likelihood of a party's failure to honor a contractual obligation or liability. Hence, the Finance Ministry has directed the State governments to extend the project and registration timelines for real estate developers under the **Real Estate (Regulation and Development) Act, 2016 (RERA)** by invoking this clause. This might well indicate how severe the impact of the COVID-19 pandemic is in India's real estate sector. In addition to the extensions under RERA, the Government has also been proactive in undertaking policy and fiscal measures to support buyers, sellers and financial stakeholders in the sector. Easing of interest rates, infusion of liquidity, setting up of special funds, and extension of the loan moratorium are some other relief measures provided so far to hasten the recovery process of the industry. Presently, the sector has been reeling under extreme distress due to the disruptions in construction activities caused by the phased lockdown and social-distancing norms implemented in March to prevent the spread of COVID-19. The continuous lockdown extensions may further thwart the sector's growth and may create more challenges for it to overcome in the near-term.

1.4. Impact of covid-19 on Client Retention

The COVID-19 outbreak has sent industries such as travel, traditional retail and manufacturing into a tailspin, while opening new doors for e-commerce, healthcare, food delivery services and online gaming. However, the global lockdown has put severe pressure on supply chains, causing product shortages. As consumer confidence nose-dives, companies need to find innovative ways to stay afloat and cater to changing client expectations. Client Experience (CEX) is the bridge between a company's efforts and client expectations. Both ends of this bridge face an uncertain future depending on the speed of recovery from COVID-19. Such crises alter consumer behavior. The contact-less nature of this pandemic brings to the fore the importance of digital, and the digital maturity achieved by some companies. For instance, banking and financial services, telecommunications and online retailers are pushing self-service and digital channels, while their contact centers operate at low occupancy.

As the world joins forces to contain the current COVID-19 crisis, businesses are concerned with the impact that events may have on the relationship with their customers. Customer loyalty and trust are being put to the test. Companies want to continue to provide excellent value to their customers, and they want to return to growth as soon as they can after the crisis lifts. This is a time for companies to look ahead, to consider the improved and innovative offerings they can launch in the market now that will serve customer needs today as well as provide momentum into the future. By letting customers know they are important by keeping their interests first and foremost, companies can retain customer loyalty and trust. This topic provides the whole impact of covid-19 on customer retention and the current scenario of Indian real estate in this pandemic situation. This topic helps to retain the customers in this pandemic situation also.

2. Theoretical Background of the study

This theory says that by identifying what customers are expecting, and then meeting and exceeding those expectations will retain the clients and also consumers are not likely to change their service providers. Over many years, it has been proved that "Customer Satisfaction is indeed a strong correlate of retention and loyalty". This theory tells us that "few customers will not change their brand even if they are dissatisfied whereas some customers will change their brand even if they are satisfied it all depends upon the customer. Companies are conducting lot of surveys to take measures to retain the customers and help them in solving their problems.

- "**SAFE**" customers are those who are not satisfied, but they tend not to change services even when their satisfaction drops.
- "**HIGH RISK**" customers are unhappy and likely to change their brand.
- "**UNHAPPY BUT STATIC**" they are likely to remain even having lower satisfaction.
- "**HAPPY BUT MOBILE**" customers are satisfied and are likely to switch brands even though they are satisfied.

3. Review of Literature:

Winch and Partners (1998) underline that in business; an astonished client is a dissatisfied client. As referenced before, a negative understanding of certain properties of the task appears to reflect unequivocally on the clients generally feeling of fulfillment. In this circumstance, contractual workers may seek after short term consumer loyalty to the determinant of long haul quality and high client fulfillment. Open clients could be more expert than private ones, in which case their requests and desires would be at a more elevated level. Open proprietors regularly work with a bigger number of contractual workers and in this way the temporary workers' subjective deviation (little and large contractual workers) is more noteworthy than on account of private clients. **Al-Momani (2000)** likewise found that there are some significant contrasts among the perspectives on various proprietors (clients); open officials have a poor fulfillment rate and have the most objections with respect to the temporary workers' exhibition.

What's more, private clients could be progressively settled accomplices in collaboration, which would then reflect on consumer loyalty. Conversely, open clients need to pursue authoritative acquisition, which basically limits the criteria for choosing contractual workers. Focused offering is generally founded on cost criteria, and in this manner temporary workers need more impetus to surpass the client's desires, and may consider the client to be as insignificant. In the instance of open clients, temporary workers take an interest in new aggressive biddings enemy each new agreement, regardless of the achievement or disappointment of their prior activities, though private clients would drop unacceptable contractual workers from the challenge.

In development, consumer loyalty doesn't ensure faithfulness (future work with that client). The criteria of choosing a temporary worker are primarily based on cost, yet in addition to the contractual worker's specialized and budgetary capacity and on past encounters of the temporary worker's capability. Fulfillment is hence. Reflective of clients' encounters with and confidence in the temporary worker's capacities what's more, co-activity ability. A dissatisfied client won't work with that temporary worker later on, however a satisfied client would not really ensure future activities of the temporary worker. Subsequently, the primary benefit of high client fulfillment for a contractual worker is the chance to stay a client's latent capacity accomplish later on. In any case, the fundamental goal in improving client fulfillment is to accomplish client dedication, which can lead, for instance, to cooperating courses of action.

Additionally, with exceptional challenge locally and all inclusive, numerous organizations are attempting to improve and dispatch client dedication projects to create more deals and to be focused **(Ho, Huang, Lee, Rosen, and Tang, 2009).** As per Uncle, Dowling furthermore, **Hammond (2003)**, two key goals of doing client maintenance and dedication investigation are to expand deals volume or income from the buying expectation of customers.

Besides, **Payne and Rickard (1993),** audited that client maintenance is determined from the expansion of offers from the fulfillment of clients that is past their desires and needs which is predictable with **Thompson (2004)** which expressed that realizing client needs are essential so as to get effective and focused, knowing the present needs of clients may not be sufficient, however it is basic to anticipate the future needs of clients too. The explanation that client maintenance is significant and should be considered for each firm is that the expense of gaining new clients is essentially higher than keeping up existing clients. Additionally, it is simpler to keep up the relationship with existing clients, both as far as time and value affectability so it is progressively qualified to make client maintenance. Besides, **Healy (1999)** declared that the client maintenance and faithfulness of existing clients can help advance the brand by listening in on others' conversations and by keeping up the client maintenance or decreasing the pace of client abandonment which can help produce twofold benefits to the organization.

Reichard and Kenny (1990) have concluded that a company in order to retain customers has to consider the following six factors i.e.; Customer focused culture where employees and managers tries to focus on customer satisfaction, senior management, information system related to retention, finding the root causes for defections, empowerment of frontline employees, training and development. Consumer loyalty overviews likewise bring contactors important data about their clients. So as to achieve consumer loyalty, organizations must comprehend what their clients need and how temporary workers address those issues.

Grönroos (2001) stresses that clients additionally have certain desires with respect to how they need to be dealt with; moreover, he takes note of, the administration or physical item bought needs to fit the client's interior worth producing forms. In this overview, the perspectives on the two gatherings of task proprietors in regards to temporary worker's execution varied in all zones. The outcomes feature the need to plan the administration item from the client's point of view. Commonly, clients were happy with the contractual worker's capacities to collaborate and the aptitudes of the temporary worker's laborers and directors, though low fulfillment could be recognized in the things identified with quality affirmation and handover. As per this review, a typical element of the low fulfillment things is that they turn out in later periods of the development venture. This outcome could demonstrate that the contract worker and the client have not arranged the finish, arrange, or that it has been inadequately structured. It could likewise demonstrate that there is an issue in overseeing plans, which additionally requires shared co-activity between the parties. This discovering is like the discoveries of **Soetanto and Partners (2001)**, whose significance execution examination recommends that contractual workers need to improve their exhibition in many parts of the venture. As far as criteria needing improvement, the clients thought about the redress of imperfections the need. Be that as it may, this circumstance could likewise be gotten from the client's emotional impression of the task: The client may overemphasize the later phases of an undertaking due to its long term and on the grounds that the imperfections discovered during the handover period stay unmistakably in the client's brain. This is an impediment of the study, yet it is critical to see the quality improvement endeavors that temporary workers ought to know about.

This research is mainly for customer retention in the construction industry. As construction companies expanding rivalry among themselves, more noteworthy consideration keeps on being given to client connections and satisfied clients. Organizations utilize different ways to deal with consumer loyalty in creating and checking item/administration contributions so as to oversee and improve client connections and quality. Estimating consumer loyalty moreover has a few benefits for associations, for instance, in improving correspondence between the parties, empowering common understanding, assessing progress towards the objective, and checking achieved results and changes.

Blatberg, Gatz and Thomas (2001) appeals that customer share is not same as customer retention because there is no probability that two firms could retain the same customer. So, customer retention is completely based on the perception of the customer. The author argues that both customer share and customer retention are different entities.

Reinartz and Kumar (2003) they tell that customer share and customer relationship duration are considered as two separate dimensions of the customer relationship because customer duration might last long or last short. It does not impact on the customer share because companies always get new clients over a period of time.

Parasuraman (1984) has identified the gaps between how executives perceive the service quality and also the tasks associated with delivering those services to the customers. They found that service quality depends upon the size and direction of the gap between what the customer expects and what is being actually received by the customer.

4. Objectives of the Study

- To study the impact of covid-19 on the online real estate advertisement portals.
- To understand the impact of covid19 and its relative based client expectations towards the various products and services offered by 99acres.com
- To find out the impact of covid-19 over its customers and identify the major strategies focusing on the client satisfaction for existing clients.
- To assess the impact of covid-19 Pandemic and also to find out about the various ways of acquiring new clients.

5. Scope of the study

This report is a study conducted at 99acres.com. The scope of this study is restricted to the employees of 99acres.com. This study can tell us how badly the COVID-19 virus has changed the fate of the real estate industry especially in client retention.

6. Testing of Hypothesis

Hypothesis Testing (H_{01}): There is a significant difference in the mean scores of demand for property pre and post Covid in the affordable housing segment.

Hypothesis Testing (H_{02}): There is a significant difference in the mean scores of demand for property pre and post Covid in Mid income housing segment.

Hypothesis Testing (H_{03}): There is a significant difference in the mean scores of demand for property pre and post Covid in the luxury housing segment.

7. Limitations of the Study:

- Information obtained or the collection of data is limited.
- Geographical limits of the study was restricted to Bangalore region.
- Estimation was not performed in the overall 99acres.com as other branches are present in overall India.
- Time given to collect the sample was limited.

8. Research Methodology:

8.1. Type of Research: The current study is descriptive in nature.

8.2. Sampling Method: The Population of the study was found to be indefinite and it is proposed to follow the Non-Probability Sampling Method.

8.3. Sampling Technique: Convenience Sampling Technique was used for the present study.

8.4 Methods of Data Collection: Survey method is employed to collect the data from the respondents and the data are collected with the help of structured questionnaires.

8.5 Sample Size: 100 employees of all levels of 99acres.com

8.6 Sources of Data:

The current study involves the collection of both primary and secondary data.

- **Primary data:** Primary data are collected using a questionnaire.
- **Secondary data:** Secondary data are collected from sources like company website, an online journal database, like EBSCO, J-Gate and also company brochures.

8.7 Tools of Data Analysis: The collected data was processed, presented using suitable tables and graphs and finally the data were tested using paired two sample t-test.

9. Major Findings of the Study:

9.1. Demographic of the Respondents:

Gender Category	No.of. Respondents	Percentage (%)
Male	76	76
Female	24	24
Total	**100**	**100**

Table.No.01. Gender Category of the respondents

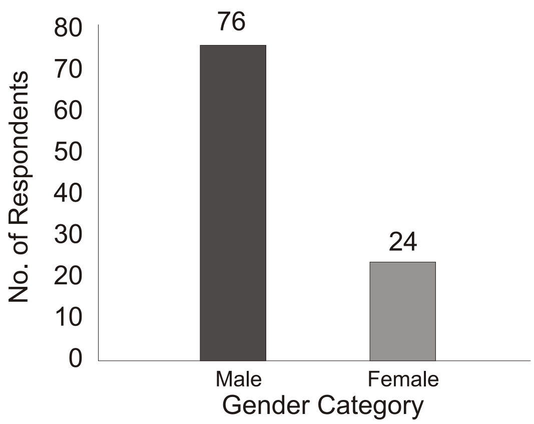


Chart.No.01. Gender Category of the respondents

Age Group (in Years)	No.of. Respondents	Percentage (%)
Between 20 to 25 Years	44	44
Between 25 to 30 Years	32	32
Between 30 to 35 Years	16	16
Between 35 to 40 Years	08	08
Total	**100**	**100**

Table.No.02. Age Group of the respondents

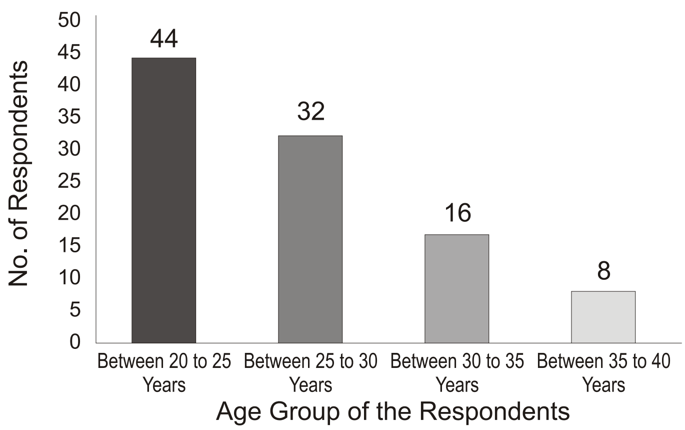


Chart.No.02. Age Group of the respondents

Work Experience	No.of. Respondents	Percentage (%)
Between 0 to 2Years	36	36
Between 2 to 5 Years	12	12
Between 5 to 10 Years	28	28
Above 10 Years	24	24
Total	**100**	**100**

Table.No.03. Work Experience of the respondents

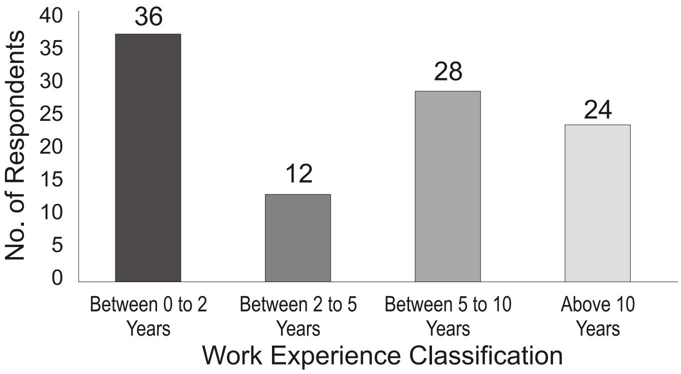


Chart.No.03. Work Experience of the respondents

From the demographic profile of the respondents it was found that the majority 92% of the respondents is under the age group of 35 years which represents a team of young minds. A large group of respondents 64% have 5 to 10 years of experience which showcases the level of loyalty and satisfaction of the employees towards the company. Out of total respondents strength 76% are male. Out of existing employees 61% of the respondents belong to the new business development category. It is also found that 68% of the respondents provide discounts to their customers, 64% of the respondents provide complimentary products to their customers. 92% of the respondents are providing an extension of subscription packages to their customers. During the pandemic situation majority 84% of the respondents are using phone calls as medium of sales. The maximum duration of engaging customers is from 1 day to 2 weeks. During corona pandemic webinars emerged as an effective means of updating the market information.

When it comes to the level of satisfaction amongst the clients only a small segment 20% of the clients are satisfied with the services provided by 99acres employees whereas the majority 36% of the respondents are somewhat happy with the service provider. The effective time needed to convince the clients was found to be 10-15 mins. When it comes to effectiveness of convincing clients using the digital medium majority of the respondents felt excellent rather than face to face counseling. As a real estate aggregator majority of the respondents trust 99acre brand. On the other hand the employees of 99acres are very much satisfied with the benefits provided to their clients in the current pandemic situation.

9.2. Findings and Results of t-Test - Paired Two Samples for Means:

t-Test	Variable 1	Variable 2
Mean	55.5	52
Variance	167.7143	205.1429
Observations	8	8
Pearson Correlation	0.948854	
Hypothesized Mean Diff.	0	
df	7	
t Stat	2.167632	
P(T<=t) one-tail	0.033425	
t Critical one-tail	1.894579	
P(T<=t) two-tail	0.06685	
t Critical two-tail	2.364624	

Table.No.4.1. Findings and Results of t-Test - Paired Two Samples for Means

t-Test	Variable 1	Variable 2
Mean	29.375	28.5
Variance	55.69643	65.14286
Observations	8	8
Pearson Correlation	0.88582	
Hypothesized Mean Diff.	0	
df	7	
t Stat	0.658505	
P(T<=t) one-tail	0.265634	
t Critical one-tail	1.894579	
P(T<=t) two-tail	0.531268	
t Critical two-tail	2.364624	

Table.No.4.2. Findings and Results of t-Test - Paired Two Samples for Means

t-Test	Variable 1	Variable 2
Mean	15.125	19.5
Variance	46.41071	129.4286
Observations	8	8
Pearson Correlation	0.933592	
Hypothesized Mean Diff.	0	
df	7	
t Stat	-2.21803	
P(T<=t) one-tail	0.031028	
t Critical one-tail	1.894579	
P(T<=t) two-tail	0.062057	
t Critical two-tail	2.364624	

Table.No.4.3. Findings and Results of t-Test - Paired Two Samples for Means

From the results obtained through two samples paired t-test there is a significant difference in the demand for affordable housing and Luxury housing segment. Whereas in case of mid income housing segment there was no significant difference in the mean scores which may be accounted for fixed source of income for mid income families which will make them resistant to unpredicted movements in the economy.

9.3. Suggestions of the Study

From the findings of the study it can be suggested that the relationship towards the customer is maintained quite efficiently which looks satisfactory. Having an effective customer relationship management will bring the recurring customer for the business. The feedbacks received from the customer side should be properly considered and implemented at every stage and moreover, this would sound promising if the feedbacks are delivered to the employees so that the same improvement area could be avoided. Also the employees should be ready to accept the response to the feedbacks received and the same should be implemented at every stage. Also the analysis shows that the management department is effective enough to support the employees in a customer oriented perspective a swell, but at the same time that should not let the employees down at any stage. Management should make the employees aware that the source of business is from the clients or the customer and having a healthy relationship management with them will help them to learn where they stand, this could be in both positive and negative ways. Also the effective relationship maintained would definitely help the business in a better way.

10. Conclusion

Hence the researcher would like to conclude that real estate aggregators play a significant role in providing the best services for their clients, but they are not exceptions to the contrite effect of Covid-19. The Covid-19 crisis disrupted the supply chain of realty, raw materials, and led to reverse migration of laborers and fund constraints at the developers' end. The sector went through a major digital transformation as developers shifted online to market their projects and engage with customers, and Government bodies, such as NCLAT and RERA started addressing homebuyers online. In Apr-Jun 2020 quarter saw the lowest number of new launches since 2013 and sales remained 75% lower than the previous quarter. Invoking of Force Majeure brought some relief as ongoing projects got up to a nine-month extension under the Real Estate (Regulation and Development) Act, 2016. The suspension of Insolvency and Bankruptcy Code (IBC) for a year, too, is a relief for developers.

References

- Aaker, D.A. and Joachimsthaler, F. (2000) Brand Leadership: Building Assets in the Information Society. Free Press, New York.
- Aham, A. (2008). Dimension of Marketing. Okigwe: Avan Global Publication, Nigeria, pp.58.
- Bamiduro, J.A. (2001). "An Analysis of Sales Promotion on Sales Volume in the Beverage Industry: The Case Study Nigeria Bottling Company PLC", J. Intellect. Scient. and Cult. Interest, 10(1), pp.11-19.
- Bauer, H., & Hermann, A. (1995). "Market Demarcation". European Journal of Marketing, 29(11), pp.18-34.
- Bhoj, J. (May 2020). "Impact of COVID-19 on Real

Estate Industry with Reference to India. International Journal of Management and Humanities (IJMH), pp.158-161.

- Blythe, J. (2006). Essentials of Marketing Communication, Pearson College Div; 3rd edition (June 1, 2006). ISBN-13: 978-0273702054.
- Bowers, M.R., Swan J.E., & Koehler W.F. (1994). "What Attributes Determine Quality And Satisfaction With Health Care Delivery?", Health Care Management Review, 19(4), 49-55.
- Cronin, J. J., & Taylor, S. A. (1992). "Measuring Service Quality: A Reexamination And Extension", Journal of Marketing, 56(3), 55-68.
- Dehghan, A., & Shahin, A. (2011). "Customer Loyalty Assessment: A Case Study in Maddiran. The Distributor of LG Electronics in Iran", Business Management and Strategy, 2(1), 25-32.
- Federation of Indian Chambers of Commerce and Industry (FICCI) (March 2020), "Impact of COVID-19 on Indian Economy", 2020. Retrieved from http://ficci.in/spdocument/23195/Impact-of-COVID-19-on-Indian-Economy-FICCI-2003.pdf
- Sumeet Singh Negi (2020), "COVID-19 Impact on Indian Real Estate -Consumer Sentiment Survey", ANAROCK Research, 20th to 27th April, (2020). Retrieved from https://api.anarock.com/uploads/research/ANAROCK_Covid19_Indian%20RE%20Consumer%20Survey.pdf
- www.99acres.com

A Root Cause Analysis (RCA) on Aggregator Businesses focusing on Challenges faced During Covid-19 Pandemic

Dr. C. Sengottuvelu, CPM(ISM-USA), Professor, Dept. of Management Studies(PG), Acharya Bangalore B-School (ABBS), (Affiliated to Bangalore University), Bengaluru, Karnataka, India

Abstract

This research paper focuses on the key challenges faced by companies during the Covid-19 era. The author has highlighted the supply chain challenges faced by the companies are: supply shocks, demand shocks, aftershocks and new normal. Paradigm shift in the consumer behaviour also discussed with 3Ps (price, promotion and portfolio). Secondary data and expert opinions were gathered and discussed. The author has selected three aggregator businesses i.e taxi aggregator business, food chain aggregator business and agricultural produce aggregator business for discussion. In this context companies like Uber, Ola, Fast Track Taxi, Zomato, Swiggy, Dunzo, ITC, Abiona, MyVishwa Technologies and Ninjacart and their business practices are also discussed. Business leaders' opinions and the studies conducted by BCG, PWC, KPMG and Accenture are also highlighted. This paper also explains the demand planning during uncertain times. Technology is the key to manage the business in short run. The importance of Machine Learning (ML) & Artificial Intelligence, Data Science and Predictive Analysis are also discussed.

Keywords: Aggregator Business Model, Covid-19 Pandemic, New Normal, Online-Market Place

1. Introduction

An Aggregator Business is essentially an intermediary that utilizes Information, Communication and Technology (ICT). The length of the supply chain (supplier, manufacturer, distributor, retailer and customer) associated with channel partners decides the profit of the company. So, the aggregator business will cut supply chain cost and increase the company's profit **(Meliala, et al, 2018)**. In many ways, covid-19 pandemic have affected all sectors across the globe. The implications of covid-19 pandemic are short supply of materials including the essential food items, irrational behaviour from Customers Stock Piling, Panic Buying, Social/Physical Distancing, Work From Home (WFH)/ Remotely Working, New Normal, Masking, Sanitization at Individuals, Lockdowns, Focus on Essentials-Core etc. The key impact of covid-19 – extended lockdown with more than half the world asked to sit at home **(R.Saxena, 2020)**. According to **R.Saxena (2020)**, the key marketing challenges during times of disruption are: geopolitical, demographic-ship, socio-economic, global mobility of factors of production and technology –centrally focussed. Social media daily usage has increased from 3.13 hours to 4.39 hours and numbers also increased to 3.80 billion. During this time, there is a paradigm shift in the 'ABC' of customers in terms of 'Attitudes- what they believe, Behaviours- what they want and Consumption- what they want **(Abheek Singhi, 2020)**. According to Abheek, digital usage has increased and 'social 'apps have gained a lot. The BCG study findings are 57% are avoid going to shops in hyper malls, 52% prefer to buy from a nearby shop (minimizing).

2. Supply Chain Challenges

Supply chains are facing lot of challenges, as the world grapples with the human and economic crisis unravelling before everyone. According to **Seifert (2020)**, the important supply chain challenges are shown in table.no.1.

Table.No.1 Key Supply Chain Challenges

Sl.No	Supply Chain Challenges	Details
1	The Supply Shocks	There were disruptions to the availability of finished goods and intermediate goods to the manufacturing companies. About 60% of the parts are supplied by Chinese suppliers to the US companies. More than 40% of electrical equipment's are imported by Indian companies from China. The demand for cycles has risen worldwide, and manufacturers are ramping up production and retailers are facing stock out situations.
2	The Demand Shocks	Supply chains have been experiencing something completely new due to lockdowns and other its associated crisis. In India, particularly in Bengaluru, the demand for cycles have surged up to 400%. The demand is spurred by people cycling to keep fit during the pandemic and also considering social distancing by avoiding bus travels.
3	The After Shocks	Bullwhip effect in the supply chains. It describes the way in which demand spikes tend to amplify as they move up the chains.
4	The New Normal	Inventory bounce in the supply chains. When demand reaches a new steady state level, at that point, production actually increases a bit to match the new demand.

3. Managing Stock Out - An Opportunity

The shrinking of the supply chain footprint dynamics may accelerate as companies seek a different a cost / resilience trade-off and look to localize production and sourcing. There is a shift to localization from globalization. No more low cost supply, but a reliable supply. Further, companies like Loreal and Coty in healthcare products and some of the Indian companies in alcoholic drinks segment have stepped up and repurposed production facilities intended for fragrances and has sets in order to produce hand sanitizers. Other examples are Bharat Electronics Ltd., Mahindra & Mahindra and Hindustan Computers Ltd., (HCL) have started manufacturing ventilators- a lifesaving medical equipment for meeting huge demand during pandemic times.

4. Business Aggregation

Aggregator Business Model is a network model where the firm collects the information about a particular good / service providers, make the providers their partners and sell their service under its own brand. Since the aggregator is a brand, it has to provide services which have uniform quality and price. This is done by signing up a contract with partners. The goods /service providers never become aggregators' employees and continue to be the owners of the good/ service provided. Aggregator just helps them in marketing in a unique win-win way. A typical aggregator business model is shown in Fig.No.1.

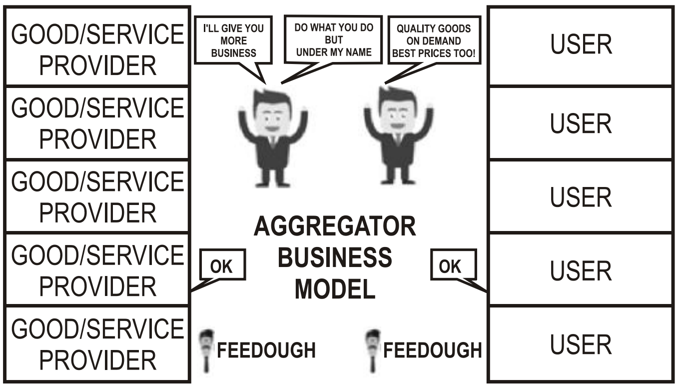


Figure.No.1 Aggregator Business Model

The aggregator business model runs on a twofold customer's strategy where the service consumers as well as the goods/service providers act as the customers of the company. The brand is built in such a way so as to attract both of the parties to use this platform rather than the competitors.

The Characteristics of Aggregator Business are:

- **Industry**
- **Partnership Model**
- **Brand**
- **Quality**
- **Contract**
- **Type of Business Model Adopted**
- **Pricing**
- **Competition**

5. Literature Review

Literature review was conducted by reviewing papers published in Science Direct, Inderscience Journals and also study reports of KPMG, PWC, Boston Consulting Group (BCG) and Accenture.

Key requirements of aggregators business are: branding terms, the standardized quality by the aggregator, the commission (Uber Business Model), Take-up-rate (Oyo Business Model). The goods / service providers play a vital role in the aggregation (Uber Business Model). The partners' quote the minimum price at which, they will operate and aggregators after adding up the take –up-rate, quote the fixed price to the customers (Oyo Business Model). Taxi aggregators have adopted revenue sharing model (Fast Track Taxis). According to **Vaidya (2020)**, key challenges of demand planners are: immediate reaction to adjust and forecasts in the short run. Companies should adopt 'Tower Concepts' by taking inputs from both internal and external. Artificial Intelligence (AI), collaborative decisions and multiple scenarios. Three Ps (3Ps) are important, i.e price, promotion and portfolio planning during the times of uncertainty.

Aggregators are different from a market place. Examples, Amazon, Alibaba, Flipkart and Mynthra. These companies are e-Retailers. Other examples are: Zomato, Swiggy and Dunzo, these companies are food chain / restaurant e-tailers. They operate on commission basis. Table.No.2 shows the leading business aggregators and their domains.

Sl. No	Industry / Segment	Business Model Adopted	Name of the Companies
1	Transportation /People	Commission basis and revenue sharing basis	Uber, Ola, Fast Track Taxis
2	Hospitality / Hotels	Take-up- Rate	Airbnb to hotels, Oyo for hotel rooms.
3	Restaurants / Food Chain Retail	Operates on commission basis or adding delivery charges on price.	Zomato, Swiggy and Dunzo.
4	Agricultural products / Vegetables, Fruits	Operates on commission basis or adding delivery charges on price.	Big Basket

Table.No.2 Leading Business Aggregators and Their Domains

6. Research Methodology

In this study, the traditional aggregator business model was considered. Secondary data along with experts' opinions were considered for discussion. In transportation industry- people transportation, in Food retail chain- e-retailer food chain and agricultural products - vegetables, fruits and milk products aggregator businesses are considered for analysis. The key challenges faced by these aggregator businesses are also analysed in detail.

7. Major Findings And Discussion

7.1. Taxi Aggregator Business

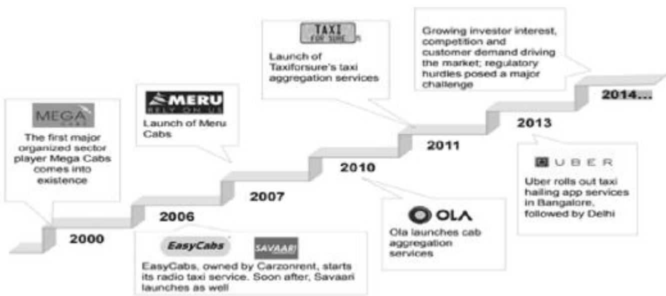


Figure.No.2 Taxi Aggregators in India.

The Global Aggregates Markets Size Value at USD 432.5 billion in 2018 and is expected to grow at a compounded annual growth rate (CAGR) of 6.5% from

2019 to 2025 (BMR, 2020). The taxi market in India is estimated at USD 9 billion, the organized sector constitutes around 6% revenue share of the overall market. The taxi market in India is highly fragmented and unorganized. Aggregator are a new phenomenon driven by rise of start-ups like Ola, Taxiforsure, Meeru, Easy Cabs, Fast Track taxis, Uber etc. The leading players in this segment are shown in Figure.No.2.

The various elements of online market place with reference to taxi aggregators business are depicted in Table.No.3.

Sellers	⟶	Buyers
Cars, Trips Deliveries, Riders & Cars, Taxi Aggregator, Service Agents, Delivery/ Food/ Grocery, Medicines and E-Commerce.	• Available of Platform 24x7 • Balancing Between Demand & Planning • Ensure Compliance & Safety • Insights To Individual Consumer • Behaviour To Serve Better	Drivers, categories

(Source: Vaidya, 2020)

Table.No.3 Online Market Place - Taxi Aggregators Business

7.2.1. Food Chain Aggregator Business

Zomato, Swiggy and Dunzo are delivering wide range of premium food products, including tomato ketchup, mayo, pasta, pizza, olive, biryani, fruit drinks, and other meal items. These companies also have tie ups with Spencer Mart, Reliance Fresh and Deln Monte Store etc for delivering groceries in major cities in India. Typically, online platforms charge 20-25% of order value as commission, depending on multiple factors like brand, exclusivity and consumer reach. Mother Diary tie ups with Zomato to drone deliver fruits, vegetables in National Capital Region (NCR). In Chennai, Swiggy, Zomato, and Dunzo companies are engaged in delivery of milk, vegetables and fruits to houses. In fact, Aavin has signed a contract with Swiggy to deliver their milk packets to house hold units on daily basis in Chennai. Aavin is the trademark of Tamil Nadu Co-operative Milk Producers' Federation Limited, a Tamil Nadu-based milk producer's union. Aavin procures milk, processes it and sells milk and milk products to consumers all over Tamil Nadu. Swiggy and Zomato have started doorstep delivery of alcohol in Jharkhand.

Figure No. 3 Food delivery in India via drones

According to Director General of Civil Aviation (DGCA) Zomato, Swiggy and Dunzo can start testing food delivery via drones. In this connection, Zomato has successfully completed a test delivery using drones in India.

7.3. Agricultural Products Aggregator Business

Figure.No.4 - ITC Initiative in Agricultural Produce Aggregator Business

- ITC is planning to create export-oriented fruit and vegetables clusters grapping the opportunities through contract farming. According to ITC, International buyers were diversifying their sources of supply in the wake of the pandemic. Figure.No.4 shows the imitative of ITC.
- Aibona a start-up firm, uses data science to provide farmers with precision agriculture while also aggregating demand by working with small retailers. The start-up, which means works with 400 farmers in the Nilgiris belt and 250 retailers largely in

Bengaluru. Now, this company is aiming to serve 2000 farmers and 1000 small retailers.

- MyVishwa Technologies, a Pune based start-up has launched 'Farm Org' an aggregator portal for farmers, wholesalers, retailers and customers. This is not an e-Commerce site as there will be no transition or delivery process involved. This form says that is to establish a direct link between the buyer and the seller and cut the cost from 'farm to fork'.
- Ninjacart is India's largest fresh produce supply chain company. They source fresh produce from farmers and deliver them to business within 12 hours. Driven by cutting edge technology, they source fresh produce from 20,000 farmers and sell to 60,000 businesses, across India.

8. Conclusion

In this study, the author has discussed the business challenges faced by the people and business firms during the ongoing covid-19 Pandemic Situation. Key supply chain challenges during uncertain times such as supply shocks, demand shocks, aftershocks and new normal are also highlighted. The author has analysed based on the inputs received from domain experts including three important aggregator businesses viz taxi aggregator business, food chain aggregator business and agricultural produce aggregator business. Uber, Ola, Fast Track, Zomato, Swiggy, Dunzo and ITC, Aibona, MyVishwa Technologies & Ninjacart were discussed. This paper also explains the demand planning during uncertain times. Technology is the key to manage the business in short run. The importance of Machine Learning (ML) & Artificial Intelligence, Data Science and Predictive Analysis. Every company should 'Adapt and Evolve' strategy as part of their businesses. Business leaders have opined that the businesses should be resilient with latest thinking and embracing new insights from the world **(KPMG, 2020)**. Businesses must navigate the financial and operational challenges of covid-19 while rapidly addressing the needs of their people, customers and suppliers **(Accenture, 2020)**. According to **PWC Research Study Report (2020)**, six key areas of focus for organizations are: crisis management & response, workforce, operations & supply, finance & liquidity, tax, trade & regulatory, and strategy & brand.

9. Acknowledgement

The inputs and expert opinions received during the webinars organized by AIMA, ISM-India and McGraw Hill Education Ltd. are greatly acknowledged with thanks.

References

1. Abheek Singhi (2020). "Road Ahead: Retail & Consumer Market Trends", Boston Consulting Group Study Report, 2020 talk delivered and the webinar organized by AIMA on July 10, 2020.
2. B.B.Vaidya (2020). "Managing Distributions Post Covid-19 (Demand Planning)", webinar organized by ISM-India on July 11, 2020.
3. Cycles in Huge Demand. Deccan Herald, July 8, 2020, Bengaluru Edition.
4. Demand Planning During Covid-19, ISM-India
5. Embedding Resilience (2020) - KPMG, retrieved from www.kpmg.com on July 10th, 2020.
6. Global Aggregates Market Survey (2020). Big Market Research, USA.
7. J.S. Meliala, M. Hubers, S. Jahroh & A. Maulana (2018). "Aggregator Business as an Intermediary in Agriculture: A Literature Review", Conference 4th Sriwijaya Economics, Accounting and Business Conference 2018, Indonesia.
8. R. Saxena (2020). "Role of marketing in times of Pandemic", webinar organized by McGraw Hill Education Ltd., on June 11, 2020.
9. Ralf W. Seifert (2020). "Digesting the shocks, how supply chains are adapting to the Covid-19 lockdowns". IMD Knowledge Center, Switzerland.
10. Six Key Areas of Focus for Organizations (2020) – PWC, retrieved from www.pwc.com on July 11th, 2020.
11. Turn Massive Changes into Meaningful Change (2020) – Accenture, retrieved from www.accenture.com on July 09th, 2020.

Measurement of Service Quality and Customer Satisfaction Towards Various Products and Services offered by Reliance Supermarket

Dr.D. Ravindran, Assistant Professor, School of Management,
Kristu Jayanti College (Autonomous), Bengaluru, Karnataka, India.
Mr. G.Krishnan, Manager, Centre for Entreprenuership and Incubation,
National Institute of Technology (NIT-Trichy), Tiruchirappalli, Tamil Nadu, India.

Abstract

In the global competitive retail business environment, it is always a challenge when comes to delivery of products and its related services therefore it has a greater connectivity towards the sustainability of their retail businesses among its competitors prevailing in large numbers. Every retailer tried to focus on building their unique selling proposition and improving the quality of product and services in a most predominant manner. In this research paper also the researcher would like to measure the service quality and its connectivity towards customer satisfaction with reference to the product and services offered by reliance retail supermarket. The researcher performed a descriptive based research study, with a high detail research study focusing on identifying the key factors influencing the customer's perception of the service quality in the Reliance Super Market. Further, his objectives were focused on analyzing the impact of service quality on customer loyalty for Reliance Super Market. Since the target population of this research was found to be indefinite, wherein the researcher adapted a non-probability sampling method and convenience sampling technique in order to collect the samples needed to carry out the research study effectively. A well-structured questionnaire being used as a research instrument for the primary data collection of data. The Primary data collected using the personal interview method and it was analyzed using statistical software and data collected were analyzed and interpreted in such a way it would certainly reveal the reality through a detailed data analysis and interpretation. The outcome of the research study would certainly reveal the impact of service quality on customer satisfaction in the context of reliance retail supermarket.

Keywords: Retail Stores, Supermarket, Service Quality, Customer Satisfaction, Etc.,

1. Introduction :

With the liberalization and internationalization in service sector, service quality has become an important means of differentiation and path to achieve business success. Such differentiation based on service quality can be a key source of competitiveness for many service providers and hence have implications for leadership in such organizations. Service Quality is a blend of two words: service and quality. Services are behavioral rather than physical entities, and have been described as deeds, performances or effort, acts or performances, activities or processes. In other words, service is an activity or series of activities of more or less intangible nature that normally, not necessarily take place in interactions between the customer and service employees and /or physical resources or goods and/or systems of the service providers, which are provided as solutions to customer problems. Services are intangible because they cannot be grasped mentally. The abstract nature of services causes problems for both providers and consumers. It is difficult for service providers to differentiate their offerings from those of competitors, while it is equally difficult for consumers to evaluate a service before it is acquired and consumed.

Quality has been defined differently by different authors. Quality is in the eye of the customers. It can be seen and can be measured. The quality's gurus, experts and researchers have given various definitions on quality in particular areas i.e. manufacturing of products and services. Some prominent definitions include conformance to requirements, fitness for use, conformance to specification, meeting and/or exceeding customer's expectation, one that satisfies the customer, performance over expectation zero defect or products' or services' ability to perform to its intended function without harmful effect. Quality may be viewed as a property of products or services, or processes producing these products or services. As per the Japanese production philosophy, quality implies 'zero defects' in the firm's offerings. Quality is a dynamic state associated with products, services, people, processes, and environments that meets or exceeds customer expectation. In other words, the quality of a product or service is a customer's perception of the degree to which the product or service meets his or her expectations. In the business world, it is possible to understand an organization's success or failure through an analysis of the economics of its offering compared to those of its competitors. For an organization in which services are incorporated, understanding the nature of the service encounter may yield equally actionable insights. With this in mind, this research is designed to investigate the relationship among service quality, demographic characteristics and customer loyalty in retail stores.

1.1 Retail Industry

Retail Industry in India is undoubtingly one of the fastest growing retail industry in the world. It is the largest among all industries accounting to 10% of the country GDP and employs around 8 per cent of the workforce. India has seen a drastic shopping revolution in terms of format and consumer buying behaviour. From shopping centers to multi-storied malls to huge complexes offering shopping, entertainment and food all under one roof and it is because of this trend that the retail industry is witnessing a revolution as many new format markets like hypermarkets, supermarkets, departmental stores have made their way in the market. Retailing in India has emerged as one of the most vigorous and fast-paced industries after travelling through different phases over the years. In fact, India is the fifth largest preferred retail destination globally and embraces a very strong position as far as its market potential is concerned. Retailers are consistently trying to tap the gravity of this potential by using the latest technologies along with new generation tools like Data Analytics, Social Commerce, CRM Solutions, etc, which form the backbone of modern retailing. Bolstered by healthy economic growth, changing demographics, increasing disposable incomes, urbanization, changing consumer tastes and preferences, and higher consumer confidence, year 2019 experienced strong retail sales. While traditional and unorganized retail formats continue to dominate the retail market, organized retail is growing at a faster pace driven by technology intervention. The industry is now expected to reach $1400 billion by FY2024 from $790 billion in FY 2019, growing at a CAGR of 12%.

The dawn of technology in the retail space has transformed the traditional business model into a 'Physical' experience with in-built metrics to comprehend customer needs. Emerging technologies like AR, VR, Artificial intelligence, IoT, cloud platforms, etc. take into consideration multiple consumer interactions through digital platforms in the form of reviews, suggestions and AI-based product assortments, to make in-store digitization possible. By connecting with the consumers at all possible touch points, these techniques are also enabling the retailers to influence consumer behaviour. With technology being a key facilitator in driving engagements and with existing consumers and acquiring new customers, retailers can foresee increased sales and reduction in the cost of operations. Meanwhile, considering the growing consumer consciousness and their preference for choice and convenience, retailers are leveraging data-driven technologies to meet their expectations.

1.1.1 Key learning for the retailers to emerge as game changers in 2020

The evolving mind-set of Indian consumers expecting seamless shopping experiences across every channel; brick and mortar stores, e-commerce platforms or mobile apps, demand the retailers to work consecutively towards acquiring competitive advantage in 2020. This can be done by using these innovative retail formats and technologies:

- **Experiential Retail:** Millennials tend to make the majority of their choices based on their experience instead of the products. So, retailers must focus on developing a customer-centric approach in their businesses, where the consumer can interact with the product or brand and give their feedback as well. An interactive methodology would enable the retailers, especially in the brick-and-mortar circle, to initiate a better brand recall and increased sales.
- **Immersive Technologies:** While online players specifically in fashion & lifestyle and beauty & personal care segment are already making it big by embracing the concept of experience-based shopping using AR/VR, offline stores too are joining the bandwagon by implementing these immersive technologies to redefine convenience for consumers. This means consumers can now simply walk in, find their preferred products/outfits through a virtual inventory and try the outfits via virtual mirror without actually having to do it physically. This combination of technology in stores would facilitate seamless experience to the consumers. In fact, by 2020, the retail industry will emerge as the top spending industry on AR and VR.
- **Big Data:** Leveraging Big Data to observe and evaluate buying patterns, trends, etc, has been quite revolutionary in the online retail industry. It is now making its way into the offline retail space to create a significant effect on its future. Big Data can enable retail businesses to understand their customer expectations by predicting the popularity of products and identifying the relevant customers for each one of them.
- **Social Commerce:** Millennial consumers are becoming more demanding with time and this can pose challenges for the retailers in future to get their brand noticed amid all the traffic. Social commerce platforms can enable retailers to raise brand awareness and drive direct engagement with customers through pictures and videos of products or brands posted by the latter. Retailers can capitalise on the consumers sharing their experiences and stories on the web in the form of reviews and recommendations.

The expectation from modern retail has transformed completely, as the idea here is not just to enhance the experience but also being able to guide the consumers towards making the right purchase decisions by understanding their profile. Having realised the tremendous scope of mass digitization in the retail ecosystem, retailers now must take proactive steps to streamline their day to day operations in 2020, making it exciting and rewarding time for all the stakeholders in the industry.

1.2 Reliance Retail Limited

Reliance Retail is the retail initiative of the group and is central to our consumer facing businesses. It has in a short time forged strong and enduring bonds with millions of consumers by providing them unlimited choice, outstanding value proposition, superior quality and unmatched experience across all its stores. Reliance Retail has adopted a multi-prong strategy and operates chain of neighborhood stores, supermarkets, and wholesale cash & carry stores, specialty stores and online stores and has democratized access to a variety of products and services across diverse segments for Indian consumers. Serving the food and grocery category Reliance Retail operates Reliance Fresh, Reliance Smart and Reliance Market stores. In the consumer electronics category Reliance Retail operates Reliance Digital, Reliance Digital Express Mini stores and Jio stores, and in fashion & lifestyle category it operates Reliance Trends, Trends Women, Trends Man, and Trends junior, Project Eve, Reliance Footprint, Reliance Jewels and AJIO.com in addition to a large number of partner brand stores across the country. Reliance Retail has the distinction of being the largest retailer in the country. Reliance Retail's commitment to "bettering the lives" has been embodied in its pursuit to make a difference on social socio-economic issues in India. The initiative has brought millions of farmers and small producers to the forefront of the retail revolution by partnering with them for growth.

Deep insight into India's economic, cultural and consumption diversity drives Reliance Retail's vision in the retail universe. The operating model is based on customer centricity, while leveraging common centres of excellence in technology, business processes and supply chain. More importantly, it has built a strong and unwavering foundation through its extraordinary people. Our nationwide network of retail stores offers a world-class shopping environment and unmatched customer experience. Reliance Retail has emerged as the partner of choice for International brands and has established exclusive partnerships with many revered international brands such as Diesel, Superdry, Hamleys, Ermenegildo Zegna, Marks and Spencer, Paul & Shark, Thomas Pink, Kenneth Cole, Brooks Brothers, Steve Madden, Payless Shoesource, Grand Vision and many more. As on 30th Sep 2019, Reliance Retail operates 10,901 stores across 6,700+ cities with a retail area of over 24.5 million sft. Reliance Retail Ventures Limited, a subsidiary of Reliance Industries Limited is the holding company of Reliance Retail Limited which operates the retail business.

1.2.1. Growth through Value Creation

With a vision to generate inclusive growth and prosperity for farmers, vendor partners, small shopkeepers and consumers, Reliance Retail Limited (RRL), a subsidiary of RIL, was set up to lead Reliance Group's foray into organized retail. Since its inception in 2006, Reliance Retail Limited (RRL) has grown into an organisation that caters to millions of customers, thousands of farmers and vendors. Based on its core growth strategy of backward integration, RRL has made rapid progress towards building an entire value chain starting from the farmers to the end consumers. Reliance Retail continued to expand presence of its value and specialty formats. During the year, Reliance Retail opened 90 new stores spanning across 'value' and 'specialty' segments. In-store initiatives, wider product choice and value merchandising enabled the business to achieve robust growth during this period. Its presence in the optics business is in partnership with Grand Vision. 51 new stores were added during FY-11 taking the total presence to 100 stores across key markets in the country. The retail chain offers single brand optical products including Vision Express frames, lenses, contact lenses, sunglasses, solutions and accessories. For the very first time, consumers in India got the opportunity to experience Hamleys, which is considered to be the world's most wonderful toy shop. The brand was launched in India with opening up of 2 stores during the year. iStore by Reliance Digital is a one-stop-shop for all Apple products and services. There are 17 such stores currently operational. Reliance Brands also announced exclusive licensing arrangement with two leading international brands:

- **Steve Madden**, a leading designer, wholesaler and retailer of fashion-forward footwear and accessories for women, men and children.
- **Quiksilver**, a leading outdoor sports lifestyle company to launch their core brands 'Quiksilver' and 'Roxy'.

Across India, Reliance Retail serves over 2.5 million customers every week. Its loyalty programme, "Reliance One", has the patronage of more than 6.75 million customers.

2. Need for the Study

Since limited study in India has conducted which has considered service quality dimensions as drivers of customer loyalty in retail, it nevertheless may prove to be useful for retailers in identifying the service quality attributes- that are important for Indian retail consumers. The present work will unearth that superior performance on the most important retail service quality dimension will add to favorable behavioral intentions and bring down unfavorable intentions.

3. Objectives of the Study

- To identify the key factors influencing the customer's perception of the service quality in reliance super market.
- To reveal the effects of service quality dimension in customer satisfaction in reliance super market.
- To study the effect of demographic variables on various service quality dimensions.

- To analyse the impact of service quality on customer's loyalty for reliance super market.
- To suggest best practices to improve the level of customer satisfaction and service quality of reliance super market.

4. Review of Literature

Hoang *et al.* (2010) proposed a conceptual framework of the influence of service culture on customer service quality via the mediation of employee attitudes. They also conceptualized the role of potential moderators such as cultural differences, personal relationships towards service employee attitudes and customer service quality.

Jain *et al.* (2010) concluded that service quality in higher education comprises of twelve factors such as visual appeal, outcome, campus, reputation, input quality (students), industry interaction, support facilities, input quality (faculty), inter personal relationships, curriculum, academic facilities and processes.

Korda and Snoj (2010) attempted to validate the perceived retail banking service scale in the case of a small transitional economy of Europe. Their analysis showed that the perceived value variable had a potential to be mediating variable between perceived quality and customer satisfaction relationship in retail banking settings.

Malik and Danish (2010) analyzed the impact of different quality services on student satisfaction in higher educational institutes of a big division of Punjab province of Pakistan. They found that students are overall satisfied with services of tangibility, assurance, reliability and empathy but not much satisfied with parking facilities, computer labs, cafeteria services, complaint handling system.

Aykac *et al.* (2009) employed six dimensions of service quality scale that was developed by Carman (2000) and Kara *et al.* (2005) to better understand the factors underlying healthcare customers' perceptions of service quality. The dimensions investigated were: tangibility, reliability, responsiveness, assurance, courtesy and empathy. Through a 5 point Likert-type scale, they compared healthcare customers' expectations of a perfect service provider with the practices of Marmara University Hospital to determine if there were any gaps. Further they analyzed the quality of the Marmara University Hospital's healthcare services and its impact on customer satisfaction and customer loyalty through a regression analysis.

Hossain and Leo (2009) exhibited that customers' perceptions vary according to the nature of service. In the banking industry they found that customers' perception was highest in the tangibles area such as infrastructure facilities of the bank, followed by the empathy area such as timing of the bank and returns on deposit. On the other hand, the lowest perception was in the competence area, such as the method of imposing service charges followed by reliability, such as customers' guidance. Because of the wide variation of responses, the banks need to consider the weak areas in order to meet customer requirement.

Seth *et al.* (2008) measured customer perceived service quality incorporating both service delivery as well as technical quality aspects. The validated instrument comprised of dimensions including reliability, responsiveness, assurance, empathy, tangibles, convenience, and customer perceived network quality. The study indicated that among the various dimensions, 'responsiveness' was the best predictor, followed by reliability, customer perceived network quality, assurance, convenience, empathy, and tangibles.

Ladhari (2008) identified the key conceptual and empirical issues that should be considered in the development of alternative industry-specific measurement scales of service quality (other than SERVQUAL). They found deficiencies in some of the alternative service-quality measures; however, the identified deficiencies do not invalidate the essential usefulness of the scales.

Pollack (2008) revealed that satisfiers exhibit initially no relationship with satisfaction, but after the acceptable level of service quality (i.e. inflection point) had been reached, become positively related. Dissatisfies followed initially a positive relationship path with satisfaction but after the inflection point exhibit no relationship, or at best a significantly weakened one, with satisfaction. The relationship patterns were found to be service attribute as well as service type dependent.

Solvang (2007) discovered that the effect of service quality on satisfaction was more profound in the furniture branch than in the grocery branch of the four retail stores selected. On the other hand, customer loyalty seems to be more important in affecting repurchase decisions in the grocery branch.

Lee (2007) compared two leading measurement instruments of service quality (i.e., SERVQUAL and SERVPERF) in a cross-cultural setting. Psychometric properties of each scale were compared in three countries of distinctive characteristics: developed, industrialized, and developing. They concluded that the SERVPERF scale has slightly better reliability while the SERVQUAL scale has an edge in validity, implying the necessity of including cultural diversities of expectations in the measurement of service quality for cross-cultural studies.

Chowdhary and Prakash (2007) investigated whether any generalization in importance of service quality dimensions was possible or not. They found that generalization of quality dimensions was not possible among all types of services taken together.

Enquist *et al*. (2007) presented a model for values-based sustainable service business grounded in the concept of values-based service quality. They distinguished four dimensions of values-based service quality and these dimensions were – "technical", "functional", "experiential", and "HRM and corporate climate".

Vanniarajan and Anbazhagan (2007) highlighted that financial services were inherently intangible and high on experience and credence qualities. They identified four dimensions – reliability, responsiveness, assurance and tangibles – which form the domain of customer's evaluation of service quality in the financial services industry. The results indicated that the customer's perception on the service quality factors in private sector banks was higher than the public sector and co-operative banks.

Voon (2006) showed that the service-driven market orientation (SERVMO) that consists of six components (customer orientation, competitor orientation, inter-functional orientation, performance orientation, long-term orientation, and employee orientation) had a significantly strong and positive relationship with service quality.

Miguel *et al*. (2006) measured internal service quality by applying a service quality measuring instrument usually used for assessing external service quality. They found that the assessment was feasible and effective to capture the characteristics of internal customer service by using a set of well-known quality dimensions that varied across the studied manufacturing cells.

Chow and Luk (2005) developed a technique that considers competition using the **Analytic Hierarchy Process** (AHP) framework to measure service quality. The AHP-SQ approach assists management to devise and maintain a relevant, competitive plan for ongoing improvements in service quality. Specifically, such analysis enables the following questions to be addressed: "How does the firm perform in terms of service quality in relation to its competitors?"; "Given the firm's resources, which service initiatives will enhance its service competitiveness?"; "Which service areas require immediate improvement?"; "How should the firm's service improvement be prioritized?", and "What opportunities exist for service improvement in relation to the competition?

Edvardsson (2005) highlighted that service quality was perceived and determined by the customer on the basis of co-production, delivery and consumption experiences. He opined that favorable and unfavorable customer experiences seem to be more and more important in forming service quality perceptions. Further, he described that there were two categories of service quality clues: clues of experience related to functionality and clues of experience related to emotions. Positive and negative emotions seem to be more and more important in forming service quality perceptions, and negative emotions had a stronger effect on perceived service quality than positive emotions.

Gupta *et al.* (2005) developed a conceptual model that was used in understanding the relationships between sustaining structures that support the **Total Quality Service** (TQS) philosophy and customer satisfaction. They develop three constructs: leadership, organizational culture and employee commitment, which were very important in achieving total quality service objectives. The proposed model links these three constructs with business processes and total quality service.

Jabnoun and Khalifa (2005) proposed to develop a measure of service quality in the UAE and then tested this measure in UAE conventional and Islamic banks. Four dimensions of service quality were identified: personal skills, reliability, values, and image and all four dimensions were significant in determining service quality in conventional banks. Values and image were however the most important of these dimensions. On the other hand, only personal skill and values were significant in determining service quality in Islamic banks.

Kang and James (2004) empirically examined the European perspective (i.e. Gronroos' model) that service quality consists of three dimensions: technical, functional and image, and that image functions as a filter in service quality perception. The results from a cell phone service sample revealed that Gronroos' model was a more appropriate representation of service quality than the other with its limited concentration on the dimension of functional quality.

Caruana (2002) examined the concept of service loyalty and proceeds to distinguish between service quality and customer satisfaction. A model that links service quality to service loyalty via customer satisfaction was proposed. Results indicated that customer satisfaction does play a mediating role in the effect of service quality on service loyalty.**Martinez (2002)** examined the hypothesized relationship between Organizational Citizenship Behavior (performance that supports the social and psychological environment in which job-specific tasks function) at the group level and two important organizational outcomes: service quality and customer satisfaction. Results showed that at group level Organizational Citizenship Behavior leads to better perceptions of service quality. However, Organizational Citizenship Behavior relationship with customers' satisfaction results was generally not significant.

Jasfar (2001) determined whether customer trust, consumer commitment and customer satisfaction mediate service quality antecedents to consumer behavioral intentions in auto service centers. Finding indicated that customer trust, consumer commitment and customer satisfaction were the key mediating variables of the relationship between service quality antecedents and consumer behavioral intention expressly focused from consumer perspective on business to consumer relationship.

Choi (2001) investigated the influence of overall service quality on customer satisfaction and member's repurchase intentions at fitness clubs in Seoul, South Korea. He also examined the influence of customer satisfaction on the level of their repurchase intentions. The questionnaire consisted of four sections: service quality scale, customer satisfaction scale, customer repurchase intentions scale and demographic information. He found that the perceived service quality factor was the most influential predictor of Customer Satisfaction and their repurchase intention. The variance of the level of overall Customer Satisfaction was explained by the following predictors in order of higher to lower: Perceived Service Quality, Contact with physical environment, Interpersonal Interaction and Program. Also the variance of the level of repurchase intentions was predicted by the following factors in order of higher to lower: Perceived Service Quality and Interpersonal Interaction.

Bahia and Nantel (2000) developed a reliable and valid scale for the measurement of the perceived service quality of bank services. The proposed scale is called **Banking Service Quality (BSQ)** and comprises 31 items which span dimensions: effectiveness and assurance; access; price; tangibles; services portfolio and reliability.

Kim (2000) worked on four dimensions of Grove's scale (customer focus, prior customer relationship, organizational support and service under pressure) and five dimensions of DINESERV (tangibles, reliability, responsiveness, assurance and empathy). He concluded that service orientation had a direct effect on service quality but impacted customer satisfaction indirectly via service quality.

Kerlin (2000) used the SERVQUAL survey instrument to assess student satisfaction with service quality. Student expectations and perceptions of service quality in registration, financial aid, counseling, and career center and library services were probed. It was found that students placed less emphasis on the tangible aspects of service quality, such as appearance of facilities and brochures and more emphasis on aspects that provide them with reliable services and demonstrate attention to their personal needs.

5. Research Methodology

The researcher performed a descriptive based research study, with a high detail research study focusing on identifying the key factors influencing the customer's perception of the service quality in reliance super market. Further, his objectives were focusing on analyzing the impact of service quality on customer's loyalty for reliance super market. Since the target population of this research was found to be indefinite, wherein the researcher adapted a non-probability sampling method and convenience sampling technique in order to collect the samples needed to carry out the research study effectively. A well-structured questionnaire been used as a research instrument for the primary data collection of data. The Primary data collected using personal interview method and it was analyzed using statistical software and data collected were analyzed and interpreted in such a way it would certainly reveal the reality through a detailed data analysis and interpretation.

6. Data Analysis and Interpretation

6.1. Gender Category of the respondents

Gender Category	No.of Respondents	Percentage (%)
Male	22	11.0
Female	178	89.0
Total	**200**	**100**

Table.No.1. Gender Category of the respondents

Interpretation:

From the above table.no.01, it can be inferred that out of total 200 respondents, 89% of the respondents are female category classification and 11% of the respondents are male category classification of the respondents.

6.2 Age Group of the respondents

Age Group	No.of Respondents	Percentage (%)
Less than 20yrs	42	21.0
Between 21 yrs to 30 yrs	53	26.5
Between 31 yrs to 40 yrs	44	22.0
Between 41yrs to 50 yrs	14	7.0
Greater than 50 yrs.	47	23.5
Total	**200**	**100.0**

Table.No.2. Age Group Category of the respondents

Interpretation:

From the above table.no.2, it can be inferred that, out of 100 samples collected, Majority 26% of the respondents belongs to the age group between 21 yrs to 30 yrs, then 22% of the respondents belongs to the age group between 31 yrs to 40 yrs, then 21% of the respondents belongs to the age group less than 20yrs, then the remaining 7% of the respondents belongs to the age group between 41 yrs to 50 yrs and 23% of the respondents belongs to the age group of above 50yrs.

6.3. Marital Status of the respondents

Martial Status	No.of Respondents	Percentage (%)
Married	14	14
Unmarried	86	86
Total	**100**	**100**

Table.No.3. Martial Status of the respondents

Interpretation:

From the above table.no.3, it can be inferred that, Out of total 100 respondents, 86% of the respondents are belonging to the Unmarried Martial Status Category and then the remaining 14% of the respondents are belonging to the Married Martial Status Category.

6.4 Educational Qualification of respondents

Educational Qualification	No.of Respondents	Percentage (%)
SSLC/HSC	57	28.5
Undergraduate	65	32.5
Postgraduate	52	26
Illiterates	26	13
Others	00	00
Total	**100**	**100**

Table.No.4. Educational Qualification of the respondents

Interpretation:

From the above table.no.4, it can be inferred that, out of total 100 respondents, 32.5% of the respondents educational qualification are found to be Undergraduate, 28.5% of the respondents educational qualification are found to be SSLC/HSC, 26% of the respondents educational qualification are found to be Postgraduate, 13% of the respondents educational qualification are found to be Illiterates.

6.5. Occupation Category of the respondents

Occupation Category	No.of Respondents	Percentage (%)
Business	08	08
Professional	21	21
Student	55	55
Housewife	16	16
Others	00	00
Total	**100**	**100**

Table.No.5. Occupational Category of the respondents

Interpretation:

From the above table.no.5, it can be inferred that, out of total 100 respondents, Majority 55% of the respondent's occupation seems to be students, 21% of the respondent's occupation are seems to be Professional, 16% of the respondent's occupation are seems to be Housewife, 8% of the respondent's occupation are seems to be business.

6.6. Monthly Family Income of the respondents

Monthly Family Income (Rs)	No.of Respondents	Percentage (%)
Less than Rs.10,000	31	31
Between Rs.10,001 to Rs.25,000	32	32
Between Rs.25,001 to Rs.50,000	23	23
Between Rs.50,001 to Rs.75,000	04	04
Greater than Rs.75000	10	10
Total	**100**	**100**

Table.No.6. Monthly Family Income of the respondents

Interpretation:

From the above table.no.6, it can be inferred that out of total 100 respondents, Majority 32% of the respondents belongs to the monthly family income ranges between Rs.10,001 to Rs.25,000 income level, 23% of the respondents belongs to the monthly family income ranges between Rs.25,001 to Rs.50,000, 31% of the respondents belongs to the monthly family income ranges Less than Rs.10,000, then remaining 10% of the respondents belongs to the monthly family income ranges greater than Rs.75,000 and remaining 4% of the respondents belongs to the monthly family income ranges between Rs.50,001 to Rs.75,000.

6.7. Reliability Analysis Between Scales

Cronbach's Alpha	N of Items
0.830	46

Table. No. 7: Reliability for overall scale

Interpretation:

From the above table.no.7, shows the Cronbach's alpha is **0.830**, for all the variables, which indicates a high level of internal consistency for scale with these specific samples.

6.8. Gap Analysis between Expected and Perceived Scales

Physical Aspect Dimension	Expected Mean	Perceived mean	Gap
The store has modern-looking equipment and fixtures	4.19	3.27	-0.92
The store and its physical facilities (trial rooms and restrooms) are visually attractive	4.20	3.11	-1.10
Materials associated with this store's service (such as shopping bags, loyalty cards and catalogs) are visually appealing	3.99	3.05	-0.95
The store has clean, attractive and convenient physical facilities (restrooms, fitting rooms)	4.49	3.35	-1.14
Average Gap	4.22	3.19	-1.03

Table. No. 8 Gap analysis for Physical Aspect Dimension

Interpretation:

Above table shows that average gap is negative (-1.03), it shows that level of perceived physical aspect is the less compared with level of expected physical aspects. Above table shows that "store has clean, attractive and convenient physical facilities (restrooms, fitting rooms) and store and its physical facilities (trial rooms and restrooms) are visually attractive" are the top ranked factors that need improvement with the gap value of - 1.14 and -1.10.

Reliability Dimension	Expected Mean	Perceived mean	Gap
When this store promises to do something (such as repairs, alterations) by a certain time, it will do so	4.24	3.20	-1.04
This store provides its services at the time it promises to do so	4.39	3.51	-0.88
This store has merchandise available when the customers want it	4.28	3.78	-0.50
This store insists on error-free sales transactions and records	4.26	3.63	-0.63
Average Gap	4.29	3.53	-0.76

Table, No.9: Gap analysis for Reliability Dimension

Interpretation:

Above table shows that average gap is negative (-0.76), it shows that level of perceived Reliability is the less compared with level of expected reliability dimension. Above table shows that "When this store promises to do something (such as repairs, alterations) by a certain time, it will do so" is the top ranked factors that need improvement with the gap value of -1.04.

Personal Interaction Dimension	Expected Mean	Perceived mean	Gap
Employees in the store have the knowledge to answer customers' questions	4.19	3.91	-0.29
The behavior of employees in this store instills confidence in customers	4.10	3.74	-0.37
Customers feel safe in their transactions with this store	4.14	3.86	-0.28
The employees in this store give prompt service to customers	4.18	3.85	-0.33
Employees in this store tell customers exactly when services will be performed	4.25	3.69	-0.56
Employees in this store are never too busy to respond to customer's requests	4.29	3.65	-0.64
This store gives customers individual attention	4.39	3.92	-0.47
Employees in this store are consistently courteous with customers	4.62	3.82	-0.80
Average Gap	**4.27**	**3.80**	**-0.47**

Table 10: Gap analysis for Personal Interaction Dimension

Interpretation:

Above table shows that average gap is negative (-0.47), it shows that level of perceived personal Interaction is the less compared with level of expected personal Interaction dimension. Above table shows that "Employees in this store are consistently courteous with customers and Employees in this store are never too busy to respond to customer's requests" is the top ranked factors that need improvement with the gap value of –0.80 and -0.64.

Problem Solving Dimension	Expected Mean	Perceived mean	Gap
This store willingly handles returns and exchanges	3.75	3.42	-0.33
When a customer has a problem, this store shows a sincere interest in solving it	4.22	4.06	-0.16
Employees of this store are able to handle customer complaints directly and immediately	4.05	3.94	-0.11
Average Gap	**4.01**	**3.80**	**-0.20**

Table. No. 11. Gap analysis for Problem Solving Dimension

Interpretation:

Above table shows that average gap is negative (-0.20), it shows that level of perceived problem solving is the less compared with level of expected problem solving dimension. Above table shows that "store willingly handles returns and exchanges" is the top ranked factors that need improvement with the gap value of –0.33.

Policy Dimension	Expected Mean	Perceived mean	Gap
This store offers high quality merchandise	4.15	3.92	-0.23
This store provides plenty of convenient parking for customers	3.82	3.90	0.09
This store has operating hours convenient to all their customers	3.81	4.09	0.28
This store accepts all major credit cards	4.01	4.08	0.07
Average Gap	**3.94**	**4.00**	**0.05**

Table. No. 12: Gap Analysis for Policy Dimension

Interpretation:

Above table shows that average gap is positive (0.05), it shows that level of perceived policy is the greater compared with level of expected policy dimension. Above table shows that "store offers high quality merchandise" is the top ranked factors that need improvement with the gap value of -0.23.

6.9. Paired T Test between Expected and Perceived Service Quality Dimensions

6.9.1. Hypothesis Testing 01:

Null Hypothesis (H_0): There is no significant difference exist between expected and perceived physical aspects dimension.

Alternative Hypothesis (H_1): There is a significant difference exist between expected and perceived physical aspects dimension.

Physical Aspects Dimension		t	Df	Sig. (2-tailed)
Pair 1	The store has modern-looking equipment and fixtures	11.591	199	0.000**
Pair 2	The store and its physical facilities (trial rooms and restrooms) are visually attractive	10.644	199	0.000**
Pair 3	Materials associated with this store's service (such as shopping bags, loyalty cards and catalogs) are visually appealing	11.914	199	0.000**
Pair 4	The store has clean, attractive and convenient physical facilities (restrooms, fitting rooms)	9.804	199	0.000**

Table.No.13. Difference between Expected and Perceived Physical Aspects Dimension

Interpretation:

Since P value for all pair is less than 0.01, hence null hypothesis is rejected and it concludes that there is significant difference exist between expected and perceived physical aspects dimension.

6.9.2. Hypothesis Testing 02:

Null Hypothesis (H_0): There is no significant difference exist between expected and perceived reliability dimension.

Alternative Hypothesis (H_2): There is a significant difference exist between expected and perceived reliability dimension.

Reliability Dimension		T	df	Sig. (2-tailed)
Pair 1	When this store promises to do something (such as repairs, alterations) by a certain time, it will do so	11.532	199	0.000**
Pair 2	This store provides its services at the time it promises to do so	10.823	199	0.000**
Pair 3	This store has merchandise available when the customers want it	5.629	199	0.000**
Pair 4	This store insists on error-free sales transactions and records	7.530	199	0.000**

Table. No. 14: Difference between expected and perceived reliability dimension

Interpretation:

Since P value for all pair is less than 0.01, hence null hypothesis is rejected and it concludes that there is significant difference exist between expected and perceived reliability dimension. So there is significant amount of difference between level of customer expectation and level of customer perception toward reliability dimension of the retail stores.

6.9.3. Hypothesis Testing 03:

Null Hypothesis (H_0) : There is no significant difference exist between expected and perceived personal interaction dimension.

Alternative Hypothesis (H_3) : There is a significant difference exist between expected and perceived personal interaction dimension.

Personal Interaction Dimension		t	df	Sig. (2-tailed)
Pair 1	Employees in the store have the knowledge to answer customers' questions	3.236	199	0.001**
Pair 2	The behavior of employees in this store instills confidence in customers	4.188	199	0.000**
Pair 3	Customers feel safe in their transactions with this store	2.984	199	0.003**
Pair 4	The employees in this store give prompt service to customers	3.010	199	0.003**
Pair 5	Employees in this store tell customers exactly when services will be performed	6.138	199	0.000**
Pair 6	Employees in this store are never too busy to respond to customer's requests	6.059	199	0.000**
Pair 7	This store gives customers individual attention	6.633	199	0.000**

Table.No.15. Difference between expected and perceived personal interaction dimension

Interpretation:

Since P value for all pair is less than 0.01, hence null hypothesis is rejected and it concludes that there is significant difference exist between expected and perceived personal interaction dimension. So there is significant amount of difference between level of customer expectation and level of customer perception toward personal interaction dimension of the retail stores.

6.9.4. Hypothesis Testing 04:

Null Hypothesis (H_0): There is no significant difference exist between expected and perceived problem solving dimension.

Alternative Hypothesis (H_4): There is a significant difference exist between expected and perceived problem solving dimension.

Problem Solving Dimension		t	df	Sig. (2-tailed)
Pair 1	This store willingly handles returns and exchanges	3.250	199	0.001**
Pair 2	When a customer has a problem, this store shows a sincere interest in solving it	2.154	199	0.032*
Pair 3	Employees of this store are able to handle customer complaints directly and immediately	1.187	199	0.236

*Significant at 5 percent level **Significant at 1 percent level

Table.No.16: Difference between expected and perceived problem solving dimension

Interpretation:

Since P value for pair 1 is less than 0.01 and P value is less than 0.05 for pair 2, hence null hypothesis is rejected and it concludes that pair 1 and pair 2 have significant differences between expected and perceived problem solving dimension. So there is significant amount of difference between level of customer expectation and level of customer perception toward problem solving dimension of the retail stores.

6.9.5. Hypothesis Testing 05:

Null Hypothesis (H_0) : There is no significant difference exist between expected and perceived policy dimension.

Alternative Hypothesis (H_5): There is a significant difference exist between expected and perceived policy dimension.

Policy Dimension		t	df	Sig. (2-tailed)
Pair 1	This store offers high quality merchandise	2.204	199	0.029*
Pair 2	This store provides plenty of convenient parking for customers	-.778	199	0.438
Pair 3	This store has operating hours convenient to all their customers	-2.523	199	0.012*
Pair 4	This store accepts all major credit cards	-.821	199	0.412

*Significant at 5 percent level

Table 17: Difference between expected and perceived policy dimension

Interpretation:

Since P value is less than 0.05 for pair1 and 3, hence null hypothesis is rejected and it concludes that pair 1 and pair 3 have significant differences between expected and perceived policy dimension.

6.10. Correlation Analysis

6.10.1. Correlation Between Expected Service Quality Dimensions

Correlation		Expected Physical Aspects	Expected Reliability	Expected Personal Interaction	Expected Problem Solving	Expected Policy
Expected Physical Aspects	Pearson Correlation	1	.181*	.142*	.246**	.396**
	Sig. (2-tailed)		.010	.044	.000	.000
	N	200	200	200	200	200
Expected Reliability	Pearson Correlation	.181*	1	.310**	.281**	-.124
	Sig. (2-tailed)	.010		.000	.000	.080
	N	200	200	200	200	200
Expected Personal Interaction	Pearson Correlation	.142*	.310**	1	.441**	.158*
	Sig. (2-tailed)	.044	.000		.000	.025
	N	200	200	200	200	200
Expected Problem Solving	Pearson Correlation	.246**	.281**	.441**	1	-.208**
	Sig. (2-tai led)	.000	.000	.000		.003
	N	200	200	200	200	200
Expected Policy	Pearson Correlation	.396**	-.124	.158*	-.208**	1
	Sig. (2-tailed)	.000	.080	.025	.003	
	N	200	200	200	200	200

*Significant at 5 percent level **Significant at 1 percent level

Table.No.18: Correlation between Expected Service Quality Dimensions

Interpretation:

Above table shows that correlation coefficient between physical aspects and reliability dimension is 0.181, it concludes that there is low level of positive relation exist between physical aspects and reliability dimension. Correlation coefficient between physical aspects and personal interaction dimension is 0.142, it concludes that there is low level of positive relation exist between physical aspects and personal interaction dimension. Correlation coefficient between physical aspects and problem solving dimension is 0.246, it concludes that there is low level of positive relation exist between physical aspects and problem solving dimension. Correlation coefficient between physical aspects and policy dimension is 0.396, it concludes that there is medium level of positive relation exist between physical aspects and policy dimension.

Correlation coefficient between reliability and personal interaction dimension is 0.310, it concludes that there is low level of positive relation exist between reliability and personal interaction dimension. Correlation coefficient between reliability and problem solving dimension is 0.281, it concludes that there is low level of positive relation exist between reliability and problem solving dimension. Correlation coefficient between reliability and policy dimension is -0.124, it concludes that there is low level of negative relation exist between reliability and policy dimension.

Correlation coefficient between personal interaction and problem solving dimension is 0.441, it concludes that there is medium level of positive relation exist between personal interaction and problem solving dimension. Correlation coefficient between personal interaction and policy dimension is 0.158, it concludes that there is low level of positive relation exist between personal interaction and policy dimension. Correlation coefficient between problem solving and policy dimension is -0.208, it concludes that there is low level of negative relation exist between problem solving and policy dimension.

6.10.1. Correlation between Perceived Service Quality Dimensions

Correlation		Perceived Physical Aspects	Perceived Reliability	Personal Interaction	Perceived Problem Solving	Perceived Policy
Perceived Physical Aspects	Pearson Correlation	1	.383**	.191**	-.123	.262**
	Sig. (2-tailed)		.000	.007	.083	.000
	N	200	200	200	200	200
Perceived Reliability	Pearson Correlation	.383**	1	.499**	.366**	.212**
	Sig. (2-tailed)	.000		.000	.000	.003
	N	200	200	200	200	200
Perceived Personal Interaction	Pearson Correlation	.191**	.499**	1	.410**	.716**
	Sig. (2-tailed)	.007	.000		.000	.000
	N	200	200	200	200	200
Perceived Problem Solving	Pearson Correlation	-.123	.366**	.410**	1	.150*
	Sig. (2-tailed)	.083	.000	.000		.034
	N	200	200	200	200	200
Perceived Policy	Pearson Correlation	.262**	.212**	.716**	.150*	1
	Sig. (2-tailed)	.000	.003	.000	.034	
	N	200	200	200	200	200

*Significant at 5 percent level **Significant at 1 percent level

Table.No.19: Correlation between Perceived Service Quality Dimensions

Interpretation:

Above table shows that correlation coefficient between physical aspects and reliability dimension is 0.383, it concludes that there is medium level of positive relation exist between physical aspects and reliability dimension. Correlation coefficient between physical aspects and personal interaction dimension is 0.191, it concludes that there is low level of positive relation exist between physical aspects and personal interaction dimension. Correlation coefficient between physical aspects and problem solving dimension is -0.123, it concludes that there is low level of negative relation exist between physical aspects and problem solving dimension. Correlation coefficient between physical aspects and policy dimension is 0.262, it concludes that there is low level of positive relation exist between physical aspects and policy dimension.

Correlation coefficient between reliability and personal interaction dimension is 0.499, it concludes that there is medium level of positive relation exist between reliability and personal interaction dimension. Correlation coefficient between reliability and problem solving dimension is 0.366, it concludes that there is medium level of positive relation exist between reliability and problem solving dimension. Correlation coefficient between reliability and policy dimension is 0.212, it concludes that there is low level of positive relation exist between reliability and policy dimension.

Correlation coefficient between personal interaction and problem solving dimension is 0.410, it concludes that there is medium level of positive relation exist between personal interaction and problem solving dimension. Correlation coefficient between personal interaction and policy dimension is 0.716, it concludes that there is high level of positive relation exist between personal interaction and policy dimension. Correlation coefficient between problem solving and policy dimension is 0.150, it concludes that there is low level of positive relation exist between problem solving and policy dimension.

7. Major Findings of the Study

- Level of perceived physical aspect is the less compared with level of expected physical aspects. "Store has clean, attractive and convenient physical facilities (restrooms, fitting rooms) and store and its physical facilities (trial rooms and restrooms) are visually attractive" are the top ranked factors that need improvement with the gap value of – 1.14 and -1.10.
- Level of perceived reliability is the less compared with level of expected reliability dimension. "When this store promises to do something (such as repairs, alterations) by a certain time, it will do so" is the top ranked factors that need improvement with the gap value of –1.04.
- Level of perceived personal interaction is the less compared with level of expected personal interaction dimension. "Employees in this store are consistently courteous with customers and employees in this store are never too busy to respond to customer's requests" is the top ranked factors that need improvement with the gap value of –0.80 and -0.64.
- Level of perceived problem solving is the less compared with level of expected problem solving dimension. "Store willingly handles returns and exchanges" is the top ranked factors that need improvement with the gap value of –0.33.
- Level of perceived policy is the greater compared with level of expected policy dimension. "Store offers high quality merchandise" is the top ranked factors that need improvement with the gap value of –0.23.
- Paired t test shows that there is significant difference exist between expected and perceived physical aspects dimension and there is significant difference exist between expected and perceived reliability dimension. There is significant amount of difference between level of customer expectation and level of customer perception toward reliability dimension of the retail stores. There is significant amount of difference between level of customer expectation and level of customer perception toward personal interaction dimension of the retail stores.

- There is significant amount of difference between level of customer expectation and level of customer perception toward problem solving dimension of the retail store and it concludes that pair 1 and pair 3 have significant differences between expected and perceived policy dimension.
- Correlation coefficient between physical aspects and reliability dimension is 0.181, it concludes that there is low level of positive relation exist between physical aspects and reliability dimension. Correlation coefficient between physical aspects and personal interaction dimension is 0.142, it concludes that there is low level of positive relation exist between physical aspects and personal interaction dimension. Correlation coefficient between physical aspects and problem solving dimension is 0.246, it concludes that there is low level of positive relation exist between physical aspects and problem solving dimension. Correlation coefficient between physical aspects and policy dimension is 0.396, it concludes that there is medium level of positive relation exist between physical aspects and policy dimension.
- Correlation coefficient between reliability and personal interaction dimension is 0.310, it concludes that there is low level of positive relation exist between reliability and personal interaction dimension. Correlation coefficient between reliability and problem solving dimension is 0.281, it concludes that there is low level of positive relation exist between reliability and problem solving dimension. Correlation coefficient between reliability and policy dimension is -0.124, it concludes that there is low level of negative relation exist between reliability and policy dimension.
- Correlation coefficient between personal interaction and problem solving dimension is 0.441, it concludes that there is medium level of positive relation exist between personal interaction and problem solving dimension. Correlation coefficient between personal interaction and policy dimension is 0.158, it concludes that there is low level of positive relation exist between personal interaction and policy dimension. Correlation coefficient between problem solving and policy dimension is -0.208, it concludes that there is low level of negative relation exist between problem solving and policy dimension.
- Correlation coefficient between physical aspects and reliability dimension is 0.383, it concludes that there is medium level of positive relation exist between physical aspects and reliability dimension. Correlation coefficient between physical aspects and personal interaction dimension is 0.191, it concludes that there is low level of positive relation exist between physical aspects and personal interaction dimension. Correlation coefficient between physical aspects and problem solving dimension is -0.123, it concludes that there is low level of negative relation exist between physical aspects and problem solving dimension. Correlation coefficient between physical aspects and policy dimension is 0.262, it concludes that there is low level of positive relation exist between physical aspects and policy dimension.
- Correlation coefficient between reliability and personal interaction dimension is 0.499, it concludes that there is medium level of positive relation exist between reliability and personal interaction dimension. Correlation coefficient between reliability and problem solving dimension is 0.366, it concludes that there is medium level of positive relation exist between reliability and problem solving dimension. Correlation coefficient between reliability and policy dimension is 0.212, it concludes that there is low level of positive relation exist between reliability and policy dimension.
- Correlation coefficient between personal interaction and problem solving dimension is 0.410, it concludes that there is medium level of positive relation exist between personal interaction and problem solving dimension. Correlation coefficient between personal interaction and policy dimension

is 0.716, it concludes that there is high level of positive relation exist between personal interaction and policy dimension. Correlation coefficient between problem solving and policy dimension is 0.150, it concludes that there is low level of positive relation exist between problem solving and policy dimension.

8. Suggestions and Recommendations

- From the Outcome of the study, it recommended that retailers needs to improve their service performance in order to enhance customer's patronage intentions by customized policies like abundant parking, convenience operating hours and transacting all major credit cards.
- Charismatic Shop Layout, with nifty physical facilities and customer service and merchandising clerk who must ensure that the display of the merchandise in the shop more attractive.
- Ensuring that the employees are aware that problem solving is part of their job description and handiness of apparels when customers want them.
- Retailers need to Increase ability of employees to handle customers' complaints and problems and employees should be neat and well-dress in good looking uniform and offer branded, private labels and designer outfits.
- Insisting on error-free transactions and delegate authority to empower staff members to handle customers' problems and complaints promptly.
- Train its store employees to give individualized attention to each customer and not treat them by the dozen, despite the fact that the service is subject to high degrees of standardization and attractive display of the merchandise in the shop.

9. Conclusion

The Retail Service Quality measurement needs to be conducted regularly to measure the extent of service enhancement in order to establish customer loyalty intentions. Retailers should learn that service quality is a necessary condition rather than a sufficient condition for a successful long-term relationship especially, especially when the Indian retail is getting highly competitive and organized. Although service quality is an effective antecedent to customer loyalty, retailers cannot make differentiation and keep competitive only by providing good service. Retailers should look for other determinants for successful long-term relationship like focusing on their core competencies and strengths.

References:

1. Abu Ali, J. and Howaidee, M. (2012). The impact of service quality on tourist satisfaction in Jerash. Interdisciplinary Journal of Contemporary Research in Business. 3(12), 164-187.
2. Abu Alroub, A.; Alsaleem, A. and Daoud, A. (2012). Service quality and its impact on customer satisfaction tourist restaurants (a field study on the tourist restaurants /Amman). Interdisciplinary Journal of Contemporary Research in Business. 4(1), 364-379.
3. Bell, S.J., Auh, S. and Smalley, K. (2005), "Customer Relationship Dynamics: Service Quality and Customer Loyalty in the Context of Varying Levels of Customer Expertise and Switching Costs", *Journal of the Academy of Marketing Science*, Vol. 33, No. 2, pp. 169-183.
4. Brunner, T.A., Stocklin, M. and Opwis, K. (2008), "Satisfaction, image and loyalty: new versus experienced customers", *European Journal of Marketing,* Vol. 42, No. 9/10, pp. 1095-1105.
5. Caro, L. & Garcia, J. (2007), "Measuring perceived service quality in urgent transport service", Journal of Retailing and Consumer Services, Vol. 14 No. 1, pp. 60-72.
6. Carpenter, J. M. and Fairhurst, A. (2005), "Consumer shopping value, satisfaction, and loyalty for retail apparel brands", Journal of Fashion Marketing and Management, Vol. 9 No. 3, pp. 256-269.

7. Caruana, A. (2002), "Service loyalty: the effects of service quality and the mediating role of customer satisfaction", European Journal of Marketing, Vol. 36 No. 7/8, pp. 811-29.

8. Caruana, A., Money, A.H. and Berthon, P.R. (2000), "Service quality and satisfaction - the moderating role of value", European Journal of Marketing, Vol.34, pp.1338-1352.

9. Chang, H.Y., Chang, H.C. and Huang, G.L. (2006), "A Study of Service Quality, Customer Satisfaction and Loyalty in Taiwanese Leisure Industry", The Journal of American Academy of Business, Vol.9 No. 1, pp.126-132.

10. Chavadi, C.A. and Kokatnur, S.S. (2008), "Consumer expectation and perception of fast food outlets: An empirical study in Davangere", The ICFAI University Journal of Services Marketing, Vol. 6 No. 2, pp. 6-17.

11. Chen, Y., Chen, Chia-you and Hsieh, T. (2007), "Correlation of Service Quality, Customer Satisfaction, Customer Loyalty and Life Style at Hot Springs Hotels", Journal of International Management Studies, pp. 51-59.

12. Danesh, S. N., Nasab, S. A., & Ling, K. C. (2012). "The study of customer satisfaction, customer trust and switching barriers on customer retention in Malaysia hypermarkets", International Journal of Business and Management, Volume.No.7, Issue.No.7, pp.141-150.

13. Darian, J. C., Tucci, L. A., Wilman, A. R. (2001), "Perceived salesperson service attributes and retail patronage intentions", International Journal of Retail & Distribution Management, Vol. 29 No. 5, pp. 205-213.

14. Das, A., Saha, G.C. and Banik, N.L. (2008), Retail Service Quality Scale: Examining Applicability in a Transition Economy, POMS 19th Annual Conference, La Jolla, California, U.S.A.

15. Dutta, K. & Dutta, A. (2009), "Customer expectations and perceptions across the Indian banking industry and the resultant financial implications", *Journal of Services Research*, Vol. 9 No. 1, pp. 32-49.

16. Ganesan-Lim, C., Russell-Bennett, R. & Dagger, T. (2008), "The impact of service contact type and demographic characteristics on service quality Perceptions", Journal of Services Marketing, Vol. 22 No.7.

17. Ganguli, S. and Kumar, B.V. (2008), "Drivers of customer satisfaction and loyalty in Indian retail supermarkets: An exploratory study", The ICFAIAN Journal of Management Research, Vol. 7 No. 12, pp. 60-74.

18. Gilbert, G., Veloutsou, C., Goode, M. & Moutinho, L. (2004), "Measuring customer satisfaction in the fast food industry: a cross-national approach", Journal of Services Marketing, Vol. 18 No.5, pp. 371-383.

19. Gomez, M. I., McLaughlin, E. & Wittink, D. R. (2004), "Customer satisfaction and retail sales performance: an empirical investigation", Journal of Retailing, Vol. 80 No. 4, pp. 265-278.

20. Gonzalez, M. A. and Brea, J. A. F. (2005), "An Investigation of the Relationship among Service Quality, Customer Satisfaction and Behavioural Intentions in Spanish Health Spas", *Journal of Hospitality & Leisure Marketing*, Vol. 13 No. 2, pp. 67-90.

21. Gupta, A., McDaniel, J.C. and Herath, S.K. (2005), "Quality management in service firms: sustaining structures of total quality service", Managing Service Quality, Vol. 15 No. 4, pp. 389-402

22. Hair J.F, Black W.C., Babin B.J., Anderson R.E. and Tatham R.L. (2006), Multivariate Data Analysis (6th ed.), Upper Sadle River, New Jersey: Prentice Hall.

23. Hair, J. (2006), Essentials of Business Research Methods, New Jersey: Hoboken.

24. Hayworth, C., Hobson, R., & Mia, Z. (2012). Examining the effect of retail service quality dimensions on customer satisfaction and loyalty/

: The case of the supermarket shopper Customer Satisfaction versus Perceived Service Quality, (2012), 27–43.

25. Hazra, S.G. and Srivastava, K.B.L. (2009), "Impact of Service Quality on Customer Loyalty, Commitment and Trust in the Indian Banking Sector", The ICFAI University Journal of Marketing Management, Vol. 8 No. 3&4, pp.74-91.

26. Hernandez, M. (2004), "Post Purchase Behavioral Intentions: An Empirical Study of Dissatisfied Retail Consumers in Mexico", Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour, Vol.17. pp 152-170.

27. Hossain, M. and Leo, S. (2009), "Customer perception on service quality in retail banking in Middle East: the case of Qatar", International Journal of Islamic and Middle Eastern Finance and Management, Vol. 2 No. 4, 2009, pp. 338-350.

28. Howat, G., Crilley, G. & McGrath, R. (2008), "A focused service quality, benefits, overall satisfaction and loyalty model for public aquatic centres", Managing Leisure, Vol. 13, pp. 139-161.

29. Jones, H., and Farquhar, J.D. (2007), "Putting it right: service failure and customer loyalty in UK banks", International Journal of Bank Marketing, Vol. 25 No. 3, pp. 161-172.

30. Keiningham, T.L., Cooil, B., Aksoy, L., Andreassen, T.W. and Weiner, J. (2007), "The value of different customer satisfaction and loyalty metrics in predicting customer retention, recommendation and share-of-wallet", Managing Service Quality, Vol. 17 No. 4, pp. 361-384

31. Korda, A.P. and Snoj, B. (2010), "Development, Validity and Reliability of Perceived Service Quality in Retail Banking and its Relationship with Perceived Value and Customer Satisfaction", Managing Global Transitions, Vol. 8 No. 2, pp. 187–205.

32. Meng, J., Summey, J., Herndon, N. & Kwong, K. (2009), "Some retail service quality expectations of Chinese shoppers", International Journal of Market Research, Vol. 51 No. 6, pp. 773-796.

33. Miguel, P.A.C., Salomi, G.E. and Abackerli, A.J. (2006), "Assessing Internal Service by measuring quality dimensions in a manufacturing company" presented in Third International Conference on Production Research –Americas' Region 2006 (ICPR-AM06).

34. Morais, D.B., Dorsch, M.J. and Backman, S.J. (2004), "Can Tourism Providers Buy their Customers' Loyalty? Examining the Influence of Customer-Provider Investments on Loyalty", Journal of Travel Research, Vol. 42, No. 3, pp. 235-243.

35. Morschett, D., Swoboda, B. & Foscht, T. (2005), "Perception of Store Attributes and Overall Attitude towards Grocery Retailers: The Role of Shopping Motives", The International Review of Retail, Distribution and Consumer Research, Vol. 15 No. 4, pp. 423-447.

36. Munoz, J.M., Raven, P. and Welsh, D.H.B. (2005), "An exploratory study of retail service quality expectations and perceptions among Philippine small/medium enterprises", Journal of Developmental Entrepreneurship, pp 1-13.

37. Nadiri, H. & Hussain, K. (2005), "Perceptions of service quality in North Cyprus hotels", International Journal of Contemporary Hospitality Management, Vol. 17 No.6, pp. 469-480.

38. Nadiri, H. and Tumer, M. (2009), "Retail service quality and behavioural intentions: An empirical application of the retail service quality scale in Northern Cyprus", E+M Ekonomie A Management, pp. 127-137.

39. Naik, C.N. K., Gantasala, S.B. and Prabhakar, G.V. (2010), "SERVQUAL, Customer Satisfaction and Behavioural Intentions in Retailing", European Journal of Social Sciences, Volume 17, No. 2, pp 200-213.

40. Poku, K., Zakari, M., & Soali, A. (2013). Impact of Service Quality on Customer Loyalty in the

Hotel Industry: An Empirical Study from Ghana, International Review of Management and Business Research, Vol 2, Iss 2, 600–609.

41. Pollack, B.L. (2008), "The nature of the service quality and satisfaction relationship-Empirical evidence for the existence of satisfiers and dissatisfiers", Managing Service Quality, Vol. 18 No. 6, pp. 537-558.

42. Prayag, G. (2007), "Assessing international tourists' perceptions of service quality at Air Mauritius", International Journal of Quality & Reliability Management, Vol. 24 No. 5.

43. Qin, H. and Prybutok, V. R. (2009), "Service quality, customer satisfaction, and behavioral intentions in fast-food restaurants", International Journal of Quality and Service Sciences, Vol. 1 No. 1, pp.78-95.

44. Ravichandran, K., Mani, B.T., Kumar, S.A. and Prabhakaran, S. (2010), "Influence of Service Quality on Customer Satisfaction Application of SERVQUAL Model", International Journal of Business and Management, Vol. 5, No. 4, pp. 117-124.

45. Terblanche, N. S. & Boshoff, C. (2010), "Quality, value, satisfaction and loyalty amongst race groups: A study of customers in the South African fast food industry", South Africa Journal of Business and Management, Vol. 41 No.1, pp. 1-9.

46. Torlak, O., Uzkurt, C. & Ozmen, M. (2010), "Dimensions of service quality in grocery retailing: a case from Turkey', Management Research Review, Vol. 33 No. 5, pp. 413-422.

47. Yeng, L. C., Kamariah, N., & Mat, N. (2013). The Antecedents of Customer Loyalty in Malaysian Retailing/ : Capitalizing the Strategic Tool, (February), Proceedings of 3rd Asia-Pacific Business Research Conference 25 - 26 February 2013, Kuala Lumpur, Malaysia, ISBN: 978-1-922069-19-,1 1–17.

Zeithaml, V., Bitner, M. & Gremler, D. (2009), Service Marketing: Integrating Customer Focus across the Firm, 5th edn. Boston: McGraw International Edition.

Impact of Social Media on Brand Preference, Buying Behaviour and Purchase Decision among Millennials Towards Various Electronic Products

Mr. K.Durai, Senior Assistant Professor, Vivekananda Institute of Management Studies (VIMS), (Affiliated to Anna University) Coimbatore - 641107. Tamil Nadu, India.
Mr. K. Saravanan, Assistant Professor, Department of Management Studies, SCAD College of Engineering and Technology, Cheranmahadevi- 627414. Tirunelveli, Tamil Nadu

Abstract

The emergence of social media on the face of global society has created a new network of social connections. With the advancement in the technology, the interest of Millennials has shifted from traditional methods to the social media for gaining information. Millennials constitutes a large proportion of world's population with immense purchasing power enabling many businesses targeting them. Researches show that this generation has different buying behavior as compared to the earlier generation characterizing them as one of the biggest consumer community in the overall global consumption. The role social media played in making them one of the biggest consumer community has also revolutionized the market for Electronic Products. Social networking has armed the fashion apparel industry with the ability to grasp a gigantic mass of consumer with just a single update on social media. Almost all the electronic product brands and consumers are now interacting genuinely on social media platform. This area, studying the impact of social media on consumer buying behaviour has become a favorite topic among the researchers across the world. The current paper aims to dig deeper into the impact of social media on buying behaviour of Millennials at the same time finding the factors influencing the buying of Electronic Products on social media platform.

Keywords: Social Media, Buying Behaviour, Online Shopping Sites, Social Media Platforms

1. Introduction

Electronic Hardware Production in India has grown to approximately USD 33 billion in FY 2015-16 while, simultaneously, imports have increased considerably to USD 37 billion. India also exported electronic goods amounting to USD 6 billion. With favourable demand side conditions, the Indian market is poised to grow considerably within the next 5-10 years. Realizing its potential for economic growth, the Government of India (GOI) had given a high priority to the manufacturing of electronics and IT hardware which has the potential to generate domestic wealth and employment, apart from enabling a cyber-secure ecosystem. In the past, efforts such as 100% Foreign Direct Investment (FDI) permitted under the automatic route, no industrial license requirement, payment of technical know-how fees and royalty for technology transfers have facilitated the rapid growth of the electronics hardware (including telecom) manufacturing sector. However, these efforts did not fructify to their full potential; partly because India is a signatory to the Information Technology Agreement (ITA-1) which has resulted in a zero-duty regime on the import of goods covered under the agreement. India has also executed Free Trade Agreements (FTAs) and Preferential Trade Agreements (PTA) with several countries/trading blocks which enabled the zero-duty import of items not covered under the ITA. Other hampering factors include the lack of reliable power, high cost of finance, poor logistics and infrastructure, weak component manufacturing bases, lack of targeted and proactive R&D in collaboration with the industry, etc. However, with the advent of NPE, Make in India, Digital India and other initiatives, the GOI has shown its intent towards facilitating electronic manufacturing in India.

The increasing per capita income, burgeoning middle class, and increasing standard of living in the country is catering to a rise in demand for television sets. Promotion and advertisement activities carried out by leading industry participants such as Samsung have positively augmented the market growth, and this trend is expected to continue over the forecast period. Cable Digitalization is also expected to cater to a rise in demand for televisions in India. Platforms for special interests, local channels in regional languages, as well as capacity to support a wide range of channels due to digitalization of cable network has spurred a rise in demand for televisions. Also, the introduction of novel TV sets by key industry participants such as Sony and Samsung are expected to contribute to an overall rise in demand for televisions over the forecast period.

Rapid urbanization coupled with increasing disposable income in the country has contributed to a rise in demand for refrigerators. Due to the versatile and advanced refrigerators available in the market, the Indian consumers are replacing their existing and old refrigerators with new ones. In addition to this scenario, refrigerator selling retailers are adopting competitive strategies such as teaming up with financial institutes to provide easy financing options to sell their products. Such trends are expected to favour market growth over the forecast period. The Indian refrigeration industry is characterized by increasing supply, novel product launches, and regulatory support from the government. Companies adopt competitive pricing techniques to gain market share. The increasing penetration of refrigerators in rural areas is a key industry scenario.

Set-top boxes are used in connection with television sets. The set-top box is used to translate the signal received from satellites and to further convert it to television content. India witnessed a rapid shift from analogy signals to a set-top box in the recent past owing to the superior benefits of the set-top box as well as government policies. This rapid change towards the set-top box is expected to continue over the forecast period. Set-top boxes offer inherent benefits such as better clarity of picture, ability to display a large number of channels, digital video recording as well as video on demand. The government of India issued regulations aimed at digitalization of the entire cable TV network in the country. These inherent advantages coupled with the rising sales of television sets in the country has benefitted the set-top box demand in the country.

The landscape of Original Design Manufactures (ODMs) or Original Equipment Manufacturers (OEMs) and local component suppliers in the Indian consumer electronics market is not mature yet, although emerging market participants of this industry have established a substantial local manufacturing base and in-house box-building assemblies and execute their manufacturing operations through a mix of local production and assembly. India is presently serving as a strong foundation to contract manufacturers and OEM companies. These companies employ various processes at their facilities, which include, end-to-end contract manufacturing, in-house box assembly, and PCB building assembly, sheet metal assembly, and plastic injection molding. The majority of the OEMs and EMS usually undertake last-mile assembly, and a very limited portion of designing (R&D/ODM) is executed in the country.

Consumer is nerve centre of the modern marketing, understanding his behaviour is quite essential for efficient and effective marketing management. Customers may state their needs, wants but act otherwise. They may not be in touch with their deeper motivations. India's consumer market is riding the crest of the country's economic boom. Driven by a young population with access to disposable incomes and easy finance options, the consumer market has been throwing up staggering figures. Marketing problem enhancing from the consumers' behaviour has a greater degree of similarity behavioural problems relating to the consumer durables. Retailers and Dealers need to reinvent their marketing strategies and think of innovative ways to KNOW their consumers better and meet their changing requirements. The launch of new technologies, such as artificial intelligence, chat bots, augmented reality and virtual reality, and machine learning, has empowered retailers to enhance buying experience of consumers and transform their buying journey. Now retailers can easily use tribe tailing—a retail strategy—to identify their niche consumers on the basis of their buying history and behaviour, and create targeted marketing strategies and offerings for them.

1.2 Theoretical Background of the Study

In our modern, digital, internet era, we have two remarkable phenomena, To begin with, online networking. Second, web shops. Some online life clients and the quantity of web shop clients is in steady development. Forecasts are that in 2018, there will be around 2.67 billion internet based life clients around the world. In 2016, around 1.61 billion individuals overall made a buy on the web. Things being what they are, what internet based life and web-based business share practically speaking? Appears to be, a great deal. Informal organizations and web shops turned into an indivisible piece of our lives. Thus, why not join them, somebody thought. To expand deals and bring more income, retailers utilize online life to be available and fabricate a relationship with their clients. Furthermore, this is the way social online business was conceived.

1.2.1. The Art of Social Media

An average person spends an hour and 40 minutes browsing social networks every day. This fact alone describes the power and influence of social media. Excellent! I will simply set a Facebook page or Twitter account and advance my business. No, you won't. Try not to be mixed up. Behind the use of informal communities for business purposes stands an entire way of thinking that needs cautious examination and application. Just being on interpersonal organizations won't develop your business and notoriety short-term. Online networking just offers you the chance, and on the off chance that you need, you can get it. Know that a great deal of difficult work and time should be put resources into social online business. Things being what they are, what are the stunts for building a solid online nearness and conveying excellent client assistance through interpersonal organizations?

1.2.2 Growing Role of Social E-commerce

Online networking made considerable progress from just interfacing individuals to assuming a choosing job in each business. Individuals moved to the web, and they are extremely social. Furthermore, brands have seen the move, without a doubt. Previously, a business' essence would be implied by a physical customer facing facade and ads in the paper. In any case, in a computerized age, business notorieties live amazing their internet based life standing. Informal communities can point customers towards another item or some great arrangement. Be that as it may, not just that, interpersonal organizations make a feeling of network and connect with individuals in a manner to make buys. The truth of the matter is that numerous individuals go to internet-based life to help with a purchasing choice and that around 75% of individuals purchased something since they had seen it on a web-based life stage. In social internet business lies an enormous open door for entrepreneurs, just if the technique is set out well. Web-based social networking has and will assume a basic job in the advancement of web-based shopping.

1.2.3 Utilising Functionalities of Social Media in E-commerce

- **Posting Daily -** To start and grow your social community, you would like to post interesting and interesting content consistently. Study what the simplest posting frequency is, how your audience reacts to different types of posts, what time of the day is that the best for posting, etc.

- **Be Short and Concise -** People have less and less time, so information overload is not an optimal thanks to engaging customers. Give them short and only relevant information about the merchandise that would interest them. Easy and fast consumption may be a win-win situation. Also, add good visual content. One post that has an image or video will generate 50% more likes than one without.
- **Set Your Goals -** Think about what you're getting to achieve by using social media. Brand recognition? Driving traffic to your website? Increasing sales? All of this together? Make your goals calculable, so you'll track progress and measure how efficient social networks are for your business. Track social media's traffic number to your website, number of likes, shares, comments, etc.
- **Use Benefits of Different Social Networks -** You are present on social networks, but there's no effect? Try using all the precise features that various social networks bring. Use hashtags, the benefit of a Facebook sign-in button, make a Facebook contest, add buyable Pinterest pins and similar. Social e-commerce means constantly following trends. There are numerous details which will assist you bent to make your business more visible.
- **User Reviews -** People are more likely to get a product if someone before them used and evaluated it. Ask customers to go away their review about products and show it on your Facebook page, for instance. These reviews will create and increase sales.
- **User- Generated Content -** User-generated content is compelling because it gives potential customers the social proof they seek. For social e-commerce, user-generated content could be a gold mine. People like to see content that people have created, they recognise themselves in it. Ask your clients for comments, photos, and videos and post it to start discussions.
- **Know Your Customers -** If you don't know your customers, you'll not post content which will interest and have interaction with them. Get to understand them through some questionnaires, surveys or social media so you'll implement efficient strategy accordingly. Your posts should tackle their needs – determine what they're.
- **Don't Just Try to Sell -** Still, the first goal of using social networks isn't to form a sale. People use social networks due to curiosity and social touch. So, respect that. Don't move only you're trying to sell something. People will close up and unfollow if you are doing that.

1.2.4 Find Your Social E-Commerce Path.

- **Real-Time and Private Communication -** Although social networks are places to share things publicly, they're becoming increasingly private. Many users prefer private messaging or communication in closed groups rather than public broadcasting. Retailers should confirm that communication with potential customers is pleasant and enjoyable. Real-time reference to the audience is a crucial trend because people hate waiting days for a reply to an e-mail. Whether you've got staff members who are available to chat or employing a live Chabot, the result is going to be a satisfied customer and an opportunity at conversion. In social e-commerce, fluid communication is crucial.

1.2.5 Remember To Keep Communication Real-Time And Private.

- **In-App Purchasing -** Today, e-commerce is spreading more and more on social networks, just because a high percentage of individuals are spending time there. Purchasing via mobile apps may be a regular occurrence, which trend will keep it up growing. Some social networks (Facebook, Instagram, Pinterest, and Twitter) implemented the choice to get products directly through their mobile apps and other people use that chance because they trust those social networks, always returning to them within the hope that they're going to find potential purchases.

- **Paid Advertising -** More and more retailers recognise the worth and importance of using social media in e-commerce, therefore the market has become tons more competing. Achieving exclusively organic results are extremely hard because people will always see posts first from their friends, not from businesses and makes. After a short time, you learn that you simply got to invest in advertising, and pay to urge your business seen. Since more and more companies started using paid advertising, the costs of advertisement begin to slowly rise, too.

1.2.6 Final Thoughts

Over the past quarter-century, there has been a shift from the normal way of selling to a replacement electronic age. This research looks at the role of social media as a platform for e-commerce. The research objectives are to work out the notice and usage patterns of social media tools to users, to determine if social media has reduced firms operating expenses and to research the impact of social media on customer relationship. The goal is additionally to point out that social media has numerous benefits to the marketer if adopted in one's marketing strategy. The primary source of data was a questionnaire. The population of this study was students of Vaasa University of Applied Sciences and employees of the marketing department of Vodafone Ghana (Head Office). A questionnaire was wanting to obtain information from the selected sample on the research topic. A purposive sampling technique and convenience sampling technique are used. Through the analysis of the questionnaire, it became clear that social media were used daily and awareness was high; This has reduced operating costs for firms in establishing and maintaining customer relationships. This information is probably going to impact the marketing strategy of companies to customers and suppliers. In addition, The research revealed that e-commerce has caused a discount in distribution costs through the elimination of intermediaries. It also revealed that the multi-media nature and real-time capabilities of the web have fostered an environment that is conducive for relationship building between firms and their customers. The relevance of social media in improving commerce both internationally and locally can't be over-looked thanks to its numerous benefits. In recent times social media has served as an instrument for businesses to transmit information about the old and existing product; has enabled customers to form online purchases and has aided within the sustenance of commerce globally.

1.2.7 Business on Social Media Platforms

Business always follows where there's a level of individuals. Earlier these places of concentration won't be places, towns, and cities but now it's the Social Media platforms. People spend such a lot of their time on these platforms that the companies were forced to require proactive steps to succeed in bent them. That they had to vary their tactics to encompass this evolving and dynamic market. Today, social media and e-commerce has a good relationship and became a huge network. Such a lot so that its are often defined at the foremost interdependent association.

1.3 Need and Importance of the research study

Social media began as a channel to attach with folks that you wish and need to stay in-tuned with. Today, it's become an area where businesses reach bent new customers, provide efficient customer service, market their new and old products etc. It can rightly be said that companies check out social media as a channel, which will help them increase sales. As a result, marketing budgets have increased strategies changed.

1.4. Major Objectives of the research study

- To understand millennials psychology towards social media and its related impact
- Helps to understand millennials choice towards various electronic products
- Helps to understand the millennials online buying behaviour
- To understand the millennials online shopping experience and social validation.

2. Review of Literature

Taanika Arora, Bhawna Agarwal (2020) had performed out research in empirical study on determining the effectiveness of social media advertising: a case on Indian millennials the main objective of the research is to identify the antecedents and pre-purchase motivation on social media. A quantitative research method is adopted here and collected 472 samples with the well-structured questionnaire. Data collected were been analysed and the outcome of the research clearly shows here the usage of social media and significant role are predictable further predictable towards purchase attitude in social media.

Ujjwal Bokde, Subramanian Seshan (2019) had researched the impact of digital marketing on purchase decision of youth in Nagpur city. The main objective of the study is youth awareness toward digital marketing, change in buying behaviour and understand the attribute for the online shopping. Here data are collected with well-structured questionnaire and the sample are collected in the Nagpur city with 322 respondents. . Data collected were been analysed and the outcome of the research clearly shows the people are more aware of digital marketing and the influencer has the knowledge to compare the product in different websites. People are satisfied with product purchased in online.

Khushboo Makwana, Anuradha Pathak (2019) had carried out the research study on Impact of digital marketing on consumer buying behaviour- a comparative study on the gender basis here the main objective of the study is to compare digital marketing on buying behaviour of the male and female consumer. Research type is exploratory, the sampling technique is a convenient sampling, and the sample size is 206 respondent. Data collected were been analysed and the outcome of the research clearly shows the company should understand the importance of digital marketing and attention for the target market should carry out properly.

Pragya Sharma (2019) had carried out the research study on Impact of digital marketing on consumer buying behaviour- a comparative study on the gender basis here the main objective of the study is to compare digital marketing on buying behaviour of the male and female consumer. Research type is exploratory, the sampling technique is convenient sampling. Data collected were been analysed and the outcome of the research clearly shows the company should understand the importance of digital marketing and attention for the target market should be carried out properly

Guida Helal, Wilson Ozuem, Geoff Lancaster (2018) had researched Social media brand perceptions of millennials. The main objective of the study is to understand how social media affects business communication and enrich the brand-customer relationship. Here researcher taken 30 samples through email and telephones with four industrial professional and sample collected through a well-structured questionnaire. Data collected were been analysed and the outcome of the research clearly shows social media affects business communication and enrich the brand-customer relationship with millennials and helps them to understand brand perception.

Bhawna Agarwal Kumar (2018) had carried out a research study on a study of millennials' preference for social media advertising. Here the research main objective impact of social media on consumer preference and analysis on millennials preference on the demographic factor, here the primary data are collected in Delhi and here researcher used judgemental sampling technique. Data collected were been analysed and the outcome of the research clearly shows social media gives the consumer preference and the views of the millennial are participative and interactive than different varieties of conventional marketing forms.

Mayank Kumar Rai (2018) had carried out a research study focusing on A study of the efficacy of digital marketing on consumer purchase behaviour in Allahabad district. Here the research's major object is the impact of digital marketing on consumer purchase and presence of digital marketing in the present era. The researcher had focused on collecting the primary sample in Allahabad. The quantitative research method was been adopted and collected 120 samples from Allahabad. Data collected has been analysed and the outcome of the research clearly shows that customer is preferred to buy electronic products through digital channel and effective reach of advertisement will increase the sales of the company

Tanaka Arora, Bhawna Agarwal, Arvind Kumar (2018) had carried out a research study on A study of millennials' preference for social media advertising in Delhi NCR. Here the research main objective impact of social media on consumer preference and analysis on millennials preference on the demographic factor, here the primary data are collected in Delhi and researcher collected around 250 respondents from millennials. Here researcher used judgemental sampling technique. Data collected were been analysed and the outcome of the research clearly shows social media gives the consumer preference and the views of the millennial are participative and interactive than different varieties of conventional marketing forms.

Mike Thornhill Karen Xie Young-Jin Lee (2017) had carried out a research study on Social media advertising in a competitive market: effects of earned and owned exposures on brand purchase. Here the research main objective the relative effect of owned and earned social media exposed to brand purchase as well as the advertisement. Here researcher collected brand purchase records and social media messages on the Facebook brand pages of a group of service providers over twelve months. Data collected were been analysed and the outcome of the research clearly shows relative effects of earned and owned social media exposures on brand purchase. Because social media is growing much faster than traditional media, it is becoming a more important part of the firm's marketing mix.

D.M.Arvind Mallik, Shankar Narayan Rao (2017) had researched the impact of digital marketing on youth buying behaviour at the big bazaar in Udupi. The main objective of the study is the opinion on digital marketing and buying pattern and to know the effectiveness of digital marketing on big bazaar .here research type is descriptive research and the sample size is 250 and sampling technique used in the research is non-probability. Data collected were been analysed and the outcome of the research clearly shows the hypermarket is truly changed and many customers are inflowing through websites and digital marketing play a major role in future.

Aihui Chen, Yaobin Lu, Bin Wang (2017) had performed out a research study on customers purchase decision-making process in social commerce. Here the research's major objective focused on social common factors on customer purchase decision making and the researcher developed 3 main social commerce components affected in both cognitive and affective dimensions and determine the purchase intention. The researcher collected 243 samples. Data collected were been analysed and the outcome of the research clearly shows customer will learn all the aspect and important role for formulating the appraisal and rating seeing the review of the product.

S.Sivasankaran (2017) had carried out a research study on digital marketing and its impact on buying behaviour of youth. Here the research's major objective focused buying behaviour of the youth and changing buying behaviour and impact of digital marketing. Here researcher uses simple random sampling technique to select from Kanyakumari district and researcher used both primary and secondary data. Data collected were been analysed and outcome of the research clearly shows the youth buying behaviour, purchasing behaviour and awareness of the product has a greater influence on the individual and family behaviour here digital marketing plays a major role on buying behaviour

Flor Madrigal Moreno, Jaime Gil Lafuente, Fernando Avila Carreon (2017) had researched the characterization of the millennials and their buying behaviour here researcher adopted both qualitative and transactional research. This is qualitative and transactional research supported the review of varied scientific articles retrieved from specialized journals which have helped to determine a characterization of the foremost prominent elements that describe the millennials, supported some points of coincidence described by different authors. The findings suggest that millennials are a highly attractive market, as they need to be grown up in an environment where technology provides a platform for personalization and immediate gratification altogether aspects of life. Consequently, the buying process for them may be a time of enjoyment, where loyalty to the brands they purchase is relative. In addition, millennials tend to spend their income quickly and more often through the online and particularly through social networks like Facebook. In addition, the results show that millennials are more attracted by virtual advertising as coupons or discounts. The results contribute to the literature by providing an outline of millennial consumers; showing in detailed the importance of this market segment and their buying behaviours.

Sumathym, Vipin, K.P (2016) had performed out research in a study on consumer attitude towards advertisement through social media with special reference to Facebook. The main object of the study is to understand the usage pattern and consumer attitude towards social networking sites advertisement. Here convenient sampling technique adopted with a sample size of 100 from Malappuram district, Kerala. The tool used here is percentage analysis and one-way Anova. Data collected were been analysed and the outcome of the research clearly shows here Consumer have a positive attitude towards the social media advertisement and mainly focused on Facebook use pattern.

Lutfiye Can, Nihat Kaya (2016) had performed out research in a study on social networking sites addiction and the effect of attitude towards social networking advertising the main objective of the study is consumer attitude towards purchase intention and researcher collected 215 sample data analysed through SPSS and the research shows that for marketing the customer attitude is different for every social network sites and the impact shows the psychological bond to the social media towards advertisement.

Vandana Gupta (2016) had carried out a research study focusing on the impact of social media on purchase decision making of customers. Here the research's major objective focused on the impact of the purchase decision, brand perception on social media. The researcher had focused on collecting the primary samples in Delhi. The descriptive research method was been adopted and collected 200 samples from the city of Delhi and here researcher used judgemental sampling technique and accepted who were active on social media. Data collected were been analysed and the outcome of the research clearly shows that generally, people all over the world use social media and their opinion based on positive or negative comments which affect the decision-making process.

Kem Z.K.Zhang, Morad Benyoucef (2016) had performed out a research study on Consumer behaviour in social commerce .here the research main objective is based on examining the social network sites and focused on consumer behaviour towards social media here researcher collected 54 samples Quantitative research method is adopted and questionnaire-based data collection method are followed. Data collected were been analysed and the outcome of the research clearly shows the systematic review of consumer behaviour in social commerce and discussed to the research content of the studies

Henry Boating, Abednego Feehi Okoye (2015) had carried out a research study on consumer attitude towards social media advertising and their behavioural response. Here the research main objective to examine the relationship between consumer attitude and behavioural response towards social media advertising. Here the researcher collected around 441 respondents. Convenience sampling technique is used here. Data collected were been analysed and the outcome of the research clearly shows the significant relationship between consumer attitude toward social media advertising and their behavioural responses.

Again, it was noted that corporate reputation moderates this relationship.

Nima Baramati, Azhar Ahmad (2015) had carried out the research study on the effect of social network marketing on consumer purchase behaviour through customer engagement. The main objective of the study is customer engagement in social networking sites and consumer purchase behaviour. The researcher has taken the sample from Malaysia around 50 persons and Descriptive research method was been adopted. Random sampling technique is followed here. Data collected were been analysed and the outcome of the research clearly shows the company wants to increase advertisement in social media and this research is carried out organisation. Which helps them to understand customer engagement

Sadia Afzal (2015) This research shows that there's no direct effect of online and traditional advertisement on consumer buying behaviour of branded garments, but there's a big indirect effect of both advertising mediums on consumer buying behaviour because of advertising characteristics and consumer attitude, which are mediators and holds a great mediating effect. Both ad characteristics and attitude have a significant direct relationship to consumer buying behaviour. Statistical analysis of consumer attitude shows that among three dimensions (loyalty, previous buying experience and word of mouth) of attitude, loyalty and former buying experience of the buyer are significant factors, which affect consumer-buying behaviour

Joydip Dhar, Abhishek Kumar Jha (2014) had carried out a research study on Analysing social media engagement and its effect on online product purchase decision behaviour. Here the research main objective based on the consumer attitudes and personality type towards social media with brand perception. Here researcher collected the data from age group 20 to 30 years from India. The quantitative research method was been adopted and questionnaire is shared to target audience. Data collected were been analysed and the outcome of the research clearly shows human personality plays an important role in the purchase decision and social media advertisement will increase the target audience.

Elisabeta Ioanas, Ivona Stoica (2014) had carried out a research study on social media and its impact on consumer behaviour. Here the research main objective consumer confidence in online product purchasing and reason, attitude, feedback towards the online purchase. The quantitative research method was been adopted. Here research collected 116 sample from the statically perspective and used judgemental sampling technique Data collected were been analysed and the outcome of the research clearly shows the online platform the host of questionnaire, it will be seen what proportion influenced and therefore the real impact of social media reflected within the behaviour changes.

Funde Yogesh, Mehta Yesha (2014) had carried out the research study on the effect of social media on purchase decision the main objective of the study is purchase decision of Indian consumer and relationship between personal characteristic of social media and find out the buying behaviour pattern and post-purchase behaviour. Here research is carried out on sampling technique and data are collected in the Mumbai region. Data collected were been analysed and the outcome of the research clearly shows organisation are spending amount on social media and this paper shows the usage pattern and shows the post buying behaviour is surprisingly low

Mariia Buzynna, Andriy Lukin, Andrea Greenstine (2014) had performed out research in the mobile advertisement: millennials perspective. The main objective of the research is to understand the behaviour in mobile advertisement. This research is a quantitative approach and based on survey design and data are collected with the help of the questionnaire through online. Data collected were been analysed and the outcome of the research clearly shows most of the millennials shows positive attitude to mobile advertisement and marketer should focus highly on social media.

Elham Al-Mukhaini, Israa Al-Dhuhli, Sara Ismael (2014) had researched the impact of social media on consumer buying behaviour. Here researcher collected the samples in Oman and Arabian university. This research mainly focused on social media apps like Instagram, Facebook, and etc. well-structured question are prepared for data collection and in result of the study most of them are choosing Instagram to buy fashion product in online and provide the positive review on buying behaviour

Sanjeev Verma (2013) had carried out a research study on the effectiveness of social network sites for influencing a consumer purchase decision. Here the main objective of the study focused on the consumer purchase decision. The descriptive research method was been adopted. Here the sample size is 138 and research is carried with the questionnaire. Here the dependent variable is consumer purchase decision and the independent variable is various form of communication over social media. Data collected were been analysed and outcome of the research clearly shows that influencer to the various stage of consumer purchase decision will improve in product knowledge and change in purchase attitude towards the buying behaviour result shows that positive relationship between social media.

Yavisha Ramnarain and Krishna K.Govender (2013) had performed out a research social media browsing and consumer behaviour exploring the youth market. In this research 150 students from university of South Africa are taken as a sample and exploratory research study are adopted here and main object of the study is to understand the consumer behaviour with social media and traditional method. Data collected were been analysed and the outcome of the research clearly shows social media platform become the new trend and youth are sufficient for decision making and result less in time usage for ordering

Roshni Bhuptani (2011) had researched the influence of social media marketing on brand choice behaviour among youth in India. The main objective of the study to understand the usage pattern of social media in Mumbai city and it also aims to understand consumer buying behaviour. The researcher has taken the sample from Mumbai. Here well-structured questionnaire are made for the data collection. Here researcher used convenience-sampling technique. Data collected were been analysed and the outcome of the research clearly shows social media is very important for youngster and users in India increasing day by day. Youth has its preference and different expectation and opinion on social media.

Katherine, Smith (2011) had carried out a research study on digital marketing strategies that Millennials find appealing, motivating, or just annoying. The researcher has collected 571 millennials data for the research. The purpose of the study to examine different marketing strategy used in digital media and focused on what type of digital marketing strategy preferred by millennials. Most of the millennials do not like pop ads and graphics are highly attractive so millennials will visit the website again and again and fully focused on millennials online experience

Bernadette D Silva, Seta Menon (2011) had researched the influence of social media marketing on brand choice behaviour among youth in India. The main objective of the study to understand the usage pattern of social media in Mumbai city and it also aims to understand the consumer buying behaviour. The researcher has taken the sample from Mumbai with a sample size of 121 youth of the city. Here researcher used convenience-sampling technique. Data collected were been analysed and the outcome of the research clearly shows social media is very important for youngster and users in India increasing day by day. Youth has its preference and different expectation and opinion on social media.

3. Statement of the Problem

The main problem with brand preference, buying behaviour and purchase decision among millennials towards various electronic products are

- Reliability And Trust Towards Products
- Social Media Marketing Has A Greater Reach
- Customer Engagement
- In-Store And Online Comparison
- Interest And Response To Online Shopping

4. Scope of the Study

This study will benefit marketers and academicians alike. The marketer will gain a greater understanding of the opportunities social media has to offer customers. It will inform them about a cost-effective way to transmit information to their target markets.

5. Objectives of the Study

- To find out the demographic profile of the respondents
- To identify the impact of social media on brand preferences towards the purchase of various electronic products
- To find out the impact of social media on millennials buying behaviour
- To know the impact of social media on millennials purchase decision
- To find out the millennials level of satisfaction towards the purchase of various electronic products through online portals.

6. Research Methodology

The Research Methodology describes the research procedure, which has been used in the study,

6.1. Research Design - Quantitative Research Methodology is in this report because it provides us with quantifiable information, which can be analysed to get definite results. The research design is descriptive research. The above-said objectives were fulfilled with the help of a questionnaire that is designed to conduct a primary survey. Certain variables were analysed after data collection. The variables tested were Knowledge, Decision, Opinion, and Share experience, Recommendation, Information, Info Pages, Reviews, Negative Post, Confidence, Queries, Reliable, Likes, Subscription, Advertisements and Influence.

6.2. Sample Unit - Users of Social Media (Millennials)

6.3. Sample Size - the researcher has taken a sample size of 150 users of social media.

6.4. Sampling Procedure -The sampling procedure used in the study is simple random sampling method. In this technique where each item in the population has an even chance and likelihood of being selected in the sample.

6.5. Source of Data

6.5.1. Primary Data - Primary data are those data collected directly from the field for the original first time. A detailed well-constructed type questionnaire containing 16 questions is used here.

6.5.2. Secondary Data - Secondary data is collected by someone other than the user. Secondary data for the study was obtained through company websites and books. Certain type of information such as the theoretical framework of the study can be obtained from the available published record.

7. Data Analysis and Interpretation

Data Preparation is the process of collecting, cleaning, and consolidating data into one file or data table, primarily for in the analysis. Data collected from 150 respondents from Millennials. The collected data entered in analysed using in SPSS software. The data analysed using statistical tools like Frequency analysis, Descriptive statistics, ANOVA, Correlation and Chi-square.

7.1. Gender Category of Respondent

Gender	No.of Respondents	Percentage (%)
Male	111	74
Female	39	26
Total	**150**	**100**

Table.No.7.1 Gender Category of Respondent

Interpretation

Table.No.7.1 shows that out of the total respondent's, 74% of the respondents are male gender category and 26% of respondents are female gender category.

7.2. Age Category of Respondent

Interpretation

Table.No.7.2 shows that out of the respondents' age group, 58% of the respondent is less than 23 yrs of age, 17.3% of the respondent are Between 23 Yrs to 25 Yrs of age, 1.3% of the respondent are Between 26 Yrs to 28 Yrs of age, 18% of the respondent are Between 29 Yrs to 31 Yrs of age, 4.7% of the respondent are Between 32 Yrs to 34 Yrs of age, 0.7% of the respondent are Between 35 Yrs to 38 Yrs of age.

Age Category	No.of Respondents	Percentage (%)
Less Than 23Yrs	87	58.0
B/w 23 Yrs to 25 Yrs	26	17.3
B/w 26 Yrs to 28 Yrs	02	1.3
B/w 29 Yrs to 31 Yrs	27	18.0
B/w 32 Yrs to 34 Yrs	07	4.7
B/w 35 Yrs to 38 Yrs	01	0.7
Total	**150**	**100**

Table.No.7.2 Age Category of Respondent

7.3. Occupation Category of the Respondents

Occupation level	No.of Respondents	Percentage (%)
Students	111	74.0
Businessman	07	4.7
Government Employees	13	8.7
Private Employees	18	12.0
Jobseeker	01	0.7
Total	**150**	**100.0**

Table.No.7.3. Occupation Level of Respondents

Interpretation

Table.No.7.3 shows the occupation level of the respondent, 74% of the respondent are students, 4.7% of the respondent are Businessman, 8.7% of the respondent are Government employees, 12% of the respondent are a private employees and 0.7% of the respondent are a job seekers.

7.4. The Educational Qualification Level of the Respondent

Interpretation

Table 7.4 shows the education level of the respondent, 5.3% of the respondent are having educational background up to HSC/SSLC Level, 32% of the respondent are graduates, 60% of the respondent are post-graduates, and 2.7% of the respondent are doctorates.

Education level	No.of Respondents	Percentage (%)
HSC/SSLC	08	5.3
Graduation	48	32.0
Post-Graduation	90	60.0
Doctorates	04	2.7
Total	**150**	**100.0**

Table.No.7.4 Educational Level of Respondents

7.5. Respondents Device through Which TheyGet Access to Social Media Files.

Device To Access Social Media	No.of Respondents	Percentage (%)
Personal Computer	18	12.0
Laptop	25	16.7
Tablet	15	10.0
Smartphone	92	61.3
Total	**150**	**100.0**

Table.No.7.5. Respondents Device through Which They Get Access to Social Media Files.

Interpretation

Table 7.5 shows the respondent's device through which they get access to various social media files, 12% of the respondent are using PC to access Social Media, 16.7% of the respondent is using the laptop to access Social Media, 10% of the respondent is using the tablet to access Social Media, 61.3% using the smartphone to access Social Media.

7.6. Social Networking Sites Respondents Most Often Go Through

Interpretation

Table 7.6. show the most preferred social networking sites. Here 17.3% of the respondent are using Facebook, 44.7% of the respondent are using Instagram, 4.7% of the respondent are using twitter, 21.3% of the respondent are using YouTube, 12% of the respondent are using LinkedIn.

Social Networking Sites	No.of Respondents	Percentage (%)
Facebook	26	17.3
Instagram	67	44.7
Twitter	07	4.7
YouTube	32	21.3
LinkedIn	18	12.0
Total	**150**	**100.0**

Table.No.7.6. Social Networking Sites Respondents Most Often Go Through

7.7 In General How Much Time Do Respondents Spend On Social Media?

Watching Frequency	No.of Respondents	Percentage (%)
Always	84	56.0
Often	32	21.3
Sometimes	24	16.0
Rarely	10	6.7
Total	**150**	**100.0**

Table. No. 7.7 In General How Much Time Do Respondents Spend On Social Media

Interpretation

Table 7.7 shows how much time do you spend on social media. Here 4.7% of the respondent are using social media are less than 60mins, 6.7% of the respondent are using social media are Between 1 to 2 hours, 46% of the respondent are using social media are Between 3 to 5 hours, 40.7% of the respondent are using social media are between 6 to 8 hours, 2% of the respondent are using social media are greater than 8 hours.

7.8. How frequently do respondents watch an advertisement for different product & service on social media?

Interpretation

Table 7.8 shows how frequently respondents watch advertisement on social media, 56% of the respondent are Always watch an advertisement, 21.3% of the respondent are often, 16% of the respondent are sometimes, 6.7% of the respondent are rarely.

Usage Time	No.of Respondents	Percentage (%)
Less than 60mins	07	4.7
Between 1 to 2 hours	10	6.7
Between 3 to 5 hours	69	46.0
Between 6 to 8 hours	61	40.7
Greater than 8 hours	03	2.0
Total	**150**	**100.0**

Table.No.7.8. How Frequently Do Respondents Watch Advertisement in Social Media

7.9. Respondents Most Preferred Reason for Accessing Social Media

Preferred Reason	No.of Respondents	Percentage (%)
Brand Awareness Among Various Product & Services	32	21.3
To Get An Update About Various Product & Services	51	34.0
To Get Know About Various Product & Services	46	30.7
To Know The Customer Usage Experience On Various Product & Services	21	14.0
Total	**150**	**100.0**

Table.No.7.9. Respondents Most Preferred Reason for Accessing Social Media

Interpretation

Table 7.9 shows the respondents most preferred reason for accessing social media. Here 21.3% of the respondent are Brand awareness among various product & services, 34% of the respondent are to get an update about various product & services, 30.7% of the respondent are to get know about various product & services, 14% of the respondent are to know the customer usage experience on various product & services.

7.10. Respondents Opinion towards Advertisement Effectiveness through Social Media Access

7.10.1 Advertisement in Social Media Are Attractive

Opinion	No.of Respondents	Percentage (%)
Strongly Disagree	5	3.3
Disagree	3	2.0
Neutral	19	12.7
Agree	87	58.0
Strongly Agree	36	24.0
Total	**150**	**100.0**

Table.No.7.10.1 Advertisement in Social Media Are Attractive

Interpretation

Table 7.10.1 shows 3.3% of the respondent are strongly disagree saying that Advertisement in Social Media Are Attractive , 2.0% of the respondent are agree saying that Advertisement in Social Media Are Attractive, 12.7% of the respondent are neutral saying that Advertisement in Social Media Are Attractive, 58% of the respondent are agree saying that Advertisement in Social Media Are Attractive and 24% of the respondent are strongly agree saying that Advertisement in Social Media Are Attractive.

7.10.2 Advertisement in Social Media Shows Purchase Related Information

Opinion	No. of Respondents	Percentage (%)
Strongly Disagree	5	3.3
Disagree	8	5.3
Neutral	37	24.7
Agree	83	55.3
Strongly Agree	17	11.3
Total	**150**	**100.0**

Table.No.7.10.2 Advertisement in Social Media Shows Purchase Related Information

Interpretation

Table 7.10.2 shows 3.3% respondents are strongly disagree saying that Advertisement in Social Media Shows Purchase Related Information, 5.3% respondents are disagree saying that Advertisement in Social Media Shows Purchase Related Information, 24.7% respondents are neutral saying that Advertisement in Social Media Shows Purchase Related Information, 55.3% respondents are agree saying that Advertisement in Social Media Shows Purchase Related Information, 11.3% are strongly agree for the advertisement in social media shows purchase related information.

7.10.4. Availability of a Variety of Product & Service through Online Shopping

Opinion	No.of Respondents	Percentage (%)
Strongly Disagree	1	0.7
Disagree	7	4.7
Neutral	33	22.0
Agree	86	57.3
Strongly Agree	23	15.3
Total	**150**	**100.0**

Table.No. 7.10.4. Availability of a Variety of Product & Service through Online Shopping

Interpretation

Table 7.10.3 shows 0.7% of the respondent strongly disagrees saying that Availability of a Variety of Product & Service through Online Shopping, 4.7% of the respondent disagrees saying that Availability of a Variety of Product & Service through Online Shopping, 22% of the respondent are neutral, 57.3% of the respondent agrees saying that Availability of a Variety of Product & Service through Online Shopping, 15.3% of the respondent are strongly agreed for the availability of a variety of the product & service.

7.10.4. Update information has provided to the Customer for Decision-Making.

Opinion	No.of Respondents	Percentage (%)
Strongly Disagree	3	2.0
Disagree	8	5.3
Neutral	48	32.0
Agree	68	45.3
Strongly Agree	23	15.3
Total	**150**	**100.0**

Table.No. 7.10.4. Update information has provided to the Customer for Decision-Making.

Interpretation

Table 7.10.4 shows 2.0% of the respondent strongly disagrees saying that Update information has provided to the Customer for Decision-Making, 5.3% of the respondent disagrees saying that Update information has provided to the Customer for Decision-Making, 32% of the respondent are neutral saying that Update information has provided to the Customer for Decision-Making, 45.3% of the respondent agrees saying that Update information has provided to the Customer for Decision-Making, 15.3% of the respondent are strongly agreed saying that Update information has provided to the Customer for Decision-Making.

7.10.5. Online Product & Service Are Available in Reasonable Competitive Price

Opinion	No.of Respondents	Percentage (%)
Strongly Disagree	2	1.3
Disagree	18	12.0
Neutral	35	23.3
Agree	58	38.7
Strongly Agree	37	24.7
Total	**150**	**100.0**

Table.No. 7.10.5. Online Product & Service Are Available in Reasonable Competitive Price

Interpretation

Table 7.10.5 shows 1.3% of the respondent strongly disagrees saying that Online Product & Service Are Available in Reasonable Competitive Price, 12% of the respondent disagrees saying that Online Product & Service Are Available in Reasonable Competitive Price, 23.3% of the respondent are neutral saying that Online Product & Service Are Available in Reasonable Competitive Price, 38.7% of the respondent agrees saying that Online Product & Service Are Available in Reasonable Competitive Price, 24.7% of the respondent are strongly agreed saying that Online Product & Service Are Available in Reasonable Competitive Price.

7.10.6 Respondents Level of Satisfaction towards Online Shopping and Impact of Social Media towards It

Opinion	No.of Respondents	Percentage (%)
Highly Satisfied	18	12.0
Satisfied	109	72.7
Moderate	22	14.7
Dissatisfied	1	.7
Highly Dissatisfied	0	0
Total	**150**	**100.0**

Table 7.10.6 Respondents Level of Satisfaction towards Online Shopping and Impact of Social Media towards It

Interpretation

Table 7.10.6 shows, 0.7% of the respondent are dissatisfied towards Online Shopping and Impact of Social Media towards it, 14.7% of the respondent are moderate towards Online Shopping and Impact of Social Media towards it, 72.7% of the respondent are satisfied towards Online Shopping and Impact of Social Media towards it and 12% of the respondent are satisfied towards Online Shopping and Impact of Social Media towards it.

8. Findings of the Research Study

- 74% of the respondents are male gender category and 26% of respondents are female gender category
- 58% of the respondent is less than 23 yrs of age and 74% of the respondent are students.
- 60% of the respondent educational qualification are post-graduates
- 61.3% using the smartphone to access Social Media.
- 56% of the respondent are always watch an advertisement more frequently
- 34% of the respondent are to get an update about various product & services
- 58% of the respondent are agree saying that Advertisement in Social Media Are Attractive

- 55.3% respondents are agree saying that Advertisement in Social Media Shows Purchase Related Information
- 57.3% of the respondent agrees saying that Availability of a Variety of Product & Service through Online Shopping
- 45.3% of the respondent agrees saying that Update information has provided to the Customer for Decision-Making
- 38.7% of the respondent agrees saying that Online Product & Service Are Available in Reasonable Competitive Price
- 72.7% of the respondent are satisfied towards Online Shopping and Impact of Social Media towards it.

9. Suggestion from the research

- The Promotional activity which needs helps to them reach as many as more customers and the company can easily achieve the targets.
- Connecting and engaging with the customer will help for brand awareness.
- Respondent to product review and solving the customer needs within a minimum time
- Collection of Periodical Feedback from the customers would certainly increases the level for providing Quality Customer Service.
- Create a Social Media Contest which helps to identify the brand
- A Serious Point to be remembered is the potential for damage to the brand going viral across the internet. Repairing this damage could cost considerable money and effort.
- A Dedicated Social Media Coordinator is recommended to monitor the impact of any changes implemented. A Dedicated Coordinator would also allow for consistency in communication. At the very least a profession agency experienced in social media marketing should be consulted at from the earliest planning stages.

10. Conclusion

Hence the researcher would like to reveal that the world continuously revolving on the axis of technological advancement, humans has many things to add to his comfort list. With the rising interest in the internet and its beneficial usage, the human has evolved up many options to make his life simpler. Now, rather than going to your local shop for groceries, you opted for going online and buying all your preferred branded products with a few simple clicks. Customers can give their need requirement through the required information and then the World Wide Web has it to deliver. Considering the higher interest of customers in online buying and exploring, the companies have now taken the route of E-Marketing. Also known as Digital Marketing; it is the easiest way to market your product to your target audience. As per the studies, 89%of the customers choose E-Buying over Physical Buying. Various companies are encashing this opportunity by making themselves available online.

Digital marketing is playing a vital role in business productivity here is the brief: While the older generation is still not much able to come out of the web of paper-based information stuff, the younger generation has evolved themselves to be the most tech-savvy and based on E-Marketing. This is mainly because digital marketing offers a lot of comforts, versatility and most importantly is faster than anything else is. It is not only a boon to the consumers, but a very effective tool for the marketers to reach their target audience.

Here are some key points that explain its importance:

- **Affordable -** The first to be considered point is that digital marketing is very cheaper when compared to the other modes and means of marketing. Information going online regarding your company or product may not cost the company more than a fractional cost of sending the same information via newspaper or a digital advertisement.

- **Effective targeting of the audience -** When compared the digital marketing again stands out to print marketing as there is always the chance of people being attracted to the digital media more. As the technology probe more and more into our daily life, it has made a significant effect on our sense that can be convinced. Moreover, there are always higher chances of more people watching an online ad than a print media advertisement.
- **Solving Customers Problems**
  Email marketing or social media you can always offer the customer solutions to their problems and make them relate to your product by even providing live chat access. Your website and social media page can easily be converted into a place where the consumer can ask queries, give suggestions and hence take the association with you on a positive level.
- **Better ROI from using Technology**
  While earlier budget allocations were done individually to handle each kind of marketing medium the situation becomes more progressive now. Even a small level of investment done in a mode of email marketing has the potential to deliver results in terms of customer engagement. Using web analytics helps the business owners know whether your website is providing optimal Return on investment.

References:

1. Aihui Chen,Yaobin Lu,Bin Wang (2017), "Customers Purchase Decision Making Process In Social Commerce", International Journal of Information Management, Volume.37, Issue:6, December 2017, pp.627-638.
2. Bernadette D Silva, Roshni Bhuptani, Seta Menon (2011) "Influence Of Social Media Marketing On Brand Choice Behaviour Among Youth In India", International Conference On Technology And Business Management, March 28-30, 2011.
3. D.M.Arvind Mallik, Shanker Naryan Rao (2017), "Impact Of Digital Marketing On Youth Buying Behaviour At Big Bazaar In Udupi", International Journal for Innovative Research in Science & Technology, Vol.3,Issue.08, January 2017.
4. Elham Al-Mukhaini, Israa Al-Dhuhli, Sara Ismael (2014) "The Impact Of Social Media On Consumer Buying Behaviour" Sultan Qaboos University, INFS4481, 2013.
5. Elisabeta Ioanas, Ivona Stoica (2014) " A Study On Social Media And Its Impact On Consumer Behaviour", International Journal Of Economic Practices And Theories, Special Issue On Marketing And Business Development, Vol. 4, No. 2, 2014,
6. Flor Madrigal Moreno, Jaime Gil Lafuente, Fernando Avila Carreon (2017) "The Characterization of the Millennials and Their Buying Behaviour", International Journal of Marketing Studies, Vol.9, Issue.No.5, 2017.
7. Funde Yogesh, Mehta Yesha (2014), "Effect of Social Media on Purchase Decision", Pacific Business Review International, Vol.6, Issue.11, May 2014.
8. Guida Helal, Wilson Ozuem, Geoff Lancaster, (2018) "Social Media Brand Perceptions of Millennials", International Journal of Retail & Distribution Management, 46(1), DOI: 10.1108/IJRDM-03-2018-0066.
9. Henry Boating, Abednego Feehi Okoe (2015) "Consumer Attitude Towards Social Media Advertising And Their Behavioural Response", Journal of Research in Interactive Marketing, Vol.9, Issue:4, pp.299-312.
10. Joydip Dhar & Abhishek Kumar Jha (2014), "Analysing Social Media Engagement and its Effect on Online Product Purchase Decision Behaviour", Journal of Human Behaviour in the Social Environment, Vol.24, Issue: 7, pp.791-798, DOI:10.1080/10911359.2013.876376.
11. Katherine Smith (2011), "Digital Marketing Strategies That Millennials Find Appealing, Motivating, or Just Annoying", Journal of Strategic Marketing, Vol.19, Issue: 6, pp.489-499.
12. Kem Z.K.Zhang, Morad Benyoucef (2016) "Consumer Behaviour in Social Commerce - A Literature Review", Decision Support Systems,

Volume.86, June 2016, pp. 95-108. https://doi.org/10.1016/j.dss.2016.04.001.

13. Khushboo Makwana, Anuradha Pathak (2019) "Impact of Digital Marketing on Consumer Buying Behaviour- a Comparative Study on the Gender Basis", Journal Of The Gujarat Research Society, Vol.21, Issue.16, December 2016.
14. Lutfiye Can, Nihat Kaya (2016) "Social Networking Sites Addiction and the Effect of Attitude towards Social Networking Advertising", 12th International Strategic Management Conference, ISMC 2016, 28-30 October 2016, Antalya, Turkey.
15. Mayank Kumar Rai (2018) "A Study of Efficacy of Digital Marketing on Consumer Purchase Behaviour in Allahabad District", International Journal for Research in Applied Science & Engineering Technology, Vol.6, Issue.2, ISSN: 2321-9653.
16. Mike Thornhill Karen Xie Young Jin Lee, (2017), "Social Media Advertising in A Competitive Market: Effects of Earned and Owned Exposures on Brand Purchase", Journal of Hospitality and Tourism Technology, Vol.8, Issue: 1, DOI: 10.1108/JHTT-10-2016-0068.
17. Nima Barhemmati, Azhar Ahmad (2015) "Effect Of Social Network Marketing On Consumer Purchase Behaviour Through Customer Engagement", Journal Of Advance Management Science, Vol.3, Issue:4, December 2015.
18. Pragya Sharma (2019) "Impact of Digital Marketing on Consumer Buying Behaviour", Journal of The Gujarat Research Society, Vol.21, Issue.16, 2016. ISSN: 0374-8588,
19. Roshni Bhuptani, (2011) "Influence of Social Media Marketing On Brand Choice Behaviour", International Conference On Technology And Business Management, March 28-30, 2011.
20. S.Sivasankaran (2017), "On Digital Marketing And Its Impact On Buying Behaviour Of Youth", International Journal of Research in Management & Business Studies, Vol. 4 Issue.3 (SPL 1), July - Sept. 2017.
21. Sadia Afzal (2015),"Impact Of Online And Conventional Advertisement On Consumer Buying Behaviour Of Branded Garments", Asian Journal of Management Sciences & Education, Vol.4, Issue.No.1, January 2015.
22. Sanjeev Verma (2013) "Effectiveness of Social Network Sites for Influencing Consumer Purchase Decision", International Journal Business Excellence, vol.6, Issue.5, 2013.
23. Sumathy M, Vipin, K.P (2016) "A Study on Consumer Attitude towards Advertisement through Social Media with Special Reference To Facebook", Clear International Journal of Research in Commerce & Management, Vol.7, Issue 12, pp. 24-27. Dec2016.
24. Taanika Arora, Bhawna Agarwal (2020),"A Research In Empirical Study On Determining The Effectiveness Of Social Media Advertising" International Journal of E-Business Research, Vol.16, Issue.2, April-June 2020.
25. Taanika Arora, Bhawna Agarwal, Arvind Kumar (2018) "A Study of Millennial's Preference for Social Media Advertising in Delhi NCR", Indian Journal of Marketing, Vol.49, Issue.10, 2018, DOI: 10.17010/ijom/2018/v48/i10/132334.
26. Ujjwal Bokde, Subramanian Seshan (2019) "The Impact of Digital Marketing on Purchase Decision of Youth in Nagpur City", International Journal of Advance Research, Ideas and Innovations in Technology, Vol.5, Issue.3, and ISSN: 2454-132x.
27. Vandana Gupta (2016) "Impact of Social Media on Purchase Decision Making of Customers." International Journal on Global Business Management and Research, Vol.5, No.2 (August 2016), pp.73-85, ISSN 2278 – 8425.
28. Yavisha Ramnarain And Krishna K.Govender (2013) "Social Media Browsing And Consumer Behaviour Exploring The Youth Market", Academic Journal, Vol.7, Issue.18), pp. 1885-1893, 14 May 2013.

Case Study

UDAAN – Transforming B2B Business Across India

Mr.Vishwanathan M., Professor, Dept. of Management Studies (PG),
Acharya Bangalore B-School (ABBS) (Affiliated to Bangalore University) Bengaluru, Karnataka, India

1. Introduction

Udaan is a B2B trade platform, designed specifically for small and medium businesses in India. Udaan is revolutionizing the way B2B commerce is done in India. The mission is to provide a great equalizing platform to millions of small and medium businesses (SMBs) (**www.crunchbase.com**) in India and to make B2B business simple, transparent and convenient. While large companies like ITC and HUL have been able to build their own Distribution and supply chain over the years, many small firms had to go through multiple layers of distributors and wholesalers. Udaan identified a big business opportunity by providing a single window distribution solution for goods manufactured by many small and medium scale manufacturers that had the capacity for scaling up. On a conservative estimate, the business market potential at the all India level was estimated to be over Rs. 70 trillion.

2. The Founders of B2B Startup Udaan

The Founder members of B2B Startup Udaan are three former top Flipkart, Employees Sujeet Kumar, Vaibhav Gupta and Amod Malviya. Sujeet Kumar was a product of IIT, Delhi. He built Flipkart's Operation and Logistics Unit. Vaibhav Gupta was also a product of IIT, Delhi. He went on to do his MBA at Darden School of Business, University of Virginia, USA. He joined Flipkart as Senior Vice President (SVP) Business Finance and Analytics. Amod Malviya graduated from IIT, Karagpur and was Flipkart's Chief Technical Officer (CTO) best known in the startup ecosystem as the man who built Flipkart's technology backbone. All three of them left their lucrative jobs in Flipkart and started Udaan in June 2016 as co-founders, and went on to build the Udaan team which became fully operational by early 2018. Soon after, a further intake of 25 executives from Flipkart helped to form the leadership for the various teams. (**TechCrunch, 2018**).

3. The Udaan Team

The Udaan team consists of hundreds of super awesome folks from IITs and NITs, carefully picked by the co-founders to be thinkers, decision-makers and executors. The stringent standards set in the operations expect them to reinvent the present supply chain model of the client and involves:-

- **Design and Implement Processes of Logistics Operations;**
- **Drive Incremental Changes in Current Processes to Increase Productivity;**
- **Process Efficiencies Using Operations Concepts.**

In implementing the changes, the operations teams are required to closely work with the Central Team, Vertical Heads, City Heads, Hub Managers and all other important stakeholders to help improve operational efficiency of the client's supply chain.. They have to conduct regular audits around cash, material and documents at the hubs and coordinate with the central team to resolve issues, remove bottlenecks in day to day operations by closely collaborating with cross functional teams involving business analytics, finance, legal aspects, administration etc., Today, Udaan has close to 1,500 full-time employees and over 15,000 contractual workers for logistics and field tasks. (**www.udaan.com**)

4. **Udaan's B2B Net Work**

Udaan operates a business-to-business online marketplace for online trading. The Company's application helps traders, wholesalers, retailers, and manufacturers to connect directly with each other on a single platform, as well as facilitates buying and selling with secure payments and logistics, enabling businesses to discover customers, suppliers, and products across various categories. Udaan connects manufacturers and wholesalers with retailers online, and also supports payments and logistics. The e-commerce startup has more than two million buyers (retailers and kiranas) in 900 cities and towns across India. and numbering about 35,000 sellers which includes small manufacturers, wholesalers across 200 cities and towns from 29 states in India on its platform. Some of the bigger firms in Udaan's network include Reckitt Benckiser, Marico and Motorola. (**www.entrackr.com**). Udaan uses sophisticated technology to work its network and has many technology partners. (**www.crunchbase.com**).

5. B2B Product Categories

Udaan deals with a wide range of products in its intercity and intra city operations.

5.1. Inter-City Trading

Inter-City Trading concentrates on clothing and accessories, electronic items, home appliances, kitchenware, toys, stationery items, footwear, baby care products. Loans against goods received ranges from 15 to 45 days for the sellers to tide over immediate cash requirements and is adjusted against final payments due to them.

5.2. Intra-City Trading

Intra-City Trading focuses mainly on consumables consisting of staple foods, FMCG products, and pharmaceutical items. A recent addition to this list is fresh fruits and vegetables presently concentrating two areas, namely, Bengaluru and Delhi. In this category, the biggest requirement is extending loans to sellers ranging from a few days to a maximum of one week to fix the immediate cash crunch.

6. Distribution

Unlike offline distributors who supply stores only when the order is sizeable with multiple SKUs, Udaan distributes smaller orders too. It also offers transparency. Shop owners can browse through Udaan's mobile application to check product features before placing orders. Hence, Udaan's distribution system is a boon to many small and medium scale businesses. (**m.economictimes.com**).

7. Udaan – A Startup Unicorn

With above operations, Udaan has been able to scale up significantly. Industry sources peg its gross merchandise sales value at US$ 170 – US$200 million per month that is driving its trade turnover to be in the region of US$ 2 – 2.4 billion per annum. Such hyper growth has helped Udaan become India's unicorn (Wikipedia) with a valuation of US$ 1 billion in September 2018, within 28 months of its founding.

8. Capital Funding

Udaan has attracted a total capital of Rs 1,600 crore till date. Out of it, the company has received major investments from venture capital companies such as Trust Root (**www.roots-ventures.com**), Light speed Venture Partners (**www.lsvp.com**) and GST Global (**GST Global**) and Russian internet billionaire Yuri Milner (**www.yurimilner.com**). The legal name under which these funds have been borrowed is Hive loop Technology Private Limited.

9. Market Assessment of Opportunity

The founders first learned through a market survey by visits to buyers and store owners in small towns such as Coimbatore, Dharwad and Mysore that there was a need for

- **a greater variety of goods ;**
- **a pricing guarantee ;**
- **a timely delivery ;**
- **a quality of goods ;**
- **a credit to buy these items ;**
- **a time frame to make payments.**

The survey revealed that a typical shop owner bought from 50 – 60 wholesalers or manufacturers, who typically supplied 1,000 – 2,000 retailers. These wholesalers or manufacturers offered merchandise on credit to only about 10% of retailers, while the rest dealt in cash. This manifested an immediate opportunity - the founders identified that both sellers and manufacturers liked to increase their business with better products and better prices but could not do so due to credit constraint. This was identified as the major inefficiency in the market. Suppose a buyer in Bangalore has identified a seller, say in Gujarat, with a better product at a better price, the buyer would still go to his local supplier in Bangalore who would give him credit, which the new seller in Gujarat would not give because of his unfamiliarity with the buyer. Thus in India, one of the unacceptable things that credit in trade has done is to reduce the price efficiency which has denied the consumer from getting the best value for his money.

In order to correct this anomaly, Udaan, for a start, concentrated only on two categories of products, namely, mobile accessories and fashion wear. Udaan's platform allowed mutual understanding between sellers and buyers in respect of following aspects:-

9.1. Information Exchange Between Sellers and Buyers:

- How many purchases buyers made;
- How often buyers delayed their payments; and
- How frequently buyers returned products.
- Sellers also had the option of marketing goods by creating brand stores on the platform

9.2. Information Exchange Between Buyers and Sellers:

- Buyers knew how well a product was doing in the market;
- Which sellers delayed shipments; and
- Which sellers compromised on quality of goods.

9.3. The Supply Chain Platform:

Udaan's market survey revealed that in traditional marketing manufacturers spent up to 20% of the MRP on wholesalers and distributors. The digital platform of Udaan substantially reduced this cost and raised the margins of the manufacturer. This has encouraged more categories manufacturers to approach Udaan to find markets for their produce. Udaan has now expanded to multiple categories of products and distributes everything a neighborhood store wants to stock.

9.4. Additional Market Support:

Even as Udaan added more sellers and buyers to its platform, it also started offering logistics and credit by partnering with third-party players. But the approach had a problem. Logistics companies fixed minimum volumes which was not suitable for many of Udaan's small and medium enterprise customers. So the company set up its own logistics unit to cater to the needs of these customers. This helped Udaan to consolidate the shipments and scale up its volume of business several fold.

Udaan also discovered that no supply chain platform handled a product on short term credit for small retailers. Those who tried build a market for these products asked retailers for their historical IT filings and e-KYC, which the merchants were not prepared to share. Having studied the volumes that these small businesses can contribute to attain economies of scale in this business, the firm set up a Non-Banking Finance Company (NBFC) in the latter part of 2018 that extended loans from Rs.10, 000 /- to Rs.2, 00, 000 /- to over one lakh buyers. In order to strengthen the NBFC functions, Udaan hired experienced leaders from other companies.

By providing such business support through logistics and credit, Udaan was able build customer loyalty and increase the buyers' dependence on the platform and reduce substantially defaults on payments or returning orders. All the intelligence on past transactions enabled Udaan to study the repayment behavior and build a strong base of loyal customers which has helped to scale up its business substantially. In addition, the performance of Udaan has boosted investor confidence that has helped raise its venture capital to US$ 285 million as on June 2019. As it grows, Udaan will need to make heavy investments in building its logistics and warehouse network because the volume of the volume of goods on its platform will be in thousands of tonnes.

10. Market Expansion of Some Popular Brands

Chennai based home appliances and kitchenware brand Butterfly is well known across south India for offering the middle class market typical value-for-money wet grinders, gas stoves and pressure cookers. But the firm which had a turnover of Rs.650 crore in the 2017 – 18 financial year wanted to ramp up sales by expanding to newer markets, where unlike in the south it had insignificant distribution network. In January 2018, it signed up with Udaan to act as its exclusive distribution platform in West Bengal and some northeastern states. It took field agents of Udaan a couple of months to understand Butterfly's brand positioning.. But after March 2019, Butterfly has seen sales in this geographic region more than double from Rs. 40 -50 lakhs to about Rupees one crore by expanding Butterfly's brand presence to 823 outlets in West Bengal and 620 outlets in the northeast through deep penetration and monthly visits of field agents. Subsequently, Butterfly gave Udaan exclusive distribution rights in seven other states, namely Bihar, Jharkand, Chattisgarh, Madhya Pradesh, Delhi, Himachal Pradesh and Haryana. Like Butterfly, several other consumer durable brands of smart phones and other electronic goods, apparels, branded fast moving consumer goods and staple foods, traders in commodities like fruits, vegetables, cereals and pulses now want to sell directly to Udaan's network..

Kolkata based Puni Chaudhary, who sells kitchen products on Udaan, records monthly sales of around Rs.10 lakhs. While him also an offline business, bulk orders on Udaan help him move goods faster. He attributes this to Udaan's efficiency in logistics and payment receipts.

But as Udaan scales up and matures, it has brought some changes to its platform. It has revoked its introductory pricing for logistics. More brands are also selling directly on its platform as they reach significant scales and look to expand reach in existing and new geographies. As large brands grow on its platform, Udaan added a commission to the services provided which was mutually accepted. This in turn has increased income for Udaan.

11. Some Short Comings in Udaan's B2B Model

Surat based Pratik Bajaj, who started selling on Udaan in its early days, fashion products and sarees, said his exposure to Udaan has fallen in the past 12 months as the firm changed its policies to favour of retailers or kirana stores.

Laptop maker Dell posted a notice on its website saying it has seen its products being sold on Udaan via resellers at lower prices. It said it would not take responsibility for its products bought from Udaan or similar platforms

Udaan's founder Sujeet Kumar acknowledged these issues. According to him, most small and medium sized sellers on Udaan could use the platform to build their own brands in non-metro markets which is difficult for consumer focused portals like Amazon India or Flipkart. For instance, it would be difficult to sell products directly to consumers on this platform as delivery costs add 10%-20% to the selling price making it expensive for a value-conscious consumer (**www.crunchbase.com**)

12. Conclusion

Size of the B2B e-commerce market is expected to reach US$ billion by 2020. This is because, in B2B commerce, order values are higher, there are repeat orders arising from recurring use, and businesses are used to shipping costs due to bulk volumes. Even so, several B2B startups like Just-Buy Live, Shotang and Wydr have shut down, underlining market challenges. Udaan is playing in the same market. However, Light Speed Venture's Somaia (**www.timesofindia.indiatimes.com**) feels that in Indian economy small businesses are the backbone and this offers an opportunity to scale with much better underlying economics. As it grows, Udaan would need to make heavy investments in building its logistics and warehousing network because the volume of goods on its platform would be in thousands of tones, he added. Hence, strict monetary discipline was needed without which things could go out of control, he cautioned.

Web References

- https://www.crunchbase.com › organization › udaan
- https://techcrunch.com › 2018/09/03 › udaan-the-e-commerce-startup-led-.
- https://udaan.com
- https://entrackr.com>2018/10>sourcing-logistica-lending-udaan-b2b
- https://www.crunchbase.com/organization/udaan#section-mobile-app-metrics-by-apptopia
- https://m.economictimes.com>RISE>Startups
- Wikipedia - https://en.m.wikipedia.org
- Trust Root Venture Partners : https://www.roots-ventures.com
- Lightspeed Venture Partners : https://lsvp.com
- GST Global – IT & AV Solutions for a Connected World – info@gtses.com
- Russian internet billionaire Yuri Milner - yurimilner.com
- https://in.finance.yahoo.com › news
- https://www.crunchbase.com/organization/udaan#section-mobile-app-metrics-by-apptopia
- https://timesofindia.indiatimes.com/deals/-ma/udaan-raises-225-million-at-1-billion-from-yuri-milners-dst-lightspeed/articleshow/65650341.cms?from=mdr

BOOK REVIEW

HUG YOUR HATERS : How to Embrace Complaints and Keep Your Customers - Jay Baer

Dr.S.B.Inayath Ahamed, Assistant Professor, Department of Business Administration, Kalasalingam School of Business (KBS), Kalasalingam Academy of Research and Education, Krishnankoil. Tamilnadu, India.

1. About the Author

Jay Baer is an entrepreneur and is the author of six best-selling business books. He is the founder of Convince & Convert Consulting, a digital marketing and customer experience advisory firm that has worked with the world's most iconic multi-million dollar brands such as 3M, Oracle, Cisco, Nike, Hilton, Caterpillar etc., and has helped them gain and keep more customers. He has helped these brands improve their digital marketing, content marketing, social media marketing, email marketing, and word-of-mouth marketing operations. He also provides advice and counsel on online customer service and B2B influencer marketing.

He works as partners with firms to co-create winning content marketing and generate leads for their software solutions. He travels often to give presentations to various business groups around the world.

2. Essence of the book

Customers who complain are your haters because they do not like your product or service. They are really not your problem but ignoring their complaints surely is your problem. Companies are either helping themselves by acting or hurting themselves by ignoring the complaints; there is no third option in business. Proactive measures to deal with irate customers will give companies a chance to recover and retain customers, create an opportunity for customers to be advocates of the brand, gain valuable insights and intelligence about products, service processes and inputs for policy decisions which act as powerful differentiators for positioning the brand.

3. Introduction

The Present Digital Era has changed the way companies do business. The intense competition in any kind of business requires companies to sustain their customer base. Customer service has become a very important factor which differentiates a company from the rest and in maintaining this customer base. The introductory chapter in the book starts with the most important message – answer all your customer complaints, whatever be its nature. Customers who complains are telling you their problems and are probably willing to give you a chance to put things right, and will possibly continue their patronage provided the problem is addressed to their satisfaction. Use of Internet, smart phones and social media has fundamentally altered consumer behavior. When consumers dislike your product or service they are your critics or your haters. They often vocalize their displeasure rather generously faster and more publicly in all the available electronic media. In Hug Your Haters, the First Chapter talks about why you should embrace these haters, and how you can handle these complaints. All dimensions of dealing with critical customers are discussed in the first seven chapters in the book. The eighth chapter talks about the evolving nature and future of customer service and why companies need to be in line with the changing trends in customer service.

4. Classifying the Haters

Baer divides haters into two categories in the Second Chapter – onstage and offstage. The onstage haters are those who like to take to social media and public forums to make complaints, while the offstage haters choose more conventional means such as telephone or email. Onstage haters are those who are more focused on instant gratification, while offstage ones are more measured and patient. Onstage ones seek an audience for their issue, while the offstage ones simply want their problems to be resolved. The author reiterates, in this chapter, the importance of identifying the category of your haters. The Third Chapter is an analysis of who complained, where and why. This section includes remarkable consumer research on response expectations, satisfaction with response time and the impact of customer endorsement on the support provided by the firm in solving the problem. Chapter Four deals with transparency in customer service support while Chapter Five discusses the obstacles to overcome in providing a great service.

5. Dealing with Haters

Baer discusses elaborately in Chapters Six and Seven strategies for dealing with both onstage and offstage complaints. For offstage complaints, he advocates the need to use the same channel the customer contacted you on, resolve the issue as speedily as possible with minimum number of responses without losing the human touch. For onstage haters, Baer suggests using the appropriate software that focuses on finding the right keywords related to business that brings up all mentions on social media comments and criticisms. He cautions to display empathy and swiftness in the response and emphasizes on the importance of answering publicly. Baer voices his common concern about those haters who are there for attracting attention, rather than for getting their issues resolved. For this, Baer advises a simple strategy: reply only twice to the same customer about the same issue in a public channel. Any more, he warns, and the conversation often shifts out of focus and degenerates into non-issues. The last chapter in the book, Chapter Eight, deals with the future of customer service. Baer says this would involve providing the customers with self-service options and designing an FAQ page based on past experience with customers, as a way to reduce complaints. He reiterates that technology would continue to play an important role and companies may be required to develop Mobile Messaging Apps as well as customer based service platforms such as forums which are likely play an enormous role in serving customers better. He recommends companies to closely watch the trends in customer service and customer relationship management and be swift in adopting to these changes in order to gain first mover advantage and be market leaders in their line of business. The book is loaded with many examples of well-known and lesser known companies making determined efforts to embrace these concepts and often meeting with success in building a loyal customer base which is the main aim of successful customer service providers.

6. Conclusion

The well-known marketing concept which states that it costs more to acquire new customers than to keep existing ones seems like common sense but many companies fail in this at the implementation stage. To win as a company and be a market leader in the industry, a company needs to be a winner in customer service. Nothing emphasizes this better than the way the author engages the reader in driving home this point. In addition, the live examples quoted by the author gives great consumer insights to the reader and makes this book a worthwhile read.

Guidelines for Paper Submission

AMBER - ABBS Management Business and Entrepreneurship Review,
Acharya Bangalore B-School, Andrahalli Main Road, Off Magadi Road, Bengaluru-560 091.
Ph.No: +91 80 23245516 /17/18, E-Mail:amber@abbs.edu.in
Website: www.abbs.edu.in

Objective and Scope

AMBER is a bi-annual double blind peer reviewed Journal from ABBS. The Journal has its objective to offer to the readers with relevant management insights and rich cream of current innovative research in the relevant areas. AMBER is a theme based journal and the relevant themes are selected and papers are invited. The theme for the forthcoming issue would be published in the immediately previous issue.

Guidelines for Paper Submission

1. The paper should be based on original research work not yet published, not exceeding 8000 words. If the paper has been sent for publication elsewhere, that fact must be notified.
2. The paper must include the title, author's name, designation, mailing address, mobile number and e-mail address in the first page.
3. An abstract should not exceed more than 250 words. Along with the abstract, author(s) need to specify four to six key words in the second page.
4. Soft copy must be submitted in A4 size, MS-Word format only in Times New Roman with heading of 14 font size and remaining text size 12 with spacing 1.5 as a single line. There must be no tab for the first sentence of every paragraph.
5. Abstract and full paper should be sent as a word document only to:

   amber@abbs.edu.in
6. No publication fee would be charged.
7. Manuscripts would be checked for plagiarism.
8. The third page must contain the title followed by the body of the manuscript.
9. Manuscripts are reviewed through 2 stage blind peer review system by experts in the subject area. To ensure anonymity, the author's name and other details should only appear on the first page and should not be repeated anywhere else.
10. All references have to be arranged in alphabetic order and must be numbered.
11. The internet sources must be placed after other references and must be numbered separately.
12. The reference must be present in APA Format.
13. The Author is required to sign copyright form.

Guidelines for Review

AMBER - ABBS Management Business and Entrepreneurship Review,
Acharya Bangalore B-School, Andrahalli Main Road, Off Magadi Road, Bengaluru-560 091.
Ph.No: +91 80 23245516 /17/18, E-Mail:amber@abbs.edu.in
Website: www.abbs.edu.in

Guidelines for Author(s)

1. The Author(s) shall present an accurate and complete account for the research work performed. The corresponding author must have obtained the approval of all other authors for each submission.
2. The material in the submission shall be original and not published in any other journal. The material based on prior work, including that of the same author (s) shall be properly attributed by proper citation.
3. The author(s) shall have the obligations to notify the editor immediately after affiliation change of author(s), or any other material change.

Guidelines for the Editor(s)

1. The Editor(s) shall actively seek the views of authors, readers, reviewers, and editorial board members about ways of improving the quality of journal.
2. The Editor shall support initiatives designed to reduce academic misconduct. The Editor shall support initiatives to educate researchers about publication and peer review process.
3. The Editor shall provide clear advice to reviewers. The Editor shall require reviewers to disclose any potential competing interests before agreeing to review a submission.
4. The Editor shall encourage reviewers to comment on ethical questions and possible research misconduct raised by submissions.

Guidelines for Peer Reviewers

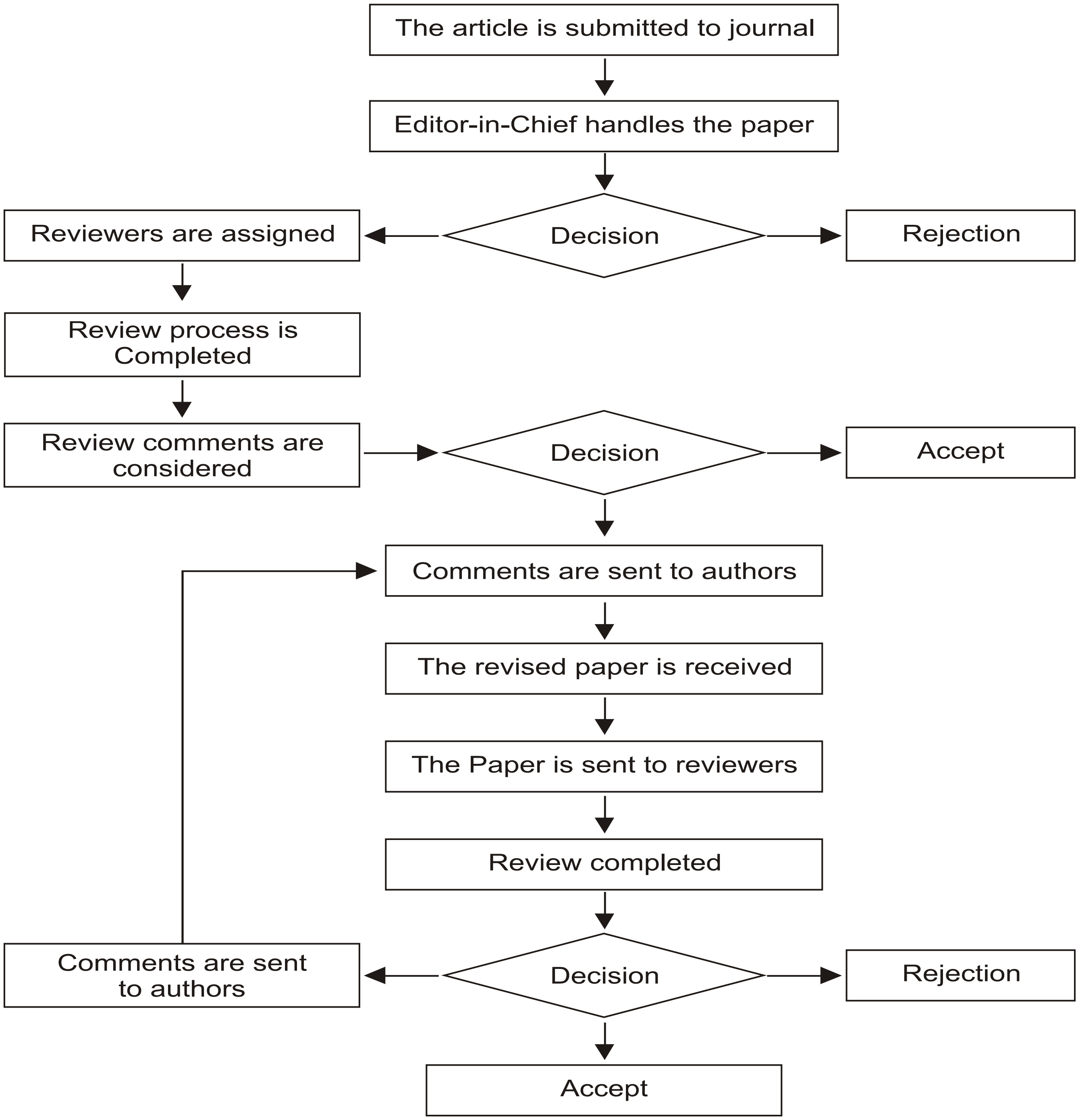
1. The Peer reviewer shall review manuscripts for which they have the subject expertise required to carry out a proper assessment.
2. Peer reviewers shall respect the confidentiality of peer review and shall not reveal any details of the manuscript under review and of its review.
3. Peer reviewers shall be objective and constructive in their reviews. The review comments shall be forwarded within the stipulated time to the Editor as per the format.

Theme for the Next Issue:

Emerging Business Trends - Post COVID-19

PEER REVIEWING PROCESS - Flowchart

Send your paper to: amber@abbs.edu.in



CALL FOR PAPERS

"Emerging Business Trends - Post COVID-19". The Journal (ISSN: 0976-3341), Volume 11, Issue 2, is seeking submissions from academicians, entrepreneurs and research scholars. Submissions, if found eligible, will be put through two stage blind review process by external reviewers. All submissions must be sent to amber@abbs.edu.in

Emerging Business Trends - Post COVID-19

The Covid-19 pandemic has brought countries to a complete stand-still, re-imagined "normal" living patterns and pushed the global economy into one of the worst recessions of recent times. This changed orientation has adversely affected the global economy with uncertainty about future conditions worsening the situation. Indian businesses have also suffered the consequences of poor consumer demand, supply fluctuations and lockdown restrictions with them having to further walk on the tightrope of restoring their production systems as well as keeping their employees safe. Further, The Covid-19 pandemic has affected many aspects in human life, businesses and economic conditions of many countries worldwide. This pandemic has also given lots of challenges and opportunities to the corporate world. So, companies have adopted new ways of doing business to manage the disruptions.

Guidelines for Publication:

- The paper should be based on original research work not yet published, not exceeding 8000 words. If the paper has been sent for publication elsewhere, that fact must be notified.
- The paper must include the title, author's name, designation, mailing address, mobile number and e-mail address in the first page.
- An abstract should not exceed more than 250 words. Along with the abstract, author(s) need to specify four to six key words in the second page.
- Soft copy must be submitted in A4 size, MS-Word format only in Times New Roman with heading of 14 font size and remaining text size 12 with spacing 1.5 as a single line. There must be no tab for the first sentence of every paragraph.
- Abstract and full paper should be sent as a word document only. (Either as Doc. Or Docx.)
- No publication fee would be charged.
- Manuscripts would be checked for plagiarism.
- The third page must contain the title followed by the body of the manuscript.
- Manuscripts are reviewed through 2 stage blind peer review system by experts in the subject area. To ensure anonymity, the author's name and other details should only appear on the first page and should not be repeated anywhere else.
- All references have to be arranged in alphabetic order and must be numbered.
- The internet sources must be placed after other references and must be numbered separately.
- The reference must be present in APA Format.
- The Author is required to sign copyright form.

Quick Note:

Soft copy of the paper must be emailed to amber@abbs.edu.in

IMPORTANT DATES

Last Date of Submission of Full Paper :
20th Sept. 2020

Date of Notification of Acceptance :
30th Sept. 2020

AMBER themes:

Volume 1 Issue 1 Oct 2009 - Mar 2010 : Business Vision 2020
Volume 1 Issue 2 Apr 2010 - Sep 2010 : NGO Management

Volume 2 Issue 1 Oct 2010 - Mar 2011 : Changing Global Dynamics and Business Opportunity for India
Volume 2 Issue 2 Apr 2011 - Sep 2011 : Indian Business and Industry - An Historical Perspective

Volume 3 Issue 1 Oct 2011 - Mar 2012 : Corporate Responsibility and Governance
Volume 3 Issue 2 Apr 2012 - Sep 2012 : Tourism - Growth Engine for India

Volume 4 Issue 1 Oct 2012 - Mar 2013 : Green Entrepreneurship and Sustainable Development
Volume 4 Issue 2 Apr 2013 - Sep 2013 : Cross Cultural Management in Global Business

Volume 5 Issue 1 Oct 2013 - Mar 2014 : Financial Inclusion in India
Volume 5 Issue 2 Apr 2014 - Sep 2014 : Gender Budgeting in India: Emerging Issues and Challenges

Volume 6 Issue 1 Oct 2014 - Mar 2015 : South Indian Business History
Volume 6 Issue 2 Apr 2015 - Sep 2015 : Technology and Human Resource Management

Volume 7 Issue 1 Oct 2015 - Mar 2016 : Financial Markets
Volume 7 Issue 2 Apr 2016 - Sep 2016 : Retailing

Volume 8 Issue 1 Oct 2016 - Mar 2017 : Financial Derivatives Market in India
Volume 8 Issue 2 Apr 2017 - Sep 2017 : Ecosystem for Growth of Business

Volume 9 Issue 1 Oct 2017 - Mar 2018 : Entrepreneurship and Start-ups
Volume 9 Issue 2 Apr 2018 - Sep 2018 : Logistics and Supply Chain Management

Volume 10 Issue 1 Oct 2018 - Mar 2019 : Role of MSMEs in India's Development
Volume 10 Issue 2 Apr 2019 - Sep 2019 : Marketing in ^{21}th Century

Volume 11 Issue 1 Oct 2019 - Mar 2020 : Opportunities and Challenges Faced By Aggregators in the Global Business Environment
Volume 11 Issue 2 Apr 2020 - Sep 2020 : Emerging Business Trends - Post COVID-19 (Forthcoming Issue)