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**LIFE IN THE 2020s:
SOCIAL, CULTURAL AND
ECONOMIC DIMENSIONS**

25th May 2021



Editors

Dr. Chacko Jose P

Dr. Shirley Jose K

Mr. Nijil Jacobi

Mr. Omprakash Arun Sonone

***The Department of Economics
Sacred Heart College, Chalakudy, Kerala***

Editors

Dr. Chacko Jose P

Associate Professor & Head

Department of Economics

Sacred Heart College, Chalakudy, Kerala

chacko@sacredheartcollege.ac.in

Dr. Shirley Jose K

Associate Professor

Department of Economics

Sacred Heart College, Chalakudy, Kerala

shirley@sacredheartcollege.ac.in

Mr. Nijil Jacobi

Assistant Professor (on contract)

Department of Economics

Sacred Heart College, Chalakudy, Kerala

nijiljacobi@sacredheartcollege.ac.in

Mr. Omprakash Arun Sonone

Asst. Prof., Department of Commerce,

Chintamani College of Commerce, Pombhurna

Devai Govindpur, Tukum, Chandrapur, Maharashtra,

bkomsonone@chintamani.edu.in

Publisher

Head of the Department of Economics

Sacred Heart College, Chalakudy, Kerala

economics@sacredheartcollege.ac.in

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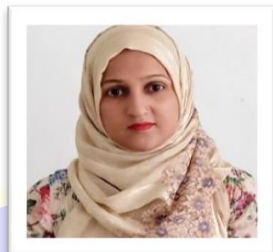
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FOREWORD



Dr. Ana Mateen

Assistant Professor, Department of Economics

AKI's Poonacollege.edu.in

Pune, Maharashtra.

ana.mateen@poonacollege.edu.in

I am delighted to write the foreword for this Book titled Proceedings of the National Conference Life in 2020s: Social, Cultural and Economic Dimensions, 25th May 2021 not only because of my Compadres Dr. Chacko Jose and Mr. Nijil Jacobi but also its relevance post outbreak of COVID-19, which will leave a lasting imprint on the world economy, causing permanent changes and teaching important lessons. In a very short span of time, I have developed a very strong and cordial relation of Friendship and Trust with Dr. Chacko Jose and Mr. Nijil Jacobi, thanks to the Pandemic led Online Webinars.

The sole objective of this book is to understand how COVID-19 spread has left national economies and businesses counting the costs whereas governments struggle with new lockdown measures to tackle the spread of the second wave of the corona virus. Department of Economics, Sacred Heart College, Chalakudy has an impressive track of promoting inclusive education and research. This book is a unique result of highly committed and dedicated professionals of the Institute.

Indian author Arundhati Roy has very well said in her book: *Pandemic Is a Portal*, “Historically, pandemics have forced humans to break with the past and imagine their world anew. This one is no different. It is a portal, a gateway between one world and the next.”

Remote work is likely to become more common. Initially, many companies were reluctant to embrace remote work. Now that many have tried it with good results, remote work might be here to stay. The pandemic crisis has accelerated the pace of digital transformation worldwide, with further expansion in e-commerce and increase in the rate of adoption of telemedicine, videoconferencing, online teaching, and fintech. Virus screening is likely to become part of our life, just like security measures became ubiquitous after 9/11.

Despite the development of new vaccines, many are still wondering what recovery could look like. Big shifts in stock markets, where shares in companies are bought and sold, have affected the value of pensions or individual savings accounts. COVID-19 pandemic has increased inequality, exclusion, discrimination and global unemployment in the medium and long term as seen during the 2020s.

Self-quarantine and staying indoors for longer duration has inflicted social factors and caused psychological problems and violence by creating differences among people as well as verbal and physical disputes. The impacts of crises are never gender-neutral, and COVID-19 is not an exception. While everyone is facing unprecedented challenges, women are bearing the brunt of the economic and social fallout of COVID-19. Globally, 70 per cent of health workers and first responders are women, and yet, they are not at par with their male counterparts. Women are overrepresented in many of the industries hardest hit by COVID-19, such as food service, retail and entertainment. For example, 40 per cent of all employed women – 510 million women globally – work in hard-hit sectors, compared to 36.6 per cent of employed men as reported by United Nations.

The restrictive measures imposed by governments has led to cancellation of major arts and cultural events, including festivals and expos across the globe and has disrupted business, particularly of SMEs, and are major sources of livelihood for many young and aspiring entrepreneurs. Beyond that, revenues derived by governments from both domestic and international tourism, have completely disappeared overnight, the hospitality sector has been hit hard. With millions of jobs and many companies bankrupt as over 35 million hotel and rental worldwide have registered a fall in reservations in all the top travel destinations, reported by Transparent.

In the United States, the proportion of people out of work hit a yearly total of 8.9%, according to the International Monetary Fund (IMF). Millions of workers have also been put on government-supported job retention schemes as parts of the economy, such as tourism and hospitality; have come to a near standstill.

The IMF estimates that the global economy shrunk by 4.4% in 2020. The organisation described the decline as the worst since the Great Depression of the 1930s. The only major economy to grow in 2020 was China. It has registered a growth of 2.3% in 2020. The IMF is, however, predicting global growth of 5.2% in 2021 and will be driven primarily by countries such as India and China.

I have gone through the chapters and must admit that the researchers have chosen varied topics from different backgrounds which have relevance in today's research arena. Many of them have worked on the primary dataset and have used cutting edge methodology. The contents of the chapters are very well structured and presented in a meaningful manner. I strongly believe that this book will accomplish the requirements of the policy makers, academicians and researchers.

With Best Wishes !!!

15 - 08 - 2021

Dr. Ana Mateen

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A STUDY ON THE IMPACT OF COVID-19 IN THE PRESENT BUSINESS MILIEU**Diya Akbar**

Rajagiri College of Management and Applied Sciences, Ernakulam, Kerala

Email: diyaakbar1@gmail.com

Abstract

In the fall of 2019, everyone would have scoffed at anyone who predicted the next 12 months. The great COVID-19 had called forth acute revamp of the entire business industry. It had steered the world towards the realm of Digital transformation. Corona Virus disease, ghastly known as the COVID-19 is an infectious and contagious disease caused due to corona virus, which killed millions of innocent souls. It had a dire impact on the business industry. The determination of the nature of this “impact caused due to corona” is the crux of this paper. COVID-19 inscribed the Golden words “go digital now, or fail” onto to the business world. Thus, commenced the acceleration of digital transformation. “Digital transformation is simply the adoption of digital technology to transform services or businesses, through replacing non-digital or manual processes with digital processes or replacing older digital technology with newer digital technology.” From everyday life it is seen that elements around us are being digitalised, but digitalisation widely known as digitalising various elements, there exists a quite perplexed question – is digitalisation confined to just digitalising? Moreover, it has to be known if digitalisation has any role in enhancing business? Digitalisation boosts business- Is it just a myth or a reality and thus begins the endless number of questions on what COVID-19 has done to business.

Key words: COVID-19, Business model, digitalisation, antifragility, employee ecosystem

Introduction

A world like now is the least expected prognosis of all. ‘Tomorrow’ rests on a huge a question mark. The root cause of all these lies on the COVID-19, the chaotic pandemic of the 20th century. ‘Business’- the backbone of the economy has undergone various impacts due to this. Digitalisation is the most celebrated word after the arrival of the pandemic.

Statement of the Problem

COVID-19 widely known as the game changer of 21st century has caused a lot of vivid modelling throughout the world. Business world has faced a drastic change, but the nature of this change is unknown to many. ‘what has COVID-19 done to our business industry’ is question which needs to be answered acute. Moreover, the crude present situation of both

large scale and small scale remains unknown as well. From everyday life it is seen that elements around us are being digitalised, but digitalisation widely known as digitalising various elements, there exists a quite perplexed question – is digitalisation confined to just digitalising stuff? Moreover, it has to be known if digitalisation has any role in enhancing business? Digitalisation boosts business- Is it just a myth or a reality

Objectives

1. To study the role of COVID-19 in the realm of business.
2. To analyse the business milieu of both large scale and small-scale business on the ground of COVID-19.
3. To conduct a thorough analysis of how digital evolution has taken place during the pandemic and to highlight the relation between business and digital transformation

Methodology

The methodology chosen in order to effectively effectuate this study is secondary data. Data is retrieved from various papers, studies and other journal articles by reputed authors. This methodology allows to have a greater insight and understanding not only from perspective, whereas from the perspective of many scholars there by enabling efficient execution of this study.

Limitations

- The accuracy of few secondary data was doubtful, which led an issue on what to rely upon.
- The present world is highly volatile where it is hard to interpret the reality.

Literature Review

COVID-19 the most petrifying event that has been constantly filling the human minds with fear and consternation. Though portrayed as the demon in disguise in our daily life, Corona had a different role to play in the realm of business.

COVID-19 has had a commendable impact in the business world. It extolled the concept of introducing ANTIFRAGILITY to business. [1] Antifragility can be best described as the ability to thrive as a direct result of stressors, shocks, attacks, or failures. It was first described by Nassim Nicholas Taleb, author of *Antifragile: Things That Gain from Disorder*. [2] Taleb limns this definition as: “Antifragility is beyond resilience or robustness. The resilient resists shocks and stays the same; the antifragile gets better.” COVID-19 has

mercilessly exposed the weak links of the Pre-COVID business models. The COVID reset button provides a golden opportunity to infuse antifragility to the whole system.

Development of business operating model: COVID-19 consigned impacts varied from one business to other, but what stayed constant and severe was the need to survive by revamping the entire business operating model., Restructure of business model is not confined to technology pivot, automation in delivery, structure, sustained remoting etc. It is most definitely more than this. Adapting to new work place realities, delivering insights and analytics; a customized, digital employee experience; and end-to-end process management. A business operating model that fits in this dicey world.

Reinvent ecosystem: COVID-19 has provided with a reset button which enables the business to build antifragility by improving visibility into goals, motivation and limitation of partnerships. Companies also have to look into partner network deeper through the filter of multiple scenarios and their organisational implications. The 'once celebrated' means and methods of business functioning are associated with grim risks. Therefore, companies has to use multiple filters. Moreover, employee ecosystem as well has to be examined with due diligence reframe employee deal.

The entanglement of COVID-19 opened new doors and epiphanies for the business firms. Say, reskilling the workforce: The outbreak of the corona virus divulged the precious fact that employees want to embrace new technologies and techniques. According to a study conducted among American workers [3] over 70% of the employees say that they are collaborating better now due to the changes made in response to COVID-19. Though there is 'zoom fatigue', it has had a rapturous impact among the employees with the incorporation of various adaptations. Moreover, these adaptations required for new means of working has exposed mediums through which employ knowledge and skills are amplified.

Scenario planning: As corollary to the great pandemic of all time, now future is standing on the pillars of uncertainty and turbulence. The companies no longer enjoys the luxury of fixating on a single view of how the future would be like. The days of predicting future from past is over. Thereby the concept of scenario planning is facilitated in order to tackle any stringent phase of business uncertainty.

Staff augmentation and Job atomization are also a noteworthy door that corona has opened for the companies.

Moreover, COVID-19 led to various [4] epiphanies for the business world.


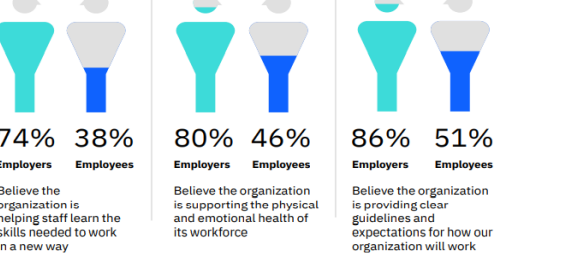

<p>Epiphany 1</p>	<p>Digital transformation was never just about the technology</p>	
<p>Epiphany 2:</p>	<p>The human element is the key to success</p>	
<p>Epiphany 3:</p>	<p>Traumatic stress has hijacked corporate strategy</p>	<p>Executives are looking inward in the wake of COVID-19 Leaders plan to prioritize operational capabilities—not external growth—over the next two years.</p> 
<p>Epiphany 4:</p>	<p>Some will win. Some will lose. But few will do it alone.</p>	
<p>Epiphany 4:</p>	<p>Some will win. Some will lose. But few will do it alone.</p>	

Table.1: epiphanies

The present business milieu is completely engrossed in a unhinged to race to fit themselves in the so called ‘post COVID-19 business model’. The key feature of it is to build resilience.

#TRANSFORMING BUSINESS MODELS TO BUILD RESILIENCE

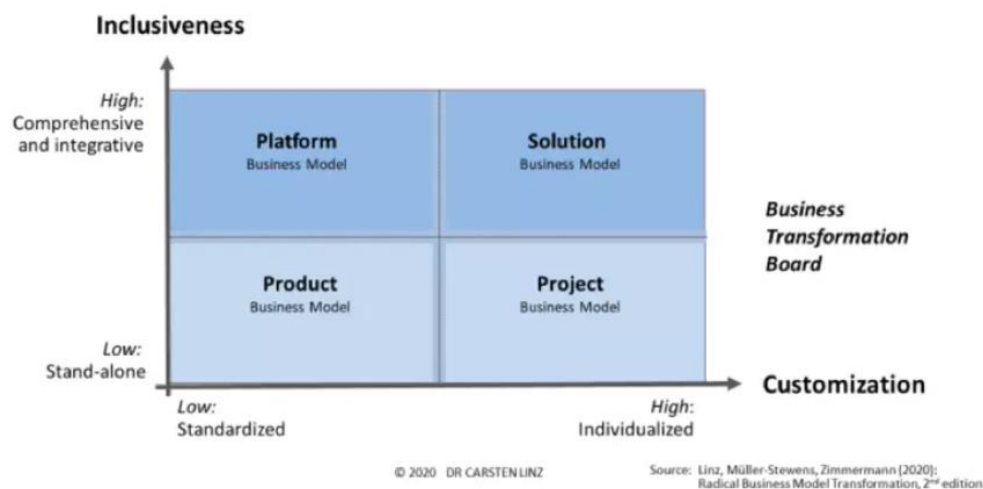


Figure:1 Business and resilience

Though transformation of business model is seen as the nub of the impact that corona had made, only a minority of the organisation actually transform the operating model; according to certain reports [5] this implies that digital technologies have become an integral part of the organisation's value-creation. However, only a minority of the companies have driven digital transformation in the form of business model, say Microsoft. It has to be noticed that there is a prime difference between the digitalisation of existing business model versus a digital transformation towards a new business model.

On scrutinizing the performance of large-scale business, the result is quite astonishing. The rich has become richer within this pandemic period, it might seem a little uncanny but it is the truth. The billionaires got \$637 Billion richer. However, they did have some downfalls, but in front of this \$637 billion it is nugatory. The impact on small scale business was perilous. Though they were exposed to digitalisation, the corona stringency, corporate oppression, lack of financial assistance etc terminated the existence of numerous small scale business firms. They faced severe financial stringency and uncontrollable cost. Corona did have a dual impact in the business world.

The concurrence between business and digital transformation is fairly riveting. COVID-19 put forward a decisive situation for the business world which was – GO DIGITAL, OR GO BUST. [7] Six – 8 months into the crisis, it was seen than some companies started doing better performance than before, and the key essence for this was the ongoing transition. Those companies were those which had adopted business transition models or digitalisation.

The companies neglected or rather disdained this concept eventually failed and ceased to exist. Out of all companies that fell flat due to the COVID-19 driven low demand, there were companies that were able to leverage digitalisation to reach the heights. Digitalisation displayed wonders in not only meeting customer demands, but also the activation of the remote working and cut down of costs. .

Transitioning towards distributed workforce solutions, minimising physical customer interactions and going towards a managed services model can help companies to utilize digital transformation in the form of cost-effectiveness tool as well. Most importantly digital transformation has the ability to be agile and boost ROI in short term. Most significantly the employment of digital leadership cannot be ignored. Digital alone is not transformational or threatening than any of the other forces. Therefore, what a leader needs to put up to the table to deliver the digital transformation is also what they need to grasp to instil change everywhere.

“Being myopic about ‘digital’ risks building organisations that are pointing the wrong way to take advantage of winds of change from other directions.” [3]

Digital leadership is as important as digital transformation. Some say, they are corollary. Various reports and studies have highlighted the concept of digital evolution and its models as well as decoding digital DNA.



Figure.2: business models

Findings

From this study, we can interpret that

- COVID-19 opened an escape door for the business to elude from the dodderly business models and establish a taut new digitalised business operating model. however, it is seen that all business firms didn't change their operating model and instead engaged the elements of digitalisation into it.

- It has contributed towards the inculcation of antifragility and scenario planning into the new realm of business.
- Corona has most definitely remodelled the entire employee ecosystem into a new coherent ecosystem teeming with efficiency.
- Business also inculcated the golden element of resilience.
- Just like a pedagogue, COVID-19 too used a stony way to enlighten the business world about the new possibilities and highlight their absurd flaw. It can be described as a desperate attempt to ameliorate the functioning.
- Business world did have multiple epiphanies regarding various aspects during this period. Perhaps business might never have undergone such a rigorous yet educational and illuminating phase.
- Corona did prove to be a catalyst of improvement and paved way towards a more fruitful reality.
- Quite uncanny yet comprehensible was the shift of rich billionaires to a richer position.
- Small scale business struggled throughout this period; however, they were extensively exposed to the realm of digitalisation.
- Corona essentialised the collusion of digitalisation in the business realm. It was explicitly seen that the success resided with those who digitalised themselves.
- It was either go digital or go bust.
- The various reports manifested the positive relation between present business milieu and digitalisation.
- The digital acceleration took place in this period extensively. Companies were to dive into the fields of digital leadership, decoding one's digital DNA, digital models and so on.
- Without any bewilderment, it can be stated that there was a massive digital acceleration due to the thrust of the pandemic.

Interpretation

From the study it can be interpreted that:

- Corona did act like a catalyst of improvement and paved a way towards reality.
- The large-scale business has benefited from the pandemic even if they faced certain downfalls in profit margin during certain periods.

- Their business milieu is filled with digital transformations, reinventing employee ecosystem and gauging on various business models.
- The small-scale business however had a strenuous time to survive in the market.
- It can be seen that business and digital transformation has a high positive correlation.
- Digital transformation has been accelerated due to corona.
- Digital transformation is not confined to the technological aspects, it is much more than that.
- Digital evolution and its various models are crucial for future days.

Suggestions

- The business firms are ought to continue in the same pace towards more acceleration of not only digitalisation as well as in other fields.
- The firms are to perceive their true potentials and opportunities around them and not wait for another pandemic to receive the epiphanies.
- The small scale has to be backed up with needed digitalisation.
- The business firms should probe more digital leadership and transformation.

Conclusions

The future of business lies on its energy to accept, accelerate and evolve the opportunities. Digitalisation has to be carried along with the long journey of uncertainties. COVID-19 led to multiple epiphanies which the business world worldnt have realised in the absence of CORONA. Therefore, business firm ought to be more observant and open to all possibilities, potential and opportunities.

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PERCEIVED EASE OF USE OF SOCIAL MEDIA PLATFORMS ON MOBILE DURING LOCKDOWN

Sheena Mathew¹, Dr Vineeth K M²

¹ Assistant Professor of Commerce, Baselios Poulouse Second College, Piramadom, Kerala
Email: sheena997@gmail.com

² Assistant Professor of Commerce, Government College, Tripunithura, Kerala
Email: vineethkmenon@gmail.com

Abstract

The existence of human life is to share their emotions, ideas and thoughts to others. Social media plays a crucial role in fulfilling this purpose. Being the only gadget which is affordable to anyone in this world, it is vital to understand the easiness of use of social media on Mobile. Thus the purpose of the study is to find out the various factors which people will consider for the use of various Apps in social media on Mobile and to find how far and how well it is easy to handle and suit their purpose. Effort has been made to analyse if there is any relation between easiness of use and preference for various network media. The study is conducted based on 205 samples collected by adopting simple random sampling technique by sending questionnaires in google form. The analysis was carried on using nonparametric procedures. A significant positive perception and relation could be found among Perceived Ease of Use and independent variables.

Key words: *Mobile Apps, Perceived Ease of Use, Social Media Platforms*

Introduction

Social media is originated as a way to interact with the friends and family, which helps one to keep in touch with their dear ones. It is a computer or mobile based technology that facilitates the sharing of ideas, thoughts and information through virtual networks and communities. This platform has offered new opportunities for creating and sharing various activities like photo sharing, video sharing, blogging, social gaming, social networks, virtual world, reviews, researches, career opportunities and much more. The focal point of its use is that it connects the people across the globe with likeminded interest and share their own thoughts, feelings and insights online. The various networking media like Facebook, Twitter, WhatsApp, Instagram etc have added enthusiasm and excitement to people which made them spend hours on Internet based applications. Nowadays the use of social media networking is made compelling for various purposes.

Review of literature

Rebecca Schein, Kumanan Wilson, and Jennifer Keelan (2010) explained that social media is becoming a powerful addition and utilised currently as broadcasting platform to amplify messages from traditional media sources to reach the target audiences. They have pointed out that there is some evidence that social media tactics can have positive behaviours on the reach of public health messages effectively increasing public awareness and increase knowledge and skill and change behaviours.

Michelle Lane and Philip Coleman (2012) revealed that higher perceived ease of use leads to higher perceived usefulness and ultimately greater intensity of use of the social networking media. It is expected that those with high ease of use social network media found more useful. Those who perceive the social network media to be more difficult to use, ultimately value the social network platforms less for its usefulness.

M.Owusa Acheaw, Agatha Gifty Larson (2015) revealed that social media has exploded as a category of online discourse where people create content, share it, bookmark it and network the same at a prodigious rate. Because of its ease of use, speed and reach social media is fast changing the public discourse in society.

Ali Mohamed Elkaseh, Kok Wai Wong, and Chun Che Fung (2016) revealed that social networking media are becoming popular among students and teachers in higher education. Researchers have also started to explore the use of social networking media for teaching and learning in higher education.

Statement of the problem

Social media networks are the only platforms which are heavily depended by almost all human lives. Be it rich or poor, Businessmen or agriculturist, white collar workers or daily wage earners all depend much on social media for various purposes and reasons. With the development and advancement in technology there arises a need to conduct a study on the perceived easiness of using social media platforms on mobile which is considered to be a common device of the people to have a mass reach. The study aims at understanding the major factors that led to the preference towards networking media over mobile phone.

Objectives of the study

- To study the perceived ease of use regarding social media platforms
- To assess the relationship among perceived ease of use and independent variables
- To identify the association between demographic factors and perceived ease of use
- To evaluate the usage of social media apps on mobile

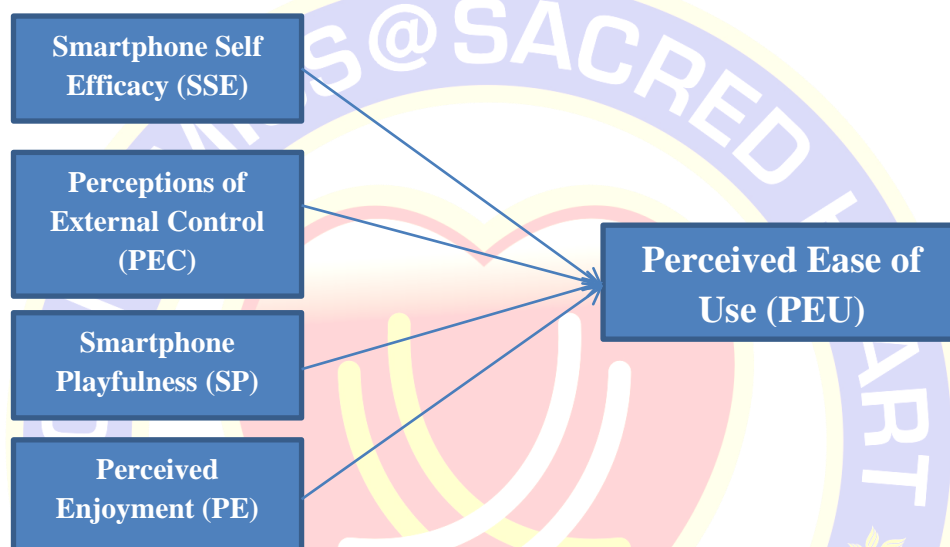
Methodology

The present study is empirical in nature. The constructs and conceptual model has been adopted from Subhadin Roy (2017). Google Forms has been devised to collect responses and it could collect 205 responses which form the basis of the study.

Conceptual Model

Major Operational Definition

PEU is defined as, “the degree to which an individual believes that using a particular system would be free of physical and mental effort” (Davis 1993)



Profile of the Sample

The survey using Google Forms could fetch responses from a sample of 205 respondents. Table 1 shows the demographics of sample.

Reliability Analysis

All the constructs are found to be reliable for statistical procedures with a Cronbach's Alpha above 0.7 (Nunally, 1978)

Test of Normality

Test of normality produced significant p values for all the constructs (< 0.05) and it could be inferred that the data is not normally distributed. Hence, nonparametric procedures are recommended for inferences.

Research Hypotheses

Based on the review of literature and descriptive statistics, the following hypotheses are framed for the study:

1. There is a significant perception towards PEU, SSE, PEC, SP and PE.
2. There is a significant relationship between the dependent variable (PEU) and independent variables (SSE, PEC, SP and PE).
3. There is a significant association between the perception regarding PEU, SSE, PEC, PE and demographic factors

Results

The descriptive and inferential statistics of the variables and constructs produced mixed results. The results are explained in the order objectives of the study.

- All the constructs are positively perceived and the same is found to be statistically significant ($p < 0.05$).
- SSE, PEC, SP and PE are found to be significantly positively correlated with PEU. ($p < 0.05$)
- Perception towards smartphone playfulness alone is found to be significantly associated with gender ($p < 0.05$) wherein male users found to find it more playful than female users.
- Perceptions of external control and Perceived enjoyment are found to be associated with age ($P < 0.05$). Users above the age the age of 50 find a low perception of external control and perceived enjoyment.
- Region of residence is not found to be significantly associated with the perception of users of social media apps ($P > 0.05$).
- Perception of external control and perceived enjoyment are found to be significantly associated with education ($p < 0.05$). Users with Postgraduate education, have a high perception of external control and also perceived enjoyment.
- Occupation is not found to be significantly associated with the perception of users ($p > 0.05$).
- Whatsapp, Facebook and Instagram are found to be the most used social media platform among the users and the same is found to be statistically significant ($p < 0.05$). The low level of usage of Telegram, and Twitter are also found to be statistically significant. ($p < 0.05$)

Association between Demographic Factors and Usage of Social Media

- The usage of Twitter alone is found to be associated with gender ($p < 0.05$) and male respondents are found to be using Twitter more than female.

- Usage of Facebook, Whatsapp and Instagram are found to be associated with age ($p < 0.05$). the age group of 30 to 50 are found to be more using Facebook and Whatsapp, while the age group below 30 are found to be more using Instagram.
- Region of residence is not found to be associated with the usage of social media ($p > 0.05$).
- Usage of Facebook, Whatsapp and Instagram are found to be associated with education ($p < 0.05$). While postgraduate respondents are using Facebook and Whatsapp more, Instagram is more used by undergraduates.
- Usage of Facebook and Twitter are found to be associated with occupation ($p < 0.05$). Self-employed respondents are using facebook more driven by the marketing opportunities. Twitter is found to be more used by the self-employed and salaried respondents.

Opinion regarding the usage of Social Media during and after lock down in 2020

The users' opinion regarding the increased usage of social media during and after lock down in 2020 is found to be statistically significant. (Mean 4.18, Median 4, Z -10.294, $p < 0.05$).

Discussion

Social media is growing in usage and content day by day. The adoption rates of mobile apps are becoming increasingly critical in the business realm due to ease-of-use, quick access to specialized content and engaging functionality (Kimberley, 2014). The perceived ease of use is found to be a prominent factor in the user adoption across different demographics. Whatsapp, Facebook and Instagram lead the market with maximum usage pattern. Devising tools for content optimisation is found to fetch enormous marketing opportunities through user engagement. Lockdown and the pandemic situation have increased the usage and the opportunities herein.

Analysis Tables

Table 1: Profile of the Sample

Variable	Category	Count	%
Gender	Female	97	47.3
	Male	108	52.7
	Total	205	100.0
Age	30 to 50	74	36.1
	Above 50	4	2.0
	Below 30	127	62.0
	Total	205	100.0
Region	Rural	141	68.8
	Urban	64	31.2
	Total	205	100.0
Education	Graduate	62	30.2
	Postgraduate	103	50.2
	Undergraduate	40	19.5
	Total	205	100.0
Occupation	Salaried	106	51.7
	Self Employed	6	2.9
	Student	82	40.0
	Unemployed	11	5.4
	Total	205	100.0

Source: Survey Data

Table 2: Perceptions towards the Use of Social Media Apps on Mobile

	N	Mean	Median	Z	P Value [#]
Perceived Ease of Use	205	4.0659	4.00	-11.738	0.000**
Smartphone Self Efficacy	205	3.6098	3.75	-9.272	0.000**
Perceptions of External Control	205	4.0390	4.00	-11.349	0.000**
Smartphone Playfulness	205	3.7919	4.00	-10.125	0.000**
Perceived Enjoyment	205	3.8390	4.00	-9.998	0.000**

Source: Computed from Survey Data

#Wilcoxon Signed Rank Test

**Significant at 1% level of significance

Table 3: Correlation between PEU, SSE, PEC, SP and PE

Constructs	Statistics	PEU	SSE	PEC	SP	PE
Perceived Ease of Use	Correlation Coefficient	1.000				
	Sig. (2-tailed)	.				
	N	205				
Smartphone Self Efficacy	Correlation Coefficient	0.290**	1.000			
	Sig. (2-tailed)	0.000	.			
	N	205	205			
Perceptions of External Control	Correlation Coefficient	0.466**	0.217**	1.000		
	Sig. (2-tailed)	0.000	0.002	.		
	N	205	205	205		
Smartphone Playfulness	Correlation Coefficient	0.516**	0.257**	.505**	1.000	
	Sig. (2-tailed)	0.000	0.000	0.000	.	
	N	205	205	205	205	
Perceived Enjoyment	Correlation Coefficient	0.479**	0.271**	0.485**	0.651**	1.000
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	.
	N	205	205	205	205	205

#Spearman Rank Correlation

** Correlation is significant at the 0.01 level (2-tailed).

Table 4: Association between Gender and Perceptions towards PEU, SSE, PEC, PE

Construct	Gender	N	Mean Rank	Mann Whitney U	Z	P Value [#]
Perceived Ease of Use	Female	97	108.06	4747.00	-1.171	0.241
	Male	108	98.45			
	Total	205				
Smartphone Self Efficacy	Female	97	99.56	4904.00	-0.794	0.427
	Male	108	106.09			
	Total	205				
Perceptions of External Control	Female	97	100.58	5003.50	-0.561	0.575
	Male	108	105.17			
	Total	205				
Smartphone Playfulness	Female	97	91.10	4084.00	-2.762	0.006**
	Male	108	113.69			
	Total	205				
Perceived Enjoyment	Female	97	99.36	4884.50	-0.856	0.392
	Male	108	106.27			
	Total	205				

Source: Computed from Survey Data

#Mann Whitney U Test

**Significant at 1% level of significance

Table 5: Association between Age and Perceptions towards PEU, SSE, PEC, PE

Construct	Age	N	Mean Rank	Kruskal Wallis H	Df	P Value [#]
Perceived Ease of Use	30 to 50	74	110.01	4.644	2	0.098
	Above 50	4	49.13			
	Below 30	127	100.61			
	Total	205				
Smartphone Self Efficacy	30 to 50	74	103.89	2.974	2	0.226
	Above 50	4	52.75			
	Below 30	127	104.06			
	Total	205				
Perceptions of External Control	30 to 50	74	117.57	8.668	2	0.013*
	Above 50	4	59.63			
	Below 30	127	95.88			
	Total	205				
Smartphone Playfulness	30 to 50	74	106.68	3.104	2	0.212
	Above 50	4	54.13			
	Below 30	127	102.40			
	Total	205				
Perceived Enjoyment	30 to 50	74	117.55	10.333	2	0.006**
	Above 50	4	45.63			
	Below 30	127	96.33			
	Total	205				

Source: Computed from Survey Data

#Kruskal Wallis H Test

*Significant at 5% level of significance

**Significant at 1% level of significance

Table 6: Association between Region of Residence and Perceptions towards PEU, SSE, PEC, PE

Construct	Region	N	Mean Rank	Mann Whitney U	Z	P Value [#]
Perceived Ease of Use	Rural	141	103.98	4373.50	-0.356	0.722
	Urban	64	100.84			
	Total	205				
Smartphone Self Efficacy	Rural	141	105.00	4230.50	-0.721	0.471
	Urban	64	98.60			
	Total	205				
Perceptions of External Control	Rural	141	101.74	4334.50	-0.459	0.647
	Urban	64	105.78			
	Total	205				
Smartphone Playfulness	Rural	141	100.12	4106.00	-1.047	0.295
	Urban	64	109.34			
	Total	205				
Perceived Enjoyment	Rural	141	102.72	4472.00	-0.104	0.917
	Urban	64	103.63			
	Total	205				

Source: Computed from Survey Data

#Mann Whitney U Test

Table 7: Association between Education and Perceptions towards PEU, SSE, PEC, PE

Construct	Education	N	Mean Rank	Kruskal Wallis H	Df	P Value [#]
Perceived Ease of Use	Graduate	62	102.93	4.321	2	0.115
	Postgraduate	103	109.38			
	Undergraduate	40	86.68			
	Total	205				
Smartphone Self Efficacy	Graduate	62	101.69	0.741	2	0.690
	Postgraduate	103	101.00			
	Undergraduate	40	110.16			
	Total	205				
Perceptions of External Control	Graduate	62	92.69	8.061	2	0.018*
	Postgraduate	103	114.49			
	Undergraduate	40	89.40			
	Total	205				
Smartphone Playfulness	Graduate	62	100.75	1.387	2	0.500
	Postgraduate	103	107.39			
	Undergraduate	40	95.19			
	Total	205				
Perceived Enjoyment	Graduate	62	94.89	11.761	2	0.003**
	Postgraduate	103	116.04			
	Undergraduate	40	81.99			
	Total	205				

Source: Computed from Survey Data

#Kruskal Wallis H Test

*Significant at 5% level of significance

**Significant at 1% level of significance

Table 8 Association between Occupation and Perceptions towards PEU, SSE, PEC, PE

Construct	Occupation	N	Mean Rank	Kruskal Wallis H	Df	P Value [#]
Perceived Ease of Use	Salaried	106	108.15	2.569	3	0.463
	Self Employed	6	93.50			
	Student	82	99.80			
	Unemployed	11	82.45			
	Total	205				
Smartphone Self Efficacy	Salaried	106	101.98	5.154	3	0.161
	Self Employed	6	75.08			
	Student	82	110.17			
	Unemployed	11	74.64			
	Total	205				
Perceptions of External Control	Salaried	106	110.72	4.384	3	0.223
	Self Employed	6	105.25			
	Student	82	92.73			
	Unemployed	11	103.91			
	Total	205				
Smartphone Playfulness	Salaried	106	108.10	2.703	3	0.440
	Self Employed	6	99.92			
	Student	82	99.62			
	Unemployed	11	80.68			
	Total	205				
Perceived Enjoyment	Salaried	106	112.93	6.524	3	0.089
	Self Employed	6	88.25			
	Student	82	92.85			
	Unemployed	11	91.05			
	Total	205				

Source: Computed from Survey Data

#Kruskal Wallis H Test

Table 9 Usage of Social Media Platforms

Social Media	N	Mean	Rank	Median	Z	P Value [#]
Facebook	205	3.34	2	3.00	-3.416	0.001**
Whatsapp	205	4.62	1	5.00	-12.674	0.000**
Telegram	205	2.79	4	3.00	-2.526	0.012*
Twitter	205	1.98	5	2.00	-9.695	0.000**
Instagram	205	3.24	3	3.00	-2.195	0.028*

Source: Computed from Survey Data

#Wilcoxon Signed Rank Test

**Significant at 1% level of significance

*Significant at 5% level of significance

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SOCIAL MEDIA USAGE OF HIGHER SECONDARY STUDENTS**Jijish Elias**

Research Scholar, Dept. of Educational Technology, Bharathidasan University,
Tiruchirappalli, Tamil Nadu
mph15jjish@gmail.com

Abstract

In the context of the lock down due to COVID-19, usage of mobile phones has increased among the adolescents. Usage of mobile phones for educational purposes as well as for entertainment makes them more addicted to mobile phones and electronic gadgets. The usage of social media for entertainment as well as educational purposes make them more addicted to electronic gadgets and various social media apps. In this scenario, sufficient studies on social media usage should be increased. SMUS applied to 92 Higher Secondary School students and the study shows that most of the students are not prevalent to social media usage and the social media usage does not depend on their locality, gender, course stream and management of school.

Key words: *social media, social media usage, higher secondary school students*

Introduction

The usage of technology as well as mobile phones increased in the nook and cranny of life due to the pandemic situation. The teaching and learning process affected heavily by these changes. In the context of COVID-19 teaching learning strategies had changed a lot and a predominant role goes to the usage of mobile phones and social media among students as well as teachers. Even before the widespread of COVID -19, adolescent students had high affinity towards modern gadgets like smart phones for the purpose of playing online games and using various social media applications. But the pandemic situation increased the usage of social media among the students and adolescent both for entertainment and educational purpose.

It was shown by Manasi (2019) that students should have a moderate social media usage. As per study conducted by Smith and Anderson (2018), social media use was highest amongst younger population of the U.S. in the age group of 18 to 24. Andreassen (2015) established that people are addicted towards social networking sites just like anything like tobacco or liquor. A study conducted by Sheela and Sangeetha (2017) shows that the scholastics achievement was not at all linked with social media usage.

In the current study, the investigator has developed a Likert type Social Media Usage Scale to establish the social media usage rate of Higher Secondary level students. It was administered to 92 students and results analyzed to arrive at conclusions. Usage of mobile phones for educational purposes as well as for entertainment makes them more addicted to mobile phones and electronic gadgets. In this scenario, social media usage has increased among the adolescent. Sufficient studies on this field, especially in India were very few. So the study has its own importance in the current situation.

Review of related literature

Social Media Affinity Scale was created and deployed by Gerlich, Browning, & Westermann, (2010). Results of the study showed that, among the students surveyed, no significant differences exist between males and females in their internet usage, social media usage, and also beliefs about social media sites in general.

Bányai F, Zsila Á, Király O, Maraz A, Elekes Z, Griffiths MD, et al. (2017) surveyed a nationally representative Hungarian sample comprising 5,961 adolescents as part of the European School Survey Project on Alcohol and Other Drugs (ESPAD). Using the Bergen Social Media Addiction Scale (BSMAS) and based on latent profile analysis, 4.5% of the adolescents belonged to the at-risk group, and reported low self-esteem, high level of depression symptoms, and elevated social media use.

Reilly, Dogra, Whiteman, Hughes, Eruyar, & Reilly (2018) conducted a study on a topic, social media as a threat to mental wellbeing. Three themes identified by them were, (1) it was believed to cause mood and anxiety disorders for some adolescents, (2) it was viewed as a platform for cyberbullying and (3) the use of social media itself was often framed as a kind of 'addiction'.

A study was conducted by Ramesh, Pruthvi, & Phaneendra (2018) in Government and Private PU colleges situated in a selected ward of urban Bengaluru city regarding their social media addiction and social media addiction was found in over one-thirds of subjects and majority had mild addiction.

Jenkins, Wright & Johnson (2013) has been developed a 10-item two-factor Social Media Use Integration Scale (SMUIS) for the college students. Bhati, Bansal, & Villa (2019) have the opinion that excessive use of Social Media is affecting the lifestyle of youth moreover, statistics show that addiction to social media resulted in increased health problems and change in behaviour.

Need and significance of the study

Review of related literature shows that several studies have been conducted in the field of social media usage by several researchers at different levels, especially among undergraduate and medical students. But mobile phone usage and social media usage of secondary or higher secondary school students was not investigated in detail by any of the studies, especially from India. The main reason behind the negligence of that age group is that they didn't possess a mobile phone. But when the pandemic situation necessitated an academic ambience where mobile phone was indispensable, most parents were forced to purchase it for their wards. The study is conducted at the time when one year is over after the first COVID -19 case was reported in the world and so seems significant for the current context. Thus, the investigators believe that a study on social media usage of higher secondary school students would be the need of present.

Research questions and objectives

Research questions

The research questions given below were utilized to guide data collection while also structuring the research tools used;

- Does social media usage increase among the higher secondary students?
- At what level social and demographic factor affect the social media usage?

General objectives

The general objective of this research was to study the social media usage among higher secondary students.

Specific objectives

The specific objectives were;

- To develop and standardize a social media usage scale.
- To determine the social media usage of higher secondary students.
- To establish relation between demographic factors and social media usage.

Methods

Research design

A descriptive research design was followed by the investigators for the current study. This pilot study was conducted in one government and one aided higher secondary schools in the Palakkad district of Kerala. The participants of this study consisted of the students who were enrolled in the second year of higher secondary courses.

Instrument of the study

A social media usage scale developed and standardized by the investigators was used for the present study. Social media usage scale for higher secondary school students (SMUS) was a Likert type 5 point scale developed through three stages. In the pre-try-out stage, investigators formulated around 46 statements from the ideas gained from the review of related literature and validated by experts and finalized to 42 statements with corrections and modifications. After that, the draft scale was tried out to selected sample and finalized to 22 items with 10 negatively polar statements.

Javali, Gudaganavar, and Jain (2011) suggests Cronbach's α should not be less than 0.7, and the Cronbach's α value in this study is 0.841, which meets the recommended standard. So established the reliability of the test and Pearson correlation method established the validity of items.

Data collection and data analysis

SMUS was converted in to a Google form by the investigator and the link shared to Higher Secondary School students who were in different streams of study through WhatsApp groups of their respective schools and 92 responses were collected through Google form as Google sheet. The collected responses were transformed into scores as per the scoring key. The scoring key was prepared by awarding 5,4,3,2 and 1 scores to the responses Strongly Agree(SA), Agree(A), Undecided(U), Disagree(D) and Strongly Disagree (SD) respectively for a positively polar statements and vice versa for a negatively polar statement. The total score of the scale is the sum of scores of all the items. Students t' test and one-way ANOVA were used to compare the means of social media usage with reference to each independent variables, namely, gender, stream of course, management of school and locality of the student.

Significance of difference between the mean values of social media usage with respect to the gender, locality of students and management of school was analysed using t test while Significance of difference between the mean values of social media usage with respect to stream of course analysed using one way ANOVA test. Mean value of social media usage of HSS students were 60.65.

Table 1: (See appendix) Significance of difference between Mean Scores of Social media usage of HSS students with respect to their Gender , Locality of student and Management of school.

From table 1, it is clear that the male and female students, students from rural and urban area as well as students from government and aided schools students do not have any significant difference with respect to their social media usage.

Table 2: (See appendix) Significance of difference between Mean Scores of Social media usage of HSS students with respect to their Stream of Course.

One way ANOVA test depicted in table 2 shows that there is no significant difference between science, commerce and humanities students with respect to their social media usage.

Results and discussion

The SMUS was constructed and standardized according to the standard techniques for the standardization of a Likert type scale with five point rating scale. It contains 22 items among 10 of them are negatively polar and the rest were positively polar. The maximum score which can be obtained by a sample is 110 and the minimum score is 22. If the sample is 100% neutral to the statement, the score will be 66.

The data collected and analysed shows that a mean value of 60.65 for social media usage. This mean value tells that most of the students are not prevalent to social media usage and the social media usage do not depend on their locality, gender, course stream and management of school.

Conclusion

Technology is a boon when it is used productively. In the age of digital natives, the creative usage of mobile phones can never be ruled out. During the contemporary scenario when the entire world faces an unprecedented standstill, the mobile phones and social media play a pivotal role in carrying out academic activities by the teachers and the students throughout the globe. Even after the threat of this pandemic vanishes, the academic community will undoubtedly move forward in tune with the technological advancements in the years to come. Still, this study points out certain serious concerns regarding the necessity of proper monitoring among the adolescents with regard to their usage of mobile phones and social media. It also highlights the necessity of timely interventions from the part of teachers, parents and professionals which will invariably enhance the physical, social and emotional development of the students at higher secondary level.

Conflict of interest

The author declares that there is no actual or potential conflict of interest in relation to this article interest.

Acknowledgement

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Appendix: Analysis Tables

Table 1: Significance of difference between Mean Scores of Social media usage of HSS students with respect to their Gender, Locality of student and Management of school.

INDEPENDENT VARIABLE		N	MEAN	S.D.	't' VALUE
LOCALITY	RURAL	18	59.50	7.98	0.629**
	URBAN	74	60.93	8.82	
GENDER	MALE	26	60.88	8.51	0.161**
	FEMALE	66	60.56	8.75	
MANAGEMENT	GOVERNMENT	64	60.50	8.37	0.254 **
	AIDED	28	61.00	8.38	

** Not significant at 0.05 level

df = 90

Table 2: Significance of difference between Mean Scores of Social media usage of HSS students with respect to their Stream of Course.

DEPENDENT VARIABLE	COURSE STREAM	SUM OF SQUARES	df	MEAN SQUARE	F RATIO
SOCIAL MEDIA USAGE	BETWEEN GROUPS	9.789	31	0.316	0.969**
	WITHIN GROUP	35.200	60	0.587	
	TOTAL	44.989	91		

** NOT SIGNIFICANT AT 0.05 LEVEL

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BIBLIOMETRIC ANALYSIS OF BEHAVIOURAL FINANCE IN SCOPUS DURING 2018-2021

Krishna Nambiar ¹, Dr Vineeth K M ²

¹ Research Scholar, PG and Research Department of Commerce, Maharaja's College,
Ernakulam, Kerala

Email: krishnanambiar94@gmail.com

² Research Supervisor, PG and Research Department of Commerce, Maharaja's College,
Ernakulam, Kerala

Email: vineeth@maharajas.ac.in

Abstract

The study of the impact of psychology on the actions of investors and financial analysts is known as behavioural finance. It even takes into account the market's repercussions. It emphasises that investors are not always fair, that they have self-control limitations, and that they are motivated by their own prejudices. (Corporate Finance Institute, 2021). The field's literature is also expanding and becoming more interdisciplinary in nature. Bibliometric analysis is a comparative evaluation of written journal articles, books, or book pages, and it's a valuable tool for assessing the effect of a publication on the scientific world. The number of times a piece of study has been cited by other scholars is an excellent measure of its scholarly importance. A bibliometric analysis, also known as a citation classics research style, is a widely used method for assessing an article's effect. This paper aims to provide a succinct update on the effects of bibliometric research on publications in the field of Event Tourism as a core work in Scopus. The analysis tables and maps were created using BiblioShiny, a software package provided by the R analysis package. In this section, the most important contributors, posts, and keywords from the source list are listed.

Key Words: *Bibliometric Analysis, BiblioShiny, Behavioural Finance*

Introduction

Behavioral economics investigates the impact of psychological, cognitive, emotional, cultural, and social influences on individual and institutional decisions, as well as how these decisions differ from those predicted by classical economic theory. The study of the impact of psychology on the actions of investors and financial analysts is known as behavioural finance. It even takes into account the market's repercussions. It emphasises that investors are not always fair, that they have self-control limitations, and that they are motivated by their own prejudices. (Corporate Finance Institute, 2021)

Statement of the problem

Bibliometric analysis is a comparative evaluation of written scientific articles, books, or book pages, and it is a valuable tool for assessing the effect of publishing on the scientific world. The number of times a piece of study is cited by other scholars is a strong measure of its intellectual value. A bibliometric analysis, also known as a citation classics research style, is a popular method for assessing an article's impact.

Objectives of the study

This paper attempts to present a concise report of the bibliometric analysis results on articles in the area of Behavioural Finance as key word in Scopus during 2018-2021.

Methodology

Since, Behavioural Finance is one of the most active field of study, the scope of the study needs to be limited to reduce the volume of documents under analysis. Bibliometric data from Scopus published during the period 2018 to 2021 April is collected via BibTex file. BiblioShiny is used to draw information from the bibliometric database. Most important journals, authors and articles in the area of research are identified using the different tools in BiblioShiny.

Results

- 1230 documents are found from 643 sources during the period 2018- 2021 April in Scopus. 217 single authored papers were also found (18%). 2.45 authors per document show the increased nature of collaboration in research. (Table 1 Main Information)
- More than 300 articles are produced on an annual basis and that shows the large amount of research happening in the field (Exhibit 1)
- Average citation per year is showing an increasing trend (Exhibit 2)
- Three field plot shows the key research terms which are found to be cited more from the recent publications itself. (Exhibit 3)
- Journal of Behavioural and Experimental Finance appear to be the most relevant source in the assessment period. Review of Behavioural Finance and Journal of Behavioural Finance are next in the list. (Exhibit 4)
- Journal of Behavioural and Experimental Finance tops the list of source impact by H-Index (Exhibit 5)
- Journal of Behavioural and Experimental Finance shows tremendous growth in the source dynamics analysis (Exhibit 6)

- Liu Y and Li Y are found to be the most prominent authors in the assessment period (Exhibit 7)
- Most of the top authors have been consistently producing research publications in the assessment period as evidenced by the timeline (Exhibit 8)
- Liu Y has the maximum H-Index among the authors (Exhibit 9)
- University of California and International Islamic University Malaysia are found to be the prominent affiliating institutions in this field of research during the assessment period (Exhibit 10)
- China and USA top the list of most contributing countries in this field of research during the assessment period (Exhibit 11)
- It is quite promising to see India also featured in the countries with rated publications in this strong field of research. (Exhibit 12)
- Qadan M (2018) found to be the most relevant article in the assessment period (Exhibit 13)
- Decision making, psychology and pandemic appear to be the trending topics in this field of research (Exhibit 14)
- The word cloud also emphasises the importance of decision making and psychology (Exhibit 15)

Discussion

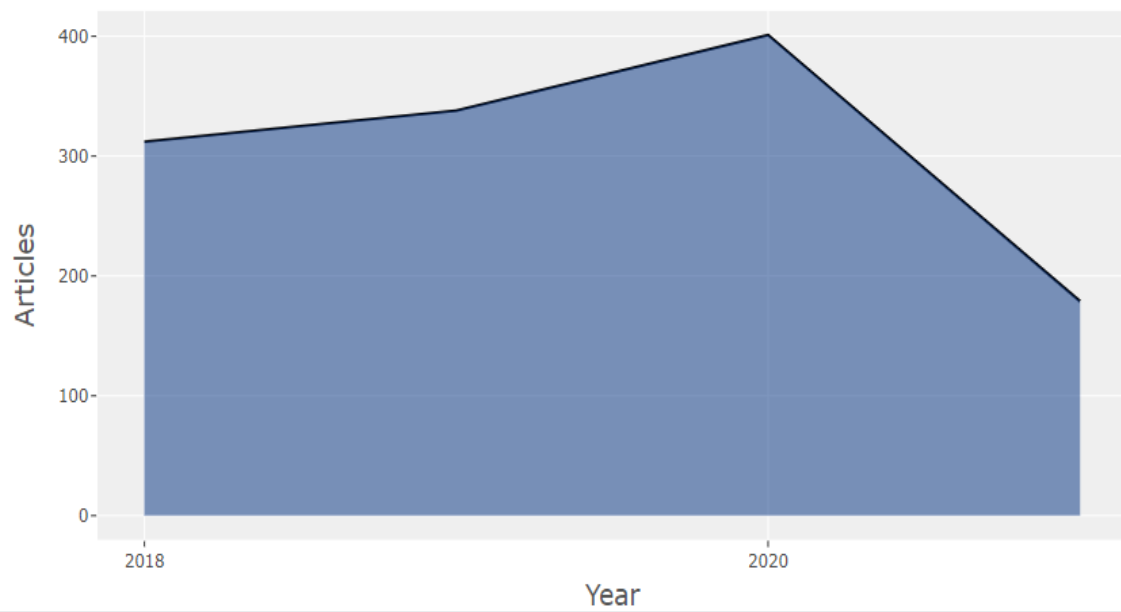
Research in the area of Behavioural Finance is growing in developing countries also. Understanding of the most relevant sources, articles and authors in the field would facilitate an authoritative review of literature for future researchers. Bibliometric analysis also provided insights to the trend in the field along with the most frequent key words. More research is to happen from other countries including India.

Analysis tables and exhibits**Table 1 Main Information**

Description	Results
MAIN INFORMATION ABOUT DATA	
Timespan	2018:2021
Sources (Journals, Books, etc)	643
Documents	1230
Average years from publication	1.64
Average citations per documents	2.513
Average citations per year per doc	0.8553
References	61316
DOCUMENT TYPES	
article	947
article in press	1
book	15
book chapter	51
conference paper	150
conference review	4
editorial	2
erratum	8
note	2
review	49
short survey	1
DOCUMENT CONTENTS	
Keywords Plus (ID)	3265
Author's Keywords (DE)	3656
AUTHORS	
Authors	3011
Author Appearances	3496
Authors of single-authored documents	191
Authors of multi-authored documents	2820
AUTHORS COLLABORATION	
Single-authored documents	217
Documents per Author	0.409
Authors per Document	2.45
Co-Authors per Documents	2.84
Collaboration Index	2.78

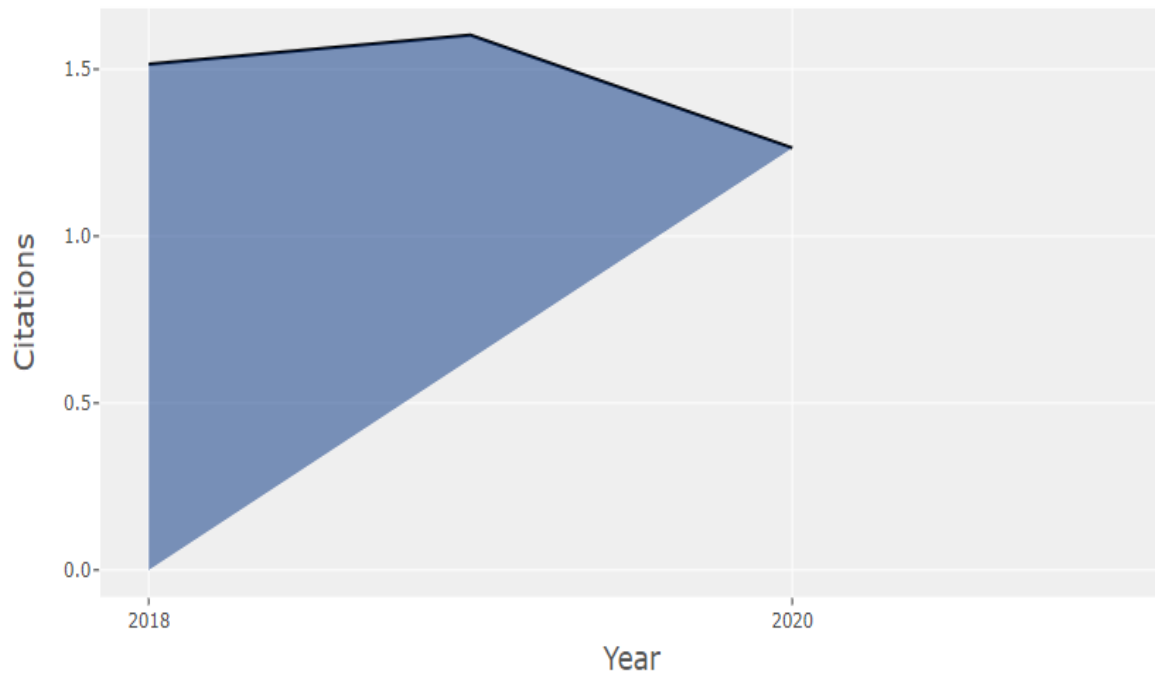
Source: Created using BiblioShiny

Exhibit 1 Annual Scientific Production



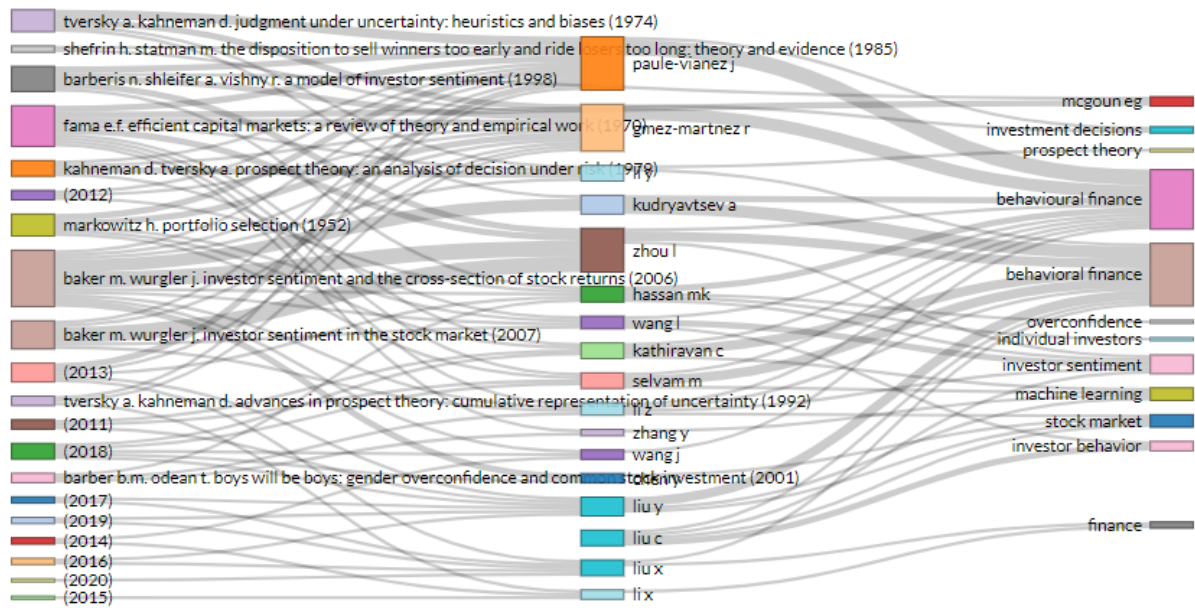
Source: Created using BiblioShiny

Exhibit 2 Average Citation Per Year



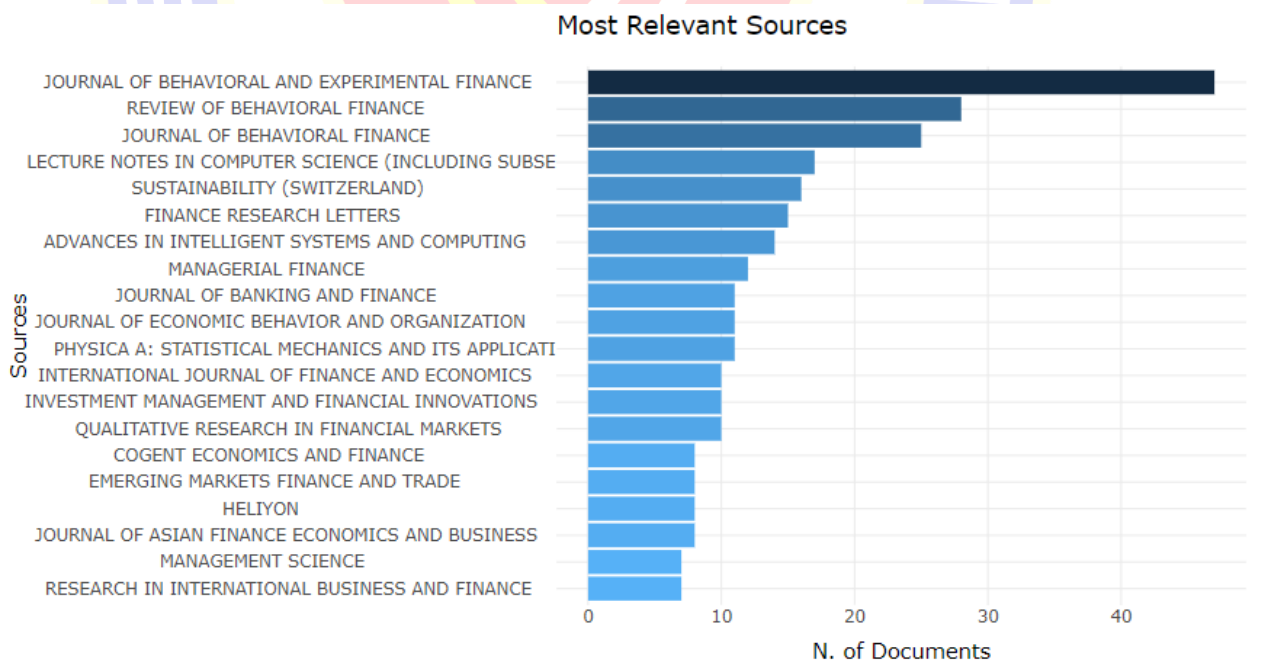
Source: Created using BiblioShiny

Exhibit 3 Three Field Plot



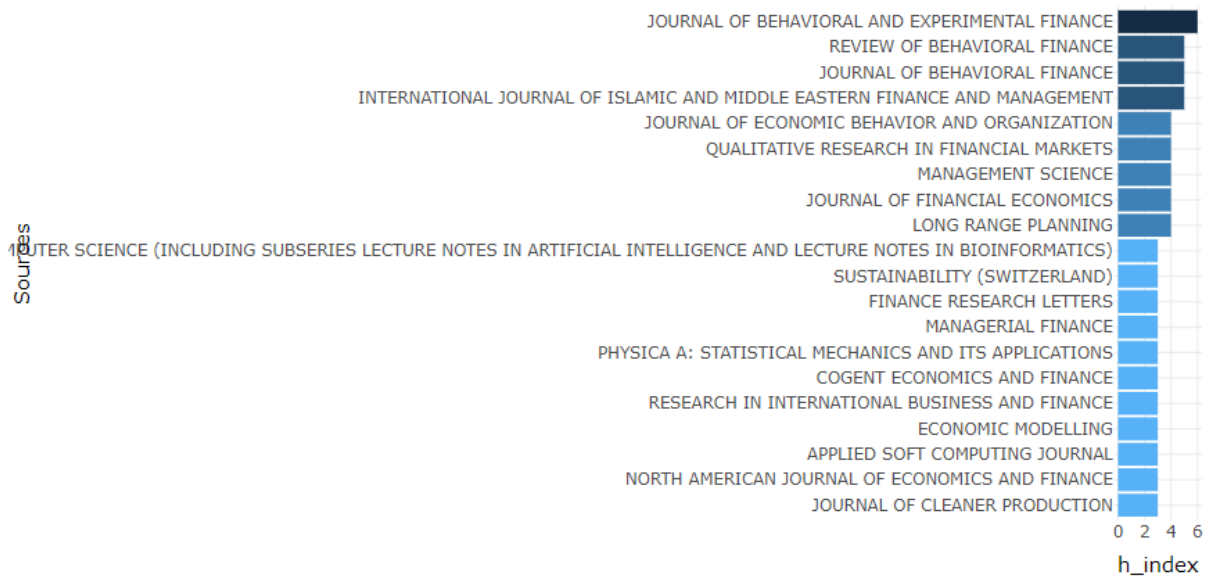
Source: Created using BiblioShiny

Exhibit 4 Most Relevant Sources



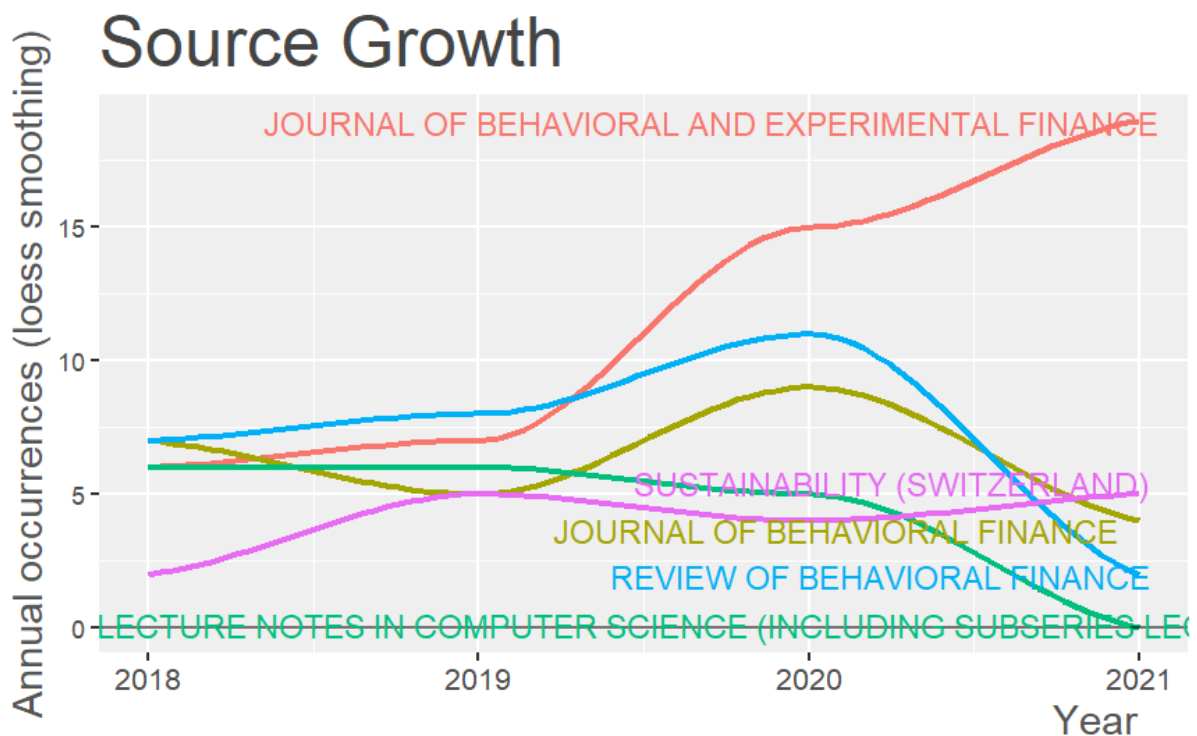
Source: Created using BiblioShiny

Exhibit 5 Source Impact (H Index)



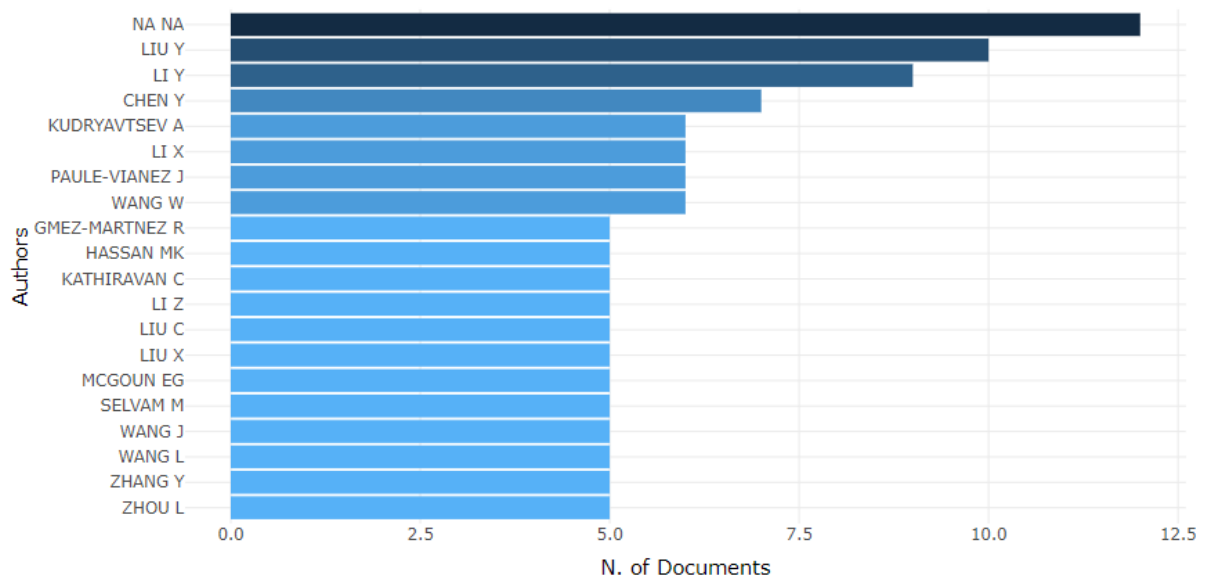
Source: Created using BiblioShiny

Exhibit 6 Source Dynamics



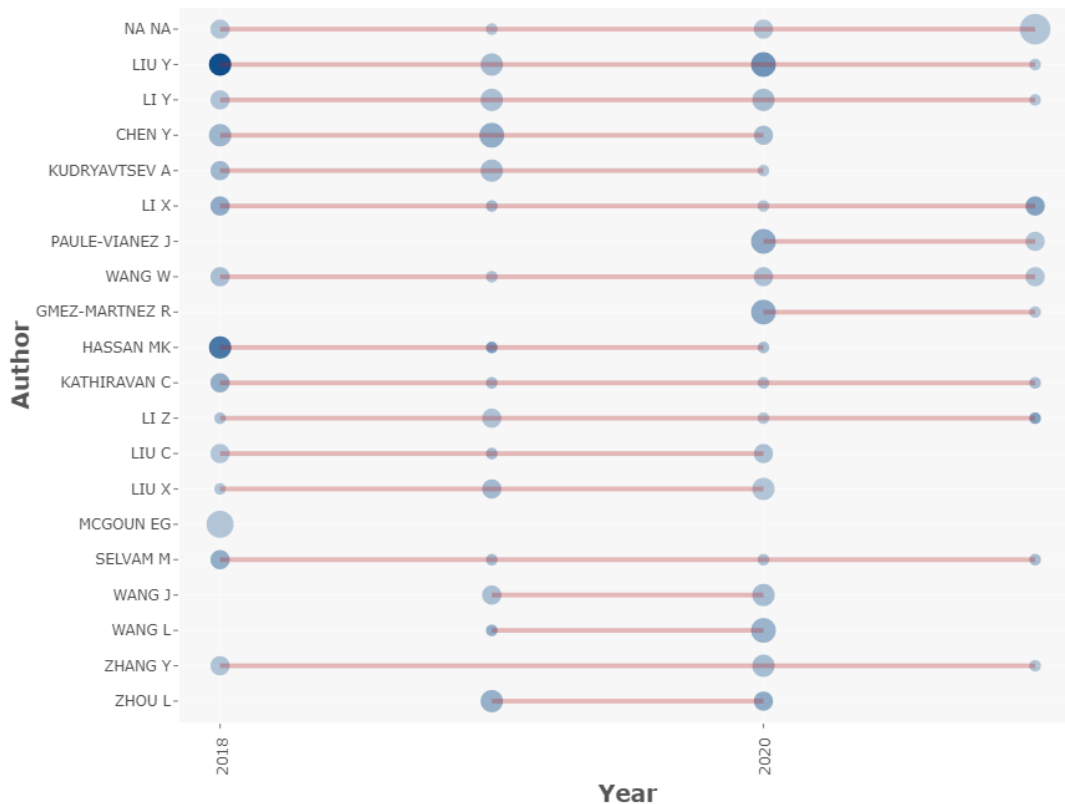
Source: Created using BiblioShiny

Exhibit 7 Most Relevant Authors



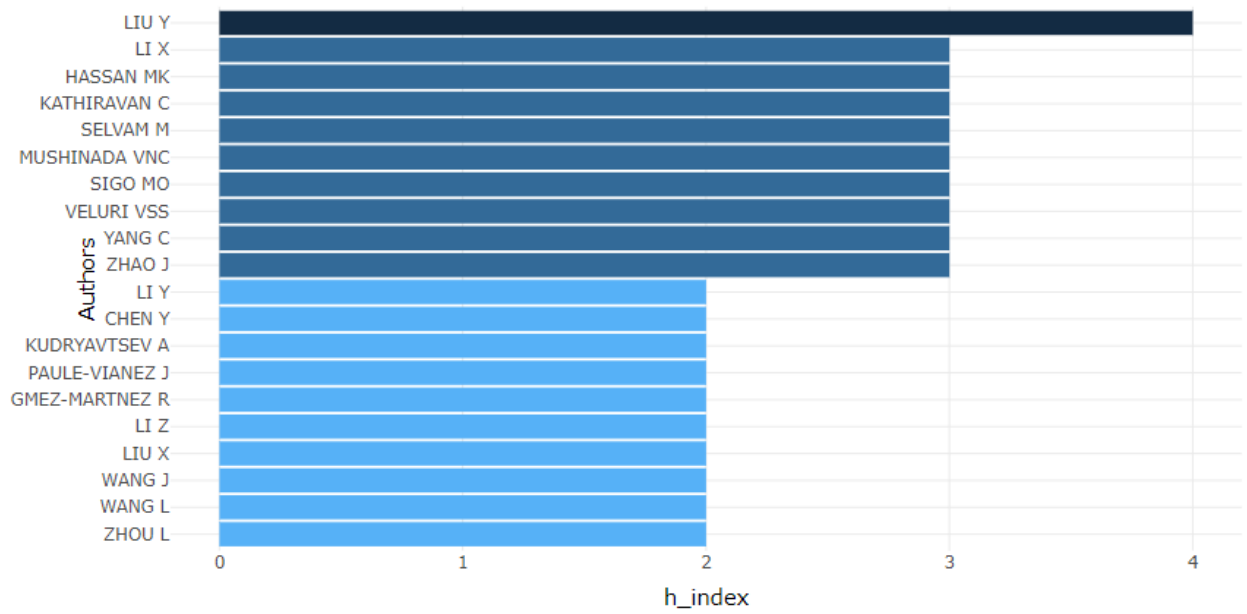
Source: Created using BiblioShiny

Exhibit 8 Top Authors' Production over Time



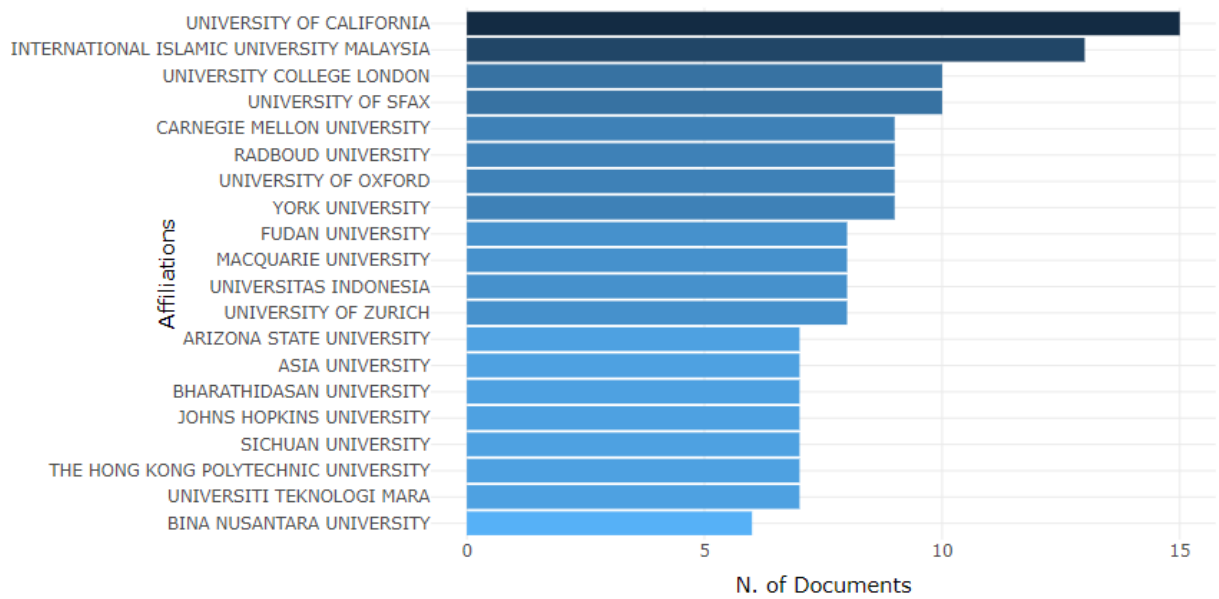
Source: Created using BiblioShiny

Exhibit 9 Author Impact



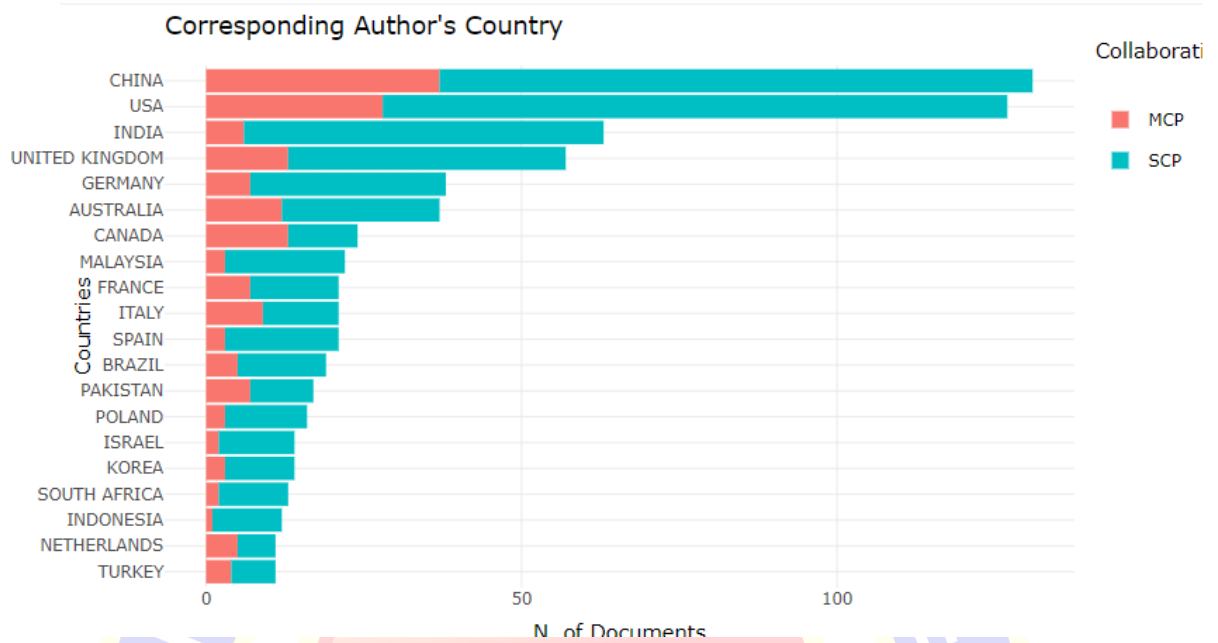
Source: Created using BiblioShiny

Exhibit 10 Most Relevant Affiliations



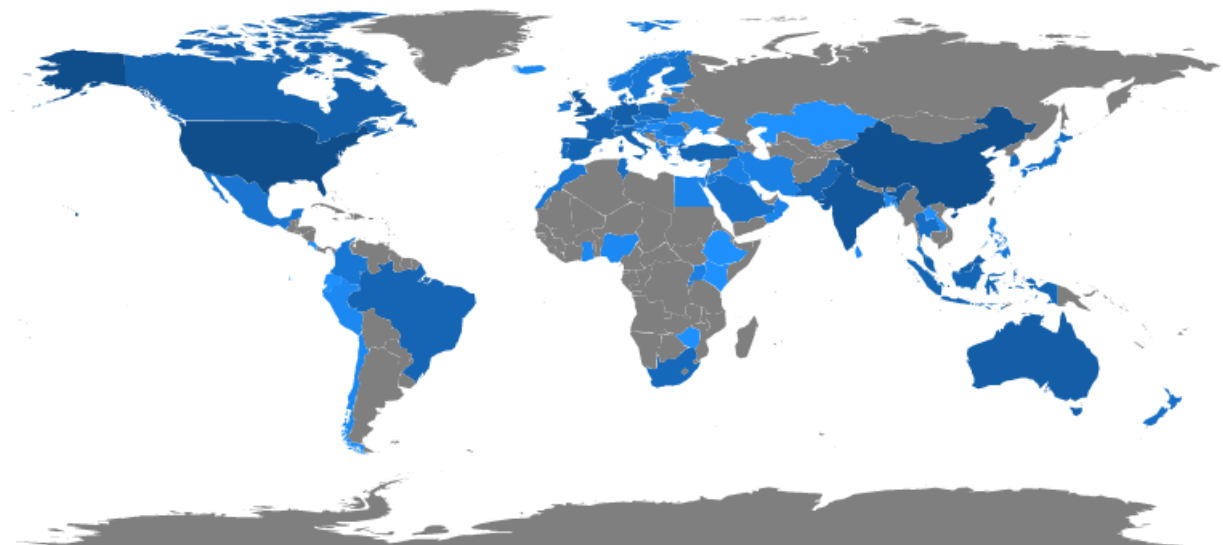
Source: Created using BiblioShiny

Exhibit 11 Corresponding Authors' Country



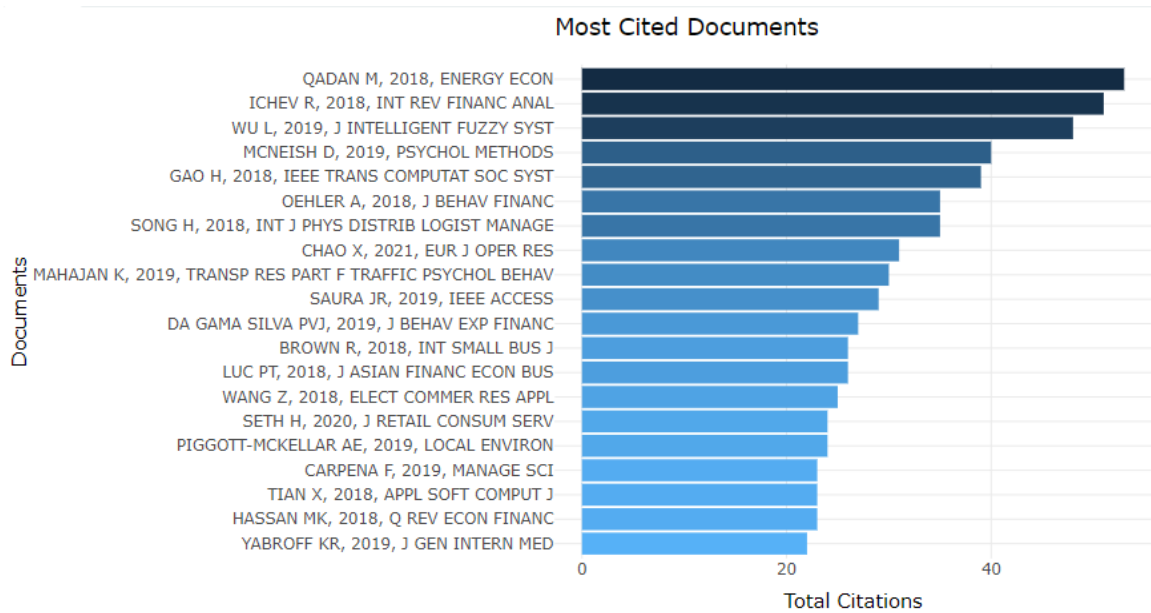
Source: Created using BiblioShiny

Exhibit 12 Country Scientific Production



Source: Created using BiblioShiny

Exhibit 13 Most Cited Documents



Source: Created using BiblioShiny

Exhibit 14 Trend Topics



Source: Created using BiblioShiny

Refereces

Corporate Finance Institute (2021),
<https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/behavioral-finance/#:~:text=Behavioral%20finance%20is%20the%20study,influenced%20by%20their%20own%20biases.> Accessed on 21.05.2021

**INTERNET USAGE AND ECONOMIC PERFORMANCE OF INDIA
USING AN ARDL APPROACH**

Dr. Jayant Kumar Chakraborty¹, Sudeshna Sarkar²

¹ Faculty of Commerce, Associate Professor, St. Xavier's College, Ranchi, Jharkhand

² UGC-NET, Research Scholar, Ranchi University, Ranchi, Jharkhand

Abstract

During the previous two decades, the quick advancement of information and communication technology (ICT) has prompted a growing number of researchers to investigate and quantify the effect of this technology on economic growth. The relationship between the variables is demonstrated using an Autoregressive Distributed Lag (ARDL) approach. It looks at how different metrics of Internet use influence economic development, which is proxied in our study by GDP per capita, in the long-run and short-run from 2007 to 2019. Our findings show that using the Internet to develop the economy has a positive and significant impact in India. We conclude that increased internet use has a long-term and short-term positive and meaningful relationship with economic development. The GDP will grow as the number of internet users grow. In India, internet use has increased in recent years. In the short term, digitalization has resulted in increased Internet use, which has a positive and substantial correlation with economic development. We make a prediction of the Growth of GDP per Capita with Fixed Broadband Subscribers and International Bandwidth as control variables. According to the results, both increased broadband subscribers and increased bandwidth have an effect on India's economic growth. Policymakers should focus on removing all obstacles to India's economic growth based on emerging market economies.

Key words: *economic growth, Internet Usage, ARDL*

Introduction:

The Internet is transforming how we work, interact, produce and exchange information, and arrange the global movement of people, ideas, and things. The scale of this transition, however, is still underestimated. Over the last five years, the Internet has accounted for 21% of GDP growth in mature economies. In that time, we've gone from a few thousand students using Facebook to over 800 million users worldwide, including several major corporations that frequently update their pages and share content. Individual consumers and tiny, start-up businesses have reaped the most benefits from the Internet's motivating capabilities, whereas large corporations and national economies have reaped the greatest

benefits from this technological revolution. Despite this, we are only in the early stages of the transformations and opportunities that the Internet can bring. Many more technical advances and enablers, such as payment systems, are expected to appear, while the ability to communicate and engage many more people and stuff will continue to grow exponentially.

Economic Growth and Internet

The Internet has a major impact on economic growth rates in a variety of large and developing economies. According to our findings, the Internet accounts for 3.4 percent of global GDP on average across the vast economies that account for 70% of global GDP. In terms of GDP, Internet spending and usage will be higher than the oil and agriculture sectors. The overall contribution of the Internet to global GDP is greater than that of Spain or Canada, and it is rising at a faster rate than that of Brazil.

Literature Review

(Dedrick et al., 2003) Over the past few decades, technology has proved to be a driving force for growth and development. Science receives the most coverage in developing countries.. In order to assess the specific quantity and quality of resources that will help them achieve their development goals more effectively than others. ICTs (information and communication technologies) are now largely acknowledged as key components of technology deployment., as well as facilitating methods and techniques for capitalising on technological and scientific advances. Since the mid-nineties, when these innovations and their markets began to expand at a rapid pace, the importance of ICTs in economic and social development has risen dramatically at an impressive rate. The world has begun to leverage ICT for sustainable development while advancing creative and disruptive knowledge societies in existing, emerging, and developing communities

(Hodrob & Awad, 2016) Economic development and globalization are also influenced by ICT. Since the use of information and communication technology has a major effect on linking the different economic sectors in the global context, this positive impact would promote economic globalization.

Shiu and Lam (2008) According to studies, there is a strong and positive connection between telecommunications infrastructure and economic development. The research looked into the causal link between telecommunications and economic growth in 105 countries, which are divided into different classes (region and per capita income).

(Etro, n.d.). Since 2007, as new developments in the field of information technology, especially cloud computing technology, have emerged, many academics and policymakers have become more interested in both the theoretical and empirical study of the economic effects of adoption and rapid dissemination of this new technology. Research reveals a significant and positive correlation between telecommunications' infrastructure and economic growth. Similarly, but with reference to 105 countries, which are divided into different groups (region and per capita income) in the study the causal relationship between telecommunication development and economic growth. Cloud computing is defined as "a modern general-purpose Internet-based technology in which information is stored on servers and made available to clients as a service and on demand."

(The Global Economic Impact of Broadband, Digitization, and ICT Regulation) n.d., Global Econometric Modelling). As the largest digital technology contributing to economic growth and bridging the digital divide, developing countries should enact policies to increase mobile broadband adoption. Broadband penetration in fixed locations should be prioritised by developed countries as a key contributor to economic development. Beyond broadband, all countries should strive to advance digitization, which includes not only infrastructure implementation but also its application to promote digital transformation of industries and boost customer well-being.

(Manyika & Roxburgh, n.d.). The Internet has a major effect on a country's economic growth rates of a variety of large and developing economies. According to our findings, the Internet accounts for 3.4 percent of GDP. If Internet spending and consumption were a market, it would be larger than the energy or agriculture industries in terms of GDP. The overall contribution of the Internet to global GDP is greater than that of Spain or Canada, and it is rising faster than that of Brazil.

Our research contributes to the current body of knowledge by presenting empirical data on the effects of Internet use in India.

The study's goals are as follows:

1. To determine the impact of internet use on India's economic growth.
2. To estimate the relationship between internet use and economic growth in India.
3. To predict the GDP growth and growth of internet in the future years.

Data and Methodology:

This paper has included some crucial variables to test the relationship, between GDP and Internet Usage such as GDP per capita, as provided by RBI database Fixed broadband subscriptions per 100 inhabitants and international bandwidth; in Mbit/s is used as a proxy for internet usage. We used yearly secondary data over the period 2007–2019 as provided by International Telecommunications Union (ITU).

Using the ADRL in a tri-variate estimate methodology, we analyse the relationship and nature of any causation. Many research have shown that using the ARLD model to study the dynamic relationship between variables is the most appropriate and successful method. (Sultanuzzaman et al., 2018)

The ARDL approach uses a single simplified kind of equation, regardless of whether the regressors are at level, $I(0)$, and first difference, $I(1)$, or solely $I(0)$ or just $I(1)$ (1). However, under the ARDL Model, there should not be any $I(2)$ variables, or else, the model will produce false results. (Narayan, 2005) suggested that the ARDL estimation technique is well known to run with a small sample size for more robust and consistent results.

To check for multicollinearity, we first evaluate descriptive statistics such as Mean, Median, Standard Deviation, and correlation. Second, for the stationary test, we use Augmented Dickey and Fuller (ADF) unit root tests. However, before evaluating co-integration association-ship, we used unrestricted VAR to select the lag. The third step in checking the model's optimal lag is to use the lag length criterion. Next, for the long-run co-integration relationship, we use the ARLD model. In the fifth stage, we test for long-run and short-run relationships after receiving the results. In the sixth stage, we conduct Serial correlation-LM, Heteroscedacity, and Stability tests to determine that the model is well-fitting.

The descriptive statistics in **Table 2** include Mean, Median, Maximum, Minimum, and Standard Deviation are all terms used to describe the distribution of data. The range and coverage of the data are determined using the mean and standard deviations..Calculation shows that there is a maximum value of 4.87 medians 5.02 and a mean of 4.88 in Indian GDP. The Standard Deviation shows little variation in the GDP growth.

Unit root test for stationary

To examine the stationary of the GDP growth rate, Fixed Broadband Subscribers and International Bandwidth Usage we use Augmented Dickey-Fuller (ADF), DF-GLS through Akaike Information Criterion (AIC) with constant. Variables should not be used in any

regression if the time-series variables are non-stationary. Further, according to the ARDL model, all variables should be stationary in I(0) or I(1) in order to run the model. So after unit root (ADF) tests, we observe in **Table 3**, all variables, in in I(1), in GDP in I(1), and in IBS in I(0) & in FBS in I(1) are stationary at 5% significant level. For the ARDL parameter (i.e. the order of I(0) and I(1)), all variables are stationary. In the instance of India, the degree of combining order leads us to use the ARDL bounds testing methodology to determine the presence of co-integration for the long-run relationship between the variables from 2007 to 2020.

Lag length criteria:

The very next stage is to determine the proper lag order, which should be as per **Table 4** One of the ARDL method's criterion is the suitable lag order. To determine the best lag duration, we use the sequentially modified LR test statistic, FPE for Final prediction error, AIC for AIC, SC for Schwarz information, and HQ for Hannan–Quinn information criterion. **In Table 4** to reveal the cointegration relationship between the variables, the maximum criteria are picked appropriate Lag 3 for F-statistics computation. The precise Lag order is also essential for avoiding serial correlation of error correction terms. Because the lag order of AIC gives solid and trustworthy information in relation to other Criteria, we choose to set appropriate lag after AIC.

ARDL Bounds Test:

Table 5 suggests that the ARDL bound testing methodology (invented by Pesaran et al. and Narayan, 2005) was used to test for the presence of a long-run link between the variables while the model had already met all of the criteria for best fit. For ARDL estimation, we used AIC to choose a maximum lag order of three. In the 1, 2.5, 5, and 10% significant levels provided by (Pesaran et al., 2001), the computed F-statistics is 0.103037, is lower than the bound I(0) and the upper bound I(1). The F-statistics estimated are lower than the crucial levels, indicating a short-run association. The lag of this estimated model is (1, 2, 1). As a result, the findings show that the variables have a short-run co-integration relationship.

Results of ADRL Estimates:

For short-run analysis, **Table 6** shows that Δ DLNGDP is dependent on beta, its lag2, and also dependent on lag 2 of DLNIBS and LNFBS. The above model has an R squared of 61% and an adjusted R square of 15% with an Akaike info criterion of -7.037761 and Schwarz criterion of -6.825952 which very low. This makes the model a good one. To check the Robustness of the model we do the following analysis:

Sensitivity Analysis:

Table 7 further indicates that there is no serial correlation and also no Heteroskedasticity in the model, as proven by the following diagnostic tests:

Stability Test –CUSUM

Furthermore, the Breusch–Pagan–Godfrey tests reveal no evidence of autoregressive conditional heteroscedasticity. The related F-statistics and the probability value in Table 7 follow the sensitivity analysis. As a result, the findings indicate that the model is flawless and well-fitting.

Stability estimates:

For the stability test of the model, we have used the CUSUM tests. The study follows that the model is stable or not. CUSUM Tests in Figure 1 show that our model is stable, according to Brown, Durbin, and Evans' stability process (1975). Each blue line plots did not pass the red line, which is the critical value line that directs the stability of the estimated procedures. To the goodness of fit, this model is well described.

Predicting Growth:

The Forecast Graph Fig 2 shows the trend of growth with a Root Mean Squared Error of 0.002472 and a Mean Absolute Percentage Error of 11.48 which is quite low which makes the forecast quite good.

Conclusion

Our study concludes that there exists significant impact of Internet use on GDP per capita, but the magnitude of the impact is different depending on the type of technology. Thus, we find that an increase of use of Fixed Broadband users and International Bandwidth in mbits would contribute to a GDP per capita growth between 0.258159% (fixed-broadband subscriptions) and 0.013984% (International Bandwidth). Likewise, our results reflect a positive and powerful effect of the use of Internet infrastructure on economic growth. From the policy implications viewpoint, the research recommends the increased use of the Internet in India has an advantage for the economy. Moreover, this study also recommends that the coordination of policies may change short-term development plans for the Economy. Furthermore, authorities should strive to encourage investments in telecommunications by lowering investment obstacles, promoting collaborations/joint ventures between domestic and foreign enterprises, and boosting economic growth. Due to rising market conditions, digitization and widespread internet use are beneficial in enhancing the host country's production process, and will contribute to quality exports and economic growth in the future.

Analysis Tables

Source: www.dbie.rbi.org.in (For GDP per Capita)

www.itu.int (For Fixed-broadband subscriptions and International bandwidth)

Table 1: Description of variables

The description of the variables included in the analysis and the data sources are presented in		Source of Data
Definitions of the variables and the sources of data.		
Variable Description		
	Dependent variable	Data Source
ln _{gdp}	Gross domestic product per capita at market prices, measured in US dollars at current prices and PPPs (logarithmic values)	RBI
	Independent variables	
ln _{fbs}	100 Fixed-broadband subscriptions per 100 inhabitants (logarithmic values)	ITU
ln _{lbs}	International bandwidth; in Mbit/s	ITU

Table 2: Descriptive Statistics

	<i>LnFBS</i>	<i>LnIBS</i>	<i>Lngdp</i>
Mean	7.09	6.13	4.88
Median	7.18	6.08	4.87
Standard Deviation	0.24	0.87	0.09
Minimum	6.50	4.55	4.76
Maximum	7.28	7.52	5.02

Table 3: Unit Root Tests

Variables	ADF Test	
	t - statistic	P-Value
lnGDP	0.800982	0.9888
Δ lnGDP	-3.325059	0.0395
lnFBS	-11.39249	0.000
lnIBS	-1.000687	0.7163
Δ lnIBS	-3.95422	0.0147

Table 4: Lag Length Criteria

Lag	LogL	LR	FPE	AIC	SC	HQ
0	33.99653	NA*	6.13E-05	-6.888117	-6.822376	-7.029987
1	34.08803	0.101673	7.81E-05	-6.686229	-6.598574	-6.875389
2	37.11393	2.689684	5.37e-05*	-7.136428*	-7.026859*	-7.372878*
3	37.8466	0.488448	6.52E-05	-7.077022	-6.945539	-7.360762

Table 5: Bounds Tests for Long Run Cointegration

F-statistic	0.193037	2
	Critical Value Bounds	
Significance	I0 Bound	I1 Bound
10%	3.17	4.14
5%	3.79	4.85
2.50%	4.41	5.52
1%	5.15	6.36

Table 6: Estimated Model

Dependent Variable: DLNGDP

Method: Least Squares

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.875542	0.7098	-1.233506	0.3052
DLNGDP(-1)	-0.777036	0.592532	-1.311384	0.2811
DLNGDP(-2)	-0.849485	0.507401	-1.674186	0.1927
DLNIBS(-1)	0.013984	0.014704	0.951087	0.4117
DLNIBS(-2)	0.033269	0.025178	1.321326	0.2781
LNFBFS(-1)	0.258159	0.212992	1.212063	0.3122
LNFBFS(-2)	-0.130195	0.116168	-1.120747	0.344
R-squared	0.616097			
Adjusted R-squared	-0.151708			

Table 7: Residual Diagnostics for Serial Correlation and Heteroskedasticity

Diagnostic Tests

	Obs*R-squared	Prob. Chi-square(2)
Breusch-Godfrey Serial Correlation LM Test:	0.208748	0.9009
Heteroskedasticity Test: Breusch-Pagan-Godfrey	4.362185	0.6278

Fig 1: CUSUM Test

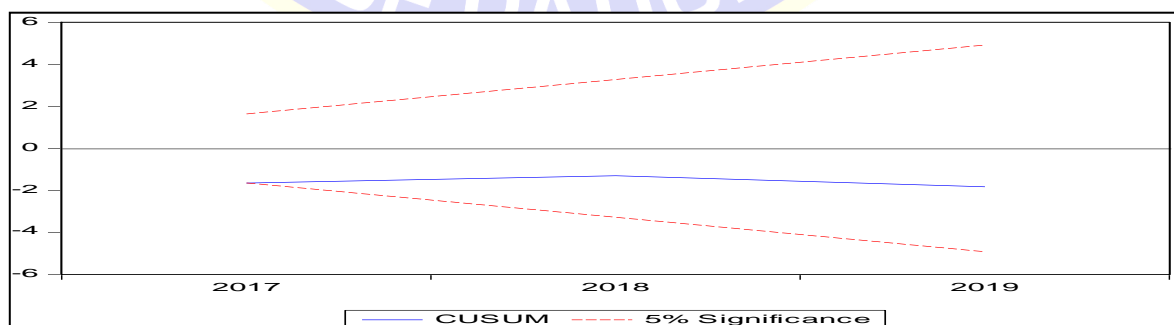
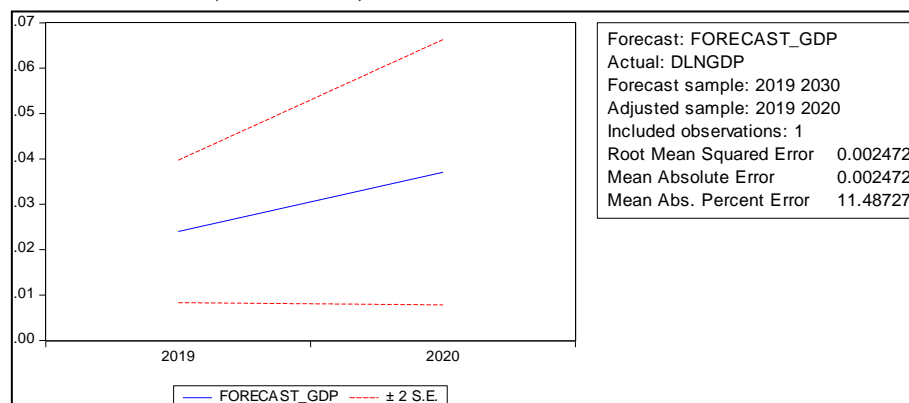


Fig 2: Forecast For GDP(2020-2030)

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BIBLIOMETRIC ANALYSIS OF SOCIALLY RESPONSIBLE INVESTING IN SCOPUS

Shabna Babu ¹, Dr Vineeth K M ²

¹ Research Scholar, PG and Research Department of Commerce,
Maharaja's College, Ernakulam, Kerala
Email: shabnababu1991@gmail.com

² Research Supervisor, PG and Research Department of Commerce,
Maharaja's College, Ernakulam, Kerala
Email: vineeth@maharajas.ac.in

Abstract

Socially responsible investing can be described as the practise of incorporating personal values and community issues into investment decision-making. It is important to recognise that the extraordinary growth of the social investment industry is a product of market demand. Bibliometric analysis is a statistical assessment of published scientific articles, books, or book chapters, and it is a useful method of determining the impact of publication on the scientific community. The amount of times a piece of research has been referenced by other authors is a good indicator of its academic significance. A bibliometric analysis or citation classics research design is a commonly used technique for evaluating the impact of an article. This paper attempts to present a concise report of the bibliometric analysis results on articles in the area of Socially Responsible Investing as a key work in Scopus. BiblioShiny, a software package supported by R analysis package is used to produce the analysis tables and charts. Most relevant authors, articles and keywords in the source list are identified herein.

Key Words: *Bibliometric Analysis, BiblioShiny, Socially Responsible Investing*

Introduction

Socially responsible investing can be described as the practise of incorporating personal values and community issues into investment decision-making. It is important to recognise that the extraordinary rise of the social investment sector is a product of market demand. The three techniques that characterise socially responsible investments enable investors to select their level of involvement. Investors may balance their ideals with their personal financial interests when achieving competitive returns thanks to social screening. Shareholder advocacy campaigns make it easier for shareholders to communicate directly with

management and the boards of directors about desired improvements in corporate strategy and procedure. Community Investing encourages people to bring their resources to use in their own cities, where funding is scarce, to build employment, affordable homes, and environmentally sustainable goods and services. (S Scheuth, 2003)

Statement of the problem

Bibliometric analysis is a statistical assessment of published scientific articles, books, or book chapters, and it is a useful method of determining the impact of publication on the scientific community. The amount of times a piece of research has been referenced by other authors is a good indicator of its academic significance. A bibliometric analysis or citation classics research design is a commonly used technique for evaluating the impact of an article.

Objectives of the study

This paper attempts to present a concise report of the bibliometric analysis results on articles in the area of Socially Responsible Investing as key word in Scopus.

Methodology

Bibliometric data from Scopus published during the period 1986 to 2021 April is collected via BibTex file. BiblioShiny is used to draw information from the bibliometric database. Most important journals, authors and articles in the area of research are identified using the different tools in BiblioShiny.

Results

- 301 sources from the time span 1986-2021 are covered in the analysis with 546 documents out of which 416 are articles, 11 books and so on from 951 authors. Author per document is 1.74, which reflects the larger occurrence of co-authored papers than single authored documents. 186 out of 546 documents (34%) were single authored. Research paper with Google Scholar Rank 1 is also a single authored work (S Scheuth, 2003). A good number of individual researchers are working in this domain of interest. (Table 1 Main Information)
- Annual Scientific Production in the area is found to be increasing pretty well after 2000. A slight fall in the recent period is found common due to the pandemic related chaos. (Exhibit 1)
- The general trend in average annual citations per year is found to be increasing at a steady rate. The curve hit its highest in 2006. (Exhibit 2)

- The three field plot shows that the most cited literature appears in the first decade of 21st century. Apart from socially responsible investing, also known as SRI, impact investing and other variants also attracted research interest. SRI complaint mutual funds were also found to be in lime light (Exhibit 3)
- Journal of Business Ethics is found to be the most prominent source in the domain. Sustainability, Journal of Sustainable Finance and Investment and Journal of Banking and Finance falls next to the first in the list but with way too low in count of articles in the database. (Exhibit 4)
- Journal of Business Ethics remain the most locally cited source way above the rest. Journal of Financial Economics and Journal of Finance are next in the list though relatively low in count as compared to the first. (Exhibit 5)
- Journal of Business Ethics retains the source impact rank using H-Index also. Journal of Banking and Finance & European Journal of Operational Research are next in the list. (Exhibit 6)
- Considering the source dynamics Sustainability (Switzerland) is showing the best possible growth. Journal of Business Ethics is recently witnessing a deep fall in the recent academic production in the area. (Exhibit 7)
- Richardson BJ, Scholtens B, Cortez MC and Dorfleitner G are found to be the most prominent authors by academic contribution in the area. (Exhibit 8)
- The most productive authors' timeline shows that Richardson BJ was late to start but fast enough to establish as the most important author in the field. Barnet ML started much early in the timeline, but could produce only fewer articles in the field. Dorfleitner G appears to be the person making a most recent contribution to the field. (Exhibit 9)
- Scholtens B heads the list in author impact using H-Index followed by Richardson BJ, Cortez MC and Dorfleitner G. (Exhibit 10)
- University of Regensburg and University of Minho tops the list of most relevant affiliations of authors. (Exhibit 11)
- USA dominates the contributions to this field of research in terms of the corresponding authors in the field. (Exhibit 12)
- Branco MC, 2006 in the Journal of Business Ethics found to be the most globally cited document in the field from Scopus database. (Exhibit 13)

Discussion

Research in the area of Socially Responsible Investing (SRI) is growing in developing countries also. Understanding of the most relevant sources, articles and authors in the field would facilitate an authoritative review of literature for future researchers. Bibliometric analysis also provided insights to the trend in the field along with the most frequent key words. More research is to happen from other countries including India.

Analysis Tables And Exhibits

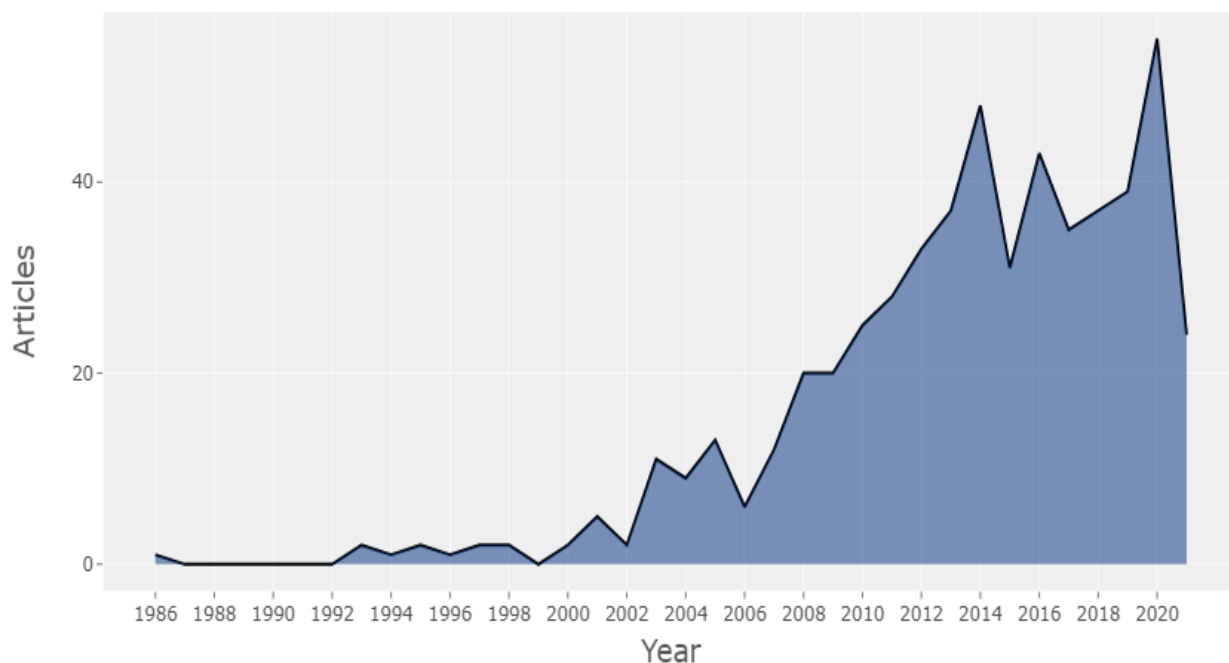
Table 1 Main Information

Description	Results
MAIN INFORMATION ABOUT DATA	
Timespan	1986:2021
Sources (Journals, Books, etc)	301
Documents	546
Average years from publication	7.43
Average citations per documents	27.95
Average citations per year per doc	2.784
References	25071
DOCUMENT TYPES	
Article	416
Book	11
book chapter	50
conference paper	26
conference review	1
Editorial	3
Erratum	2
Letter	1
Note	2
Review	34
DOCUMENT CONTENTS	
Keywords Plus (ID)	599

Author's Keywords (DE)	1225
AUTHORS	
Authors	951
Author Appearances	1174
Authors of single-authored documents	152
Authors of multi-authored documents	799
AUTHORS COLLABORATION	
Single-authored documents	182
Documents per Author	0.574
Authors per Document	1.74
Co-Authors per Documents	2.15
Collaboration Index	2.2

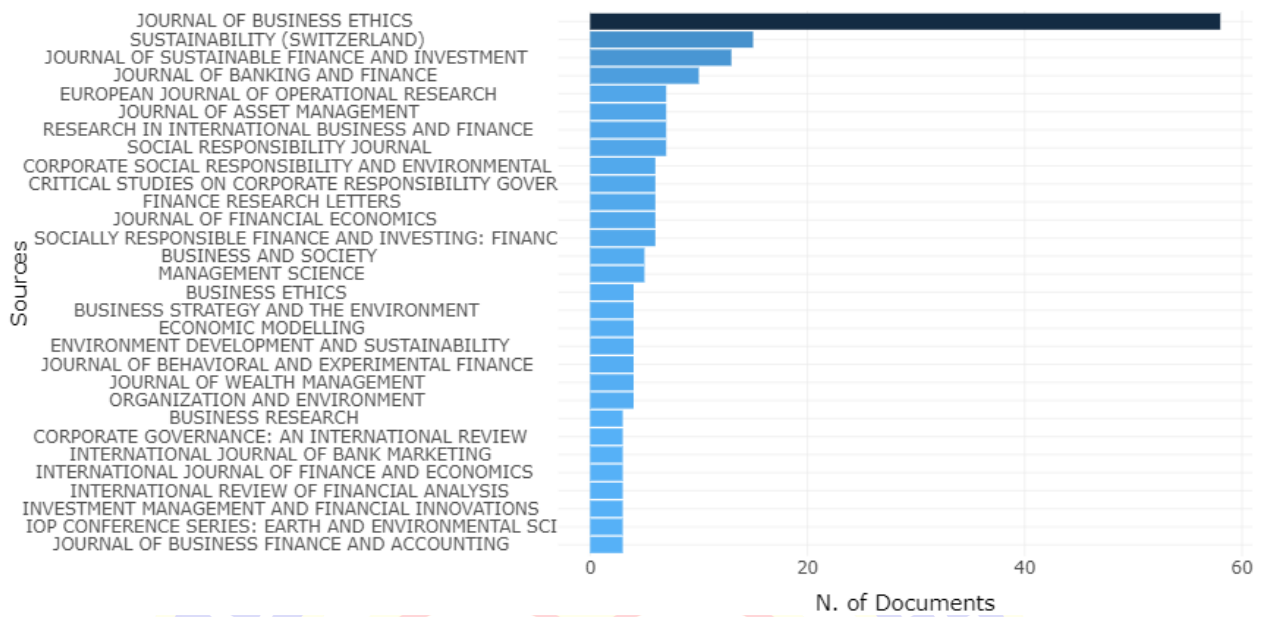
Source: Created using BiblioShiny

Exhibit 1: Annual Scientific Production



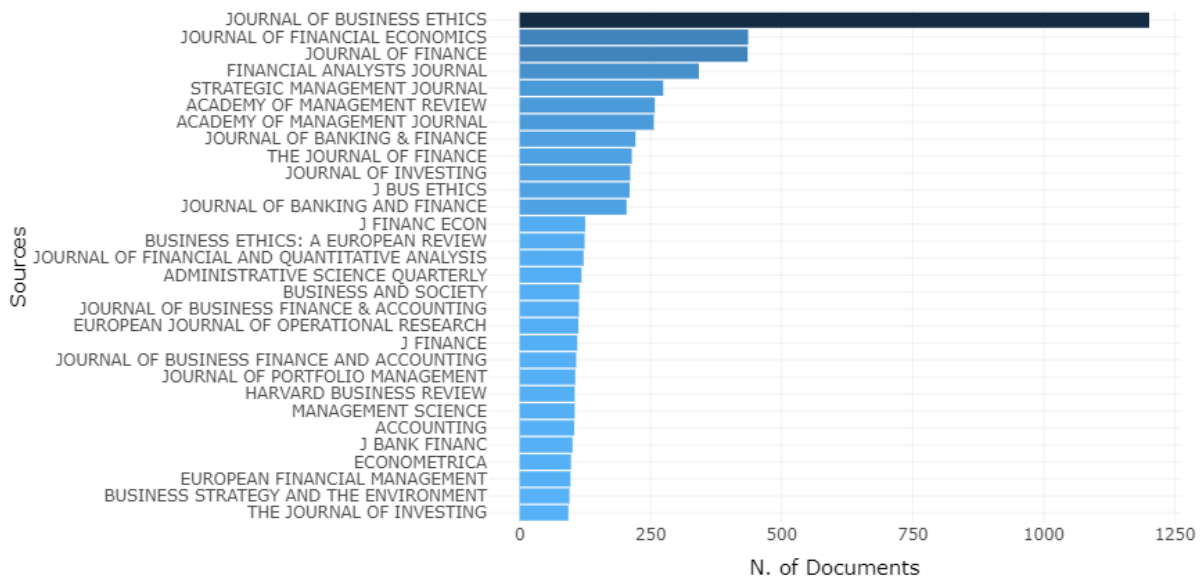
Source: Created using BiblioShiny

Exhibit 4: Most Relevant Sources



Source: Created using BiblioShiny

Exhibit 5: Most Local Cited Sources



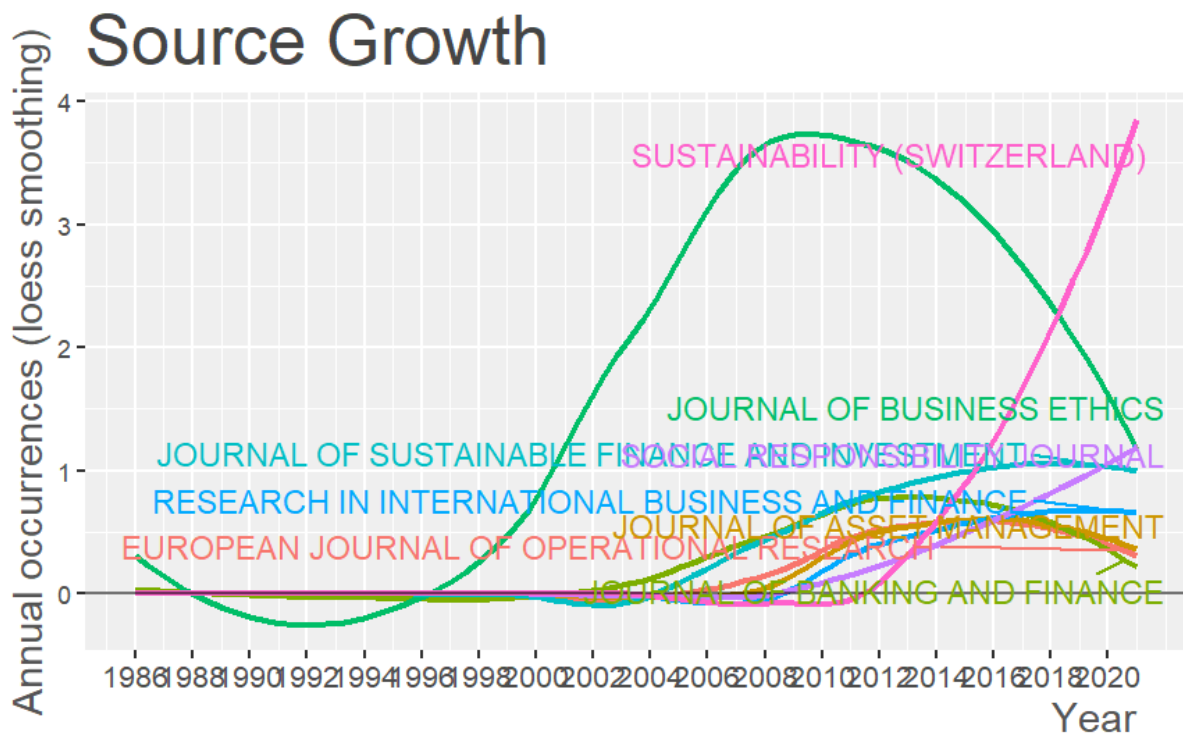
Source: Created using BiblioShiny

Exhibit 6: Source Impact (H Index)



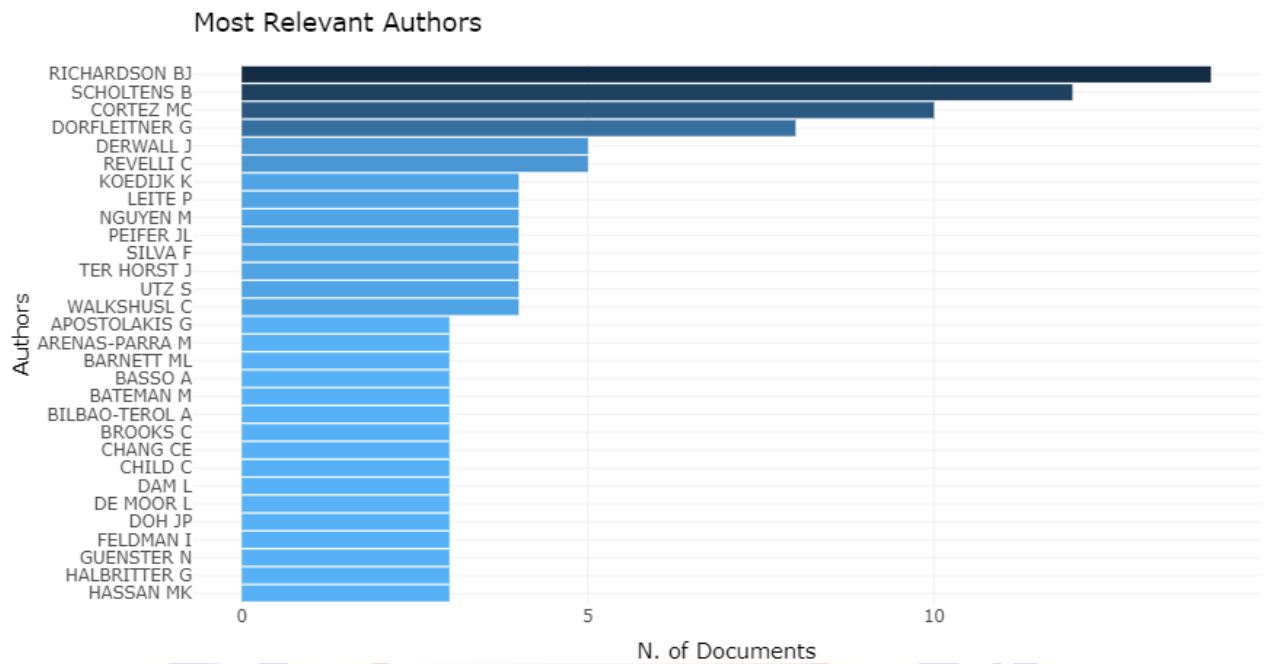
Source: Created using BiblioShiny

Exhibit 7: Source Dynamics (Per Year)



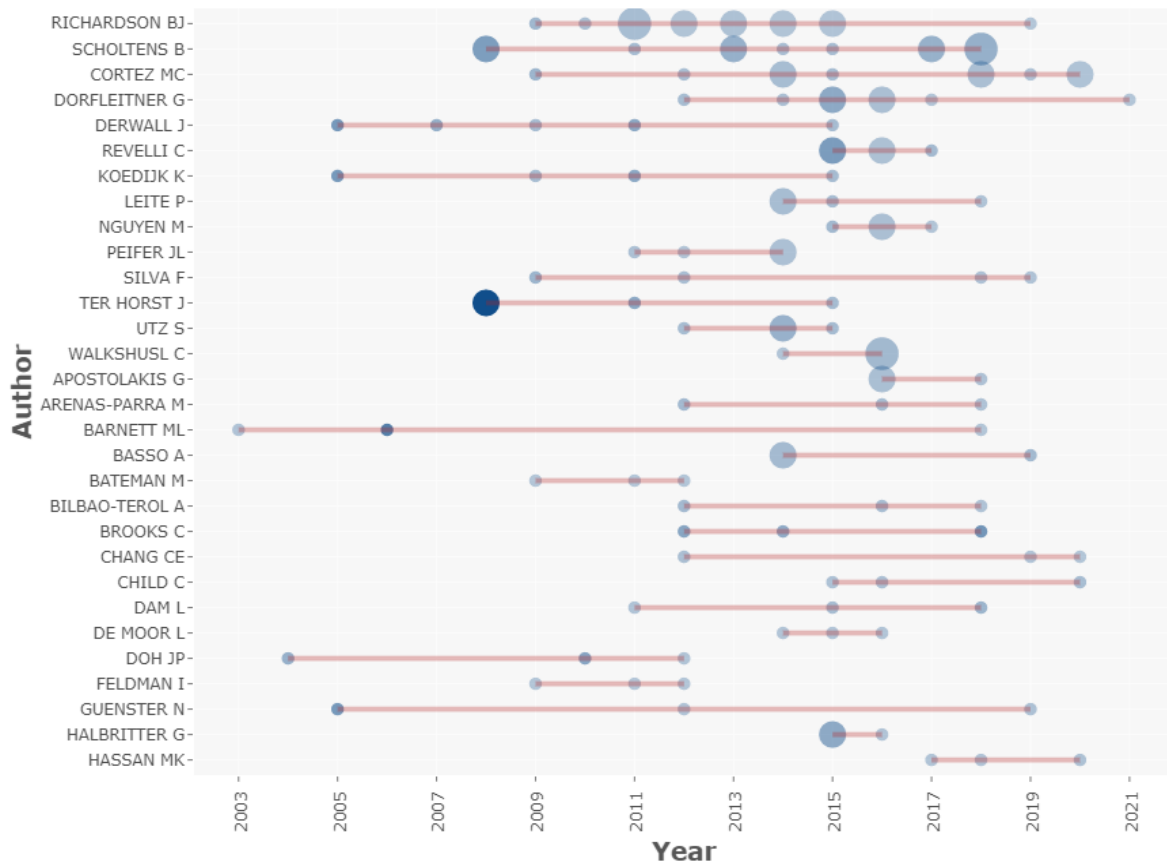
Source: Created using BiblioShiny

Exhibit 8: Most Relevant Authors



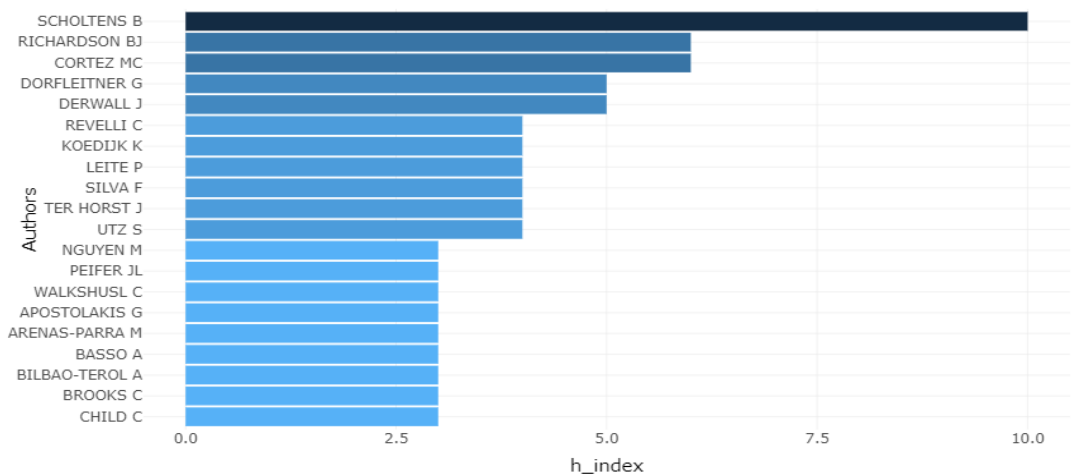
Source: Created using BiblioShin

Exhibit 9: Top Author's Production over the Time



Source: Created using BiblioShiny

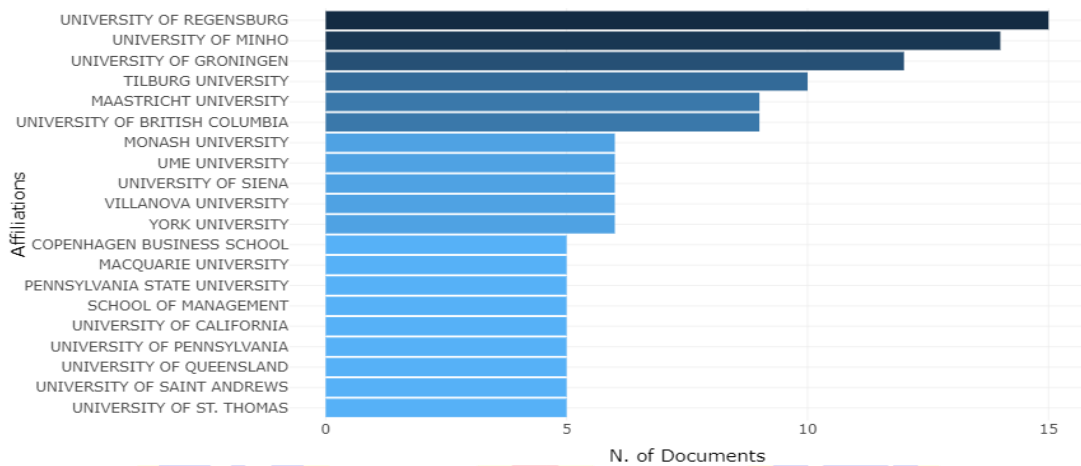
Exhibit 10: Author Impact (H Index)



Source:

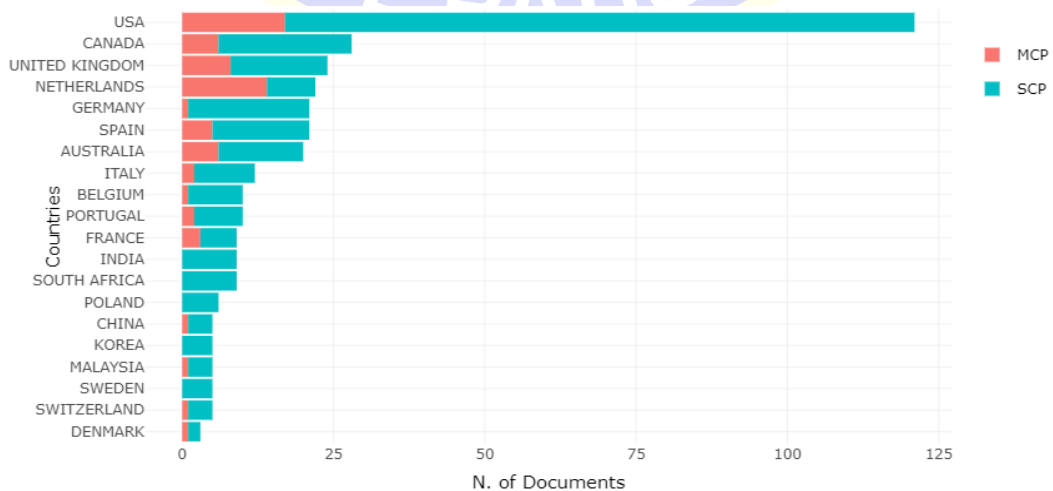
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Exhibit 11: Most Relevant Affiliations



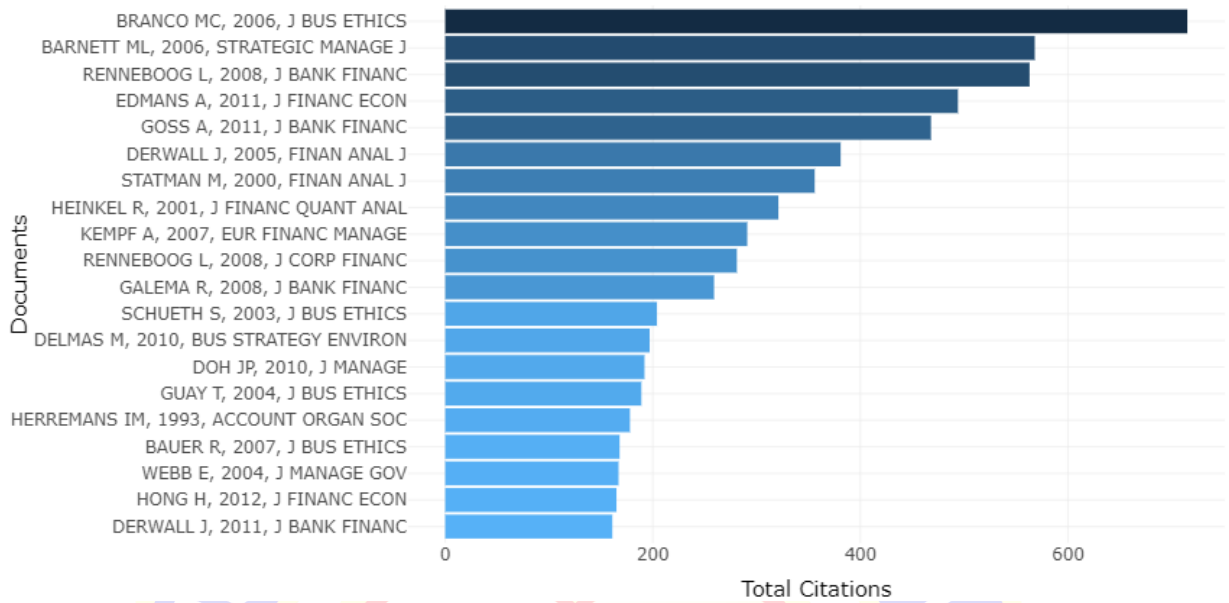
Source: Created using BiblioShiny

Exhibit 12: Corresponding Author's Country



Source: Created using BiblioShiny

Exhibit 13: Most Globally Cited Documents



Source: Created using BiblioShiny

References

Schueth, S. *Socially Responsible Investing in the United States*. Journal of Business Ethics 43, 189–194 (2003). <https://doi.org/10.1023/A:1022981828869>

THE INSTANT GRATIFICATION OF CONSUMERS THROUGH E-COMMERCE- A STUDY AMIDST COVID-19

Seethu John ¹, Anish B Bhaskaran ²

¹ Assistant professor, Department of Commerce, Saintgits College of Applied Sciences,
Pathamuttom, Kottayam, Kerala, Email.:seethu.john@saintgits.org

² Assistant professor, Department of Commerce, Saintgits College of Applied Sciences,
Pathamuttom, Kottayam, Kerala. Email.:anish.bhaskaran@saintgits.org

Abstract

Consumers' preferences for offline /online shopping modes depend on various factors such as the touch and feel of the product, instant gratification, and delivery times. Because of the current outburst of the corona pandemic, the entire supply chain had been interrupted. The modes of virus diffusion and norms of maintaining social distancing may shift the choices of the shopping mode among customers. The paper examines factors influencing buying the behaviour of customers through e-commerce and also examines the relationship perceptions and buying behaviour amidst COVID-19 in Kottayam District. The study was carried out in the Kottayam district. The convenience sampling method was adopted to collect 52 samples through a structured questionnaire send through electronic media. Regression analysis, mean ranking and were used to make the analysis. The study reveals that the most preferred factor for instant gratification is convenience. Also there is a positive moderate significant relation between perception and instant gratification of e-commerce during amidst COVID-19.

Keywords: *Ecommerce, Instant gratification, COVID-19*

Introduction

Ecommerce-It is a platform that enables, buying and selling of goods through the internet. Ecommerce has experienced exponential growth in the number of users and has created enormous increases in its usage through online shopping amidst COVID-19.

Instant gratification – It is the desire to experience pleasure or fulfilment without delay. Consumers increasingly reward brands that give the shopping relationship meaning beyond the transaction. Therefore should companies emphasize delivering instantaneously gratifying experiences?

Statement of the problem

The COVID-19 destroys the growth of business in many areas, and at the same time, it opens a window for digital trade and commerce. With a broad scope of online purchases, online

platforms are open to resolving customer experiences during this pandemic situation. Thus, the study aims to investigate and explore the instant gratification of consumers during COVID-19 on E-commerce

Literature review

Before the start of the coronavirus pandemic, consumers had a glut of options to choose from when it came to the source of their purchases listed down the factors influencing the consumer preferences for the online and offline mode of purchases. According to them, the factors that affect the consumer to shop online are convenience- consumers can order remotely to any address and also the time factor which the consumer would save by visiting the physical store. The elements that guarantee the offline shopping mode is the tangibility of the product, feel, touch, and also instant gratification- the product is available immediately after payment.

COVID-19 has a significant impact on e-commerce globally and, in some cases, adverse impact, but overall, e-commerce is proliferating because of the virus. Coronavirus compelled customers to use the internet and make it a habit in their daily routine (Abiad et al., 2020; Basu, 2020).

Scope and significance of the study

The e-commerce system is prominent in providing concurrent data and analytics relating to products and customers in The 2020s. Confronted with lockdown regimes and shop closures, customers shift to mobile and online platforms to shop for groceries, daily essentials, and various other products. Factors influencing buying behaviour of customers through e-commerce and also examines the relationship perceptions and buying behaviour amidst COVID-19 in Kottayam District.

Objectives

1. To analyze the perception of E-commerce amidst COVID-19
2. To identify the factors influencing instant gratification of E-commerce amidst COVID-19
3. To know the relationship between perception and buying behaviour of consumers

Hypothesis

HO1: There is no significant difference between online shopping experience and perception of customers

HO2: There is no significant relationship between perception and instant gratification

Methodology

The study is conducted in Kottayam District. The convenience sampling method was used to collect the Primary data from the respondents. A structured questionnaire was sent through Google form and received 52 samples for the analysis. Mean ranking, regression analysis, and ANOVA were used for data analysis.

Result and discussion

Perception of consumers and online experience

HO1: There is no significant difference between online shopping experience and perception of customers

Table no:1 (Descriptive Statistics For Perception Of Consumers) shows that the perception of consumers in respect to customers interaction with the e-commerce website is ranked first (4.40) and followed offer good quality of information (4.17) Overall assessment of the utility of a product(4.12), E-commerce websites surpasses the dealings that occur in the information stage(4.04), E-commerce website surpass the dealings that occur during purchase stage(4.00) ,and lastly, E-commerce surpass the dealings that occur in the post-purchase(3.83)

Table no: II (Anova Table for Testing Significant Difference between Online Shopping Experience and Perception of the Consumers) shows that online shopping experience and perception of the consumers have no significant difference.

Instant gratification of e- commerce

HO1: There is no significant difference between online shopping experience and factors influencing the instant gratification of e-commerce.

Table no: III (Descriptive Statistics for Instant Gratification of Buying) shows that the most preferred factor for instant gratification of e-commerce buying behaviour is convenience (4.44), and the least preferred factor is value for product quality

Table no: IV (Regression Analysis for Perception and Instant Gratification) shows that **the** R-value .652 has a moderate positive relationship between perception and instant gratification of e-commerce amidst of COVID-19.

Table no: V (Anova Table) exhibits that there is a significant relationship between perception and instant gratification of e-commerce amidst COVID-19.

Findings and conclusion

This study was conducted among the respondents of the Kottayam district. The study reveals the following outcome.

1. No significant difference between the online shopping experience and the perception of consumers.
2. The most rated preferred variable for customer perception is Customer's interaction with the e-commerce website ,and the least variable is Ecommerce websites surpasses the dealings that occur in the post-purchase
3. The most influencing factor for instant gratification is convenience, and the least influencing factor is that E-commerce is good value for product quality.
4. There is a moderate positive relationship between perception and the instant gratification of e-commerce amidst COVID-19.

The study concluded that there is a broader scope of conducting future research on the growth of e-commerce in the specified product, especially the food supplies.

Tables

Table No:1 Descriptive statistics for perception of consumers

Descriptive Statistics				
	N	Mean	Std. Deviation	Mean Ranking
Customer's interaction with the e-commerce website	52	4.40	.534	1
Offer good quality of information, service	52	4.17	.513	2
Overall assessment of the utility of a product	52	4.12	.676	3
Ecommerce websites surpass the dealings that occur in the information search stage	52	4.04	.685	4
Ecommerce websites surpass the dealings that occur during purchase stage	52	4.00	.792	5
Ecommerce websites surpass the dealings that occur in the post- purchase	52	3.83	.857	6
Valid N (list wise)	52			

(Source: Primary Data)

Table No: II ANOVA Table for testing significant difference between online shopping experience and perception of the consumers

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Customer's interaction with the e-commerce website	Between Groups	.233	2	.117	.400	.673
	Within Groups	14.286	49	.292		
	Total	14.519	51			
Offer good quality of information, service	Between Groups	.100	2	.050	.184	.833
	Within Groups	13.342	49	.272		
	Total	13.442	51			
Ecommerce websites surpass the dealings that occur in the information search stage	Between Groups	.700	2	.350	.739	.483
	Within Groups	23.223	49	.474		
	Total	23.923	51			
Ecommerce websites surpass the dealings that occur during the purchase stage	Between Groups	.993	2	.497	.785	.462
	Within Groups	31.007	49	.633		
	Total	32.000	51			
Ecommerce websites surpass the dealings that occur in the post-purchase	Between Groups	.165	2	.083	.109	.897
	Within Groups	37.277	49	.761		
	Total	37.442	51			
Overall assessment of the utility of a product	Between Groups	.067	2	.033	.070	.932
	Within Groups	23.241	49	.474		
	Total	23.308	51			

(Source: Primary Data)

Table No: III Descriptive statistics for instant gratification of buying

Descriptive Statistics				
	N	Mean	Std. Deviation	Mean Ranking
E-commerce is a convenience	52	4.44	.639	1
E-commerce is always available for my commerce activity	52	4.38	.631	2
E-commerce is a good value for time (save time).	52	4.35	.556	3
E-commerce can be used easily and quickly.	52	4.35	.711	4
I will continue to use e-commerce	52	4.31	.579	5
E-commerce has well- organized appearance.	52	4.19	.687	6
E-commerce promptly responds to my requests.	52	4.15	.724	7
E-commerce should function properly	52	4.15	.777	8
E-Commerce should be safe and protect customer information.	52	4.13	.864	9
Ecommerce provides relevant information		4.12	.615	10
Using E-commerce is a wise decision.	52	4.12	.646	11
E-commerce should full fill its promises	52	4.12	.808	12
I am satisfied with e-commerce.	52	4.08	.737	13
E-commerce has met expectations	52	4.06	.502	14
E-commerce is worth money	52	4.04	.713	15
E-commerce is a good value for product choice.	52	4.02	.700	16
E-commerce is a good value for product quality.	52	3.92	.763	17
Valid N (list wise)	52			

(Source: Primary Data)

Table No: IV Regression analysis for perception and instant gratification**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.652 ^a	.426	.414	.36392

a. Predictors: (Constant), Customer Gratification on E- Commerce

Table No: V ANOVA Table**ANOVA^a**

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	4.904	1	4.904	37.032	.000 ^b
	Residual	6.622	50	.132		
	Total	11.526	51			

a. Dependent Variable: Customer Perception

Reference

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BIBLIOMETRIC ANALYSIS OF EVENT TOURISM IN SCOPUS DURING 2018 - 2021

Neena Merina ¹, Dr Vineeth K M ²

¹ Research Scholar, PG and Research Department of Commerce,
Maharaja's College, Ernakulam, Kerala
Email: n.merina@gmail.com

² Research Supervisor, PG and Research Department of Commerce,
Maharaja's College, Ernakulam, Kerala
Email: vineeth@maharajas.ac.in

Abstract

Tourism is fueled by gatherings, which are prominently featured in the development and marketing campaigns of most destinations. The significance of planned events in tourism, as well as their purposes and impacts, has long been recognised, and they are becoming more important for destination competitiveness. Events act as both animators of destination attraction and, more specifically, central marketing propositions in the promotion of destinations, given the increasing global competition to promote visitor spending. The field's literature is also expanding and becoming more interdisciplinary in nature. Bibliometric analysis is a comparative evaluation of written journal articles, books, or book pages, and it's a valuable tool for assessing the effect of a publication on the scientific world. The number of times a piece of study has been cited by other scholars is an excellent measure of its scholarly importance. A bibliometric analysis, also known as a citation classics research style, is a widely used method for assessing an article's effect. This paper aims to provide a succinct update on the effects of bibliometric research on publications in the field of Event Tourism as a core work in Scopus. The analysis tables and maps were created using BiblioShiny, a software package provided by the R analysis package. In this section, the most important contributors, posts, and keywords from the source list are listed.

Key Words: *Bibliometric Analysis, BiblioShiny, Event Tourism.*

Introduction

Tourism is fueled by events, which are prominently featured in most destinations' growth and marketing strategies. The importance of scheduled events in tourism, as well as their functions and impacts, has been well established, and they are becoming increasingly important for destination competitiveness. Yet, since 'event tourism' was only developed a

few decades ago in both the tourism industry and the science community, the subsequent development of this sector can only be defined as phenomenal. (D Getz, 2008)

D Getz (2012) examines the expanding field of event management and the broader social science connection to this interdisciplinary field of study, which has been hailed as a global success storey in terms of educational provision in higher education, academic engagement, and contribution to tourism growth in the commercial arena. Given the growing global competition to encourage tourist spending, events serve as both animators of destination appeal and, more importantly, as core marketing propositions in the promotion of locations. To use Leiper's tourism system analogy, events have become a core element of the destination system, where accommodations, attractions, transportation, and ancillary services have been used or specifically developed (e.g., the provision of infrastructure for mega events) to enhance the destination offer, thus expanding the tourism potential and capacity of destinations beyond a narrow focus on one form of tourism (e.g. holidays). (D Getz and SJ Page, 2016)

Statement of the problem

Bibliometric analysis is a comparative evaluation of written scientific articles, books, or book pages, and it is a valuable tool for assessing the effect of publishing on the scientific world. The number of times a piece of study is cited by other scholars is a strong measure of its intellectual value. A bibliometric analysis, also known as a citation classics research style, is a popular method for assessing an article's impact.

Objectives of the study

This paper attempts to present a concise report of the bibliometric analysis results on articles in the area of Event Tourism as key word in Scopus.

Methodology

Since, event Tourism is one of the most active field of study, the scope of the study needs to be limited to reduce the volume of documents under analysis. Bibliometric data from Scopus published during the period 2018 to 2021 April is collected via BibTex file. BiblioShiny is used to draw information from the bibliometric database. Most important journals, authors and articles in the area of research are identified using the different tools in BiblioShiny.

Results

- 824 sources from the time span 2018-2021 are covered in the analysis with 1966 documents out of which 1508 are articles, 21 books and so on from 5258 authors.

Author per document is 2.67, which reflects the larger occurrence of co-authored papers than single authored documents. 407 out of 1966 documents (21%) were single authored. Research paper with Google Scholar Rank 1 is also a single authored work (D Getz, 2008). A good number of individual researchers are working in this domain of interest. (Table 1 Main Information)

- Annual Scientific Production in the area remained above 200 in the recent 3 years. Literature is still growing even amidst the pandemic chaos. (Exhibit 1)
- Average Citations per Year is showing a growing trend. (Exhibit 2)
- The three field plot shows that the most referred literature in the area happened in the first decade of 21st century. Apart from tourism, destination image is a major key word to be looked upon. (Exhibit 3)
- Sustainability (Switzerland) tops the list of most relevant sources in the field by number of articles. Event Management, African Journal of Hospitality Tourism and Leisure, Tourism Management and Current Issues in Tourism are the other major relevant sources by count of articles. (Exhibit 4)
- Tourism Management tops the list of source impact by H-Index. Sustainability (Switzerland), Current Issues in Tourism and Annals of Tourism Research are the other major sources having an impact by H-Index. (Exhibit 5)
- Source dynamics show that the literature is growing at a great rate. The slight fall in the curve is due the fact that 2021 is not complete yet. Sustainability (Switzerland) and Current Issues in Tourism are having a higher impact here. (Exhibit 6)
- Wise N, Kim S, Kruger M, Liu Y, Peri M and Tichaawa TM are the most relevant authors in this short period of 2018-2021. (Exhibit 7)
- Top authors production over time shows that most of them are active in the recent 3 years with at least one article per year. (Exhibit 8)
- Jeong Y and Malchrowicz-Moko E are found to be the most prominent authors with impact using H-Index (Exhibit 9)
- Griffith University and University of Johannesburg are found to be the most relevant affiliating institutions with research credits in this area. (Exhibit 10)
- USA as usual dominates this area of research by the number of research output. But UK, China and other nations are also making a part in the growing content of relevant literature. (Exhibit 11)

- It really promising to see that India is also one among those countries producing serious contribution in this field. (Exhibit 12)
- Higgins Desbiolles F (2020) makes it to the top of the list in most cited documents during 2018-2021 (Exhibit 13)
- Tourism development, Climate Change, Sustainable Development, Economic Impact, eutrophication, and so on are connected in the trending topics in this area. (Exhibit 14)
- Tourism development, destination and sustainable development are found to be the most frequent words in the related literature during this period. (Exhibit 15)

Discussion

Research in the area of Event Tourism is growing in developing countries also. Understanding of the most relevant sources, articles and authors in the field would facilitate an authoritative review of literature for future researchers. Bibliometric analysis also provided insights to the trend in the field along with the most frequent key words. More research is to happen from other countries including India.

Analysis tables and diagrams

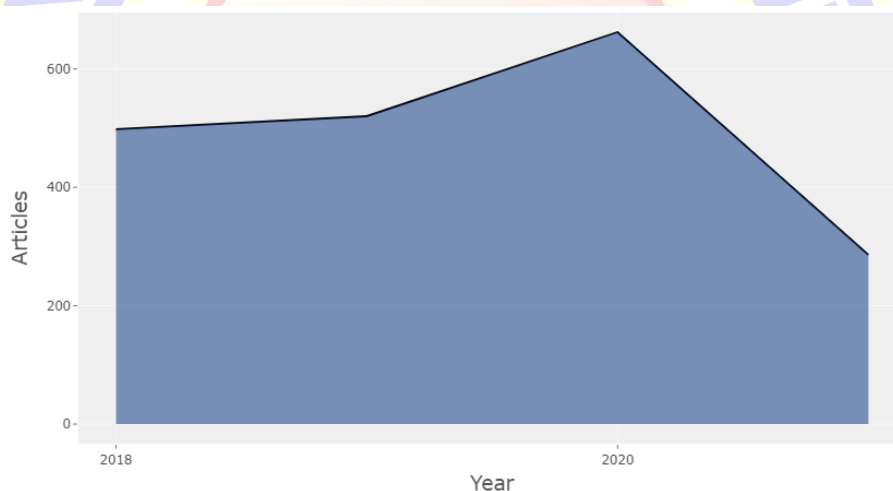
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DOCUMENT TYPES	
article	1508
book	21
book chapter	92
conference paper	215
conference review	13
data paper	1
editorial	11
erratum	2
letter	8
note	11
review	84

DOCUMENT CONTENTS	
Keywords Plus (ID)	5206
Author's Keywords (DE)	5980
AUTHORS	
Authors	5258
Author Appearances	5951
Authors of single-authored documents	373
Authors of multi-authored documents	4885
AUTHORS COLLABORATION	
Single-authored documents	407
Documents per Author	0.374
Authors per Document	2.67
Co-Authors per Documents	3.03
Collaboration Index	3.13

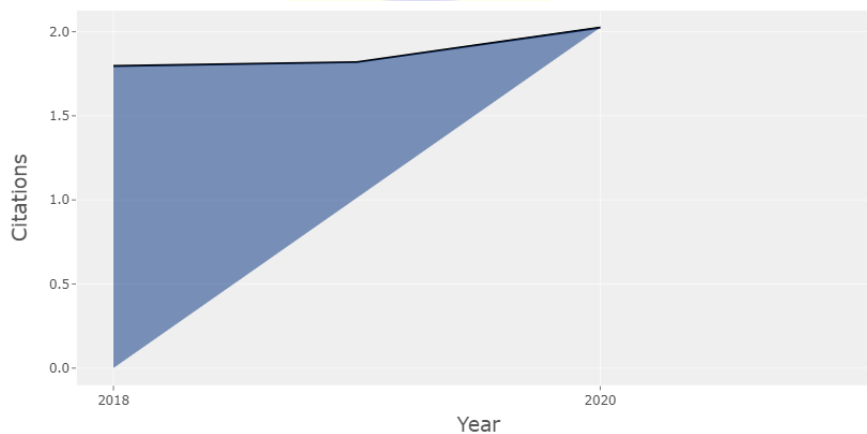
Source: Created using BiblioShiny

Exhibit 1: Annual Scientific Production



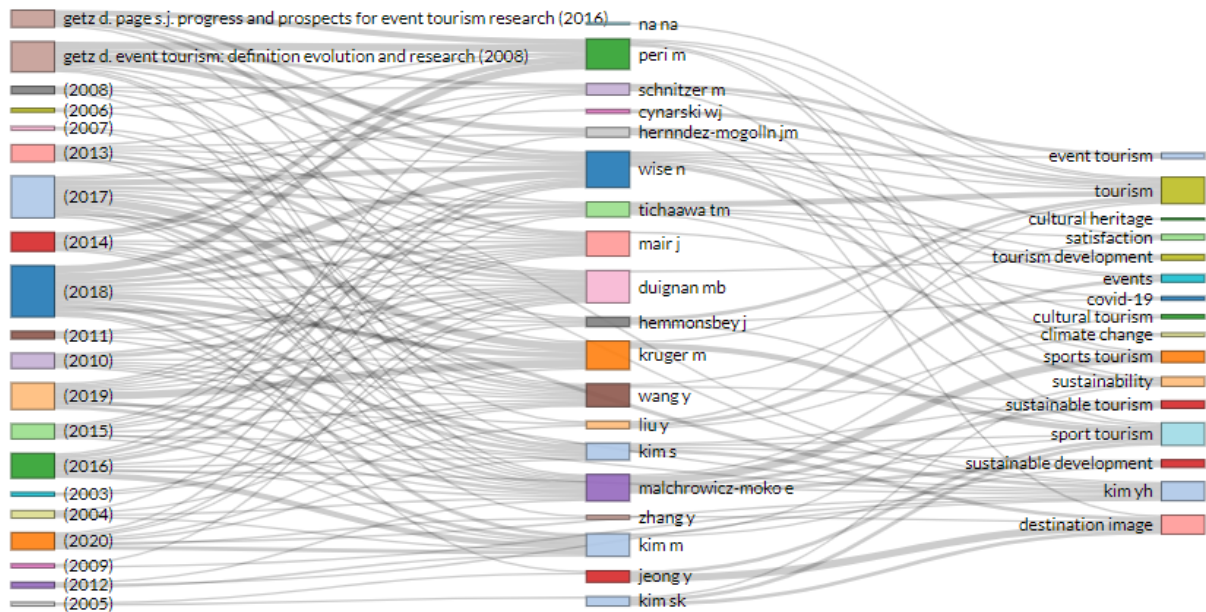
Source: Created using BiblioShiny

Exhibit 2: Average Citation Per Year



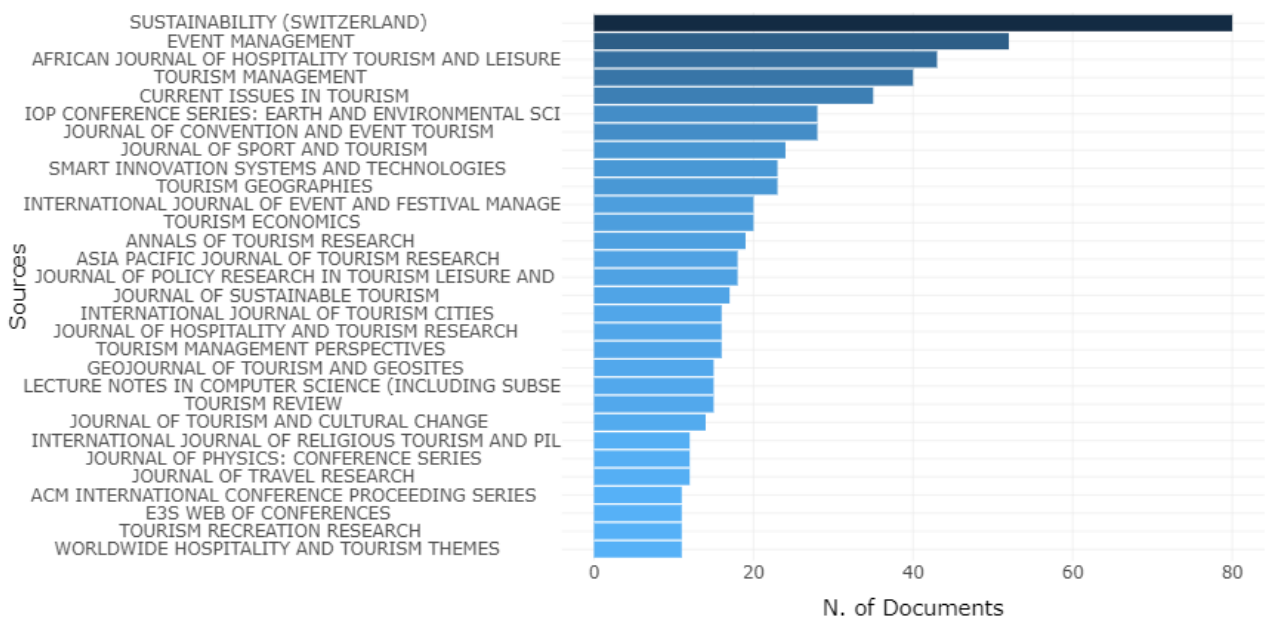
Source: Created using BiblioShiny

Exhibit 3: Three Field Plot



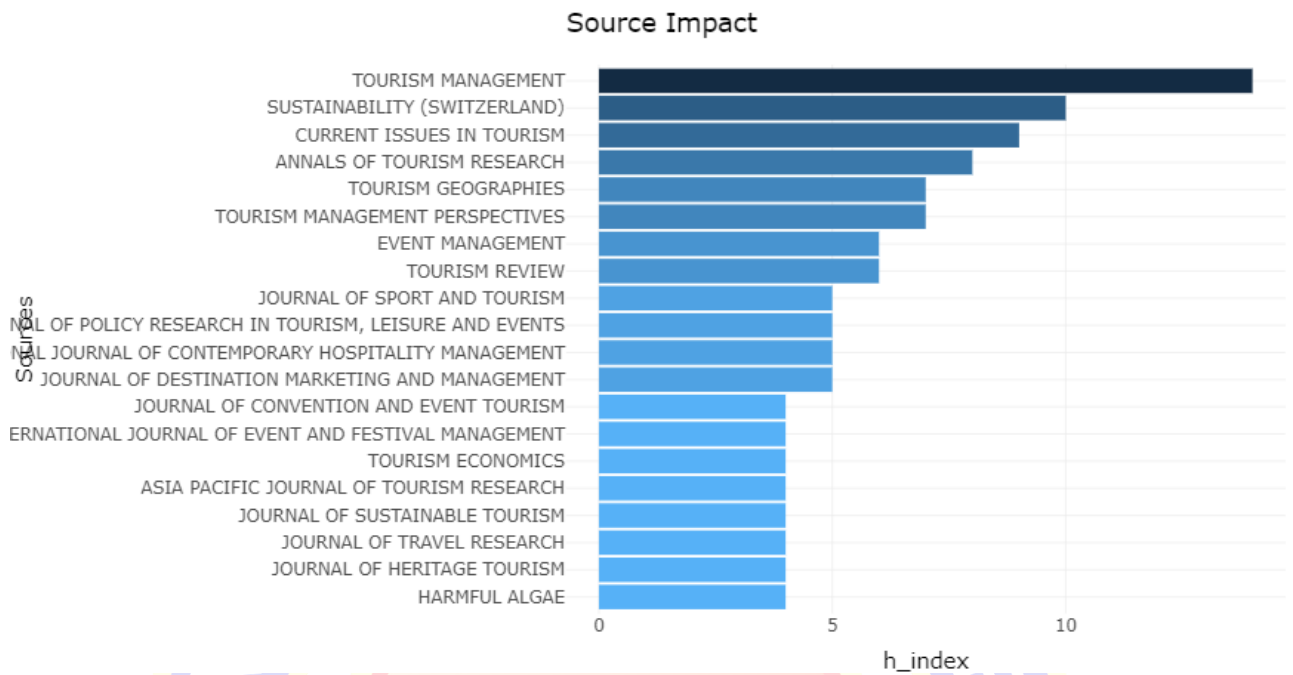
Source: Created using BiblioShiny

Exhibit 4: Most Relevant Sources



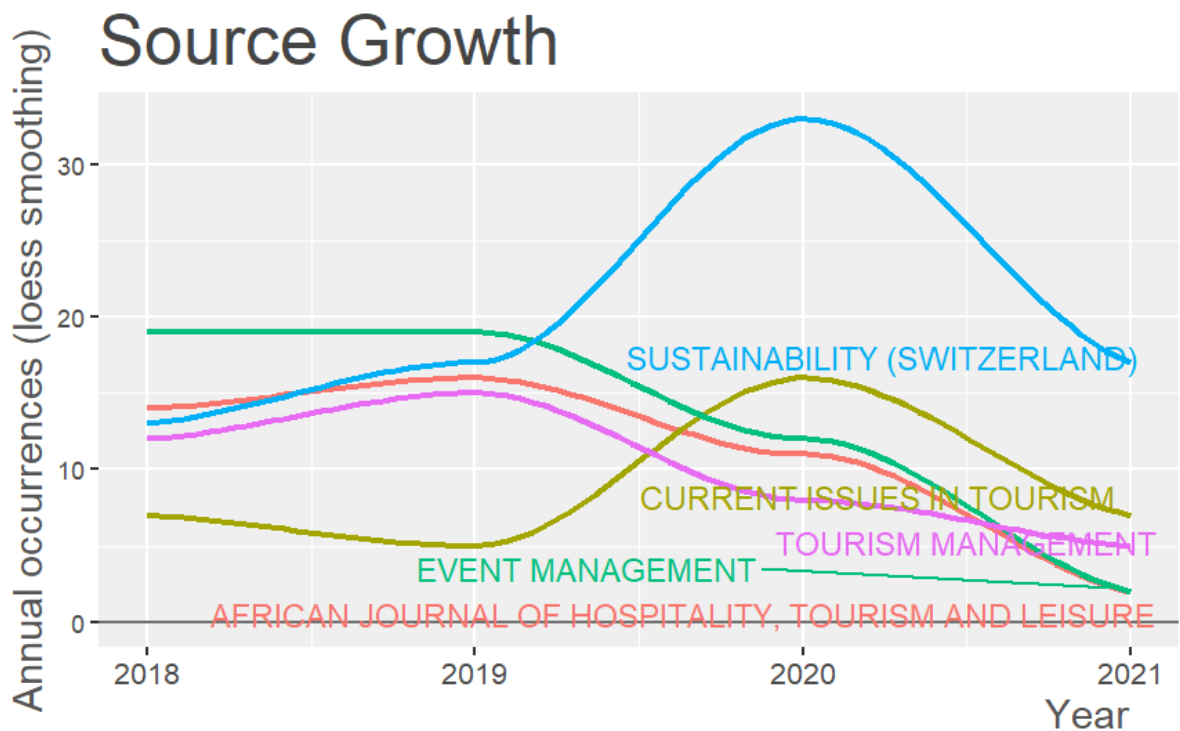
Source: Created using BiblioShiny

Exhibit 5: Source Impact (H Index)



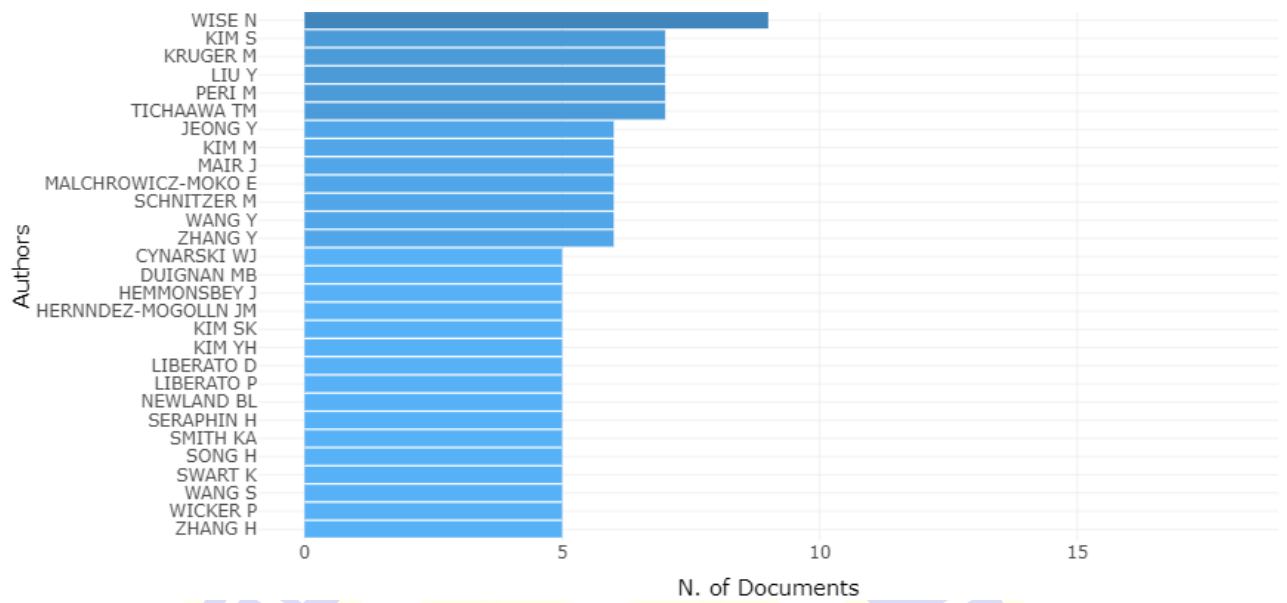
Source: Created using BiblioShiny

Exhibit 6: Source Dynamics



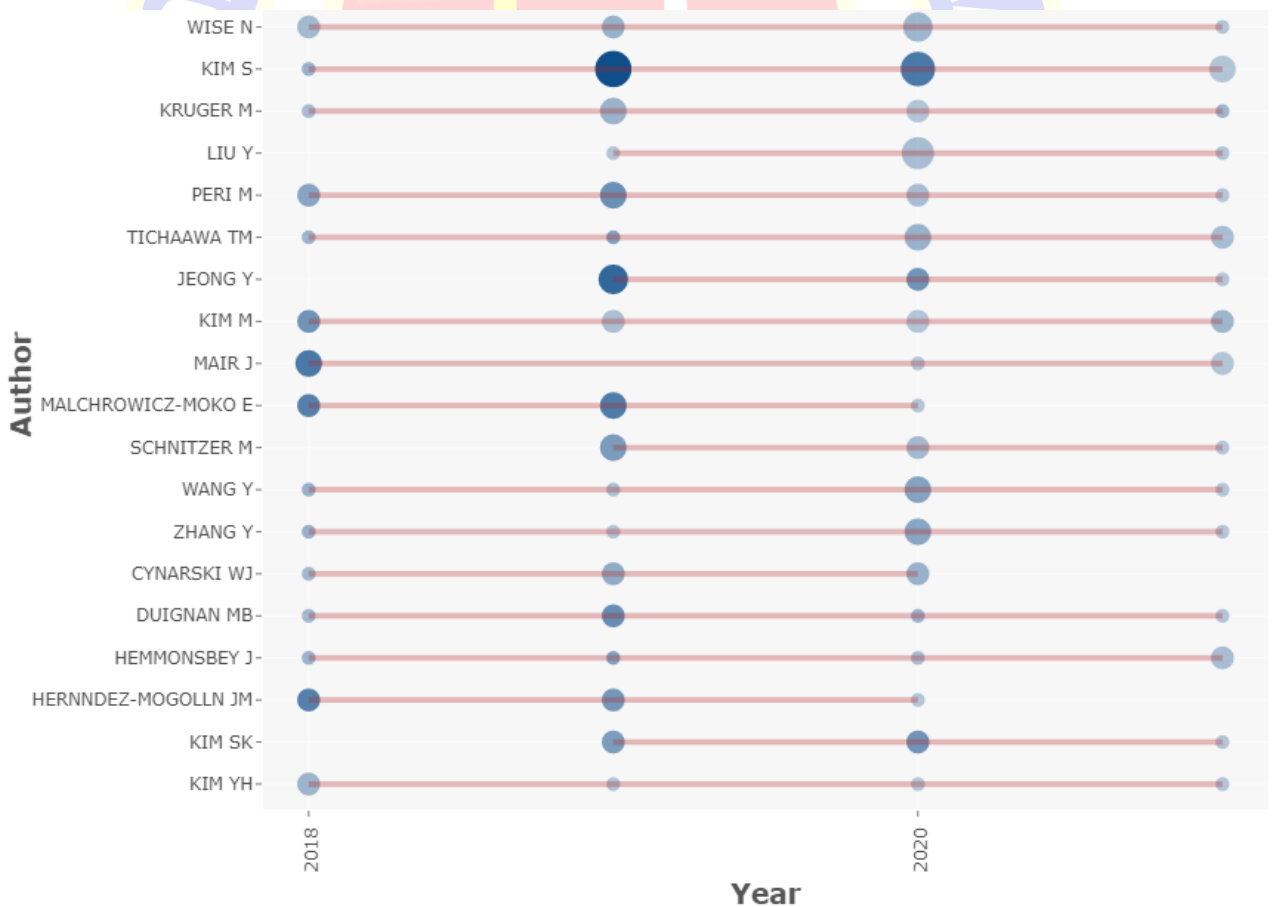
Source: Created using BiblioShiny

Exhibit 7: Most Relevant Authors



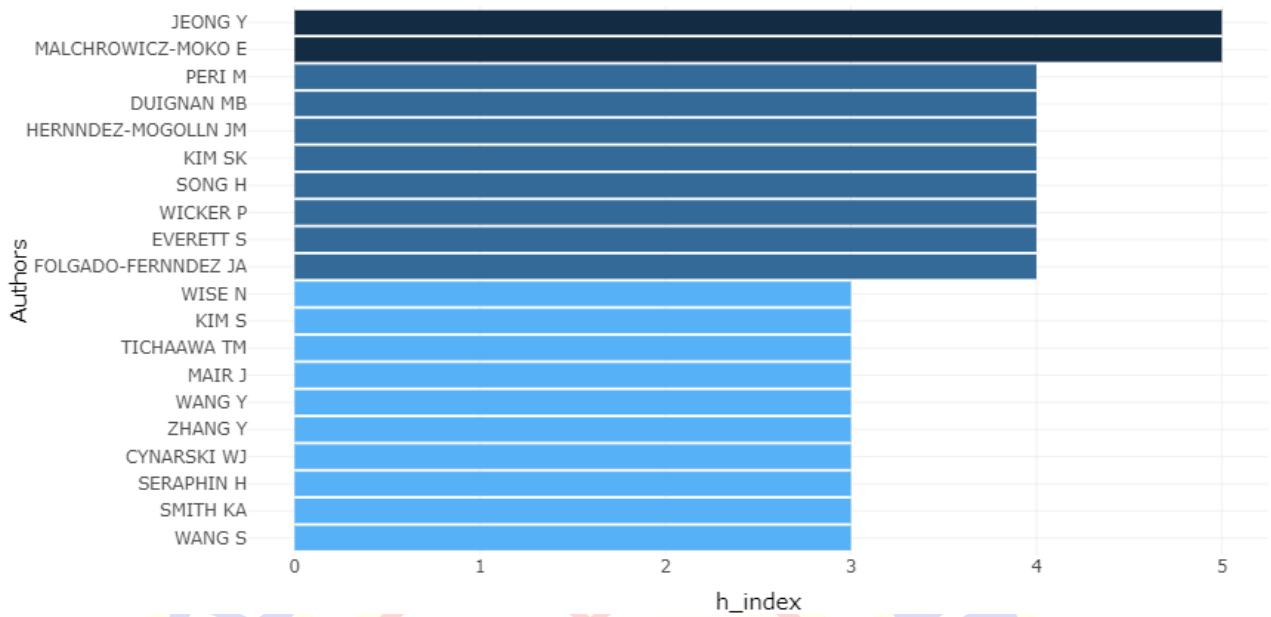
Source: Created using BiblioShiny

Exhibit 8: Top Authors' Production over Time



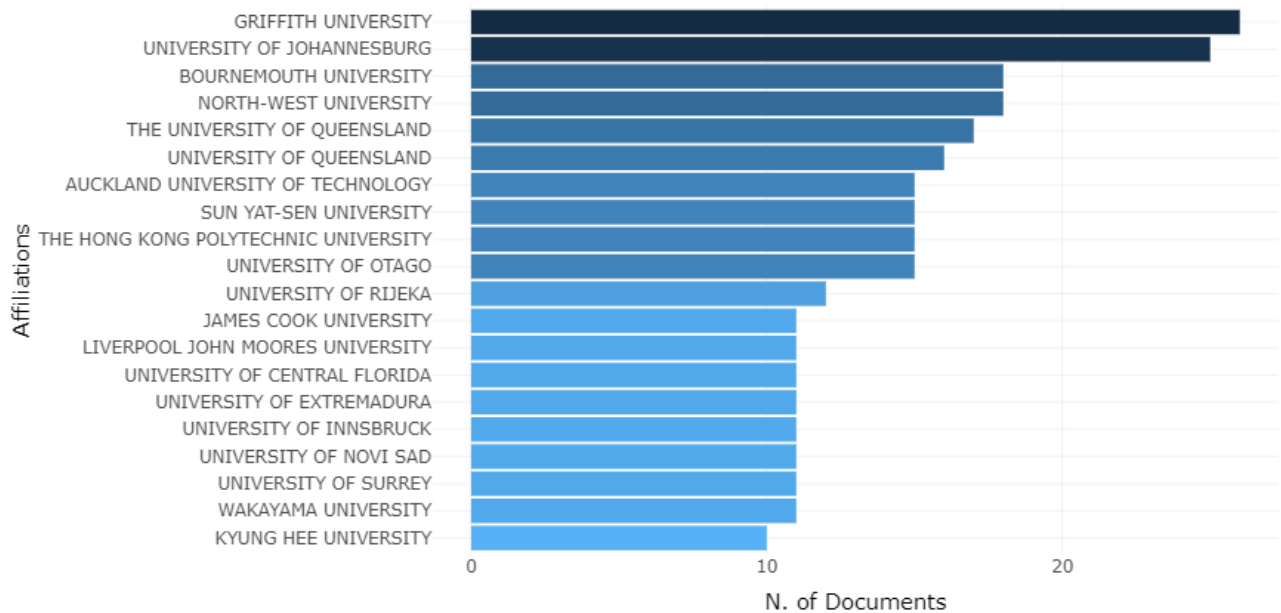
Source: Created using BiblioShiny

Exhibit 9: Author Impact



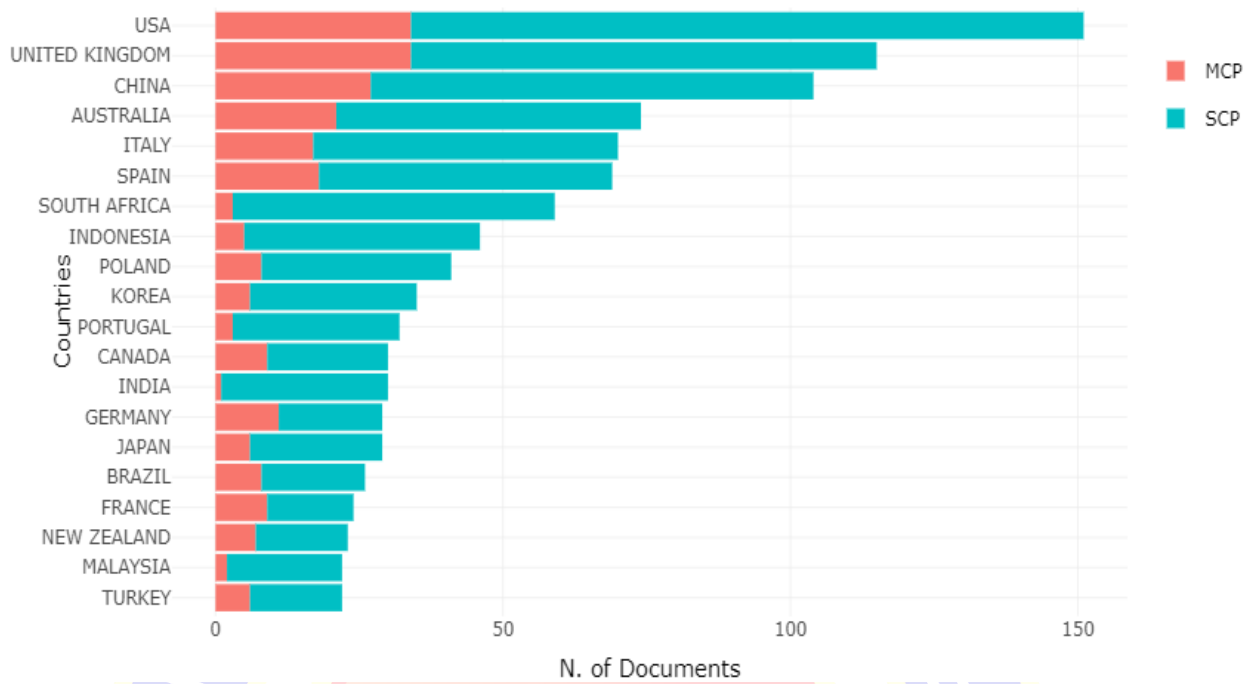
Source: Created using BiblioShiny

Exhibit 10: Most Relevant Affiliations



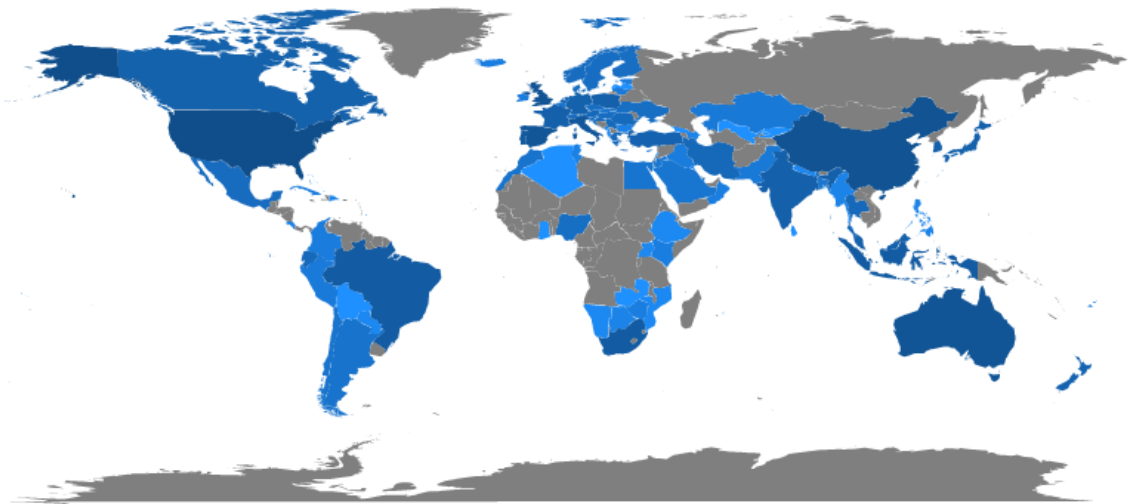
Source: Created using BiblioShiny

Exhibit 11: Corresponding Authors' Country



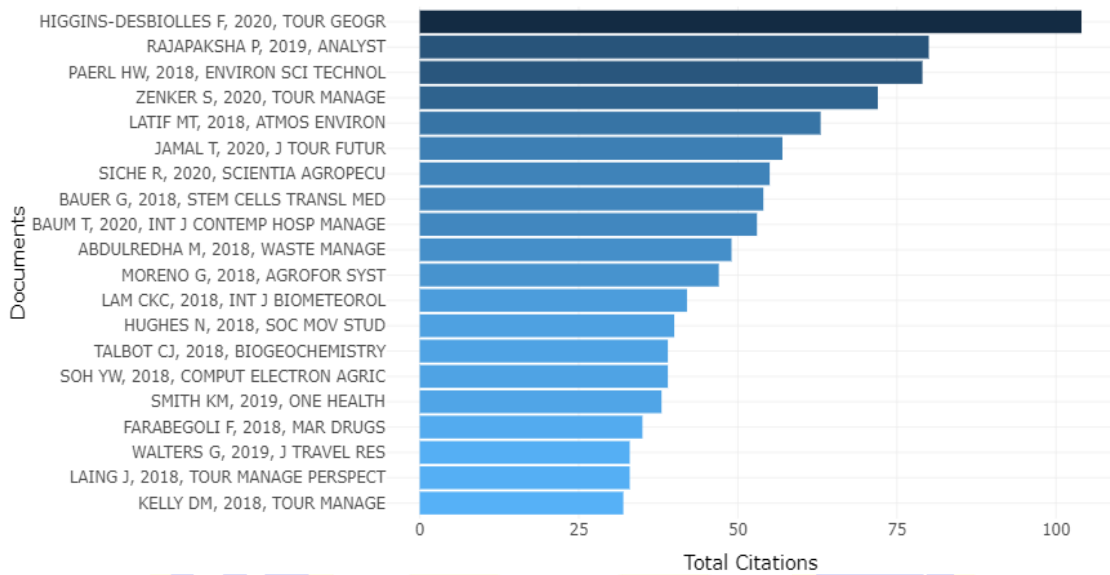
Source: Created using BiblioShiny

Exhibit 12: Country Scientific Production



Source: Created using BiblioShiny

Exhibit 13: Most Cited Documents



Source: Created using BiblioShiny

Exhibit 14: Trend Topics



Source: Created using BiblioShiny

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FINANCIAL WELBEING – GOAL OF FINANCIAL LITERACY**Anusha Ragesh ¹, Beneeta Benny ²**¹ Rajagiri College of Management and Applied Sciences, Kakkanaad² Mahatma Gandhi University, Kottayam**Abstract**

Financial literacy is capacity to use knowledge and skills to efficiently manage finance. Financial wellbeing, being the most important aspect in the economy, is the ultimate goal of financial literacy. Financial wellbeing is also known as financial wellness, financial stability etc. It determines a link between the current situation and the future plans of an individual. Financial literacy plays a very dominant role in economy. Lack of financial literacy affects the developed and developing economies. The intensity of financial literacy is connected with education and revenue level of an individual. The aim of this study is to pinpoint the importance of financial literacy and financial wellbeing. It helps in consolidating knowledge about financial components. The relation between the financial behavior and wellbeing is also defined in this research. This research highlights the effect of demographic elements in financial wellbeing. The age group, marital status and educational background of each individual is required for effective study of financial wellness. This study includes a questionnaire, which helps in analyzing the financial behavior of individuals in an economy. It shows that there is a positive relation between financial wellbeing and financial literacy. Financial literacy is an important tool for financial wellbeing. The relation between financial elements is indicated in this study.

Keywords: *Financial Wellbeing, Financial Literacy, Financial Wellness, Financial behavior*

Introduction

Financial decisions are more composite, due to the financial challenges faced by the economy. The strains of having financial instability affect the financial decisions taken. Here, financial literacy plays an important role. Financial literacy, not only ensures education on financial terms, but also helps in developing skills required to make sound decisions. Financial wellbeing ensures a control on the finances that helps financial components to be stable. Financial wellbeing is not something that is only related with group of individuals having a high degree salary, education or status. It is meant for all the individuals in an economy. According to a research, 74% of people suffer from financial difficulties. It has a profound effect on the financial sector of an economy. Financial wellbeing defines the ability

to competently manage financial elements. It mainly focuses on the security and freedom of choice.

Having a financial knowledge is the basic strategy to financial wellbeing. Financial literacy helps in growth of the economy. This helps us to make sound financial decisions. With the inclusion of huge financial services and products, financial literacy has become a necessity now. There are different financial instruments. But none of it is known to the individuals, due to the lack of literacy regarding financial elements. Financial literacy helps in developing sound financial decisions and thus, helps in growth of financial sectors of the economy. Complexity of integrated financial products has increased. Lack of literacy, shows the degree of standard of knowledge in the area of financial wellbeing.

Financial wellbeing is a comprehensive and multidimensional concept that absorbs financial attitudes and financial status. The word 'wellbeing' is defined as "a state of being comfortable, happy and healthy". In financial terms, it is the financial stability and growth in an economy. In order to acquire financial wellbeing, literacy is the prime factor that helps in gaining skills, awareness and understanding. Hence, there is a greater importance for financial literacy to attain financial stability.

Literature review

Financial literacy is the main pillar for financial wellbeing. It helps in moulding up a strong economy. Lack of financial literacy is one of the main factors that hamper participation of individuals in financial market. According to a study conducted, 70% of people are not confident in making financial decisions of their own. This shows the importance of knowledge in financial market. It helps in achieving the financial goals. Positive financial attitude is a result of financial literacy and is ultimately results in financial wellbeing and economic empowerment of the individual. The main elements of finance, i.e. budget, investment, insurance, loans and interest are to be clearly defined and should be studied by the individuals in order to attain knowledge.

There are a multiple organizations working for the development of finance in the lives of individuals. The Consumer Financial Protection Board (CFPB) was the first to recognize the outline of financial wellbeing. As a result, financial wellbeing scale was established. It is defined differently by other researchers. Several groups have defined financial wellbeing and has gained different parameters against institutions to measure the financial scale.

Financial wellbeing is known in different terms. The synonyms for financial wellbeing include- financial wellness, financial soundness and financial solvency. Jo and Garman (1998) employed the term financial wellness and illustrated it as a comprehensive concept comprising financial satisfaction, objective status of financial situation, financial perception, and behavior that cannot be assessed through one measure.

The most determining factor of financial wellbeing is financial behavior. It varies from the scale of measurement. Being a positive financial behavior, it helps in boosting up the financial elements. If it's a negative financial behavior, it will lead to instable financial position. Therefore, financial literacy plays an important role in financial wellbeing of an individual.

Hypothesis

These hypothesis projects the relation between the financial literacy and financial wellbeing.

- a. There is a positive significant relation between financial literacy and financial wellbeing.
- b. There is a positive relation between financial wellbeing and education of individuals.
- c. Higher financial literacy is important for financial stability.
- d. There is a positive relationship between financial behavior and financial wellbeing.

All these four hypotheses serve the purpose of this paper. At the end of the study, we can conclude whether financial literacy is important for financial wellbeing and whether it has a negative impact on any of the financial elements.

Methodology

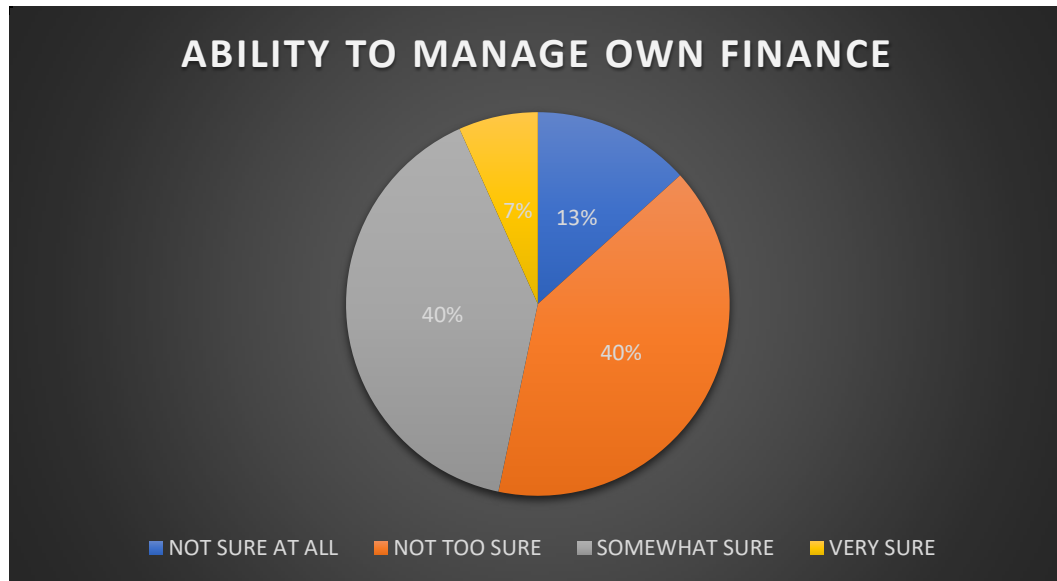
This paper helps us to estimate whether financial literacy and financial wellbeing are interconnected and whether they have a positive or negative relation between them. To make the assumptions clear, a questionnaire was sent to some respondents. Also we had an interactive session between our college mates regarding this topic too.

The questionnaire was formulated in English language. The age group, marital status, educational qualification and the want of financial wellbeing and financial literacy was measured through the questionnaire. A small group of 15 people responded to the questionnaire. We analyzed the graph and estimated the results.

Result

A. How do you feel about your ability to manage your own finances?

FIG 1



NOT SURE AT ALL- I wish I knew a lot more about money management

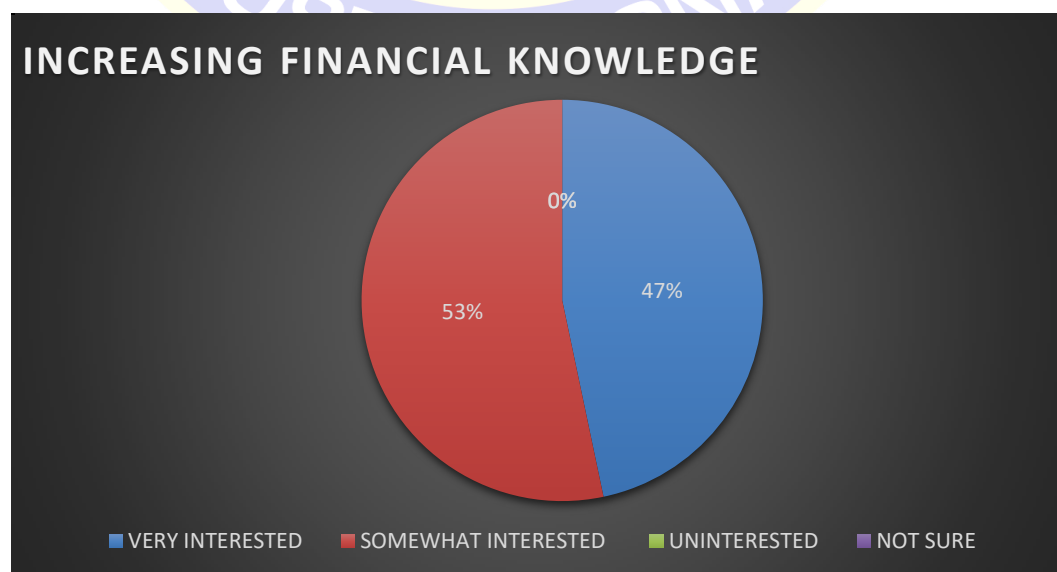
NOT TOO SURE- I wish I knew more about money management

SOMEWHAT SURE – I understand most of what I need to know about money management

VERY SURE- I understand money management very well.

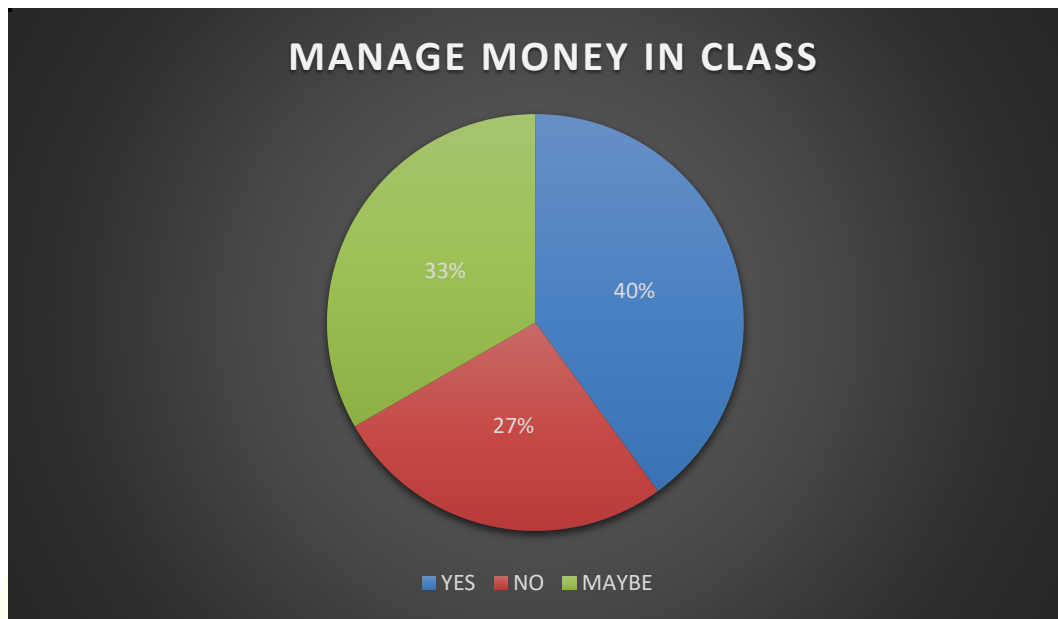
B. How interested are you in increasing your financial knowledge?

FIG 2



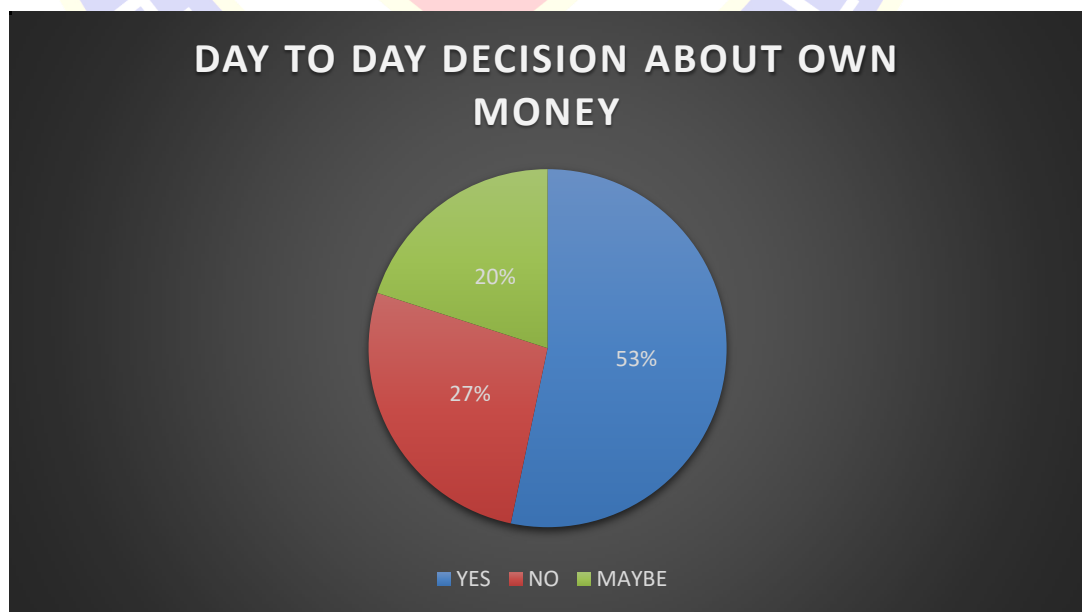
C. Have you ever learned how to manage your money in a class?

FIG 3



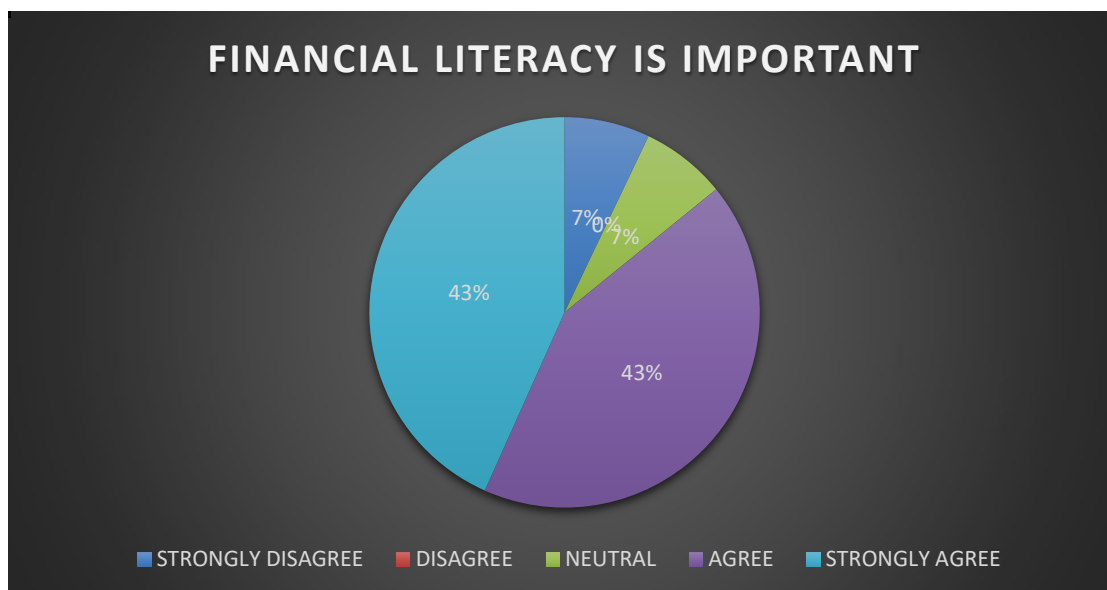
D. Do you make day to day decision about your own money?

FIG 4



- E. How much do you agree with the following statement? Financial literacy is important to manage your finance?

FIG 5



- **Relation between financial literacy and financial wellbeing**

Financial literacy and financial wellbeing go hand in hand. As per the survey, greater the financial literacy greater the financial wellbeing is. And here it indicates, that only minority people knows how to manage their finances and have learned how to manage them at classes. So financial literacy creates financial attitude which lead to financial wellbeing. So it creates a positive relationship between financial literacy and financial wellbeing. Thus it improves an individual's financial attitude.

- **Relation between financial literacy and education of individuals**

Financial literacy affects the individuals, especially to younger group of individuals. It educates and also creates awareness about the importance of financial management in life. An illiterate person finds it difficult to deal with the banking and other related activities. But he might manage his day to day finances, as it needs only basic knowledge. For effective financial management, financial literacy is important, so that, it helps an individual to attain the position of wellbeing.

- **Higher financial literacy is important for financial stability**

Financial stability is important in an individual's life. One can be said as financially stable when he/she have minimum / no debt, when he/she has the ability to pay for monthly expenses with his/her own income, when he/she pays bills on time, when he/she have an

adequate emergency fund and finally if his/her net worth is growing year after year. So if one has adequate knowledge about finance, they can be financially stable, or in other words a higher rate of financial literacy will lead an individual to a debt-free life. As the survey shows, one may be financially stable and is able to meet his/her day-to-day requirements. But if they have no reserves to meet their other needs (emergencies), there is a higher chance that they fall into greater debts.

- **Relation between financial behavior and financial wellbeing**

There is a positive relation between financial behavior and financial wellbeing. Financial behavior is important in an individual's life for the smooth functioning of their day-to-day requirements. Financial behavior of an individual replicates the knowledge to manage finance, it also reflects their financial wellbeing. Thus we can conclude that financial behavior has an importance in financial wellbeing.

Relation between financial literacy and financial wellbeing, relationship between financial wellbeing and education of individuals, importance of financial literacy, positive relationship between financial behavior and financial wellbeing are the major key areas we have gone through. We have seen the ability of individuals managing their finances. From the above study, it proves that financial literacy among the individual is slightly lesser (fig 1). People are very but moderately interested in increasing their financial knowledge (fig 2). 40% of respondents say that they have learned to manage money in the classes. The other 60% is not sure about it. In fig 4, the majority of the people make their own decision about their finance but they are poor in financial literacy. In fig 5, it strongly depicts the importance of financial literacy to have a debt-free life.

Conclusion and discussion

The findings in the study show that people have not gained access to financial literacy. Only a few people are in a position to manage their finances effectively. It is clear that people don't always apply financial literacy to make their financial decisions. The negative impact is that it can cause many people to become victims of predatory lending, subprime mortgages, or fraud and high interest rates, resulting in bad credit or bankruptcy. The lack of financial literacy can lead to large amounts of debt and poor financial decisions.

According to the research conducted, the importance of age, sex and educational background of each individual is clearly defined. Higher financial wellbeing reduces the financial concerns. There is a positive impact on financial literacy and financial wellbeing.

The results of this research are compatible with studies conducted in previous years. The positive and negative relation between the financial variables has been clearly depicted.

If government takes an effort to provide financial literacy to the people, it will surely provide a base to make effective financial decisions and it impacts their wellbeing positively. The spending behavior of the people must be carefully studied. Each individual must know how to spend wisely and how to manage their fund appropriately. Financial literacy trainings must be conducted. People must practice budget planning .It helps in defining a proper fund plan. In order to become financially stable, one must learn to manage their income. The principle of 'spent less than your income' is a very effective strategy for financial wellbeing. Everyone comes from different background. Each individual must act according to their own financial position.

There must be surveys and studies conducted based on the financial wellbeing and financial literacy. Further studies help in defining the approval of the conclusions globally.

Financial wellbeing is the prime element in the stage of a personal life. We can conclude by saying that financial literacy is very important in a person's life, so that he will not be financially reluctant and will lead to a proper financial stability and will have a greater net worth group.

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INFLUENCE OF PERCEIVED USEFULNESS AND PERCEIVED EASE OF USE ON SWITCHING INTENTION REGARDING MOBILE APPS

Aleena P .Z ¹, Dr. Vineeth K M ²

¹ First Semester M.com, Government College, Tripunithura, Ernakulam, Kerala

Email: pzaleena@gmail.com

² Assistant Professor of Commerce, Government College, Tripunithura, Ernakulam, Kerala

Email: vineethkmenon@gmail.com

Abstract

Smart phones are inevitable in today's world, particularly in the COVID-19 situation. Without a doubt, a smartphone is needed for a person's daily activities. And the use of mobile applications has become ingrained in people's daily lives. A mobile application is a computer programme or software application that runs on a mobile device like a phone, tablet, or smart watch. Businesses are using apps to improve their processes and increase the level of accessibility their customers have to them. Apps are generally small, individual software units with limited function. The mobile applications are known as an app, web app, online app, iPhone app or smartphone app. Mobile apps are more user friendly, less expensive and easier to install as compared to desktop applications. OTT platforms included entertainment apps and there are currently about 40 providers of over the- top media services (OTT) in India. This paper attempts to explain the relation between Perceived Usefulness and Perceived Ease of Use toward Switching Intention to use mobile apps instead of laptops or computers.

Keywords: COVID19, Perceived Usefulness, Perceived Ease of Use, Switching Intention

Introduction

A mobile application is a computer programme or software application that runs on a mobile device like a phone, tablet, or smart watch. Apps are being used by businesses to change their processes and make themselves more accessible to their customers. Apps are small, standalone software units with limited functionality. Apps, web apps, internet apps, iPhone apps, and tablet apps are all terms used to describe mobile applications. In comparison to desktop applications, mobile apps are more user-friendly, less costly, and easier to install.

Review of literature

According to Subhadin Roy (2017), behavioural intention has a substantial impact on usage behaviour and subsequent moving intentions from computers/laptops to apps. Omar Aladdin,

A Ran, Zalina Zainudeen, and Fakrudin Kamarudin (2018) investigated the consumer's decision to move from conventional to digital payment methods. Ufuk Cebeci, Oguzhan Ince, and Hulya Turkcan (2019) presented an empirically validated model that shows how the TAM model explains the determinants of intention to use Netflix. Garima Gupta, Komal Singharia (2021) highlights the changing media consumption habits of consumers. They investigate the effects of customer engagement and service quality.

Statement of problem

In this era the smart phones and mobile applications have an escalating usage for everything. All are depending the mobile applications simply mobile apps for their daily activities and for entertainment etc. Covid19 increases the use of mobile applications. The study is conducted to understand the influence of perceived usefulness and perceived ease of use on switching intention regarding mobile apps.

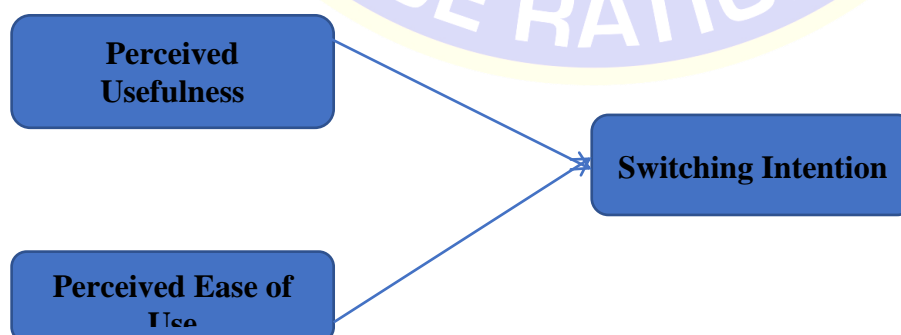
Objectives of the study

- To understand the customer's switching intention regarding mobile apps
- To study the relation between dependent variable (Switching Intention) and independent variables (Perceived Usefulness and Perceived Ease of Use).
- To assess the usage of mobile apps

Methodology of the study

The study includes both primary and secondary sources of data. Primary data has been collected using Google Forms adopting the TAM variables of Perceived Usefulness, Perceived Ease of Use and Switching Intention adopted from Subhadin Roy (2017).

Conceptual Model



Profile of the Sample

The survey using google forms could fetch 124 responses and that is forming the basis of the study. Table1 depicts the demographic profile of the sample.

Test of Reliability

All the three major constructs used in the study are found to possess a Cronbach's Alpha above 0.7 as per Table 2 and are eligible for further statistical procedures. (Nunally, 1978)

Test of Normality

The data was not found to be normally distributed as per test of normality depicted in Table 3. Hence nonparametric procedures are used to draw inferences.

Results

- The users find a high level of Perceived Usefulness, Perceived Ease of Use and Switching intention to mobile apps from laptop/computers. Perceived Ease of use seems to be more than Perceived Usefulness.
- Table 5 depicts that Perceived Usefulness ($r = 0.291$) and Perceived Ease of Use ($r = 0.635$) are significantly positively correlated to Behavioural Intention ($p < 0.05$).
- Table 6 depicts the usage of mobile apps. Social media apps heads the usage followed by Video content apps. Digital payment apps along with Photo/Document editing apps are also found in high use.
- With respect to the opinion of users on the increased usage of mobile apps during lockdown, a very high agreement (mean 4.25, median 4.00) was observed and the opinion was found to be statistically significant ($p < 0.05$)

Discussion

Mobile apps have been getting more and more popular since the advent of android phones. Better internet connectivity, affordable costs and e-governance initiatives have increased the usage among common public. Switching intention from laptops/computers to mobile apps has gained momentum in the recent days. Perceived Usefulness and Perceived Ease of Use have proven to be the major drivers apart from connectivity and affordability. Innovations in the genre of technology are growing with more and more application of AI and related products of industry 4.0. Days to come will be witnessing more research in the mobile access to AI and technology among common public.

Analysis tables**Table 1 Profile of the Sample**

Variable	Category	Count	%
Gender	Female	97	78.2
	Male	27	21.8
	Total	124	100.0
Age	30 to 50	19	15.3
	Above 50	3	2.4
	Below 30	102	82.3
	Total	124	100.0
Region	Rural	87	70.2
	Urban	37	29.8
	Total	124	100.0
Education	Graduate	62	50.0
	Postgraduate	36	29.0
	Undergraduate	26	21.0
	Total	124	100.0
Occupation	Salaried	39	31.5
	Self Employed	6	4.8
	Student	49	39.5
	Unemployed	30	24.2
	Total	124	100.0

Source: Survey Data

Table 2 Test of Reliability

Construct	Cronbach's Alpha	N of Items
Perceived Usefulness	0.884	4
Perceived Ease of Use	0.837	4
Switching Intention	0.817	3

Source: Computed from Survey Data

Table 3 Test of Normality

Construct	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Perceived Usefulness	.162	124	.000	.939	124	.000
Perceived Ease of Use	.118	124	.000	.940	124	.000
Switching Intention	.168	124	.000	.895	124	.000

Source: Computed from Survey Data

Table 4 PU, PEU and BI

Construct	N	Mean	Median	Z	P Value [#]
Perceived Usefulness	124	3.6028	3.750	-6.435	0.000**
Perceived Ease of Use	124	4.0605	4.000	-9.241	0.000**
Switching Intention	124	4.1828	4.000	-9.309	0.000**

Source: Computed from Survey Data

#Wilcoxon Signed Rank Test

**Significant at 1% level of significance

Table 5 Correlation between PU, PEU and SI

Construct	Statistics	Perceived Usefulness	Perceived Ease of Use	Switching Intention
Perceived Usefulness	Correlation Coefficient	1.000		
	Sig. (2-tailed)	.		
	N	124		
Perceived Ease of Use	Correlation Coefficient	0.443**	1.000	
	Sig. (2-tailed)	0.000	.	
	N	124	124	
Switching Intention	Correlation Coefficient	0.291**	0.635**	1.000
	Sig. (2-tailed)	0.001	0.000	.
	N	124	124	124

#Spearman Rank Correlation

**Correlation is significant at the 0.01 level (2-tailed).

Table 6 Usage of Mobile Apps

Platform	N	Mean	Rank	Median	Z	P Value [#]
Video Content Apps	124	4.1532	2	4.000	-8.405	0.000**
Digital Payment Apps	124	3.3790	3	3.000	-3.092	0.002**
Social Media Apps	124	4.3226	1	5.000	-8.584	0.000**
Photo/Document Editing Apps	124	3.3306	4	3.000	-2.952	0.003**

Source: Computed from Survey Data

#Wilcoxon Signed Rank Test

**Significant at 1% level of significance

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**ENVISAGING THE REPERCUSSION OF SELF-HELP GROUPS IN WOMEN
ENTREPRENEURSHIP: -WITH SPECIAL REFERENCE TO KARUKACHAL
PANCHAYAT**

Preetha Thomas

Assistant Professor, Department of Commerce,
Saintgits College of Applied Sciences, Pathamuttom, Kottayam, Kerala.

preethathomas0@gmail.com

Abstract

In the olden days, women were restricted to take part in any social activities and not given a role in decision-making in her family. Now the situation has changed, and in today's scenario, more women are engaged in income-generating activities and support to the family in financial needs. This was possible due to SHGs providing small finance to poor women for encouraging them to involve in entrepreneurial activities. The contribution of women in the present-day business and commercial world is significant. Self Help groups are considered as agents of Socio-economic transformation in rural areas. The characteristic features of SHGs are voluntary membership, participatory planning, holistic approach, resource mobilisation, self-management, self – help and mutual help. The main purpose of this study is to analyse whether the Self Help Groups can empower women by providing financial support for women entrepreneurship, to analyse the economic gains derived by the members after joining the SHG and to study the Empowerment of women psychologically, economically and sociologically. The study concludes that SHG's provide not only financial aid and assistance to women but also aid and guidance about what entrepreneurial activities they could engage in. It has been found that after joining the SHGs, it is not only the income of the women that has increased but also their social status and the respect they got from society. They were able to achieve psychological, social and economic independence by becoming members of Self Help Groups.

Keywords: *Self Help Groups; Financial assistance; Women empowerment.*

Introduction

“Alone, an individual can do so little but together as a group, they can achieve so much”. Self Help Groups (SHGs) are small groups of people who invariably face similar problems. They unite together as a group to help each other solve their problems. SHGs promote small savings among its members, which are kept with the bank in the form of a common fund in the name of the SHG. The SHG gives small loans to its members from its common fund.

A self-help group (SHG) is usually composed of 10 to 20 local women or men. Self-help groups are seen as an organised measure for attaining goals such as empowerment of women, development of leadership abilities among the poor and needy people, increased school enrolments and improved nutrition and birth control, in countries like India. SHGs also help to bridge the gap between high-caste & low-caste people /citizens by bringing them under a common umbrella. The increase in women entrepreneurship and their contribution to the national economy is evident in India. The number of women entrepreneurs has increased over a while, especially in the 1990s. Self-help groups have a significant role in contributing towards women's economic, social and political areas of entrepreneurship. Several organisations, i.e. Government as well as non-government organizations are today involved in SHG development initiatives.

The main objective of SHGs is to encourage women in women entrepreneurship. SHGs provide women with the financial backup they need to start business ventures and actively participate in the economy. It improves their confidence and status and makes them more active in decision-making, thus encouraging gender equality. Having an access to savings and credit can strengthen a series of interlinked and mutually reinforcing dimensions of empowerment. Self Help Groups have improved the status of the life of the women members by increasing their decision-making capability in the family and the society and their involvement in the various economic and social activities. It is also reported that SHGs have a role in improving the country's economic development. In most of the rural and urban areas, SHGs comprised women, and consequently, participation of women in the country's economic development is increasing. Thereby they play an important role in elevating the economic status of their families. This has led to the boost of women entrepreneurship.

Statement of the problem

In the olden days, women were restricted to take part in any social activities and not given a role in decision-making in her family. This situation was even worse in rural and remote areas where women were generally given less consideration. Now the situation has changed, and in today's scenario, more women are engaged in income-generating activities and a support to the family in financial needs. This was possible due to SHGs providing small finance to poor women for encouraging them to involve in their entrepreneurial activities, whether small-scale or large scale. Empowerment of women through entrepreneurial activities is seen as one of the most essential means of poverty eradication. Lack of capital,

financial support and credit means is the constraints faced by women for their development in entrepreneurship. The significance of this study is to analyse whether SELF HELP GROUPS can empower women by providing financial support for women entrepreneurship.

Objectives of the study

- To analyse the operating system of SHGs for the mobilization of saving and delivery of credit to women.
- To analyse the economic gains derived by the members after joining the SHGs.
- To analyse the Empowerment of women economically, psychologically and sociologically.
- To put forward suggestions based on the study

Hypothesis

Based on the objectives following hypothesis is set:

- H0: There is no significant association between the perceived impact of Self Help group membership on women entrepreneurship and financing obtained from SHGs
- H1: There is a significant association between the perceived impact of Self Help group membership on women entrepreneurship and financing obtained from SHGs

Methodology of the study

The study was carried out in Ward number XV1 of Karukachal panchayat by selecting 6 SHGs by using random sampling method. The members of the selected self-help groups are the respondents of this study. Both primary and secondary data are used. Primary data is enumerated using questionnaires and schedules in the study region. The sample population for the study comprises 120 respondents of Karukachal panchayat, and secondary data is collected from NGO's reports, books, periodicals, the internet and other documents.

Importance of the study

When women begin to play a role in decision making regarding credit and savings, they are able to optimise the welfare of their families.. In addition to the influence of the project in raising income and encouraging poor households to enter the market economy, it also serves as an entry point for comprehensive community and human development. The Self Help Groups are often promoted as a component of measures to absorb the shock of structural adjustments and globalization. They help society to cope with the macro-economic and social prescriptions which seriously disadvantage women, decrease public sector availability of

complementary services and remove any existing welfare nets for the very poor. In addition to the influence of the project in raising incomes and encouraging poor households to enter the market economy, it also serves as an entry point for comprehensive community and human development. A study on the SELF HELP GROUPS will enable us to know the role of this project in women empowerment through microfinancing.

Scope of the study

SELF HELP GROUPS (SHGs) can be a beneficial part of integrated empowerment and poverty alleviation interventions, mainly for women in rural and remote areas. This study would serve as a help to the concerned agencies to improve the SHGs for attaining overall improvement in women. The present study was to study the critical study of 6 SHGs in the Karukachal region of Kottayam district. The knowledge obtained from the study could help develop strategies to motivate SELF HELP GROUPS. It can also serve as motivators to enhance participation of the members in the group and increase their entrepreneurship activities. The findings could serve as a guideline in formulating different policies and programmes.

Limitations of the study

- The study is conducted in a rural area. Hence the results may not apply to members of SHG's in urban areas.
- Since majority of respondents were of low educational background, they were sceptical about sharing information.

Review of literature

Few studies are available on self-help groups and women entrepreneurship.

One notable study in this area was conducted by Rani (1996). It examines the socio-economic background of women entrepreneurs, analyses their motivational factors, the significant strengths and weaknesses against their environmental opportunities and threats. It also investigates the degree of conflict on the work-home front and its effects on the performance of enterprises. The study reveals that inspite of the fact that the members had supportive families/husbands, and managing the home was relatively easy, the women gave priority to their families rather than to their enterprises.

Studies on the specific role of family and the various social and psychological factors on entrepreneurship in India have been carried by Vyas and Singh (1993). It is inferred that

through the motivational route, personality influences entrepreneurial behaviour (Singh, 1997). It was also studied that factors such as the need for achievement, economic independence and autonomy are essential elements for the success of an entrepreneur (Pujar, 1989).

On the psychological side, willingness to take risks, ambition, a strong desire for individual achievement, and persistence are considered as the main traits (Kaza, 1996). Especially with those who are unaccustomed to taking risks, the fear of failure (psychological) and peer opinion (social) are predominant at the entry-level. The critical barrier that a woman entrepreneur has to overcome is the fear of risk (Histrich et al., 1986).

Further, in developing countries, women entrepreneurs face considerable repercussions within their families and social relationships because of the role transformation from that of the traditional homemaker to a business person. To cope with these psychological stresses, women require great confidence and mental resolve. Researchers do believe that these psychological traits like the need for achievement, power, and affiliation are those that can be developed (Uddin, 1989).

An attempt to study women entrepreneurship in Kerala was made by Pillai and Anna (1990). Their study showed that entrepreneurs depended on financial support from the state and that familial assistance was used only as a secondary source of help. Nevertheless, women had cited family support and encouragement as the highest facilitating factors for them to do business, the motivation for setting up enterprises.

Data analysis and interpretation

Table I: Reasons to join the particular SHG.

Options	No of respondents	Percentage
Improves social status	16	13%
Improves economic status	30	25%
Obtain financial support	48	40%
Promotes saving habit	14	12%
Community development activities	6	5%
Others	6	5%
Total	120	100

Source: Primary source.

Figure 1: Reasons to join the particular SHG.

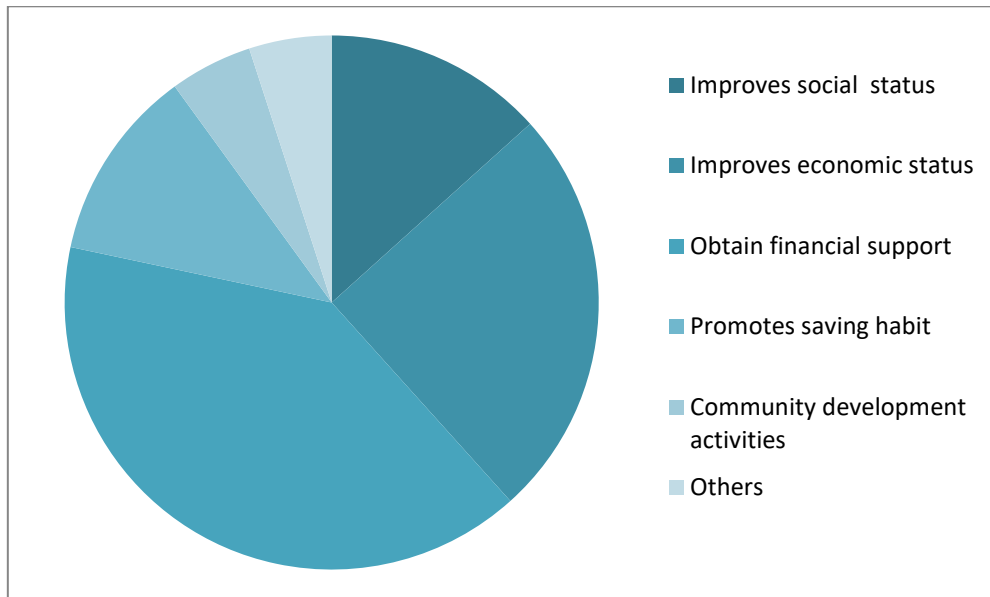
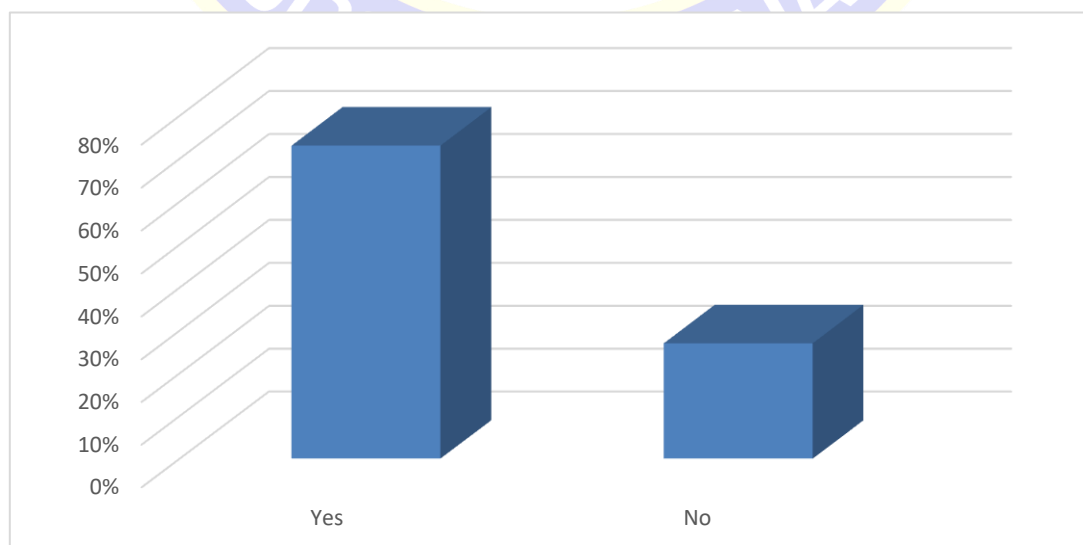


Table II: Frequency showing financial assistance from SHG.

Options	No of respondents	Percentage
Yes	88	90%
No	32	10%
Total	120	100

Source: Primary source

Figure II: Figure showing financial assistance from SHG.



Testing of Hypothesis

- H0: There is no significant association between the perceived impact of Self Help group membership on women entrepreneurship and financing obtained from SHGs
- H1: There is a significant association between the perceived impact of Self Help group membership on women entrepreneurship and financing obtained from SHGs

Table III: Computation of χ^2

Perceived Impact/ Financing obtained	Yes	No	Total
YES	75	20	95
NO	13	12	25
Total	88	32	120

$$\chi^2 = 7.3493, \quad df = 1$$

The calculated value of Chi-square = 7.3493

The Critical value of Chi-square for degree of freedom 1 at 5% significance is 3.84

Since the calculated value is greater than the table value, we reject the null hypothesis with 95% accuracy.

Therefore, there is a significant association between the perceived impact of Self Help group membership on women entrepreneurship and financing obtained from SHGs.

Findings

- Most of the respondents utilised the loan amount to start small scale industries
- SHG provide the members with sufficient fund to start their own business and to be a good entrepreneur
- 80% of the respondents have increased their social status and started earning respect from their family members.
- Based on the analysis, women are psychologically, socially and economically independent after joining SHGs.

Suggestions

- Most of the members in the SHGs are not adequately trained in their field, and most of them are not highly educated. So members should be given aid and guidance for the successful operation of the group.
- Simple procedures and the right encouragement from the financial agencies may enable women to form more SHGs in their locality and start more entrepreneurship activities.
- The members of the SHG should be more active, enthusiastic and dynamic to mobilize their savings by group actions. In this process, NGOs should act a facilitator and motivator.
- The procedure of the banks in sanctioning credit to SHG should be quick and straightforward.
- Women need to be more involved in social and cultural activities. The Panchayat should provide necessary training to the members.

Conclusion

The study titled 'Envisaging the Repercussion of Self-Help Groups in Women Entrepreneurship' was conducted to analyse the role of SHGs in women entrepreneurship. Nevertheless, it has been found that SHG's provide not only financial aid and assistance to women, but also guidance regarding what entrepreneurial activities they could engage in. It has been found that after joining the SHGs, not only the income of the women has increased but also their social status and respect they got from society has increased. They achieved psychological, social and economic independence by becoming a member of Self Help Groups. Hence it may be concluded that SHG's play a significant role in women Empowerment as a whole and therefore measures to strengthen its role and include more women under its scope may be undertaken because Empowering Women is the first step to empowering a Society.

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INFLUENCE OF PERCEIVED USEFULNESS AND PERCEIVED EASE OF USE ON BEHAVIOURAL INTENTION REGARDING DIGITAL PAYMENT APPS

Lakshmi Priya R ¹, Dr Vineeth K M ²

¹ First Semester MCom, Government College Tripunithura, Ernakulam. Kerala

Email: lakshmipriyar926@gmail.com

² Assistant Professor of Commerce, Government College, Tripunithura, Ernakulam, Kerala

Email: vineethkmenon@gmail.com

Abstract

The emergence of a faceless, paperless, and cashless economy is referred to as digitalisation of payment mechanisms. The Government of India's Digital India initiative has developed a forum for people to benefit from a knowledge-based electronic transition in governance. The government launched various digital payment methods as part of the Digital India initiative, including banking cards, mobile wallets, Aadhaar Enabled Payment System (AEPS), Unified Payment Interface (UPI), Electronic Point of Sale, and Internet Banking. Customers who use digital payment apps can make payments directly from their bank accounts, monitor and manage their transactions, earn cash back and rewards, and collect any type of payment remotely. The same can be said for a businessperson. While technological advancements such as big data, the internet of things, and others are gaining traction, the cashless economy is not without its drawbacks. Identity theft and other cybercrimes, as well as a technologically unprepared population, weak internet connectivity, a lack of exposure to digital payments, and a reluctance to use digital medium for economic transactions, are all major roadblocks to the country's transition to a cashless economy. The demonetization of currency resulted in a massive increase in digital payments. Adoption of digital payment apps are driven by many contextual factors. TAM model variables of Perceived Usefulness and Perceived Ease of Use dominate the research in these domains. This paper attempts to find the relation between Perceived Usefulness and Perceived Ease of Use on Behavioural Intention.

Key Words: *Digital Adoption, Perceived Usefulness, Perceived Ease of Use, TAM*

Introduction

The RBI Ombudsman Scheme for Digital Transactions (2019) defines digital transactions as “a payment transaction in a seamless system effected without the need for cash at least in one of the two legs, if not in both. This includes transactions made through digital/electronic

modes wherein both the originator and the beneficiary use digital/electronic medium to send or receive money.”

Because of the numerous problems that cash presents, countries all over the world are heading toward a cashless economy. Cash fuels a parallel or black economy that stymies the country's growth. Furthermore, India's printing and other cash-related expenditures are projected to be 1.7 percent of GDP. Cash, on the other hand, continues to play an important role in our lives.

The emergence of a faceless, paperless, and cashless economy is referred to as digitalisation of payment mechanisms. The Government of India's Digital India initiative has developed a forum for people to benefit from a knowledge-based electronic transition in governance. The Pradhan Mantri Jan Dhan Yojna (PMJDY), which aimed to provide financial inclusion to everyone, the Demonetisation drive in 2016, and the introduction of the Unified Payment Interface were all main factors that boosted digital transactions (UPI) (Shallu et al,2019).

The government launched various digital payment methods as part of the Digital India initiative, including banking cards, mobile wallets, Aadhar Enabled Payment System (AEPS), Unified Payment Interface (UPI), Electronic Point of Sale, and Internet Banking. The demonetization of currency resulted in a massive increase in digital payments. Digital wallet companies had grown by 271 percent to a total value of US\$2.8 billion by February 2017. (Rs. 191 crores). The Aadhaar Payment app, the UPI app, and the Bharat Interface for Money (BHIM) app created by the National Payment Corporation of India had been aggressively pushed by the Indian government and private sector companies such as Paytm, Freecharge, and Mobikwik (NPCI). App-based financial transactions also influenced behaviour and aided in the adoption of digital payments. This has made it easier to pass money in rural areas that were previously unaffected by digital payment methods. Several foreign investors are now interested in investing in India's burgeoning digital payment industry, which has a huge potential for growth. (Dr. V Lakshmi Narayanamma, D Sudhir Babu,2018)

Despite the fact that Demonetisation sparked widespread adoption of digital transactions, studies show that UPI has gained more momentum in the long run by popularising digital payment methods. At the end of the financial year 2018-2019, UPI had surpassed all other digital financial transaction instruments by increasing transaction volume by 450 percent. According to industry experts, the low cost of smartphones and internet data has accelerated the widespread acceptance of smartphones by consumers from all walks of life. The

information and communication technology industry is also playing an important role in societal growth and economic digitization.

Customers who use digital payment apps can make payments directly from their bank accounts, monitor and manage their transactions, earn cash back and rewards, and collect any type of payment remotely. The same can be said for a businessperson. While technological advancements such as big data, the internet of things, and others are gaining traction, the cashless economy is not without its drawbacks. Identity theft and other cybercrimes, as well as a technologically unprepared population, weak internet connectivity, a lack of exposure to digital payments, and a reluctance to use digital medium for economic transactions, are all major roadblocks to the country's transition to a cashless economy.

Review of literature

Majority of the studies have used TAM (Technology Acceptance Model) for arriving at conclusions. This model explains and predicts how users accept and use technology or information systems (Davis et al., 1989). TAM shows that technology acceptance is influenced by attitude towards using (ATU). ATU is influenced by Perceived Ease of Use (PEU) and Perceived Usefulness (PU). Some of the variables used for the studies are PEU, PU and BIU (Behavioural intention to use).

According to a recent study from ACI Worldwide, more than 70.3 billion real-time payments transactions will be processed globally in 2020, up 41% from the previous year. According to the study, the COVID-19 pandemic has intensified trends away from cash and cheques and toward greater dependence on real-time and digital payments.

According to the survey, India maintained its lead with 25.5 billion real-time payments transactions, led by China (15.7 billion). In 2020, India's transaction volume share for instant payments and other electronic payments was 15.6 percent and 22.9 percent, respectively, while paper-based payments had a significant share of 61.4 percent. According to the study, real-time payments will account for more than half of all electronic transactions by 2024. By 2025, this will rise to 71.7 percent.

Collaboration between the government, the regulator, banks, and fintech has been a hallmark of India's journey to build a digital financial infrastructure. This has aided the country's goal of enabling financial inclusion, as well as providing people with fast payment digitization. With many first-time consumers embracing digital payments and retailers seeing major uplift as a result of the pandemic, the acceptance of digital payments has intensified even further.

Consumer attitudes and intentions to use mobile wallets are influenced by factors such as perceived ease of use (PEOU), perceived usefulness (PU), confidence, protection, facilitating conditions, and lifestyle compatibility, according to Deepak Chawla and Himanshu Joshi. Usefulness and confidence were significantly influenced by ease of use, while trust, attitude, and purpose were significantly influenced by PU. The importance of security and confidence in deciding trust has been discovered. (Chawla & Joshi, 2019).

Non-price parameters such as 'acceptance,' 'convenience,' 'transaction speed,' and 'safety' were used to gauge the perception of payment instruments used at PoS terminals in a study evaluating payment perception of Dutch consumers [9]. The Technology Acceptance Model (TAM) has been used in many studies to demonstrate that "perceived utility" and "perceived ease of use" have a substantial effect on behavioural intention and, as a result, actual use of electronic payment systems. (Kamatchi Easwaran K, 2019)

Akhila Pai H (2018) is of the view that the number of people using digital wallets has risen as internet access and smart phones have become more widely available. Consumers are becoming increasingly interested in digital wallets. According to the study's findings, digital wallets are becoming increasingly common among students and employees. One of the most significant roadblocks is security concerns, which cause users to be concerned about their personal details being exposed. As a result, digital wallet providers must comprehend and fulfil users' confidence and expectations.

KM Siby (2021) found that in times of Covid pandemic, people prefer to use digital payment methods regardless of demographic factors such as gender, age, education, occupation, and monthly income. Even in the midst of the Covid pandemic, Kerala's strong digital literacy, coupled with widespread smartphone penetration and fast Internet access, has played a significant role in the digital transformation of payment methods.

Arpan Kumar Kar (2020) states that price, utility, confidence, reputation, social impact, information privacy, and responsiveness have all been described as important factors in the adoption of mobile payment services. If mobile payment service providers perfectly resolve these factors, the adoption rate of mobile payments services is projected to rise automatically. Edda Tandi Lwoga and Noel Biseko Lwoga (2017) found that perceived usefulness was determined by compatibility, social impact, and mpayment expertise, while mpayment knowledge, confidence, and compatibility predicted perceived ease of use of mpayment services. Furthermore, perceived ease of use dictated perceived usefulness, and perceived

usefulness and personal innovativeness, in turn, had positive effects on m-payment behavioural intention. Gender variations were found in the behavioural intention to use mobile payments. Gender moderated the effect, making it more important for men than for women. Females were more affected by social impact on perceived utility than their male counterparts.

Using mobile payment (m-payment) systems, several countries have seen major improvements in financial inclusion (Raj, 2015). Even in rural areas where financial services have struggled to penetrate, the m-payment service helps to boost socio-economic activities (Venkatakrishnan & Eston, 2013). According to Deloitte (2012), adding 10 cell phones to a population of 100 people in a developed world boosts GDP by 1.2 percent. M-payment systems are crucial for lowering transaction rates, increasing financial integration, and reducing personal and financial risk (Nickerson, 2013).

Statement of the problem

In India, smartphone penetration crossed 42 percent in fiscal year 2020, which is expected to hit 51 percent in fiscal year 2025, more than doubling from fiscal year 2016, when just 24 percent of mobile subscribers used smartphones. The total number of smartphones shipped in India in 2020 is expected to be about 149.7 million. Smartphones have created an atmosphere in which the government can communicate with the general public. With over 500 million Indians online, primarily through smartphones, the effect of digital governance can be more clear and beneficial.

In our race to become a cashless economy, there is a massive revolution taking place in the digital payment app industry. This is particularly important in the event of a pandemic, where digital transactions are encouraged. The aim of this study is to see how perceived utility and ease of use affect behavioural intentions when it comes to digital payment apps.

Objectives

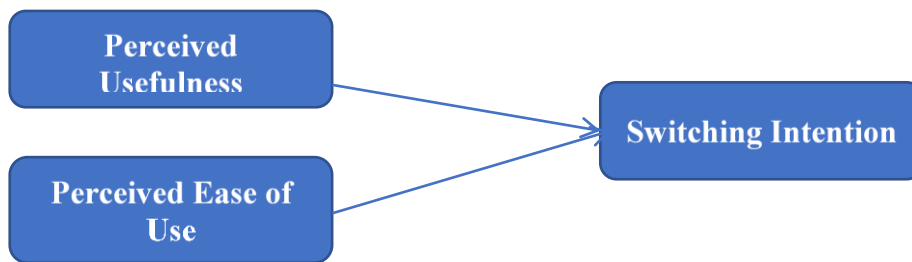
To evaluate the influence of

- i. Perceived usefulness on behavioural intention regarding digital payment apps
- ii. Perceived ease of use on behavioural intention regarding digital payment apps

Methodology

The study includes both primary and secondary sources of data. Primary data has been collected using Google Forms adopting the TAM variables of Perceived Usefulness, Perceived Ease of Use and Behavioural Intention adopted from Subhadin Roy (2017).

Conceptual Model



Research Hypothesis

- PU and PEU are having a significant relation with BI towards adoption of digital payment apps

Profile of the Sample

The survey using google forms could fetch 124 responses and that is forming the basis of the study. Table1 depicts the demographic profile of the sample.

Test of Reliability

All the three major constructs used in the study are found to possess a Cronbach's Alpha above 0.7 as per Table 2 and are eligible for further statistical procedures. (Nunally, 1978)

Test of Normality

The data was not found to be normally distributed as per test of normality depicted in Table 3. Hence nonparametric procedures are used to draw inferences.

Results

- All the constructs PU (Mean 3.86), PEU (Mean 4.14) and BI (Mean 4.04) are positively perceived by the users and the same is found to be statistically significant ($p < 0.05$).
- Perceived Usefulness ($r = 0.801$) and Perceived Ease of Use ($r = 0.561$) are found to be significantly positively correlated with Behavioural Intention to use digital payment apps on mobile. As evident from the correlation coefficient, Perceived Usefulness is more important than Perceived Ease of Use.
- Table 6 and Diagram 1 shows that GooglePay and Mobile applications of respective banks are more used for digital payments.
- Table 7 depicts that GooglePay is found to be the most preferred digital payment app among users followed by mobile applications of respective banks.

- The users also expressed their opinion that the usage of digital payments have increased considerably during and after the lockdown (Mean 4.42 Median 4.50). The positive opinion is found to be statistically significant ($p < 0.05$, $Z = -10.300$)

Discussion

Digital payments have increased like never before post demonitisation. Lockdown and resultant market situation in the pandemic era further accelerated the technology adoption towards digital payments as depicted in the user behaviour and perception. Government initiatives and e-governance regimes are further creating a support for more digital adoption among common people. Perceived usefulness and perceived ease of use are driving increased intention for digital adoption. More research in the outcomes and consequences is expected therein.

Analysis tables

Table 1 Profile of the Sample

Variable	Category	Count	%
Gender	Female	132	91.7
	Male	12	8.3
	Total	144	100.0
Age	30 to 50	36	25.0
	Below 30	108	75.0
	Total	144	100.0
Region	Rural	84	58.3
	Urban	60	41.7
	Total	144	100.0
Education	Graduate	66	45.8
	Postgraduate	72	50.0
	Undergraduate	6	4.2
	Total	144	100.0
Occupation	Salaried	42	29.2
	Self Employed	6	4.2
	Student	96	66.7
	Total	144	100.0

Source: Survey Data

Table 2 Test of Reliability

Construct	Cronbach's Alpha	N of Items
PU	0.851	4
PEU	0.872	4
BI	0.890	3

Source: Computed from Survey Data

Table 3 Test of Normality

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Perceived Usefulness	0.177	144	0.000	0.921	144	0.000
Perceived Ease of Use	0.168	144	0.000	0.917	144	0.000
Behavioural Intention	0.238	144	0.000	0.852	144	0.000

Source: Computed from Survey Data

Table 4 PU, PEU and BI

	N	Mean	Median	Z	P Value [#]
Perceived Usefulness	144	3.8646	3.875	-8.784	0.000**
Perceived Ease of Use	144	4.1354	4.000	-10.194	0.000**
Behavioural Intention	144	4.0417	3.667	-9.836	0.000**

Source: Computed from Survey Data

#Wilcoxon Signed Rank Test

**Significant at 1% level of significance

Table 5 Correlation between PU, PEU and BI

Construct	Statistics	Perceived Usefulness	Perceived Ease of Use	Behavioural Intention
Perceived Usefulness	Correlation Coefficient	1.000		
	Sig. (2-tailed)	.		
	N	144		
Perceived Ease of Use	Correlation Coefficient	0.494**	1.000	
	Sig. (2-tailed)	0.000	.	
	N	144	144	
Behavioural Intention	Correlation Coefficient	0.801**	0.561**	1.000
	Sig. (2-tailed)	0.000	0.000	.
	N	144	144	144

Source: Computed from Survey Data

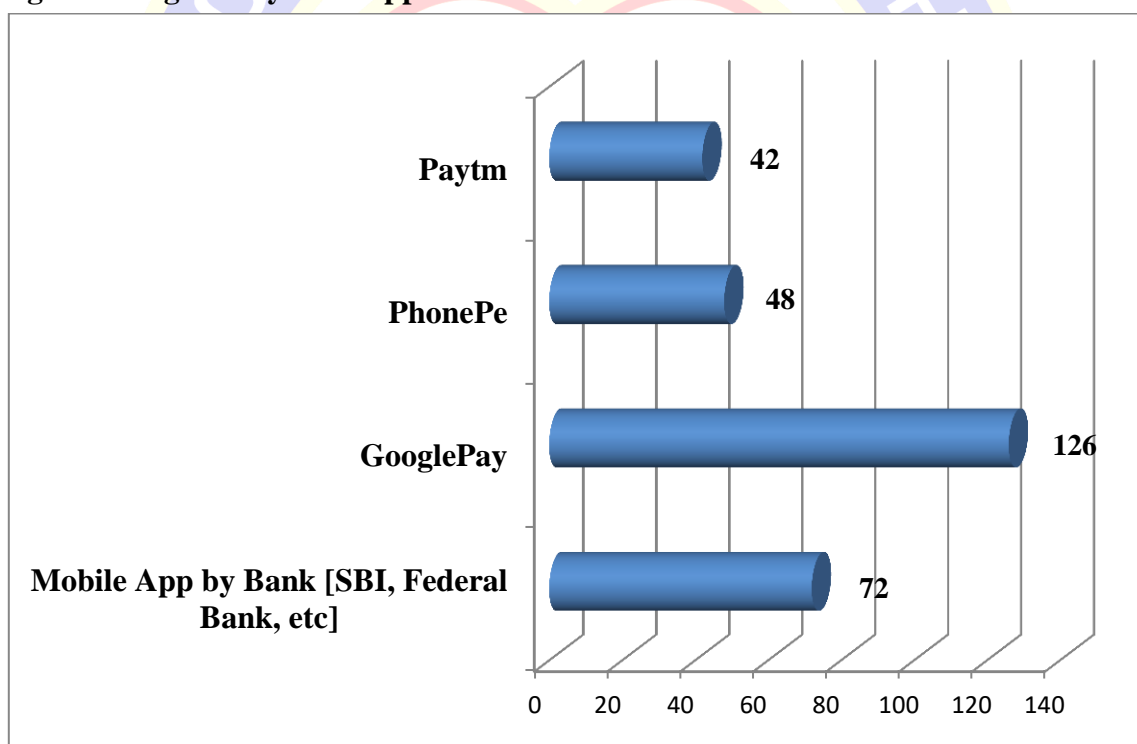
#Spearman Rank Correlation

**Significant at 1% level of significance

Table 6 Digital Payment Apps Used

Payment App	Count	%
GooglePay	42	29.2
GooglePay, PhonePe	6	4.2
GooglePay, PhonePe, Paytm	18	12.5
Mobile App by Bank [SBI, Federal Bank, etc], GooglePay	36	25.0
Mobile App by Bank [SBI, Federal Bank, etc], GooglePay, Paytm	12	8.3
Mobile App by Bank [SBI, Federal Bank, etc], GooglePay, PhonePe	6	4.2
Mobile App by Bank [SBI, Federal Bank, etc], GooglePay, PhonePe, Paytm	6	4.2
Mobile App by Bank [SBI, Federal Bank, etc], Paytm	6	4.2
Mobile App by Bank [SBI, Federal Bank, etc], PhonePe	6	4.2
PhonePe	6	4.2
Total	144	100.0

Source: Survey Data

Diagram 1 Digital Payment Apps Used**Table 7 Most Preferred Digital Payment App**

App	Count	%
GooglePay	90	62.5
Mobile App by Bank [SBI, Federal Bank, etc]	30	20.8
Paytm	12	8.3
PhonePe	12	8.3
Total	144	100.0

Source: Survey Data

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GIG ECONOMY: A BOON TO THE MANKIND AND THE ENVIRONMENT**Maria S Karakkattil**

Research Scholar, Vels University

Abstract

The word sustainability brings to light the concept of not compromising anything for the present but making sure we have enough for the future. This is a concept which makes sure that the world has everything, but makes sure something is left for the future. Even though, many breakthroughs have been made in the field of science to ensure sustainability, it has not yet achieved the desired results. Right from the moment a baby is born till it dies; the amount of carbon being generated keeps on increasing. Even as an infant the waste generated by the baby, the products it uses, the amount of plastic being generated in the form of feeders, diapers etc cannot be reduced as the passage of time goes by. So, in many areas even when we think, the environment is least impacted, it is actually impacted to a great extent. In this study a much left out topic is brought into light, the environment and the new emerging job trend. The study tries to find if the environment is any way benefitted from the rise of the freelance jobs.

Keywords: *economy, mankind, environment*

Introduction

The world economy is ever changing. Sometimes this change is highly welcome among people and sometimes this is not done without a lot of refrainment from the part of the people. But mostly change is something that people might not like at a first instance. This is because whatever they believed in, whatever they were used to is going to change. Earlier, the industrial revolution was regarded as something that could make many loose their jobs. But instead, it turned to be an important revolution that enabled quality production with lesser manual labour. The gig economy is increasing its momentum these days. In short, the freelance jobs together contribute to the gig economy. Many people prefer the freelance jobs over the traditional jobs. Traditional jobs involve desk jobs and working for a minimum of 8 hours straight. This may not be welcome by many. Especially, with the advent of internet and cross border exchange of ideas, the concept of early retirement and passion working is obtaining a lot of importance. Also, instead of working in the same company of longer hours and getting a fixed job, people have found that they could work several jobs and get more payment in return. Work life balance is not easy to maintain with the present working

environment. Even though many companies propagate the concept widely, this is not getting the required importance in many firms located in India. Hence, many people are advocating the concept of freelance work. This enables people to work at their own free will, according to the time which they decide and at an amount which they have already come into terms with the contract of employment. From the point of employee, this enables them to work at their own free will, in their own free space and time. This enables the freelancers to enjoy a better work life environment. But the only problem associated with the gig work or the freelance work is that they might not be able to find a steady job. Some of the early workers of the gig classification was the tourist guides. They used to work for long hours during the peak season and during the off season they used to work for no or less time. This made an unequal balance in the amount of wealth accumulated by them.

Employers are also finding this freelance a much more convenient avenue. This enables them to free themselves of many responsibilities associated with the job. Some of which includes yearly bonus, gratuity, pension, insurance etc. This helps them to pay less for the jobs which would otherwise have cost them more. Also from the point of view of the employee, they are just paying for whatever is required rather than an additional amount to it. For example in an office, there might be times when there is more work and times in which there is less work. But, when the firm recruits the employee, they are expected to pay the employees the same amount irrespective of the fact that they are obtaining business, less amount of work or any other constraints. But in freelance or the gig class of work, pay for whatever work is done is employed, which makes it convenient for the employer. Looking in terms from the sake of convenience hence it can be formulated that, the employer is much more at advantage here.

Some of the freelance work that is gaining importance these days are teaching, uber drivers, journalism, ethical hacking, drop shipping, fitness training, counselling, real estate etc. a look at all these jobs shows that, none of the jobs mentioned requires anything like a full time work station. But can be done with the comfort on one's own house and a few requires the participant or the worker to be present at the venue a few times like for instance in real estate and journalism. But most of the other jobs can be done within the comfort of one's own home. This raises many environmental benefits. Because the amount of travelling is reduced by a great significant portion which reduces carbon emission to a great extent, enabling the sustainability of the economy. Another main advantage of the gig jobs in the field of environment is that, the companies are no longer expected to provide office supplies, or office furniture to the freelance workers. Companies such as Standard Chartered Bank

ensures the well being of the employees to a great extent. So, they have resorted to a mechanism in which they keep upgrading the office space of the employees, including their tables and chairs at least once in a year to newer or upgraded versions. This is a good initiative from the part of the company and from the point of the view of the employees. But from the view of ecological sustainability, this is too far from being accepted. With freelance workers, the firms are relieved of the expectation of upgrading to new work stations or providing them with the workstation requirement. Another advantage which can be talked about is the amount of less paper involved. Freelance work involves more amount of work involving electronic devices. Hence the usage of paper is reduced to a great extent.

Significance of the study

The gig economy is not only contributing to the growth of the economy and an entirely new concept of work, but also some environmental reliefs. Many studies have been contributed on the concept of freelance work, but no study has been done on the kind of environmental benefits it offers to the economy. Some of the obvious benefits to the firms are often enumerated and also the benefits of freelance work for the employee crowds are mentioned. But a very few have talked about the environmental benefits it can actually provide for the economy as a whole. This research is mainly done with the purpose of highlighting the emerging trend in our economy as well as the amount of environmental benefits it can offer to the world. Environmental sustainability is a much talked about issue and many efforts are in place to ensure the sustainability of the nature as well as the environment. Anything that has a positive effect on the nature is considered to be a great achievement. The study probes to find out if the freelance work is silently contributing toward the overall achievement or sustainability of the environment. Also, the study tries to find the work life balance that is maintained by the freelance jobs. The study tries to find, if the freelancers are able to maintain the healthy life balance as it is usually painted, or is it in fact more difficult for them to maintain it.

Objectives of the study

Every research article is done with the help of a set of pre-determined objectives in mind. The objectives and hypothesis formulated for the purpose of the study are listed below:-

- To get an idea about the environmental benefits the gig economy can offer to the environment.
- To have an idea on the work life balance maintained by the freelance workers

Hypothesis I

H0- The environmental impact is not largely reduced by the emergence of freelance work

H1- The environmental impact is largely reduced by the emergence of freelance work

Hypothesis II

H0-The work life balance is difficult to maintain in freelance works

H1-The work life balance is quite easily achieved with freelance work

Data derivation

For the purpose of the study, the employees working in the gig sectors have been considered. The sectors which offer freelance work these days are quite high. Work is done by freelancers in many areas of work as in teaching, journalism, advertising, marketing, uber drives, content writing, web developing etc. Earlier the concept of free lance work was something that was frowned upon by many. But now people view it as an avenue that enables them to work according to their monetary requirement and as per their time.

Though the number of freelance jobs is quite high, the task of finding freelancers was absolutely time consuming. The target population was hay wire and finding them was not as easy as in the case of normal population. A lot of personal contacts, information from friends and Facebook was used to find the target population. To make the finding of the target population easier, the sectors that are most commonly used for freelance work was considered. Teaching and uber drivers. This was the two main sectors that was considered for the purpose of the study. A total of 75 respondents was acquired for the purpose of the study. Snowballing technique was used to a great extend and the information obtained from one was used for finding the information from the rest of the target population.

Limitations of the study

Every study faces some kind of limitation or the other. But this study was particularly difficult owing to the fact that, finding the target population was no easy task. Mostly when the study is based on an organization or a group of employees working in a particular sector is considered, attainment of the information from the employees was much easier. Here the population was widespread which made the attainment of information much more difficult than it usually was.

Only two main sectors could be considered for the purpose of the study, owing to the complexity of the spread of the population.

Testing of Hypothesis 1 (Refer Table 1)

H₀- The environmental impact is not largely reduced by the emergence of freelance work

The Table 1 shows that the Pearson chi square value is 0.227 and the P value is 0.893. Since the P value is greater than 0.05, the null hypothesis is rejected and the alternate hypothesis is accepted. Hence, it can be concluded that, the environmental impact is affected by the emergence of freelance work. Also, the figure below, gives an indicator on some of the common areas by which the carbon imprint is largely reduced, due to the emergence of freelance work in accordance with the priority given by the freelance workers, in accordance with their priority based on the difference in jobs.

Testing of Hypothesis 2 (Refer Table 2)

The work life balance is difficult to maintain in freelance works

Findings

The study was mainly concentrated on two main areas, environmental impact and work life balance. The study found that the environmental impact is largely reduced by the emergence of freelance work. This is due to the fact that the usage of paper is greatly reduced, the amount of travel is reduced and also the need of a definite place to go to work is also avoided. In this event, the environment is greatly protected because of these few positivity's. Another factor that was studied was the work life balance maintained by the freelancers. The freelancers enjoy a greater freedom in choosing the work timings as well as the projects they prefer. This makes it easy for them to maintain a better work life balance. So all in all it can be concluded that the emergence of freelance work and its growing popularity is going to be beneficial to both human beings and the environment in the long run.

Analysis tables**Table 1 Chi-Square Tests**

	Value	df	Asymp Sig(2-sided)
Pearson Chi- Square	0.227	2	0.893
Likelihood Ratio	0.227	2	0.893
Linear-by-Linear Asspociation	0.92	1	0.761
N	75		

Figure 1:

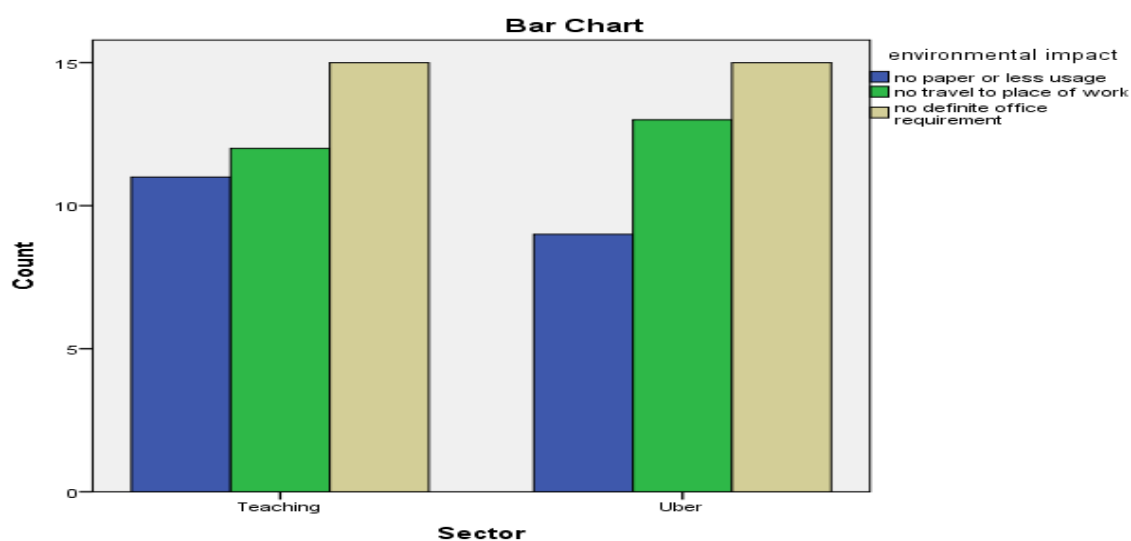
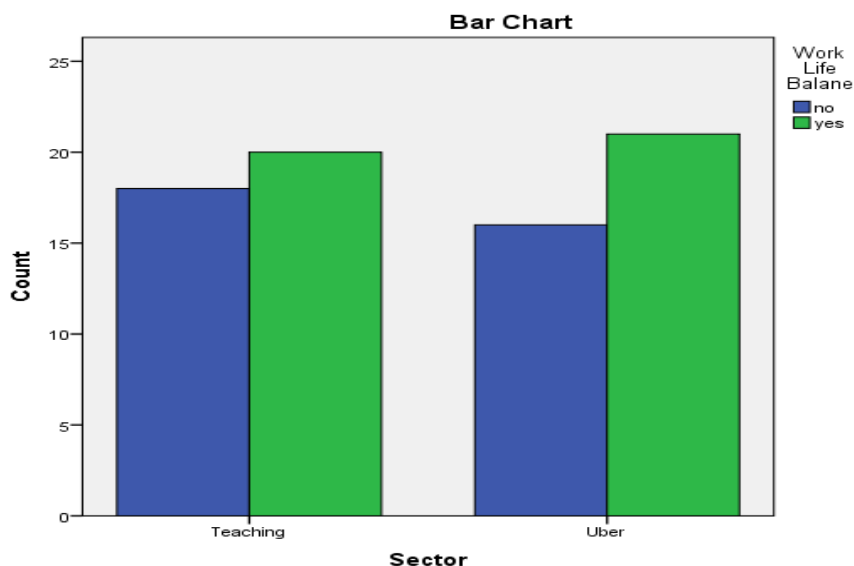


Table 2:

	Value	df	Asymp Sig(2-sided)	Exact Sig(2- sided)	Exact Sig(1- sided)
Pearson Chi-Square	0.129	1	0.720		
Continuity Correction	0.16	1	0.899		
Likelihood Ratio	0.129	1	0.720		
Fisher's Exact Test				0.818	0.450
Linear-by-Linear Association	0.127	1	0.722		
N	75				

Figure 2:**References**

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INFLUENCE OF PERCEIVED USEFULNESS AND PERCEIVED EASE OF USE ON BEHAVIOURAL INTENTION REGARDING OTT PLATFORMS

Neha A.S ¹, Dr Vineeth K M ²

¹ First Semester M.Com, Government College Tripunithura, Ernakulam, Kerala

Email: nehaas708@gmail.com

² Assistant Professor of Commerce, Government College Tripunithura, Ernakulam, Kerala

Email: vineethkmenon@gmail.com

Abstract

Over The Top (OTT) platforms are those areas which provide online entertainment programs like movies, web series etc through internet. Recently due to the technological advancements most of the consumers are transformed into online video streaming platforms. It became a motif of luxury among the common people. The first OTT platform was introduced by Reliance Entertainments in 2008. OTT grabbed the attention from people by diverting from Television, Radio etc..OTT gained wide popularity during the COVID-19 pandemic period, especially due the lockdown. So many movies are released through this platform. Now this platform becomes an expedient business sector. Amazon and Netflix are the prominent ones in OTT. It also made the consumers more convenient as they doesn't have to bother about the time and space. Now one of the mobile service provider Bharti Airtel has collaborated with Amazon Prime Video like those airtel users can access amazon prime video with free subscription. COVID-19 really helped these platforms to climb the ladder of success. We can also categorise the OTT consumers into three: Traditionalists, OTT experimenter and Early Adopter. This paper attempts to assess the relation between PU and PEU on BI of consumers.

Keyword: Lockdown, OTT Platform, OTT Consumers

Introduction

Recently due to the technological advancements most of the consumers are transformed into online video streaming platforms. It became a motif of luxury among the common people. The first OTT platform was introduced by Reliance Entertainments in 2008. OTT grabbed the attention from people by diverting from Television, Radio etc..OTT gained wide popularity during the COVID-19 pandemic period, especially due the lockdown. So many movies are released through this platform. Now this platform becomes an expedient business sector.

Review of literature

1. (Sujata, 2015) have investigated the different factors that influence users' decisions to use OTT services. Convenience and content availability are the two most important factors listed. Sujata et al. analysed the majority of factors that contribute to the growth of OTT, but they did not discuss its effect on PayTV or conventional television..
2. (Chun-Mei-Chen, 2019) studied the rise of OTT platforms due to the increase in data availability and usage. It has always proved to be a great advantage for people by ensuring them with a personalized digital life due to the collaboration of telecommunications operators and the OTT service providers, like, Amazon, Reliance, and Eros International. Initially, the OTT services had brought about a turning point in phone calls and text messages of the telecommunications operators as it provided all of these for free through the Internet along with media related content. Internet penetration has eliminated the additional assistance provided by these operators with the Internet population rate crossing over 70% in India and other countries, as well.
3. (Scott Fitzgerald, 2019) noted that India is a battleground for Amazon and Netflix and shall emerge to be territory for the expansion of OTT video platforms. YouTube has been an open platform for major Indian broadcasters containing media libraries for all sorts of video content. The journal depicts the birth of a new global Internet TV network across numerous countries with millions of subscribers worldwide. The three types of OTT apps in the Indian market include: communication services, application ecosystems and audio and video content. Several regional content entertainment channels have expanded the OTT sector and media economy in the country including global leaders and major broadcast network-backed platforms, VOOT and OZeeTV. The digital infrastructure with respect to pipes, data, devices and habits have increased the video consumption, and by 2021, the total number of mobile connected devices shall reach to 59% from the current 35% with fee-based subscription model. .As a result, we have seen consolidation of television and film via digitalization in the Indian media economy and shall develop its own unique business model.
4. The rise of OTT platforms in India is also driven by the huge support from the telecommunication industry. The internet packages offered today are very affordable, compared to previous times (Mairaru, 2019).

5. Age, gender, and maturity have all been shown to moderate the relationship between behaviour intentions and success expectancy, with previous research indicating that young consumers and males are more aware of technology. (Kwateng, 2019)
6. (Mnakri, 2015)ITU experts, defines OTT (Over-The-Top) services as applications and services such as social networks, search engines, amateur video aggregation sites which ride on operators' networks offering their services over the internet.
7. Also, as satisfaction itself would not ensure repeat purchase (Appelbaum, 2001) ,it becomes imperative for the providers of OTT platforms to continuously improve technology, quality of services and the content offered on their platforms as means to retain existing customers as well as attract new ones.
8. (Kim, 2017)studied the product attributes that have a considerable influence on customers' willingness to pay for OTT service and found that resolution, recommendation systems and viewing options (in that order) were the most influential attributes.
9. In the research done by (Bastiaan Baccarne, 2013), it is said that the scope for OTT platforms to grow is very high and the intense competition between rival platforms will result in continuous improvement and lower rates. The OTT industry in India is looking promising and the developments across the industry inspire us to understand the factors that are enabling a shift of users from traditional television to over the top platforms.
10. (Indian (OTT) Platforms Report , 2019)reveals a wide assortment of OTT players in the Indian market with a detailed study of each of them highlighting the platforms,geographical locations,devices, genre and viewership used for accessing content.It highlights the drastic fall in the cost of accessing content and higher bandwidth availability.The digital domain in India has been growing at a fast pace thereby generating a push for the language content creators with offerings that include movies, sports, new, kids and business categories.
11. . The OTT apps have become the most downloaded app category ahead of social networking apps like Facebook, messaging apps like WhatsApp, and e-commerce apps like Amazon and Flipkart. The streaming market will collectively account for 46% of the overall growth in the Indian entertainment and media industry from 2017 to 2022 (pwc, 2018).

12. The emergence of OTT would harm the penetration of cable TV in India. Therefore, traditional TV stations should prepare for a paradigm shift brought on by OTT platforms. More importantly, they should work towards making high-quality content that can compete with the material that is available in OTT (Shin, 2017).
13. (Singh, 1 June 2019) study was conducted to know how Indian Television and Cinema are changing due to new online platforms and how youth is using these new digital platforms for video content watching. It was found that youth prefer to watch web series and movies on OTT. On an average viewer spend 2 hours on OTT and most prefer time to watch OTT is night time. OTT is preferred over television among youngsters because of service, personal medium and availability of International content.
14. (Park, 2014, April 1) The aim of the study was to conduct a comparative review of proposed regulations for over-the-top (OTT) services delivered over mobile networks, as well as to analyse terms of access, interconnection, and pricing for OTT services and to recommend best practises for OTT services. In none of the countries studied, a proper structure for OTT services exists, and the study suggested some principles to govern OTT services.

Statement of the problem

This study is conducted to understand about the influence of perceived usefulness and perceived ease of use on behavioral intention regarding OTT platforms. Recently OTT platforms are creating a new era in the entertainment world. We had often went to theaters to get the visual experience of movies and we believed as these are the exact places where the movies are to be seen. And now the attitude has changed. Everyone took OTT as the convenient platform for getting entertained. COVID-19 is the predominant factor that fosters the growth of it over the other media.

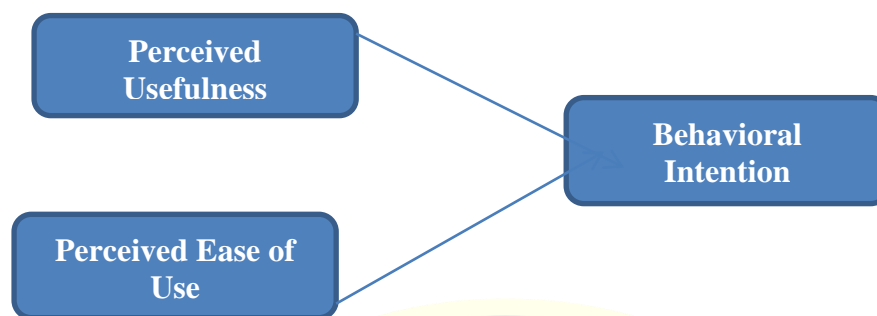
Objective of study

- The present study aims to assess the relation between the independent variables (PU, PEU) on dependent variable (BI)
- The study also enquires the major OTT platforms used by the viewers.

Methodology of study

In this study both primary and secondary sources of data are used. Google Forms are used to collect primary data. The major TAM variables of PU, PEU and BI are adopted for the study.

Conceptual Model



Research Hypotheses

- There exists significant relationship among PU, PEU and BI

Profile of the Sample

A total of 132 responses are collected using the google forms and that forms the basis of the study. Table 1 describes the demographic profile of the sample.

Test of Reliability

The constructs are found to be reliable and eligible for further statistical procedures with a Cronbach's Alpha above 0.7 as depicted in Table 2 (Nunally, 1978)

Test of Normality

The data is not found to be normally distributed ($p < 0.05$). Tests results are depicted in Table 3. Hence, nonparametric procedures are used to draw inferences.

Results

- The users perceived each constructs positively and the same is found to be statistically significant ($p < 0.05$). Table 4 shows the positive perception in high mean scores for Perceived Usefulness, Perceived Ease of Use and Behavioural Intention.
- As per Table 5, Perceived Usefulness ($r = 0.492$) and Perceived Ease of Use ($r = 0.587$) are found to be significantly positively correlated with Behavioural Intention. ($p < 0.05$).
- Table 6 and Diagram 1 shows that YouTube is found to be the most used OTT platform followed by Amazon Prime Video, HotStar and NetFlix.
- As per Table 7, the users expressed their opinion that their usage of OTT platforms have increased during and after the lock down. ($p < 0.05$).

Discussion

OTT was the new normal for entertainment in lockdown and the situation created in pandemic. Users find high agreement to Perceived Usefulness and Perceived Ease of Use which drive ultimately to better Behavioural Intention. Still, the variety, affordability and user demands vary across platforms. YouTube still appear to be the cheapest platform for OTT entertainment. Serious research and marketing attentions is to flow further into the user behaviour in OTT platforms.

Analysis tables

Table 1 Profile of the Sample

Variable	Category	Count	%
Gender	Female	96	72.7
	Male	36	27.3
	Total	132	100.0
Age	30 to 50	27	20.5
	Below 30	105	79.5
	Total	132	100.0
Region of Residence	Rural	84	63.6
	Urban	48	36.4
	Total	132	100.0
Education	Graduate	48	36.4
	Postgraduate	60	45.5
	Undergraduate	24	18.2
	Total	132	100.0
Occupation	Salaried	36	27.3
	Self Employed	3	2.3
	Student	84	63.6
	Unemployed	9	6.8
	Total	132	100.0

Source: Survey Data

Table 2 Reliability Statistics

Construct	Cronbach's Alpha	N of Items
Perceived Usefulness	0.881	4
Perceived Ease of Use	0.897	4
Behavioural. Intention	0.828	3

Source: Computed from Survey Data

Table 3 Test of Normality

Constructs	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Perceived Usefulness	0.121	132	0.000	0.941	132	0.000
Perceived Ease of Use	0.168	132	0.000	0.902	132	0.000
Behavioural Intention	0.132	132	0.000	0.939	132	0.000

Source: Computed from Survey Data

Table 4 Perceived Usefulness, Perceived Ease of Use and Behavioural Intention

Constructs	N	Mean	Median	Z	P Value [#]
Perceived Usefulness	132	3.5625	3.500	-6.339	0.000**
Perceived Ease of Use	132	3.9318	4.000	-8.197	0.000**
Behavioural Intention	132	3.6742	3.833	-6.635	0.000**

Source: Computed from Survey Data

#Wilcoxon Signed Rank Test

**Significant at 1% level of significance

Table 5 Relation between PU, PEU and BI

Construct	Statistics	Perceived Usefulness	Perceived Ease of Use	Behavioural Intention
Perceived Usefulness	Correlation Coefficient	1.000		
	Sig. (2-tailed)	.		
	N	132		
Perceived Ease of Use	Correlation Coefficient	0.407**	1.000	
	Sig. (2-tailed)	.000	.	
	N	132	132	
Behavioural Intention	Correlation Coefficient	0.492**	0.587**	1.000
	Sig. (2-tailed)	0.000	.000	.
	N	132	132	132

#Spearman Rank Correlation

**Significant at 1% level of significance

Table 6 OTT Platforms Used

Platform	Frequency	%
Amazon Prime Video	6	4.5
Disney+HotStar	6	4.5
Disney+HotStar, Amazon Prime Video	3	2.3
NetFlix	6	4.5
NetFlix, Disney+HotStar, Amazon Prime Video	3	2.3
YouTube	48	36.4
YouTube, Amazon Prime Video	12	9.1
YouTube, Disney+HotStar	6	4.5
YouTube, Disney+HotStar, Amazon Prime Video	12	9.1
YouTube, M X player	3	2.3
YouTube, NetFlix	6	4.6
YouTube, NetFlix, Amazon Prime Video	9	6.8
YouTube, NetFlix, Disney+HotStar, Amazon Prime Video	12	9.1
Total	132	100.0

Source: Survey Data

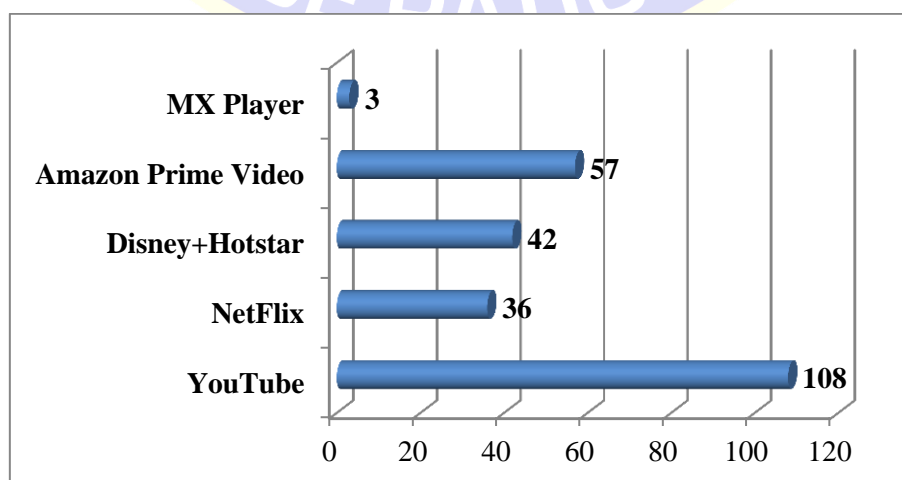
Table 7 Opinion on Increased usage of OTT in Lockdown

Opinion	Count	%	Mean	Median	Z	P Value [#]
Neutral	21	15.9	4.430	5.000	-9.597	0.000**
Agree	33	25.0				
Strongly Agree	78	59.1				
Total	132	100.0				

Source: Computed from Survey Data

#Wilcoxon Signed Rank Test

**Significant at 1% level of significance

Diagram 1 OTT Platforms Used

Source: Indian (OTT) Platform Report - 2019

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A STUDY ON THE CONSUMPTION PATTERN OF INDIANS DURING THE PANDEMIC WITH REFERENCE TO BENGALURU

Nebu Skariah Koshy ¹, Davies V Chacko ²

1 Bangalore Institute of Technology
nebuskoshy@gmail.com

2 Amal Jyothi College of Engineering
daviesvchacko@gmail.com

Abstract

The consumption patterns of Indians have changed after the arrival of the COVID-19 virus. People in Bengaluru have shifted to a healthier lifestyle. The research is about the consumption pattern of Indians during the pandemic with specific reference to the city of Bengaluru. The objectives of the study include identifying the consumption pattern of Bangaloreans during the pandemic of 2019-2020 and analysing the reasons behind the change in the consumption pattern of the above mentioned population. Primary as well as secondary data were used to conduct the research. The sample included 80 respondents from Bengaluru. A well-structured questionnaire was used to collect data for the study. Secondary data was collected from newspaper and online articles. The analysis was conducted with the help of pie charts and graphs. It was concluded that the majority of the respondents used immunity boosters in their diet. It was also found out that the majority of the respondents used home hygiene products and purchased home salons products after the outbreak of the virus. The researcher concluded that most Bangaloreans have become more careful about their health and hygiene. Time was limited for the study, and it was restricted to the city of Bengaluru. Further research can be conducted in other parts of the country by including various other factors.

Keywords: *consumption, pandemic, hygiene*

Introduction

The economic notion of consumption patterns refers to expenditure patterns of income groups across or within categories of products such as food, clothing and discretionary items. Sociocultural and political extensions of the consumption pattern idea probe the class, cultural, and symbolic dimensions of the organization of consumption. However, the regular consumption patterns change when society faces a disruption in the form of a pandemic. They change both the economic strategies as well as the psychological outlook of consumers. Pre-pandemic, people always opted for convenience items. This was in the form of instant

cook products and fast food. The cost difference between eating out and cooking one's own food, though high, was ignored for the sake of living the big life or social life. Another place where money was spent was saloons and entertainment centres. Though time and effort were spent to make oneself look most presentable on the social circuit, less was spent for actual hygiene or health treatments. A continual buying and stocking of sanitizers or immunity boosters were unheard of. All of these changed with the onset of the pandemic. From the lack of personal contact to a heightened sense of hygiene, many things changed. Priorities moved from social stature to ensuring we stay responsible for our lives as well as those around us. This has been seen to be a worldwide phenomenon with country-specific variations. For purposes of this study, we will focus only on the city of Bengaluru in India.

Problem statement

Ever since the start of the pandemic, the shift in buying behaviour has been to focus less on frivolous items and purchase health-related products in larger quantities. This is in healthier food, medicinal kits, immunity boosters and even fitness or lifestyle products like workout equipment or yoga mats. The priority of people has moved from a more materialistic lifestyle to an ethos of 'live for the next day.' Understanding this shift in consumer behaviour is essential for manufacturers to decide what kind of goods need to be produced and in what quantity.

Review of literature

- a) According to Y Prabhavathi, N T Krishna Kishore & M Ramesh Kumar (2014), the fast-food industry had gained prominence in India because of nuclear families, economic growth and globalization. A study was conducted in Hyderabad and Coimbatore taking 100 respondents. A questionnaire was prepared to collect the information. The findings revealed that the young population prefer fast food because of the convenience, cost effectiveness and taste. It also gives them a chance to spend time with friends.
- b) According to Kotler (2005), it is crucial to know consumer's spending pattern so that marketers can make decisions accordingly. He added that it is challenging to identify the exact reasons why a consumer purchases and prefers one product or service over another one. This is because the decisions of the consumers might be influenced by their emotional intelligence.

- c) Goyal and Singh (2007) analysed the various factors influencing the spending behaviour of University Youth on fast food items. Their sample consisted of 171 students. The data was collected using a well-structured questionnaire. The study concluded that outings and going to movies are the main factors influencing the students' visit to fast food centres.

Objective of the study

- i) To identify the spending pattern of Bangaloreans during the pandemic of 2019-2020.
- ii) To analyse the reasons behind the change in the spending pattern of the above-mentioned population.

Methodology

The research includes both primary as well as secondary research. Primary data has been collected from the consumers of Bengaluru through the distribution of e-questionnaire. The secondary data source for the study includes newspaper articles and web sources. Random sampling method was adopted for the study. Eighty questionnaires were distributed among the consumers of the Bengaluru district. The tools used for analysis include percentage analysis, graphs and charts. A well-structured questionnaire was used to collect the data from the sample respondents in Bengaluru district.

Analysis and interpretation

Socio-economic Profile of the Respondents

Socio-economic profile of the people plays a crucial role in analysing the pattern of consumer behaviour. The socio-economic profile of the study includes gender, age and educational qualification. The following table depicts the socio-economic profile of the respondents who have been included in the study.

From Table 1, it is clear that out of 80 respondents taken for the study, 43.2 per cent of them are in the age group of less than 23 years, 39.5 per cent of them are between 23 years and 30 years, 8.6 per cent of them are in the age group of 30 years and 40 years and another 8.7 per cent of them are in the age group of 40 years and above. The majority of the respondents are in the age group of less than 23 years. Concerning gender, 53.1 per cent of them are male respondents and 46.9 per cent of them are female respondents. Majority of them are male respondents. About the occupation of the respondents, it is clear that 23.5 per cent of the respondents are IT Professionals, 7.4 per cent of them are Educationalists, 2.5 per cent of

them run their business, 49.4 per cent of the respondents are students, 4.9 per cent of the respondents are homemakers and 12.3 per cent of the respondents include other occupation groups. Majority of the respondents are students.

Frequency of Purchasing Things Online

From Table 2, it can be interpreted that majority of the respondents, i.e. 41.3 per cent of them, purchase products once a month. 35 per cent of the respondents purchase products once a week and 17.5 per cent of them purchase once a fortnight. It is only a tiny per cent i.e. 6.2 per cent of the respondents never purchase online.

Factors Influencing Online Purchase

From Table 3, it can be interpreted that 63.7 per cent of the respondents choose online products because of the convenience, 52.5 per cent of them choose online products because of the cost, 52.5 per cent of them choose because of the safety and the remaining respondents i.e. 23.8 per cent go for online products because of other reasons.

Use of Immunity Boosters in Diet

From Table 4, it can be interpreted that 60 per cent of the respondents use immunity boosters in their diet while 16 per cent of them do not use immunity boosters in their diet. On the other hand, 24 per cent of the respondents say that they might be using immunity boosters in their diet.

Frequency Of Using Immunity Boosters in Diet

From Table 5, it can be interpreted that 51 per cent of the respondents use immunity boosters every day, 13 per cent of them use it once in 2 days, 14 per cent of the respondents use it every week and 22 per cent of the respondents use the immunity boosters once a month.

Factors Influencing the Purchase of Immunity Boosters

From Table 6, it can be interpreted that 81.3 per cent purchase immunity boosters because of health benefits, 30 per cent of them purchase because of their taste, 29 per cent of them purchase immunity boosters because of discounts or offers and 52 per cent of the respondents purchase immunity boosters because of other factors.

Use of Home Hygiene Products

From Table 7, it can be interpreted that a majority i.e., 92 per cent of the respondents use home hygiene products, 5 per cent of them do not use home hygiene products and 3 per cent of the respondents say that they might be using home hygiene products.

Frequency of Using Home Hygiene Products

From Table 8, it can be interpreted that 58 per cent of the respondents use home hygiene products daily, 20 per cent of the respondents use home hygiene products once in 2 days, 16 per cent of them use the home hygiene products every week and 6 per cent of them use once a month.

Factors Influencing the Purchase of Home Hygiene Products

From Table 9, it can be interpreted that 91 per cent of respondents purchase home hygiene products because of hygiene reasons and the remaining 9 per cent of them purchase because of the fear of Covid.

Frequency of Visiting Salons

From Table 10, it can be interpreted that 16 per cent of the respondents visit salons once a month, 27 per cent of them visit salons once in 2 months, 25 per cent of them visit rarely and 32 per cent of the respondents never visited the salons during the lockdown.

Purchasing Home Salon Products During the Pandemic

From Table 11, it can be interpreted that 65 per cent of the respondents have bought home salon products, 31 per cent of them have not bought home salon products and 4 per cent of the respondents say that they might have bought home salon products.

Findings and conclusion

1. The majority of respondents (53.1%) are male respondents.
2. The majority of respondents (49.4%) are students.
3. The majority of respondents (41.3 %) purchase products once a month.
4. The majority of respondents (63.7%) choose online products because of the convenience.
5. The majority of respondents (60%) of the respondents use immunity boosters in their diet
6. More than half of the respondents (51%) use immunity boosters everyday
7. The majority of respondents (81.3 %) purchase immunity boosters because of health benefits
8. The majority of respondents (92%) use home hygiene products
9. More than half of the respondents (58%) use home hygiene products everyday
10. The majority of respondents (91%) purchase home hygiene products because of hygiene reasons

11. The majority of respondents (32%) never visit the salons during the lockdown.

12. The majority of respondents (65%) have bought home salon products

Conclusion

It can be concluded that majority of the respondents purchase online once a month. This is because of the convenience factor. People have also taken up measures to improve their health by frequently using immunity boosters in their diet. A majority of the respondents use home hygiene products daily. This shows that the people are more cautious about home hygiene. The respondents have shifted to home salon products which shows that they are less worried about their looks and more worried about their safety during this pandemic.

Analysis tables

Table 1: Socio-Economic Profile of the Respondents (Source: Well-structured Questionnaire)

Socio-Economic Profile		No. of Respondents	Percentage
Age	Less than 23	35	43.2
	23-30	31	39.5
	30-40	7	8.7
	40 and above	7	8.6
	Total	80	100
Gender	Male	43	53.1
	Female	37	46.9
	Total	80	100
Occupation	IT Professional	19	23.5
	Educationalist	6	7.4
	Business	2	2.5
	Student	40	49.4
	Home maker	4	4.9
	Others	9	12.3
	Total	80	100

Table 2: Frequency of Purchasing Things Online (Source: Well-structured Questionnaire)

Particulars	Percentage
Once a month	41.3
Once a week	35
Once a fortnight	17.5
Never	6.2

Table 3: Factors Influencing Online Purchase (Source: Well-structured Questionnaire)

Particulars	Percentage
Convenience	63.7
Cost	52.5
Safety	52.5
Others	23.8

Table 4: Using Immunity Boosters in Diet (Source: Well-structured Questionnaire)

Particulars	Percentage
Yes	60
No	16
Maybe	24

Table 5: Frequency of Using Immunity Boosters in Diet (Source: Well-structured Questionnaire)

Particulars	Percentage
Everyday	51
Once in 2 days	13
Every week	14
Once a month	22

Table 6: Factors Influencing the Purchase of Immunity Boosters (Source: Well-structured Questionnaire)

Particulars	Percentage
Health Benefits	81.3
Taste	30
Discount and offers	29
Others	52

Table 7: Use of Home Hygiene Products (Source: Well-structured Questionnaire)

Particulars	Percentage
Yes	92
No	5
Maybe	3

Table 8: Frequency of Using Home Hygiene Products (Source: Well-structured Questionnaire)

Particulars	Percentage
Everyday	58
Once in 2 days	20
Every week	16
Once a month	6

Table 9: Factors Influencing the Purchase of Home Hygiene Products (Source: Well-structured Questionnaire)

Particulars	Percentage
Hygiene	91
Fear Of Covid	9

Table 10: Frequency of Visiting Salons (Source: Well-structured Questionnaire)

Particulars	Percentage
Once a month	16
Once in 2 months	27
Rarely	25
Never	32

Table 11: Purchasing Home Salon Products during the Pandemic (Source: Well-structured Questionnaire)

Particulars	Percentage
Yes	65
No	31
Maybe	4

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EDUCATION IN 2020s: A STUDENT PERSPECTIVE ON ONLINE LEARNING**Sonia Kumari**

Assistant Professor, Department of Sociology, Kamala Nehru College, University of Delhi &

PhD Scholar at IGNOU, Delhi

Email address: soniakumari@knc.du.ac.in

Abstract

COVID-19 has brought changes in different spheres of society such as social, economic, political, and cultural. One of the major shifts that happened all over the world is a sweeping process of making teaching learning process online. There has been a culture of distance education coexisting with face to face learning process in India. However, a completely technologically mediated learning imposed during times of COVID-19 was new. In this light, the article traces the responses of higher education students experiencing the new sudden shift to online learning. It is discovered that students reported low level of satisfaction with the new mode of online learning. The responses also varied according to the year wise seniority of students in the course. There was also a strong urge to get back to traditional offline mode of learning in students.

Keywords: COVID-19, higher education, online learning, students' response, overall satisfaction

Introduction

The novel corona virus COVID-19 was first identified in November 2019 in China (Chan et al., 2020). It soon received the status of a pandemic by World Health Organization (WHO, 2020). In order to limit the effects of COVID-19 pandemic, people were asked to practice 'distancing'. Technology was deployed in various sectors to keep the important and essential activities going. Education sector also underwent same kind of changes. Many countries closed schools and universities in order to control the spread of COVID-19 (UNESCO, 2020). There have been studies discussing rapid transition of various courses and programs from face-to-face to online delivery mode in Universities (Bao, 2020; Gewin, 2020; Sahu, 2020; Yan, 2020). A latest survey on the impact of COVID-19 on higher education around the world shows that various activities in higher education institutions across the world are facing a considerable degree of constraint and stress (Marinoni et al., 2020). The sudden online shift was marked by a tension of delivering content online which required student-teacher community's mental and technological preparedness.

COVID-19 knocked at the door of India in the month of January with its first case in Kerala (Kakar and Nundy, 2020). It started spreading to other regions with increasing number of cases being reported from different states. It was the month of March when government took steps nationwide to curb the spread of COVID-19 in India by declaring one full day long *Janata* (public) curfew on 22nd March 2020. After two days, a nationwide lockdown was imposed on 25th March 2020 for next 21 days by the government of India to contain the spread of pandemic. Teaching learning activities had also been suspended. At the time of writing, the process of unlocking had started but without resuming teaching in educational institutions. On 5th March 2020, University Grants Commission (UGC) issued its first notice cautioning teaching learning community in higher education against COVID-19 (UGC 2020). It asked universities to avoid large gatherings such as festivals, conferences and seminars on the premises without deferring regular classroom teaching. Soon, Ministry of Human Resource Development (MHRD 2020) (Now Ministry of Education) launched a campaign *Bharat padhe online* (India studies online) to boost e learning and its intensification in India. Teachers have been using the technology, for example screening films, using power-point presentations etc. to enhance pedagogical skills in the past but using it for all purposes suddenly not only affects teachers but students as well.

Methodology

Sample of study

The study wanted to gain insights into perception of students about new online learning mode introduced during COVID-19 pandemic in higher education. The total numbers of responses received were 300; however 38 responses were invalid and therefore removed from analysis. Hence, the final sample size came to be 262. The students/respondents were enrolled in 26 higher education institutions including universities. Table 1 shows the distribution of students with respect to their degree courses, years and institutions. Out of the total sample, UG students were 211 and 51 were PG students. There were 108, 50, 41 and 12 students from UG Ist Year, IInd Year, IIIrd Year, and IVth Year, respectively; whereas 27 students from Ist Year and 24 students from IInd Year of postgraduate course had taken part in the study.

Data collection

An online bilingual survey using Google form was developed containing seven items in the form of statements to gauge the nature of their responses. The statements were 1) Enjoy new

mode of online learning now, 2) Able to concentrate in studies easily now, 3) Find learning less interesting now, 4) Not able to understand lessons better through online teaching now 5) Miss offline classroom teaching, 6) Motivation level has reduced, and 7) Overall, I am satisfied. They Students had to evaluate each of these statements on a six point likert scale ranging from Strongly agree to Strongly disagree (See Figure 1).

The survey was administered using snowballing technique from the initial targeted group of teachers and students among acquaintances and friends. The survey was distributed over online platforms especially email and WhatsApp. Being a transportable online survey, it could reach different parts of the country with a click or touch. The survey was released on 27th May 2020 and closed on 8th June 2020. The present study is limited only to those respondents who had an email account, access to internet, and knew Hindi or English language. The respondents who were visually challenged or could not access survey lacking electrical and technological support or physical inability remained outside the purview of this study. Thus, such sampling reduces generalizability of survey findings.

Results

The students responded to all statements by choosing their level of agreement provided through the Likerts scale. For the sake of analysis, responses in favour of ‘Strongly agree’ and ‘Agree’ were clubbed together to arrive at a general agreement for a particular statement (see Table 2). Similar kind of merging was done to come to a general disagreement, reducing five categories into three. For each statement, students’ extents of agreement/disagreement and neutrality have been analyzed by examining the distribution of responses with reference to students across courses and years. For a detailed summary of students’ responses, see Figure 2.

Enjoy new mode of online learning now

Out of all higher education students, it were 47% students who disagreed about enjoying new mode of online learning whereas only 22% students agreed which means that more students disagreed than those who agreed, however those who are enjoying were less than 50%. It were only 16% students of UG Ist Year who agreed that that they enjoyed the online learning, which is least among all students.

In undergraduate courses, the percentage of students in disagreement declined by 15% in IVth year students in comparison to Ist year’s response. In order to understand whether a relationship existed between students’ enjoyment and their year wise seniority, a correlation

was calculated between their preference on scale of agreement/disagreement and seniority. A strong negative correlation existed between the year wise seniority of UG students and the degree of disagreement ($r = -0.7922$; $p < 0.001$), which means senior students were enjoying in more numbers than their junior students were. However, there was no significant difference found in terms of enjoyment in postgraduate students.

There were also students who were neutral about the statement. A moderately positive correlation was calculated between the degree of neutrality and year wise seniority of students ($r = 0.532$, $p < 0.001$) of undergraduate courses showing that there was not considerable difference among the percentage of students in different years of course regarding their neutral position to the statement. For PG courses, it was seniors who were more in numbers than their juniors to maintain a neutral position about enjoyment.

Able to concentrate in studies easily now

Students were asked about their ability to concentrate in studies easily through online learning. Overall, 56% of the students disagreed with this statement whereas only 21% were in agreement. It meant that the percentage of students who were not able to concentrate was more than the ones who could concentrate in online study. As observed in previous section, here also it were only UG Ist year students who were minimum 16% to have responded positively about their ability to concentrate in studies. Further analysis was done to determine if there was relation between year wise seniority of students and their ability to concentrate in undergraduate courses. For this, a correlation was calculated between their preference on agreement/disagreement scale and course year. A strong negative correlation existed between the seniority of students and the degree of disagreement ($r = -0.77640$, $p < 0.001$) which pointed out that junior students were less able to concentrate as compared to their seniors.

There was strong positive correlation between degree of neutrality and year wise seniority of students ($r = 0.8722$, $p < 0.001$) for undergraduate courses highlighting that senior students' percentage was higher than their juniors to maintain neutrality about the statement, or in other words junior students clearly assessed the situation in terms of their level of concentration. Same kind of difference was found among PG courses, senior students were more in percentage than their juniors to maintain a neutral position.

Find learning less interesting now

Students were asked if they found learning less interesting now. Among all, 61% students agreed with the statement, 17 % disagreed indicating that more than half of the students admitted to their level of interests falling. UG IVth Year students had highest percentage of students (83%) agreeing to decreasing interest in studies, followed by UG Ist Year students with 69% strength.

For UG courses, a weak correlation ($r=0.3935$, $p<0.001$) between the extent of disagreement and year wise seniority showed that response of students across years was not dependent upon the course year students were in. Although, a different situation was observed in PG courses, the percentage of Ist Year students that responded negatively to the statement was more than five times of that of IInd Year .

A moderately negative correlation ($r= - 0.5573$, $p<0.001$) between neutral position and year wise seniority in UG courses was calculated. It showed that junior students were slightly less decisive in giving clear responses than their senior ones. This difference was clearly visible in PG courses where juniors were more than double of their seniors with respect to taking neutral ground.

Not able to understand lessons better through online teaching now

Students were asked if they were not able to understand lessons better through online teaching. Among all, 59 % agreed and 17 % disagreed. Additionally, more than 60 % students of all Years of both courses, except UG IInd Year and PG Ist Year agreed positively indicating that relatively large number of students were not able to understand well. In this category, UG Ist year along with UG IVth Year and PG IInd Year had highest percentage of students (67%) reporting positively to the statement, however UG Ist Year had minimum percentage disagreeing to the statement which highlighted that they were struggling most among all.

In UG courses, there was a moderately positive correlation between degree of disagreement and year wise seniority of students($r= 0.6534$, $p<0.001$) implying that senior students were placed slightly better in understanding the course than their juniors. Same kind of result was found in PG courses with seniors disagreeing to the statement in more percentage than their juniors.

There was a strong negative correlation ($r = -0.892412$, $p < 0.001$) between degree of neutrality and year wise seniority of undergraduate students reflecting that it were senior students who more clearly judged the situation for themselves by not choosing 'neutral' as a response. In PG courses also, the strength of junior students choosing 'neutral' position was more than that of their seniors.

Miss offline classroom teaching

Among all students surveyed, 80% students agreed with the statement and only 9 % disagreed. 70%-88 % students across all course years agreed with the statement and less than 10% disagreed. It was also noted that maximum response (88%) and minimum response (4%) was recorded in IInd Year PG courses.

For UG courses, there was a weak correlation ($r = 0.2783$, $p < 0.001$) between year wise seniority and extent of disagreement. It suggested that the opinion of students did not vary much across different years of UG courses. Interestingly, the respondents with neutrality were also minimum (8%) for this statement among all seven statement that students responded to. It was also supported by a weak correlation between extent of neutrality and year wise seniority ($r = 0.3430$, $P < 0.001$) for UG courses. It underlined that students in both courses were most clear about their preference for offline classes in comparison to their choices made in rest six statements.

Motivation level has reduced

Across all students of higher education, 69% agreed, 13% disagreed when asked if their motivation level had reduced during COVID-19 pandemic lockdown. All year students except UG IInd Year had more than 70% students responding positively to the statement.

For UG courses, the weak correlation ($r = 0.3498$, $p < 0.001$) between degree of disagreement and year wise seniority was calculated. It revealed that same kind of opinion was held across all years of UG courses. A strong negative correlation ($r = -0.9230$, $p < 0.001$) between the neutrality and year wise seniority was found in UG courses, which conveyed that senior students clearly made preferences than their junior students. Same kind of situation was observed with PG courses where junior students choosing 'neutral' position were more in number.

Overall, I am satisfied

This statement was about students' overall satisfaction with the new online teaching learning practice. Among all students, 27% agreed and 41% disagreed, which meant less number of students were satisfied. In UG courses, Ist Year students responded negatively to the statement with maximum responses (49%) indicating their least satisfaction. There was a strong negative correlation ($r = -0.9896$, $p < 0.001$) between extent of disagreement and year wise seniority of undergraduate students emphasizing that junior students were less satisfied than senior students.

There was a strong positive correlation ($r = 0.9727$, $p < 0.001$) between neutrality and year wise seniority of UG course students which suggests that junior students were more clear to state their preference than senior students. Same kind of result was found in PG courses with less percentage of Ist Year choosing 'neutral' than IInd Year students.

Discussion

The study threw light on the experiences of students in higher education with online learning amidst COVID-19 pandemic. It has pushed student and teacher community into an online space with no prior time to fully develop the digitally enabled infrastructure. Less than 30% students agreed positively to their performance with respect to 'enjoyment', 'concentration', 'interest', 'ability to understand', 'longing for offline classes', 'motivation' and 'satisfaction' as discussed in 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, and 3.7 respectively. Maximum number of students responded strongly for 'missing offline classes' (3.5). How students experience online learning during a situation of crisis, is an emergent field of exploration as opposed to regular distance learning during non-pandemic times. The interface of emotions or 'affect' and virtual learning is a less researched area. The present study accommodated the element of affect while analyzing students' experience of online learning.

Among all higher education students of PG and UG courses surveyed in the study, the performance of fresh batch of undergraduate courses (UG Ist Year) has been lowest. Although, the performance was low overall, it was worth noting that the students' responses varied by Year for some statements. It was found that the older students' performance was relatively better than the fresh batch (UG Ist Year) as revealed through their responses to the statements pertaining to 'enjoyment' 'concentration', 'inability to understand' and 'satisfaction' discussed under 3.1, 3.2, 3.4, 3.7.

However, all students were found to be presenting same kind of assessment of the situation in response to statements about 'interest', offline classes' 'motivation', discussed above. This proved that though older students were better placed in terms of enjoying, concentrating, understanding, and satisfaction, but their level of motivation and interest had also reduced as observed among fresh batch of UG courses.

The motivation for learning is pushed positively by face to face interaction which is absent in online learning mode (Price et al., 2007). This can be supported by present study where the motivation level of students was found to be low. However, the situation cannot be understood in isolation. Entry into higher education after school life brings its own challenges of knowing the unknown seniors, getting acquainted with the new academics and finding friends, teachers, a place of one's own. First year students were not tied to the university in the manner their seniors were since they had hardly completed one year on the campus. This tension got further intensified with the announcement of lockdown leading to closure of colleges mid-way. In the first week of March, many hostellers had gone home for a week long break to celebrate *Holi*. Before they could return, lockdown had been announced in India. As a consequence of implementing social distancing directives in response to COVID-19, academic stress among students had exacerbated (Grubic et al., 2020). There is also rise in depression and anxiety among Indians with majority of the participants was in the age group of 18-25 (Verma and Mishra, 2020). The present study attests to such observations as results demonstrate students' low level of satisfaction with the online education implemented during to COVID-19 pandemic, indicating tough times for the students.

Conclusions

The unexpected COVID-19 outbreak required students and teachers to quickly adapt to a new and challenging situation. The present study was conducted with undergraduate and postgraduate students to gain insights into responses to online learning during tragic times of pandemic situation. . It was found that there was an overarching dissatisfaction among students about online education. The study advocates further scholarly explorations on online learning during pandemic to understand better how students experience online learning and what the obstacles are. The further question for research may also be broadened to think how higher education institutions can support students' performance. The researcher hopes that the study will contribute to the discourse on students' engagement with online learning in such unprecedented times.

Table 1: List of higher education institutions and students surveyed

S.No.	Name of University/ Higher Education Institute	UG Ist Year	UG IInd Year	UG IIIrd Year	UG IVth Year	PG Ist year	PG IInd Year	Grand Total
1	Ambedkar University Delhi, Delhi		1			1		2
2	Amity University, Uttar Pradesh			1				1
3	Banaras Hindu University, Uttar Pradesh	1		1				2
4	Bundelkhand University, Uttar Pradesh	2		1				3
5	Central University of Rajasthan, Rajasthan						1	1
6	Delhi Technological University, Delhi			1		1		2
7	University of Delhi, Delhi	87	12	16		8	4	127
8	Dr. Bhimrao Ambedker University, Uttar Pradesh			1				1
9	Rajkiya Govind Ballabh Pant Polytechnic, Uttar Pradesh	1						1
10	Indira Gandhi National Open University, Delhi						2	2
11	Indian Institute of Technology Bombay, Maharashtra					1		1
12	Jamia Millia Islamia, Delhi					2		2
13	Jawaharlal Nehru University, Delhi					2		2
14	Kalinga University, Chhattisgarh	2	20	1		3	10	36
15	Madhav Institute of Technology and Science, Madhya Pradesh			1	9			10
16	Maharshi Dayanand University, Haryana	1	4	13				16
17	Mahatma Gandhi Kashi Vidyapith, Uttar Pradesh	1	3	3		2	3	8

18	Manav Rachna International Institute of Research and Studies, Haryana				1			1
19	Motilal Nehru National Institute of Technology, Uttar Pradesh					1		1
20	National Institute of Electronics & Information Technology, Uttar Pradesh	1				1		2
21	Rajiv Gandhi Proudyogiki Vishwavidyalaya, Madhya Pradesh				2			2
22	Savitribai Phule Pune University, Maharashtra	12	8			2	3	25
23	Society for Higher Education and Practical Applications, Uttar Pradesh						1	1
24	Sant Longowal Institute of Engineering & Technology, Punjab			1				1
25	Swami Vivekanand Subharti University, Uttar Pradesh		1					1
26	Tezpur University, Assam		1	1		3		5
	Grand Total	108	50	41	12	27	24	262

Figure 1: Summary of total responses on Likert scale

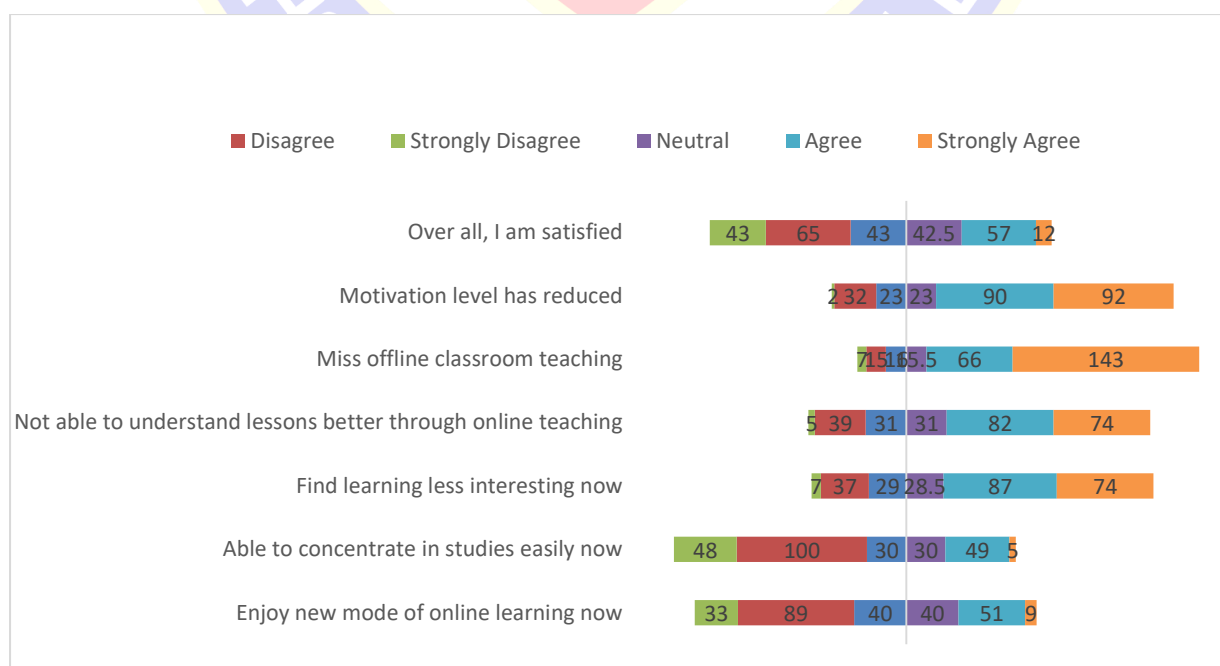
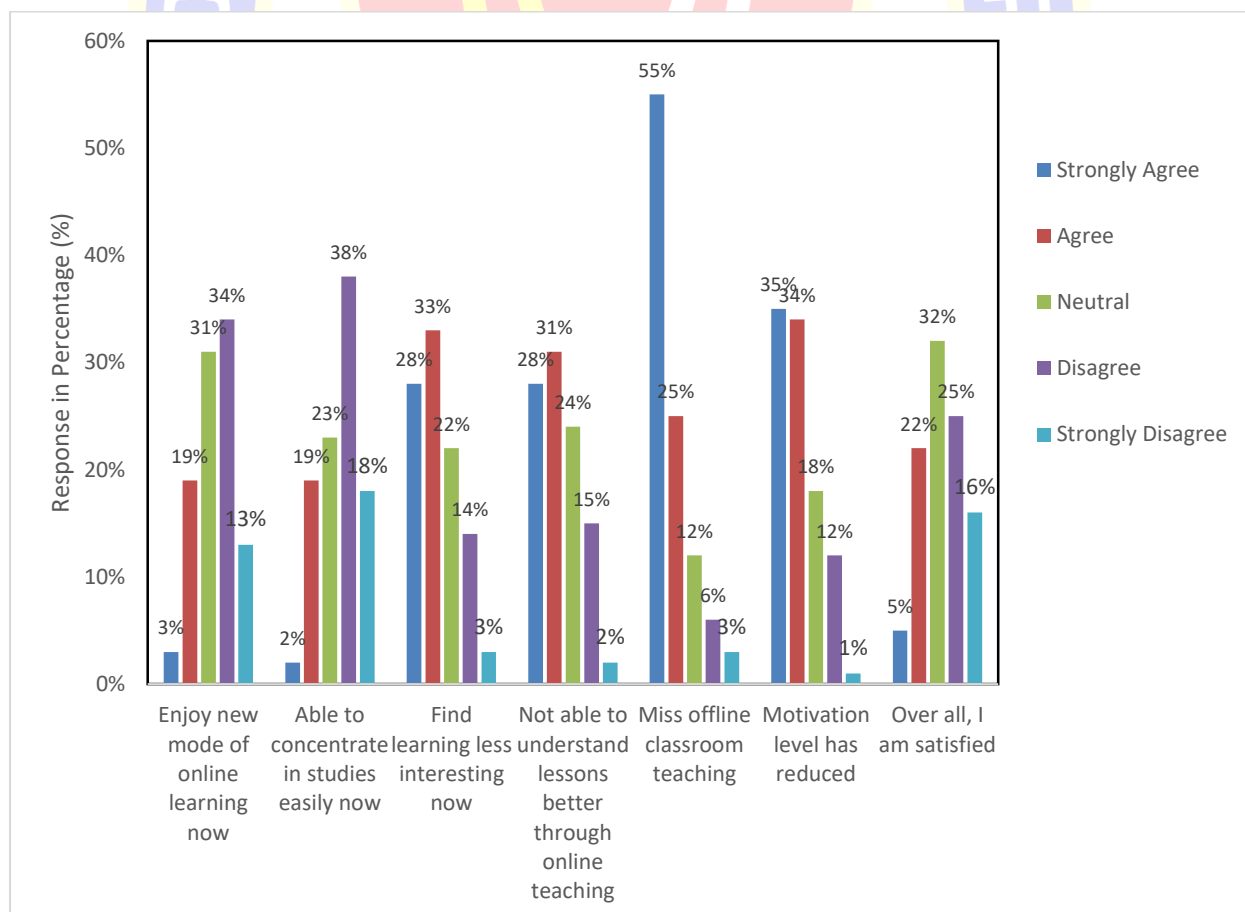


Table 2: Aggregate percentage of Agreement and Disagreement

Sl.No.	Statements	Strongly Agree and Agree	Neutral	Strongly Disagree and Disagree
1	Enjoy new mode of online learning now	22%	31%	47%
2	Able to concentrate in studies easily now	21%	23%	56%
3	Find learning less interesting now	61%	22%	17%
4	Not able to understand lessons better through online teaching	59%	24%	17%
5	Miss offline classroom teaching	80%	12%	9%
6	Motivation level has reduced	69%	18%	13%
7	Over all, I am satisfied	27%	32%	41%

Figure 2: Students' responses to statements in percentage

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THE RELEVANCE OF MIDDLEMEN IN SUPPLY CHAIN OF PHARMACEUTICAL INDUSTRY IN THRISSUR DISTRICT

Bhagyashree S¹, Mr. Ajesh Antony²

¹ Student, St Thomas College Autonomous, Thrissur

bhagyashreesreeram2018@gmail.com

² Assistant Professor, St Thomas College Autonomous Thrissur

ajesh.antony1987@gmail.com

Abstract

Pharmaceutical industry play a pivotal role in current scenario and its main focus factors are financial stability and spread of supply network. A company will find it difficult to distribute its products if it has wide range of customers. Middlemen or intermediaries in supply chain play a major role in movement of products from production point to consumption point. Since the market size and the customer location has expanded, the need of intermediaries has increased. Hence the companies are forced to strengthen their logistics capabilities. The process of distributing medicines includes many intermediaries and is very complex. Yet, the process has to be performed in fastest way possible. Even if the process is complex, no simpler process like online means etc. is initiated by any pharmaceutical company or intermediary to navigate the medicines to the patients in Thrissur district. Drugs need the utmost care until it reaches its destination. They must have good mutual agreement regarding the supply of products. Engaging middlemen in the supply chain may give arise to problems. Logistics itself is the main concern of middlemen. Hence the research focuses on the middlemen's perception on supply chain, impact of logistics challenges faced and relationship with company and customers. From analysis, intermediaries have no negative opinion on the profit share distribution among intermediaries. Logistics challenges include delay in delivery, defective and expired products etc. Company and intermediaries must take proper care of fragile medicines while transporting. Many efforts are put by experts to introduce online means. But introduction of such a system should be free from above stated constraints. Further, in the present COVID scenario, middlemen are working day in and day out for availing drugs at the right time. The relevance of middlemen in the supply chain of the pharmaceutical industry is unavoidable and ineluctable.

Keywords: *Intermediaries, Wholesalers, Retailers, Company representatives, C and F, Incentives, Logistics*

Introduction

Dealing in medicines, the pharmaceutical sector needs to have a fast and efficient distribution system. Healthcare distribution has never been just about delivery. It is about getting the right medicines to the right patients at the right time. This raises the importance of well-established distribution channel for medicines. Wholesalers, C& F agents, retailers etc. work around the clock to pave the path for medicines to reach numerous amounts of pharmacies, hospitals, long term care facilities, clinics, and other healthcare providers. Pharmaceutical companies make ample allocation of their funds into the supply chain in order to ensure efficient, reliable, and secured delivery.

Global pharmaceutical market is expected to grow in the upcoming years despite recent slowdown in key markets across the globe. The reasons are simple: aging and growing population, rising income levels, and emerging medical conditions and emergence of new diseases. As per the research, the global pharmaceutical industry will be worth USD 1.57 trillion by 2023. The growth in this market is predicted on the basis of various factors like market drivers, current and upcoming trends, current growth pattern, and market challenges. Various national-level policies have promoted the application of big data and Artificial Intelligence (AI) in Asian countries. The State Council of China issued guidelines to promote the development of healthcare big data and AI with specific emphasis on its application in healthcare. Besides, several western companies have set up in this region for lower costs, greater efficiency, and increased speed to market in clinical development operations.

India's biopharmaceutical industry clocked a 17 percent growth with revenues of Rs. 137 billion (\$1.8 billion) in the 2009-10 financial year over the previous fiscal. Bio-pharma was the biggest contributor generating 60 percent of the industry's growth at Rs. 8,829 crores, followed by bio-services at Rs. 2,639 crores. Most pharma companies operating in India, even the multinationals, employ Indians almost exclusively from the lowest ranks to high-level management. In India there is a mix of both public sector and private sector enterprises in this sector. In terms of the global market, India currently holds an accountable share and is known as the pharmacy of the world and as the biggest generic supplier. India gained its foothold on the global scene with its innovatively-engineered generic drugs and active pharmaceutical ingredients (API), The country accounts for around 30 per cent (by volume) and about 10 per cent (value) in the US\$70–80 billion US generics market. Growth in other fields notwithstanding, generics are still a large part of the picture. India is the largest

provider of generic drugs globally. The Indian pharmaceutical-sector industry supplies over 50 per cent of global demand for various vaccines, 40 per cent of generic demand in the US and 25 per cent of all medicine in the UK. India is the largest contributor in UNESC with over 50-60% share.

Nowadays, pharmaceutical workers have become a constant requirement that can never die. With the development of technology, experts are trying to elevate supply chain of the pharmaceutical industry. Introduction of online methods of supply of goods is always a dream for the pharmaceutical companies to expand their reach and provide service around the clock. Further in this study it is analyzed whether online methods could replace the traditional system of supply of medicines. Objectives of the study is as follows:

- To show the perception of middlemen on the current supply chain of pharmaceutical industry in Thrissur district
- To study the impact of logistics challenges faced by middlemen in the distribution process.
- To study the relation of intermediary with the company and consumers.
- To study the impact on middlemen if online methods were introduced in the supply chain process.

The research methodology of the study is as follows:

- The research design is descriptive. For analysing the relevance of middlemen in the supply chain of the pharmaceutical industry, data was collected from 70 intermediaries who are involved in the supply chain of pharmaceutical industry. They are wholesalers, retailers, and company representatives. The questionnaire and the questions for telephonic conversation was prepared after analysing the various aspects of the topic and it is ensured that questions are included to the suit of the purpose of study. Simple percentage analysis is used to analyses. Researcher included simple bar diagrams and multiple bar diagrams as pictorial representation for easy analysis of data. Chi-square test is used to check the dependents of selected variables related to experience and awareness. The respondents are middlemen who are pharmaceutical wholesalers, retailers, and company representatives of Thrissur district.

Pharmaceutical Distribution network:

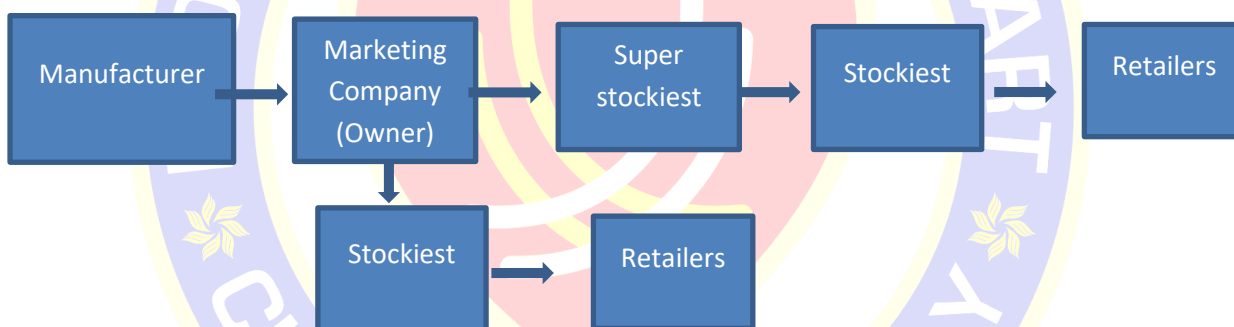
In this part we discuss about some of the existing distribution structure in Indian Pharmaceutical industry.

Type 1

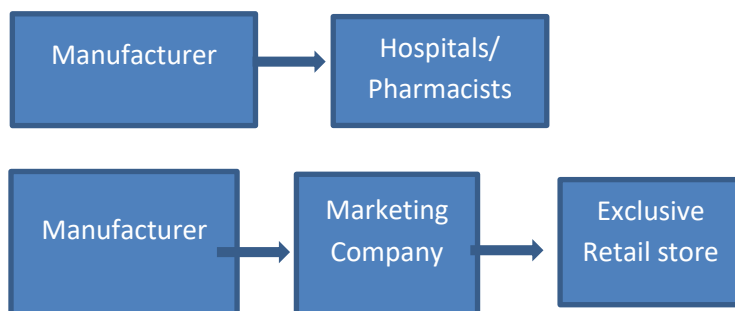
The primary type of distribution pattern prevailing in India is that of a direct distribution. In this type of distribution the pharma companies market its products. It is uncommon in current times. The reason being undoubtedly the cost incurred in that system is very high. Big companies who are already established with huge capital base are still following this method

**Type 2**

Most common and prevalent type of distribution companies follow is where the company only performs the manufacturing function. The drugs are marketed and sold by an intermediate named marketing company. The drugs are not sold in name of manufacturing companies brands but they are sold by the name of marketing company. Hence this type of distribution channel will have an addition of intermediaries in the above mentioned type.

**Type 3**

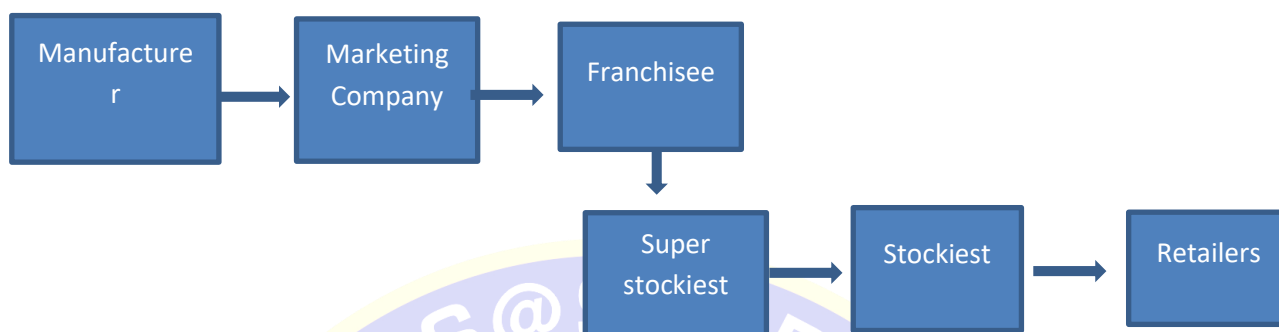
Next type of distribution structure prevailing in industry is known as Direct to Pharmacy (DTP). In DTP system the pharmaceutical company distributes drugs directly to hospitals and also sells through exclusive retail stores. In this type of distribution system the manufacturers avoid wholesalers and build direct relationship with pharmacists and hospitals.



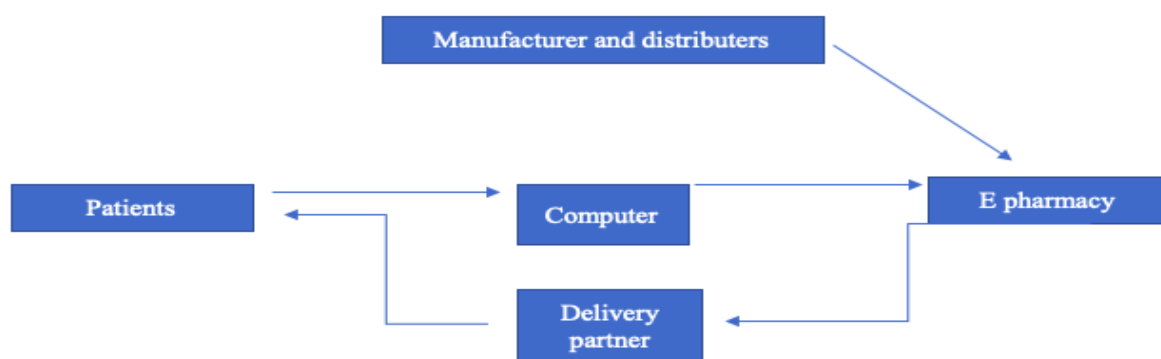
Type 4

This type of distribution uses franchisee system for sale, marketing and distribution of drugs.

The company will invite franchisees and franchisees will appoint super stockist and retailers

**Type 5**

E Pharmacy: This mode of distribution primarily focuses on making the consumer's life much easier by saving both time and money.



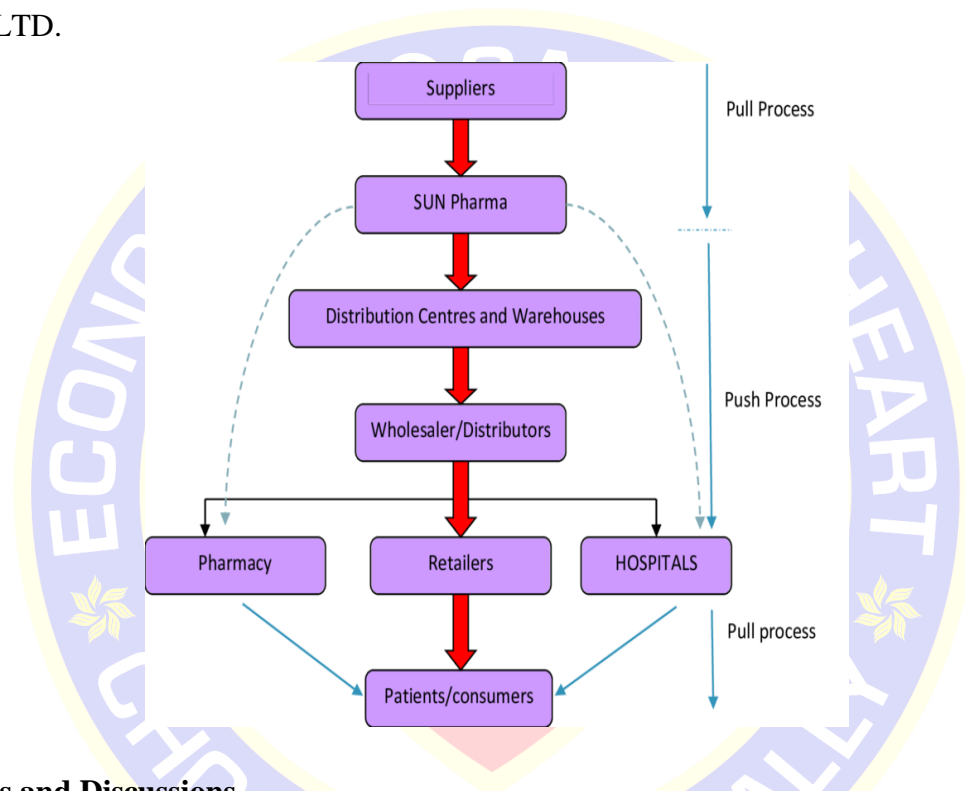
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Pharmaceutical Distribution in India

The Current State of India is a geographically diverse country with extreme climates that make distribution a critical function. Wide geographical coverage, long channel of distribution, high chance of brand switching between substitutes forces the manufacturers to make all its stock keeping units (SKUs) available at all levels at all times. To reduce risks of substitution, innovator companies must make sure their products are made available to the stockists and retail shops. Drug distribution in India has witnessed a paradigm shift. Before 1990, pharmaceutical companies used a different distribution system, in which they established their own depots and warehouses that now have been replaced by clearing and forwarding agents (CFAs). These organizations are primarily responsible for maintaining storage (stock) of the company's products and forwarding SKUs to the stockist on request.

Most companies keep 1–3 CFAs in each Indian state. On an average, a company may work with a total of 25–35 CFAs. Unlike a CFA that can handle the stock of one company, a stockist (distributor) can simultaneously handle more than one company (usually, 5–15 depending on the city area), and may go up to even 30–50 different manufacturers. The stockist, in turn, after 30–45 days (a typical credit or time limit) pays for the products directly in the name of the pharmaceutical company.

- Following is the supply chain of India's leading Pharma company, SUN PHARMA LTD.



Analysis and Discussions

For analysis intermediaries in Thrissur district are chosen at random and primary data was collected. Three kinds of intermediaries are chosen for analysis, wholesalers, retailers, and company representatives. The count of kind of intermediaries approached for collecting information is shown in the pie chart number 1

- Intermediary's perception on the mutual profitability among the middlemen in the supply chain was assessed. Evidently from table number 1, there was no negative opinion by any of the intermediaries. 38, which is, most of them have a very good opinion about the share of profits from drugs among the middlemen
- 43 among 70 respondents often give their feedback regarding the intermediary performance and market information as shown in chart number 2. 16 of them are consistent and always cater the company with their feedback. 11 of the intermediaries

rarely provide the information but none of the intermediaries stay silent about giving feedback to the companies.

- From analysis according to table number 2, it can be extracted that 85.7% of 70 respondents get monetary incentives like bonus, shares, free products, monthly discounts etc. as monetary incentives for their service in the supply chain of the company. 78.60% of the respondent's avail product discounts. 48.90% of respondents have received sponsorships for their promotion. 48.60% have received gifts like electronics, shopping or travelling coupons, product samples etc
- Middleman's perception on the complex system of supply chain of pharmaceutical industry is indifferent. 49% of respondents agree to the statement while 51% disagree that the supply chain process is complex. Since medicine is an inevitable necessity, passing it through many hands of intermediaries is a risky task. However, middlemen are now well versed with the process. Analysis is shown in chart number 3.
- One of the reasons why supply chain becomes complex is the challenges and constraints that company faces during logistics of medicines. After production of medicines, the only aim of company is to reach the patients and ultimate customers as soon as possible. Since company rely on middlemen to achieve the aim, it becomes a challenge and company, and middlemen must face a lot of problems during logistics. It requires quite a lot of manpower. Ranked by middlemen, the logistics challenges faced by them is shown in chart number 4.
- First constraint is delay in delivery of medicines. 40% of 70 respondents have ranked this as their first and foremost problem. 27.14% have opted second rank for the issue and 22.85% have ranked it third. Form this we can see that delay in delivery of medicines is the main constraint faced by intermediaries. There are a lot of factors that cause delay in delivery like traffic, lack of manpower, lack of transportation etc. Losses caused by such issues have to be borne by the intermediaries.
- Expiry of the products is always checked before sale of medicines. Out of 70 respondents, nearly 23% of them have ranked it four. Since 55.71% respondents have ranked other constraints at five, it can be considered that there is hardly any other constraint that hinders the logistics chain.
- According to the study results, 19 intermediaries have responded that companies provide excellent credit period. 30 intermediaries polled for a good and fair credit period. 19 are satisfied and 2 are not satisfies with the credit period provided by the

company. None have polled for poor credit facilities. Thus, it can be concluded that most of the companies are favourable to intermediaries.

- Another important factor that helps to maintain good relationship with intermediaries is discount and product margin. According to chart 5, 31 out of 70 respondents have very good opinion about the discounts allowed by the company and profit margins fixed for them. There are no negative polls for this factor.
- Medicine is a necessity and making the drugs available for the patients at the time of need is very important. Therefore, time management must be given ample importance in the supply chain. According to the data in chart number 5, 30 out of 70 intermediaries have awarded company's performance on time management as very good, 17 intermediaries awarded excellent. 18 are only satisfied with the company's time management.
- Medicines have less shelf life and get expired very fast compared to other goods. Company must have schemes that help intermediaries replenish expired and defective medicines. 25 intermediaries expressed that companies have very good system for replenishing goods. 22 are satisfied with company's service.
- If the company maintains a good and fair relationship with the intermediaries, then, intermediaries must also be cooperative in return. Intermediaries must prove to the company that they can give a better reach for their medicines. According to chart number 6, one of the most important factors that's helps maintain good relationship is timely payment by middlemen for drugs procured. 35 intermediaries believe that they have very good performance in making payments on time. 16 have excellent performance in making timely payments and 16 are just satisfied with the performance.
- Since supply chain is the long process, correct market information plays a major role in decision making of the company. Middlemen are responsible to provide company with adequate market information, but majority poll is only for a satisfactory performance in providing market information to the company.
- In the distribution process, the middlemen, especially retailers who are directly related to patients and customers play a major role in retaining customers. According to the data, majority of the respondents have an excellent opinion about the middlemen's contribution in retaining customers.
- Results of chi square tests as on table number 3 are as follows:

Delay in delivery is dependent of Defective products. Delay in delivery is dependent of Expired products. Delay in delivery is independent of Company's default. Defective products is dependent of Expired products. Defective products is dependent of Company's default. Expired products is dependent of Company's default. Lack of prescription verification is independent of Provide 24/7 service.

- Since online means are not introduced in Thrissur district yet, here patients can rely on retailers because they are permanently situated and face to face sales would prevent malpractices like selling look alike, drug abusing and other substitutions like defective goods or expired goods.
- Since the supply chain is considered to be complex by half of the population of the study, online method is an alternative to make the system more lenient. But if middlemen were removed from the supply chain to ease the path of supply, companies may face financial, logistics and promotional issues.
- Some of the large-scale problems faced by intermediaries are assessed in chart number 7 as per their perception. 60 out of 30 respondents selected financial problems. So, it can be considered as the major problem. 58 have selected logistics problem. 52 have selected time management and 39 selected promotional as medicines require least promotion.

Appendix

Chart 1 : Type of intermediaries

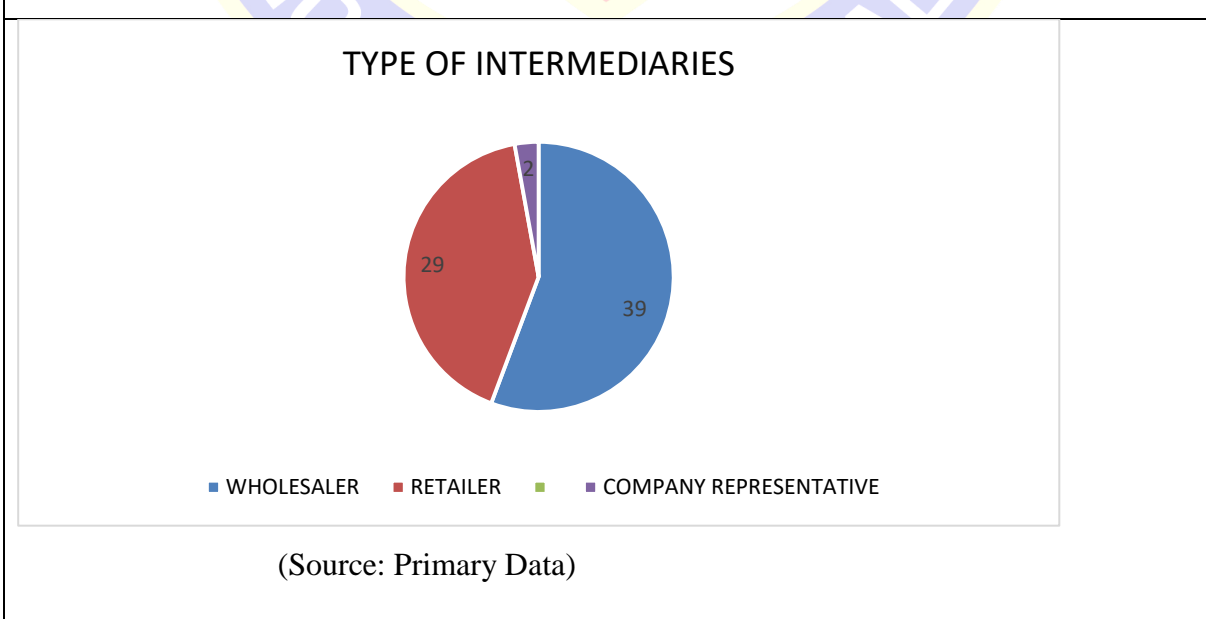
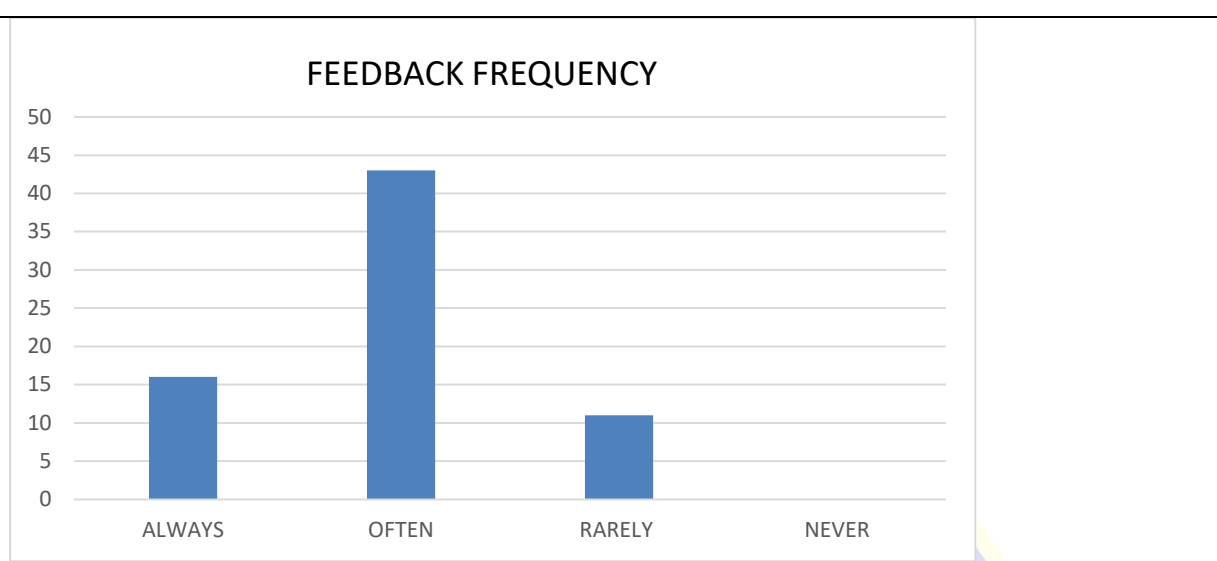
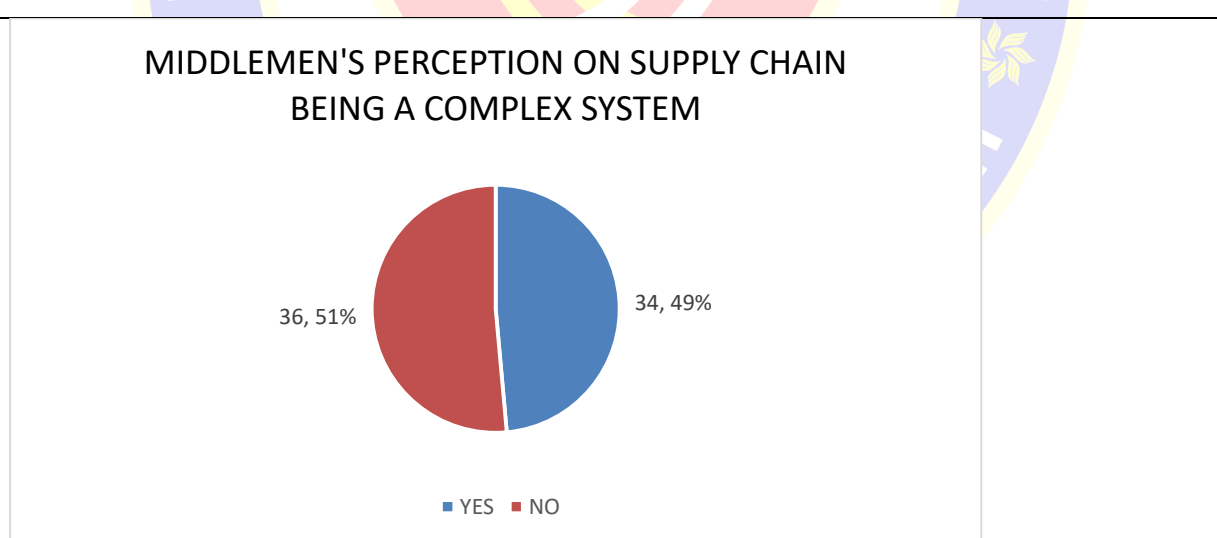


Chart 2: Feedback frequency of middlemen to companies



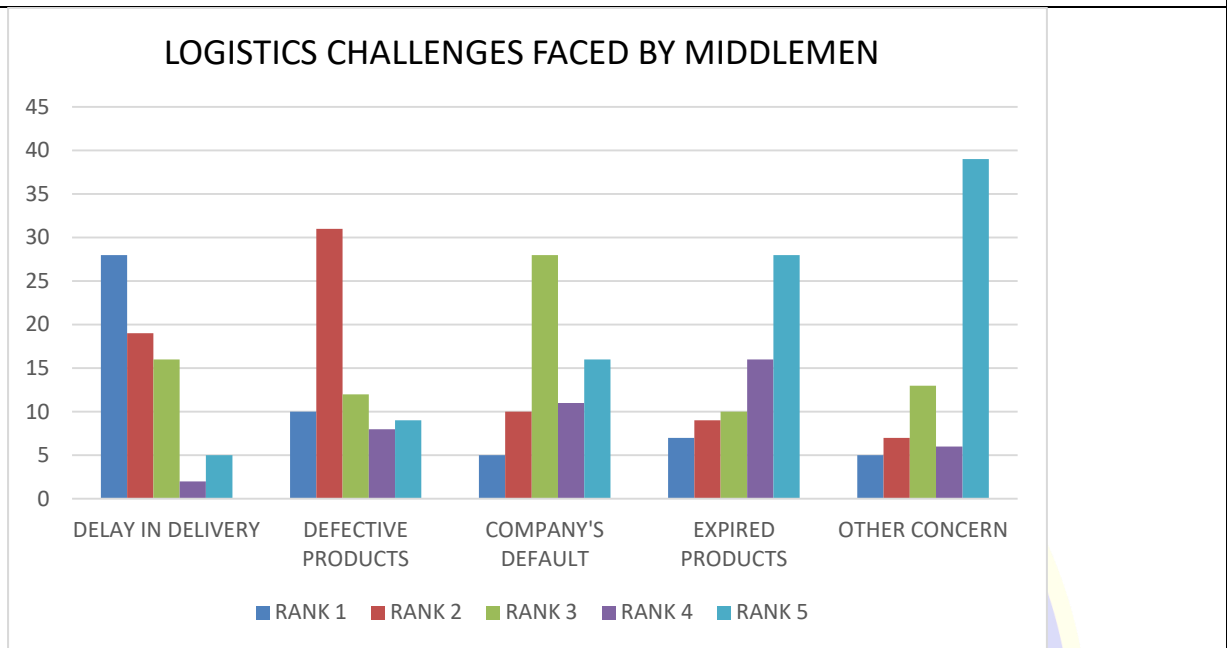
(Source: Primary Data)

Chart 3: Middlemen's perception on the supply chain being a complex system



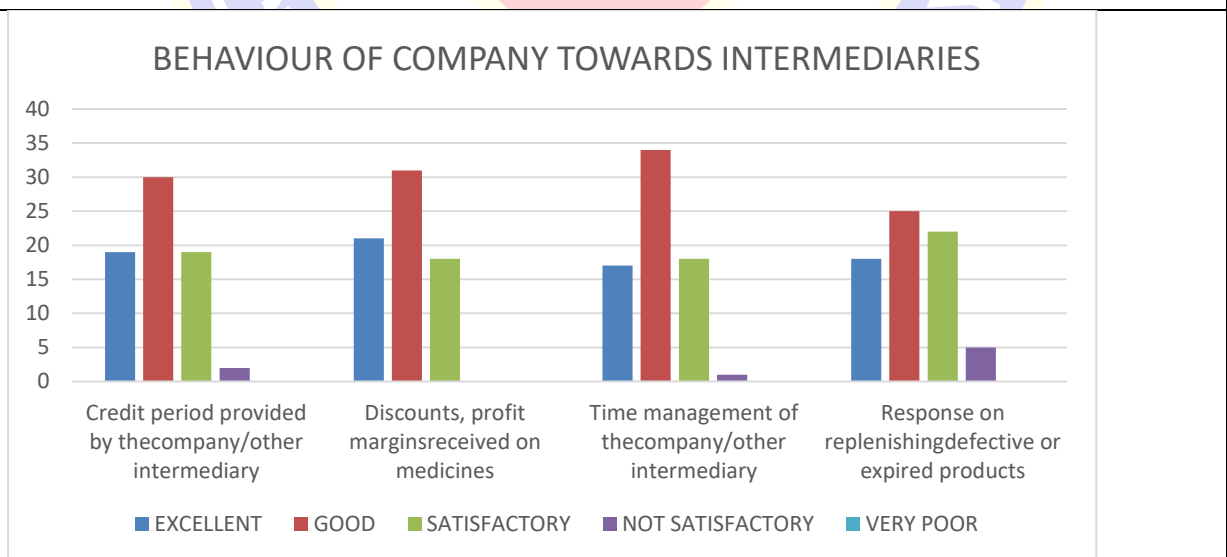
(Source: Primary Data)

Chart 4: Logistics challenges faced by middlemen in the supply chain



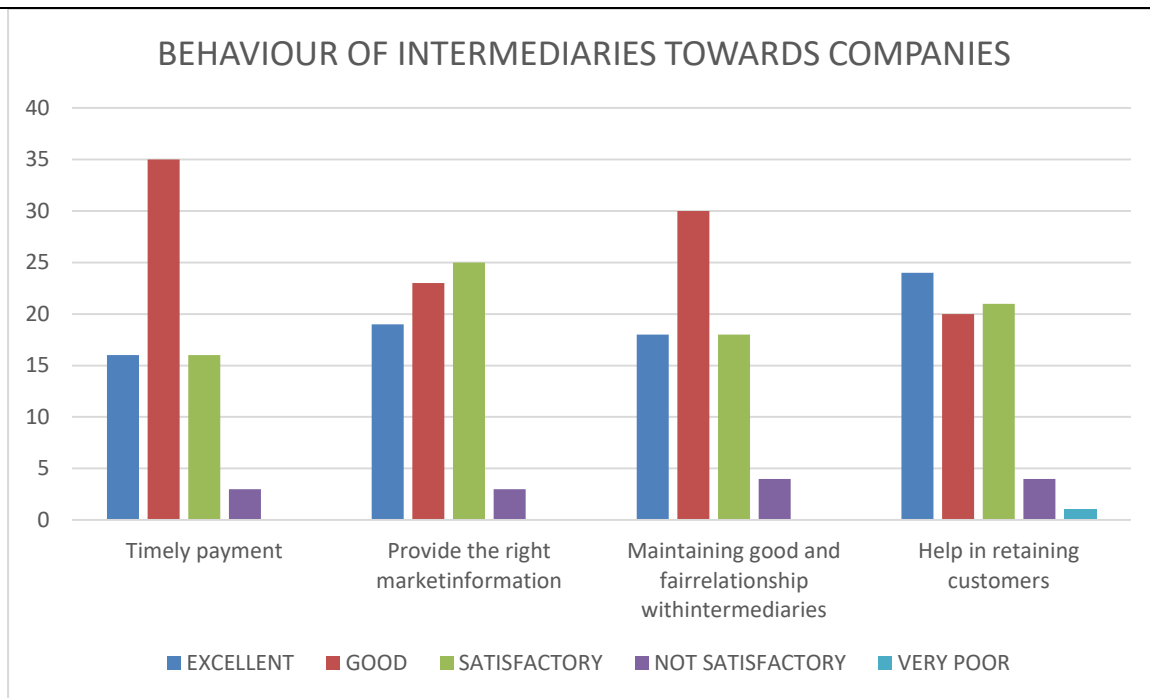
(Source: Primary Data)

Chart 5: Behaviour of company towards intermediaries of the supply chain



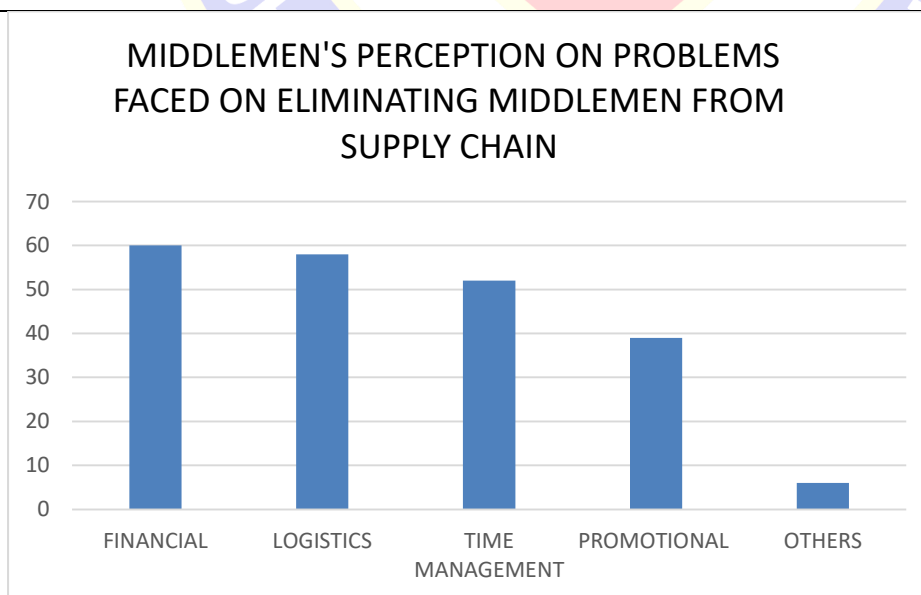
(Source: Primary Data)

Chart 6 : Behaviour of intermediaries of supply chain towards companies



(Source: Primary Data)

Chart 7 : Middlemen's perception on problems faced on eliminating middlemen from supply chain



(Source: Primary Data)

PERCEPTION ON FAIR MUTUAL PROFITABILITY	NO. OF INTERMEDIARIES
EXCELLENT	11
VERY GOOD	38
SATISFACTORY	21
NOT SATISFACTORY	0
VEY POOR	0
TOTAL	70
(Source: Primary Data)	

INCENTIVES	NO. OF RESPONSES	% OF 70 RESPONDENTS
MONETARY INCENTIVES	60	85.70%
PRODUCT DISCOUNTS	55	78.60%
SPONSORS	30	42.90%
GIFTS	34	48.60%
OTHERS	7	10%
(Source: primary data)		

TABLE 3				
CHI SQUARE ANALYSIS				
SL NO.	NULL HYPOTHESIS	TOTAL NUMBER OF RESPONSES	DEGREE OF FREEDOM	P VALUE
1	Delay in delivery is independent of defective products	70	16	9.412e-10
2	Delay in delivery is independent of expired products	70	16	0.0001533
3	Delay in delivery is independent of company's default	70	16	0.1135
4	Defective products is independent of expired products	70	16	8.25e-06
5	Defective products is independent of company's default	70	16	0.0002171
6	Expired products is independent of company's default	70	16	2.084e-09
7	Lack of prescription is independent of provide 24/7 service	70	16	0.131
(Source : Primary Data)				

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**A PERCEPTUAL STUDY ON QUALITY OF LIFE OF TEACHERS IN SELF
FINANCING COLLEGES IN 2020 USING SQA WITH RESPECT TO THRISSUR
DISTRICT**

Sreelakshmi K ¹, Dr.Vineeth K M ²

¹ Assistant Professor on Contract, Department of B. Voc., Carmel College,
Mala, Thrissur, Kerala

Email: sreelakshmi@carmelcollegemala.ac.in

² Assistant Professor of Commerce, Government College
Tripunithura, Ernakulam, Kerala

Email: vineethkmenon@gmail.com

Abstract

COVID pandemic made a great impact on the professional and personal life of people all over the world. Teaching community had its own problems and prospects same as other professionals during 2020's. Permanent teachers with permanent salary may not have faced full effect of Online classes as job security was a never a question among them. Teachers who work in self-financing colleges for monthly salary was a section to be studied as Kerala has more than half of the technical colleges function as self-financing colleges which include private 113 and government controlled self-financing 25. Arts and science section has 621 self-financing colleges under 5 universities. It is important to understand the social quality of teachers in self-financing section as our educational paradigm shift depends on their roles too.

Keywords: *Economic Support, Social Support, Teachers, Self-financing colleges*

Introduction

The year 2020 raised questions about life of people, its value and its quality at the same time. Literally, the year was a disaster for many temporary workers in various sections but the most adaptable community to the pandemic was health and education. Education which includes teaching and learning made a great comeback after getting affected by pandemic and lockdown. Online learning which used apps, virtual meetings, and virtual class rooms used even virtual boards, which was considered as an alternative to the traditional class room face to face teaching. Internet connectivity and bandwidth became popular words among student community and the year witnessed drastic shift in teacher student relationship. The quality of

life started getting transformed to a virtual quality. It is the quality of society and the people residing in which will shape the human kind future. Economic indicators need to be balanced with social well-being indicators (Halpern, 2010)

Statement of the problem

Life of teachers and the quality has always been a fascinating topic to psychology and sociology researchers as it was the educational institutes and professional who make the perception and learning process of individual positive. Year 2020 has been a disastrous for various services and professions, but the worst impacted were students and teachers. With student community residing in villages India and Kerala were forced to improve their online teaching methods using various tools. And, this later contributed to increased communication with students and reduced personal time for teachers. This paper studies social quality of teachers using SQA approach but taking constructs to know the real problems faced by teaching community which in turn impacted the life quality.

Objectives of the study

1. To analyse the perception towards SES, SI and Satisfaction of teachers working in Self-financing colleges in Thrissur District
2. To analyse the significant relationships between Satisfaction (dependent variable) and SES, SI (independent variables) of teachers of self-financing colleges during the year 2020.

Sub Objectives of the study

3. To know the association between subject taught and workload per week excluding Saturday
4. To know the association between subject taught and time spent for students outside workload

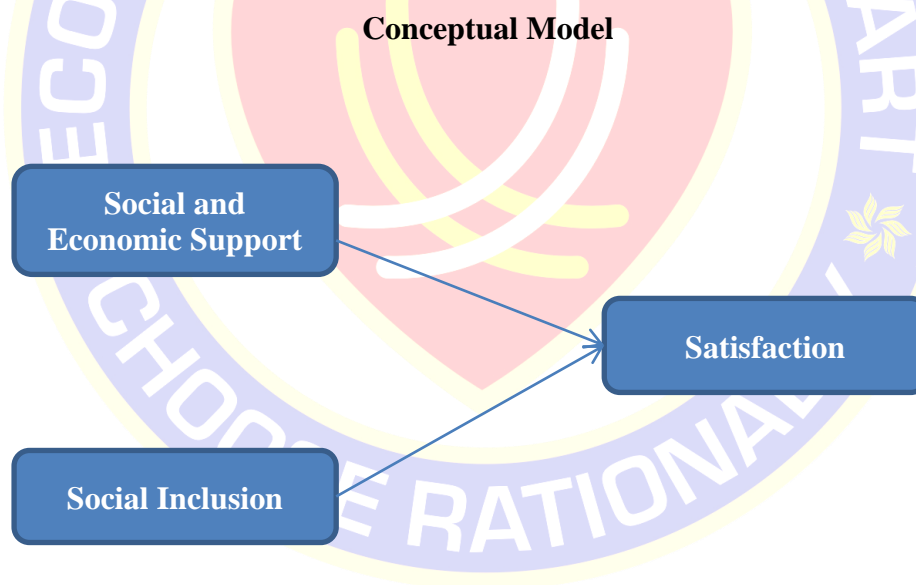
SQA: Meaning

Social quality of life was developed during the 90's, where the European countries started repositioning their concentration from economic indicators to social indicators of the society- a perceptible shift. It was the social indicators which started transposing the society or in other words a stimulant to the transformation of society towards overall quality of life. The wellbeing of a society is based on subjective and objective and indicators and choosing the indicators adoptable to each nation was a tiresome task until Social Quality Model was

developed (Beck et al 1997). It has four indicators- Economic security, Social cohesion, Social inclusion and Social empowerment (Abbot, P 2011).

Research Methodology

The study is descriptive in nature with a model suggested by Abbot P as its survey instrument. Population of the study is Teachers in self-financing colleges. Geographical scope of the study is Thrissur District with snowball sampling as sampling technique. Questionnaire has been proclaimed to be the instrument for data collection in this study with two parts constituting the layers of the said instrument. A sample of 40 teachers is selected and a questionnaire with 22 questions has been used for the study. Articles and journals formed the basis for secondary data. Both, test of reliability and test of normality has conducted on the primary data. And, the two constructs had satisfied Chronbach's Alpha (Table 3). Apart from the constructs (SES and SI), the satisfaction measurement is not found to be normally distributed (Table 3). Hence non parametric procedures are recommended for drawing inferences.



Research Hypotheses

Based on the objectives and review of literature, the following hypotheses are framed for the study:

1. There exists a significant perception towards SES, SI and Satisfaction
2. There exists a significant relationships between Satisfaction (dependent variable) and SES, SI (independent variables)

Inferences

- a. Chi Square Test which analysed association between subjects taught and workload showed a significant association between the two items which could be interpreted with subject and contents in the subject workload for the teachers will change. (Table 4)
- b. Correspondence analysis was conducted as the Chi Square test of association was found to be significant ($p < 0.05$). The correspondence analysis shows that Science teachers have more than 20 hours of work load. Commerce teachers have mostly 16 hours of workload. Management teachers are equidistance to 16 hours and 17-20 hours workload. Other subjects mostly have 17-20 hours workload. (Figure 2)
- c. Association between subject taught and time spent for students outside the workload was analyzed using Chi Square Test and it was revealed that there is no significant association between the items ($p > 0.05$) which means teachers have spent time with students depending upon their own personal preference not on the basis of subjects handled. (Table 5).
- d. Chi square test experimented on the association between subject taught and experience of salary reduction and failed to find any association between the items as p value falls below ($p \text{ value} = 0.112$) the required table value (Table 6).
- e. Absence of Social and Economic Support is perceived high among teachers and it is found to be statistically significant ($p < 0.05$). There exists a moderate perception to Social Inclusion and Overall Satisfaction is also found to be moderate. (Table 7)
- f. Absence of SES is significantly negatively correlated to satisfaction. Social Inclusion is positively correlated to satisfaction, but the same is not found to be statistically significant. A significant negative correlation is found between the absence of SES and SI. (Table 8)
- g. No significant association is found between subject taught and the SES, SI, overall satisfaction ($P > 0.05$). The negative perception prevails across all subjects. (Table 9)

Findings

1. Workload and subject taught have an association, and higher the credit higher the number of hours allotted to specific teachers and higher will be the workload .It is a general assumption when it comes to workload of different subjects. But when it comes to additional hours there was no association between subjects and time spent by teachers, as depending upon the time available every teacher is ready to take classes or personal counselling to students.

2. Whatever the salary scheme and salary a teacher got, no association could be found between subject taught and salary reduction. Depending upon the online working hours, lab hours and offline classes Teachers received salary.

3. Perception of two constructs, namely, social and economic support and social inclusion and dependent variable satisfaction was analysed where economic support and its absence will make an impact on the quality of life of a teacher. Economic indicators are strongest when comes to the quality of a teachers life. The same was supported with correlation test as absence of social and economic support when increased will result in reduction in satisfaction.

Suggestions

Quality of life hugely depends on the economic support and economic security a person receives. It is important along with all other constructs such as cohesion, empowerment and inclusion. During a pandemic period in economy and society, a person requires minimum wages to perceive all other construct. Even if the study showed a positive correlation between Social inclusion and satisfaction it lacked statistical significance because of the negative correlation of the economic indicator. To perceive anything the society offers, economic security is to be maintained first. This paper suggest for ensuring economic indicators to self-financing college teachers, so that all other constructs could be positively perceived by the teachers.

Conclusions

Quality of life largely depends upon economic support and security received by an individual. Even the social quality depends on economic indicator. The year 2020, which witnessed work from home culture and salary reduction, affected numerous professions. The Hypotheses formulated on the basis of literature review has been tested in the study and it has suggested that minimum salary package will contribute to the social quality of life.

Analysis tables**Table 1 Profile of the Sample**

Variable	Category	Count	%
Gender	Female	34	91.9
	Male	3	8.1
	Total	37	100.0
Age	23- 30	13	35.1
	30-40	19	51.4
	Above 40	5	13.5
	Total	37	100.0
Subject	Arts Stream	4	10.8
	Commerce	24	64.9
	Management	5	13.5
	Others	3	8.1
	Science stream	1	2.7
	Total	37	100.0
Region of Residence	Rural	26	70.3
	Urban	11	29.7
	Total	37	100.0

Source: Survey Data

Table 2 Reliability Statistics

Construct	Cronbach's Alpha	N of Items
(Absence of) Social and Economic Support	0.824	8
Social Inclusion	0.776	5

Source: Computed from Survey Data

Table 3 Test of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
(Absence of) Social and Economic Support	0.127	37	0.138	0.961	37	0.225
Social Inclusion	0.099	37	0.200	0.975	37	0.552
Satisfaction	0.260	37	0.000	0.816	37	0.000

Source: Computed from Survey Data

Table 4 Association between Subject Taught and Workload per week excluding Saturday

Subject	Workload per week excluding Saturday			Total
	16	17- 20	Above 20	
Arts stream	1	1	2	4
Commerce	16	8	0	24
Management	3	2	0	5
Others	1	2	0	3
Science stream	0	0	1	1
Total	21	13	3	37
Chi Square			25.033	
Df			8	
P Value [#]			0.002**	

Source: Computed from Survey Data

#Chi Square Test **Significant at 1% level of significance

Table 5 Associations between Subjects Taught and Time Spent for Students outside workload

Subject	Time spent for students outside the workload				Total
	1 to 3 hours	3 to 5 hours	Above 5 hours	Less than 1 hour	
Arts stream	3	1	0	0	4
Commerce	18	2	1	3	24
Management	2	2	0	1	5
Others	2	0	0	1	3
Science stream	1	0	0	0	1
Total	26	5	1	5	37
Chi Square			7.139		
Df			12		
P Value [#]			0.848		

Source: Computed from Survey Data

#Chi Square Test

Table 6 Association between Subject Taught and Experience of Salary Reduction

Subject	Have you faced salary reduction		Total
	No	Yes	
Arts stream	2	2	4
Commerce	4	20	24
Management	0	5	5
Others	2	1	3
Science stream	0	1	1
Total	8	29	37
Chi Square		7.496	
Df		4	
P Value [#]		0.112	

Source: Computed from Survey Data

#Chi Square Test

Table 7 Teacher Perception to SES, SI and Satisfaction

Construct / Variable	N	Mean	Median	Z	P Value [#]
(Absence of) Social and Economic Support	37	3.618	3.88	-3.493	0.000**
Social Inclusion	37	3.075	3.20	-0.583	0.560
Overall Satisfaction	37	2.920	3.00	-0.673	0.501

Source: Computed from Survey Data

#Wilcoxon Signed Rank Test

**Significant at 1% level of significance

Table 8 Correlation between SES, SI and Satisfaction

Construct/ Variable	Statistics	SES	SI	Satisfaction
SES	Correlation Coefficient	1.000		
	Sig. (2-tailed)	.		
	N	37		
SI	Correlation Coefficient	-0.386*	1.000	
	Sig. (2-tailed)	0.018	.	
	N	37	37	
Satisfaction	Correlation Coefficient	-.203	0.282	1.000
	Sig. (2-tailed)	0.227	0.090	.
	N	37	37	37

Source: Computed from Survey Data

#Spearman Rank Correlation

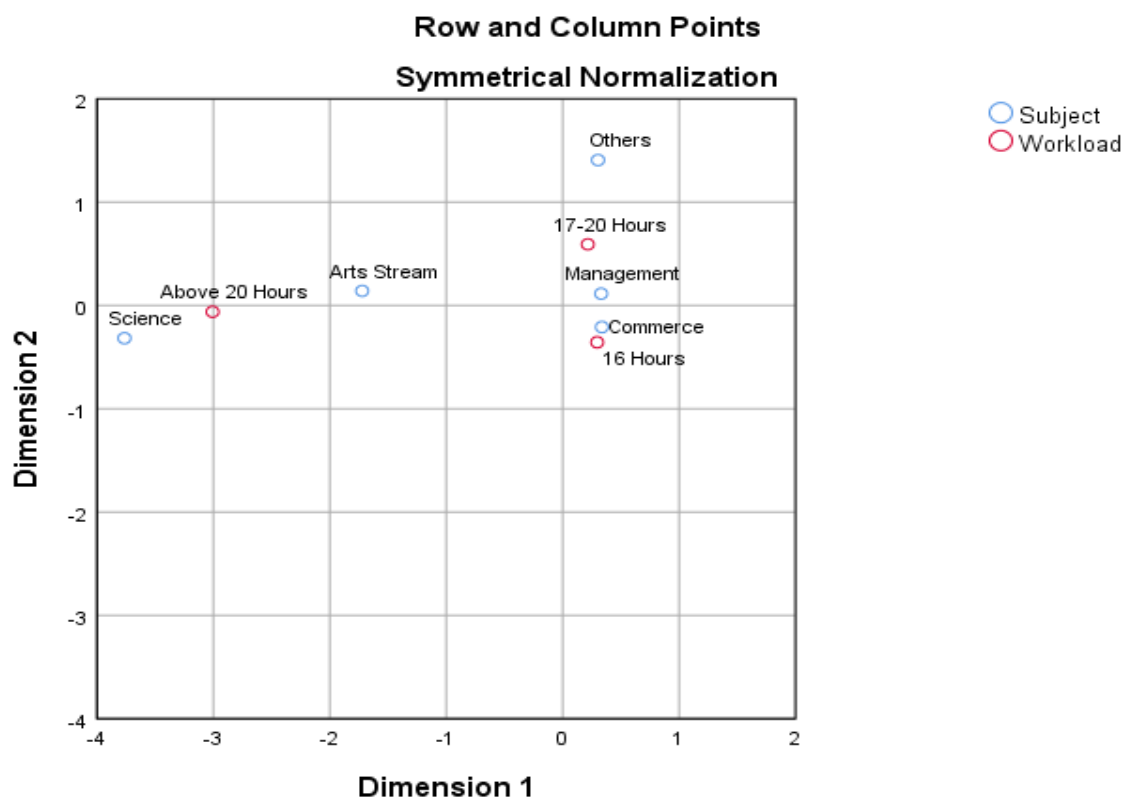
* Correlation is significant at the 0.05 level (2-tailed)

Table 9 Association between Subject Taught and Overall Satisfaction

Construct/ Variable	Subject	N	Mean Rank	Kruskal Wallis H	Df	P Value [#]
(Absence of) Social and Economic Support	Arts stream	4	18.00	4.905	4	0.297
	Commerce	24	20.88			
	Management	5	19.50			
	Others	3	9.00			
	Science stream	1	5.50			
	Total	37				
Social Inclusion	Arts stream	4	22.63	2.654	4	0.617
	Commerce	24	17.63			
	Management	5	18.40			
	Others	3	27.17			
	Science stream	1	16.00			
	Total	37				
Overall Satisfaction	Arts stream	4	11.63	6.703	4	0.152
	Commerce	24	20.44			
	Management	5	16.60			
	Others	3	26.50			
	Science stream	1	3.50			
	Total	37				

Source: Computed from Survey Data

#Kruskal Wallis H Test

Figure 2 Correspondence Analysis of association between Subject and Workload**References**

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PSYCHOLOGICAL IMPACTS OF COVID-19**Sanaa N**

The Lawrence School, Lovedale, Ooty, India

nazarsanaa3@gmail.com

Abstract

The COVID-19 virus had brought the entire world to a standstill last year. Countries like India continue to face the wrath of second wave of the coronavirus pandemic. However, the impact of the pandemic is rooted in different aspects, where the psychological aspect is the most important. Mental health and physical health are interconnected; therefore most physical health issues will present mental symptoms and vice versa. This paper portrays the research conducted across the world to analyze the impacts of the pandemic on the mental health of the people.

Keywords: COVID-19, Psychological impacts, Depression, Anxiety

Introduction

As the Coronavirus pandemic wreaks havoc across the globe, there is an increasing sense of fear, tension, worry; anxiety among the people, especially the adolescent and aged population, including healthcare workers and people with co-morbidities. The pandemic has had a widespread impact on the mental health of the people. It has accentuated the emergence of cases related to Generalized Anxiety Disorder and pervasive Social Anxiety. They are typically associated with escalation of new cases together with inadequate, anxiety-provoking information which was provided by media.

Literature Review

The main impacts revolve around stress and anxiety. Novel methods to contain the virus, such as quarantine, lockdown, social distancing have disrupted the equilibrium of people. This disabled them to lead a healthy lifestyle causing increased levels of loneliness, depression, harmful alcohol and drug use, and self-harm or suicidal behaviour. Alice G. Walton (2021) found that stress and Anxiety are caused due to the fear of losing jobs, loved ones, contracting and spreading the virus, strained familial relations and friendships, all revolving around one main characteristic, uncertainty. Post-traumatic stress disorders, mood swings, restlessness, confusion, grief are additional results of quarantines.

Many research and studies have been undertaken across the globe to analyze the psychological impacts of the pandemic. They suggest that the youth population faces an extensive array of challenges to deal with compared to the ageing and middle-age population. The youth are more dynamic and cannot be restricted to a range of activities enormous energy needs to be channeled into instead an extensive array of activities. In general, the studies support that mental health is highly influenced by the occurrences in the world, constraints in the financial, familial, social commitments. The pandemic has paved the way for identifying means to create more societal support and safety mechanisms to contribute to psychological wellbeing. It would go a long way in supporting our collective mental health in the long run.

"WHO conducted a survey across WHO's six regions in 130 countries from June to August 2020. It evaluates how the mental, neurological, substance use services have changed due to COVID-19; the types of services that have been disrupted; how countries are adapting to overcome these challenges.

Countries reported widespread disruption of many kinds of critical mental health services:

- Over 60% reported disruptions to mental health services for vulnerable people, including children and adolescents (72%), older adults (70%), and women requiring antenatal or postnatal services (61%).
- 67% saw disruptions to counselling and psychotherapy, 65% to critical harm reduction services; and 45% to opioid agonist maintenance treatment for opioid dependence.
- More than a third (35%) reported disruptions to emergency interventions, including those for people experiencing prolonged seizures; severe substance use withdrawal syndromes; and delirium, often a sign of a serious underlying medical condition.
- 30% reported disruptions to access for medications for mental, neurological and substance use disorders.
- Around three-quarters reported partial disruptions to school and workplace mental health services (78% and 75% respectively)."

Discussion

The pandemic has affected the people from different sects and occupations. The healthcare workers are constantly exposed to the risk of contracting the virus and transmission of the virus to their loved ones. Lockdowns imposed as a measure to contain the spread leads to disruption of normal lifestyle. It resulted in significant changes, profound adaptation (G Serafini et al., 2020) and maladaptive behaviour; they may be a precursor to a various psychological disorder. Sporting professionals are subjected to repeated quarantines and isolation to follow their passion that drives their lives. It creates quarantine fatigue, loss of interest in the sport.

Shifting the focus to the most affected age groups. The adolescents and children, the COVID-19 has brought about a complete change in the lifestyle of this population. Humans are social beings in nature. Society plays an essential role during the developmental period of a child helping in the emergence of identity, interests and values. Since children do not have much of an interactive social base; they are deprived of societal exposure crucial in development. Singh S et al. (2020) stated that a fix at a particular developmental stage causes regression resulting in incompatibility between development and age. The closure of educational institutions has led to the shift to online teaching and examination systems. Adolescents and children are highly prone to digital addiction resulting in the inability to carry out practical and purposeful activities. They have profound effects on concentration and comprehension, which leads to decreased academic performance.

The reinforcement of examinations for learning is lost as online examinations are trumped by unfair means to score higher. Younger children were more likely to manifest symptoms of clinginess and the fear of family members being infected than older children. But the older children were inattentive and inquiring about COVID-19. At this juncture, the children feel uncertain, fearful and isolated. They have also experienced disturbed sleep, nightmares, poor appetite, agitation, inattention and separation anxiety disorder. Older adolescents are worried about their examinations, exchange programs and academics. Most of the youth population were more likely to follow the prevention norms such as social distancing motivated by prosocial reasons. Children with special needs such as autism, intellectually disability, ADHD, OCD are narrow-minded towards uncertainty resulting in the aggravation of symptoms due to the restrictions and unfriendly atmosphere. They also face difficulties following instructions, understanding the complexity of the pandemic situation and doing

their work independently. Underprivileged children face a sense of alienation due to a lack of access to smartphones, laptops or other gadgets. It causes a greater vulnerability of these children to social discrimination, abuse and psychological issues.

Conclusion

As quoted by WHO, "health is a state of complete mental, physical and social well-being and not just absence of infirmity or disease". All three aspects are interrelated and cannot exist in absence of the other. Parental, familial, societal, economic and professional support must be ensured for the mental well-being of the society.

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REINVENTING INDIAN AUTO SECTOR IN THE POST PANDEMIC ECONOMY**Mr. Nijil Jacobi**

Assistant Professor (on contract), Department of Economics,

Sacred Heart College, Chalakudy, Kerala

nijiljacobi@sacredheartcollege.ac.in

Abstract

India is in the throes of one of the darkest moments in the nation's history. A deadly pandemic is now sweeping through a country at an immense speed. Thousands are dying every day as infections continue to soar to record levels. All of a sudden an overwhelming sense of optimism has now turned into despair and anguish. India is staring at a human catastrophe of unimaginable proportions. The pandemic has been affecting the livelihoods of almost everyone and it hasn't spared the Indian automobile industry either. The automobile industry is quite possibly the main driver of monetary development and economic growth of India and one with high participation in global value chains. India is the fourth largest automobile market in the world. It is also the largest manufacturer of two-wheelers and the seventh-largest manufacturer of commercial vehicles in the world. The development of this area has been on the rear of solid government support which has assisted it with cutting a novel way among the assembling areas of India. But Indian auto industry was already struggling in 2019 as sales of almost all established players have gone down due to the far-reaching impacts of the COVID-19 pandemic. As the industry struggled with lower sales numbers during this period, so could not clear the stock of BS4 and that becomes an additional burden on the industry. This paper studies the impact of the COVID-19 pandemic on the automobile industry in India.

Keywords: *Automobiles, COVID-19, Emission, Export, Production, Sales*

Introduction

The automobile industry is quite possibly the main driver of monetary development and economic growth of India and one with high participation in global value chains. The development of this area has been on the rear of solid government support which has assisted it with cutting a novel way among the assembling areas of India. The vehicles delivered in the nation exceptionally take into account the requests of low-and middle-income groups of the population which makes this area stand apart among the other vehicle-creating nations. In 2017, India turned into the world's fourth-biggest car market, and the interest for Indian

vehicles keeps on filling in the homegrown and global business sectors. To meet the future requirements of clients (counting the electrical vehicles) and stay in front of rivalry, producers are presently making up for lost time with upgradation, digitization, and robotization. The section additionally dissects India's public strategy considering these turns of events.

Indian automobile industry

The auto business is a significant driver of the monetary development in India and one of the effective areas wherein the nation has a high investment in global value chains (GVCs). The Indian automobile industry – including the vehicle and the auto segment fragments – is one of the vital drivers of the monetary development of India. Being profoundly incorporated with other modern areas, it is a significant driver of the assembling total national output (Gross Domestic Product), fares, and work. India was the 6th biggest maker of cars internationally with a normal yearly creation of around 29 million vehicles in 2017–2018, of which around 4 million were exported. India is the largest tractor manufacturer, second largest two-wheeler manufacturer, second-largest bus manufacturer, fifth-largest heavy truck manufacturer, sixth largest car manufacturer, and eighth-largest commercial vehicle manufacturer.

In 2020, India was the fifth-biggest auto market, with around 3.49 million units consolidated sold in the traveler and business vehicle classes. It was the seventh biggest maker of business vehicles in 2019. The two-wheelers segment dominates the market as far as volume inferable from a developing working class and a youthful populace. Besides, the developing revenue of the organizations in investigating the provincial business sectors further supported the development of the sector. India is likewise an unmistakable auto exporter and has solid fare development assumptions for the not-so-distant future.

If we look into the current situation, India is in the throes of one of the darkest moments in the nation's history. A deadly pandemic is now sweeping through a country at an immense speed. Thousands are dying every day as infections continue to soar to record levels. All of a sudden an overwhelming sense of optimism has now turned into despair and anguish. India is staring at a human catastrophe of unimaginable proportions. Death devastation, desperation, and despair have permeated the lives of 1.3 billion people in India as the second wave of the COVID-19 pandemic hit the country with immense ferocity. India's healthcare system has buckled under pressure leaving people without life-saving hospital beds oxygen and drugs all

over 290 000 people have died from the virus with reported infections topping 26 million. This paper focuses on how the COVID-19 pandemic affected the Indian automobile industry.

Objectives

The objectives of the study are stated as follows.

1. To analyze the Indian Automobile Production and Sales Trends before and after COVID-19 pandemic.
2. To study the Automobile Domestic Sales and Exports Trends in India.

Research Methodology

Secondary data was used for the study and the research design for this study was descriptive. Secondary data was accumulated through various sources like Government websites, commercial websites, magazines, journal articles, newspapers, etc.

Data Analysis

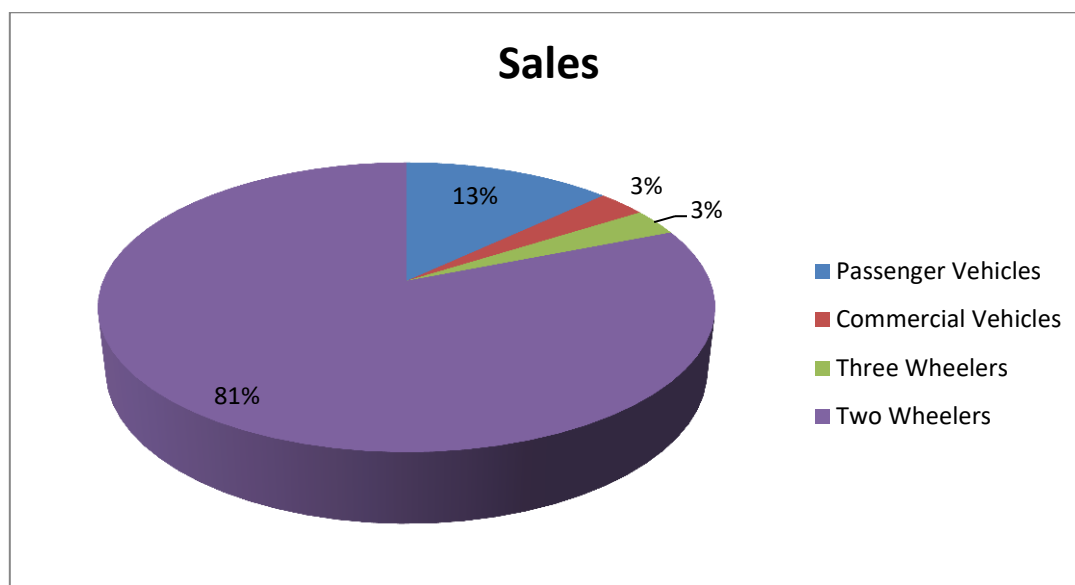
Domestic Market Share for 2019-20

Table 1: Domestic Market Share for 2019-20

Domestic Market Share for 2019-20	
Passenger Vehicles	13%
Commercial Vehicles	3%
Three Wheelers	3%
Two Wheelers	81%
Grand Total	100

Source: SIAM India, 2021

The Indian automobile market can be divided into four main segments - two-wheelers (motorcycles, geared and ungeared scooters), three-wheelers, passenger vehicles (cars and utility vehicles), and commercial vehicles (light, medium and heavy). The highest domestic sales market share is in Two Wheeler production which is 81% of the total vehicle sales in the financial year 2019-20. The second domestic market share is for Passenger Vehicles followed by Commercial Vehicles and Three Wheelers.

Figure 1: Domestic Market Share for 2019-20

Source: SIAM India, 2021

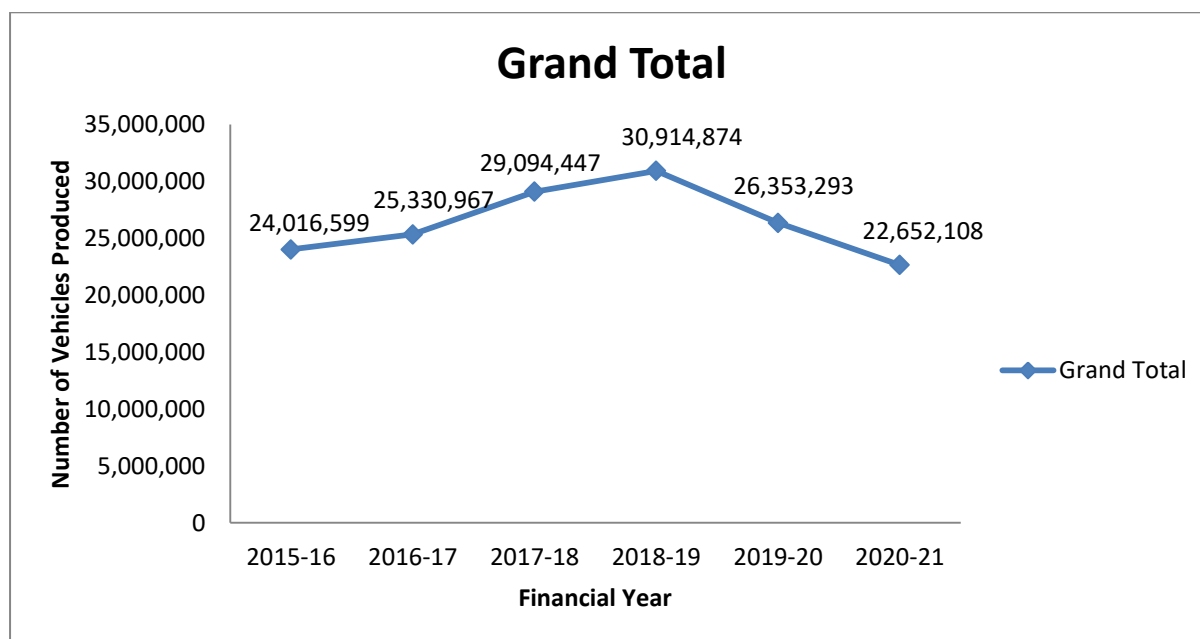
Automobile Production Trends

The automobile industry produced a total 24,016,599 in 2015-16, 25,330,967 in 2016-17, 29,094,447 in 2017-18 and 30,914,874 in 2018-19. It indicates that automobile production in India had an increasing trend before the COVID-19 pandemic in India. But the industry faced a severe setback during the lockdown period of the pandemic and the industry delivered a total of 22,652,108, which is the lowest production since 2014-15, vehicles including Passenger Vehicles, Commercial Vehicles, Three Wheelers, Two Wheelers, and Quadricycles in April-March 2021 as against 26,353,293 in April-March 2020, registering a de-growth of (-) 14.04 percent over a similar period last year.

Table 2: Automobile Production Trends

Category	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Passenger Vehicles	3,465,045	3,801,670	4,020,267	4,028,471	3,424,564	3,062,221
Commercial Vehicles	786,692	810,253	895,448	1,112,405	756,725	624,939
Three Wheelers	934,104	783,721	1,022,181	1,268,833	1,132,982	611,171
Two Wheelers	18,830,227	19,933,739	23,154,838	24,499,777	21,032,927	18,349,941
Quadricycle	531	1,584	1,713	5,388	6,095	3,836
Grand Total	24,016,599	25,330,967	29,094,447	30,914,874	26,353,293	22,652,108

Source: SIAM India, 2021

Figure 2: Automobile Production Trends

Source: SIAM India, 2021

Automobile Domestic Sales Trends

The automobile domestic sales in India had an increasing trend over the years before the lockdown. The automobile domestic sale was 20,468,971 in 2015-16, 21,863,281 in 2016-17, 24,981,312 in 2017-18 and 26,266,179 in 2018-19. But after the lockdown measures, the domestic automobile sales in India came down to 21,545,551 in 2019-20 and to 18,615,588 in 2020-21 which is the worst in the last eight years.

The sale of Passenger Vehicles declined by (-) 2.24 percent in April-March 2021 over a similar period last year. Within the Passenger Vehicles, the sales of Passenger Cars and Vans declined by (-) 9.06, percent and (-) 17.62 percent respectively while sales of Utility Vehicles expanded by 12.13 percent in April-March 2021 over the same period last year.

The general Commercial Vehicles fragment enlisted a de-growth of (-) 20.77 percent in April-March 2021 when contrasted with a similar period last year. Within the Commercial Vehicles, Medium & Heavy Commercial Vehicles (M&HCVs) and Light Commercial Vehicles (LCVs) decreased by (-) 28.40 percent and (-) 17.30 percent individually in April-March 2021 over the same period last year.

The sale of Three Wheelers declined by (-) 66.06 percent in April-March 2021 over the same period last year. Within the Three Wheelers, Passenger Carrier and Goods Carrier declined by (-) 74.49 percent and (-) 26.38 percent respectively in April-March 2021 over April-March 2020.

Two Wheelers sales registered a de-growth of (-) 13.19 percent in April-March 2021 over April-March 2020. Within the Two Wheelers segment, Scooters, Motorcycles, and Mopeds declined by (-) 19.51 percent, (-) 10.65 percent, and (-) 3.07 percent respectively in April-March 2021 over April-March 2020.

Table 3: Automobile Domestic Sales Trends

Category	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Passenger Vehicles	2,789,208	3,047,582	3,288,581	3,377,389	2,773,519	2,711,457
Commercial Vehicles	685,704	714,082	856,916	10,07,311	717,593	568,559
Three Wheelers	538,208	511,879	635,698	7,01,005	637,065	216,197
Two Wheelers	16,455,851	17,589,738	20,200,117	21,179,847	17,416,432	15,119,387
Quadricycle	0	0	0	627	942	-12
Grand Total	20,468,971	21,863,281	24,981,312	26,266,179	21,545,551	18,615,588

Source: SIAM India, 2021

Automobile Exports Trends

The automobile export has a fluctuating trend in India even before the COVID-19 lockdown. It was 36,43,828 in 2015-16 and came down to 34,80,725 in 2016-17. Again the export rose to 40,42,841 in 2017-18, 46,29,049 in 2018-19 and to 47,48,738 in 2019-20. But it had a sharp decline to 41,28,928 in the year 2020-21. In April-March 2021, overall automobile exports declined by (-) 13.05 percent. Passenger Vehicles, Commercial Vehicles, Three Wheelers, and Two Wheelers exports also declined by (-) 38.92 percent, (-) 16.64 percent, (-) 21.67 percent, and (-) 6.87 percent respectively.

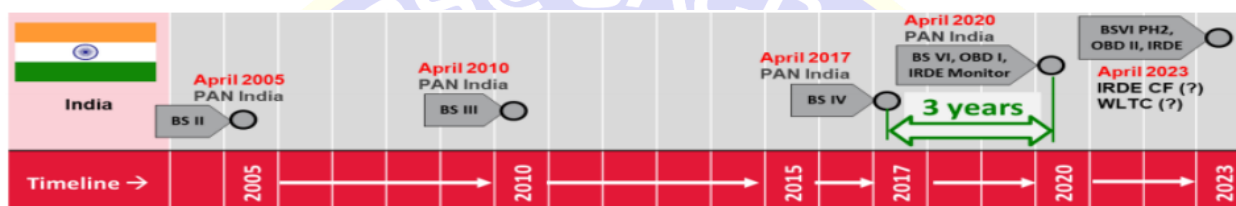
Table 4: Automobile Exports Trends

Category	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Passenger Vehicles	6,53,053	7,58,727	7,48,366	6,76,192	662,118	404,400
Commercial Vehicles	1,03,124	1,08,271	96,865	99,933	60,379	50,334
Three Wheelers	4,04,441	2,71,894	3,81,002	5,67,683	5,01,651	392,941
Two Wheelers	24,82,876	23,40,277	28,15,003	32,80,841	3,519,405	3,277,724
Quadricycle	334	1,556	1,605	4,400	5,185	3,529
Grand Total	36,43,828	34,80,725	40,42,841	46,29,049	4,748,738	4,128,928

Source: SIAM India, 2021

Change in Emission Norms by the Indian Government

The policy changes in the emission standards in India was well planned and informed to Indian manufacturers in advance, industry was given time of 3 years (2017-2020) to shift from BS4 to BS6. Unfortunately, the Indian auto players could not switch to 100% BS6 vehicles, within the given span of time and got left with considerable BS4 stock. In 2019 sales have dropped by 30%, Industry was hoping comeback in first quarter of march by selling the remaining stock of BS4 versions by offering huge discounts however due to lockdown all dealership has closed and people are not buying vehicles. ₹6,400 crore worth BS4 vehicles remain unsold due to Coronavirus.



Source: SIAM India, 2019

Findings

- Two-wheelers and passenger vehicles dominate the domestic Indian automobile market and account for 81% and 13% of total unit sales, respectively. Passenger car sales are dominated by small and mid-sized cars.
- After the COVID-19 lockdown, the Indian automobile domestic sales had a major setback and the total sales came down to the lowest since 2014-15.
- The automobile domestic sales in India had an increasing trend over the years before the lockdown but it declined to the worst in 2020-21, registering a de-growth of (-) 14.04 percent over a similar period last year 2019-20.
- The automobile export has a fluctuating trend in India even before the COVID-19 lockdown. Moreover, in April-March 2021, overall automobile exports declined by (-) 13.05 percent.
- ₹6,400 crore worth BS4 vehicles remain unsold due to COVID-19 pandemic and the new emission policy changes.

Conclusion

The impact of the COVID-19 pandemic on all industries was detrimental and the automobile industry was not an exception. The impact on the automobile sector was so severe that many of the companies had to hold back launch of new variants and vehicles. The pandemic

occurred at a time when the automobile industry was in a transition from fossil-based fuels to EVs. Another transformation was taking place in the automobile sector with updates in technology and design. The decline in credit availability led to slowing down of demand for the automobile sector. Discretionary spending by the public also contributed to the low demand. The low demand had a spiralling impact by hindering the interweaved supply chain mechanism of the automobile sector.

The automobile industry cannot and will not come to a standstill as it is the lifeline of the nation. For any industry in crisis due to the pandemic, the only option is to move forward for which growth is essential. Expansion of market base and product base is one way out. Other options could be product and process diversification. In a huge and diverse market like India there is always scope for increased demand. For instance, the Indian car market which was dominated by first time buyers till the last decade is now dominated by repeat buyers who will be interested in personalized features. Digital platforms could be used by the companies for the customisation process. On the marketing front, attractive buy-back schemes can attract repeat buyer.

The recent policy announcement of Government of India to scrap vehicles after 15 – 20 years of usage will undoubtedly give the automotive industry never before impetus to growth. According to the statistics, there are around 51 lakh light motor vehicles or LMVs older than 20 years in India. Around 34 vehicles are LMVs older than 15 years, while the number of medium and heavy commercial vehicles less than 15-year-old stands at 17 Lakh. Once these vehicles are denied permission for renewal of registration based on vehicle inspection, there will be huge demand for new vehicles in India. This could be seen as an opportunity for the Indian automotive industry to surpass past performance.

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