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A Study on Nestle Promotion Strategy

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ABSTRACT

This study aims to identify the most effective promotional medium used by Nestle. Nestle is the most successful manufacture which processes high quality and nutrition food and beverage to the Malaysians. To inspire consumers to purchase their products, Nestle must transform their promotional strategies frequently. A research will be conducted to collect information from respondent based on different characteristics to identify which is the most effective promotional medium used by Nestle. Through this research, we establish that the most effective promotional medium is Buy 1 Get 1 under sales promotion that helps consumers save more money. We have applied the implication idea to Nestle that can satisfy the customers' needs and achieve sales target.

Keywords: Nestle, a promotional tool, research, achieve target sales

INTRODUCTION

Nestle is a multinational company and now has become the largest food and beverage company in the world. Nestle has more than 2000 brands that present in 196 countries around the world (Reza, 2020, P.1145). The founder of Nestle is Heinrich Nestle and introduced in Vevey, Switzerland in the year of 1866. In 1912, Nestle went into the Malaysian market, whose headquarters are in Mutiara Damansara, Petaling Jaya, Selangor. Nestle has had some expertise in the food and drink industry and has some notable brands in Malaysia which are Nescafe, Maggi, Milo, and Kit Kat. All of these products have been categorized as Halal products to fulfill the Malaysian market.

Nestle Milo, the milk beverage with chocolate and malt has remained popular among young and elderly people. This is because the price of Milo is relatively cheaper than the other chocolate beverage. Besides its delicious taste, Milo also contains a lot of nutrient needed by body.

Nestle Nescafe has become one of the famous espresso brands in the world, and it is accessible in numerous assortments to suit all preferences of individuals. A lot of people like Nestle Nescafe product due to the varieties of flavor. Besides, Nestle Nescafe has a good aroma which make people to love it. The price of this product is also suitable and can be afforded by all classes in Malaysia.

Nestle Maggi is a worldwide seasonings brand, instant soups, and noodles. Maggi has become a product which makes good-tasting and nutritious food for busy people. Nowadays, a lot of people use Nestle Maggi in their cooking to make it delicious. Maggie instant noodle also popular among people due to the delicious taste and easy making process. Along these lines, The Malaysian like all Nestle products due to the quality and assortment. Nestle has become the product needed by all people to meet their daily needs. This is inseparable form Nestle promotion strategy which becomes an important factor in attracting public interest.

Market Opportunity Analysis

Nestle is a large food and beverage company, their early product is milk-based baby food. Nestle production emphasize on healthy and Nestle emphasizes producing a healthy and good product. However, the company has decided to produce other products such as coffee, frozen food, and chocolates. Nestle has intent to increase the product lines to satisfy their customers. Since the product lines have been increased, Nestle expands the customers target to maximize the revenue of the company. Nestle's marketing segmentation is based on demographics such as income, age, gender, and education. The breadwinner is always the target of Nestle because most of the product is for family. The price of Nestle's products is a common, therefore the customers target is people with mid-point salary because they have the basic purchasing power. Based on age demographic, Nestle's target is all age customers, because of large line products, started from milk-based baby food, cookies, and cereal.

Nestle also launches its products in tropical throughout the year such as Malaysia, Thailand, Singapore and the products Nescafe focus on are ice cream. They intended to lower the calories and fats on ice cream and to help customers to control their blood pressure, but still retaining the good taste of ice cream. They serve delicious and nutrient-rich products (Green,2006) This market segmentation is based on geography to provide the products that satisfy their needs. On the other hand, Nestle intended to launch its products inside the universities because they realize university students are always finding a cheaper item to save their own cost. Thus, Nestle decides to cooperate with convenience stores in the university to launch its products at lower prices to students. The purpose of Nestlé is to be a trusted leader and commits to providing “Good Food, Good Life” (Nestlé SA, 2018)

Furthermore, Nestle uses differentiated markets to increase its product lines to fulfil customers' demands. The market segmentation is based on climates, occupation, and age to provide different products for maximizing revenue and improving the loyalty of customers. For example, Nestle produces Coco Crunch as a breakfast for children and teenagers. In addition, Nescafe Ice has been launched in tropical countries. Nescafe 3 in 1 is suitable for workers because it has an easy making process and no time-consuming. Nestle constantly develops new products and enhances existing products with creativity and innovation to meet the ever-changing customers (Bell, D. E, & Shelman, M, 2008). Nestle maintains customers' loyalty with good service and quality products, they use a promotion strategy, offering low price to customers, but with good products quality.

We have learned that market segmentation is very important for a company to expand its business. Market segmentation is crucial because it can lead Nestle to capture and creates opportunities for market strategies to meet specific customer needs. Nestle has a large product line to satisfy customer needs and requirements (Fonseca, 2011). Nestle becomes creative and innovative company to produce many types of products. They seize the opportunity and create a particular product for specific market segmentation. This is the most an effective way to maximize revenue.

Political Environment

The position of political environment in global business has led to significant progress. The impact of political factors on global trade has grown rapidly more than ever. (Pratap, A., 2019). Economic relation among countries, the level of administrative and regulatory oversight greatly effects companies which intend to reach global market, because every economy of every nation is directly related to the democratic structure (Dhanesh and Sriramesh, 2018, P.204).

Even so, as a global competitor, the same organizations are opened to ruling parties from various parts of the world. They seem to be aware of the policies and regulation of various countries which have fully-operational system. America still ranks as the country with the largest industry in the world, but Nestle has its own rank in Asian countries.

Unstable political and economic conditions in a country, greatly effects the running of business, thus, Government consistency is really needed in an increasingly competitive industrial world. Democratic unrest could interfere industry and have an adverse consequence for manufacturing process. In addition, the climate in also effect manufacturing process.

Every switch in work system may have a major impact on business. Companies will be vulnerable to impacts caused by climate laws and amendments. Only a few countries are affected by functional migration to the region. Losing Nestlé means risking more than 300 positions, affecting the problematic British democratic system. Not all businesses could affect project consistently, but Nestlé is capable. Now day, Nestlé must comply with changes to dietary requirements and legislation and every other country has a different set of rules.

There are many food companies are associated with the price increases of materials. Therefore, most start to lessen the quantity of goods the organization produces. It is a particular foods problem. Customers continue to buy chocolate products for, even it is in higher price, not realizing that advertisers are reducing the amount of goods they get. (Frue, K., 2020). In fact, the modern food industry is being largely inspired by both the government and the judicial system. It is not the only politics in one nation to be operated in another one.

Economic Environment

Democratic economy, socialism, mixed monetary order and the Islamic economic system are several systems practiced in looking at the economic paradigm in a region. Every arrangement applied may have different connotations in terms of corporate ownership, rights to properties, business management, employee privileges, remuneration and workers' compensation. In the competitive world, there are many market mechanisms, including competition from conglomerates, competition from oligarchies, competition from monopolies and domestic strategy. Competition will indirectly help business associations improve the collective efficiency and productivity which should be centralized. (Kabii, 2018)

Socio-culture is a combination of various values, ideologies, beliefs, patterns of behavior, ideas and attitudes found in collectively way. Consideration has been given to both material and non-material aspects, including the company run must get an aspiration from community, and if the business is unable to meet the needs of the community, it will not strive for profitability. Financial constraint becomes an essential way in evaluating the effectiveness of Nestle company, because their target market is upper class and middle-class community who have enough money to consume their products. In fact, the level of income has a major factor in determining the price of a commodity, which will play a role in determining the income, profit and product competitiveness. Price fluctuation and economic condition such as inflation also have a big impact on companies' profitability. In addition, recognizing and calculating the massive scale of production when structuring and managing are also the factors which cannot be ignored. The recent financial damage has severely disrupted prospects for global markets, largely due to the worldwide contraction and recession. This significantly affects inflationary pressure through determinants of consumer spending. However, rehabilitation has been accelerated, progress and prolonged centralization with different characteristics of global market have further reinforced the need for growth and development.

The growth in market economies provides either surplus economic output and productivity improvements that offer additional potential advantages. By investing unparalleled resource capacity and R&D efficiency by simultaneous product launch and redesign, Nestlé can enhance its comparative benefit. Through concentrating operations in worldwide, Nestle is successful in countering the influence of volatility in the foreign investment market on the export trade market.

Social Environment

The social environment is the relationship between society and entrepreneurs in which entrepreneurs should be responsible for the society where their company work (Sharma and Kiran, 2012, P.95). In business, the appraisal of social condition is inseparable from community, because community who utilizes items and administrations made by business association has the affectability. People in Malaysia have a priority in term of race and theology. Business companies need to respect ethical values among community, for example, food produced for Muslim community must have the label 'Halal' from Department of Islamic Development Malaysia (JAKIM). The awareness of variations, the desire of learning, recognize and understand the differences and similarities of moral values practiced by society will facilitate business companies to develop their business. As a manufacturer of finished products, Nestlé is very dependent on customers' loyalty. Thus, the corporate decides to take a position pointedly in its key areas to protect the brand name and improve item allure.

There is a rising development towards better and healthful eating, that is expanding the commercial center for sustaining food things, it can be loaded down with the possibility to affect product offerings love chocolate drinks. The association has made solid strides, for example, the securing of specific new companies and dynamic collisions, to fulfil the needs of more beneficial clients thus to require a bit of leeway of ongoing business patterns and openings.

Nestle should be quick to require a note of the different patterns and their outcome on execution and will improve capability that may allow faster reaction and flexibility to plug changes. With a sound cash asset base, it is reasonable for the corporate to chase consolidations and acquisitions, that it is done viably, exploiting its experience during this respect. During along these lines, it can quicken its expectation to absorb information and ensure the accomplishment of activities, especially knowledge of the very certainty that the business envelops an enormous exhibit of brands and an elegant in activity lattice that is in themselves a significant test to oversee effectively.

Throughout the pandemic, Nestle has worked quite closely with the authorities and business partners to safeguard the health of all workers, whereas maintaining business continuity to fulfil the national obligations as a manufacturer of necessary foods and beverages. Nestle is committed to do its part within the national response to the present pandemic and can still help several Malaysians resolve their difficulties in these difficult times. Nestle will keep on adding to the country's recuperation exertion through in advancement operational exercises, the normal ventures and the relentless obligation to helping the country.

Technology Environment
The advancement of innovation, especially the wise area of information can immediately affect business associations. For instance, the activities of business associations comparing to creation measures with the use of innovative and complex machines will downsize human mistake and lower creation costs. Business exercises, for example, the procurement and offer of items and administrations through electronic trade or "internet business" can decrease costs and time (Hassan H.N., 2010)

Technologies are a very crucial part of R&D in Nestle. Nestlé spent almost 4.4 times on R&D over Kraft Foods during 2009 (Traitler, Heribert and I.Sam, 2011, P.62). For example, Nestle has developed technologies which enable for natural vegetable oils to be utilized in Maggi broth and seasonings rather than partly hydrogenated fats. With development of technology, Nestle will turn out healthier merchandise across the products and therefore improve health and quality of life within the region.

Nestlé is pleased with the sustainability efforts of the organization. The company's sustainability efforts have helped to minimize waste, reduce the use of packaging materials and create the surroundings cleaner. Since 1991, the corporate has saved five hundred million weight unit of packaging material by redesigning a packaging. Nestlé uses recycled materials and prefers materials from property sources if it is possible. In 2016, one hundred and five of Nestlé 's factories had achieved minimal waste in production, one amongst the most effective leads to the industry. A few of the company's competitors might match the sustainability efforts of the company, leading a lower value of production, the healthier surroundings and happier communities (Jureviciya O., 2017)

External influences in technologies would affect on business operations. Changes in technology affect the approach of the organization. Businesses may need to modify their operative strategy considerably as a result of changes within the technological environment. Nestle is one of the world's leading food and drinks business (Lim, S, 2014) A large range of various technologies has additionally been developed. Combustion and antioxidants, emulsion, complex carbs, fluid reinforcement development, grain extract, for example, plus mechanisms including segment injecting.

Meanwhile, the event of technology has had a positive impact on business organizations, it's quite easy to say that it has negative or some effect such as an increased traffic jam, air and water pollution as a result of industrial disposal, interaction with machines compared to humans and more, it ought to be a concern to embrace a respective profession. The drawbacks nor effects through futuristic and modern technology regarding victimization was listed. The side effects and the use of the latest common and emerging technology will be diminished at almost the same rate.

Within the quality assurance, the organization needs to create problems including its inability to ensure an excellent result in dairy products which threaten the professional image and also have an impact on prices. Throughout this respect, the company's solution was tremendously reasonable to allow it to overcome this obstacle with success. It seeks to determine the validity of the on-top including its assurance policy, to preserve loyalty in its product.

In addition to the economic changes, changes in society including lifestyle modifications, hobbies, freshly styles, and travel vacations are generally in rage on the nation. Food choices are rapidly changing constantly. Chocolates which were considered to become the tastes of youngsters are also being consumed by adolescents, teenagers and young adults.

RESEARCH METHOD

There are three types of case study research that can be used, they are descriptive, explanatory and exploratory (Yin, 1984, as cited in Noor, 2008, p.2). This research aims to describe and identify the most effective promotional tool that Nestle has in their marketing plan. The qualitative method is used in this research to describe and analyze the outcome. The qualitative method is the most suitable approach as this research involves more on the description task rather than the measurement task. The qualitative method is focusing on the process and meaning which are not really examinable and measurable (Denzin and Lincoln, 1994, p.3-5). Marriam (1988) suggested that qualitative is mostly interested in discovery, insight and interpretation compared to hypothesis testing.

A questionnaire in the type of google form was designed by researchers in this research to identify which was the most effective promotional tool used by Nestle in promoting their products to markets. The questionnaire consists of two parts which the first part is about the demographic while the second part is to identify which the most effective promotional tools. The questionnaire is employed with a 3-point scale where the respondents need to indicate 1 which is represented by strongly disagree, 2 which is represented by neutral and 3 which is represented by strongly agree, the degree of their disagreement or agreement with the statements on the questionnaire. There are 50 set questionnaires distributed to our respondents.

The data collected through questionnaires is analyzed descriptively. In this research, Likert scale used to create the questionnaire where the degree of agreement 1,2,3 (strongly disagree, neutral and strongly agree respectively). Microsoft Office Excel Worksheet and Microsoft Office Word are used to present and analyze the data and result collected in the form of tables.

RESULTS AND DISCUSSION

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Nestle is a well-known as global brand, reaching the revenue target by improving the lives of people by providing tastier and healthier food and beverage preferences at all stages of life. However, even though the Nestle product is newly released in the market, no one will recognize it without a promotional tool. Based on this research, we determine that Nestle has used promotional tools such as personal selling, advertising, sales promotion, and public relation. In order to identify the most effective promotional tools used by Nestle, our group has generated some questions to collect all the data from the 100 respondents. The data below is the outcome of the survey.

Table 1. Demographics of Respondents (N=100)

Response	Frequency	Percentage
Gender		
Male	35	35
Female	65	65
Age		
Below 20 years old	45	45
21-30 years old	46	46
31-40 years old	4	4
41-50 years old	5	5
51 years old and above	0	0

Based on the survey result, most of our respondents were female which is 65%. The majority of our respondents (46%) were between 21-30 years old and 45% were respondents below the age of 20. Most of our respondents are between generation Y and generation Z because this generation has more exposure to electronic devices than the older generation. Generation Y is born in the technology world and always follows with technology daily development (Berkup, 2014, p.221). Levickaite (2010) stated that Generation Z is also called as Digital Generation

Table 2. A survey on the most effective promotional tool that Nestles used (N=100)

Response	Frequency	Percentage (%)
Do you heard about Nestle?		
Yes	100	100
No	0	0
Do you ever use Nestle's Products?		
Yes	100	100
No	0	0
Do you agree that the below listed Nestle's products was the favorite?		
Milo	81	19
Maggie	79	18
Nescafe	70	16

Cereal (Fitness, Koko Krunch)	60	14
Ice-Cream (Drumstick, Potong)	63	15
Chocolate (KitKat)	75	18
Nestle had done many types of promotional tools. Do you agree that the promotional tools you usually see are those listed below?		
Newspapers	34	14
Social Media	84	34
Mass Media	67	27
Billboards	51	20
Email	14	5
What is your favorite nestle promotion method?		
Personal Selling	28	7
Advertise through mass media	38	10
Advertise through social media	58	15
Free Samples	68	18
Extra Value Offers	68	18
Buy 1 Free 1	80	21
Buy and Win Contest	42	11
How do you buy your Nestle's products?		
Online Platforms	15	6
Convenience Store	68	27
Supermarket/Hypermarket	95	37
Grocery Stores	77	30

Based on the survey result, it shows that all respondents who are involved in this questionnaire have previously heard about Nestle and bought their product. Since Nestle is a popular brand and its product lines are wide, thus everyone is familiar with the product of Nestle. Six categories of products by Nestle that had been displayed in the market had been listed out in the questionnaire. A product that gets the highest agreement from the respondents was Milo which is 19% compared to other products. This is because Nestle has advertised Milo as a sports drink for children and teenagers. The majority of the children love to take Milo as their breakfast meal before going to school because Milo provides energy to them. Everyone has been familiar with Milo since they were kids.

There are five types of promotional channels used by Nestle. The majority of the respondents (34%) agree that social media is the platform that they more often saw the advertisement. This is because most of the respondents spent a lot of time on social media such as Facebook and Instagram. so it is easy to reach the target consumer if Nestle advertised on social media. As many as 27% respondents chose mass communication channels. It is the second-highest of the agreement because many students and workers use their own transport to reach their destination, and the radio is must-install equipment, so they have many chances to hear about Nestle’s product.

Nestle used seven types of promotional methods. According to the survey, we notice that the most favorite method chosen by the respondents is Buy 1 Get 1 which was 21%, everyone loves to get free items because it helps the consumer save more cost and get items for free. The second highest favorite method chosen by the respondents were Free Samples (18%) and Extra Value Offer (18%). Without a free sample, it is difficult to boost Nestle's sales. People might not be confident to try new products without giving a free sample. Free samples can grab the attention of shoppers. In addition, Extra Value Offers usually occur on special seasons such as feast day or weekends and the offer is to encourage more shoppers to choose Nestle products compared to others.

Four options were provided in the question of "How do they buy their Nestle's products?" The majority of respondents (37%) buy Nestle's products in supermarkets or hypermarkets. This is because it is the easiest and fastest way for consumers to grab Nestle products. Next, 30% of respondents buy their Nestle's products from grocery stores.

Idea Implication

Social media is one of the leading promotional channels which cause Nestle to be successful. Without an effective promotional channel, Nestle might not achieve its profit goal. Although effective promotional channels need much more expenses, it will bring back a positive result, it can always increase the company's sales and profit. Through this, the dividend for the shareholders will also increase as the profit of the company increases. Besides, this can also attract more investors to invest in the company with a good return. Besides, email marketing is also done by Nestle, but the result is not efficient. Most respondents argued that no email is received from Nestle about the promotion, and many of them are not checking email every day. Thus, Nestle should stop using this promotional channel as it is not effective. Nestle should invest more time and capital in social media promotional channels to attract more buyers.

Buy 1 Get 1 is also the leading promotional method that caused Nestle to be successful. Although Nestle needs to add more expenses in giving the gift, overall, the sales profit will increase. So, it is also a good promotional method that can be used by Nestle to increase sales. Besides, customers also like free samples and extra value offers. Even though it has the risk to increase the expenses of the company, overall, it will also increase the profit of the company.

CONCLUSIONS

Nestlé takes great steps to achieve its goal of becoming a leader in the Nutrition, Wellness and Fitness business by providing higher performing goods to customers. Nestlé often evaluates the needs of the consumer through start to end and also supports customers as much as they can. Their expertise, just like significant economic ability, strong strategic communication skills, good research and development and true communication has assisted everyone clear some challenges. For all of this, the organization focuses on its own goals and preserves stability when making sensible steps that work while developing the market to produce the "Fresh Food, Healthy Life" promise around the world.

Based on the data gathered from 100 respondents, it indicates that 100 respondents have heard about Nestle and purchased their products. We have defined six types of items that have been seen on the market, such as Milo, Maggie, Nescafe, Cereal (Fitness, Coco Crunch), Ice Cream (Drumstick) and Chocolate (Kit Kat), for the respondents to select if the item was their favorite. As a result, each item has the highest agreement as its preference. Milo is the most popular food. After that up is Maggie, Chocolate (Kit Kat), Nescafe, Ice Cream (Drumstick) and Cereal (Koko Krunch).

Second, newspapers, social media, mass media, billboards and e-mail are five forms of advertising platforms used by Nestle. Social media is the platform where a lot of users have always seen ads and the strongest publicity tool because a lot of people have invested their time using social media. Then, emails were the only promotional strategy in which some participants thought they were much more confused than any of those endorsed, and some participants are just not really sure whether Nestlé used emails to market their products. That's also since not everyone opens their emails each day and realizes whether or not Nestle has used emails mostly as a marketing plan.

Thirdly, Nestle has been using selling, advertising through mass media, advertising through social media, free sample, extra value offer, Buy 1 Get 1, Buy and Win contests as promotion methods. Similar media offers which are already required to complement direct marketing includes marketing strategy. The most popular promotion method is Buy 1 Get 1. Followed by Free Samples and Extra Value Offer. Personal selling is the least vote promotion method compared with the others.

Things are evolving very fast for marketers in today's business world. Increases in technologies and the popularity of social media have had a huge effect on the way businesses can be sold. Marketers can find it difficult to keep up with their digital marketing campaign at times because of how quickly things are going in this area.

The partnership built with in-market teams is a crucial element that makes global marketing work. An open medium of contact is essential to building trust and fostering these relationships. Daily (video) calls are a perfect way to keep staff up-to-date on the latest business initiatives and improvements, to hear about the latest strategic trends in the sector, or to explore new marketing ideas. Time-zones are going to make this a challenge, but it does succeed, and it will pay off. Creating team synergy would go a long way towards driving mutual success.

In addition, Nestle should start to understand the power of affiliate marketing. Affiliating will provide a huge boost to progress. However, it is not quite straightforward to approach the right partners. The company needs to have a successful conversion if they expect a wider affiliate to take it seriously. The minefield affiliate can be tricky. It takes persistence, and it takes real grit to get it through. Creating an affiliation network and continuing to reach out to prospective affiliates will assist the company.

The part of any effective transaction is an email showcasing succession. There are programmed notices that will be conveyed to shoppers after they have bought into the rundown. Utilizing the email arrangement to set up a companionship with endorsers. It would make you appreciate what your audience listening to, makes you a better communicator and capable to sell products to the consumers.

In addition, one of the main advantages of competing internationally with a local presence is the ability offered to gain a better understanding of the industries in which the business works and their potential. It helps to plan and optimize all efforts and expenditures efficiently, more importantly, you have as many territories to test and learn from. Nestle can collect input and ideas from a variety of markets for each initiative or operation that can be run. This is an invaluable perspective that Nestle can harness by creating a repository of practices and insights which can help fuel long-term progress.

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A Study on Successful Brand Promotion Strategy of Coway

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ABSTRACT

The innovation of industrial technology is growing rapidly every day. One of them is The Coway company which produce air purifier and water purifier, whose main vision is to preserve an environment. This company has branches in India and Malaysia. For our research study, we have considered consumer products such as air purifier and water purifiers with marketing communication channel which will affect public's buying behavior on Conway products. There are various marketing promotion channels to be used by companies and however, the best way to reach the customers are always challenging. This study involves primary data through a survey and involves to identify the best promotion channels that the public in India and Malaysia would vote for. This study helps Coway to promote their products through best strategy so that they can increase the market share through consumers feedback in terms of promotion strategies.

Keywords: Marketing Research, Purifiers, Coway, Marketing Promotion Communication Tools, Consumer Preference, Word Cloud

INTRODUCTION

Coway is vacuum cleaners' company the Republic of Korea with headquarters and R&D in Korea, having 5 overseas subsidiaries, 4 Production plants, and Logistic center in Netherlands. Coway has 45% of the market share in South Korea in 2018. The products, such as water filtration, bidet, air purifier, and water softener with market share 55%, 47%, 44%, and 62% respectively. Coway's subsidiaries are located in China, Thailand, Malaysia, Indonesia, United States America, and Logistics Center in the Netherlands as of 2020. In May 2008, Coway successfully acquired "Saehan", a leading company in the R/O reverse osmosis membrane manufacturing industry. This has strengthened Coway's advantage and leading position in the world water appliance industry.

SWOT Analysis

Strength:
- Coway sells its product by leasing, where the customers can benefit from hire purchase method.

- The persons who are seeking a high quality of the healthy and clean environment to their family are the most suitable customers to purchase Coway's products.

Weakness:
- Less diversified distribution methods
- Not popular in India

Opportunity
- A worse changes environment and public awareness about the importance of health and clean environment.
- Growing need for fresh air and pure water.

Threat
- Cuckoo is one of the competitors for the market of the water filtration and air purifier products, using the same distribution channel to reach the customers.
- There are many competitors for Coway in Indian and Chinese Market.
- The Covid-19 pandemic greatly affected the incomes of the public, and some of them do not have stable incomes as previous and unable to afford the products.

Pest Analysis
1. Political Environment
The government of India is revamping up its network of air quality monitoring stations. The equipment comes from the foreign shores. Coway has received halal certification from the Department of Islamic Development Malaysia (JAKIM) for their products. This would be one of the reasons that Coway is the trusted brand in Malaysia. The Government of the People's Republic of China has launched the Belt and Road Initiative (BRI) which involves 138 countries. By this strategy, it will help China gains greater strength in the world economy.

2. Economic Environment
According to the World Bank data, the GDP per capita for China has increased from USD959.372 (2000) to USD10,261.679 (2019). World Bank data showed the GDP per capita in Malaysia was USD4,043.662 in 2000 and increased to USD11,414.838 in 2019. In India, the GDP per capita increased from USD 443.314 to USD 2,104.146 in the last 20 years.

3. Socio-Cultural Environment
- China, with the Capital of Beijing, is the second largest country in Asia with 9,596,961km area. In 2008, China held the Summer Olympic in Beijing.
- Kuala Lumpur is Capital of Malaysia which is located on Malaysia Peninsula. The official religion of Malaysia is Islam and Melayu is the National Language of Malaysia.
- India is the third largest country in Asia with a 3,287,263 km area. New Delhi is the capital of India which is the centre of Rashtrapati Bhavan (Presidential Residence), Parliament House, and the Supreme Court of India. India is a country with diversity.

4. Technological Environment
The Indian Government has a plan for India called, "Vision 2030". The government also created a Digital India to be successful in the digital economy. The government, with

digital technology take the initiative to make India a global manufacturing centre in the various fields such as automobile, electronic, national defence weapon, and medical equipment. Meanwhile, The Government of China is carrying out 2 plans, *Made in China 2025* and *China Standard 2035*. *Made in China 2025* more focuses on manufacturing. *Made in China 2025* aims to improve manufacturing and make China becomes the strongest country in economy. *China standard 2035* will focus on the technology, telecommunication industry and Artificial Intelligence (AI) industry such as 5th generation mobile networks (5G).

In Malaysia, the latest plan launched by the government was the Fourth Industrial Revolution (Industry 4WRD). This program also helps the SMEs to adopt and transfer to the industry 4.0 which has a high technology. In the end, the manufacturer will become stronger based on the technology.

The following literature reviews were collected from an authorized research paper or journals to understand and obtain more information on the topic.

1. S. S. Anugragha, Dr. E. Sambasivan - January 2018
The paper titled “A Study on Effectiveness of Promotional Strategies towards Relationship Marketing in Super Markets of Top Four Cities in Tamil Nadu” demonstrates promotion strategies to customers in order to understand the purchase decisions from the place, type and reason. This study has contributed majorly on the relationship marketing.

2. Syed Hasnain Alam Kazmi - November 2015
The paper titled “Developments in Promotion Strategies: Review on Psychological Streams of Consumers” demonstrates promotion at both brand and product level. The study related to sales promoting decline, their events & its consequences, while this study focuses on evaluating best promotion strategies.

3. Adeel Meo,Muhammad Daniyal Abbas ,Muhammad Nadeem Sajjad ,Muhammad Rizwan ,Sayed shahbaz hussain bukhari ,Muhammad Saad Hameed - June 2014
The paper titled “The Impact of Promotional Tools on Sales Promotion” demonstrates the buying behaviour and how sales promotion helps marketers to understand the best promotion techniques to increase sales and revenue. This study also helps the businesspersons to develop their business development plans to attain competitive advantage over their competitors.

4. Mwaawaaru Laaru Sarah - 2009
The paper titled “Marketing Strategy in Terms of Promotion and Communication for Energy Drinks in Ghana” demonstrates various opportunities for right promotion and in addition some of the communication variables for energy drink market. The paper also outlines some of the cultural and social beliefs along with expectations associated with brand awareness. This study findings show that some of the most efficient and effective ways of marketing communication are TV advertisement, radio mediums followed by other variables such as personal selling and sales promotion.

5. Scott R. Herriott – 1997
The paper titled “Communication channels in markets: A definition and Conceptualization” elaborates the market mix by classifying marketing communications based on how well they are controlled by the market. The paper also defines the terms

"marketing communication" and "communication channels" based on customers centric rather than market focussed.

6. Robert Owen - 2010
The paper titled "The structure of online marketing communication channel" demonstrates both pros and cons of online marketing communication channels. The individual or consumers can efficiently broadcast the information or feedbacks about the products of the company. The paper also highlights how online communication channels are emerging and defines the elements of infrastructure for online marketing communication channels as technological, political, social and competitive.

7. Räisänen, Matias & Backman, Dunja – 2013
The paper titled "Marketing communication channels and their use in student recruitment at Laurea University of Applied Sciences" demonstrates the marketing mix and about strategies to gain new customers. The paper also highlights the 4P's of marketing.

8. Robert Owen, Patricia Humphrey - 2008
The paper titled "The structure of online marketing communication channels" demonstrates how online marketing communication channels are evolving and how they could emerge in future. Along with this, it highlights viral marketing and its influence in social media which effectively increases customer growth.

9. Benedikt Frey, Stefan Rudloff - 2010
The paper titled "Social Media and the Impact on Marketing Communication" demonstrates how social media influences the marketing communication of companies. The study also highlights huge growth potentials of differentiation and specification of different platforms.

10. Rekha Dahiya - 2017
The paper titled "Digital Marketing communication and Consumer Buying Decision Process" demonstrates how digital technology has revolutionised communication of business towards customers. The study also highlights how buying, selling and communication have an immense growth through digital media.

Objectives of The Study
1) To analyse the best preferred Marketing communication tool for Coway products from market research
2) To understand the factors influencing the purchase decision of Coway products along with values.
3) To understand the level of attention on importance of pure water among respondents

RESEARCH METHOD

Convenience sampling is used for the study with Sample size of 107 samples from India, Malaysia and China whose age group is in between 18-60 years. The questionnaire was circulated using Google Form.

RESULTS AND DISCUSSION

Analysis of the Survey

Table 1. Demographic of Respondents (*N* =107)

Respondent	Frequency	Percentage (%)
Age		
18-25	67	62.6
26-30	11	10.3
31-50	17	15.9
51-60	10	9.3
Above 60	2	1.9
Gender		
Female	59	55.1
Male	47	43.9
Prefer Not to Say	1	0.9
Education Qualification		
Secondary Level	14	13.1
Bachelor’s Degree	70	65.4
Master’s Degree	23	21.5
PhD Degree	0	0.0
Country		
India	26	24.3
Malaysia	34	31.8
China	47	43.9

Table 1 shows that the 107 respondents were collected from different age, gender, education qualification and country. As much as 63% of the respondents are young people aged between 18-25 years old and 55% of them are female. For the education qualification, 65% respondents are pursuing their Bachelor’s Degree. There are three countries has been selected to do the survey, they are India, Malaysia and China. The majority of the respondents are from China, amount of 44%.

Table 2. Respondents’ Knowledge of Water and Air Purifiers

Respondent	Frequency	Percentage (%)
Do you use an Air Purifier/ Water purifier at home?		
Yes	59	55.1
No	48	44.9
Types of organizations you would consider to trust purifiers		
National Institute of health	35	32.7
Environmental Protection Agency	35	32.7
National Council for Air Pollution	35	32.7
Other Universities	2	1.9
What type of pollutant you are concerned about? (multiple choice)		

Food Odors	72	67.3
Dust Mites	65	60.7
Carbon Monoxide	63	58.9
Tobacco Odors	66	61.7
Ozone	57	53.3
Bacteria, Viruses	77	72.0
Dust	66	61.7

Note: Food Odors = 72 means 72 out of 107(67.3%) respondents concerned about food odors pollutant

How much do you know about Air Purifiers and Water Purifiers?		
Nothing I know	20	18.7
Partially know	66	61.7
I know it clearly	21	19.6
Pure Air is important to me		
Strongly disagree	7	6.5
Neutral	34	31.8
Strongly Agree	66	61.7
Pure Water is important to me		
Strongly disagree	8	7.5
Neutral	25	23.4
Strongly Agree	74	69.1
Which ways do you wish Air Purifiers and Water purifiers to be advertised?		
Social Media Channels	53	49.5
Traditional Advertisements	23	21.5
Personal Selling	11	10.3
Trade Shows	9	8.4
Press Release	7	6.5
Newsletters	3	2.8
Email Marketing	1	0.9
What are the factors you consider before purchasing Air purifiers and Water Purifiers?		
Brand	26	24.3
Size and Capacity	6	5.6
Color	5	4.7
Price	19	17.8
Design	11	10.3
Quality	31	29.0
Features	9	8.3
What are the values you look into for the purchase of these purifiers?		
Type of Technology used	37	34.6
Lifespan	23	21.5
Clean/ Replace type	31	29.0
Filter type	16	15.0
Have you ever heard about Coway, a home wellness appliance industry?		
Yes	60	56.1
No	47	43.9

Coway is a technology brand with Air purifiers, Water Purifiers. If you wish to buy these products in the near future, where would you buy it?		
Home	72	67.3
Office	2	1.9
Home & Office	33	30.8

Table 2 shows that the research summary on the respondent's cognition of the air and water purifier. There are 59 respondents having an air or water purifier at their house. Since air purifier and water purifier has become common among all the houses, Coway has become the leader in the water and air purifier in both Malaysian and Korean. It requires a marketing strategy to be successful in India. In a competitive environment, better marketing strategies definitely provide lasting solutions to challenges companies face. The trend of using an air purifier and water purifier has also driven Coway towards the continuous improvement in the water quality and air purifier industry.

As much as 33% of respondents considered to trust the purifier from the organizations that have National Institute of Health, Environmental Protection Agency and the National Council for Air Pollution. Consumers are more confident that the products already certified by these three organizations, National Institute of Health, Environmental Protection Agency and The National Council for Air Pollution. It gives a future direction to Coway to go forwards to maintain the lead in the water and air purifier. The pollutant concerned the most by 72% respondents is bacteria and virus, followed by the food odors amount of 67.3%. Food odors, bacteria and viruses are harmful to our health and cause illness.

Amount of 62% of respondents knows about the air and water purifier. Coway have its agents to sell the products. They introduce to customers the most suitable products for them so that they only pick the recommendation product from agents. There are 66 respondents or 62% who are strongly agreed that pure air is important, and 74 respondents or 69% who are strongly agreed that pure water is important. In other words, pure air and water both are important to the majority of the respondents in their daily life due to rapid development of China, India and Malaysia, which lead to the air and water pollution in the countries. According to the statistics, from 2015 to 2019, some of the cities such as Ahmedabad, Delhi, Patna, Gurugram, and Lucknow in India achieved above 200 AQI (An Air Quality Index) in daily life. Besides, National Institution for Transforming India (NITI) recorded that 70% water in India are contaminated. According to the statistic, Szechwan, a city in China recorded that over RMB 34 billion of loss is caused by environmental pollution especially air and water pollution. Malaysia also has air pollution problems, especially in the city that has a higher population such as Kuala Lumpur. Therefore, it is important for them to have a pure air. In Malaysia, there are many rivers polluted and influenced citizens' health.

Below were the hypotheses testing result:

Hypothesis Testing:

Variable1: Gender
Variable2: Select your preferences: Pure water is important to me.
Null Hypothesis: Respondents care and are concerned about pure water
Alternate Hypothesis: Respondents do not care or are concerned about pure water

Soln:

t-Test: Two-Sample Assuming Unequal Variances		
	Gender :	Select your preferences : [Pure Water is important to me]
Mean	1.457943925	1.38317757
Variance	0.269441016	0.389525657
Observations	107	107
Hypothesized Mean Difference	0	
df	205	
t Stat	0.952722393	
P(T<=t) one-tail	0.170926362	
t Critical one-tail	1.652320556	
P(T<=t) two-tail	0.341852725	
t Critical two-tail	1.971603499	

Inference: As p value is more than 0.05. Accept the Null hypothesis and reject the Alternate Hypothesis and conclude that respondents care and are concerned about pure water.

The number of 50% respondents considered that social media are the preferred ways to promote the air and water purifier, because it can reach more people. Nowadays, most of people around the world use social media to contact each other and also as an entertainment. When using social media channels to promote air and water purifiers, the public may take a time to know about the products and it is convenient and easy to reach the public. In contrast, email marketing is rarely preferred by respondents, people only use email for formal letter or when it is necessary.

The quality of the air and water purifiers is the factor considered by 29% of respondents. Air or water purifier are the home appliance those provided a healthy lifestyle and operated a long time per day. Quality must be guaranteed to make sure that it would not bring a risk when using it.

Moreover, 35 % of respondents looked at the type of technology used while purchasing the air and water purifier. The quality of the air and water purifier products depends on the technology. It also leads to the good function of the air and water purifier.

Amount of 56,1% of the respondents said that they have heard of Coway. But in fact, from this data, Coway's brand penetration rate is not too high, because on the contrary, 44% of people have not heard of Coway. Table below showed that the respondent’s countries and their answer:

	YES		NO		Total	
	Frequency	Percentage (%)	Frequency	Percentage (%)	Frequency	Percentage (%)
China	20	42.6	27	57.4	47	100
Malaysia	33	97.1	1	2.9	34	100
India	7	26.9	19	73.1	26	100
In Total	60	56.1	47	43.9	107	100

From the table above, among the 107 people have participated in the adjustment, there are 47 Chinese, 34 Malaysians and 26 Indians. From the 47 Chinese, 20 people said that they knew of Coway, but there are 27 people who said they never heard about this brand. As far as the survey is concerned, the penetration rate of Coway in the Chinese market is amount of 42.5%, not even more than half the ratio. In Malaysia, there are very different results. Among 34 Malaysians who participated in the questionnaire, only one person said that they never heard of Coway. Coway achieved an overwhelming victory with a 97% penetration rate in the Malaysian market. In the comparison of the three countries, Coway has the lowest penetration rate in India. Among the 26 Indians interviewed, only 7 people said they knew Coway, which only reached a penetration rate of 26.9%. It can be concluded that Coway has a very good influence in the Southeast Asian market represented by Malaysia, but its influence is not high compared to China and India, plus other multi-factor reasons. The selling of Coway products in China and India markets will be largely limited.

The last, as many as 67% of respondents want to buy the air and water purifier in home. Most people more appreciate the family's ecological environment and health. Among them, as far as the technical brands of air purifiers and water purifiers are concerned, the current sales and technical focus should be placed more at home.

CONCLUSIONS

This study found that Social Media is the best strategy for promotion for water purifiers segment, and also gives the insight that the brand is the important factor and type of technology as the value for this study. There are some suggestions given to Coway company. First, Coway has to increase the exposure of air purifier and water purifier products by increasing their brand awareness in the current market. Consumers' expectation is not only in quality of the product, but also the design of the product to fit their house interior. Furthermore, Coway can register social media accounts in India to reach more public. In addition, Coway also can diversify its advertisement methods through social media channels to be closer to the public. Coway can post and promote its products and announce the coming soon events through these channels. Coway also can use these social media channels to answer the questions asked by public as the manual customer service platform, so that the public who have interested in purchase the products or having the problem while using the products can easily contact the company.

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ACT OF LEAD GENERATION FOR THEIR VENTURES BY WOMEN ENTREPRENEURS IN BANGALORE - A CASE STUDY

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Abstract

In the present world it is been observed that key to success of an enterprise depends upon the hard work of the management team, strong leadership, motivated employees, focus, process and plans and a strong strategic approach to grow. The women entrepreneurs should be immersed in business and have ability to sustain good relations with the customers. Marketing strategies are very focal for large scale business but, if the venture is at the Micro level it is important to showcase the nature of business, brand, product or service and communicate to the target audience. We have seen plethora of business that the women entrepreneur own like beauty parlor, jewelry designing, baking, cooking, tailoring, education or any other firm for which the prerequisite will be a good customer base. For a venture, the customized approach to meet the needs of customers is significant and noteworthy. This research paper makes an attempt to understand the intricacies of marketing efforts and to develop a flow chart which can help women entrepreneur to build up their new business. We have seen "FRIENDS" are important for a human being for its survival so also for the wellbeing and existence of women entrepreneur the model on "FRIENDS" is very vital tool to develop lead generation for the business.

Keywords: Lead generation, articulated marketing activities, friends and strangers

Introduction

Women are basically neglected people in the society related to education, health or sanitation wise. However due to the growing demands of women to uplift themselves, in the present days we have seen a drastic change happening where in the business run by women entrepreneurs is steadily growing with least amount of support from the government or from their family members. According to Isabel Salovaara & Jeremy Wade in their report related to social enterprises and leadership it is been said that Women entrepreneurs are most likely to hire other women for their social business. The author says "That's especially true in India, where nearly 25 percent of Social Enterprises are led by women. By comparison, less than 9 percent of India's commercial small and medium enterprises have a woman at the helm.

"Art of Generating Leads for the business" to motivate the Women Entrepreneurs to increase their marketing activity create customer data base and retain the existing customers. Women entrepreneurs generally generate the leads by collecting phone numbers of the public. Few women entrepreneurs express their views of generating leads in the form of vising exhibition, online marketing, through reference of family members, friends old class mates, residence in the apartments and locality, community get together etc.

What is Lead Generation for a Business?

Lead generation describes the marketing process of stimulating and capturing interest in a product or service for the purpose of developing sales pipeline. Lead generation often uses digital channels, and has been undergoing substantial changes in recent years from the rise of new online and social techniques. In particular, the abundance of information readily available online has led to the rise of the "self-directed buyer" and the emergence of new techniques to develop and qualify potential leads before passing them to sales. The Women entrepreneurs involved in the small scale business will have to pursue this concept for lead generation and tapping potential buyers, through thorough efforts either personnel or online platform.

Objective of the Study

1. To analyse the system in which the social organization promote business among the women entrepreneurs

2. To understand the explanations of the women entrepreneurs and the rationale beyond their marketing activities.
3. To build up a case study and a marketing model to increase publicizing efforts for the business.

Methodology

The case study model is adopted for data collection where in individual factors are analysed with the community or group factors. According to the study how a person thinks, does, expects are taken into account for the study. It is a qualitative analysis where the details are observed and data is recorded. Every aspect of the topic is taken for the detail study. The major feature of the study is based on situation or single topics are taken for study. Study extends to a long period of time. Every possible effort is made to collect information concerning all aspects of life. As such, case study deepens our perception and gives us a clear insight into life.

Sources of Data

Primary data is collected by observing and interacting with women entrepreneurs in common forum like workshops, get together. Data was collated by the way interactions were done and how women entrepreneur's spent time in communicating about their product, marketing of product, connecting to prospective customers. Observing the behavior of women entrepreneur's from December 2019- to April 2020 data for a period of 5 months and nonchalantly interacting with them, set upright to build up this case study.

Data Analysis

How is the Lead Generation Process Adopted by Women Entrepreneurs?

Marketing activities starts with an effort from a women entrepreneur is to attract prospective strangers through distributing pamphlets, Blog, Whatsapp and Facebook. Furthermore the firm can attract strangers to become visitor to your firm where in there arises an opportunity for the marketing manager to convert the visitor into a customer. As a visitor in online platform data base can be collected, or tap the people who reach the landing pages of the firm. These visitors specifics collected can transform to a prospective customer and finalize the contract. This will result for the firm to engage the customers therefore there comes the need of Customer relationship management, complete keep record of workflows, purchases, maintenance, after sales services, regular check-up through systematic emails or Telephone calls to the customers. Finally as business women ought to focus and concentrate on delighting the customers post their purchase through promotions of newer products or services, coupons, contest, and build up loyalty of the customers.

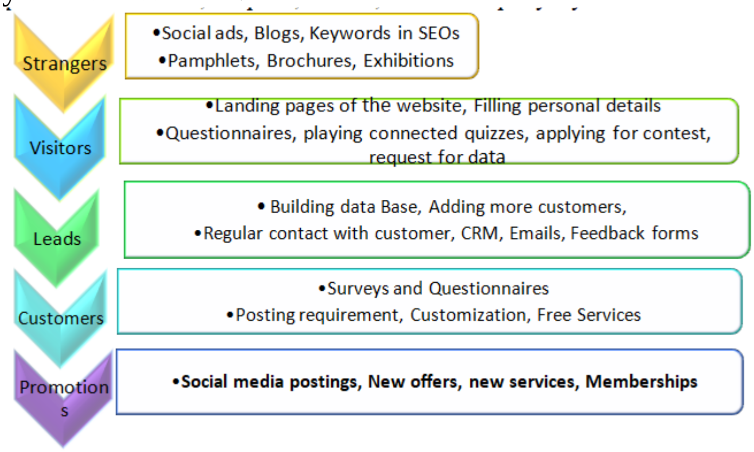

Fig.1: Lead Generation Adopted by Women Entrepreneurs

Lead Generation for Business

New startup and entrepreneurs who growing with their business needs a lot of time, effort and resources to mould and grow strategically. Efforts are numerous; lot of planning will be required. Across small scale business lead generation is minimum. Hence efforts are required to increase sales and create awareness of the business.

Visible Marketing activities of women entrepreneurs:

In a major developing place like Bangalore we still find marketing activities of their small scale business which is generally home made products, boutique, jewelry, etc. are limited to that of Telecommunications, face to face communication, collecting phone numbers from the prospective customers while on travel, visiting exhibitions and many other ways which are simpler and traditional one. This above point is emphasized and generalized after interacting and listening to some of the women entrepreneurs who expressed their basic marketing activity.

Articulated Marketing Accomplishments of Women Entrepreneurs through the study

- Retarget Customers through Phone calls and Whatsapp
- Distribution of Brochures related to business with new offers and a tip to use the make up on a day to day basis by a beautician.
- Google business platform is used to carry on marketing activities
- Preparation of a Booklet related to GST
- Health insurance awareness provided to the public at large and phone numbers being collected.
- Distribution of pamphlets.
- Food and refreshments displayed through culinary skills
- Yoga training conducted in residential areas.

Act of Generating Leads

Important point for generating leads for Women Entrepreneurs is using a term “FRIENDS”. This is much talked term for any entrepreneur who wants to rise up from their low scale business. FRIENDS are very important and more relevant in the area of Generating leads for the business. The women entrepreneurs should continuously update they list of “FRIENDS” on a weekly basis, keep communicating with this group about the updates and trends seen in business, achievements and any other developments.

F- Friends: Knowing that Friends increase the network it is important to inform friends about the business activities. As we know Friends are the one who can give publicity about an event or a happening. Hence as a Women Entrepreneurs should keep friends in the close connection for the success of the business. Having done entrepreneurs can definitely see a rise in the data base and creation of new customers. In general a strong business arsenal requires groups of friends. Buddies who can be considered as associates, pals who are with you but not part of the business. They are a good support at all levels say in business or meetings. Women entrepreneurs can also associate with the Professional groups who are in a similar line of business. Example Food and travel, jewelry, cottage products, educationist etc. Strategic partners who can observe and provide necessary strategies and tactics. Friends can act as mentors or advisers who are critical for the firms business. In the present world virtual friends are very handy as they support the women entrepreneurs over social media like Facebook, Twitter, Instagram, etc.

R-Relatives: Most of the businesses are run with the help and support of Relatives especially successful family business grows with continuous support and encouragement of relatives. Relatives are of boundless support as they can back and molding next generation. Family members include parents, brother, sister who may not be connected to business but will have business acumen, expertise and network.

I-Institutions: Women entrepreneurs have to take the assistance of their Institutions which they were connected and are in associated today. The school and colleges where they partake primary studies and were nurtured. The faculty members of these Institutions, the schoolmates and their family members, adjoining community near the schools and colleges where they procured education can be an important point for resounding marketing accomplishments in the form of interaction and building network. Women entrepreneurs can build network and create links among Religious Communities and Trusts where they can demonstrate their products and services with an anticipation of receiving added prospective customers.

E-Employees and Employers: The women entrepreneurs would have worked earlier in Companies and industries where they expended a stint of experience in projects and redeveloped &

widened respective skills and talents. Today when they are on the other side, employing people for their business, it is precise essential to build rapport with the previous employers. Many of these women who have set business would have taken calculated risk, may have been enterprising, would have presented curiosity and seek support at the work. The previous employees and employers can be a better target segment to market the present business of women entrepreneurs.

N-Neighbours: The community where the entrepreneurs reside should be appropriate ground to market products as they remain unbiased corresponding to any other people residing in a same locality. The business can be flourished if they neighbors support in the apartments locality and community is enormous.

D-Doctors/Dentist: The professionals can be associated with Business. Many of the women entrepreneurs have contact with doctors, dentist, lawyers, chartered accountants, cost accountants, etc. who be able to upsurge the level of the business. Therefor it is indispensable for them to retain healthier contacts and build networks.

S-Strangers: Travelling is an important area where interaction and mingling with strangers can be encountered. Even distance to market, shopping malls, to a hospital or movie theatre can essentially acquire certain acquaintance that at the later stage can be associated with business. While waiting in Airport lobbies, Railway stations and bus stands, Government offices, School and College's functions, Community Programmes, Public functions, Entertainment events, restaurants, interactions and marketing activities can be explored.

Figure 2: Lead Generations for Women Entrepreneurs

Conclusion

In today's era where competition is increasing marketing is a key factor for a business to survive and grow. Therefore, managerial skills in MSME's especially micro units are essential so also marketing skills continue to be most significant. Noninvolvement of employees and pitiable marketing plans of the organization can lead a business to boundless level of failure. Most of the women entrepreneur's fail to assess the problem faced within the venture, marketing skills required, consumer demand for the product and services, etc. are not analysed and they fail to do so. Henceforth, it is essential and important for Women entrepreneur's to scrutinize and evaluate the model "Friends" which most appropriate and applicable. The model will definitely increase customer data base of the firm, increased demand for the product and services, accelerated business growth and build everlasting bond with stakeholders.

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RESEARCH ARTICLE

Covid-19 and Health Care's Digital Technology Revolution

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ABSTRACT

COVID-19's affliction has spared none regardless of country, economy, rich or poor, child or old age, salaried or entrepreneur, celebrity or common man, actor or politician, Policeman or thief, Teacher or student, Doctor or Patient. With the nature of high transmissibility and absence of effective vaccine, COVID-19 is now a global pandemic. In the twenty first century, the world has witnessed the most dreadful virus in the form of newly discovered virus called as Severe Acute Respiratory Syndrome Coronavirus 2, (SARS-CoV-2) which causes a respiratory illness disease called as Coronavirus disease 2019 (COVID-19). This COVID-19 has brought the healthcare industry in the complete spotlight probably for the first time in the history of mankind. Physical distancing, Environmental hygiene, isolation and quarantine, personal hygiene has become household terms due to the outbreak of the novel coronavirus COVID-19. The novel coronavirus has posed an unparalleled experience and challenging future by impacting more and more people around the world. Globally, from small clinics to large hospital chains are struggling to manage the COVID-19 patient population and non-COVID persons are restricted to stay in their homes. Undoubtedly, COVID-19 has impacted various sectors of the global economy including the healthcare industry. Undeniably, COVID-19 has created the necessity for the establishment of collaborative, robust digital healthcare systems with improved efficiency and this can be achieved with the help of latest technologies like Artificial Intelligence, Blockchain, Robots, Machine learning, Augmented Reality, Virtual Reality, Cloud Computing, telemedicine to secure medical data and to provide efficient, scalable healthcare solutions during uncertain times like COVID-19 Pandemic. This research paper discusses different digital technological applications adopted by healthcare tech companies with respect to COVID-19 pandemic management and response for pandemic surveillance, testing, contact tracing and effective healthcare delivery.

Keywords: COVID-19 Pandemic, SARS-CoV-2, Telemedicine, Digital Healthcare, Artificial Intelligence (AI), Machine learning (ML), Blockchain, Robots

INTRODUCTION

The COVID-19 Pandemic is devastating economies and livelihoods of people all over the world. Undeniably, it has created one of the unparalleled public health challenges in the last century by creating an acute strain on healthcare resources all over the world. Physical distancing and wearing mask will continue for a longer period of time to control the disease to save the lives of people. Healthcare tech companies in collaboration with healthcare providers are giving their best efforts to develop new means to control the pandemic. Globally, various Governments are taking coordinated efforts to contain and mitigate the COVID-19 and have achieved varied success rates. Moreover, successful strategies adopted by Government of various countries are shared among other countries related to effective surveillance, testing and contact tracing to contain and mitigate the COVID-19. Since humans are restricted within their homes due to COVI-19, digital tech companies in collaboration with healthcare providers are taking various necessary steps to effectively contain and mitigate COVID-19 by adopting latest technologies like Artificial Intelligence (AI), Machine Learning (ML), Blockchain, Telemedicine, Robots, Cloud Computing etc., In the ensuing paragraphs, various applications of digital technology in healthcare sector in response to COVID -19 Pandemic are discussed.

Redbird Company- Accra, Ghana

Each country all over the world is presently battling with the shortages of testing the COVID-19 virus that further adds to the difficulty of fighting this deadly COVID-19 disease. In Ghana, Redbird company has already been working to reduce the burden on hospitals with the help of technology to help pharmacies in order to diagnose and monitor chronic diseases by the way of saving user information on an app. The company has recently added a new feature which will help people to diagnose whether they have COVID-19 or not. The users of this app will be able to input symptoms into the app and they can keep track of their movements to identify whether they have been in contact with a confirmed COVID-19 case. Every person will be able to self-report presence of symptoms or absence of symptoms that is tagged to his/her phone number and location. This will certainly help the healthcare providers to easily map potential areas that need to be given attention and can follow-up with the high-risk patients. Meanwhile, coronavirus spreading in the workplace can also be very well prevented with the usage of this app by various companies in Ghana.

ZipLine – California, United States

It is a known fact that collection and delivery of COVID-19 test samples from the patients at rural health facilities and delivering them to the medical labs situated in the two large cities namely Accra and Kumasi located in Ghana by road transport practically will take long hours or sometimes even days. Adequate amount of samples from the hospitals need to be collected by the delivery truck before returning to the laboratory facilities and this may compromise the capability to respond rapidly. In addition to that, there is a possibility of the collected samples getting damaged during the transit especially when the cold chain is interrupted. Zipline, a California based drone-delivery start-up with the help of technology uses its drones to collect blood samples from rural health facilities in Ghana to deliver the same to the medical laboratories located in Accra and Kumasi. Healthcare providers will be able to order blood, vaccines and other medical supplies by SMS. A package of samples will be placed in a parachute in the belly of the drone located in one of the distribution centers of Zipline and once the drone reaches its particular destination, the healthcare provider will collect the required supplies from the dropped parachute and on an average it takes only 30-60 minutes.

AbCellera - Vancouver, Canada

The Canadian biotech company AbCellera is in the process of new antibody drug discovery advancements with the intersection of biology, technology, and Artificial Intelligence. Eli Lilly has partnered with Abcellara to co-develop antibodies for the treatment and prevention of COVID-19. Within 7 days from receiving a blood sample from a U.S. patient who was infected with COVID-19 and recovered from the disease, AbCellera was able to screen more than five million immune cells to identify the ones that produced antibodies to neutralize the virus and help that patient recover. AbCellara has developed its antibody identification technology in the form of a "lab on a chip" which is of the size of a credit card. It is used to consecutively test multiple antibody-producing cells at a time with the help of advanced sensors and machine learning. Potential targets are identified by the company tests with the help of hundreds of thousands of cells and then it can be narrowed down to more precise mechanisms that actually disrupt a virus' capability to infect a host. Partnering with Eli Lilly, AbCellera has examined the potential number of targets from 500 to 20. AbCellera Company's technology has already been validated by DARPA. Other partners now include pharmaceutical companies like Novartis, Gilead and Pfizer.

Scandit - Zurich, Switzerland

Scandit, is a Zurich based Enterprise barcode scanner company which offers a platform that combines technologies like machine learning and computer vision with augmented reality (AR), text recognition (OCR), barcode scanning, object recognition which is suitably designed for any camera operated smart device(s) like drones, smartphones, robots etc., There is an increase in the need for mobile computer vision on personal smart devices as the world all over is witnessing social distancing due to COVID-19 Pandemic. Thus, the company's technology will be more useful in the healthcare sector to scan medication, supplies, samples and even patient ids. For example, Augmented Reality (AR) and Mobile Scanner can scan a patient's wristband that will help the healthcare providers to access a patient's medical records and administration of medicines. Blood samples can be tracked real-time using Scandit powered mobile application and barcodes can be traced back to their origin thus helping to achieve an accurate chain-of-custody. In addition, blood bags with numerous barcodes can be scanned easily at a time rather than to scan each barcode discretely so that lot of time can be saved thus increasing efficiency.

Future Directions

Discovering highly effective vaccines is a long-term means of fighting the pandemic; it also demands large scale production and distribution apart from public acceptance. Further, there is no guarantee that a COVID-19 vaccine will protect the human beings from all types of virus that may emerge in future. May be, who knows, like the flu, yearly vaccinations will be administered in order to prevent the resurgence of COVID-19. Though, it is vital to continue developing various methods "Point-of-Care" diagnostics where patients need to visit health care centers or a centralized location to get treatment to fight COVID-19, adequate attention need to be given to continue to develop "Point-of-Need" diagnostics that can be used wherever the patient is located. When the restrictions on the lockdowns are relaxed in a phased manner or fully removed to revive the global economy and business, the employers may want their employees to undergo diagnostic tests either at their residence or in the workplace. Therefore, necessary steps need to be collectively taken by Health Organizations like World Health Organization (WHO), Centers for Disease Control and Prevention (CDC) and similar organizations/bodies, Government(s) of various countries, Health Care Policy makers, Pharmaceutical companies, Healthcare providers, Healthcare Experts, Hospitals, Healthcare Tech companies to discover affordable, portable, wide scale "Point-of-Need" COVID-19diagnostic so that human beings will be able to administer COVID-19 test themselves.

CONCLUSION

There is no second thought that the adoption of digital technology in various sectors due to COVID-19 pandemic has moved ahead of the curve during lockdown periods. Undeniably, COVID-19 pandemic is acting as catalyst for the rapid adoption of many sectors including healthcare sector. Adoption of technologies like Artificial Intelligence, Blockchain, Robots, Machine learning, Augmented Reality, Virtual Reality, Cloud Computing, telemedicine in the healthcare sector has certainly helped the healthcare providers and healthcare tech companies to expedite the testing of patients, surveillance, contact tracing etc., and will continue to do so in future too. Provision of Telemedicine, usage of robots for various medical facilities, remote monitoring have certainly helped both the healthcare providers and the patients to achieve a robust and an efficient health care delivery more effectively. Indisputably, COVID-19 Pandemic has accelerated not only the innovation but also the adoption of the latest digital technologies at a rapid pace to contain and mitigate COVID-19 Pandemic all over the world. Thus, healthcare providers and healthcare tech companies probably are placed in a relatively better position and far more confident to effectively manage and cure various other diseases including pandemic thus changing the landscape of healthcare delivery.

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Table :1 COVID-19 Vaccine Status Tracker – Data as on September 13, 2020
Source: Insights- inshorts

Country	Vaccine	Status
United Kingdom	ChAdOx1nCoV-19 (Oxford – Astrazeneca)	Phase 3
United States	mRNA-1273 (Moderna)	Phase 3
United States	BNT162b2 (Pfizer/BioNTech)	Phase 3
China	CoronaVac (Sinovac)	Phase 3
Russia	Sputnik V (Gamaleya)	Final approval
India	ZyCov-D (Zydus Cadila)	Phase 2
India	Covaxin (Bharat Biotech)	Phase 2
170+ Vaccine Candidates in pre-clinical or clinical trials & 35 Vaccines in clinical trials		

Gilead and Pfizer.

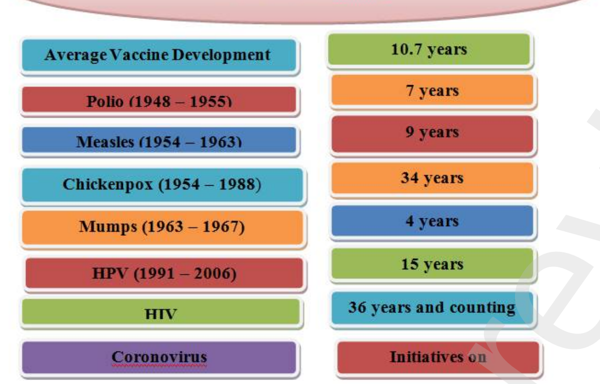

Fig:1 TIME TAKEN TO DEVELOP NOTABLE VACCINES
Source: Insights - inshorts

Fig:2 Tracking COVID-19 - September 17, 2020 (6:30pm IST)
Source: https://timesofindia.indiatimes.com/india/corona-roundup-india-sets-another-daily-record-vaccine-nationalism-more/articleshow/78171046.cms

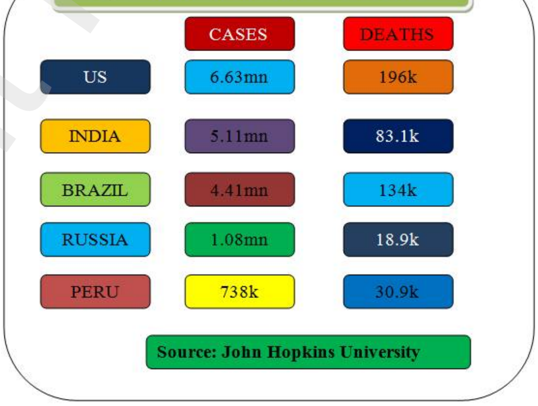

Fig:3 MOST AFFECTED COUNTTRIES
Source: John Hopkins University

mathematics

MDPI

Article

Diagnosis and Prediction of IIGPS' Countries Bubble Crashes during BREXIT

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Abstract: We herein employ an alternative approach to model the financial bubbles prior to crashes and fit a log-periodic power law (LPPL) to IIGPS countries (Italy, Ireland, Greece, Portugal, and Spain) during Brexit. These countries represent the five financially troubled economies of the Eurozone that have suffered the most during the Brexit referendum. It was found that all 77 crashes across the five IIGPS nations from 19 January 2015 until 17 February 2020 strictly followed a log-periodic power law or other LPPL signature. They all had a speculative bubble phase (following the power law growth) that was then followed by a sudden crash immediately after reaching a critical point. Furthermore, their pattern coefficients were similar as well. This study would surely assist policymakers around the Eurozone to predict future crashes with the help of these parameters.

Keywords: financial bubbles; market crashes; log-periodic power law; IIGPS' countries

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1. Introduction

Financial crashes have weakened the economy of various countries. A financial bubble is often outlined as a positive acceleration of asset prices that does not reflect an increase in their true value. With the trend of speculation amongst market players constantly on the rise, stock markets have become circumvented. Conceiving and predicting financial bubbles is of paramount importance in the stock markets in order to stabilize the economy.

Numerous controversies are based upon understanding the concepts behind the formation of bubbles. Studies have shown that major crashes also occur due to the consistent collective approach that several investors follow, thus further exemplifying an intermittent positive movement [1]. The issue of the financial crisis in the late 2000s was a matter of great concern that prompted both researchers and experts to conduct research for which the LPPL model was implemented. In terms of effective bubble detection, the log-periodic power law model was developed [2–7]. The aim of the log-periodic power law model is to investigate whether the LPPL patterns in the development of credit default swaps (CDS) can be conducive to default classification. Hence, this entire approach facilitates a computable analysis behind bank runs. Traces of LPPL patterns were observed in CDS spread variations during global economic collapses [8]. Researchers point to the fact that major crashes in stock markets are parallel to critical points studied in logarithmic science with log-periodic correction to scaling. They analyze the presence of log-frequency shift over time in the log-periodic oscillations prior to a crash by performing tests on two of the largest crashes, viz, October 1929 and October 1987 [9].

Over the past decade, the LPPL model has been widely used for detecting bubbles and crashes in various markets [10–20]. Hence, a model was created that would enable a reduction in demand with an increasing number of obstacles, causing stock prices to fall as a result of the power law. The model was applied to the Japanese Nikkei stock index from 1990 and the gold future prices after 1980, both after their peak levels, and it was subjected to various parametric and nonparametric analyses [21]. One of the studies revealed the significance of the log-periodic power law in the collapse of the Mont Blanc glacier in Italy, in which case the incident was predicted in advance, enabling officials to take the appropriate precautions. At the same time, the retrospective analysis of this incident was further used to establish a potential early warning system [22]. While acknowledging the challenges of fluctuations in the housing prices of Wuhan, China, especially so in the real estate market and the economy, the LPPL strategy was applied with the implementation of a multi-population genetic algorithm.

It was observed that this LPPL model conquers the challenges related to multivariate and univariate techniques. It will assist governments in formulating better policies for the real estate market and at the same time protect the interests of purchasers [23]. Empirical studies have revealed the fact that through the reformulated version of the LPPL by Filimonov and Sornette [24], it is possible to predict the embedded risk of future enigmatic events in the Indian stock market [25]. Researchers suggested that certain parameters such as time asymmetry, robust alliance between market players, definite rationality, and a probabilistic elucidation are essential in building a model of stock price variations. In addition, previous models based on log-periodic behavior were compared prior to the crash and accordingly, it was discovered that the model that adhered to the above specifications resulted in greater authenticity [26].

In this study, we adopt the LPPL methodology to detect the positive and negative bubbles in the IIGPS countries (Italy, Ireland, Greece, Portugal, and Spain) using the daily data of five stock indices (Irish Stock Exchange, Italian FTSE MIB Index, Athens Stock Exchange, Portuguese Stock Index, and Madrid Stock Exchange). IIGPS countries are usually referred to as PIIGS or GIPSI [27–32]. Since the above acronyms are derogatory, we herein use IIGPS as a new acronym for the five financially troubled economies of the Eurozone and cover the time period from 19 January 2015 to 17 February 2020, when the Brexit referendum occurred, in order to identify LPPL traces. This study is the first of its kind that identifies the existence of bubbles in the stock markets of the IIGPS countries (Italy, Ireland, Greece, Portugal, and Spain) with the advanced bubble detection methodology of the LPPLS confidence indicator. Thus motivated by previous research on the characteristics of bubbles, we aim to examine the characteristics of the recent bubbles that occurred from 2016–2020 (Brexit impact) in the IIGPS countries (Italy, Ireland, Greece, Portugal, and Spain), which, as mentioned above, suffered the most during the Brexit referendum.

The research questions that this paper attempts to answer are the following: (a) Is there a common pattern for all the IIGPS countries during Brexit? (b) Are Italy, Ireland, Greece, Portugal, and Spain, as financially troubled economies of the Eurozone, interconnected with each other (from the perspectives of the respective stock markets during the Brexit)?

The contribution of our research to the existing literature is threefold. Firstly, this is the first attempt to search for a common thread across the financial crashes of the IIGPS countries during Brexit using Filimonov and Sornette's [24] modified LPPL. Secondly, we differentiate from previous studies and test the robustness of the LPPL following the reformulated version of the LPPL calibrations proposed by Filimonov and Sornette [24]. Thirdly, the IIGPS or PIIGS countries are relatively vulnerable to financial crashes when compared to their Western EU counterparts, especially during structural events such as Brexit. If the LPPL model fits the past crashes of these countries without any glitches, that ensures future crash predictions for those countries by regulators well in advance (especially in the advent of a possible structural event as big as Brexit). The LPPL model fitted pretty well in our study and paves the way for future crash predictions well in advance for the IIGPS countries, before any large structural events. Market stability instruments such as circuit filters can be used to control volatility (downwards) well in advance.

The rest of the paper is organized as follows: Sections 2 and 3 describe the data and present the results. Section 4 concludes the paper.

2. Data and Methodology

The study analyzed the daily closing prices of five stock indices (the Irish Stock Exchange, the Italian FTSE MIB Index, the Athens Stock Exchange, the Portuguese Stock Index, and the Madrid Stock Exchange). The time period was selected from the data that was collected for the period from 19 January 2015 to 17 February 2020 in order to identify LPPL traces. Each index had 1240 observations; thus, the total numbers of observations was 6200.

The study complied with the LPPL approach proposed by Filimonov and Sornette to support the identification of LPPL traces [24]). We began with the standard Johansen-Ledoit-Sornette (JLS) log-periodic power law algorithm:

$$y_t = A + B\,(t_c - t)^{\beta} + C(t_c - t)^{\beta} \cos\,(\omega log(t_c - t)) + \phi \quad (1)$$

where t_c denotes the most plausible time of the market crash, β signifies the exponential growth, y_t is the price index at time t ($y_t > 0$), ω regulates the magnitude of the oscillations, and t is any time in the bubble preceding ($t < t_c$). *A, B, C,* and *Φ* are merely units with minor details. *A* signifies the expected value of yt when the end of the bubble is reached at tc *(A > 0). B* denotes the fall in y_t over the time period before the crash if *C* is near zero (*B < 0). C* is the proportional magnitude of the oscillations around the exponential growth *(|C| < 1)*.

Fitting the LPPL algorithm into financial data, the bubble behavior is apprehended by log-periodic oscillations and proceeds with the stock index at the critical time of the crash (t_c). Rapid acceleration in asset or equity prices is the prime indication followed by periodic fluctuations at a low magnitude, when *t* comes nearer to critical time (t_c). Fundamentally, $t = t_c$ is considered to be the most plausible time of the crash. However, the JLS algorithm required a reconstruction so as to avoid technical hitches. Filimonov and Sornette [24] have since amended the classical model into an advanced one:

$$y_t = A + B\,(t_c - t)^{\beta} + C_1\,(t_c - t)^{\beta} \cos\,(\omega log\,(t_c - t)) + C_2\,(t_c - t)^{\beta} \sin\,(\omega log\,(t_c - t)) \quad (2)$$

where $C_1 = CCos^{\varnothing}$ and $C_2 = CSin^{\varnothing}$.

The advanced version of the LPPL algorithm has four linear variables (A, B, C_1, C_2) and three non-linear variables (t_c, ω, β). The four linear parameters (A, B, C_1, C_2) are based on the "standard slaving" principle. The subordination procedure is used to propagate non-linear parameters (ω, β). This amendment enables the examination of the bubble formation followed by the anticipation of future crashes [24].

This latest version of the LPPL is used on a daily basis with various cryptocurrencies and commodities by Sornette at the Financial Crisis Observatory, ETH Zurich (https://er.ethz.ch/financial-crisis-observatory.html accessed on 28 January 2021). The original JLS model (2001) proposed three linear variables (*A, B, C*) and four non-linear variables (t_c, ω, β, $\emptyset$). This was difficult to calibrate. Moreover, it was also not robust from the error (RMSE) perspective.

In conclusion, the advantages of the methodology used are that firstly, the LPPL has no competitor. In fact, Sornette runs a financial crisis observatory. However, they started with the JLS model [5]) back in 2001, which had three linear (*A, B, C*) and four non-linear parameters ($\emptyset$, t_c, ω, β), which was difficult to calibrate and was not reliable in empirical data crunching. Filimonov–Sornette [24] (the model we used) has four linear (A, B, C_1, C_2) and three non-linear parameters (t_c, ω, β), making it a robust calibration.

3. Empirical Results

The LPPL framework is subject to certain restrictions. For instance, the drawdown threshold or all the stock indices were taken as ≥7%. Primarily, drawdown is defined as an accretive fall from one local maximum value to the next proximal minimum value. Conjointly, Python codes were operated on the Anaconda 3 platform in order to generate empirical results. It is a surprising fact that Greece alone exhibited 22 events with cogent LPPL signatures. The prominent underlying facts, which validate the low economic growth of Greece, include the turmoil of the Great Recession, which led to budget deficits and a higher unemployment rate.

Table 1 represents the constraints on the LPPL variables associated with its literature. Tables 2–6 represent the coefficients of the LPPL framework providing the drawdown >7% in Ireland, Italy, Greece, Portugal, and Spain, respectively. The LPPL signatures were observed on 77 occasions.

Table 1. Stylized facts (http://finance.martinsewell.com/stylized-facts/ accessed on 28 January 2021) of LPPL.

Parameter	Constraint	Literature
A	(>0)	Kuropka and Korzeniowski [33]
B	(<0)	Lin Ren, and Sornette [34]
C_1	(Cos function)	Filimonov and Sornette [24]
C_2	(Sine function)	Filimonov and Sornette [24]
t_c	(t to ∞)	Kuropka and Korzeniowski [33]
β	(0.1 to 0.9)	Lin et al. [34]
ω	(4.8 to 13)	Johansen [35]

Note: The table above presents the constraints on the LPPL parameters of Equation (2) used in our empirical analysis. These stylized facts were found consistent in most previous literature.

In addition, the three stylized facts that emerged through the past 77crashes were:

(1) $\beta = 0.52 \pm 0.38$
(2) $\omega = 9.29 \pm 3.39$
(3) Drawdown (%) as 7%

These stylized facts were consistent for the entire IIGPS economic group and for the specific period of study.

It is worth mentioning here that the LPPL is a generalized method as it was conceived by Sornette in the late 1990s. It indicates a common behavior of a group of interconnected underlying time series. Here, in this study, the power law coefficient β value range mentioned above signifies the extent of power law growth of a speculative bubble in these stock exchanges during Brexit. Since it is on the higher side (refer to Table 1), the pattern of the speculative bubble in the IIGPS countries would be steep in nature. Angular frequency, or ω, clocked closer to the highest range (refer to Table 1), signifying an enormous increase in volatility during the bubble build-up phase in all of the IIGPS countries' stock exchanges during Brexit. The most important of is the "drawdown," or the bubble buildup phase measurement just before the crash. Our study found that all of the IIGPS countries' stock markets under a specified time period witnessed a total of 77 crashes. The drawdown before all those crashes was the same.

Furthermore, although the LPPL looks non-stationary, it is a stationary process due to the increments of the process. Hence, persistence (though a weaker one) would manifest. During the bubble build-up phase and even during the crash phase it will exhibit persistency due to the increments of its process.

Table 2. Coefficients of the LPPL framework providing a drawdown of >7% in Ireland.

Critical Time	t_c	β	ω	A	B	C_1	C_2	DD (%)	RMSE
04 August 2015	23.68	0.31	8.14	8.8	0	0	0	−11.6%	0.0049
09 September 2015	12.17	0.16	9.78	8.77	0	0	0	−7.2%	0.0086
29 December 2015	8.95	0.47	9.47	8.82	0	0	0	−10%	0.0022
01 February 2016	10.7	0.31	7	8.98	0	0	0	−11.2%	0.0034
02 September 2016	25.42	0.12	7.51	8.74	0	0	0	−7.7%	0.0043
22 June 2016	33.39	0.37	8.53	8.42	0.28	0	0	−15.7%	0.0079
30 May 2016	18.36	0.53	9.45	8.77	0	0	0	−9.2%	0.0064
05 May 2017	31.5	0.4	12.9	8.43	0.46	0	0	−8.8%	0.0051
23 January 2018	9.05	0.85	7.32	8.9	0	0	0	−11%	0.0003
21 May 2018	36.56	0.26	7.6	8.94	0	0	0	−7.8%	0.0052
28 August 2018	11.31	0.36	8.73	8.84	0	0	0	−12%	0.0012
07 November 2018	9.86	0.58	10.82	8.75	0	0	0	−14%	0.002
04 July 2019	9.45	0.56	6.71	8.83	0	0	0	−9.8%	0.0006

Note: The table above presents the estimates of all the parameters of Equation (2) in the text. DD, or drawdown, is the gap between the local minima to the next local maxima and it is ≥7%. RMSE is the root mean square error. All estimates were generated by the authors using Python language in the Anaconda program with a project Jupyter notebook (please see Figure A1 in the Appendix A).

Table 3. Coefficients of the LPPL framework providing a drawdown of >7% in Italy.

Critical Time	t_c	β	ω	A	B	C_1	C_2	DD (%)	RMSE
26 June 2015	7.34	0.51	10.5	10.08	0	0	0	−12%	0.0029
07 August 2015	26.52	0.16	10.27	10.07	0	0	0	−13.7%	0.0072
27 November 2015	68.89	0.18	11.62	10.01	−7.39	5.64	−2.16	−30%	0.0134
17 March 2016	28.25	0.6	12.66	9.88	0	2.59	3.28	−9%	0.0102
28 April 2016	16.64	0.2	12.53	9.84	0	1.7	1.11	−8%	0.0085
07 June 2016	10.78	0.38	11.5	9.73	0.04	0.01	0	−9%	0.0113
23 June 2016	7.75	0.18	6.15	9.95	0	0	0	−16%	0.006
29 January 2018	23.1	0.52	6.74	−111.23	4.91	4.4	2.09	−8.3%	0.0037
02 May 2018	26.03	0.43	9.91	10.22	0	0	0.04	−12%	0.0045
31 July 2018	28.47	0.42	9.75	10	0	0	0	−8%	0.0061
25 September 2018	17.32	0.72	12.29	9.98	0	0	0	−14%	0.0033
03 December 2018	9.95	0.51	9.34	9.88	0	0	0	−8%	0.0053
16 April 2019	90.99	0.44	9.33	10.01	0	0	6.72	−9.6%	0.0075
15 July 2019	31.93	0.11	11.37	10.09	0	0	0	−9.7%	0.007

Note: The table above presents the estimates of all the parameters of Equation (2) in the text. DD, or drawdown, is the gap between the local minima to the next local maxima and it is ≥7%. RMSE is the root mean square error. All estimates were generated by the authors using Python language in the Anaconda program with a project Jupyter notebook (please see Figure A2 in the Appendix A).

Table 4. Coefficients of the LPPL framework providing a drawdown of >7% in Greece.

Critical Time	t_c	β	ω	A	B	C_1	C_2	DD (%)	RMSE
24 February 2015	17.37	0.21	8.16	7.92	0	0	0.004	−23.8%	0.028
24 March 2015	43.94	0.24	8.5	8.66	0	0.07	0	−12.3%	0.035
28 May 2015	30.1	0.88	10.86	7.82	−2.6	1.47	3.4	−18.3%	0.014
26 June 2015	8.65	0.63	11.94	7.79	−2.72	−8.8	-7.95	−21.6%	0.007
11 August 2015	16.74	0.19	6.69	7.46	0	−5.26	−2.14	−22.6%	0.023
18 September 2015	23.43	0.39	9.6	7.62	−3.62	−7.08	−9.83	−9.2%	0.014
27 October 2015	16.31	0.73	11.32	7.69	0	0	0	−24.8%	0.009
31 December 2015	14.01	0.47	7.5	7.49	0	0	2.19	−22%	0.01
01 February 2016	9.48	0.32	7.93	7.34	0	0	0	−26.3%	0.005
23 May 2016	74.24	0.45	10.38	7.51	0	0.001	0.003	−25.3%	0.029
25 January 2017	58.34	0.43	6.03	7.46	−3.09	−2.1	−2.26	−7.3%	0.016
16 August 2017	11.25	0.77	6.45	7.7	0	0	0	−12.8%	0.003
01 November 2017	4.96	0.34	8.73	7.62	0	0	0.004	−9%	0
24 January 2018	45.09	0.33	7.66	6.8	1.25	0.025	0.029	−7.7%	0.008
27 April 2018	24.03	0.55	8.74	7.77	0	0	0	−11%	0.009
18 July 2018	13.51	0.59	6.05	7.63	0	0.001	0	−9%	0.004
29 August 2018	10.55	0.86	6.94	7.58	0	0	0	−8.5%	0.002
26 September 2018	9.45	0.81	6.73	7.48	0.03	0	0	−11%	0.005
13 November 2018	23.82	0.65	8.32	7.46	0	0	0	−8%	0.009
03 December 2018	9.74	0.33	12.9	7.45	0	0.002	0	−9.5%	0.002
02 May 2019	24.96	0.65	9.51	7.61	0	4.34	9.78	−8%	0.004
31 July 2019	19.03	0.74	12.47	7.74	0	−7.22	0	−11.6%	0.005

Note: The table above presents the estimates of all the parameters of Equation (2) in the text. DD, or drawdown, is the gap between the local minima to the next local maxima and it is ≥7%. RMSE is the root mean square error. All estimates were generated by the authors using Python language in the Anaconda program with a project Jupyter notebook (please see Figure A3 in the Appendix A).

Table 5. Coefficients of the LPPL framework providing a drawdown of >7% in Portugal.

Critical Time	t_c	β	ω	A	B	C_1	C_2	DD (%)	RMSE
10 April 2015	63.55	0.54	10.95	9.22	0	0	0.001	−16.8%	0.009
16 July 2015	7.37	0.56	10.19	8.75	−2.55	2.65	−2.2	−15.4%	0.005
04 November 2015	31.05	0.5	9.14	8.6	−6.08	−4.29	−8.27	−10%	0.01
24 December 2015	8.14	0.77	8.7	8.58	0	0	0.003	−14.7%	0.006
01 February 2016	7.74	0.22	12.67	8.54	−4.21	−1.91	5.58	−12.2%	0.003
22 March 2016	28.12	0.77	7.26	8.57	0	0	0	−8.3%	0.007
02 May 2016	16.78	0.75	7.58	8.53	−1.54	−1.28	−5.83	−16.2%	0.004
11 August 2016	39.34	0.18	8.89	8.48	0	0.003	0	−7.2%	0.01
20 October 2016	25.6	0.68	11.05	8.41	0.05	0	0	−7.7%	0.006

23 January 2018	18.22	0.29	12.02	8.78	−5.34	−2.74	−4.49	−8.5%	0.002
22 May 2018	13.35	0.2	8.72	8.66	0	0	−6.76	−7.2%	0.002
26 September 2018	16.69	0.27	8.14	8.59	0	0	0	−7.3%	0.002
03 December 2018	7.36	0.35	8.26	8.46	92.02	−8.11	−31.68	−8%	0
16 July 2019	32.23	0.59	7.23	8.57	0	0	8.75	−10.3%	0.005

Note: The table above presents the estimates of all the parameters of Equation (2) in the text. DD, or drawdown, is the gap between the local minima to the next local maxima and it is ≥7%. RMSE is the root mean square error. All estimates were generated by the authors using Python language in the Anaconda program with a project Jupyter notebook (please see Figure A4 in the Appendix A).

Table 6. Coefficients of the LPPL framework providing a drawdown of >7% in Spain.

Critical Time	t_c	β	ω	A	B	C_1	C_2	DD (%)	RMSE
26 June 2015	9.51	0.22	10.26	9.34	0	0	0.001	−9%	0.003
20 July 2015	11.3	0.56	12.23	9.35	0	−2.96	0	−15.5%	0.001
17 September 2015	9.89	0.12	10.9	9.26	0	0	0.011	−8%	0.005
30 November 2015	13.91	0.84	12.97	9.25	−4.3	−3.33	−2.08	−9.8%	0.004
29 December 2015	12.03	0.1	8.07	9.15	0.002	0	0	−14.3%	0.008
01 February 2016	9.19	0.57	12.08	9.09	0	−3.9	0	−11.8%	0.003
11 March 2016	12.55	0.44	11.55	9.09	−1.12	−1.16	−1.64	−8.7%	0.002
25 May 2016	12.33	0.54	12.07	9.06	0.017	0.012	0.003	−11%	0.006
23 June 2016	6.7	0.51	9.48	10.74	−3.83	−1.15	−2.52	−14%	0
23 January 2018	16.17	0.5	12.85	9.26	−3.6	−3.84	1.24	−9%	0.003
11 May 2018	33.9	0.12	7.24	9.23	0	0	0	−7.8%	0.004
21 September 2018	12.68	0.23	10.04	9.25	0	0	0	−9.5%	0.001
30 November 2018	8.21	0.41	12.34	9.11	−7.6	−2.44	−4.73	−7.8%	0.004
16 July 2019	30.07	0.46	12.74	9.14	0	0	0	−9%	0.005

Note: The table above presents the estimates of all the parameters of Equation (2) in the text. DD, or drawdown, is the gap between the local minima to the next local maxima and it is ≥7%. RMSE is the root mean square error. All estimates were generated by the authors using Python language in the Anaconda program with a project Jupyter notebook (please see Figure A5 in the Appendix A).

The robustness of the LPPL model was supported through root mean square errors (RMSE) in all 77 cases. The accuracy was indicated by extremely lower values, which was exhibited in all the cases.

The predicted crashes were validated by analyzing the actual events that occurred in the Eurozone countries. Here is a brief synopsis of the events that triggered a crash during different critical points. Table 7 represents the crashes that had a drawdown point exceeding –10%, termed "large crashes" (double-digit drawdowns).

Table 7. Linking international events with the double-digit drawdown(s).

Critical Time	Drawdown %	Events
24 February 2015	−23.8%	Decline in oil prices.
		Impending uncertainties towards Greece as the Greek government is seeking approval for reform proposals, resulting in skittish behavior by investors.
24 March 2015	−12.3%	Stressful sentiments arise in markets with Greece's bank closure, capital controls, and a limit on bank withdrawals. Concerns grow for other European economies that might suffer a similar debt crisis.
10 April 2015	−16.8%	Greece makes a EUR 450 million debt repayment to the International Monetary Fund (IMF). Christin Lagarde, head of the IMF, signals the risks of low growth and high unemployment.
28 May 2015	−18.3%	The United States (US) urges Greece to terminate brinkmanship with its creditors. There are chances of Greece being pushed out of the Eurozone. Greece has yet to make a payment of EUR 300m on 5 June.
26 June 2015	−21.6%	Greece and its lenders need to agree on reforms pertaining to the Greek pension policy, Value Added Tax (VAT), and corporate taxes. Turbulence in Greek banks is growing as the public rushes to withdraw money, which leads to Greek bank deposits falling to their lowest level.
16 July 2015	−15.4%	Borrowing costs of the Eurozone's weaker economies, viz, Italy, Spain, and Portugal, have escalated due to fear of a Grexit from Europe. A Grexit would turn the euro into a currency peg, causing distress among investors.
20 July 2015	−15.5%	Greek banks face complete nationalization.
04 August 2015	−11.6%	In Athens, major banking stocks are tyrannized. The Greek bank index has lost 29.46%. However, Ireland's manufacturing sector is steered but factory gate prices tumble.
07 August 2015	−13.7%	Greeks campaign for a no vote, which leads to debt relief from creditors and keeps Greece in the Eurozone. Greece makes a 20-day delayed payment to the IMF.
11 August 2015	−22.6%	Greece agrees to a third bailout package.
27 October 2015	−24.8%	Decline in the producers price index (PPI), growing concerns for the health of the US economy.
04 November 2015 −10%		The market value of the Hellenic Financial Stability Fund (HFSF) holding shares in Greek banks is worth less than EUR 3 billion.
27 November 2015 −30%		The European Central Bank releases its M3 money Supply. Loans to the private sector in the Eurozone jump to 1.2% in October after a 1.1% gain in September.
24 December 2015 −14.7%		The euro strengthens; growing tensions in Spain follow due to the country's indecisive election results.
29 December 2015 −14.3%		Grexit speculations arise; high unemployment, Ukraine conflicts, incursion of migrants in the Eurozone.

31 December 2015	−22%	European shares are dragged down by weak commodity prices.
01 February 2016 −26.3%		Rising energy prices lead to inflation, which rises to 1.8%.
		ECB to further lower the bond-buying program. The EU agrees to delay Brexit until 31 January.
02 May 2016	−16.2%	Rising concerns for a Brexit.
23 May 2016	−25.3%	Greek bonds have hit their highest levels, indicating increasing confidence of investors. Greece approves the latest austerity measures.
25 May 2016	−11%	The Eurozone finally hails a breakthrough with Greece—a green light to receive more than EUR 10 billion in bailout funds is given.
22 June 2016	−15.7%	Prior speculations lead to public outrage. Predictions are made that if Britain votes to leave the European Union, then the GBP could fall against the USD.
23 June 2016	−16%	Drop in European stocks as the UK votes to exit the EU.
16 August 2017	−12.8%	The euro is strengthened against the USD, indicating economic revival signs. This leads to further predictions that the ECB could begin to cut back the money printing program that it has been running to restructure the economic fallout.
23 January 2018	−11%	The Irish republican terror group that maimed a Catholic police officer in Northern Ireland states a ceasefire.
27 April 2018	−11%	The National Bank of Greece declares the protraction of the sale process for 75% of its subsidiary Ethniki Insurance.
02 May 2018	−12%	Tensions in Italy arise due to fresh elections amid political turmoil in Spain.
28 August 2018	−12%	NAFTA is formulated between the USA, Mexico, and Canada.
25 September 2018 −14%		The EU clashes as budget proposals are extended. Italian Investors experience more than a 4% loss.
26 September 2018 −11%		Interest rate hike of 25 bps, with speculations from Fed's two-day monetary policy meeting. Brent oil hits a four-year high.
07 November 2018 −14%		Investors put aside their concerns over global trade tensions. Instead, they are bothered by the interest rate hike. They eagerly await the results of the US midterm elections.
16 July 2019	−10.3%	Investors are skeptical regarding the prospects of Brexit, resulting in a drop in the GBP against the USD.
31 July 2019	−11.6%	Fed announces reduction in key borrowing costs by 25 bps to a new target band between 2% and 2.25%.

Note: This table shows certain events that are identified behind some of the double-digit crashes in the IIGPS countries' stock markets, consisting of a clear LPPL signature.

4. Conclusions

We presented a model for market bubbles or crashes, termed the "log-periodic power law," or LPPL signature, in order to describe and diagnose situations when excessive expectations of future market price increases cause prices in the IIGPS countries (Italy, Ireland, Greece, Portugal and Spain) to be temporarily elevated and vice versa. We covered the time period from 19 January 2015 to 17 February 2020, a time which the Brexit referendum occurred, in order to identify LPPL traces.

The LPPL model for pre-crash bubbles on stock markets has important consequences. Our analysis led us to the following conclusions: We found a profound LPPL signature with common pattern parameters for all the IIGPS countries across all 77 bubble-crash cases. The speculative bubble followed by a crash remained a part of IIGPS during the Brexit period (extended).

LPPL-based models are apparently non-stationary and more of mean-shifting process. However, in detailed observation they are mean-reverting due to their increments in the process. It is not a strong stationarity, though. However, this stationarity further indicates persistence. Interestingly, a milder policy shock stays for longer in cases that border non-stationarity, according to a Portuguese research group [36]). We can draw a parallel and suggest transitory policy shocks for the IIGPS countries' stock markets based on our findings, which were similar.

We believe that these findings are useful to policymakers as a vision for appropriate policymaking, for entrepreneurs in financial companies of all sizes to develop their competitive strategies, and for investors to adjust their investment strategies.

Another economic implication is that most stock markets deviate from the efficient market theory (EMH) in practice. Hence, an alternate prediction mechanism would assist policymakers to control unnecessary volatility and safeguard investor wealth.

This study contributes to the existing literature as it is the first attempt to search for a common thread across the financial crashes of the IIGPS countries during Brexit using the Filimonov–Sornette modified LPPL. In addition, we differentiated from previous studies and tested the robustness of the LPPL following the reformulated version of the LPPL calibrations proposed by Filimonov and Sornette [24].

Our findings are in line with previous studies [8,18–20].

The IIGPS or PIIGS countries are relatively vulnerable to financial crashes compared to their Western EU counterparts, especially during structural events such as Brexit. If the LPPL model fits their past crashes without any glitches, it ensures future crash prediction for those countries by regulators well in advance (especially in the advent of a possible structural event as big as Brexit). The LPPL model fitted pretty well in our study and paves the way for future crash predictions for the IIGPS countries well in advance, before any large structural events. Market stability instruments such as circuit filters can be used to control volatility (downwards) well in advance.

The limitations of the study concerning the limitations of the research methodology (LPPL) are twofold. Firstly, it tries to generalize, which may not work sometimes, and secondly, as drawdowns are case specific and empirically found, this cannot be generalized for a very long period.

Transitory policies are required for all the IIGPS countries. The debt-led growth policy probably needs to be revised or reconsidered. Future crashes can be forecasted well in advance (for the IIGPS countries) using the specific stylized facts found during our study. Thus, volatility curbing measures could prevent further crashes and safeguard the public wealth invested in the respective stock markets.

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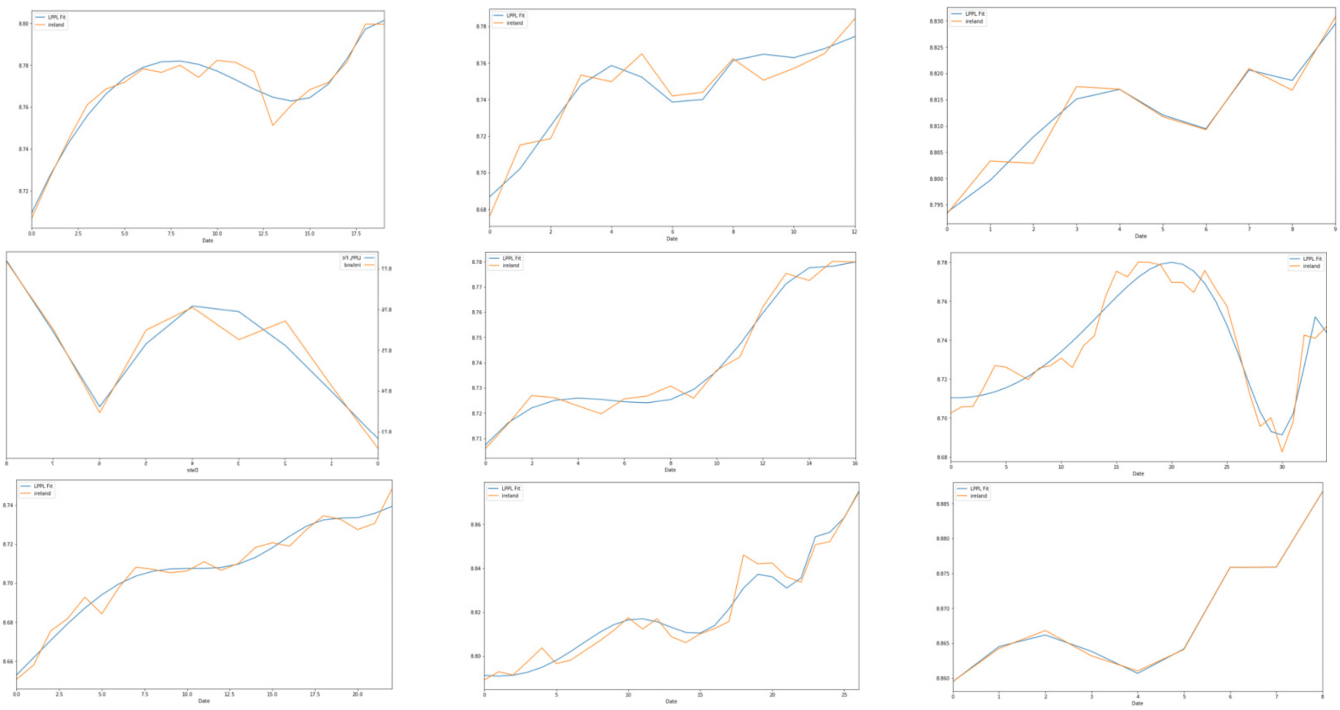
Conflicts of Interest: The authors declare no conflict of interest.

Abbreviations

The following abbreviations are used in this manuscript:

IIGPS	Italy, Ireland, Greece, Portugal, and Spain
LPPL	Log-periodic power law
BREXIT	British exit
CDS	Credit default swaps
EMH	Efficient market theory
GREXIT	Greek exit
IMF	International Monetary Fund
US	United States
VAT	Value added tax
PPI	Producers price index
NAFTA	North American Free Trade Agreement
RMSE	Root mean square errors
GBP	British pound sterling rates
USD	United States dollar
JLS	Johansen-Ledoit-Sornette

Appendix A. Proof of LPPL Signatures



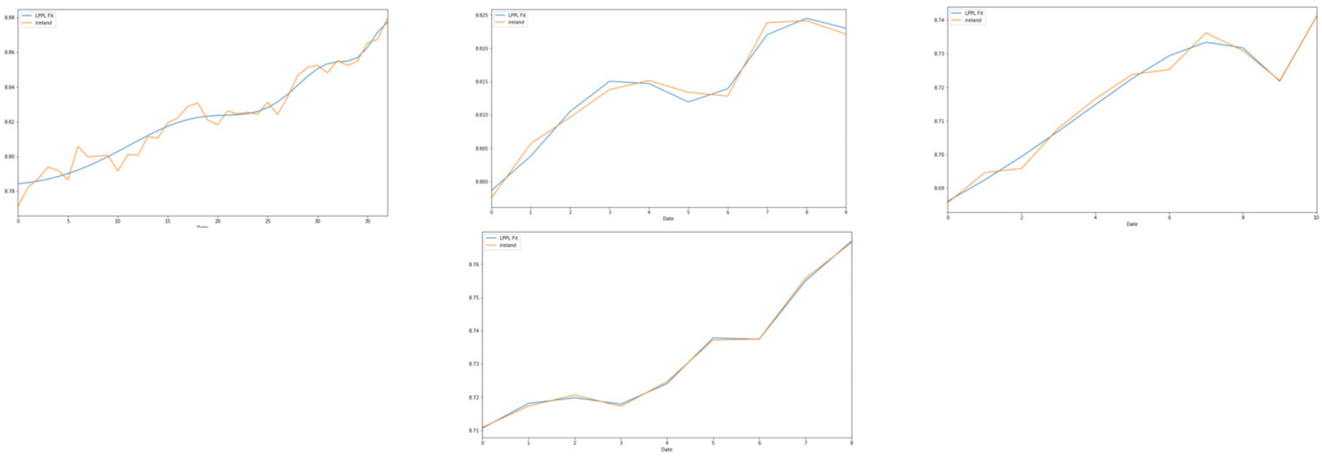


Figure A1. LPPL Signatures in the Irish Stock Exchange (ISEQ) 15 January 2015 to 14 January 2020. Log-periodic power law signatures in the Irish Stock Exchange.

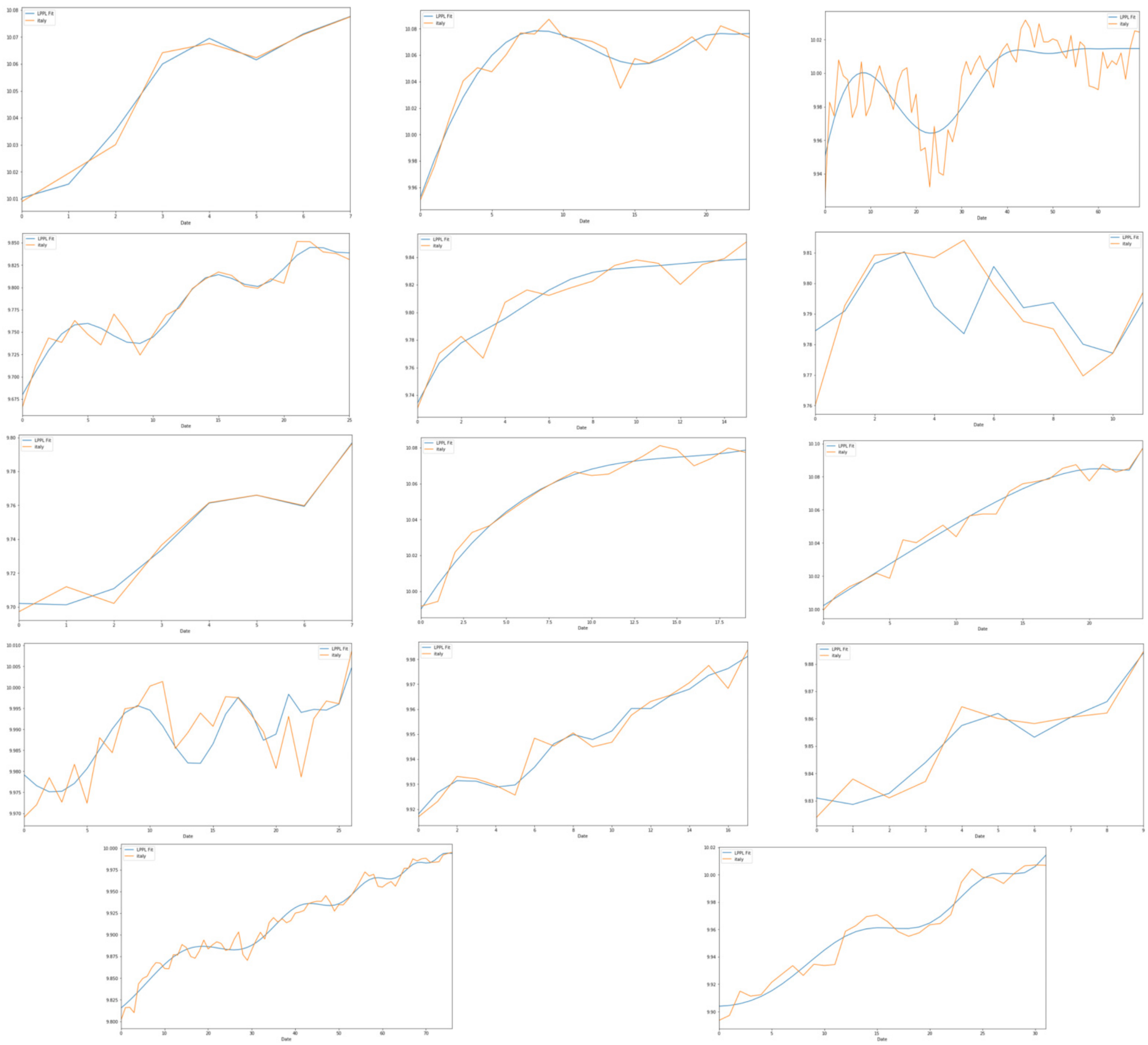
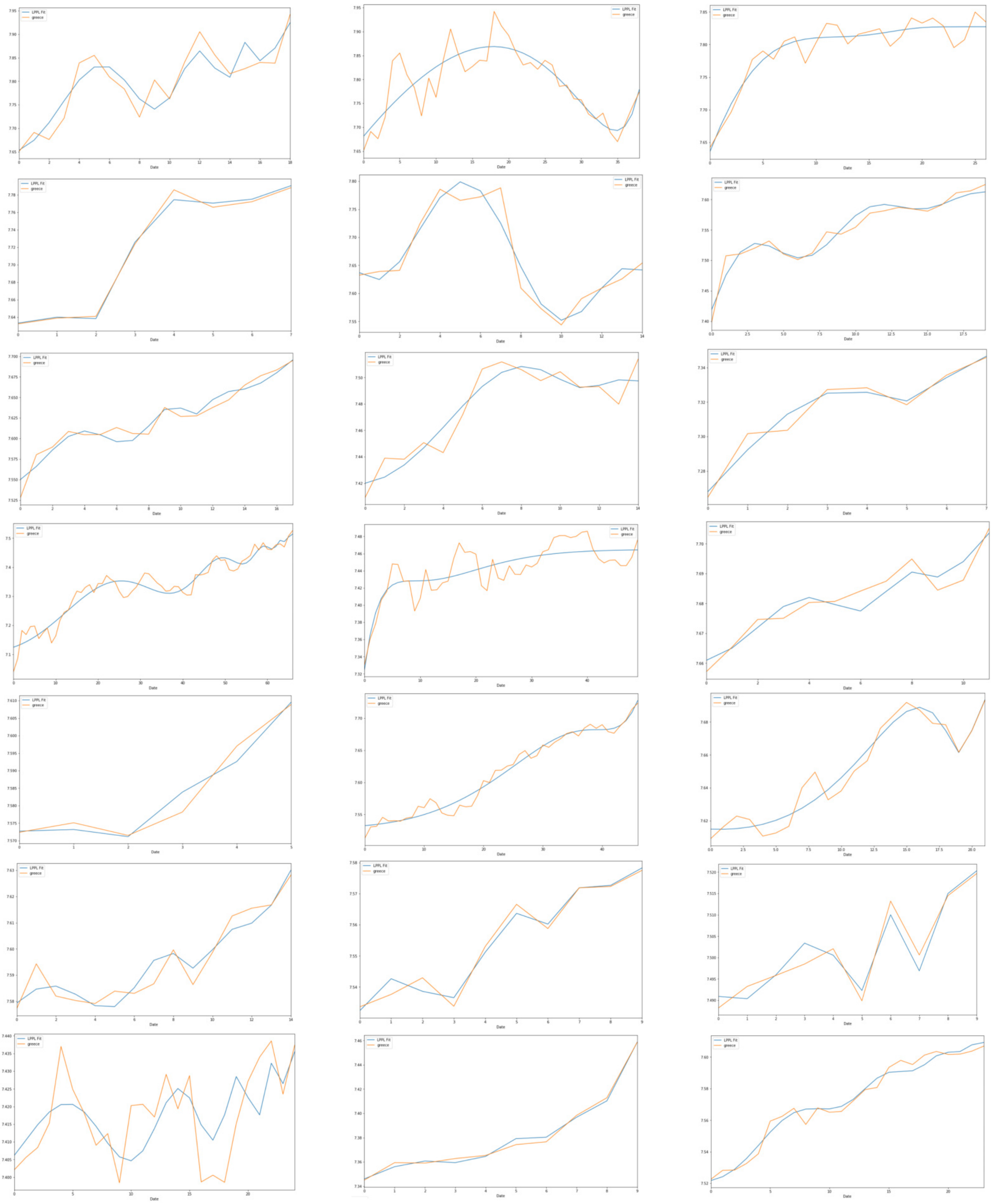


Figure A2. LPPL Signatures in the Italian Stock Exchange (FTSE MIB) 15 January 2015 to 30 December 2019. Log-periodic power law signatures in the Italian Stock Exchange.


LPPL Fit
greece
Date

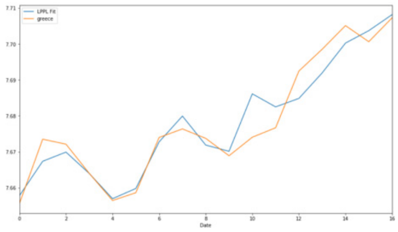


Figure A3. LPPL Signatures in the Greek Stock Exchange (FTSE/ATHEX) 19 January 2015 to 17 February 2020. Log-periodic power law signatures in the Greek Stock Exchange.

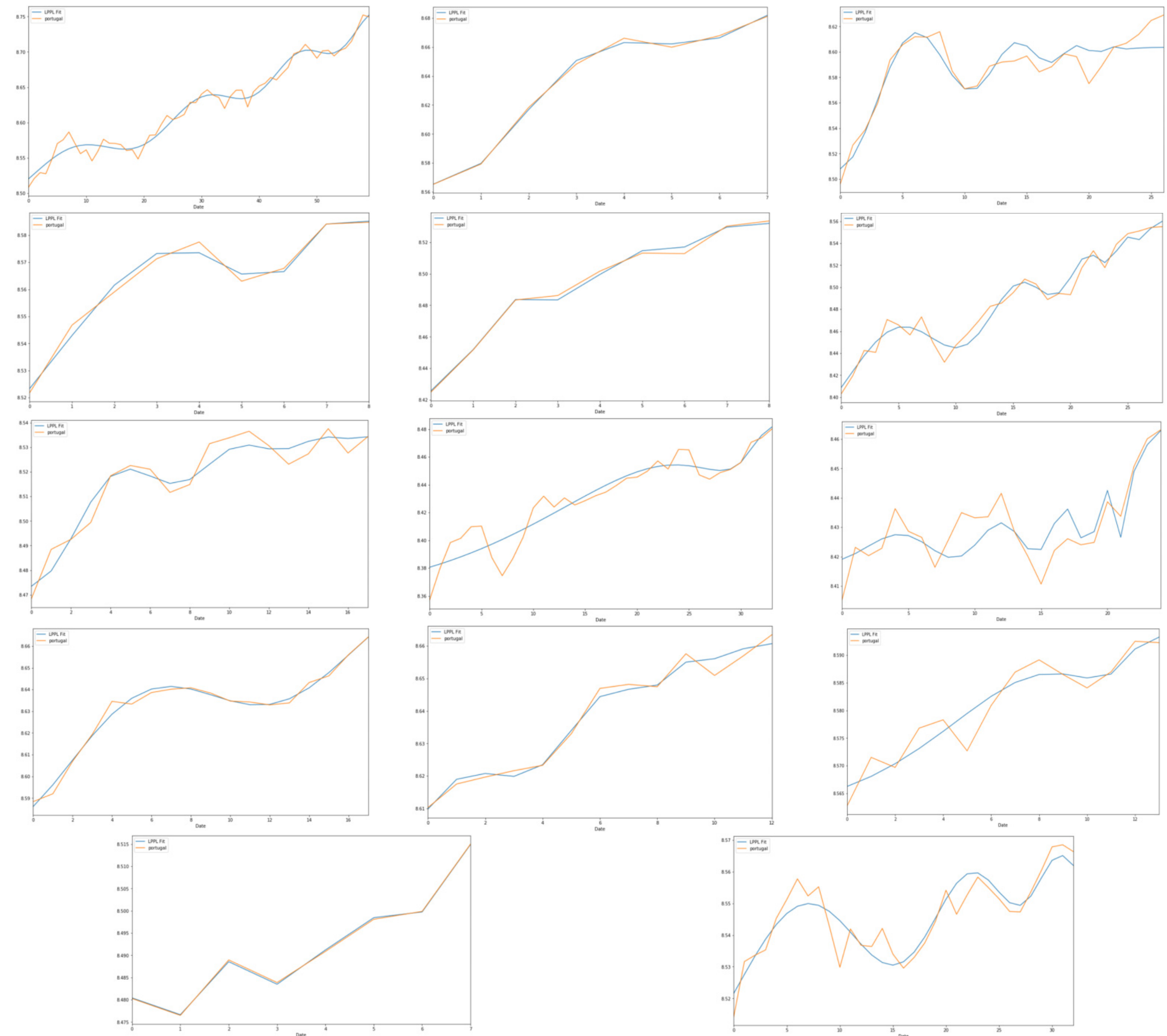


Figure A4. LPPL Signatures in the Portuguese Stock Exchange (PSI 20) 15 January 2015 to 14 January 2020. Log-periodic power law signatures in the Portuguese Stock Exchange.

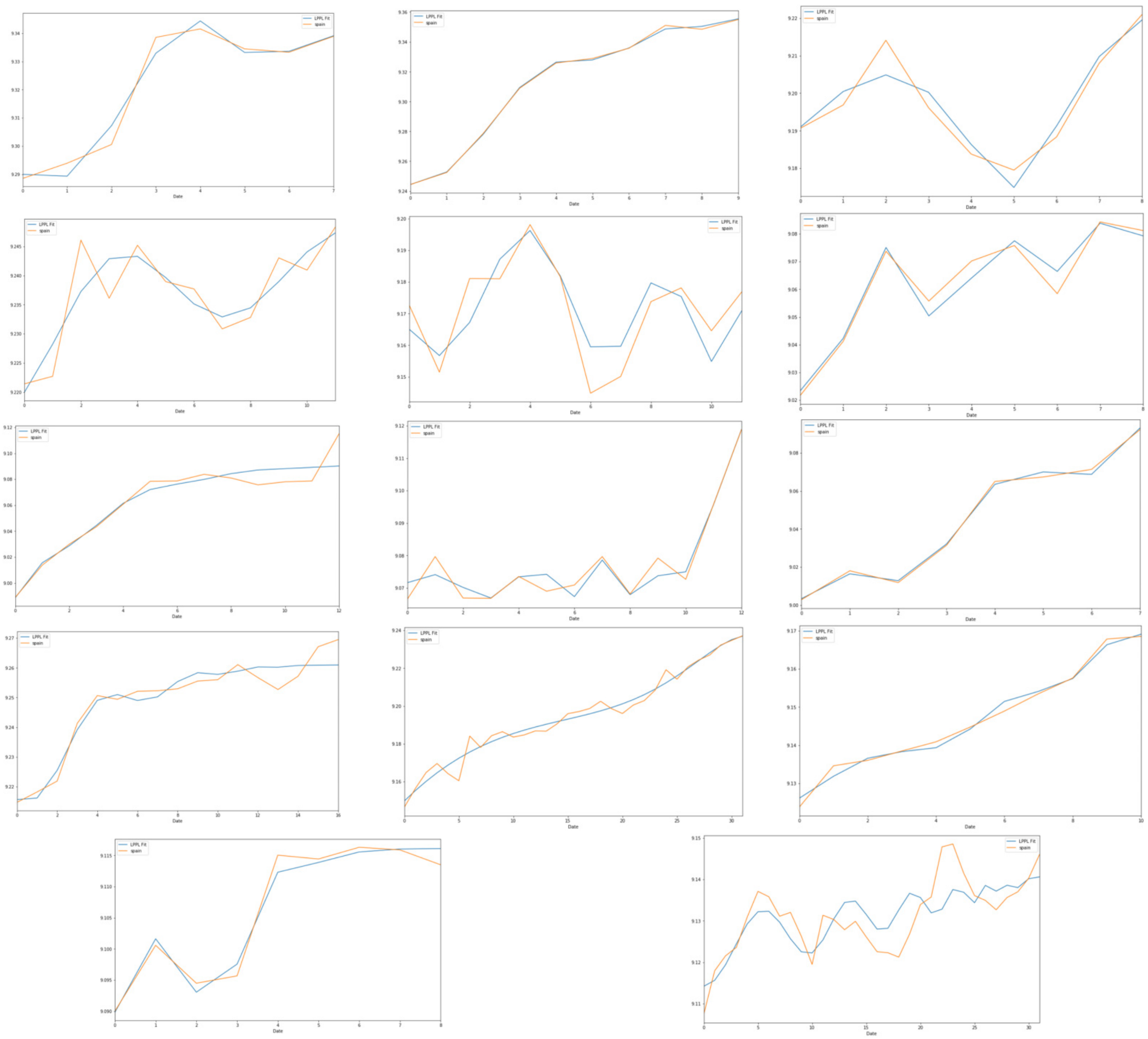


Figure A5. LPPL Signatures in the Spanish Stock Exchange (IBEX 35) 19 January 2015 to 17 February 2020. Log-periodic power law signatures in the Spanish Stock Exchange.

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AN EFFECTUATION ASSESSMENT OF AN EMPLOYEE AT ORGANISATION

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ABSTRACT
In organizations the performance and efficiency of its workers are calculated by the performance evaluation framework. Successful appraisal interventions are necessary since each staff's place mostly on job is unique. Efficient appraisal aims at optimizing job performance, expressing priorities, recognizing workforce talent and assisting workforce guidance. Most companies have switched from the method of evaluation to the management platform of workers. It article traces the role of the appraisal system for workers. In data analysis, dependent and independent variables methods of study were used. The key method used for this research is surveys, market research conversation and sampling methodology. The findings reveal, by comparison, that both advantages and disadvantages on efficiency of workers were caused by a business's individual performance framework.

Keywords: performance appraisal, performance management, Employee Efficiency.

1. Introduction

The analysis is the measurement of the importance, efficiency or competence of workers, so the analysis of individuals' results indicates that they are evaluated for some time. The appraisal of the achievement of organizational goals by managers or other people who are aware of their quality is a systemic measurement. Impact evaluation is often defined as a value evaluation in which a person, compared others and, is scored worse rather than worse. This is amongst the most ancient and traditional business methods. This constructs simultaneously how workers work according to the predetermined collection of expectations in terms of efficiency [3].

Institutions are keep on running by individuals. Ethics are created and targets are accomplished by individuals. An effective team leader thus relies on its participants' organizational results. The effectiveness of a company thus depends on its capacity to reliably assess its participants' efficiency and use it as a critical instrument to maximize it critically. In today's extremely competitive climate, businesses must ensure that workers continued optimum output in succeed and thrive successfully on the business. An person's output could be described as documenting the information achieved by the given chosen profession [1].

The word achievement relates to the collection of value achieved over a specified period of time and therefore does not referred to the musician's traits, individual qualities or abilities. Job descriptions will improve the motivation of employees [5]. The key targets of the performance appraisal demonstrate significant at quite a moment:

- Offer references on I wage rise, gratitude, extra tasks, recruitment and (ii) pay control system.
- Give the monitoring staff the worker sufficient reviews and advice.
- Increasing the efficacy of the staff member by offering a knowledge and training process that fixes his/her flaws and enhances his/her productivity.
- Assistance in the selection of workers to inspire, prepare and improve them.

- Offer valuable, appropriate, available and legitimate corporate data.

1.2 Meaning and Definition Of Effectuation Assessment

Designed Induction is a produce high quality for evaluating the efficiency of the workforce results of an employee [7]. An assessment cannot be used as a final target as definition, although as an emerging topic in a larger, integrated quality improvement framework.

- Managerial targets.
- Output every day.
- Vocational growth.
- Benefits and stimulus.

Simply stated, an evaluation is known as a comprehensive assessment of a person's success towards considerations including such work expertise, level of production and frequency, commitment, administration, management, reliability, teamwork, decision, multi affectedness, fitness and so on[9]. Evaluation by me for previous results could not be proven. The staff's capacity for continued prospects still needs to be measured.

Most companies have taken the Impact Performance Appraisal as among the key pathways to teacher growth and thus change of company results. The identification and awareness of the dependence among precision, efficacy, efficiency of appraisal management and customer growth of human resources [7] had been a direct result of this major acceptance. The measurement of performance in an institution, that will allow the workers to determine their duties so that they do their work as per the correct quality which affects pay, is very significant [10].

Moreover, understanding their abilities, success and knowing vulnerabilities and enhancing them inside the agency's priorities is important[2]. The measurement framework ought to be current with organizational success and in order to achieve the company's objectives. In the assessment process, administrators administer staff reviews however according their jobs and eventually pass the quality ranking to the Human resources department and settle on the pay plan. Each company has a proactive approach to determine whether its goal and its mission are accomplished or not. It may well be academic or non-educational. An regular review to measure customer success is also performed [9].

2. Review of Literature

Performance evaluations are a standardized approach to assess a staff's quality performance.

2.1 Steps for developing a systematic performance appraisals

2.1.1. IDC's important performance metrics Designing critical success objectives must be worked out in accordance with organisational procedures, focused upon a detailed work specification.

2.1.2. Creation of term infrastructure the assessment measures must be structured to fit the particular job/job community for precise and appropriate evaluations. It is also advisable to cultivate variables in the working environment that lead to or impair results. This means that the staff's success is realistic. And the assumed equality and approval of annual reviews are also forecast to expand [4].

2.1.3 Conventionally, managerial are solely responsible for evaluating data. Production knowledge through various sources. Different business participants will also be a reliable lack of knowledge (e.g. stakeholders, collaborators, underlings) since they would undoubtedly have knowledge about various facets of a staff's performance [7]. The reliability of appraisal system (i.e., decreasing prejudice) and increasing workers' expectations of justice can be improved by gathering information from different.

2.1.4 Assess the impact evaluation the dual primary goals of both the evaluation are: 1. Consider previous outcomes in order to recognize notable successes, areas for future improvements, and growth restrictions. 2. Classify potential employment activity priorities and plans. An assessment interview should have been a positive, two-way conversation here between boss as well as the staff member and therefore should be prepared in advance for the evaluation [8].

2.1.5. Evaluate the appraisal process The method of appraisal must be evaluated and strengthened on a constant schedule. For instance, management consultants or evaluations may be carried out to test staff perspectives into the evaluation process [5]. A effective review process can indicate an improvement in both individual employee ranking and workplace environment variables that affects on ability to do the job.

2.2 Highest quality assessment exercise:

Basically, good production process includes evaluations:

- Integrate performance measurement into a structured framework for establishing objectives.
- Excessive judgments of exact and existing employment contracts.
- Providing staff appropriate resources and help to increase their skills (e.g., career advancement growth)
- Ensure the evaluators have deep understanding and clear understanding of the quality of work life.
- Daily tests are performed**.**

Any company's performance varies based on their staff members' qualities and functionality. Every organisation, because they are the nucleus of the business, plays a vital role for employees[10]. Excluding these, lines cannot accomplish certain aims and goals. It is nevertheless the case where an individual has to be encouraged or ready to operate for it in the best interest of the people. Hence this signaled the more strategy to policymakers for training and development which sought to relate the institution's purposes with the improved lifestyle [4]. The main priorities, strategies and mission of the organization, which are articulated by the results review, are an integrated basically a means. The Appraisal is a more service connection, requiring management at a quarterly Development Of the framework, which assesses and assesses the success of their superiors.

3. Process of performance appraisal

The evaluation approach involves a sequence of iterations and is defined:

3.1 Preparation:

Both resources planning, recognition of activities accepted and evaluation logs, outcomes, accidents, progress and accomplishment notes - the prior process improvement papers and the new work requirements are, of course, included. A successful evaluation form would give the hearings a wonderful base order [7]. If another company has little standardized evaluation form, either the suitable classification form must be sought or the evaluation form must be downloaded and modified from either the traditional house.

3.2. Intimation:

The assessment must be notified, the evaluation must be notified of the proper moment and places, and the object and method of assessment must be explained. The details as well as the required success and accomplishment reports and resources must be produced and provide an incentive for recognition. If the assessment type is not a social world, intent must be given enough for subject-matters to be discussed.

3.3 Venue:

A appropriate location must be assured although this is confidential and non-interruption-free, because with employment interviews with almost the same rules must be followed. Restaurant lobbies, community cafes, confidentiality in cantinas must be avoided.

3.4. Layout:

Space layout and seats are critical parts for planning and therefore should not merely embrace which configuration is already in the loaned or leased space, but one can not just sit down in the seat by the other individual respectfully placed from the other, no matter how much the material is, environment and attitude must be calm, casual and elimination Challenges someone wants to build a comfortable atmosphere, either at a boardroom table or in simple positions seated at a level with one another.

3.5 Reviewing and measurement :

Everyone should analyze the events, assignments, priorities and successes one after and another prevent digressions or ambiguous unspecified viewpoints from appearing in discrete individual objects. He would have an instruction to obey once you have done some serious planning. If an off-topic happens, it must be noted [10]. He must rely on solid statistics; clear proof must prevent speculation, hypothetical or unspecific beliefs, particularly regarding evaluation. Intention for the evaluator is also one of the toughest obstacles as it does for interviews and he must not evaluate the appraisal in his own picture.

3.6. Agreeing an action plan:

An objective evaluation strategy must be decided to take into consideration the expectations of the work, goals for the insurance agent, the objectives of the teams as well as the company itself and the abilities and deficiencies reviewed [9]. If required, the strategy could be established with short-term, large - sized companies and lengthy dimensions, so it should be accepted and practical.

3.7 Agreeing on specific objectives:

It's these basic actions & goals which shape the implementation plan overall. Relevant, observable, agreed, practical, time-bonded and pleasant should be documented and per the Better laws as for any particular task or accepted goal. Otherwise, you need not to worry. The aims should be something to the individuals personal advantage and for the participant to agree to[6]. One does not limit one to job-related priorities while encouraging people to participate, though its majority of targets are generally.

3.8 Agreeing on necessary support:

It is also the requisite encouragement for appraisals to reach the goals but it will still involve the preparation of different types of programs and classes, inner electives, advising, mentorships, interviewing, distributed learning, writing, viewing, holding symposiums, textbooks, handbooks and directions. To the regular assignment and decided upon. Instruction and growth, which applies to 'pretty much the entire production' beyond work skills must also be considered.

3.9 Becoming close:

I appreciate the opportunity and commitment throughout the year and dedicate yourself to contributing in just about any direction you can.

3.10 Recording main points, agreed actions and follow-up:

The conference should be monitored immediately with all appropriate backups and approvals, as well as the papers submitted and forwarded to the involved parties.

4. The Effectuation assessment Process

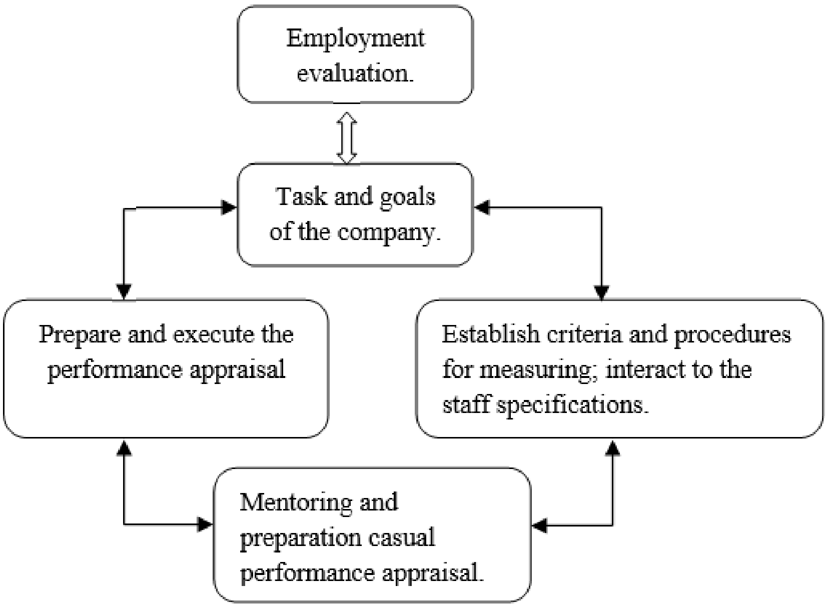

Figure 1: Effectuation Assessment Process

4.1Job analysis:

This that was our first move, scientifically although if we wouldn't understand what a work is, so how would we assess the success of a staff member? The task must be focused upon the institutional purpose and goals, the group and the task themselves, as can be seen in following figure.

4.2 Develop standards and measurement methods:

Would then we determine per asylum if we do not have any appropriate conduct expectations and success evaluation criteria? During the next phase of the program and in the article "How can we evaluate processes and structures?" we may explore output measurements approaches. "We are going to chat in greater depth on these issues.

4.3 Informal performance appraisal:

Career and discipline. The appraisal will not only be an official consultation once maybe sometimes a year. The evaluation of the results is a continuing activity as its concept says. Although comprehensive review can occur just once or two a year, individuals have to get daily input as to how they perform.[4] we can scratch about counseling in the segment on "Fatal accident methodologies?" "But in more depth with learning during the next paragraph when to control.

4.4 Prepare for and conduct the formal performance appraisal:

The simple mechanism is to administer a systematic assessment of results just once two per year with the supervisor utilizing several of the metrics we study. We should address detail in the next section the measures taken to plan and administer the quality assessment.

They will address in the relevant parts ahead whether they evaluate progress, what should evaluate, where they evaluate, and who performs the assessment. Instead we address and stop the issue of performance evaluation and finish the purpose of performance evaluation with either the final standardized systems thinking. Before leaving this portion, though, we also need consider a crucial aspect of every aspect of both the appraisal process—the exact success calculation.

5. Methods Of Effectuation Assessment System

The techniques of performance evaluation can be categorized: traditional and modern

Methods of Effectuation assessment System

conventional method

1. Form Of Research.
2. Easy System Of Rating.
3. Compare Sets.
4. Form For Serious Events.
5. Examination Of The Area.
6. Process Of Review.
7. Score Index For Graphics.
8. Dispensing Compelled.

Current Methods.

1. Focusses Of Evaluation.
2. Scoring Measures Placed Developmentally.
3. Form of Responsibility for Intellectual Resources.
4. Quality Measurement In 360 Degree.

(i)Self-Assessment
(ii)Assessment of the Equivalent.
(iii)The Assessment of the Assistant.
(iv)Empirical Evidence.

6. Effectuation Assessment Techniques

S.No	Techniques	Criterion	Benefits
1.	Process of ordering	Ordering staff on a single function through better to bad, preferring the greatest to that same bottom, to certain grades.	1. Speedy . 2.Manifest 3. Cost Available. 4. Quick To Use It And Transparent.
2.	Tragic Incident.	Consist entirely of unusually positive or unwanted employment instances of a worker's behavior, and check them with the individual at preset intervals.	1. Grow and manage easily and economically. 2. Based on factual remarks. 3. It's space for testing and promises additional information.
3.	Verifying Description.	The assessor explains the strengths and limitations of the employer, recent results, positioning and recommendations for its development at the end of the appraisal period.	1. The summary indicates the success of the employee. 2. May cover any aspect. 3. There have been instances. 4. Report is provided.
4.	Analytic Management.	Staff members are judged how effectively they have completed a particular set of goals that are necessary in order to finish the job	1. Simple To Calculate And Enforce. 2. Employee Was

		successfully	Inspired By Awareness And Responsibility In Planned Positions. 3. Diagnostic Method Dependent On Results. 4. Enables Coaching And Mentoring For Staff.
5.	The ranking system is compatibly grounded.	The ranking system is compatibly grounded blends critical event elements and visual rating approaches. As per quantitative objects, the boss rank the workers	1. Work Conduct Best Represents Employee Results. 2. Most Strategic . 3. Increasing Recognition Thanks To Administrators And Workers' Involvement.
6.	Evaluation Facilities.	Employees are measured over a timeframe; say one to three days in a variety of chosen activities or task observations by analyzing their behaviors.	1. Principles Are Clear. 2. Technique Very Versatile. 3. Assists In Recruitment, Advancement And Diagnosis Of The Needs Of Employee Development. 4. Enable Several Features To Be Evaluated. 5. Training Is Impossible To Counterfeit.

7. Research Methodology

7.1 Objectives of Performance Appraisal

In his terms, The ultimate goal of the appraisal is to increase the performance of an organization by mobilizing the valiant work of its workers. These tests accomplish four goals, involving pay evaluations, personal growth and preparation, work replacement scheduling as well as support upgrades:

- To endorse raises, transitions and decision-making.
- To let the staff understand of his current results.
- To fulfill business standards with personnel priorities.
- To evaluate workers' requirements for preparation and advancement.
- Planning work-turning.

- To facilitate contact among administrators and staff.
- And help with pay raises judgments.
- Provide staff with reviews and advice on increased results.
- To encourage employee activity and motivation.
- Determination and review of HR services for placement, preparation and growth.

7.2 Data Collection:

Observation is a way of measurement of knowledge utilizing standardized methods focused on market research. The implementation of an effective methodology has a great importance in all studies, because it encourages organizations to gain meaningful data and helps for evaluation as well as the possibility of achieving potential results. Both file formats are qualitative and quantitative. Main metadata obtained once from direct investment are mainly obtained.

Primary Data: Different ways of gathering primary data may be gathered using a checklist, sample, focus group discussion or evaluation by investigators. Unless released by the study, main data accessibility is confidential.

Secondary data:

Data collected includes the data obtained through analysis carried out by others. For starters, papers, magazines, reports, corporate documents, originally released study or the Data traffic may be removed from distinct sites. The purpose of the compilation is to acquire the requisite information in order to gain a deepening Know anything about the subject and use it as a testing framework.

7.3 Research Method:

Study techniques can be categorized in several respects, and quantifying and descriptive research vary more widely. The scientific world, such as experimental studies, questionnaire techniques and counting techniques were initially used to research broader investment. A descriptive methodology is being used to obtain an insight into a particular solution to a problem. In humanities, the descriptive methodology was built to assist students in trials like political and historical anomalies. Discussions, surveys, impressions, records and the experience and responses of the participant are references used in the descriptive approach.

This research generally encompasses the analysis of relevant info base on the performance appraisal method of such organizations. The studies were recorded to clarify the feasibility of the procedure and to evaluate it. Person meetings have the benefits of presenting very deep understanding and of stopping other people from shaping one's viewpoint.

8. Data Analysis

8.1 Quantitative analysis:

In attempt to settle any deficiencies which have been found by staff, the studied organization must review the requirements laid out in the existing evaluation framework. The clear suggestion is an appropriate incentive mechanism to encourage staff to achieve the highest standards needs of clients and the entire organization. The paper suggests that changes in the business's evaluation system are important by offering motivational benefits to workers who have evidenced their organizational effectiveness. Companies working should therefore get conveyed properly in order to consider their abilities and shortcomings in developing them. The study was carried out using the cumulative data gathered from the survey cloud service; the confidence interval of the questionnaire is 100.

In order to determine operational performance, the external auditor, the manager organisation as well as the HR manager should have been at least a couple. This eliminates the drastic impact of preferential treatment of the structure?

S.NO	Aspects	Acknowledgment
1	Gratified	26
2	Extremely gratified	55
3	Ungratified	15
4	Extremely ungratified	4

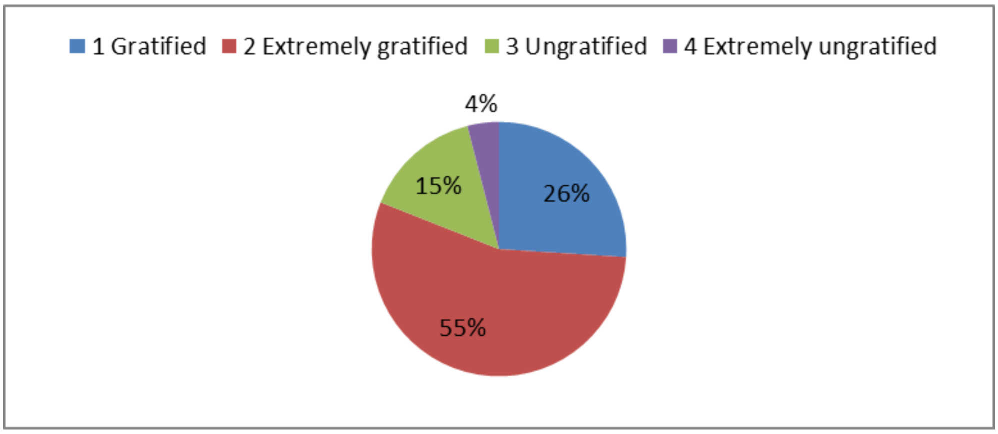

Figure: Showing That The System's Extreme Regulation Impact Of Favoritism

The assessment system must be at least 3 evaluators, Head of Department, then HR Boss, collectively to evaluate job performance, depending on the survey outcome. About 55 percent of users are highly pleased. The evaluation framework should have had at least 3 assessors, the Head of Department staff and also the HR Manager, together, for assessing personnel efficiency, 26 percent third of respondents were all gratified by the evaluation process. It could benefit to provide intensive machine administration to through the bias impact, and a requirement of 3 departmental heads and HR supervisors to assess enhance motivation would be 15 percent ungratified. The assessment method must have at least three evaluators, head of department including extremely ungratified HR managers alike, in order to assess organizational productivity, and 4% are somewhat different. This would help to provide good oversight out over method in order to lower the Charles Schwab. This helps reduce the distortion effect by intensive monitoring of the system.

Would you believe your organization's performance evaluation system has also been productive and can ensure the achievement in your organization?

S.No	Aspects	Acknowledgement
1.	Yes	85
2.	No	15

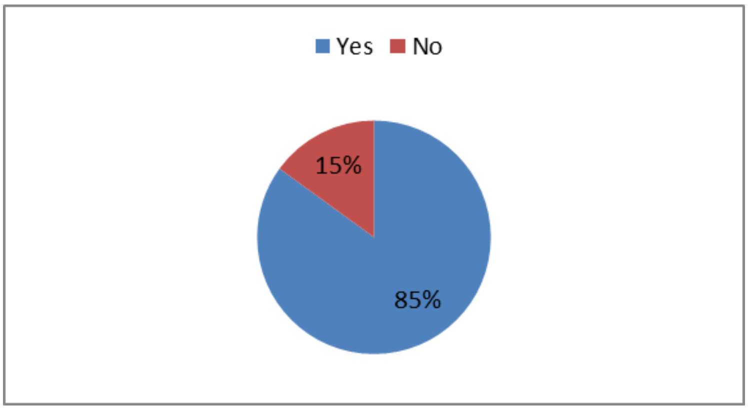

Figure: Showing That Organization's Performance Evaluation System

Around 85% of citizens state whether you feel which your organisation has succeeded in the framework of the Impact Evaluation and is willing, in your company, to achieve the necessary goals, 15% say that you already never feel the method of the Impact Learning Approach has succeeded as well as being a success.

The Implementation Of Effectuation Assessment system As Perceived By The Respondents

Factor	Ranking	Percentage (%)
The new assessment assesses the individual employee additional work.	7	79
The assessment outcomes are not trustworthy and accurate.	3	93
The findings of the appraisal are described and analyzed with the employee Inquiry.	4	89
Employees share in the development of the appraisal method	5	86
The company's assessment framework does not apply.		93
The evaluation framework requirements are not exact.	2	94
The company's recompense scheme works.	6	81
The assessment scheme of results is not efficient.	1	99
The essence of their jobs and duties is decided by workers.	6	81
The workers have simple examples of success expectations.	5	86

There's also no ideal organisation and also no flawless practices in about the same sense. Flaws still need to be modified or strengthened. Every machine is still equipped with issues. The attributes or advantages in any business may nevertheless be defined challenges. Most participants agree significant deficiencies in the execution of the business's measurement framework. 99% of the maximum study indicated, as can be seen in panel, that now the assessment tool was not productive and also that the assessment outcome was not consistent and true, not appropriate and correct 93%.reported that now the outcomes were presented and clarified to the manager complaint that not every company faced were responded to assessment findings. Just 86% comply with a straightforward explanation of expectations. It was also seen that the team's current measurement framework needs sufficient intervention.

8.2 Qualitative Analysis

This portion of the evaluation is focused also on staff's leadership skills and covers the remainder. Organisational skills are the leadership qualities and behaviors, which all administrators must learn in order to successfully handle their staff and resources. Which describe how workers, inside and as entities, must meet the total production in the organization. In consideration of the parameters addressed in the leadership expertise section, the evaluator will measure the assessment in the range 1-7. The system in leadership skills is ideal to everybody. This is for all staff that they must recognize how your supervisors will trust them to guide and handle and that they still need should build their respective skills to the next level.

9. Conclusion

Each person's productivity in any enterprise has its own value for the growth of the company. The optimal utilization of capital is very critical for the economy's sustainability only with changing and dynamic economic environment. In order to accomplish an operational objective it is often important to assess the efficiency of all the resources participating in the enterprise. Because human resources in an enterprise are known to be the most critical and difficult resources, HR evaluation is often difficult and very significant. The process of performance appraisals is not a modern phenomenon. In a working party, participants make their views about anyone else, whether knowingly or unknowingly. This judgment could be focused on its consistency, behaviour, manner of functioning, etc., emotional expression. Similarly, the estimation of the administrators' success appears dependent on their assessment of the subordinates. "Normative framework for the analysis and measure of performance of effective leadership tasks" becomes a priority on the individual companies of most organizations. Whatever the focus, an efficient assessment framework for workers assesses successes and establishes growth strategies.

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EMPLOYEE ASSOCIATION, COMMITMENT AND HABITUATION IN THE TIME OF C0VID-19: IMPUTATION FOR HUMAN RESOURCE MANAGEMENT

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ABSTRACT

A crisis triggered by the COVID-19 pandemic has impacted nearly all aspect of human life across the worldwide. The COVID-19 era provides optimistic aspects in a variety of realms and dissatisfaction in many other fields of an individual's life. Free ties among workers and managers are essential to increasing employer and company morale and efficiency. Engagement of workers demonstrates an employee's love for a specific work. As COVID-19 continues to grow globally, lots of students began facing serious health complications and elevated mortality rates. The only solution to eliminate the transmission of the disease outbreak would be for the infected people to stop their economic and social practices forever. This study further stresses the need for employees and staff management to discuss and build methodologies and redefine people management positions in all cases of uncertainty. This study describes a few of these problems, which reflect on the effect of COVID-19 on the management of the human resources (HRM) as organisations need their workers deal only with currently modified job climate and adapt it.

Keywords: COVID-19, Employees, employee associations, employee commitment, people-connect, human resource management, employee habituation.

1. Introduction

In only just few weeks, the COVID-19 epidemic attributed to SARS-CoV-2 had transformed the entire planet, creating a lasting effect on economic growth and on individuals. In Wuhan, China, in December 2019, very first cases registered, and on 15 June 2020 more than 3.6 million people in even more than 190 countries had been identified as active infections Occupational instability, jobs and health threats were described as the worst global effects[1].

With the present disease outbreak corona virus interaction, it could have impacted the competitiveness of the company but it are among the most critical measures to be beneficial in sustaining a good presence of workers at work. The far more effective way of achieving this is to gradually improving data sharing, information exchanged and process of information sharing[2], for this human resources management to show a new level of awareness.

The exchange of information is attributed to the desire of another to exchange ideas. Individuals' wishes require active collaboration, interaction, sharing and cooperative involvement. Analysis shows that when information is not regularly used by workers, its analytical capabilities are underappreciated in the squad. When information is not exchanged, the outcome not just to declines but also the organization’s quality. A tradition of exchanging information encourages a thing to support his or her information only with squad and thereby excel in this manner. Each element and operation in an organization includes "individuals," but if a management does not have assistants with experience, abilities and attitude[3], the director cannot accomplish his aims and outcomes.

The COVID-19 pandemic has generated an especially demanding atmosphere for administrators to rapidly join "unknown unknowns," in aims to assist their employees respond to and deal with significant different aspects of the work and sociocultural context. For instance, workers who used to serve within physical borders of their company have to adapt rapidly to virtual professional environments. Because of sheltered requirements and non-essential companies' closing, including many who could adapt well with distant workplaces experience their own special difficulties, leading to an incapacity to search for alternate workplaces from outside the house itself(such as cafés, libraries, coworkers)[6].

Three main reasons focus on employee associations are as follows:

- Towards reviews
- Investment in workers
- Efficient information

Employees require feedback, understanding and evolving and changing. It would be greatly appreciated if they are provided with both the suggestions and directions they need to reach by conducting incremental gatherings with critics much like a month[7]. Thanksgiving and gratitude represent a rather lot for the staff but that is what inspires everyone to do. Remuneration for the community is what creates a tradition of gratitude between the staff as well as the manager and with which you and the company are at last guided by your members [9].

It is necessary for everyone, at a professional, person stage, to remind that now the happiness of the representative is a key element that will motivate your interest and maintain it protected. It would be helpful to all to bring assets through their jobs anywhere and not necessarily active. Any communication of the organization is the key[8]. Leaders invest the most of their days at service, because you feel good for your manager and are pleased with your career.

- Regulation and supervision in all corporate exercises to ensure the well-being and support of staff.
- Approaching web conferences in order to hold sessions face - to - face and to build a feeling of staff association.
- Gives a protected workspace and well planned, managed and managed resources for job seeking.
- Prepare disaster and emergency planning.

Any of the aspects that bosses and staff should work on in order to keep the relationships in a healthier direction. Limited essential questions concerning how employees and HR personnel advisors are forced to reconsider, reinvent and focus on their own companies by incorporating the idea of 'Employee Link' and the implementation of the restoration and multi-skilled people method on technologies, development thought, research and training our workforce better[8].

- To prevent oneself and others, as is the case for authorized devices, from getting harmed by the company for instance and to immediately announce any defects in the counterpart of the company;
- Reports directly to their boss all accidents arising from their employment to allow disciplinary steps to be checked to prevent efficient operations of the business.
- Focus and dedication mostly on work duties of the employees and uphold superior ethical expectations by continually involving the employer in the organisation, regularly messaging them, and reporting on them, requesting for and offering them all kinds of services, equipment and the benefit packages of the Covid-19 timeframe.

2. Review Of Literature

Employee dedication to "the uncomfortable psychological, emotional and affective condition, with a focus on the administrative result that is desired." The engagement of an individual is described as a function of the relationship between a corporation and its employees. In other cases, worker interaction implies the analytical and psychological presence of workers. In comparison, staff participation is a very limited understanding of employee-work association[3].

Hire employees are very energetic regarding their employment and enthusiastic about everything. They are sometimes regularly

Employment and time has run out. Leaders and administrators from around world understand that motivation is a significant aspect that has an effects on company performance [2], with dedication and confidence. The consistency of employee involvement goes above old principles such as attendance, dedication to company and work satisfaction. The contribution involves using the physical, intellectual and compartmental resources at job while doing it and in accordance with the organization's tasks and strategies[4].

Skill allows workers would see how employment is linked through all the branches, tiers and base units as well as accommodating people to the critical and administrative needs[9]. As Koster, Stokman, Hodson and Sanders have suggested, they share shared aims that allow customers to direct their efforts in achieving that particular goal, but partnership and concerted efforts should be made between individuals for that reason.

Working together in an office lets workers build valuable relations that enhance teamwork and eventually generate results. Work - from - home conditions makes it much more difficult to organize instructions or to communicate vital details for the operation between partners. The least requiring challenge is to take members together during key issues and workouts[8]. The research confirms the reasons that a person must strive for stronger relationships by involving himself in the fulfillment of the institution's commitments.

Therefore, it is important to consider how this unparalleled transition affects the perception of P-E fit for workers as well as how to address possible maladjustment, provided the continued adaptation of organisations to COVID-19. For example, if organisations need to switch to interactive ways of recruiting, hiring and preparation in place of face-to-face encounters, it will become ever greater to see what these strategies influence the assets and facilities of the ideals and management of a firm while these new idea will definitely draw and maintain employees separately than conventional face-to-face processes. To this end, study is important to consider the effects of COVID-19 on the willingness of workers to manage the selection process, the way the change to virtual recruiting influences their capability to create and evaluate fitness experiences in future circumstances of jobs, and the usefulness of virtual appraisal facilities and learning programmes[6].

When emotions are monitored properly rather than just being concealed at work, individuals, communities and relationships can lead to faith, commitment and obligation and unbelievable efficiencies. May et al. (2004) argued that employee motivation is defined as enthusiastic meetings and growth. According to Robinson(2006), individuals organize and create their specific emotions of instances and situations according to a type of individual case which represents their personality, previous experiences, knowledge, preferences and actual practices, requires and interests[8].

Schaufeli and Bakker (2004) thought that their connection and the desire to stop would actually be more pronounced with members. Beardwell and Claydon (2007) find that employer organizations are regarded as the focus of the 'delicate' administration of human resources, where key is just after members have their opinions, moreover, ensuring that they are dedicated. As Lawler and Worley (2006) suggest, delegates must be motivated to excel in a high participation job practice and make a meaningful difference in worker commitment [9].

3. Theoritical Frame Work

3.1 Effect of workplace uncertainty on perceptions and goals of attrition:

Regarding job instability was among the individual employee most challenging periods. The implicit belief by workers that their work may be lost was recognized as conceptual high unemployment in academia. Employment instability has had a detrimental impact on work performance and satisfaction contributing to unwanted employees performance. Strong vulnerability in the workplace has adversely impacted hotel worker satisfaction[1].Jobs uncertainty has speeded up and facilitated the growth of voluntary turnover, as workers see it as a successful means of tackling the tension generated by avoiding whether they could continue to function. Jobs uncertainty and retention plans were favorably linked. This demonstrated that the more anxious the workers were about retaining their present job, the so much they would consider quitting the business. Occupational dissatisfaction and emotional exhaustion were the most critical influences in the growth of IT and hospitality attrition plans, and also made workers worry about shifts in careers[11].

3.2 Effect of employer threat at employment on behaviors and perceptions of turnover:

Threat activity was described as an exposition of workers of hazardous goods, facilities or other inappropriate employment conditions in certain places of employment, as well as perceived challenges in certain places of employment, which also forecasted shifts of enthusiasm for employment and career fulfillment. In the other hand, a good indicator for high attrition desires was a sense of insecure at workplace. Among the most significant reasons for choosing to leave employment amongst healthcare professionals was unhealthy environments and vulnerability to terrible working conditions. In uncertain situations, workers neglected or improperly enforced certain protection directives to prove beneficial to the organisation, to maintain their position[11].

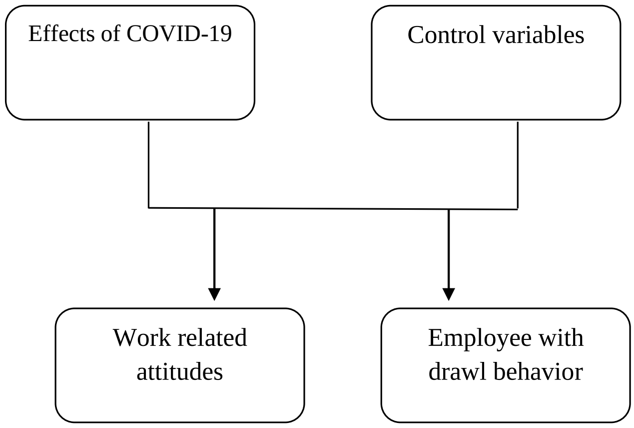

Figure1: Theoretical Frame Work

3.3 Effect on perceptions and desires of turnover of employer health issues that happened in isolation:

The influence of COVID-19 revealed that solitude, negativity and rage, diminished the enjoyment of life or even triggered psychological degradation. Analysis based on workers who report to employment following the disease found that they're more anxious about their productivity. The workers returning to work after the COVID-19 pandemic have shown no symptoms of heightened depression and fear, however during isolation certain signs have been present[1].

Thus far, certain research is mainly concentrated on exploring the effect of various factors on the mental wellbeing and the physiological well-being of workers or how these environments reflect on the efficiency and competitiveness of the employers. Back to work after a reasonable disappearance (because of sickness or other problems) was often seen as a means of improving quality of life of workers and as a form of recovery and, on return, the working atmosphere gives employees a feeling of naturalness. Health issues during COVID-19 isolation are also not likely to adversely impact work motivation and employee satisfaction[11].

3.4 Effect on the behavior and purposes of turnover of technological strategy:

The interpretation of operational improvements introduced or expected represents the assessment by workers of the honesty of the management's changes. Organisations improvements affected workers panic and they didn't realize how well these improvements will influence themselves. Management practices decreased job performance and job morale, particularly if these changes were deemed unjust and represented administration recklessness. Most earlier studies found that organizational shifts had a detrimental impact on quality of work life, but not if its impact on sales objectives were taken into account[10].

3.5 Combination of approaches to employment and goals of attrition:

For centuries, study has established the factors that might affect sales desires, having the employment push and employee performance the far more relevant. Extensive experiments explored the correlation between job performance and the reasons for job dissatisfaction. It was found out that workers who have been happy with their employment are less likely to consider quitting the organisation. Different experiments have demonstrated the negative relationship of job performance with desire to sell. In that report, job performance has one component, involving attitude against workplace practices, available prospects as well as planned performance, as suggested by earlier studies linked to turnover intentions [10].

4. Research Methodology

The dedication and dedication of the individual employee and severely influence the job productivity and also influence the performance of the business. Figure 2 shows that employer factors influenced employee productivity and degree of commitment to the organisation, and it proves that employment contract processes influence employee productivity.

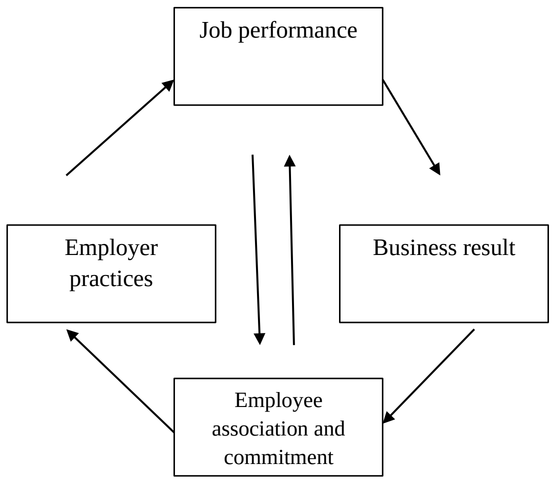

Figure2: Employer Practices Ultimately Influence Business Results.

Commitment benefit proposal, containing 4 simultaneous factors which are participation generators, job climate, dedicated workers and business performance. The operators of responsibilities are concerned with attracting the correct staff with the right qualifications for the respective work.

When developed this engaged workplace atmosphere would shift a worker's mindset and actions in a favorable way such that workers feel more committed to an organisation that will contribute to corporate performance. This will lead to the creation of an encouraging working climate.

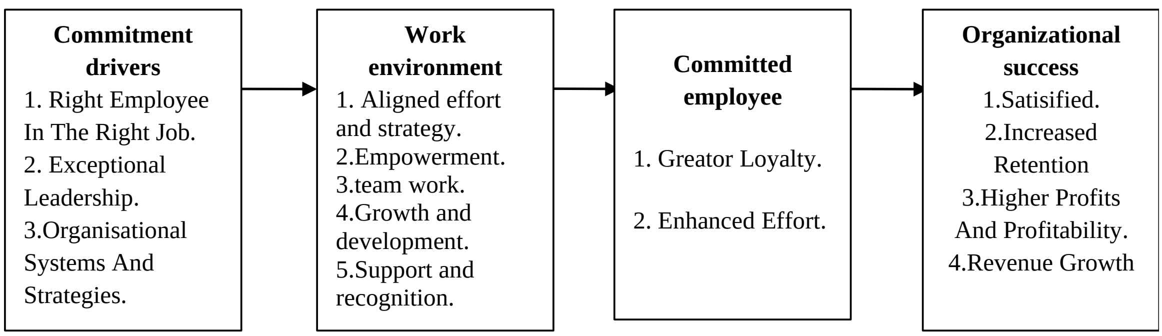

Figure3: Commitment Value Proposition.

4.1 Objective of the Study:

- To explore the impacts on organizational success of information exchange.
- The relation among sharing of information and business effectiveness is to be examined.
- Quantify the effect on corporate success of employee obligations.
- Review the partial mediation effect of information sharing between employee engagement and employee efficiency.
- Interpretation of the origin principle of partnerships and the participation of workers.
- To measure the effects and engagement of COVID-19 on employees' partnerships.
- To look at the causes and the motivation of staff.
- Examine the latest staff collaboration situation in the light of employee involvement.

4.2 Need Of The Study:

- The COVID-19 pandemic obliged everybody and countries around the globe to live locked in order to escape the health consequences of the Corona virus.
- Supermarkets, corporate companies, stores, schools, transportation and all other everyday life aspects eventually stop.
- In this context, employees are expected, despite visiting workplaces, to do work from home or elsewhere.
- This causes a contact void, avoids encounters between customers and colleagues or head to face experiences.
- In this situation, it's hard for workers to keep themselves enthusiastic about jobs. Output and efficiency are compromised and lead to bad efficiency.

4.3 Research model:

The approach used for this analysis is discussed in depth below. In this analysis, the methodology to interpretive research was used as a quantitative research technique. Accumulation of quantitative method methods is much more structured than the compilation method of qualitative information. The study's demographic was comprised of higher educational workers. This research used a method of non-probability and a descriptive survey methodology. From previously conducted studies, the survey was approved.

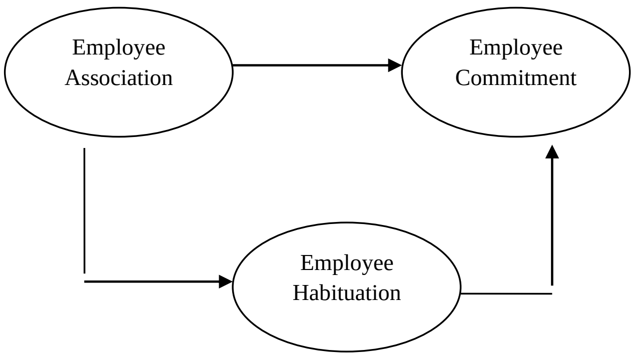

Figure 4: Research Model

A survey was used to evaluate staff affiliation, workplace safety, and employee habitude. A site research was carried using the Online survey for collection of data. The convergent validity was tested using the composite reliability internal coherence methodology.

Constructs	Loadings	Average Variance Extracted	Composite Reliability
Employee Association	0.880 0.665 0.790 0.689	0.579	0.844

Employee Commitment	0.760 0.770 0.550 0.846	0.548	0.825
Employee Habituation	0.718 0.841 0.755 0.733	0.583	0.848

Table 1: Realiability & Validity for Constructs

The framework in phase I in this research was evaluated by variables and loading, reliability and validity tests in the calculation model, as described earlier in the methodology section. The suggested value must be above 0.50 and 0.70, accordingly, for Average Variance Derived, Composite Reliability and Factor Loading. Table 1 indicates that all three factors (Employee Loyalty, Employee Engagement and Habituation) have been derived by AVE, Composite Reliability (CR) and Factor Loading of all metrics exceeded 0.7.

4.4 Implications for Future Research in HRM:

Employment property	**Implications**	**Future Analysis Concerns**	**Conduct focused on intuition**
Analytic Workplace Transition			
(WFH)	The major, sudden and compulsory transition from home mandated workers to be changed, as workers were more prepared to implement comment protocol.	How would workers' security habits and surveillance change work outside of the office?	Organisation, although responsive to the expenditures of enhanced supervision, must follow and foster practices that enhance confidence.
Digital appliances	Induced workers to essentially serve on community ventures, they have had to cope with the directly and indirectly disputes which can lead to loss of results.	How do minimal or increased groups impact emotional speech and interaction?	To successfully control the communication flows, group members must pay close attention to the dynamics and nature of these flows.
Organization and interactive competence	When structural changes are encountered, members will be checked and the program's outlook must proceed. Management teams encounter growing difficulties in	How are politicians going to change their styles to disruptions like the latest pandemic?	Representatives must align their interaction with their workers with confidence and reality while exhibiting

	supervising and nurturing their assistants' creation from further away than normal.		qualifications including such enthusiasm.
Influences on political and educational psychology			
Social distance and isolation	WFH is likely to hinder human relationships and in turn adversely impact individual wellbeing physical or emotional psychological by reorganizing office buildings to maintain distancing between individuals.	How many technologies are most effective in reducing solitude?	Entities should define and enforce strategies and measures that foster employer social links.
Exhaustion and pressure	Higher work expectations and limited capital are expected to exacerbate employer tension.	Are rumors of a huge conflict such as the COVID-19 exacerbating pressure and avoiding successful use of existing work assets?	Members should really be prepared to promote workflow in order to help address current and unpredictable expectations for employment.
Addiction	After the pandemic and ensuing financial recession, increased drug abuse is likely.	What is the usefulness of short internet measures to discourage workers from starting and/or exacerbating their underage drinking?	Companies must engage in artificial technology and wearable technology to assess the start or recurrence of harmful habits, such as alcohol misuse, with the required approval and commitment to privacy concerns.
Moderating Factors			
Crossing and ethnicity	The social and environmental threats in association with COVID-19 was differential among representatives of ethnic and racial minority communities.	How are organisations, when the market is unstable and the danger of job cuts is strong, promoting cohesion and feeling of superiority between visible minorities?	Job seekers must create an atmosphere in which all workers, particularly minority groups, can commit to the aims of the corporation.

Family Status	Working women of youths face multiple WFH difficulties, particularly if schools are closed.	Is that more the downside of working moms than employed dads, obligatory WFH and "Learning From House."	Working partners should freely convey how domestic and nursery are distributed.
Distinctions in culture	Strengthening and less flexibility standards will result in a higher degree of organization - wide tension when the infection risk is high. As the potential risk of infectious disease decreases, the standards will be loosened accordingly.	How would entities scale back and possibly lose appropriately in the face of structural crises (or "close" and "open")?	Representatives should learn how to work with right handed social standards, understanding about using tightening and softness, as the former provides safety, while the latter enhances innovation and competition.

5. Suggestions

1. Good contact is required to establish safe employee relationships between people in an organisation. Effective contact eliminates the disparity between people and misinterpretations.
2. Opposition between citizens is less likely during COVID-19 pandemic. You should also use the technologies to keep the consumers and coworkers linked.
3. Moral high values are important for achieving the goal. Should one attempt to keep a moral strengthening that will lead to employee participation.
4. Objects and priorities that strengthen the concentration and dedication of a person to job commitments are specifically established. The organization of employers takes a lot of care of the staff so that they feel comfortable, fulfilled and dedicated to the duties. Employee dedication, from the other hand, must be taken into account by workers.
5. COVID-19 is a pandemic which leads to an absence of relationships and discussions between employees. Coexistence and peace are becoming tougher. The present situation is for everyone on the planet a testing phase. I speak which was about employer alliances and employee involvement, time to encourage one another to evolve and survive better.

6. Conclusion

In reporting upon it, we can say that whilst the managerial and technical aspects of COVID-19 disease outbreak time are tests linked to an affiliation. Each person aims to improve the environment, whether explicitly or implicitly. It is therefore up to all citizens to do their part for the safe flow of commercial operations to preserve unity and stability within the corporate organisation. It's opportunity for new abilities, calmness and enthusiasm for the workplace. Technical arrangement offers special relationships of change. It is really necessary to combat well all resoluteness and responsibility that come with it. Growing upon our conviction that the big achievement that we face today is not a particular, abnormal occurrence, and more a "current paradigm" that provides new possibilities for planners and medical professionals to take care of. To this end, the new debate is a move in the right direction, stressing those consequences again for behavior to the well being of employees of COVID-19.

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THE INTERDEPENCE AMONG EMPLOYEE INCITEMENT AND ACCOMPLISHMENT BY PRECISE ORGANIZATION DEVELOPMENT

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ABSTRACT
The whole article aims to explore the interdependency among both incitation and organization effectiveness and to study the relevance between recompense structures on business reputation. The pattern of stimulation at task has a straightforward effect on the quality of employees. Employees are more productive and essential parts of managing health perform their duties to their fullest extent and thus increase their work statistics. For leadership and management, inciting employees was already a core issue. Low motivation workers can make almost no commitment, escape the office as often as practicable, resign if another option is provided and effectively delegate task. Managers must get to train their customers quite well, while using multiple strategies to encourage also every staff according to individual specific needs and desires. In the present post, we want to appreciate the importance of motivating workers to boost efficiency and productivity in their office. Even the ideas and methods of employee sedition should be presented. The key objective is to achieve a connection between both the incentive and success of workers and the effectiveness of certain firms. Issues concerning inciting hatred and quality of work life were established, as well as the connection between staff was narrowly explained in the scientific report and many were addressed in the last few days documentation and reporting.

Keywords: Employee Incitement, Performance, organizational development.

1. Introduction:

Companies are committed to establishing good and productive ties with any workers, irrespective of size and scale. Staff members, though, has several overlapping desires guided by organization's goals and values. Most workers, of example, become inspired by incentives whereas others rely on efficiency or safety. Consequently, if a company itself and management are going to improve corporate success individuals must consider what truly inspires its staff [1].

Working organizations or staff uses certain expertise and know-how to provide the organisation with support as a means of meeting goals. The primary responsibility for ensuring the best jobs or duties are exercised by workers is to managers or supervisors within businesses.

To do this some administrators or subordinates should provide for the registration including its best employees suitable for doing the job of a professional staff department [2]. The workers must be empowered adequately for the company to promote its efficiency. Worldwide countries that adopt their workers under confidence as the center of trading and continue to increase the degree of motivation for their responders to be much more performing and effective. Individuals are critical to the company because they bring beliefs, beliefs and attributes to corporate life. These personality factors are valuable benefits to the organization if handled effectively. As seen in. This provides reliability such that the human component of corporate capital is taken into account. Further more, promoting human resource management is usually the acquisition of individuals, their expertise, and the process of developing total organisations. The goal of each company is to improve workplace efficiency [2].

The key aim of this essay is to explore the nature of corporate climate, in particular a safety behavior that appropriately involves workers of the organizations. Quite community is the justification for instigating and inspiring workers to actually live. The link will help business executives become conscious of, and persuade them the fundamentals of, the value of corporate development and the way of workers in their own achievements and expectations of shareholders. As an outcome, safety dilemmas are being implemented in corporate strategy and diverse project schedules, particularly human resources working proposals, beyond preference [3].

The company's primary issue is to maximize demand and client satisfaction in the last couple of centuries. To accomplish this objective, the above organisations, as individuals represent the main property of organisations, often expand their operations to community meetings, refresher courses. Because when report found that staff members aren't just property, they are the material collected and individual characteristics for revenue of the company, the thinking that staff members are just property was shifted In addition, any such research concluded that children are not only driven by financial, and every ones tendencies are connected [4].

In order for anti-Semitism to be described, it should be said that it's just an element addressed by multiple standards of living – ranging from major to minor, as staff then as certain individuals in the business. However, it is the president's responsibility to launch the organisational performance and give up the door for staff to add their feedback on what actually encourages everyone as well as to accomplish company results through their principal individuals. Moreover, Landscaper and Townsend have described the opportunity when it comes to pushing workers to work to accomplish their purpose by recompenses [5].

There has also been researching the association between aggression of workers and work efficiency. However, the two had no greater significant partnership. However, studies eventually determined that the motivation and success of workers were in fact correlated to one another. The aim of the connection is to enhance competitiveness valuable knowledge on how well the efficiency of workers can be improved by external or internal motivation. Diverse workforce has caused management enormous challenges, and the vast gap among workers of every company implies that such a question cannot be addressed properly. It could be obstacle to both to inspire certain people to be really successful; hence today's managers are gaining significance. In this article, tradition of management of human resources, success assessment and various forms of pay schemes are addressed [3].

2. Review of Literature:

Any organization's success and sustainability relies on its core properties, staff including administrators' capacities to build an atmosphere that is inspiring for their staff. In another side, administrators must be inspired yet happy with administrative workers. Therefore, any management does have to be mindful of their workers' desires and expectations and everything they need. The key goal and interest of so many organisations is to help those of us who feel happy in terms of employment and inspire dissatisfied staff, thereby ensuring that the both families and businesses experience a beat climate [6].

Satisfied people will change the financial status of an organization and say it looks at before engaging with staff members elsewhere rather than just grab a salary. In comparison, a satisfied company would undoubtedly have much more qualified workforce, and so will be highly efficient, resulting in significant efficiency gains. Happy employee often has a favorable effect on the atmosphere of the organization, which results in various qualitative but similarly valuable returns. It is often shown that individuals who have been inspired to take themselves overseas to live & operate are often seen as worthy opportunities whom their offer whenever their comeback rather than normal [7].

The hate speech principle has been used to describe the difference among workers who have equivalent skills, expertise and chances in a common organisation for doing that job as well as operate under these terms of employment also with public arrangements but behave differently. This workers execute their roles so that comparatively further sacrifices are needed doing the roles so that they'll do more than that to fill the role we are expected to fill (Ramprasand 2013). Effective implementation is therefore powered by the company's optimistic workers (Oosthuizen, 2001) [2].

Information of motivational variables. The results contributing to information knowing of work enables tailored and quality development methods to be enforced. If staff are unhappy about their role, we refrain from and display behaviors, including absences, resistance and attitudes, that impair their performance, but this contribute to lack of efficiency and success in an organisation. In this sense, it is crucial for the staff and the company seeing that work engagement is necessary [8].

Persecution as the willingness of the person to use resources to attain defined objectives. He assumes that persecution is the passion of an individual for such trends or actions. He often claimed that an individual's goals, values and desires will affect, guide and regulate his role. The definition of incitation involves what happens within an individual which effects in those habits, Davies (2005) indicated. Regarding companies, he underlines the fact that a staff isn't really happy with the job due to a lack of aggression. [9].

Most researchers have experienced a number of studies on relaxation. The foregoing are now just a few discussions of studies on excitement: incitation theses, where to promote religious hatred for workers, incentives steps, aggression concepts, where to make the business more fun, how else you can empower your staff, how and when to empower your staff to be an issue [8].

In the early seventies, just the workers team associated with the company was implemented as part of HR activities. The financial system was slowly evolving in the mid 1970s, and companies started to view workers as a precious service for their financial reporting. This idea of human resources management (HRM) was introduced in the 1980s and expanded and matured during the next century. Contributes significantly to the efficacy and productivity of employee performance, HRM has received significant popularity during the past thirty years Employees operate in a complex and constantly evolving world in terms of economic development. It is important for modern organisations that have specialized and mature HRM expertise and know-how, to retain a significant position, fulfill business development priorities and evolve and evolve to adapt faster to consumer requirements and demands.

The degree to which an individual thinks and does it reflects on these factors, but it is only normal to care about a staff's conditions to get excellent results. Inter-departmental coordination is another aspect which can be specifically related to the ambition of the staff [10]. In order to explain this argument, we must care about the facts about some kind of business, there are different types of divisions that are required for their activities and several staff within each division is allocated. However, the teams don't cooperate, meaning that the organisation can meet the obstacles of achieving the goal quickly. The findings have dis motivated and scared workers, but if they manage to be in peace among each group, then it would give sincere clients the ability to systematically learn their job processes and good workplace morale often yield beneficial results throughout the whole company as well as for the individual. [10].

3. Conceptual Frame Work:

3.1 Types of Incitement:

Basically, there are two types of incitement, that is extrinsic incitement and intrinsic incitement.

3.1.1 Extrinsic Incitement

External stimulation is defined as a poor and disadvantaged mode of inciting hatred in literary criticism, in contrast to intrinsic incitation. Extrinsic persecution is a framework which applies when any operation is carried out in several activities to produce a different result. Extrinsic persecution compared with inherent aggression, which merely applies to an event, instead of its functional meaning, to loving the action themselves.

Extrinsic persecution is linked to extra bonuses including wage and marginal incentives, welfare, advancement, extended warranties, the workplace and employment conditions. These concrete gains are always decided at the strategic level but may generally be beyond committee on corporate governance' influence [11].

3.1.2 Intrinsic Incitement

In laboratory experiments of domestic animals, the concept of unconditional incitation had first been recognized where everything was observed that certain animals participate in activity that is introspective, pleasant and curious even though there is no strengthening or incentive. Intrinsic incitement has arisen as significant phenomena for education employees, a natural cause of learning and accomplishment that is routinely facilitated or disrupted by families and instructional activities. A perception of accomplishment and success, respect, constructive attention, cautious and thoughtful treatment [11]. Potential advantages are those which can typically be measured by the human food's attitudes and behaviors. The motivational factors are about the job performance of employees and are expected to have more and more significant and lengthy consequences but they are endogenous in people and are not introduced external sources.

3.1.3 The Relationship between Intrinsic and Extrinsic Incitement

The distinction between instigation and instigation is obvious but scientists suggest that instigation and external instigation often influence one another. Extrinsic induction will in some situations minimize the inherent induction. He believes it decreases underlying aggression if currency is distributed continuously. However, this case would not happen if the capital is not dispensed. Extrinsic stimulation may operate against endogenous incitation, it may also have a strengthening effect: after extrinsic stimulation has been gotten rid of, intrinsic stimulation may result in increased satisfactions and results. Within his study, they also claimed because both internal and external principles can primary motivating to do your current tasks, but intrinsic and alien stimuli can impact the company very differently.

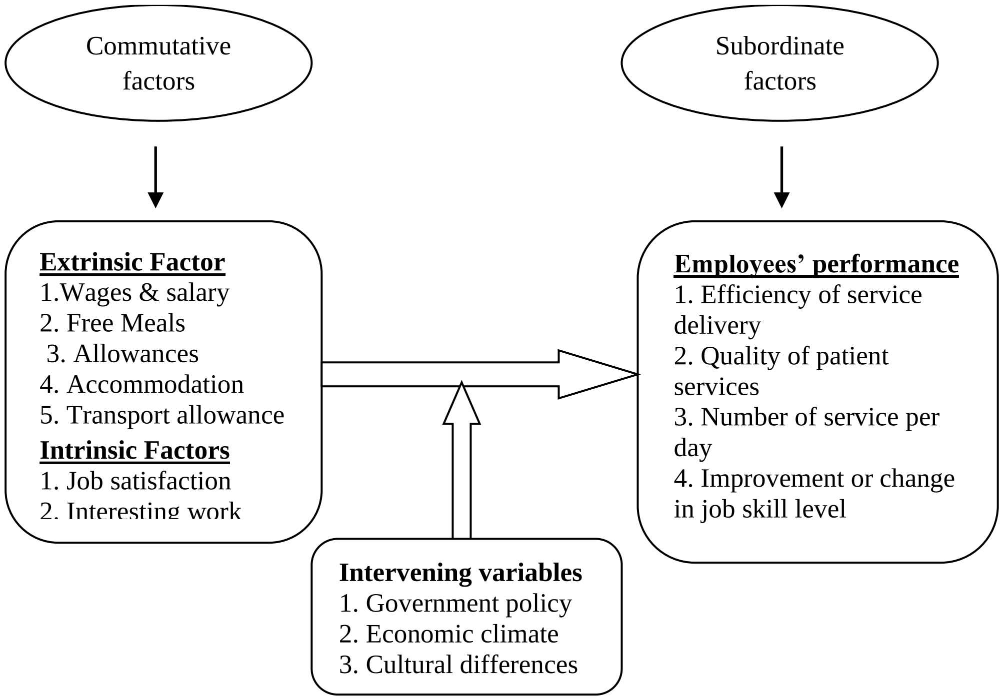


Figure: Conceptual Framework

3.2 Employee Incitement So Important For Performance

Trying to figure new ways to inspire your workforce as frequently as practicable. For each organization, incitement is really necessary because of its advantages. These advantages include:

3.2.1 Human Capital Management:

Without thereby just using the economic, intangible and tangible capital an organization can hit its greatest benefits. The workers are driven to carry out their duties by those tools. In that way, as everybody does his utmost to carry out his duties, the business starts to shine.

3.2.2 Meet Personal Goals and Help an Employee Stay Motivated:

Incitation can encourage an individuals work achievement and encourage a person's self-development. Once this worker completes those initial targets, he/she understands the strong connection among commitment and performance that further motivates him/her to stay at a top standard.

3.2.3 Greater Employee Satisfaction

For each organization, worker happiness is critical since that factor will contribute to success or retrenchment. In the lack of strategy of benefits, workers are not ready to reach their targets. Management teams should also aim to motivate them in the event of incompetent workers by means of advancement choices, financial and not-currency awards or bonuses.

3.2.4. Raising Employee Efficiency

The productivity standard of an individual is not exclusively connected to his expertise. A team member has to be in great equilibrium among capability and capacity to make the maximum benefit. This combination will contribute to aggregate demand, decreased running costs and a rise in demand. Absolute performance increase can still be accomplished by sedition.

3.2 .5. A Higher Chance of Meeting the Company's Goals

Every organization does have its targets that should only be accomplished if the various measures are fulfilled:

- There can be effective use of capital.
- The office is relational.

- All workers are motivated by their priorities.
- Objectives can be accomplished by promoting teamwork and collaboration simultaneously.

3.2.6. Better Team Harmony

An innovation strategy is extremely significant through a healthy workplace setting relating to organizational partnerships. Really can stabilization and profitability be accomplished, but workers are much more readily accustomed to improvements, which eventually favor the organization.

3.2.7. Workforce Stability

Personnel continuity from a market perspective is incredibly necessary. The workers remain committed to the company only if they are interested with the administration. The knowledge and strength of the workforce should be used for their own gain and also to the proceeds that are paid. This will contribute to a truthful national persona in the industry that will draw professional persons to the organization.

3.3Incitement Theories

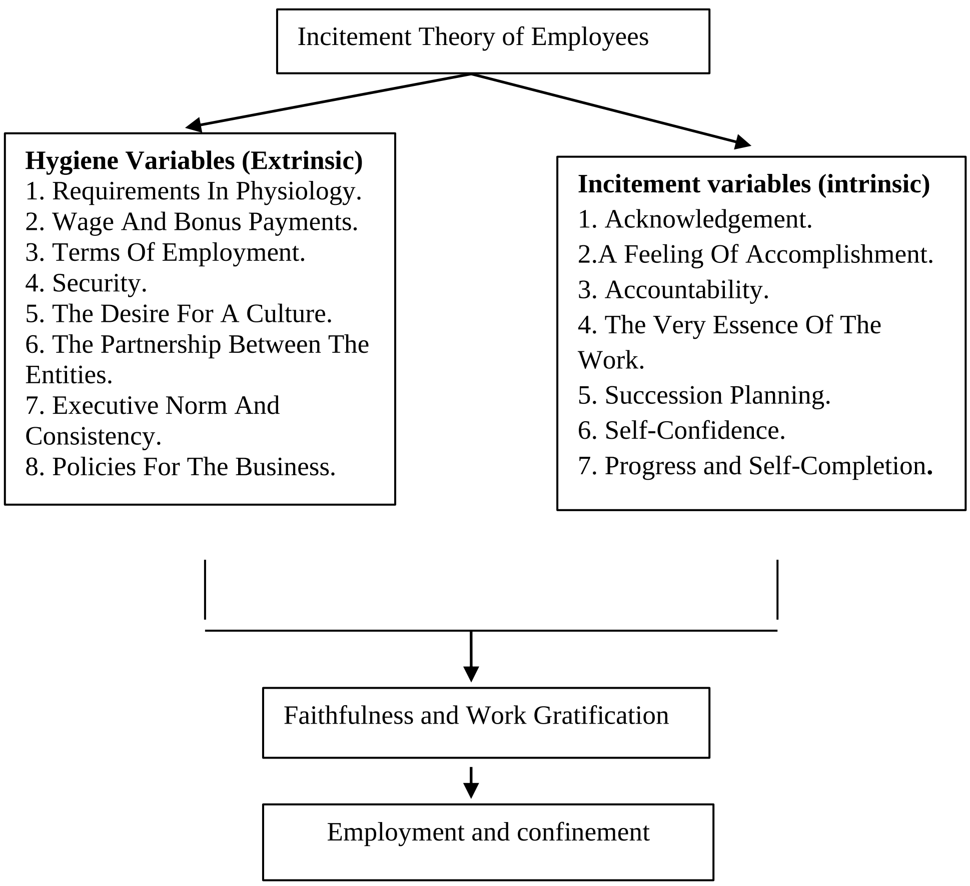
Psychiatrists and legal scholars have acquired knowledge of inciting hatred and scholars have established a few of those hypotheses. Incitement explanations have a variety of common beliefs. However, we'll talk about Abraham Maslow's Hierarchy, Hertzberg, Joseph Herzberg's Two-Factor Concept and David McClelland's Learned Want Hypothesis.

Maslow Theory	ERG Theory	Herzberg Theory	McClelland Theory
Self-refresher 1.Extent of greatest desire. 2.It includes people who wish to make best use of their abilities. 3.Without some kind of amount, can indeed be fulfilled.	**Improvement** Get for continuous career advancement.	**Incitement variables** 1. Enhancing variables contributes to fulfillment, dedication and productivity. 2. Concerning the quality at work: what exactly the workers do. **Variables:** Perception. Confirmation. Only Employment Itself. Accountability. Development. Enhance.	**Use For Improvement.** 1. Need for success. A desire to accomplish targets. 2. Individualism, achievement is significant.
Admiration 1.Self-Admiration Requirement for individual fulfillment, proficiency. 2.Social Admiration Necessity For Others To Respect, Acknowledge, Care And Appreciate.	**Connectivity** Want to gratify connection between customers.		**Integrity Necessity** Want to perform with efficiency. Would like to acquire skills.
Cultural 1.Necessity for compassion, admiration, belongingness.	**Presence** Get for well-being in physiology and materials.	**Hygiene variables** 1. Prohibits the improvement of conditions. 2. Except for the	**Strength requirement** Want To Make An Effect Upon Everyone.

2.In this struggles to contend to relatives, siblings as well as coworkers.		essence of the job itself, linked to the work environment. **Variables:** Methods and processes. Regulations. oversight. Superintendent interactions. Requirements of jobs. Wage. The ties between colleagues. Private life. Delegated partnerships. Ranking. Protection.	Really Want People's Appreciation.

3.4 Herzberg two factor theory:

- **Motivator factors:** Aspects including pay growth, decent working conditions inspire staff.
- **Hygiene factors:** Considerations that de-motivate staff, including such organizational practices, pay allowances, and ineffective worker involvement engagement.



Whereas so many hypotheses form the foundation of scientific analysis, Herzberg's Two Factor Incitation Hypothesis would be the subject of the study. Throughout this template various rewards are defined and evaluated and what affects more on the aggression of workers in the organization are calculated. This would also address the relationship between workplace benefits and their impact on the productivity of organizations.

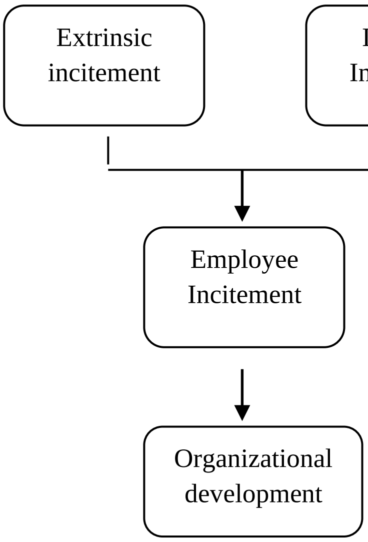


Figure: Summary of Theories

3.4 Techniques of Employee Incitement

Job enlargement, job enrichment and job rotation are three basic approaches;

3.41. Job Enlargement:

Employment extension means extending the role of an individual, who performs more related work than they currently, do. Rather than just half of it, for instance wrapping and producing goods, they could be able to complete the entire job. Preferably, this method removes the frustration from the work by removing repetitively and makes it easier for it to finish the full procedure and raise their obligation even.

3.4.2. Job Enrichment:

Employment enhancement is an initiative to improve workforce autonomy and the accountability for structure, efficiency and production. The employee executes any of the former tasks done by his former manager or even other workers.

3.4.3. Job Rotation:

Employment rotating is a procedure in which any individual knows a variety of system operation as well as spins for a given duration. Rotation of jobs has significant consequences for business learning. First, the firm collects details about the efficiency of the rotation of its workers Different team sessions. In another side, the business just provides accurate guidance about one contest through substitution, but it has very correct info about this particular event.

4. Research Methodology

4.1 Objective and purpose of the study:

Business companies face increasing concerns with respect to the incentive and maintenance of their workers in new and dynamic environment. There are a range of goals of aggression for workers; one very prominent is to inspire workers to participate. An successful order is defined as an agency's expertise to achieve its desired goals of an organisation which needs to be encouraged and sustained to achieve productivity and effectiveness of the company. They have been reassigned to the challenges of policy, organization, processes and tenders such as common principles, expertise, style and personnel. In both cases this research focuses just on the workers albeit with an emphasis on inspiring employees to do business. The study is undertaken mostly with goals: appreciation of the relative unimportance of employers' incitation to normal living:

Objective of the study

- Find out the effect on corporate success of staff aggression.
- To detect the link between both the effect on operational success of the payment scheme.
- To advise businesses and their executives to facilitate the motivation and

compensation structure of staff members that maximize company success.

4.2 Research Method:

The analysis approach can be categorized in two types, both exploratory and confirmatory.

The quantitative method:can be used for the aggregation of numerical distribution centre and translation into the metrics relevant to the study issue. The testing of a predefined idea or theory and potential consequences through issue surveillance is essentially an inducible method. The standardized response choice of statistical analysis is generally supported by set responses. That being said, for example, questionnaires and internet surveys differ in method of gathering data.

The qualitative method: Rather, it collects text-based format information. That is an deductive approach framework used to formulate or establish a hypothesis or idea, in contrast to the statistical analysis. Furthermore, it is needed to reveal not just the issue as to what, so if, how and who, as well as the living beings or whether certain activity is administered.

4.3 Data collection

Any essential evidence must be obtained again from true subject of study in order to perform the analysis.

Main details and indirect statistics is being collected by scheduling an appointment with financial industry personnel and by interviewing the executives or the chairman of the company.

Secondary knowledge may be obtained by reviewing works of literature and articles on the subject of web aggression by employees.

5. Analysis of Data

5.1 Quantitative analysis:

This research has been carried out using the effective in significantly mostly from key source of knowledge, with 30 participants sampling the study.

How Long Did You Exist With Your Current Organization?

Aspects	Acknowledgement	No. Of Defendants	Percentage (%)
six months- 1 year	6	30	20
1yr-2yr	7	30	23
2yr-4yr	10	30	33.3
4yr-5yr	7	30	23

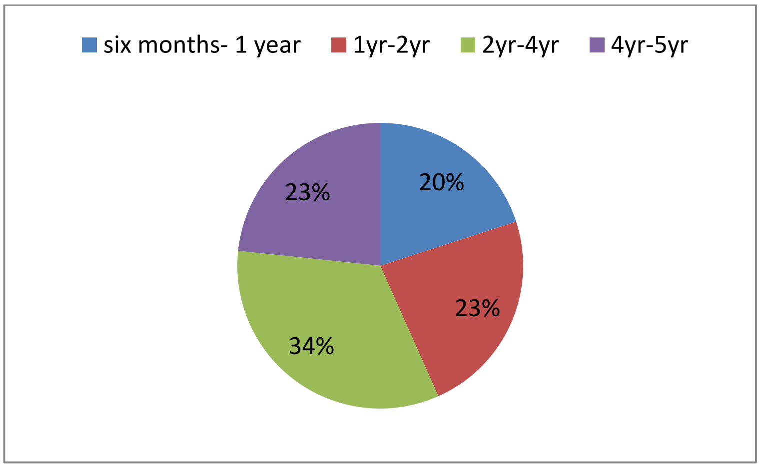


Figure 1: How Long Did You Exist With Your Current Organization?

Incitement levels:

Aspects	Acknowledgement	No. Of Defendants	Percentage (%)
Incitement	10	30	33.33
Highly incitement	11	30	36.66
Hindrance	5	30	16.66
Highly Hindrance	4	30	13.33

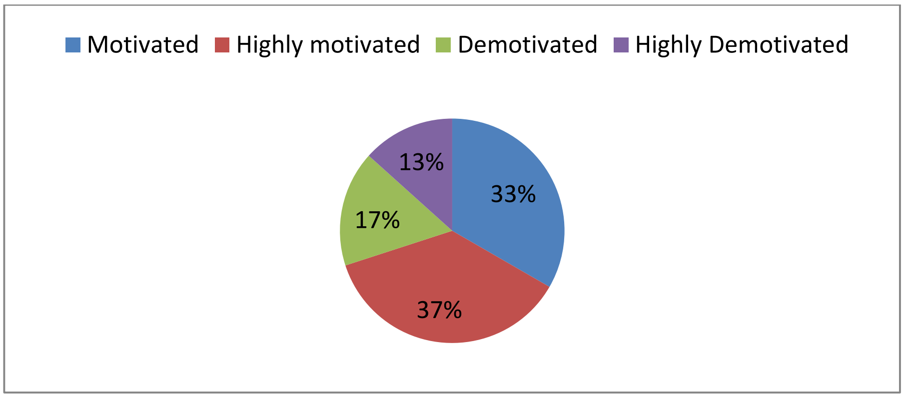


Figure2: Showing Employee Incitement Levels

Incitement and work performance linkage:

Aspects	Acknowledgement	Percentage (%)
Yes	25	83.33
No	5	16.66

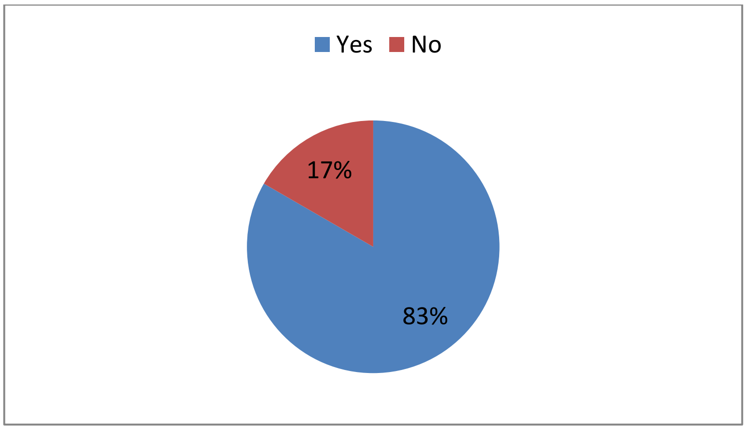


Figure3: Incitement and work performance linkage

Incitement factors

Factors	Gratified	Extremely Gratified	Ungratified	Extremely Ungratified
About my employment I'm grateful	11	10	7	2

I'm motivated to achieve my targets on the job.	12	9	6	3
I am committed to doing my utmost each day at job.	10	11	8	1
In my job I have organizational targets, strategic objectives.	13	12	3	2

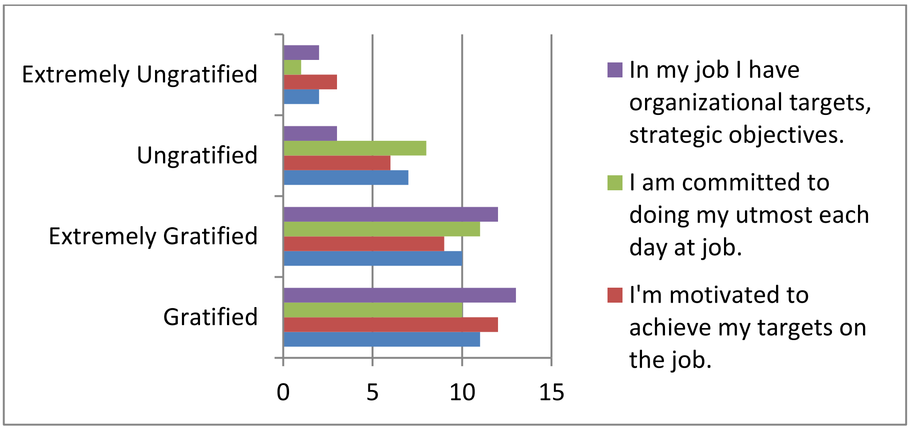


Figure4: Showing Incitement Factors

5.2 Qualitative Analysis

Based on the reaction from the finance industry supervisor's review, workers now also need equipment for many days, and yet still their efficiency increases quickly relative to the figures for the academic period prior. They really benefit from rivalry and keep their trained workforce engaged for as often as they are. Engaged employee will increase efficiency according to his beliefs.

6. Conclusion

Employee aggression performs is among the most important positions in the productivity of an enterprise and leads aggressively to its success and development. Any boss must also consider what really future direction as well as how the successful success of the work is greatly increased. Two key variables, the intrinsic stimulation and extrinsic incitation, had verified the conceptual basis of the research as well as its conclusions. Extrinsic reinforcement is the product of subversive powers like wages and perhaps other arrangements for rewards. The underlying aggression, though, originating via a individual's internality and obviously connected to certain wants, wishes and ambitions, has proved to drag down the effect of extras. Any intrinsic motivation may include self improvement, a quality of professional years, an exciting and demanding career, versatility in the workplace and a friendly association with bosses and colleagues. Not only is this a driving tool for members of staff, but also a critical component in career satisfaction.

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Factors Affecting Online Consumer Purchase Decision: A Study with Reference to Men's Fashion Accessories

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Abstract- Fashion accessories are vital for fashion design in terms of creating the total look and presenting a fashion statement. They are also important for marketers to develop the correspondent market to increase the companies' profit. The research was begun with a thorough review on men's fashion accessories and their importance in fashion industry. E-commerce websites plays an important role in shopping online. They have created a platform for consumers to shop online, there are several reasons consumers browse and compare products online.

Quantitative and qualitative research methodologies were adopted in this study. A structured questionnaire survey was undertaken to collect data from the consumers to collect information on the men's fashion accessories. The methodologies include both the secondary and primary data. Convenience sampling technique is employed to source 211 respondents for the study

The findings of the study determine the predominant factors that influence consumer in purchasing men's fashion accessories online. The results of the study identify the three factors that influence the consumers the most. viz., Product information and involvement, External Stimuli and Social Influence. These factors play a significant role in the overall purchase process of the fashion accessories in online stores.

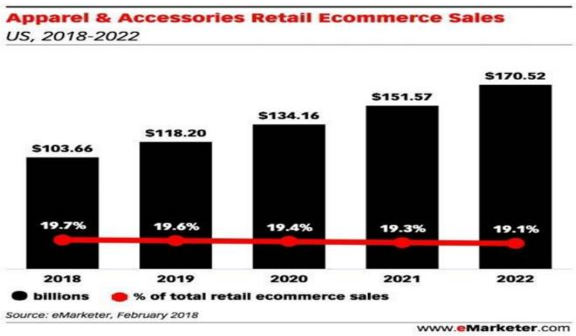
Indexed Terms- Online, consumer, fashion, accessories, factors.

I. INTRODUCTION

Fashion accessories are significant for fashion industry for creating the total fashion look, and to present fashion proclamation. Accessories add style, colour and class to the entire outfit and will totally create a different look. Accessories will also serve as practical function, cash and other items can be stored in a bag and hats will protect face from bad weather. Where (Milbank, 2002) said that designer collections are enhanced because of addition of accessories, the market of fashion accessories became vital sector in the fashion industry to increase companies profit.

The ease of use, usefulness and enjoyment are not only the reasons consumers get affected towards online shopping, but also because of exogenous factors like consumer personality, situational factors, product characteristics and trust in online shopping. Bigne´-Alcaniz and colleagues (2008) conducted research on Spanish customers who had never purchased online. Their results indicate that online shopping behaviour can be improved if the Web sites are easy to navigate and use. The customer's ease-of-use perception affects their attitude to shop online. In the current scenario due to arrival of cheap data and technology people are more drawn towards online shopping. This has made people more demanding with respect to the online shopping experience.

The advent of new technology has made online shopping an indispensable part of customers' life. Companies are paying more attention towards online shopping especially regarding the behaviour of impulse buying. The per capita income of people especially in India has increased drastically to several folds this has resulted in increase in disposable income of the people. The combination of easy accessibility due to technology and rise in income level has propelled the online consumption. This online platform has been so huge that these are micro managed by the companies so that revenue increases. Online shopping has made way for several companies to have no physical outlets saving them a huge capital. The reach of products to anyone anywhere has given opportunities to several start-ups. An impulse buying or impulse shopping plays a major role in online shopping. Several researches are being made using big data, data analytics to understand this behaviour. The behaviour of a customer can be forecasted very accurately as he/she uses the online platform more often.



II. MEN'S FASHION ACCESSORIES

In this research, the considered men's fashion accessories are Watches, Wallets, Sunglasses, Belts and Ties. These were the top five fashion accessories used by the men on regular basis, and some journals have listed these fashion accessories. The tie is one of the most important accessories for the well- dressed man; it must complement not only the wearer's skin and coloring but his suit, personality, and taste. A man tie is often the most noticeable item in an entire outfit.

A watch should coordinate in styling with your attire. Leather bands tend to be more casual in appearance and suit casual or less dressy clothing and occasions. Jewel-studded watches are generally dressy and are less versatile than watches with plain wristbands. Belts are basically functional accessories, but they can add a touch of interest and variety to many outfits. Belts form an important part of a man wardrobe. Leather should match shoe colour, and the metal buckle should coordinate with personal colouring.

Men usually want to express through their clothing who they think they are. Clothing is a form of communication and that people communicate things about themselves through their clothing.

According to (Ostberg, 2012) there are no universal principles which guide men how to approach fashion. However, since The Great Masculine Renunciation, the idea that men are naturally disinterested in appearance and clothing has been dominant. The men would rather dress in a way to fit into the "safe zone", which is the zone between being too fashionable and not dressing up at all.

Using accessories is an art. By experimenting with belts, shoes, hosiery, scarves, and a score of other accessories, you create your total look. The place to start is with a garment or an outfit you like and feel good about wearing. The next step is to plan your clothing presentation. Just as an artist plans a picture or an architect a building, you must design and plan your clothing image.

III. IMPORTANCE OF THE STUDY

Factors affecting online consumer purchase decision help in knowing the interests of consumer while purchasing of products or while searching the information regarding the same. It helps the company to prioritize on the information gathered during the search so that the online purchase experience can be enhanced. Working on these factors the company can get the attention of the customers and convince them to buy the products. The positive experience that the customer gets will help in achieving higher financial growths. The key factors will also help the companies to design engaging, easy, customable platforms for the customers.

IV. NEED FOR THE STUDY

There are several factors which influence consumers in purchasing fashion accessories and those factors are analysed to see which factors are influencing consumers in purchase decision. By understanding the online purchase behaviour of Indian market can help the retailers in segmenting and targeting decisions. Students present as an attractive market segment as they spend most of the time browsing the internet and are familiar with online medium. Most Internet users are between age groups 25–35 years. The Internet browsing population in India is over 460 million users growing at an annual rate of 20%, which is expected to touch 635.8 million by 2021.

Consumer behaviour in online is a vital part of understanding the shopping motivations of consumers in order to enhance consumer satisfaction & retail performance Online. Consumers interact through internet, respond & communicate. It is a platform where it is complicated, requires though knowledge of customer's attitude, opinions, and social communications, that are transferred from brick and motor to the online experience.

V. REVIEW OF LITERATURE

Joe; Au Angel, Lee; Au, (2007) the author explains the importance of fashion accessories, how they can be used for creating a total look and present a fashion statement. The findings of the study say the fashion accessories are functional in the consumer's viewpoint. The author concludes that the designer must understand needs, wants of the marketplace to increase companies profit and fashion additions are important for, evolution and completion of one's look

Hasio, Judy, Wang, (2010) the author conveys that, the reason people belief the product information and online recommendations in websites. The findings of the study were there are four important antecedents like perceived integrity, critical mass, perceived ability and trust in the shopping websites. The author concludes that belief in a website in product recommendations were persuaded by the website associated factors

Shannon, Peltier, Nil, (2014) the author has reviewed about the consumer behaviour and social network theory related to online and e-commerce context. the Findings of the study is that there are eight categories of online consumer behaviour which are cognitive issues, user generated content, internet demographics, segmentation, online usage, cross cultural, online communities and networks. The author concludes that internet advertising has over sold the degree to which it would substitute traditional advertising, internet and evolving technologies have compressed consumers, sellers the way they interact in the marketplace

Helen, Livett (2012). The author identifies the elements for the web experience which aids the interaction between consumer and fashion garments. Two elements have been identified, product viewing and aesthetic trend information. The findings of the study is there is effect and influence of these two elements on consumer behaviour and decision making process

Eun Park, Kim, Foxx (2012). The author explores the relationship among product attributes, web browsing and impulse buying behaviour for apparel products in the online shopping. The findings of the apparel product attributes are it consists of three factors: Variety of selection, Price and sensory attributes. The author concluded that apparel product attributes mostly influence the consumer in purchasing online and it provides the marketers into developing e-business strategies

Sin, Khalil, Ameen Al-Agaga (2012) the author aim is to examine the factors that influence Malaysian young consumers‟ online purchase intention through social media. The Findings are perceived usefulness was the most dominant factors that influence young consumers‟ online purchase intention through social media. The author conclusion is the study examined the influence of perceived ease of use, perceived usefulness and subjective norm on the online purchase intention through social media among Malaysian young consumers

Bopeng Zhang, Kim, (2013) the author examined influencing factors that affect Chinese consumers‟ attitude towards purchasing luxury fashion goods and purchase intent. The results indicated that brand consciousness, social comparison and fashion innovativeness have significant impact on attitude towards purchasing luxury fashion goods among Chinese consumers, these five factors were identified based on a comprehensive review of luxury related research

Nizar Souiden, M'Saad & Frank Pons, (2011) the author demonstrates whether the purchase of branded fashion accessories is motivated by consumer's desire to reflect. The results show that consumer's consumption is directly and positively influenced by social status display. The author concludes that the study provides insights into the behaviors of consumers who conspicuously consume luxury fashion accessories. It also sheds light on the interrelation among three factors that influence consumers‟ behavior: social status, self-image congruity, and self-esteem

Vinita Bhatia, (2018) the author investigates the factors affecting consumer's attitude towards counterfeit fashion products and relationship of consumer's attitude towards counterfeit fashion products. The results of the study indicate that, value, materialism, social influence absolutely relate to consumers" attitude, towards fashion products which eventually leads to purchase intention

VI. OBJECTIVES OF THE STUDY

- To explore the key factors that influence online shopping purchase behaviour with reference to Men's fashion accessories.
- To study the impact of brand variables on purchasing intention of consumers w.r.t Men's fashion accessories
- To examine the reference group influence on purchasing intentions of consumers.

VII. RESULTS AND DISCUSSION

Do you feel accessories are necessary to complete a look/outfit?

Options	No. of respondents	% of responses
Maybe	52	24.64%
No	9	4.27%
Yes	150	71.09%
Grand Total	211	

Where do you usually buy men's fashion accessories?

› you usually buy accessories?	No. of respondents	% of responses
Exclusive single brand company outlet	46	21.80%
Online Stores	76	36.02%
Retail Store	89	42.18%
Grand Total	211	

What is your favorite type of men's fashion accessory?

Favourite accessory	No. of respondents	% of responses
Wallets	126	24.95%
Watches	149	29.50%
Sunglasses	130	25.74%
Belts	74	14.65%
Ties	26	5.15%

Which e-commerce websites do you browse often for purchasing men's accessories?

E-commerce website	No. of respondents	% of responses
Amazon	177	42.65%
Flipkart	79	19.04%
Myntra	131	31.57%
Jabong	28	6.75%

Why do you prefer online store for purchasing fashion accessories?

Preference for online store	No. of respondents	% of responses
Variety of selection	141	27.92%
Price	122	24.16%
Convenience	119	23.56%
Time saving	121	23.96%
Quality of the product	1	0.20%
Discounts, various brands	1	0.20%

What are the main criteria that you look for when purchasing fashion?

:eria required to purchase	No. of respondents	% of responses
Price	153	22.27%
Quality	145	21.11%
Style	104	15.14%
Material	96	13.97%
Brand	122	17.76%
Colour	65	9.46%
Discounts , offers	1	0.15%
Reviews	1	0.15%

How much money do you spend on men’s accessories in a year?

ney spent on accessories	No. of respondents	% of responses
1000- 3000 Rs	54	25.59%
3000- 8000 Rs	56	26.54%
8000- 12000 Rs	68	32.23%
above 12000 Rs	33	15.64%
Grand Total	211	

Which of these factors influences you to buy men’s fashion accessories?

Factors influencing to buy	No. of respondents	% of responses
Friends	162	36.24%
Celebrities	64	14.32%
Fashion magazine	48	10.74%
Family members	94	21.03%
Advertisements	77	17.23%
Comfortable	1	0.22%
Which is required for my use	1	0.22%

Which brand would you prefer to buy men’s wallet?

Brand	No. of respondents	% of responses
Any leather wallets	1	0.47%
As per price n Need	1	0.47%
Fossil	18	8.53%
Hidesign	1	0.47%
I don't go for brand	1	0.47%
Louis Philippe	51	24.17%
Titan	1	0.47%
Tommy Hilfiger	41	19.43%
Van Heusen	2	0.95%
Wild craft	1	0.47%
Wild horn	11	5.21%
Woodland	82	38.86%
Grand Total	211	

Which brand would you prefer to buy men’s watches?

Brand	No. of respondents	% of responses
As per price n Need	1	0.47%
Casio	32	15.17%
Fastrack	50	23.70%
Fossil	18	8.53%
Rado	47	22.27%
Rolex	23	10.90%
Timex	22	10.43%
Titan	18	8.53%
Grand Total	211	

Which brand would you prefer to buy men’s sunglasses?

Brand	No. of respondents	% of responses
As per price n Need	1	0.47%
Depend on cost	1	0.47%
Emporio Armani	13	6.16%
Gucci	32	15.17%
IDEE	8	3.79%
NA	1	0.47%
Oakley	27	12.80%
Ray-Ban	128	60.66%
Grand Total	211	

Which brand would you prefer to buy men’s belts?

Brand	No. of respondents	% of responses
Any leather belts	1	0.47%
As per price n Need	1	0.47%
Depending on cost	1	0.47%
Levis	41	19.43%
Louis Philippe	48	22.75%
Peter England	7	3.32%
Puma	59	27.96%
Tommy Hilfiger	40	18.96%
United colours of Benetton	13	6.16%
Grand Total	211	

Which brand would you prefer to buy men's ties?

Brand	No. of respondents	% of responses
As per price n Need	1	0.47%
Color Plus	18	8.53%
Depending on cost	1	0.47%
Lino Perros	13	6.16%
Local store	1	0.47%
Louis Philippe	41	19.43%
Park Avenue	66	31.28%
Turtle	3	1.42%
Van Heusen	67	31.75%
Grand Total	211	

Which website do you prefer particularly for buying men's fashion accessories?

Websites	Wallets	Watches	Sunglasses	Belts	Ties
Amazon	144	106	74	74	81
Flipkart	36	46	62	55	44
Jabong	2	2	6	6	7
Myntra	22	45	50	51	55
Others	7	12	19	25	24
Grand Total	211	211	211	211	211

Where would you buy these accessories from?

Place of purchase	Wallets	Watches	Sunglasses	Belts	Ties
Company showroom	10	23	19	12	22
Malls	35	33	56	62	57
Online stores	120	97	71	55	63
Retail stores	41	51	52	61	46
Unbranded stores	5	7	13	21	23
Grand Total	211	211	211	211	211

Which factor is important to you when buying men's fashion accessories?

Factors for buying	Wallets	Watches	Sunglasses	Belts	Ties
Brand	56	59	69	49	48
Fashion trends	7	6	13	17	14
Material and quality	26	17	21	43	35
Price	10	13	25	29	26
Social status	74	56	27	26	33
Style	38	60	56	47	55
Grand Total	211	211	211	211	211

Which factor influences you the most to buy men's fashion accessories?

Row Labels	Wallets	Watches	Sunglasses	Belts	Ties
Advertisements	90	83	44	46	46
Family	13	14	16	23	22
Fashion magazine	19	29	41	27	40
Friends	68	66	85	80	70
Social influence	21	19	25	35	33
Grand Total	211	211	211	211	211

VIII. FINDINGS OF THE STUDY

- The respondents agree to the statement that fashion accessories are necessary for completing fashion look/outfit.
- The most of the respondents prefer to buy Men's Accessories from Retail store and Company outlets more in comparison with other outlets.
- The respondents prefer to buy accessories from Amazon than other websites (Flipkart, Myntra, and Jabong).
- The respondents are influenced by friends, family members and advertisement to buy men's fashion accessories.
- The respondents are really into purchasing of Online Men's Accessories in their daily life and spend good amount of money in purchase of Online Men's Accessories

- The respondents prefer price, quality, style and material as the main criteria while purchasing fashion accessories online.
- The respondent's favourite accessories are watches, wallets and sunglasses in comparison with belts and ties.
- Online consumer behavior is differed into two stages: 1st stage consists of searching, comparing, choosing, placing an order termed as ordering stage, the 2nd stage consists of order tracking and keeping or returning termed as order fulfilment stage.
- Three factors that affect consumers for purchasing fashion accessories:

1. Product Information & Involvement
2. External Stimuli
3. Social Influence.

CONCLUSION

This study provides factors affecting online consumers purchase behaviour for men'sfashion accessories. The fashion industry is very huge and fashion accessories are a part of fashion apparel, where they serve a particular function. Fashion is a nonverbal communication system through its symbols, which conveys about the wearer to viewers. The findings of the study infer that fashion accessories are necessary for completing a Fashion look/Outfit. The results show that mainly three factors affect consumers for purchasing fashion accessories: 1. Product Information & Involvement 2. External Stimuli 3. Social Influence. These factors influence consumer purchase behaviour for the men's fashion accessories. The overall process of the consumer purchase behaviour is explained using a framework.

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Factors that Lead Amazon.com to A Successful Online Shopping Platform

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ABSTRACT

The online shopping method has replaced the traditional shopping method. Amazon.com as one of the largest online shopping platforms has adopted a number of strategies which has contributed to its success. It includes innovation, outstanding customer service, execution, and diversification. The purpose of this study is to investigate the factors that lead Amazon.com to be a successful online shopping platform. This study explored what made Amazon today by gauging some factors such as the level of customer awareness, sources of awareness, customer perception, customer satisfaction, competitor analysis, competitive advantage, etc. It also investigates the opportunity Amazon gained in the market. This study proves there is a positive relationship between the factors and the success of Amazon.com.

Keywords: Amazon.com, Customer Perception, E-commerce, Online Shopping Platform, Success

INTRODUCTION

Amazon.com is a world-leading online shopping platform popular in United States. Around 150.6 million mobile users in the world access this e-commerce online retail website to buy goods and services. Amazon.com has set up its branch offices in many countries – Mexico, Poland, Singapore, South Africa, Korea, Taiwan, India, Japan, and others. Amazon.com, headquartered in Seattle, Washington, is an internet-based enterprise selling A to Z of consumer needs. The company’s logo suggests that the website provides a wide variety of products from A to Z, such as web service, data storage lease, and cloud computing.

The company was initially started by selling books online in 1994. Jeff Bezos, former Wall Street stock fund executive, chose the name Amazon.com basically because the name was initiated with the letter A and the relationship with the tremendous South American waterway (Companies History, 2020). He always had the strategy of expanding to increase the growth. After the field-tested strategy, the organization ventured into selling PC games and music in 1998. At about a similar time, Amazon extended its administrations globally by buying other online book shops in the UK and Germany. By the turn of the Millennium, it had additionally ventured into selling buyer hardware, computer games, programming, home-improved products, toys, games, and more.

By the mid-2000s, Amazon had dispatched its amazon web services. This advancement fitted well with Jeff's underlying aspiration to make amazon a tech organization as opposed to an online retailer only. By 2006, Amazon extended its Amazon Web Service portfolio with its Elastic compute cloud. At the hour of establishing, a large number of Bezos' friends and different critics pointed their suspicion about his plan or strategy. Budgetary columnist was probably the nastiest and frequently stigmatized the organization by alluding to it as Amazon.bomb. Most of them confirmed that the Amazon.com would eventually miss out of the more refined book platforms. Particularly those that were at the point of taking action accordingly and beginning their own personal online business locales. Amazon's underlying marketable strategy was abnormal; it did not anticipate making a benefit for four to five years. This moderate development made investors grumble about the organization not arriving at productivity sufficiently fast to legitimize putting resources into, or to try and get in the long haul, at the point when the website bubble burst toward the beginning of the year 21 century, decimating numerous e-organizations all the while, Amazon endured, and developed on past the air pocket burst to turn into a gigantic part in online deals. It at long last turned its first benefit in the final quarter of 2001: $5 million on income of more than $1 billion. This net revenue, however, amazingly humble, demonstrated to doubters that Bezos unpredictable business module could succeed.

In 1999, TIME magazine named Bezos the person of the year, after perceiving the organization's accomplishment in promoting web based shopping. This was followed by their simple storage service shortly afterward. Now the company makes market leading eBook reader known as kindle. The segment of eBook has witnessed a dramatic growth post the publishing of amazon kindle. Amazon was always highly efficient in finding market opportunity and digging in that spot. Today the organization offers everything from books to tablets to transportation holder houses. It has become an all-in-one resource with numerous desires for its future. The very reality that Amazon.com did not get beneficial until the last quarter of 2001 as it did not support things.

Bezos left the critic comments and excuses of his cynics as individuals who could not comprehend the potential of the business. Amazon Revenue has stretched around $148 million out of 1997, a huge bounce from around $15 million in 1996. At the beginning, Amazon.com sold books to all 50 states and over 45 countries. Within two months, its sales reached $20,000 per week. Amazon surpassed Walmart as the most valuable retailer in the United States by market capitalization in 2015. In 1997, Amazon.com opened up to the world and figured out how to raise an eye-watering $54 million on the NASDAQ trade. Notwithstanding the money, the organization had the option to utilize its high-flying stock to subsidize its forceful development and procurement procedure. The stock price over past 10 years has raised from 20$ per share to $170 per share. A total of $600 million revenue was made in 1998.

Another development of Amazon.com was the accomplishment of its “partner” program. Set up in July 1996, the program allowed people with their sites to pick books of interest and spot advertisements for them on their destinations, permitting guests to buy those books. The client was connected to Amazon.com, which dealt with all the requests. Partners were sent reports on their deals and made a 3 to 8 percent commission from books sold on their destinations. The associate program truly started to take off in mid-1997, when Amazon.com framed organizations consented to give Amazon.com wide special capacities on their locales, two of the most visited destinations on the web. As the achievement proceeded, Amazon hit managers of numerous other well-known destinations, including Netscape, GeoCities, Excite, and AltaVista.

Amazon.com additionally extended its business through a triplet of acquisition in mid-1998. Two of the organizations were gained to additionally extend Amazon.com’s business into Europe. Bookpages, one of the biggest online book shops in the United Kingdom, gave Amazon.com admittance to the UK market. Tele book, the biggest online book retailer in Germany, added its German titles to the blend. The two organizations not just gave Amazon.com admittance to new clients in Europe. However, it additionally gave existing Amazon.com clients admittance to more books from around the globe. The Internet Movie Database, the third procurement, was utilized to help plans for its move into online video deals, as the gigantic assets and data of the IMD filled in as an important resource in the development of a client agreeable and useful site for video deals.

Another enormous change in 1998 was the declaration of the organization’s choice to go into the online music business. Bezos again needed to make the site as valuable as workable of his clients, who he engaged them for help. A while before authoritatively opening its music web page, Amazon.com solicited its book shop clients and individuals from the music calling to help plan the new site.

Amazon.com offers the best prices, good products, and a completely hassle-free shopping experience for its customers (Marathe & Gawade, 2020). It provides a huge variety of products and services such as retail goods, Amazon Prime, consumer electronics, digital content, and delivery. Products usually bought by Amazon consumers are books, dresses, footwear, and mobiles (Marathe & Gawade, 2020). Research found out several factors influence the success of an online platform, including service quality, delivery speed, simple on-line ordering, and confidence towards sellers (Marathe & Gawade, 2020). Based on the research of perception towards online shopping, product quality is the main factor most consumers care about (Marathe & Gawade, 2020) as it is a key aspect in influencing product purchasing decisions (Okadiani, Mitariani, & Imbayani, 2019).

Amazon.com could be accessed in many countries. There must be a main office and inventory located in other countries as the branch. As different countries have different government policies, a political factor is one of the determinants of the locus of global e-commerce (Kshetri, 2001). Thus, the operating system of Amazon.com must adapt to the local policy. Countries like India and Malaysia are enjoying political stability since their independence enabling a smooth presence of Amazon (Jehangir, Dominic, Naseebullah, & Khan, 2011). Prime memberships are currently available in 17 countries: Austria, Australia, Belgium, Canada, China, France, Germany, India, Italy, Japan, Luxembourg, Mexico, the Netherlands, Singapore, Spain, the UK, and the US. Along with its branches located in politically stable countries, Amazon.com should know how far the local government supports e-commerce, and be assured that the cyber-security in the country are well guarded.

Addedly, Amazon.com owns separate retail websites for different countries. Amazon.com is also one of the first companies to establish an affiliate marketing program (Moagar-Poladian, Dumitrescu, & Tanase, 2017). Economic level of the country would affect the business activities of Amazon.com. The facilities in the country should be affordable to the online business, such as logistics, inventory and geographic. Amazon was brought to contries with stable economic conditions, since people’s income would affect the e-commerce business. In addition, sufficient economic facilities are necessary to support the online business.

In many countries, there are various forms of social culture. It is a key point to be seriously considered as it affects the online shopping platform. Customer behaviour and perceptions must be explored to understand consumer mind-set. Recognizing what they are thinking about and what factors influence them in buying variety of products or services is of utmost importance (Arora, 2017). A research by Marathe & Gawade (2020) on consumers’ perception of online shopping, stated that the first step a marketer should take to change consumers’ perceptions is influencing consumer attitudes and acknowledging the attitude. The study contended that marketers should emphasize consumer attitude as one of the crucial factors.

Since there is a lot of socio-cultural disparity as we move from country to country, cultural issues must be considered seriously in online business. Thus, Amazon.com discovered the specific country to enter by research on their culture, habits, and languages.

It is essential to recognize consumer’s habit of a country and used it intelligently in the e-commerce. In addition to the people’s mindset, Amazon.com also gauged the level of wealth disparity in the country to make sure that not only luxury goods are sold on the e-commerce, but also necessities.

E-commerce is closely related to technology, thus the number of internet users is growing drastically every day. Around 445 million users in 2020 has created great opportunities for regional and global e-commerce (Marathe & Gawade, 2020). Amazon.com’s information technology system is what makes the difference between them and other competitors, since it is one of the first to have an IT-system operation, which fulfils an important part of all customer relationship management tasks (Donici, Maha, Ignat, & Maha, 2012).

Issues of network security is considered to be a matter of great focus by marketers. Based on a research of perception towards online shopping, consumers worry about their credit card details being shared by unknown people (Marathe & Gawade, 2020). Therefore, the level of network security should be always maintained in high performance to ensure cybercrime will not occur along with certain level of technology is needed to access online shopping website in the country.

The country which continuously researches on technology is best suit to the e-commerce, and the obsolescent technology should be avoided. Good network security is outmost importance to prevent cybercrime. Thus, sufficient information technology (IT) specialists and resources are highly needed to operate the online business system.

RESEARCH METHOD

This research included literature study from several sources like Wikipedia, and other websites. The research design that was qualitative and quantitative. The data were collected from a survey questionnaire designed based on secondary research. The questionnaire was structured in nature and random sampling method was used for sampling purpose.

The tenure of the project coincided with Covid 19 lockdown made it difficult to have a personal interaction with the respondents because of which the questionnaire, created with Google form, was distributed by WhatsApp. The survey received a total of 130 responses which then were collected and recorded. Subsequently, the responses were analysed and interpreted. Later, conclusions were drawn and recommendations were generated.

RESULTS & DISCUSSION

Questionnaires for the topic research was prepared with qualitative and quantitative questions. The questions were inside the survey form created by using Google Form. This survey was to understand how people think about Amazon.com, their awareness, its overall performance, customer satisfactions and to collect feedback from respondents.

Table 1. Demographics of Respondents (N=130)

Responses	Frequency	Percentage (%)
Gender		
Male	55	42.31
Female	75	57.69
Age		
Below 21 years old	20	15.38
21-30 years old	70	53.85
31-40 years old	23	17.69
Above 40 years old	17	13.08
Nationality		
Malaysian	75	57.69
Indian	43	33.08
Indonesian	12	9.23
Occupation		
Student	72	55.39
Employed	49	37.69
Unemployed	9	6.92

Table 1 shows the demographics of 130 respondents including their gender, age, nationality, and occupation. From the table above, majority of the respondents were females which is 75 respondents (57.69%) out of 130 respondents. Among 130 respondents, 70 respondents (53.85%) were aged between 21 to 30 years old occupying the majority respondents in this survey. Most of the respondents from this survey are

Malaysian (57.69%), followed by Indians and Indonesians. By occupation, the majority (55.39%) respondents are students.

Table 2. Awareness about Amazon.com (N=130)

Responses	Frequency	Percentage (%)
Do you know Amazon.com?		
Yes	118	90.77
No	12	9.23
How do you know about Amazon?		
Social media	62	**47.69**
Newspaper / Magazine	7	5.39
Friends or family	25	**19.23**
Advertisements (Mobile apps)	26	**20.00**
Websites / Article	1	0.77
I have no idea	9	6.92
What is Amazon.com?		
Online video watching website	24	**18.46**
Social website	3	2.31
Games & entertainment website	13	10.00
Online shopping website	115	**88.46**
Online pharmacy	18	**13.84**
I have no idea	15	11.54

Table 2 shows the awareness of 130 respondents about Amazon.com. From the survey, 118 respondents (90.77%) knew what Amazon.com is. A total of 62 respondents (47.69%) know Amazon from social media, mobile app advertisements (20.00%) and friends or family (19.23%). Among 130 respondents, 115 respondents (88.46%) knew Amazon.com as an online shopping website. This implies that Amazon.com is quite popular and famous and that social media platforms and other mobile applications contribute hugely to its popularity. Word of mouth promotion has also helped amazon engrain itself in the minds of the customers to some extent.

Table 3. Customer Satisfaction on Amazon.com (N=118)

Responses	Frequency	Percentage (%)
How often do you use Amazon for shopping?		
More than thrice in a month	6	5.08
Once a month	37	**31.36**
Never	34	28.81
Only during sale	37	**31.36**
Other	4	3.39
How would you rate following features of Amazon.com? (Lowest 1-5 Highest)		
Diverse range of Products		
Rate of 1	4	3.39
Rate of 2	8	6.78
Rate of 3	41	34.75
Rate of 4	**52**	**44.07**
Rate of 5	13	11.01
Outstanding customer services		

Rate of 1	4	3.39
Rate of 2	9	7.63
Rate of 3	48	**40.68**
Rate of 4	46	38.98
Rate of 5	11	9.32
Innovation		
Rate of 1	3	2.54
Rate of 2	12	10.17
Rate of 3	**62**	**52.54**
Rate of 4	30	25.43
Rate of 5	11	9.32
What do you prefer buying from Amazon?		
Electronic Items	**75**	**63.56**
Clothes and accessories	64	54.23
Sports, fitness, bags and related items	53	44.91
Books, movies, music and video games	41	34.75
Home and kitchen appliances	37	31.36
Do you use Amazon for buying daily essentials?		
Yes	19	16.10
No	70	59.32
Maybe	29	24.58
Are you satisfied with the Amazon.com? (Very Unsatisfied 1-5 Very Satisfied)		
Rate of 1	0	0.00
Rate of 2	2	1.69
Rate of 3	32	27.12
Rate of 4	**62**	**52.54**
Rate of 5	22	18.65
Why do you choose Amazon.com over other competitors?		
Price	20	16.95
Variety	26	**22.03**
Quality	31	**26.27**
Customer service	19	16.10
Fast delivery	22	18.65
Which other E-commerce website would you choose if not Amazon? Why?		
Taobao	31	26.27
Shopee	36	**30.51**
Flipkart	30	**25.42**
Ajio	1	0.85
Myntra	6	5.08
Shopify	1	0.85
JioMart	1	0.85
Lazada	7	5.93

Table 3 shows customer satisfaction of 118 respondents on Amazon.com. A number of 37 respondents (37.36%) stated that they shop in Amazon.com either once a month or only during some sale. The 118 respondents have also rated the features of Amazon.com from 1 to 5. Half of the respondents rated more than 4 marks for the diverse range of products, 57 of respondents rated more than 4 marks for outstanding customer services, 55 of respondents rated more than 4 marks for overall business execution and 62 of respondents rated only 3 marks for innovation.

By the preferred items sold in Amazon, 75 out of 118 respondents (63.56%) preferred electronic items, 64 respondents (54.24%) preferred clothes and accessories, and 70 respondents stated that they did not use Amazon for buying daily essentials.

Respondents have also rated for the satisfaction of using Amazon.com. A number of 84 respondents (71.19%) rated more than 4 marks for the satisfaction of using Amazon. Most of the respondents chose Amazon over other competitors due to its quality (26.27%) and variety (22.03%). Additionally, the respondents have been asked which other E-commerce websites they choose other than Amazon and the reason. A total 36 respondents (30.51%) chose Shopee as it provides more promotion, free shipping, more familiar, easy and convenient. Taobao has been chosen by 31 respondents (26.27%) since it provides cheaper prices and more item selection. Furthermore, 30 respondents (26.27%) chose Flipkart for its huge range of product variety.

Table 4. Customer Suggestion on Amazon.com (N=118)

Response	Frequency	Percentage (%)
Would you still choose to buy from Amazon even if no discounts are provided?		
Yes	66	55.93
No	52	44.07
What should Amazon.com do to retain or improve their market position?		
Organize more sales event	30	25.42
Constantly check the product quality and credibility	35	29.66
Provide more benefits for Amazon Prime Members	22	18.64
Widen its product categories	13	11.02
Improve price ranges	18	15.26

Table 4 shows customer suggestion for Amazon.com. A total of 66 (55.93%) respondents stated that they will choose to buy Amazon even if no discounts are provided. The survey suggested Amazon.com to retain or improve its position by organizing more event sales, constantly monitoring the product quality and credibility, providing more benefits for loyal users (Amazon Prime Member), widening its product categories, and improving price ranges.

As 91% of respondents on our survey results know about Amazon.com, it concludes that Amazon.com is a well-known online shopping platform. This could be one of the main reasons that makes Amazon.com a successful online shopping platform. Its high brand awareness can be attributed to the campaigns across mediums including TVs, print media, radios, outdoor, and digital advertisements. Events like prime day sale have also done its chunk in creating better awareness among prime members. In addition, as mentioned above, mobile app advertisements (20.00%) and friends or family (19.23%) have been also great contributors. Friends and family contributing 19% to the awareness cannot be neglected, as word of mouth is a highly powerful tool. Word of mouth or recommendation is considered as a separate and vital component of the consumer-brand relationship embodying the customer's belief, grounded in recent experience that the brand continues to perform consistently and fulfils its promise.

It is quite evident from the survey that social media is also catching huge eyeballs for Amazon.com, and all thanks to the marketing efforts effectively directed by Amazon towards social media platforms like Facebook and Instagram. Amazon.com has an official page on Facebook which is a quite famous social website with over a hundred billion users over the world. Thus, it is clear that Amazon has a strong market presence, which brings Amazon.com the resultant sales.

Though 115 respondents know Amazon.com is an online shopping website, however, a few of them found it as an online video watching website and games & entertainment website. Amazon.com has Amazon Studios, a digital video streaming website, and Amazon Games Studios, a gaming website. Hence, it should be noted that social media platforms can be used further to promote Amazon all products and services.

Among 118 respondents that know about Amazon.com have rated Amazon.com from the aspects of a diverse range of products, outstanding customer services, overall business execution, and innovation. Their ratings mostly are 3 (good) or 4 (very good) stars. This indicates that the customers are quite satisfied with the above-mentioned features yet there is still space for further improvement. This can be justified well with the ranking on the user's satisfaction, the data showed that it tends to neutral and above. Respondents rated their satisfaction on 3 marks and above.

Respondents also have been inquired about their reason to choose Amazon.com over other competitors. Among the reasons of price, variety, quality, customer service, and fast delivery, quality got the highest vote from the respondents as 26% of respondents choose Amazon.com for its quality. This was followed by variety and fast delivery. Almost all the reasons have garnered nearly close percentage of votes, indicating that amazon has stood up well on all these fronts, and thus all these factors together play role in attracting customers.

If there are no sales promotions or discounts, the users are still willing to purchase from Amazon.com. This signifies Amazon ability to retain its customers well. This can be expressed in terms of the trust that Amazon.com has built for itself. This trust remains essential as it represents the customer's belief, to maintain over time its brand efficacy and reliability.

The survey also suggests that home and kitchen appliances have not caught much of customer's attention. Amazon can dive deep into this segment to understand customer perception and what influences their buying decisions regarding such products. Understanding this would help amazon to drive this segment further to the right direction. Targeting the segment of kitchen and other home appliances, such as for mostly Indian house wives, would help gain their interest into online shopping of such items. What would distinguish it from an offline shopping experience would be provision of better deals and some extra facilities and services like guarantee, free servicing, gift vouchers, or some contests designed to generate housewife interest.

Furthermore, some other strategies that can be adopted are more event sales, such as winter sales, summer sales and New Year sales, on a regular basis which will be instilled in customer minds and they would look forward to it before purchasing randomly. During the sales period, more offers must be provided to the customers. They would appreciate such offers since they can save their money and have a nice deal.

Amazon.com must also ensure the product quality and credibility. This is to allow customers to purchase the products they want without worrying of fake or bad quality products. Amazon.com could provide their loyal users – Amazon Prime Member with more benefits. Currently, Amazon Prime Member benefits are many, including free fast shipping for eligible purchases, movie streaming, TV shows and music, exclusive shopping deals and selection, unlimited reading, and more. Amazon.com may provide an annual mystery gift or access to some exclusive products at the best prices for their prime members to recognize their supports. Freebies can be offered during selected occasions to selected loyal customers. Since there is no system to count customer loyalty, a system that appreciates and acknowledges loyal customers can be built and rewarded.

Besides, Amazon has not greatly catered to the villages of India. The locals are not fully aware of the usage of this platform for shopping and selling their products. Thus, efforts must be directed to increase their brand awareness by marketing campaigns at the local village level. The fear in the minds of the people regarding Amazon taking over the mom and-pop-stores must be dispelled by encouraging local manufacturers to partner with Amazon and expand their business further beyond the geographical boundaries of the village setup. The advantages of such a partnership must be channeled to the masses. Also, the locals must recognize the convenience that Amazon offers, in terms of ordering products by just clicking a button at the comfort of their homes. In case of non-availability of mobile phones or internet connection, Amazon may strive to set up centers in the locale where customers could freely get access to internet services and place their order easily.

Offline promotions are the key to target the rural population as in countries like India. Hence, campaigns should be well organized to allow customers to purchase particular products of their choice (within a list of products that the company decides upon) free of cost. This will give them an experience for the first time, and encourage them to carry out further purchases based on their previous experience. They should also be able to know the after-sales services to further motivate them.

Besides, the Amazon e-book feature has not been well accepted by the audience yet. This requires efforts to identify the need in the market. Although a large number of books are available on Amazon, a limited number of them are freely available. Occasionally events, when these books would be available for reading free of cost, must be organized. This will help the customers to be exposed to a rich collection of books available on Amazon. This will build a further curiosity in the customer's mind to explore the books. Also, books for study purposes, such as encyclopedias, dictionaries, and textbooks, must be made available at cheap costs, and easily accessed. Amazon may also optimize its webpage further for quicker loading and navigation.

Apart from the above-mentioned factors, a system of tracking sellers selling substandard quality products must be built. Customer reviews must be taken into consideration and such sellers must be immediately rejected from using the system. Quality must be maintained as the most crucial feature Amazon must offer and only then can it sustain in the long run.

Amazon.com should keep enlarging its product categories. This allows customers to have diverse choices of goods to purchase. The price ranges should also be improved.

Products within all price range should be available, along with expanding the inventory and improving its algorithm in suggesting related products.

CONCLUSIONS

Amazon.com is a famous online shopping platform. Based on the various evidence in this research, we could establish several factors that play a pivotal role in the success of Amazon. We could identify its strengths and weaknesses. Amazon must retain its strengths and overcome its weaknesses to ensure that it provides top-level service and performance to consumers. Quality of the product, overall shopping experience, product presentation, seller credibility, timely delivery, post-sales services, and pricing are the key factors on which the entire business of Amazon is based. Hence, to further succeed and deliver beyond customer expectations, Amazon must consider optimizing these factors. Catering to the unmet needs must be considered and implemented. The untargeted audience must be identified and benefits offered must be addressed. Since customers are the king, Amazon.com should be all ears to any reviews, comments, or responses customers make. When they are satisfied with the process of consumption, the rate of second glance will increase and the revenue will rapidly grow. Thus, we encourage Amazon.com to seriously look at customer’s feedback to improve its performance. Feedbacks are always the best solution to recognize the issues customers deal with. Keeping positive comments as encouragement is essential for good business performance while working relentlessly to satisfy customer’s needs and improve their buying experience.

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Key Determinants of International Retail Success: A Case of IKEA Retail

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ABSTRACT

IKEA is an internationally well-known largest furniture retailer. The purpose of this study is to study key determinants of IKEA's success. To reach the purpose of this research, we focused on the international strategy IKEA used to approach their customers and IKEA’s SWOT analysis. Besides, we also focus on how IKEA store layout influences consumer behavior. The primary data collection method was interviews conducted with IKEA customers by Google forms. This study found that IKEA’s unique management planning and marketing strategy attract customers to revisit the retail store.

Keywords: IKEA, Retail, Strategy, SWOT

INTRODUCTION

Retailing is an international business and international retailing is a reality. Although It slowly begins, it will certainly last for many years. It touches everyone and has a profound effect on consumers, communities, competing retailers, and their suppliers even in the early stages of its growth (Bruce, Moore, & Birtwistle, 2004)

The retail industry is an important part of the global economy, and its development trend reflects the overall economic trend of the world. Since the existence of department stores in the 18th century, the international retail industry has successively appeared in various new formats such as warehouse stores, convenience stores, specialty stores, supermarkets, and shopping centers. Companies and supermarkets are the backbones of a multi-level, multi-form, and multi-functional retail business system that suits the needs of different consumer groups.

Retailing is rapidly becoming a global industry and is now entering an era of transformation. With the development of technology, consumers can grasp all kinds of information in real-time, making it more controllable and dominate the trend of changes in shopping behavior. The consumer can shop at any time, any place, and in any way they want. They can freely choose either to go to a physical store, online, or using mobile devices to buy the goods needed (Deloitte, 2018)

Looking at the entire retail industry, traditional business models have been disrupted, which has led to unprecedented transformational changes. Retailers should do both online and offline to better meet the increasingly complex needs of shoppers and create a better consumer experience. Innovation and transformations are developing faster and their scale is larger than ever before. Those retailers who have long been committed to balancing traditional performance indicators such as growth, profitability, and performance are facing huge challenges (Deloitte, 2018).

Although retailing is going international and many retailers are showing a growing interest in international expansion, many retailers find it difficult to develop a store network in foreign markets. This is because retailer's expansion to foreign markets leads to the transfer of retail management technology or the establishment of international trading relationships across regulatory, economic, social, and cultural boundaries (Alexander,1995). There are some failure cases of internationalization retailers. For instance, after several years of lackluster results, Marks & Spencer's (UK) withdrew from the Canadian and US markets (Burt, Mellahi, Jackson, & Sparks, 2002), and Walmart failed to make it into South Korea, Germany and Japan (Aoyama, 2007)

However, there are also some companies like IKEA which was flexible in their organization and operation, which allows this traditional retailer to avoid the risk of losing customers and market share. IKEA is the world's largest furniture retailer with 422 stores in more than 50 counties generating over 41.3 billion euros. IKEA is a Swedish company and established by Ingvar Kamprad in 1943 (Sarah et al., 2020). Swedish retail icon attracted over 715 million visitors to its stores in 2014 at a time when online shopping is undermining conventional retail models. Hence, how does IKEA become so successful by offering innovative designed and high-quality furniture at a low price?

The success of IKEA relies on its products, marketing, sales strategy, and supply chain system. For products, IKEA's target customer group is between 20 and 45 years old. These target consumers have high standards of consumer demand and pursue the cost-effectiveness of home consumption. The design and production of IKEA products consider the contradictions in consumer demand. IKEA's self-made products had increased interest for customers to buy it (Norton, Mochon, & Ariely, 2012). IKEA optimizes the entire supply chain, establishes long-term partnerships with suppliers, and invests in highly automated and large-scale production. On the premise of ensuring product quality and cost control, IKEA provides a wide range of products with unique styles, practical and durable. To fulfill IKEA's business concept "To provide well designed and functional home furnishings at affordable price", IKEA creates a cost-effective product matrix. IKEA believes that good design should be a perfect combination of beauty, practicality, quality, sustainability, and low price. Hence, the design process is very strict and for a new product, the price regulation precedes the design, and the design should be carried out around a defined cost.

According to Baraldi (2008), IKEA had introduced creative transformation like flat packs to save the space on the warehouse and also the transportation and production costs as well. In the chain from supplier to customer, IKEA had done well in its. IKEA is practicing build endless relationship with suppliers, investing in the product functions and quality by adding more customer value on their products, provide the best customer service and in-store experience for customers, delivery the products to customers' house and building long-term relationship with customer.

For marketing, IKEA cares about the shopping experience of every customer (Burt, 2008). Hence, IKEA sells its products in an equal manner with customers, to form a good interactive relationship. This marketing concept can be seen in the layout of IKEA stores. Firstly, the layout of the IKEA showroom is based on the actual scene of the house, creating an atmosphere of family life that encourages customers to try it out in person and helping to choose the products that meet their needs. Secondly, every IKEA products' prices are marked, and the shopping route is in orderly planned. The customers can visit each area freely without the guidance of a salesperson. This purchase process is minimally disturbed, avoiding irrational consumption caused by situational factors, and creating a satisfactory shopping experience. Finally, IKEA was also famous for its restaurants that offer delicious, sustainable, and nutritionally balanced foods. This helped IKEA create a "scenic spot" suitable for weekend visits, effectively increasing passenger flow.

Besides its wholly-owned stores, IKEA also adopts a "franchise" business model and cooperates with other companies to achieve a wider range of international expansion. Inter IKEA System B.V is an IKEA franchise licensee and the owner of the IKEA concept, which is responsible for developing and supplying product ranges and aligns the overall IKEA strategic direction. In the rising of e-commerce and the continuous expansion of the customer base in offline stores, IKEA fundamentally changes its concept to meet the customer's needs of "order online and pick-up offline". After the global furniture giant doubled through e-commerce, IKEA's online sales surged, bringing total sales of 45.4 billion US dollars.

IKEA's products, marketing, and sales strategy drive IKEA to great success, but the core barriers behind these strategies are the supply chain system. IKEA's supply chain structure is complex and its product design, production, and sales process are strictly managed by different companies. After finishing the design, the product is handed over to IKEA Purchasing Co Ltd, a subsidiary group of IKEA for the global procurement of raw materials. As the biggest furniture manufacturer, IKEA has more than 1000 suppliers worldwide and its production is globalized. This requires IKEA to establish a complete global production management system. To balance the cost and quality, IKEA has its product patent rights and is not limited to the scope of procurement in each area. This controls the product specification's quality and minimizes the cost on a global scale as well.

Political factors such as elections, referendums, renewals of treaty are very important factors in the business climate especially for those multinational companies. These factors are extremely critical and represent immense restrictions on corporations both domestically and globally. Any country that is part of the business plan will multiply all the factors and add them to international treaties, conventions, customs and practices. Hence, a throughout research of study and research of the political environment in every country the corporate operations is absolutely necessary (The Brand2Global Team, 2018). The political environment includes a country's country system, the guidelines, policies, and laws of governments of the country. Different countries have different social properties and different social systems with different restrictions and requirements on an organization's activities. IKEA operates 422 stores in more than 50 countries. Since IKEA operates in more than 50 markets, the company must abide, and follow the regulations of each.

As the connection between physical and digital worlds open up new market opportunities, Internet strength, power and interactivity with consumers are widely recognized and with the combination of technology advancement, this had provided retailers the potential and ability to change the shopping experience of their customers (Evanschitzky, Gopalkrisnan, Hesse, & Dieter, 2004; Wolfinbarger & Gilly, 2003). Hence, due to technological advancements and accelerated competitions, IKEA follows these technology trends from its products to their promotion. On the products side, to continuously improve the product's function and quality, IKEA continues to adopt new materials and new technologies, while on the promotion side, IKEA develops their marketing strategy by fully utilizing online technologies like social media platforms, augmented reality technology, and virtual reality technology. By optimizing the online social platform, IKEA can reach more group of customers from different age, income-level, countries, race and ethnic. Moreover, it can expand the brand known among the world. IKEA is following the technology trends by producing more technology and modern furniture to attract more customers buying it.

According to Crasto, et al. (2020), people nowadays are more concerned about environment-friendly products for the sake of environmental protection. Therefore, environmental protection and social responsibility have always been IKEA's requirements for purchasing household products. To achieve this, IKEA strictly monitors the procurement channels and strictly urges suppliers to require their products to meet the corresponding certification standards to provide consumers with exquisite, practical, green, and environmentally friendly products. During the production, operational performance indicators are important for the effect of environment performance of IKEA's green products (Jean-Francois & Journeault, 2008). Environmental sustainability has several significant implications for a better competitive edge (Kee et al., 2020). IKEA launched the sustainability of its products with high quality and protected the environment by using recycled materials during the production. It could increase IKEA brand image in the society and maintain a good fame in the world. According to Steen (2005), high quality product can hold long last and reduce the maintenance costs. Besides that, environmentally friendly products can attract the environment lovers to purchase it. Since the environment lovers are getting more people and green products are getting more popular, it had cause IKEA gaining more sale and profits from it. Using the environmental sustainability materials could reduce the cost because it saves the resource and decrease the unnecessary waste (Sehgal et al., 2020).

RESEARCH METHOD

This chapter outlined the methodology that we used in conducting the project research. This chapter presented the research design, target population, and sampling design used. It further identified the sources of data collection and data analysis techniques that we used in the research along with the description of the procedures for data collection. It was concluded by describing the limitations of the research.

Research design is the framework of research methods and techniques which researchers used for the purposes of their research. There are two types of methods to conduct this research, quantitative and qualitative. The quantitative method used in this research was to make observations obtain information related to the research. Besides, the quantitative method was employed to calculate the number of respondents. A qualitative approach is to study a situation to obtain detailed and in-depth information related to this research. The purpose of providing the research design is to study the international strategy used by IKEA to approach their customers, the SWOT analysis of IKEA, and how IKEA store layout influences consumer behavior.

The population of a study defined as any inferences from a sample refers only to the defined population from which the sample has been properly selected. Our questionnaire was open to the public and our target population for this research was customers who had visited IKEA or purchased IKEA's products before. A sampling design is a definite plan for obtaining a sample from the sampling frame and the sampling design is determined before any data or information is collected. Our questionnaires were created through Google Form and were divided into three sections. Section A includes respondent information. Section B consists of IKEA brand awareness and Section C deals with consumers' attitudes, and shopping experiences (Kamprad, 2007). Data and information for this study were collected using various means such as questionnaires, interviews, observations, and reference methods.

The questionnaires aim to examine the customer's response to IKEA. Questionnaires were distributed to the public through Google Form with three sections. Section A, the respondent demographic information, contains gender, nationality, race, age, occupation, and income level. Section B comprises six questions about the brand awareness of IKEA, while Section C contains nine questions about the consumer's attitudes and shopping experiences at IKEA. Some of the questions were created with a Linear scale, a type of psychometric response scale in which respondents were asked to choose and specify their level of agreement to a statement ranging from (1) `highly unsatisfied` to (5) `highly satisfied`. The interview was randomly conducted with an employee who works at IKEA in 20 minutes to get his/her opinion on the key determinants of IKEA's success as an international retailer and its international strategy to approach the customers.

Observation is an alternative method for information or data collection in addition to questionnaires. Observation requires the researcher to personally observe the situation in the research area. This research method allows the researcher to better understand the real situation to be described by the respondents. This method is carried out while the researcher visits the research place and does some field trips to get better ideas beneficial to the research.

This method is used to obtain additional information from several sources so that this research can be more perfectly conducted. We used this method to find information from published materials like magazines, newspapers, and the internet. To complete this study, we have used an internet-based method to get information about the key determinants of IKEA's success as an international retail company, the international strategy used by IKEA to approach their customer, SWOT analysis of IKEA, and how IKEA store layout influences consumer behavior (IKEA Malaysia, 2020).

The data were analyzed by descriptive methods in the form of percentages and frequencies, performed when obtaining primary data from the questionnaires. The level of analysis is achieved when the data obtained are ascertained, edited, and measured to numbers. Subsequently, the data were presented in the form of tables and graphs.

The limitations of this research are those design characteristics or methodology influencing the interpretation of the findings from the research. Due to COVID-19 pandemic, our research activities got hindered and our discussions were conducted by emails and WhatsApp. We could only access the internet to get the information as the libraries are closed due to the pandemic. Unequal access to the internet and affordable data, along with inefficient broadband services causes limitations for the research. Besides, we could only collect customers' opinions through Google Form instead of having a short interview with the customers randomly at the research place.

RESULTS AND DISCUSSION

Table 1. Summary of Respondent's Demographics (N=70)

Response	Frequency	Percentage (%)
Gender		
Male	28	40
Female	42	60
Nationality		
Malaysian	60	85.7
Indian	6	8.6
Others	4	5.7
Races		
Malay	13	18.6
Chinese	48	68.6
Indian	9	12.9
Age group		
20 years old and below	9	12.9
21 - 30 years old	45	64.3
31 – 40 years old	10	14.3
41 years old and above	6	8.6
Occupation		
Student	48	68.6
Employed	21	30

Unemployed	1	1.4
Retiree	0	0
Income level		
None	39	55.7
Below RM1000	8	11.4
RM1000 – RM2000	2	2.9
RM2000 – RM3000	7	10
RM3001 and above	14	20

Table 1 shows the summary of 70 respondents' demographics. Based on table 1, female respondents were the majority (60%). Next, the respondents were mainly Malaysian (85.7%), followed by Indian (8.6%). In the google form, most respondents were Chinese (68.6%) and Malay (18.6%). Moreover, the 21 – 30 years old group was the largest group among the 70 respondents (64.3%), while the second large age group was the 31 - 40 years old (14.3%). By occupation, most of the respondents were students (68.6%), followed by the employed (30%). A total of 55.7% of respondents comes from the have-no-income group, while 20% of respondents had RM3001 income and above.

Table 2. Summary of Brand Awareness among Respondents

Response	Frequency	Percentage (%)
Have you heard of IKEA's brand before?		
Yes	70	100
No	0	0
Have you visited IKEA before?		
Yes	65	92.9
No	5	7.1
How you came to know about the IKEA brand?		
Social media site	40	57.1
Family or friend	19	27.1
Newspaper or magazine	3	4.3

Advertisement	7	10
Other	1	1.4
Have you purchased IKEA's product before?		
Yes	60	85.7
No	10	14.3
Which IKEA's products have you purchased?		
Bed & mattresses	14	20
Sofas & Armchairs/ Chairs	20	28.6
Tables/ Desks	32	45.7
Textiles & rugs	14	20
Storage furniture	28	40
Cooking or eating utensils	33	47.1
Decoration	27	38.6
Home electronics	14	20
Baby & children product	3	4.3
Other	11	15.7
None	9	12.9
The shopping experience at IKEA's store		
Highly unsatisfied	0	0
Unsatisfied	0	0
Neutral	4	5.7
Satisfied	21	30
Highly satisfied	45	64.3
The quality of IKEA's product		
Highly unsatisfied	0	0
Unsatisfied	0	0

Neutral	6	8.6
Satisfied	32	45.7
Highly satisfied	32	45.7
The overall price of IKEA's product		
Highly unsatisfied	0	0
Unsatisfied	1	1.4
Neutral	12	17.1
Satisfied	31	44.3
Highly satisfied	26	37.1
The customer service of IKEA		
Highly unsatisfied	0	0
Unsatisfied	0	0
Neutral	11	15.7
Satisfies	28	40
Highly satisfied	31	44.3
The IKEA layout design		
Highly unsatisfied	0	0
Unsatisfied	0	0
Neutral	6	8.6
Satisfies	19	27.1
Highly satisfied	45	64.3

Table 2 presents a summary of brand awareness among 70 respondents. It indicates all of the respondents heard of IKEA before yet 92.9% of respondents had visited IKEA. It signifies that IKEA is highly famous, however, since it mostly is located uptown, those who live in the suburb will face difficulty visiting it. Also, the most effective way to promote the brand was through social media sites as the majority of respondents (57.1%) knew IKEA from them. A total of 85.7% of respondents had purchased IKEA's product before and the most product they purchased was cooking or eating utensils (47.1%), due to its cooking or eating utensils are excellently designed. The second most products the respondents purchased were tables/desks (45.7%) as IKEA provides tons of tables or desks for customers to choose the best-fit tables for them.

IKEA store is a plotted path through the store, allowing everyone has to walk past every item before they pay and leave. This is a great strategy to attract customers to buy things, which they did not plan to buy before. This made the majority of respondents were highly satisfied with the shopping experience in IKEA stores (64.3%) in addition to its customer service (44.3%), and its layout design (64.3%). For the quality rating, the percentage of satisfied respondents is the same as the highly satisfied respondents (45.7%). This is due to IKEA knows what customers want. IKEA knows that the quality of the product is one of the customer values. Therefore, IKEA offered an affordable price without decreasing the quality. Moreover, 44.3% of respondents were satisfied and 37.1% of respondents were highly satisfied with the overall price of IKEA's product.

Table 3. Summary of Consumers' Attitudes and Shopping Experiences in IKEA

Response	Frequency	Percentage (%)
What are the criteria when you choose to buy furniture?		
Features	26	37.1
Durability / Quality	55	78.6
Price	51	72.9
Design	54	77.1
Period of use	33	47.1
Which of the following factors attract you most?		
Good cost performance	4	5.7
Layout	13	18.6
Variety of products	11	15.7
Quality of products	17	24.3
Design of products	18	25.7
Easy to assemble	1	1.4
Customer service	0	0
IKEA food	6	8.6

Which of the following issues you have experienced while or after shopping at IKEA?		
Confusion in the showrooms	28	40
Finding products in the warehouse	36	51.4
Out of stock products in the warehouse	21	30
Product overload / being overwhelmed by the store	14	20
Delivery	30	42.9
Return process	14	20
Product packaging	6	8.6
Which service do you think IKEA needs to improve?		
Product Design	24	34.3
More customized products	32	45.7
Delivery	23	32.9
Shopping environment	29	41.4
Facility	27	38.6
Free assembly	11	15.7
Customer service center	11	15.7
Do you like IKEA do-it-yourself assemble furniture concept?		
Yes	66	94.3
No	4	5.7
Does IKEA's store layout influence your shopping experience?		
Yes	65	92.9
No	5	7.1

Would you like to visit IKEA or purchase IKEA's products in the future?		
Yes	70	100
No	0	0
Do you think IKEA is a successful international retailer?		
Yes	70	100
No	0	0

Table 3 presents the summary of consumers' attitudes and shopping experiences in IKEA. The respondents were inquired in nine questions about the main criteria when purchasing, the attractiveness of IKEA, issues experienced, services improvement, opinions on IKEA's do-it-yourself concept, the influences of IKEA's store layout, customer satisfaction on IKEA's products, opinions, and suggestions for brand recognition of IKEA. There were 55 respondents (78.6%) prefer durability as their main criteria when purchasing items, 54 respondents (77.1%) chose the product design and 51 respondents (72.9%) claimed that they would compare the price items with others before making any purchasing decision. This evidence revealed that respondents had clear shopping motives rather than just purchasing the goods.

Several aspects had attracted the respondents to visit and purchase in IKEA. The design of IKEA's products recorded the highest percentage (25.7%), followed by product quality (24.3%), store layout (18.6%), and product variety (15.7%). Most of the respondents decided to purchase IKEA's products since the designs are simple and easy to assemble. Flat packaging design provides convenience in the transportation process. Most of the respondents were satisfied with the quality of products as all products in IKEA's store were guaranteed. Respondents enjoyed a variety of design choices bringing convenience to their daily lifestyle. Blank-painted products reflected the sense of elegance and giving respondents a beautiful enjoyment with the ideology and artistic conception of IKEA products.

Besides, 36 respondents (51.4%) had experienced the issues of difficulty in finding products at the warehouse, followed by 30 respondents (42.9%) who experienced the problems of late delivery, and 28 respondents (40%) were confused in the showrooms while shopping. Most of the respondents stated that it took them several minutes to search for code products placed in the bulk storage area. All furniture designed in similar pieces and flat packages stored in warehouses made the respondents difficult to locate their products and items. Due to the Covid-19, IKEA had an overwhelming response in online order resulting in a longer time for delivery. Besides, respondents said that they could easily get lost in the maze-like showrooms because the guidance signs and maps were difficult to be found while shopping in. Therefore, the general design of the store decreases the chances of making the shopping visit shorter.

Furthermore, 32 respondents (45.7%) preferred customized products to be improved by IKEA. Most of the respondents desired to interact more with products and unlimited creativity could be expressed in the assembling process. There were 29 respondents (41.4%) who stated that shopping environments needed to be improved. They pointed out that store maps and signs should be exhibited in visible measures so that they could directly reach the locations when emergencies arise. The respondents also preferred that the features of items be printed in the price tag as they could easily identify the items from similar packaging placed in the warehouse. It could convenience the customers as well as minimize the risk of picking wrong items in the warehouse.

Table 3 showed that the majority of respondents (94.3%) were satisfied with the concept of do-it-yourself assembled furniture and they also agreed that IKEA's store layout influenced the consumer's shopping experiences (92.9%). The results represented that most of the respondents enjoyed assembling the furniture by themselves which led them to a sense of satisfaction. Moreover, the maze-like store layout is one of the strategies used by IKEA's company to keep shoppers moving around the retail store and nudge them towards making those impulsive purchases. We can see that a well-planned store layout and the design of shopping experiences indirectly influence the consumption of shoppers in IKEA stores. Therefore, this survey proved that all of the respondents would like to visit IKEA or purchase IKEA's product in the future.

A total of 21 respondents voiced their opinions on brand experiences with IKEA. They agreed that IKEA is a well-known international retailer in the world. They have expressed different experiences of IKEAS's products, foods, and environment for customers. IKEA produced various products high-quality guaranteed at affordable prices. The showroom design allows consumers to plan in advance and directly purchase the products. By utilizing the concept of do-it-yourself, it provides an opportunity for consumers to build the furniture creatively. These creative and sustainable ideas stand a chance to compete with other retailers in this competitive world. Hence, all of the respondents agreed that IKEA is a successful international retailer in the world.

As most of the respondents (51.4%) had faced the issue of trouble finding products in the warehouse (see Table 3), we are suggesting two ideas to solve this issue. The first idea is to place the display item beside the packed products according to the category in the warehouse. For example, if the products are chairs, it will be better to place a chair display beside the products. It lets the customers know that they are in the chair category. It also could let the customers who just need to buy certain products, can quickly find out the desired products. It will save their time for searching the items one by one. Moreover, placing display items can attract customers who did not intention to buy it will also be attracted by the unique design of display items (Sigurdsson & Foxall, 2009). On the other hand, the display item will occupy more space in the warehouse. The passageway for the customers and employees may become narrow especially for the bigger display item. Therefore, it will be a drawback for placing display item beside the packed products.

The second idea to improve this issue is setting up the Warehouse Management System. It is famous with helping to managing and tracking the inventory (Andiyappillai, 2019). Warehouse Management System has been an advance tracking technology recently. Technology is important to enhance and improve the business (Seo & Lee 2019). Customers might spend a lot of time searching for the products they are going to purchase as all of the packaging are similar to each other. To reduce the confusion, the Warehouse

Management System can help customers to track the items by inserting or scanning the code of products. The description features and price of the items will be listed accurately on the screen of the system. Besides, this system could help customers to track the item location and directly lead customers to the actual places. It not only reduces the management cost but also enhances customer satisfaction. Moreover, it can collect the data from customers about which products are most popular search in IKEA (Zunic, Delalic, Hodzic, Besirevic, & Hindija, 2018). However, there are several risks associated with using the Warehouse Management System since the downtime issue needs more time to fix the bugs. Hence, it may decrease the productivity and the quality of customer services.

This research revealed that IKEA's well-planned marketing strategy successfully attracts loads of consumers to visit and purchase in IKEA stores. Throughout the research, opinions, and suggestions from respondents could help IKEA to take a proactive approach to provide their customers with high-quality services in the future. Ongoing satisfaction will lead IKEA's customers to loyalty and drive IKEA's company to the path of success.

CONCLUSIONS

Based on the findings and discussion, we can conclude that IKEA is a successful international retailer in the world. Layout design, product design and quality, customer service, and shopping experience are the key determinants to lead IKEA to a well-known and successful company. However, the layout design of warehouses, products overwhelmed by the store, more customized products, and facilities need several improvements to attract more customers.

We recommend IKEA to expand deeper into food retail. We believe that some customers visit IKEA not merely because of the furniture, as food also becomes one of the attractive elements. Famous dishes in IKEA are meatballs, carrot cake, blueberry crumble cheesecake, soy ice-cream, and frozen yogurt. IKEA could offer a variety of Swedish food to provide more choices and try to suit every customer's taste. However, IKEA need to launch the dishes which will suit the country culture. In Malaysia, IKEA can launch the halal food to adapt in the Malaysia culture (Dilip & Ezlika, 2014). Therefore, IKEA might highly differentiate themselves from competitors by being famous with furniture and Swedish food.

Moreover, we suggest IKEA provide a playground and a nursery for kids. Playgrounds are a fun place for children, while the nursery enables parents to shop without worrying about their children, as IKEA workers will take care of the children. This idea could kill two birds with one stone as it may bring benefits to customers and the company. This upgrade could transform IKEA into a multipurpose shopping and increase sales (Urban Play, 2019).

Lastly, creating an IKEA second-hand shop could be another breakthrough. Resale market is now getting more popular among customers around the world (Hristova, 2019). Generally, it takes up to 10 years for furniture to be broken, all that time, there are many new designs of furniture to launch. Therefore, customers may choose to buy the new design and sell their second-hand furniture to IKEA. IKEA workers will polish and repair the furniture and resell them in the shop. As this idea can be a way to reduce the waste of furniture and protect the environment, it raises the brand image. Since "Always improve and beyond yourself" is the key to being successful, IKEA should always improve and innovate their products, customer service, and shopping experience to attract more customers and differentiate among competitors. Therefore, IKEA can long last in the industry and continue expand its product (Hermundsdottir & Aspelund, 2020).

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SERVICE QUALITY GAP ANALYSIS: A STUDY OF EATERIES IN BENGALURU

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ABSTRACT

The purpose of this research is aimed to identify the gaps or discrepancies between the hotel managers and the customer's perspectives of service importance and service performance satisfaction through the analysis of Service Quality Gap Model. The theory suggests that 5 gaps of service quality; the knowledge gap, the standards gap, the delivery gap, the communication gap and the service gap, should be identified to investigate the service inefficiency. The effort to close these gaps will enhance customer satisfaction and business profitability. However, in this research the first three gaps are mentioned and as they are knowledge gap and the delivery gap as they are seen basics for analysis of service quality which in turn increase the customer satisfaction. The result shows that a number of gaps occur between management and staff and between staff and customers while the gap between managers and customers are slightly found.

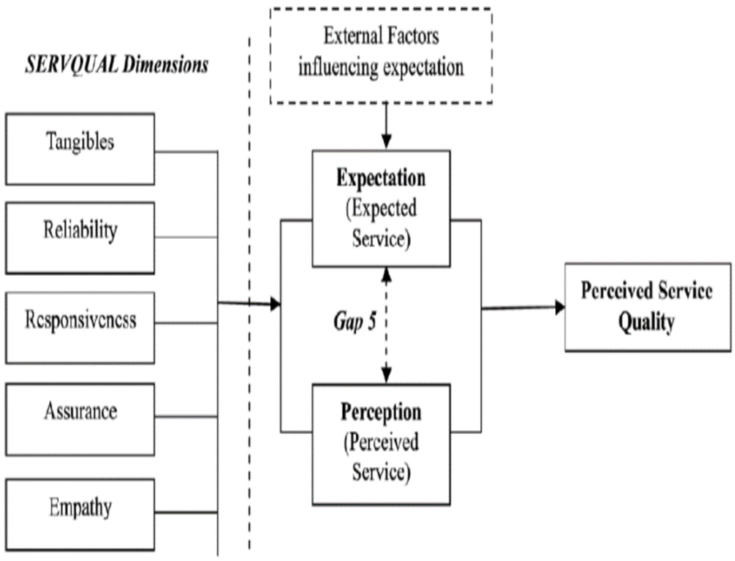
Keywords - Gap analysis, Gap Model of Service Quality, Hotel, Service, and Service Quality.

I. INTRODUCTION

Customers do not buy goods or services, they buy the benefits goods and services provided them with. They buy offerings consisting of goods, services, information personal attention and other components. Customers are lifeblood of any organization, and without them, a firm has no revenues, no profits, and therefore no market value.

Service Quality Determinants and the SERVQUAL Instrument

In the mid-1980s, Berry and his partners, Parasuraman (1985) and Zeithaml (1985) started to contemplate administration quality determinants and how client assesses the nature of administrations dependent on the Apparent Assistance Quality idea. The 10 determinants were found to describe clients' view of the administration. One of the determinants, capability, is plainly identified with the specialized nature of the result, and another, respectability, is firmly associated with the picture part of apparent quality. Be that as it may, it is intriguing to see that the remainder of the determinants are pretty much identified with the procedure measurement of saw quality.



II. REVIEW OF LITERATURE

Rhoades et al (2000) in their research paper have addressed efforts in bringing up quantitative index of factors & characteristics which comprises quality in airport operations & facilities from varied customer's perspective. It has shown and identified 12 broad factors that, in customer view affect the quality of operations at airport. The important factors are ground transportation, parking, shopping and restaurant services, capacity as well as the waiting area. Similar study may be undertaken for hotels and other accommodations.

Kandapally. J. et al (2001) have expressed that normal administrations go past the basic administrations required for the organization to remain in business and such administrations should be offered to stay serious. Throughout the year, expected administrations increments and visitor turns out to be all the more requesting, requiring specialist organization to move past what is typical.

Farner et al (2001) have examined empirically the popular concept of internal customer service. Even if there is significant descriptive literature on internal service is available, till date there has been hardly any empirical assessment service quality. The concept of assuming co-workers as customers' needs intuitive sense but there is still a difference in opinion among industry and Institutes as to the true value of internal customer service on the external service quality. This study has used data of a large food and grocery wholesaler and examined the impact of internal customer service on external customer service. Farner et al finds that internal customer service seems to have a mixed and complex relation with external customer service.

Lawrence & McCullough (2001) have mentioned that lessons of quality management apply to services as well as products. Awareness also has been increasing that services, like products may be guaranteed as tools of implementing a total quality management orientation in the organization. The nature of service and company's interaction with customer has been changed profoundly due to invention of technology; however on other hand it has some down side well.

Bitner (2001) in his paper elaborates on the opportunities that technology offers to develop new services manufacturing firms. Research undertaken by Behara &Gunderson (2001) addresses this limitation by specifically studying quality management in service organizations. Through a survey of 170 US service firms; this study empirically developed and validated constructs for on comparing traditional marketing models to service marketing models.

Groonroos (2001) has stated that the most important characteristic of services is the fact that services are processes and goods since a service firm has no products, but only an interactive process. Consumption of goods may be described as "consumption of outcome", the consumption of services may be defined as "process consumption".

Siu & Cheung (2001) by using Retail Service Quality Scale to study the service quality delivery of a department store chain and its impact on consumption behaviour, it is found that the impact of physical appearance and the policy are prominent on the overall perceived service quality and the future shopping behaviour. Out of all service dimensions, physical appearance and policy have the major impact on the overall service quality and on future consumption respectively by delivering service to customers on time.

Selvakumar (2015) have examined the impact of service quality on customer satisfaction in public sector and private sector banks in Coimbatore and the relative differences attached with the various determinants of service quality using the SERVQUAL model. The results suggested the considerable influence of the various dimensions of service quality on customer satisfaction- Assurance being the most impactful and responsiveness the least.

Qing Qing Tan et. al. (2014) observationally inspected the administration quality and consumer loyalty in Chinese cheap food part and found that all the elements of administration quality have positive impact on consumer loyalty with the exception of dependability.

Reena & Maithili (2017) explored the idea of Administrations and clients' desires and observations with respect to support quality and insisted that expressed that each help is not the same as one another and desires for the clients additionally shift from client to client and culture to culture. Also, the two whole models conceptualized by Parasuraman and Lovelock were talked about.

III. STATEMENT OF THE PROBLEM

Customer satisfaction is one of the most important issues concerning business organizations of all types, which is justified by the customer orientation Philosophy and the main principles of continuous improvement of modern enterprises. Customer is an individual or business that purchases the goods or services produced by a business. The client is the end goal of businesses, since it is the customer who pays for supply and creates demand. Businesses often follow the adage that "the customer is always right" because happy customers will continue to buy goods and services, therefore it is very important tantalize the type of service quality is being provided by different eateries in Bangalore and in parallel to find out the service gap present in those eateries.

IV. NEED OF THE STUDY

Proposed research explores the opportunities, challenges, risks and rewards of creating a holistic, end-to-end approaches to service quality management with reference to eateries in Bangalore city. The study is undertaken to understand the dimensions of SQM and components of quality. It also explores the opportunity of measuring service quality and finding any scope for further improvements in the established procedures.

Customer service increases brand awareness since happy customers are much more likely to spread positive feedback and reviews to others, bringing in referrals with no additional cost for customer acquisition. When the organization provides an outstanding service quality, people start spreading a good word about the organization. Numerous studies demonstrate that the good services rather than a good price play a key role in e in customer purchasing decisions. Today customers tend to remain loyal to companies they really trust. The competition in the market is high and it is important to build the trust and keep the customers. Providing the best services to the customers will help the company to build its image and market. On the other side, if the company react instantly on the customers complaints and provide professional solutions to their problems, the customers will remain satisfied and feel that their voice are being heard which will help the company to grow further. Modern customers does not want just to be a number, he wants to be treated as a person. He wants to know that his opinion matters and is taken in to consideration. Considering above all the points, there is need and relevance to study the service quality.

V. SCOPE OF THE STUDY

The present study aims to determine the service quality gap amongst the selected eateries located in Bangalore city. The study focus on service quality dimensions and quality of service offered to its customers. The eateries were selected on the basis of location, size and offerings. The study makes an effort to understand the gap between the perceived quality and the actual amongst the different eateries located in the selected areas of Bangalore city.

VI. OBJECTIVES OF THE STUDY

- To study the quality of services provided by small eateries located in Bengaluru city
- To examine the service quality using SERQUAL model.

VII. RESULTS AND DISCUSSIONS

Analysing service quality gap using SERQUAL model

Service quality attributes	Expectation (E)	Perception (P)	Gap (P – E)
Tangibility			
The eatery has visually attractive parking areas and building	5	2.56	-2.44

exteriors.			
The eatery has visually dining area.	5	2.70	-2.30
The eatery has appropriate, decent and neatly dressed employees.	5	2.93	-2.07
The eatery has a menu that is easily readable.	5	2.56	-2.44
Dining space is spacious and comfortable.	5	2.75	-2.25
The eatery looks clean and neat.	5	2.91	-2.09
Reliability			
The eatery provides the service on time.	5	3.33	-1.67
The eatery quickly corrects everything that is wrong.	5	2.62	-2.38
The eatery offers an accurate calculation of the guests.	5	2.76	-2.24
The eatery serves the food exactly as you have ordered it.	5	2.93	-2.07
Quality			
The food has a nice taste.	5	3.12	-1.88
Food is served at an appropriate temperature.	5	2.89	-2.11
Food is fresh.	5	2.78	-2.22
The choice of food is different.	5	2.91	-2.09
Food is served in good portions.	5	2.89	-2.11
Responsiveness			
During the busy hours, the eatery Provides the service at the promised time.	5	2.61	-2.39
The eatery provides quick service.	5	2.78	-2.22
The eatery gives extra effort to handle your special requests.	5	2.51	-2.49
Assurance			
Employees should always be ready to help.	5	2.97	-2.03
Staff should be loyal and honest.	5	2.81	-2.19
Staff should be polite.	5	2.79	-2.21
The eatery has staff who are both able and willing to give you information about menu items, their ingredients, and methods of preparation.	5	2.80	-2.20
The eatery has staff that looks educated, competent and experienced.	5	2.62	-2.38
Empathy			
The eatery has employees who have time for your individual wishes.	5	2.46	-2.54
The eatery makes you feel special.	5	2.62	-2.38
The eatery provides your individual needs and requirements.	5	2.58	-2.42
The eatery has employees who are sympathetic and calm when something is wrong.	5	2.60	-2.40
The eatery seems to have the customers' best interests at heart.	5	3.05	-1.95
Total	**140**	**77.84**	**-62.16**

Comparing the results of customers' expectations and perceptions of small eateries in Bangalore city, it is clear that service quality doesn't match customers' expectations as overall mean of customers' expectations (140) exceed the overall mean of customers' perception (77.84)

VIII. FINDINGS OF THE STUDY

- Customer is the age group of between 20-30 are more in number which implies, younger population prefer to eat/dine at small eateries as compared to other age groups.
- Male customers prefer more to visit eateries as compared to female.
- Students prefer small eateries more compared to others eateries of customers.
- Bachelors are the most preferred category of customers to small eateries in Bangalore city.
- On an average people visit income of 10000-20000 and less prefer to eat from small eateries.
- Majority of the people visit once is a week to the small eateries.
- People prefer to have food from small eateries as they offer tasty food.
- People agree to the fact that eateries should provide sample parking space.
- Employees at the eateries are neatly dresses and decent enough to provide good services.
- Small eateries provide menu cards which are easily readable and understandable.
- Dining space at eateries is spacious and comfortable.
- The small eateries appear clean and tidy.
- The small eateries provide service on time.
- Eateries respond to the customer's request very quickly.
- There will be number mismatch on the ordered food and delivered food at eateries.
- The quality of food is very good at small eateries.
- The food is served hot and fresh.
- Eateries offer vide variety of food to customer.
- Staff at eateries an very honest and polite.
- Eateries are competent and experienced enough to provide better service.
- From the SERQUAL model, it can be interred that the customer expectation exceeds customer perception. Hence the eateries have not fully successful in delivering the quality service to the customers.

IX. CONCLUSION

Hotel industry is India has a long history; the industry has transformed by many folds in the recent years. Globalization, eateries of MNC's and growing population, Migration from villages' education and job hunting have induced the growth of eateries in many metro Cities. The present study made an effort to determine what factor motivates the people to visit eateries and how much are they satisfied with the services offered by these eateries. The study clearly demonstrates the need of fulfilling the customer's expectation as customers are considered as the king of any business. Bangalore city is blessed with ample numbers of eateries which provides vide variety of quality food at reasonable prices. Customers are happy about the services quality but yet there are certain areas where the eateries can focus to improve the quality as well as satisfaction. Overall the eateries need to bridge the gap between the expectation and perception about the services quality.

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Significance of Performance Management Activities in Improving Employees Skills and Abilities: A Study on Selected It Industries

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Abstract- Performance management is a significant part for well-functioning of the organizations. This process helps the Organization as a whole from defining objectives to achieving the desired goals. The utmost importance of this process is to ensure that the work performed by Employees attains the work of the company. Performance Appraisal is an integral part of Performance Management system. This process helps to examine and evaluate the effectiveness and efficiency of Employees based on their performance under the scheduled period. The main objective of this study is to understand the importance of performance management activities, identify the factors that influence the adaption of Performance management system and various Performance Management data used to carry out this process. There exists a gap in literature review, as previous studies have not explored all the performance management tools that can be adopted by the organizations. It is found that maximum importance is given to only one Technique and tools. Only in least cases more than two tools are used. It is possible to understand the working of Performance Management system, various activities that are adopted by the organizations and activities that they can adopt in the coming future. Also, the tools such as; behavioral Assessment, rating scale and 360-degree Method to analyse the Employees.

Indexed Terms- Performance Management system, Performance Management Activities, Performance Appraisal, Tools, efficiency, effectiveness, objectives, goals.

I. INTRODUCTION

Performance management (PM) is a very important process in any organization. This process assists organization in recognizing their objectives that needs to be achieved by the Employees so that it helps them in being a strategic player in the competition. This process ensures about the set of activities that needs to be adopted in order to get the output in the most effective and efficient manner.

Performance management not only focuses on the performance of the Employees, but also focuses on the performance of the organization as whole i.e.; the department, an employee, an employer and the place where the tasks are supposed to be managed and carried out.

Performance management activities are decided by the top most Management of the company for various levels of Employees as per their needs. It's important that every Employee under goes this period as it helps in developing the individual as per the requirements and necessity. Performance management includes timely training and coaching as per the needs, providing feedback on regular bases, specifically allocating tasks, comparing actual performance and behavior of an employee to the desired behavior and performance, and so on.

One of the most accepted and adopted definition of performance management was given by Michael Armstrong, in this Handbook which he explained about performance management. He stated it as, "Performance management is the continuous process of improving performance by setting individual and team goals which are aligned to the strategic goals of the organization, planning performance to achieve the goals, reviewing and assessing progress, and developing the skills, abilities and knowledge of people".

Performance management process: The Basic Elements Necessary for Effective Performance Management

1. Transparent communication and collaboration.
2. Employee development recognition.
3. Honest and regular feedback and reviews.
4. Employee development.
5. Goal setting.

II. REVIEW OF LITERATURE

Zhang Ying ying, (2012). This study was carried out by Zhang Ying ying. To understand and define Employee performance measurement, performance management system, and also analyze and understand relationship between performance management and Employee performance in the organization. The 2004 WERS data was analyzed using a package of STATA for windows. This was done to examine the impact of performance management system on Employee performance. The Kruskal-Wallis test and ordered logit regression were used to test the relationship. The study resulted that continuous communication between the Employer and Employees impacts significantly and positively in the performance.

Bendick, M., Egan, M. & Lofhjelm, S. (2001). Here, the researcher focuses on the workplace at US. When Employees are provided with diversified training, it helps organizations to benefit from Performance appraisal. Here, Employees are taught to have cordial relationship with each other by respecting one another and not hold discriminatory feelings against each other.

Clive Fletcher, (2001), in this article, determines and discusses couple of themes and tendencies, which together form the agenda to of study in this field. He tries to explain about the appraisal method and the type of context that is used to operate. He is concerned with the type of content of appraisal and the process of appraisal used. The study concentrates upon the impact of new technology and on cultural differences that lays its impact on both Organizational and individual levels.

Dr. A. Srinivasa Rao, (2007). This empirical study is carried out by the author in selected few Indian companies to understand the effectiveness of performance management. In this article, the study is confined to the factors that result in the fruitfulness of performance management and its association in achieving Organizational goals. While carrying out this research, consequences and antecedents of potential implementers of PMS in various Indian companies were also inspected. While carrying out this process, it was understood that the managers of good academic backgrounds and high profiles (rich experience) were better implementers of this system. Further, it was noted that, consequences or personality characteristics like exposure to system, discipline, team working and effective interpersonal relations are fundamentally required for the potential implementation of the system.

Kipsegerwo Evans Kibichii1, Dr. Kimutai Geoffrey Kiptum, Prof. Kimani Chege, (2016), the "purpose of the study was to assess the effects of performance management process on employee productivity; A survey of commercial banks in Turkana County. The objectives of the study were to: establish the effects of performance appraisal system on employee productivity assess the effects of training and development on employee productivity and examine the effects of reward system on employee productivity; A survey of commercial banks in Turkana County. The information provided by this research will benefit policymakers, community members and academicians. The study was guided by the Equity Theory and Social Justice Theory. It adopted a descriptive survey research design with a target population of 200 employees. Using Yamane formula, the sample size of 133 was determined. The researcher collected data using questionnaires. The instruments were validated by the supervisors. Reliability of the instruments was determined through a pilot study where Cronbach alpha coefficients of 0.87. This indicated that the instruments were reliable. Quantitative data was analyzed using descriptive statistics and inferential statistics and presented in tables. The study established that the following elements of performance management process: performance appraisal system, training and development and reward system affects employee productivity (p values were less than 0.05). It was therefore recommended that for enhanced employee productivity the policy makers and the banks should ensure that performance of the employees is appraised, training and development be conducted and reward system adopted.

According to Otley (1999), generally, any Performance Management system considers problems such as: setting of objectives that can result in success of Organization in future, and in what form achievements from these objectives can be evaluated? What are the plans and strategies the Organization tends to adopt and type of activities and processes that it wants to take as per the necessity for its implementation? What are the measures taken by the organization to access and calculate the performance of those activities? How does the Organization come up with its decision of setting exact targets? What rewards will Employees and managers receive for their achievements, and what penalties will be imposed on them for failing to achieve their targets?
Appelbaum et al., 2003, Affirmation rendition which is a role of staff "Potential, Stimulation and Ability to participate. This means that a company will gain most if it arranges the process of work in such a route that non-supervisory staff have the chance to donate optional effort and it could be attained by bestowing them independence in judgments, by rendering in good communication and by staff membership in self-administered and/or offline teams. For their efforts to be productive expertise and comprehension. Therefore, companies can attain this by Alluring staff who already possess this comprehension or by bestowing staff with official and/ or unofficial training. Lastly, the company needs to stimulate these staff to impose their potentials into the finest endeavor for the company.

According to (Kandula, 2006), HR-performance management aims at developing potential capabilities of human resource. The performance management must be in line with the company's long-term policies Performance management involves managing employee efforts, based on measured performance outcomes. Therefore, determining what constitutes good performance and how the different aspects of high performance can be measured is critical to the design of an effective performance management process. And performance management effectiveness increases when there is ongoing feedback, behavior-based measures are used and preset goals and trained raters are employed (Lawler, 2003).

Malcolm & Jackson (2012), Performance appraisal assist in rating Employees performance and evaluating their contribution for attaining Organizational goals. It helps to standardize individual performance along with Organizational goals. This helps to review performance of the Employees. Alongside, enhancing motivation appraisal is done to keep the Employees involved in committing to the organization for longer period including enhanced responsibility, recognition for effective effort and delivery, encouragement.

III. NEED FOR THE STUDY

To understand the importance of performance management in enhancing the skill set of the employees. To understand the different activities carried out in order to improve the skills of the employees as per the need to excel in their job. To find out the need of various requirements in order to motivate the employees to participate in performance management activities carried out by an organization. To understand the role of performance management activities in behavioral changes of an employee towards his/her job.

IV. STATEMENT OF THE PROBLEM

Performance management system is one of the key factors of "Human Resource Management". It plays a vital role in helping the managers or executives in identifying the need of training and development of the employees in a particular area. This helps the employees and the organization in attaining their goals and be ahead of their competition. Performance management includes various activities such as Performance Appraisal, Training which consists of both on-the-job and off-the-job, feedback mechanism, performance assessment etc. Performance management helps in upgrading the skills of employees, motivating them, achieving shared goals, working as a team, helping the employees in overcoming their barriers by providing regular feedback, by providing various benefits such as bonus, incentives, work from home, allowances, etc., in order to keep them aligned towards their job.

V. OBJECTIVES OF THE STUDY

1. To understand the importance of performance management activities.
2. To identify the factors that influence to adopt Performance Management system at the Organization.
3. To briefly study about various performance management tools used in the selected Industries

VI. SCOPE OF THE STUDY

The study makes an effort to understand the significance of performance management systems and techniques to various levels of employees with specific reference to selected IT industries located in Bangalore city.

VII. FINDINGS AND DISCUSSION

- It is found that most of the respondents belong to age 20-30 years. This tells that the job opportunities for youths are high. Additionally, most of the Organization tend to recruit young candidates as they feel, they are faster in adopting to new technologies and new skills.
- It is found that, majority of the respondents agree that their organization operates a formal performance management system.
- It is important for every organization to function formal performance management system, in order to appraise the Employees based on their performance rather than appraising without any standards set.
- It is found that, formal performance management system is applicable to Senior Managers of the Organization.
- The study reveals that, Professionals like Trainee, executive, Associates, etc. are of the opinion that formal performance management system is applicable in the Organization.
- Adoption of different methods of appraisal for different groups, is highly followed by the Organization to appraise Employees.
- Alternative methods like Adoption of different time spans of appraisal for assessing Employees performance is practiced in the Organization to the Employees when needed.
- Assessment & Development is majorly used Technique by the organization to assess performance of the employees. This process is most effective because, Employees are evaluated based on their performance for given task and the results obtained by the same.
- It is found that, Behavioral assessment and rating scale method is widely used in the Organizations to examine the performance of the Employees.
- It's also found that, critical Incident method and 360-degree Method of appraisal is also used at times when needed.
- It's also found that, Observation and Checklist is implied to calculate and evaluate the performance of the employees. Higher the efficacy of techniques used, higher will be the Performance of the Employees.
- It is found that Career Management and Development Plans are given more importance for enhancing the performance of employees by their organization. Career Management needs more focus because, if Employees don't have clear knowledge about what they are interested in, they fail to achieve both personal and professional goals.
- Development plans are important in order to keep the employees upgraded with knowledge and skills in order to attain success.
- Training and development program is widely included by the Organization as part of their performance management system.
- The study reveals that few Organizations include Coaching and Succession Planning in carrying out the process of performance management activities.
- It is found from the study; Senior Manager sets the performance goals for individual Employees working in the Organization. Senior manager sets the objectives and standards for the Employees, based on which Employee performance is assessed under the invigilation of Senior Manager.
- Performance management system is used as a Motivation Strategy by most of the Organization to keep the employees motivated for longer period of time. Keeping Employees motivated throughout the tenure is important, to achieve productivity and quality of work deliverance.

- Based on the performance, Rewards are given to the Employees. Rewards are used to uphold the morale of the Employees.
- From the study carried out, it is found that Employees are satisfied and happy with the performance management activities organized by their organization.
- The study indicates that, Rating Scale is most preferred by the organizations to examine Employees and provide feedback during appraisal.
- It's also found that, organizations use combination of Rating Scale, Verbal feedback (both positive and negative) to provide feedback to Employees.
- Separate Appraisal systems are adopted by the organizations to evaluate the performance of evaluating teams. Evaluating teams are group of people who examine the performance of other Employees working within the Organization. It is important to have effective evaluating teams so that any kind of unethical practices in assessing the performance is not practiced.
- Performance Planning is carried out during Annual performance and Development Reviews period. This is a time period where the Employees are provided with feedbacks during Performance Review session and the areas they need to upgrade in the form of skills and knowledge that are booming in the market.
- The study reveals two meetings in a year is ideal to discuss the performance of the employees.

CONCLUSION

Performance management activities are the core part of companies for attaining Organizational goals and objectives. Every organization ensures that their Employees undergo this process for well-functioning of it. PMS includes various activities such as, training and Development, performance appraisal, goal setting, transfer and promotion, identifying the areas in need of up gradation, evaluation, rewards system etc.

From the study, it can be concluded that, every organization puts an effort to make sure all the employees are appraised well as per the need. It is observed that Organizations spend enough time in communicating with their Employees to understand and appreciate about their work.

Performance management is not only required to achieve Organizational goals, but also important to achieve personal goals. Through performance management activities, it helps an individual to identify the areas they are good at and helps them in improving themselves in the area's they need to work more on.

This process helps the Organization as a whole to stay ahead of their competitors by implementing it in proper manner. It is very important to make sure about the process is well designed as per the requirement. Also, it is very important to make sure that the evaluator is fully knowledgeable about the work he needs to perform. The invigilator or evaluator should not discriminate among Employees and hold favoritism. All together it can be concluded that, performance management system lays a huge impact in improving Employees skills and abilities.

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IJTHAP

The Impact of AirAsia's E-Commerce Websites on Its Consumer Buying Behavior

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ABSTRACT

The purpose of this study is to examine the impact of e-commerce websites on consumer's buying behavior of AirAsia and to provide suggestions to AirAsia to improve its consumer's shopping experience on its e-commerce website. This research applied qualitative methodology by interviews. It will provide the company with additional understanding about the impact of e-commerce websites on consumer's buying behavior and the effective suggestions provided are highly practicable for the company. It is necessary for AirAsia to understand their consumer's buying behavior to improve the company's performance. Thus, AirAsia needs to put some effort into the research of consumer's buying behavior and constantly improve its consumer's shopping experience.

Keywords: AirAsia, Consumer Buying Behavior, E-Commerce, Effective Suggestion

INTRODUCTION

An organization is a group of people working together to achieve the same purpose. A company is a single organization in which there are a group of employees working hard to achieve the company's objectives, decided based on its mission and vision which provide a direction to increase the company's productivity as the main purpose of the existence of a company is to maximize the welfare of the stakeholders and be responsible to them. To realize its objective, the company should put more efforts into improving its performance and create value for the owners and the consumers. Consumer value is one of the most dominant components that lead to a company's success (Zeithaml, 1988). Customers are more than individuals who purchase a product or a service, they are much more than a source of money as their perceived value is critical to determine the potential of a business. In these few decades, many resources educate consumers to realize their value for a company and they have a high probability to be an investor of a company.

The spread of information or issue in social media is so wide and fast that good customer relationship management is a competitive advantage among the competitors, and it is vital to a company's success. The management of a company needs to put in the effort of customer retention by engaging existing customers and encouraging repeat purchasing. The management would need to have more information and understanding on the consumer's buying behavior and the reason they do so. The behavior influences purchase decisions impactful to a company's performance (Hensher, 1985). Generally, consumers need to go through a decision-making process when they are going to make a purchasing order. The decision-making process includes identifying needs, searching for ideal products, listing out all the alternative products, comparing among alternative products, and finally making the purchase decision.

Different buying behavior will lead to different final purchase decisions (Nolan, 2010). Consumer buying behavior varies from one another since every human being has their own uniqueness. Traditionally, the purchasing pattern might have been influenced by four major factors including cultural, social, personal, and psychological factors (Rani, 2014). Besides, environmental factors, such as technology development, play a significant role in affecting consumer buying behavior. Atmaja and Puspitawati (2019) argued that a reference group behavior strengthens online buying behavior.

Technology development leads to the existence of a new business trend - electronic commerce (E-commerce). E-commerce involves the process of buying and selling goods and services between sellers and buyers in addition to money or data transmission over an electronic network or the internet (Bhat, Kansana, & Khan, 2016). E-commerce is a new trading method enabling consumers to shop and make their transactions online. It is experiencing huge growth in the global market. Statista Research Department (2020) in its 'Global Retail E-commerce Sales 2014-2023' report showed that the growth quickly goes from USD 1.3 trillion industry in 2014 to USD 3.5 trillion industry in 2019. Nevertheless, the number was expected to continuously grow in the next 3 years and reach more than USD 6.5 trillion in 2023. Obviously, it is leading to a significant change in the traditional business model and in the consumer buying behavior from many aspects. E-commerce is divided into few types. They are business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer (C2C), and consumer-to-business (C2B). The existence of e-commerce brings challenges such as the competitive Internet environment, and the ways to retain their consumers by using e-commerce websites (Chen & Yang, 2020). A company using internet platforms to engage their consumer could impact its consumers' buying behavior by improving their consumer shopping experience in its e-commerce platforms (Hoffman & Novak, 2020).

AirAsia is a budget airline with the vision to provide a consistent communication platform to its stakeholders globally. AirAsia is the founder of the short-haul low-cost carrier (LCC) model in ASEAN since 2001. At first, it is only one of the domestic airlines in Malaysia and has grown into the largest low-cost carrier in Asia serving more than 130 destinations. The company operates in several ASEAN countries such as Thailand, Indonesia, the Philippines, India, and Japan. In addition to the low-cost flight, AirAsia provides long-haul, low-cost affiliate carrier service under the name of AirAsia X Berhad. The airline company has its own e-commerce website, AirAsia.com, which enables consumers to get information of flights and to purchase flight tickets directly. The consumer can easily change their order details and perform online payment without steps in any company store. AirAsia has followed the trend and used e-commerce wisely in their daily operation activities to minimize operating expenses. It is necessary for the company to investigate the impacts of e-commerce on consumer buying behavior and identify the existing problems to improve their user's purchasing experience . Based on the background described above, the purposes of this research are to examine the impact of e-commerce websites on consumer's buying behavior of AirAsia and to provide suggestions to AirAsia to improve their consumer's purchasing experience on its e-commerce website.

Traditionally, producers have faced difficulty directly sell products to their customers. They need to distribute their products to retailers or wholesalers, instead of selling goods to customers directly. Technology development leads to the existence of E-commerce which takes off the traditional business method as it provides a lot of conveniences and time-savings for consumers (Yoo, Lee, & Park, 2010). It has provided an alternative way for the society to run their trading activities as it is a new business trend which created an opportunity for a business and a consumer to trade with online platforms. This is because social network plays an important role as it provides chances and limitation which influence the behavior of the people according to the social network theory (Brass, Galaskiewicz, Greve, & Tsai, 2004). Besides improving the sales performance of a company, the result also showed that there are positive relationships between the change in e-sales activities and the factoy's labor productivity (Falk, & Hagsten, 2015).

E-commerce has become one of the most popular methods in this few decades. E-commerce has been widely used in business activity as it provides a marketing platform to businesses, businesses could explore more marketing sales and opportunities by market diversifications except from market penetrations (Tolstoy, Nordman, Hanell, & Ozbek, 2020). E-commerce enables businesses to operate in four major types of market segments: Business-to-business (B2B), Business-to-Consumer (B2C), Consumer-to-Consumer (C2C), and Consumer-to-Business (C2B). A company could provide more detailed information to the stakeholders directly through online platforms such as the company website, Facebook, and YouTube. E-tailers should always positively react to consumers' respond to their e-commerce website as it helps to fulfill customer satisfaction and is an effective communication way in retaining consumers (Miles, 1992). Businesses need to keep track and always keep up with the e-commerce trend as it requires the support of advanced Information and communication technology (ICT) and the development of technology is vast and fast in the current world (Jorgenson & Stiroh, 1999).

E-commerce websites also provide a platform for the management to track their customer's preferences by analyzing the data of searches. The consumers' thought to the e-commerce website is not always positive as it needs several days to spend on the purchase affecting the consumers' evaluation (Novak, Hoffman, & Yung, 2000). Besides, there are several factors which also affect consumer's intention to purchase by the e-commerce website such as trustworthiness (Abyad, 2017). The impact of e-commerce on the business may be varied by the business type yet e-commerce data are useful to fulfill the company's marketing purpose when marketing research is ongoing (Ramanathan, Ramanathan, & Hsiao, 2012). AirAsia is one successful business which launches airline commerce by creating its own e-commerce website. Thus, transaction between AirAsia and their customers who purchase services can be done through the website by just one click over their electronic gadgets like tablets or smartphones.

Since e-commerce is experiencing rapid growth in the global market and has changed the buying behavior of society, it is beneficial to recognize the contributing factors to the popularity and the consumers' purchasing intentions in e-commerce websites (Mamonov

& Benbunan-Fich, 2017). They are accessibility and convenience, lower or better price, and wide choices.

Consumers or investors could visit E-commerce websites without time and place limitation. The websites provide convenient shopping experience s as consumers can simply place orders or search for information about the products. Besides, they can easily keep updated with the latest promotion packages or announcements from the companies while searching for ideal products.

In addition, different online payment methods are available in most e-commerce websites providing consumers with more conveniences and increasing the intention to purchase online (Thorleuchter & Van den Poel, 2012). After the consumer makes a purchase decision, they can complete the online instant transfer to make payment and apply any changes to the details of their order by themself. The E-commerce shopping experience is more convenient than traditional shopping experience in which consumers need to go to different shopping centers just to collect information or purchase goods.

E-commerce websites bring online storefronts to existence with cheaper managing costs than traditional physical stores. Fewer workers are also needed to manage an online storefront compare to a physical store. Online storefronts can also minimize operating costs since there are no lease fees needed. As the operational cost decreases, consumers can purchase goods or services at a lower price. Besides, e-commerce enables them to freely make comparisons between alternative products. They could shop on different online platforms and make choices at their fingertips.

The rapid growth of e-commerce increases the number of online shopping platforms such as Amazon, Lazada, or Taobao. They provide a wider choice of products with various categories of goods from variety of locations (Cassandra et al., 2020). The goods or service that available to the consumer in e-commerce website is not limited by distance or nation as the developed logistics service ensure the parcel can be shipped to consumer within a short period.

This study aims to identify the impact of e-commerce websites on consumers buying behavior in AirAsia, to provide strategies or suggestions for AirAsia to improve its customer shopping experience on its e-commerce website, and to investigate the relationship between purchase frequency and e-commerce websites. This research collected several views as an important resource for the company's improvement. Also, this study could envision the company of any consumer's issues and provide directions for the improvement.

RESEARCH METHOD

Research method refers to the idea or method used to investigate. They are qualitative, quantitative, or a mixed method (Strijker, Bosworth, & Bouter, 2020). The qualitative research method is more frequently used in rural areas, yet before 1990s, the quantitative method dominated research in this field (Crang, 2002; Woods, 2010).

This research is both explorative and conclusive research. However, as the Conid-19 outbreak created a global pandemic, it made communication with our teammates tough. Given this, the sample size taken was relatively small, however, we have tried to maintain the quality of the sample.

Primary resources and a qualitative methodology have been used to collect the data. The qualitative methodology was conducted through video calls and phone interviews with several regular customers, due to the Covid-19 demanding a strict social distancing. The regular customers are those who traveled by AirAsia at least two to five times per year.

In addition, the exploratory research was conducted by randomly selecting samples within our friend groups who are regular customers of AirAsia. We contacted them by WhatsApp call and phone calls and asking them few questions, such as:

- In your opinion, do you prefer to buy air tickets from e-commerce? Why?
- Is AirAsia e-commerce website convenient for sharing and storing important information for the consumer?
- Do you agree that the frequency of purchase in AirAsia increased due to the existence of e-commerce?
- Do you think the consumer can more effortlessly find detailed information through the e-commerce website of AirAsia?
- Do you think AirAsia has a lower price on its e-commerce website compared to other airlines?

We did not want them to know our research objective as it might divert their mindsets. The sample size comprises those selected under the criteria. Due to time and resource constraints, and the Covid-19 outbreak, we chose a small set of sample with nearly 10 customers in both countries.

RESULTS AND DISCUSSION

We have carried out an interview section with respondents working in the private sector. Based on the result of this interview, we found that the respondents have a different view on the impact of E-commerce Websites on AirAsia's consumer buying behavior.

Purchase Shift from Physical Stores to Online Storefronts

Some respondents said they prefer to buy air tickets via e-commerce. They stated that that is a new business trend offering advantages for both sellers and customers. It leads to high efficiency as it is convenient and saves time visiting physical stores. Besides, the respondents also said that the sellers used to offer vouchers to encourage customers to purchase from their online platforms and consumers can easily purchase their preferred goods at a lower price. However, one respondent claimed that he did not prefer to buy air tickets from e-commerce even though he has tried once. He said he has no experience s in buying products from an online platform since he was not good at using a smartphone. He preferred to buy products from a physical storefront as he could get a clear understanding of the products.

Safety Issue Awareness of E-commerce Website

Almost all respondents agreed that the AirAsia e-commerce website is convenient for sharing and storing important information for consumers. They said that they felt confident with AirAsia's security system to protect their privacy. Besides, they also believed that AirAsia will have certain regulations and guidelines to protect customer's personal information. Thus, they felt comfortable filling in a personal message when purchasing through an e-commerce website. Some respondents said that they constantly got important information, such as personal promotion. However, there was one respondent who had a neutral stand on this issue since she remained concerned about sharing her information details and remarked online security issues should be carefully considered.

Increased Purchase with E-commerce Website

As they were asked 'do you agree with the frequency of purchase in AirAsia increased due to the existence of e-commerce?', some of the respondents agreed with this statement. They said that they could get a better price offer on the e-commerce website when booking a flight ticket in AirAsia during their promotion period. The existence of an e-commerce website eases their work to buy or book with only one click on a smartphone or laptop. They do not need to go visit the AirAsia store to get flight information and book the ticket. Also, it enables the consumers to compare competitors and flights and to make easier orders. However, four respondents disagreed with this statement. They stated that they travel by air service once or twice a year around countries due to job conditions. Therefore, the existence of an e-commerce website would not affect their frequency to travel.

The Effect of Information in E-commerce Websites upon Decision Making Process

All respondents agreed that they could easily find detailed information on the AirAsia e-commerce website. They stated AirAsia kept its e-commerce website updated with information about flights, available locations to travel, promotions, and travel packages. The It also pops-up windows and attracts them to understand their current promotion packages. One respondent said that the website has provided a brief introduction to each popular destination and it helps the respondents to search the flights by smartphones. The information also allows respondents to choose the place they want to go and book their flight.

Other respondents stated that the e-commerce website also gives more extra information to respondents as they can get AirAsia's performance detail on the website. This allows any potential investors to understand and analyze the company’s performance.

Price Sensitivity and the Influence of Discounts

Furthermore, some of the respondents mentioned that AirAsia has a lower price on its e-commerce websites compared to other airlines. However, some other respondents were not sure, or they were loyal consumers who just purchase AirAsia tickets. AirAsia focuses more on the e-commerce business and always saves its wages cost for physical storefront staffs so that respondents agreed that AirAsia has a reasonable and affordable price on e-commerce websites compared to other airlines.

A reasonable and affordable price allows ordinary families to purchase flight tickets. Along with the e-commerce website, following their observation and comparison, various vouchers and discounts were provided by AirAsia on their e-commerce website. For instance, the early bird promotion is the reason that respondents agreed that AirAsia has a lower price. It helps respondents to book their flight tickets earlier at the lowest price.

Consumer Suggestions

Lastly, the respondents also gave several suggestions for AirAsia to improve their consumer's purchasing experience on the e-commerce website. They suggested AirAsia invest in its e-commerce website by improving the server system and data storage system. The server system and data storage system are crucial to prevent system jams and increase the number of online shoppers. Some of the respondents pointed AirAsia's web page design should be improved with season or festival themes to attract the consumers and provide more spaces for some important information.

In addition, AirAsia could improve the language as several words are difficult to understand especially for the elder people. AirAsia should also provide online customer service and detailed guidance on the e-commerce website's homepage to guide first-time consumers. This helps consumers solve their problems in a short time. AirAsia may add a subscription button allowing the consumers to subscribe to its e-commerce website's latest updates, such as AirAsia's special promotion.

To conclude, most of the respondents emphasized the good impact of e-commerce websites on consumer's buying behavior of AirAsia. They tend to purchase flight tickets on the website due to lower cost, convenience, and price comparisons.

Suggestion to Improve Consumer's Purchasing Experience

As technology rapidly grows in recent decades, a business must make improvements from many aspects. There are few suggestions for AirAsia to improve its e-commerce website. They are:

Providing Different Payment Options

Online payment is required when someone books a flight ticket from AirAsia e-commerce website. The only payment option is by MasterCard. This shows that AirAsia is alienating lots of potential customers. Even though MasterCard is one of common payment methods offered by various e-commerce businesses, there is certain amount of online shoppers who do not get used to use MasterCard. Thus, AirAsia should increase their capability to accept different payment methods such as Credit Card, Pay Pal, Google Pay, and Amazon Pay.

Improving Page Appearance

Online shoppers will not only make purchases with computers, as they also use their other smart gadgets. AirAsia should put in effort in improving the page appearance to make it more mobile-friendly. This is important to improve consumer's shopping experience by mobile phones, and indirectly increase sales. Besides, AirAsia should also improve the display and the color of its e-commerce website. For instance, when scrolling the options of flights, all the flight information looks similar without a clear different line as it may cause difficulty for mobile users.

Improving the E-commerce Website Server

The server's performance is one of the most important things that a company need to concern on their e-commerce website, since customers will always have their high expectations on the website speed. If the loading time is too slow, customers will lose their patience and might exit the website and search for another alternative with more faster servers. This might result in losing potential customers. Therefore AirAsia needs to make sure that its e-commerce website server is always updated and has a constant speed or so that customers will be satisfied.

Maximizing the Efficiency of Online Customer Service

It is necessary to provide online customer services to help first-time customers. Online customer service plays an important role in improving customer's purchasing experience on an e-commerce website since people sometimes have difficulties in accessing some features in the website, especially for senior people. Therefore, AirAsia needs to maximize the efficiency of online customer service, provide training to their customer service staff. This measure is important in maximizing customer satisfaction as satisfaction is AirAsia's priority.

CONCLUSIONS

The results and discussion lead to a conclusion that the respondents have different views on the impact of e-commerce websites on consumer's buying behavior in AirAsia. The result shows that most of the respondents had positive views that e-commerce websites shift purchases from physical stores to online storefronts, raise the safety issue awareness, increase purchases, and affect decision making process, price sensitivity, and discounts.

However, several respondents gave neutral and negative responds as they accentuated the weakness of using smart devices in purchasing flight ticket through AirAsia e-commerce website. Besides, there was one respondent with a neutral stand on the benefit of the e-commerce websites, as she was still concerned with the security issue. Several consumers also claimed that the frequency they travel was not influenced by the e-commerce website.

To improve consumer's shopping experience in AirAsia's e-commerce website, the company should provide online customer services and detailed guidance on the website especially for first-time consumers. AirAsia needs to improve its server system and data storage system to increase consumer's trust and to obtain their loyalty. Quality service should be at the best level to satisfy consumer's needs. Lastly, AirAsia could also offer more online vouchers or discounts to attract more customers.

In conclusion, AirAsia needs to conduct more research or surveys to identify the needs of consumers from different age group. AirAsia could also make some changes or improvements by referring to consumer feedbacks.

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THE PURPOSE OF WORK-LIFE EQUIVALENCE PRACTICES IN ORDER TO ENHANCE AN ORGANIZATIONAL PERFORMANCE

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ABSTRACT

Job career equivocation has been a prevalent concern in a world full of competing human rights obligations. The problem of Job Satisfaction Similarity in companies as well as at residence is growing at the peak including its conscience of several management and unions. Daily Life correlation strategies are intentional improvements in initiatives or the ethos of the organisation, intended to eliminate tensions in working society because it allows workers at job as well as other positions to become more productive. The goal of this article is to decide which strategies and laws towards life and career stability could be treated as management planning for the human resources management and therefore can result in better personal and professional results. The implications and advantages of adoption of quantification procedure for employers, organisations and culture are illustrated in this report. The results are also discussed. In this mission, we struggle to make it a core aspect of HR policies and procedures to cause employees find a working and living arrangement so they are always trying to get the best from their families through leaving them dissatisfied and stressed down and unfulfilled.

Keywords: Work-life Equivalence, Organization, Employees performance.

1. Introduction

The quality is an essential HRM, with legislation, analysts and practices and employee associations attracting growing focus. International rivalry, enhanced interests in private life and family principles and an ageing population add to the involvement in work-life cognitive impairment [1]. The rising importance to technological innovation, shifting standards and population shifts of full resolution within developed communities. Other considerations involve growing labor difficulty and social obligations, integral component of families for dual revenues and the growing proportion of girls working.

Work-life moral equivalency activities are intentional improvements in corporate processes or environment aimed at minimizing tensions between works - family and allowing people to be a little more productive in the workplace but in other positions [2]. The move from presenting work-life-equilibrium behaviors merely to accommodate workers with consideration in certain activities of acknowledging their commitment to company success and job enrichment is indeed a major radical transformation.

1.1 Defining Work life Equivalence

Which inverse to working life seems to be the contrast of both a staff's career and organizational lives. It should be the limit with one's working life, success in someone's education, one's private life, or some aspect of one's living. These divisions involve families, self improvement, wellness and wellbeing, culture and relationship as well as professional life. It seems to be a struggle for workers to strike the equilibrium among professional and home life [4].

In past months, overlapping and multi-faceted pressures among job and personal duties have become even For staff, the systemic change and windows management, like greater rates of employed mothers, double partners and conventional parental shift, are more significant—increasing numbers of childless couples, increasing unwillingness for a longer-term community and In reaction to these shifts and disagreements, the company is constantly forced to formulate new styles of activities to allow workers to make workers to achieve their duties[7].

Businesses face multiple obstacles when enforcing policy on work life similarity, since workers now not only search for a career; they often expect the company to take care of every well-being. Companies also are implementing new strategies where workers can spent time with family members and appreciate them.

The relationship of lifestyle and job differs among people and the company where they function. If a person doesn't manage and is working in a corporate atmosphere so hard, this can lead to a physiological, emotional and social impact; correlation in working life increases mental wellbeing, comfort with the role and responsibility; it decreases employee turnover and show hosts' participation[10]. Maximum levels in enhancing the similarity of work and life, much needs to be achieved.

Individuals want more jobs which allows their consistency in their freedom. Both employees are expected at various stages of the lifespan to make plans for fair jobs, since flexibility is integral to successful measures in training a people to deal with this transition. A person will do his utmost in a favorable atmosphere only[7]. E.g. learners understand but effectively work; families need quality time with family as well as the old employee who has a pensioner's time to remain in the labor force for shortened hours. In fact, workplaces believe that corporate priorities are more relevant[8].

2. Review of Literature

The principle of capacity decline represents a shift of natural assets (period, power, capital, awareness), that decreases the assets mostly in spatial state (Morris and Madsen, 2007). That effect of the drainage of capital contributes to tension between positions. The principle of disagreement in between positions is just what occurs whenever it's impossible to satisfy the requirements of one field (Greenhuas and Beutell, 1985)[10]. It is quite worth finding out again that whilst there might be interrelationships, unless the functions of the job compete with semi functions, and conversely, every article focuses on the preceding partnership.

This becomes necessary to strike an employee engagement (i.e. living even outside workplace) although to be happy regarding work responsibilities and not at work. Some make it challenging to handle their jobs and their professional responsibilities in a manner that really is acceptable (Vlems, 2005)[7]. It's not always since they are bad in communication skills, and also because those who do not have a decent deal of time. This is part of the business. But do workers have to do such things necessary to please the manager of certain lifetimes? The best 'equilibrium' seems to be very unique, even though we all need specific aims in our lives[8].

2.1 Flexi-time:

Their Flexi-Time strategy encourages packed workers to pick timeframe according to the company's policies. This fits well enough for filled jobs although not in shifts or a manufacturing line. Flexi-time enables an individual to satisfy non-job conditions through taking up job[9].

2.2 Compressed working hours:

It's a 4 way job month process. An individual can work a lesser duration for a maximum of negotiated times[5]. An employer may, of instance, function his/her times in a year for 4 months rather than 5 days and therefore earn a week for him/her.

2.3 Job-sharing

Work experience is a scheme that shares a job with two individuals. They may have the same job, but share the hours, because every employer has a low paying job. Besides the division of shifts, salaries, breaks and incentives are also separated. The aim is to give workers enough time to take part in non-working events to maintain a reasonable job satisfaction[4].

2.4 Breaks from work

That best equilibrium among work and personal life can be found by separating off working every now and then. Such vacations are not really about motherhood, annual leave & childbirth, but instead about taking off again to take a job & secondment holiday[6].

2.5 The consequences of employee work-life imbalance:

Disputes, especially among job stress, have a profound impact and from both people and women having performance of personal career and personal achievement[9].

- Human and organizational ramifications of disparity of work-life.
- Higher stress levels and illnesses attributed to pressure - Satisfied with slime ball.
- Increased rates of domestic disputes, abuse and separation.
- Increased upload misuse rate.

Continued child and adolescent observation and parenting difficulties. In the last two decades, the value of handling the job satisfaction similarity of an individual has risen dramatically. Adjustments in the concept of regular working time, t racial composition of the population (i.e. sexuality, race, simultaneous job partners, and religious practice) as well as the essence of the contractual agreement demanded greater corporate responsibility with well of company workers (Greenhaus & Powell, 2006). Region's Largest organisations increasingly continued to implement strategies for something like the fair working life of an individual and every families to provide education throughout the field, on-site health centers, the prospect of working from home as well as on-site living areas (Hacker & Doolen, 2003; Hyman & Summers, 2004).

3. Guidelines and standards work-life harmony.

The work-life balance and versatile conditions of employment are various. The policy statement is transparent and indicates that the organizations' dedication to a versatile, responsive balance of employment allows all staff, enabled by policy guidance, to balance their work and family-related obligations[9].

3.1 The advantages of job equilibrium strategies from organizations:

Organizations should introduce multiple programs to strengthen work/life harmony and can help workers harmony their work and family obligations, promote excellently and offer profit levels[10]. There are a number of relatives programs, but these do not include all flexible work schedules, division of jobs, part-time labor, short workdays, maternity leave, telephone facilities, onsite child support.

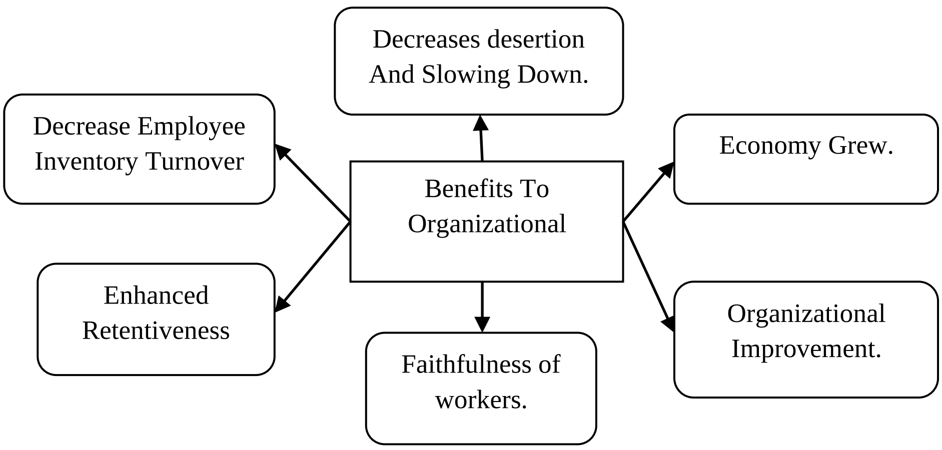

Figure 1: Organizations' benefits of work-life balance policies

3.2 Originating guidelines for plan for departure:

- Professional life Leave: It encourages members to take periods off and take good care of an ill family or friend of the family to assist them.
- The right to leave during caring provisions: for infants or for other dependents, the employer is authorized to give break to treatment for the infant or dependents when day care provider takes care of children or a dependent gets sick.
- Training leave: Promotes members to take days off again for practice.
- Professional life break: encourages workers to negotiate a certain opportunity to prepare, while retaining a position at the end of the word.
- Religiosity breaks: provide for historical reasons for employees; except long weekends.

3.3 Organizational policies pertaining to parenthood and pregnancy:

- Possibility to return to the same role following parental leave..
- Safe manner during pregnancy: It makes it easier to adjust a worker's job in order to stop standing or carrying large items for long stretches.
- Stepped ready for work after pregnancy: it helps workers to seek a limited cut in working hours as they come to work.
- Private breast-feeding room: work area that provides an employer with exclusively breastfeed safety and cooling facilities.
- Lactation breaks: give babies food to eat milk or breast as appropriate.
- A place of employment or a potential workspace for babies: a safe place where employees can execute their everyday activities before alternate arrangements are feasible.
- Childcare Workplace services: workers with a current or on-site childcare facility pay for or reserve positions.

3.4 Organizational culture: Referring to adjustable contractual arrangements:

- Annualized hours: this is a scheme in which the average amount of hours employed for the year is set, but control is offered over workers' work schedules every day and weekly.
- Homework: it is a system in which an individual does more or half of his home job instead of hiring premises on a daily basis. It can be often negotiated days or a full-time deal.
- Remote work: An individual here operates at a place outside the employer's work environment all or half of their working week. Employers offer home or car directions by telephone or machine.
- Hot Desks: The employees don't really obtain their individual chairs, or unless anyone utilize tables or filing cabinets at employee in a particular region.
- Reluctant retirement: encourages workers, after so many years of retirement, to steadily reduce the amount of hours or duties of jobs over the prolonged timeframe.

3.5 Employees' benefits of work-life balance policies:

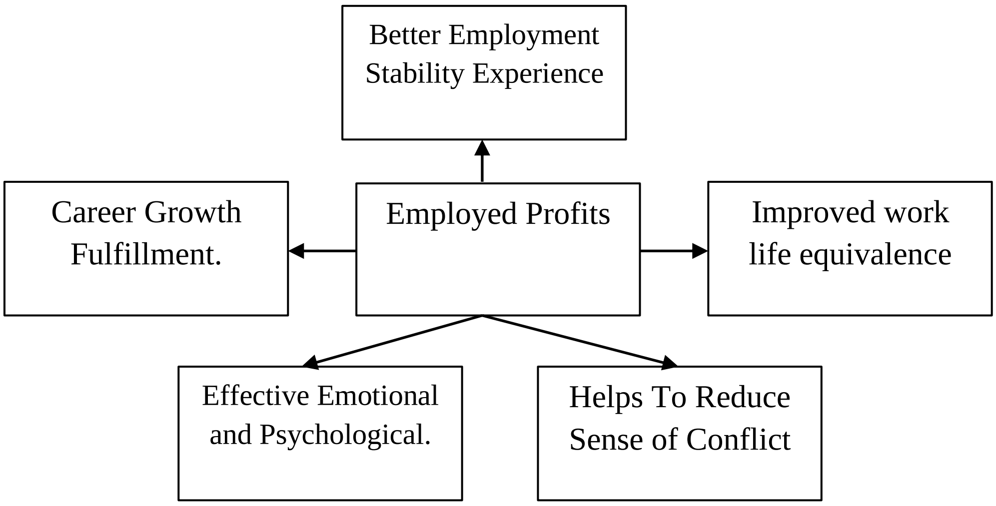

Figure 2: Employees' benefits of work-life balance policies

3.6 Additional Work Provisions:

- Private use mobile.
- Employee advice facilities.
- Medical Programmes . Health Programmes
- Facilities for preparation.
- Fair exposure to growth, recruitment and learning.
- Personal referral services: the company offers a referral services to staff which they can use for personal reasons.
- Supportive family group education: the company delivers a structured parenting preparation curriculum.

4. Research Methodology

4.1 Aim of the Study:

1. To consider the various strategies and procedures regarding work-life harmony in the organization, as well as the relevance for workers of the these strategies.
2. To consider the advantages of the interaction between working life and means of increasing efficiency and recognize barriers to flexible job arrangements.
3. To examine the threats to the balance of work and life.
4. To consider the effect on corporate success of the work-life balance.

4.2 Data of Collection:

Main data: main data are gathered in an analysis that meets the information criteria of the issue. This information was original in nature and was produced mainly by the Community, as well as person, institutional and research centers in a wide range of surveys. Main data recovery strategies:

- Similar conversations with people.
- Personal meetings of people.
- Communication facts.
- Form of email poll.

The primary data in the study were gathered via a survey system with a sample size of 50 through directly individual interviews. B. Secondary data: data obtained from existing and unofficial reports are referred to as secondary data, rather than initially collected. Secondary data sets are as follows:

- Published sources . - Written information
- Unpublished sources – Incomplete data.

HR textbooks, business financial records and records have been used to gather secondary information in the this analysis. Study Technique: basic primary data is collected by way of a survey. The actual data is then compiled. The bar graph was done on the basis of this. Study and interpretation have been performed. In this basis, assumptions were taken. Technography and methods used:

- MS EXCEL tabulates the extracted data.

- Table, graphical description and description for each charts and diagrams was used to perform the analysis.

4.3 Research Hypotheses:

As previously noted, this report explores the impact on employee success of working-life harmony and satisfaction, and thus the following theory is to be evaluated in this paper:

H1: The work-life balance impacts job efficiency objectively dramatically.

H2: Pleasure at employment (employee engagement, job satisfaction, and emotional employee engagement) has a statistically important influence on employee performing.

4.4 Research Model

This article includes a comprehensive evaluation focused on the literature review. Illustration 1. Shows architecture. According to nature, peace with professional quality of work life are the pieces of information, and employee efficiency is the dependent variables. The template implies that both the separate and the response variable are related.

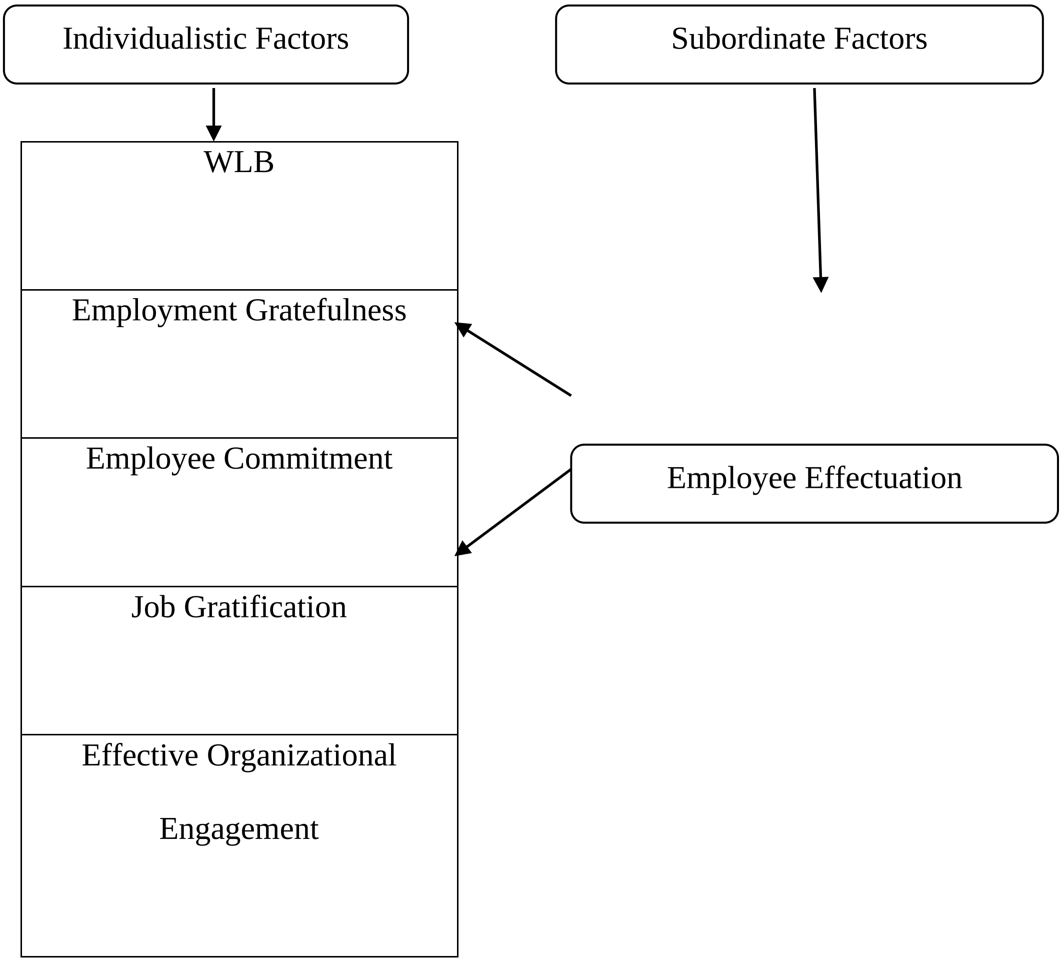

Figure 3: Research Model

5. Data Analysis And Interpretation

5.1 Quantitative analysis:

The quantitative approach is used for the testing and interpretation of associations or discrepancies between variables of the study using statistical techniques. This research was not subject to a quantitative process, because it was not useful to determine theories and evaluate the connections or discrepancies between parameters in order to accomplish the study goal. Quantitative analysis relies on the relevance of knowledge in the system which offers empirical information about a subject of near queries. Researchers use the quantitative research approach, but there are drawbacks where narrow queries are used. A sample of the study is fifty participants. The study of the cumulative data obtained from the major relational database was performed

How long do you generally work in a week?

Aspects	No. Of Defendants	Percentage (%)
Below 4 Days	0	0
Five Days	0	0
Six Days	35	70
Seven Days	15	30
Total	50	100

Table 1: Showing How Long Do You Generally Work In A Week

Interpretation:

70% of the workers work 6 days a week. 30% of workers work seven days a week. The following study indicates that most staff work 6 days a week and that 30% of staff work 7 days a week. And they require some rest, for their communities to spend at least two Saturdays a month.

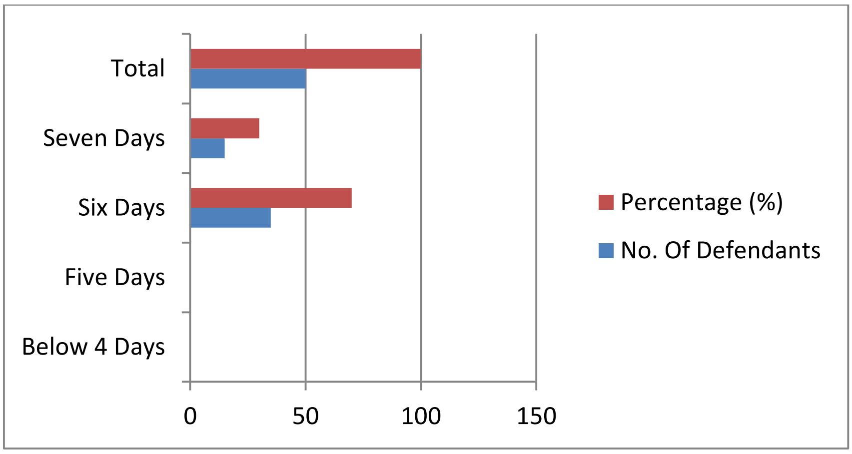

Figure 1: Showing How Long You Do Generally Work In A Week**.**

Can you find like you can balance your work aspects of life?

Aspects	No. Of Defendants	%(percentage)
Yes	34	68
No	16	32
Total	50	100

Table 2: Showing Can You Find Like You Can Balance Your Work Aspects Of Life

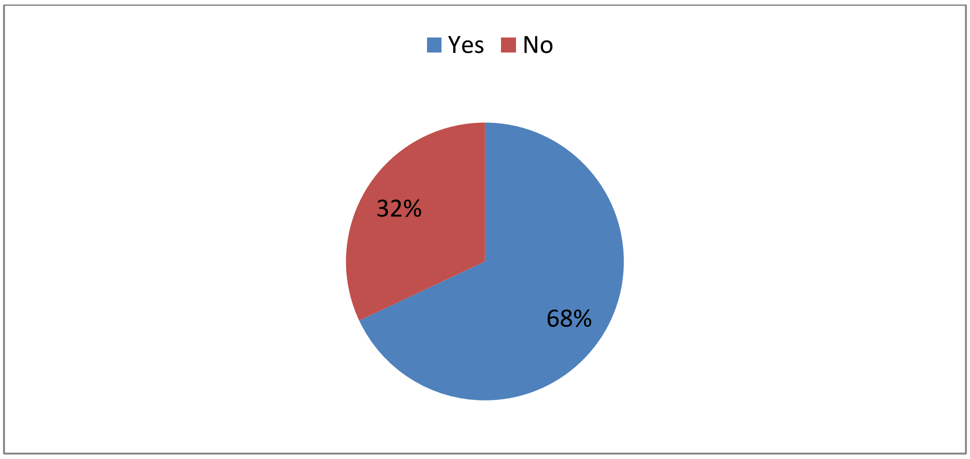

Figure 2: Showing Can You Find Like You Can Balance Your Work Aspects Of Life

Interpretation:

From the study above, we can tell that 68 percent of employees work well, while 32 percent says no.

What do you feel about how long you spent on the job?

Aspects	No. Of Defendants	%(Percentage)
Delighted	25	50
Extremely delighted	20	40
Moderate	5	10
Dejected	0	0
Extremely Dejected	0	0
Total	50	100

Table 3: What do you feel about how long you spent on the job

Interpretation:

From the table above, 50 percent of people are satisfied and 40% of staff are highly pleased and 10 percent of the employees are moderate.

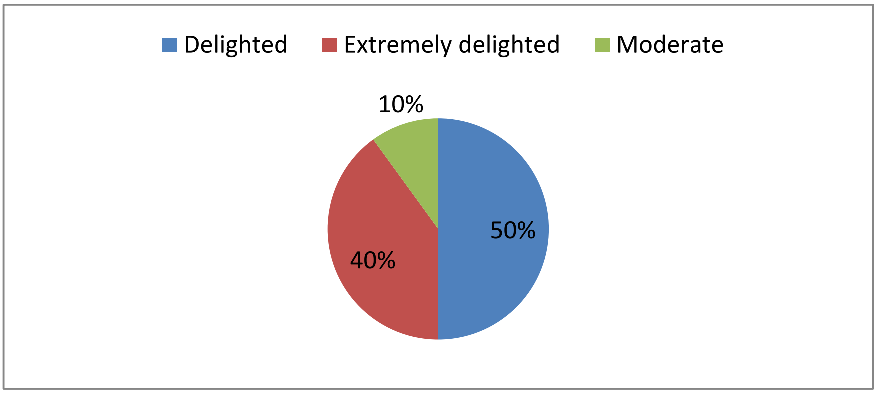

Figure 3: What do you feel about how long you spent on the job

If you have a different work-life balance strategy for your company?

Aspects	No. Of Defendants	% (Percentage)
Yes	18	36
No	32	64
Total	50	100

Table 4: If you have a different work-life balance strategy for your company

Interpretation:

Sixty-four percent of workers said no. 36 percent said yes. They can understand according to the above study that half of the workers in the organization do not know about the rules surrounding work life equivalence.

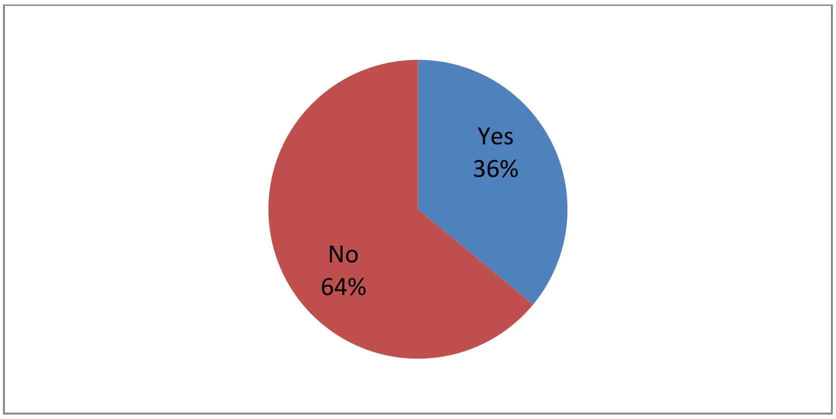

Figure 4: If you have a different work-life balance strategy for your company

Does the company supply you with personnel counseling?

Aspects	No. Of Defendants	%(Percentage)
Yes	45	90
No	5	10
Total	50	100

Table 5: Showing Does The Company Supply You With Personnel Counseling

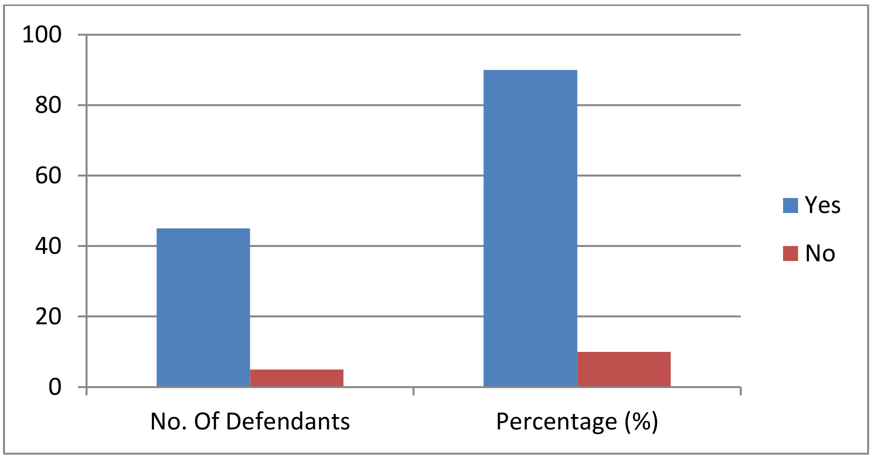

Figure 5: Showing Does The Company Supply You With Personnel Counseling

Interpretation:

Sample size 50 of the study. The counseling program is 90 percent of staff. We should tell from the study mentioned that no worker takes part in counseling as many as possible and very fewer workers go to therapy.

Does the organization sell you help services for friends or relatives.

Aspects	No. Of Defendants	%(Percentage)
Yes	20	40
No	30	60
Total	50	100

Table 6: Showing Does The Organization Sell You Help Services For Friends Or Relatives

Interpretation:

Of the sample size 50, 40% of workers decided on family assistance services. This was disagreed by

60 percent of staff. We will tell from the aforementioned study that no employee takes part in community days as well as other services even less.

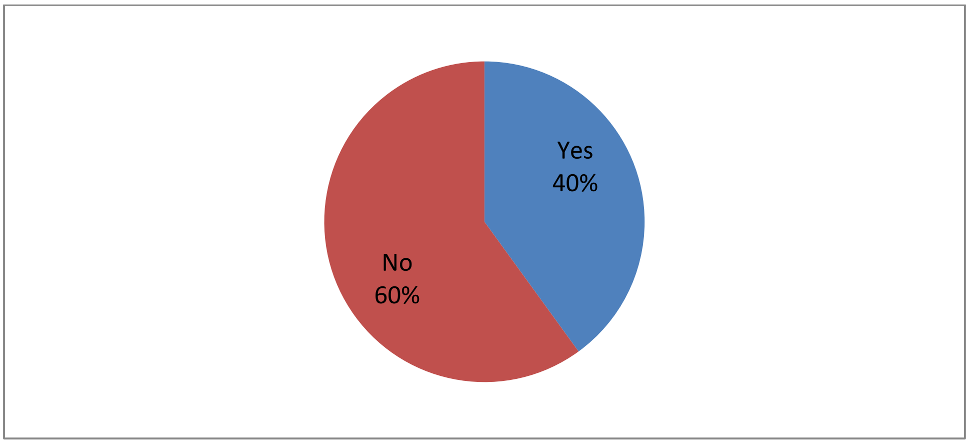

Figure 6: Showing Does The Organization Sell You Help Services For Friends Or Relatives

Qualitative analysis:

This research was based on the qualitative approach. Research scientist use the qualitative approach to explain the essence and significance of a phenomenon by means of individual interactions that offer a view of the phenomenon. The researcher will investigate processes in a natural surroundings using the qualitative approach of study. Qualitative testing includes information gathering, other data processing and data interpretation dependent on the facts. I used a qualitative approach to expose what techniques were used to enhance the balance of work and life. The behaviors underlying a phenomena may be revealed by a qualitative analysis approach.

6.Conclusion

Finally, assumption practices for professional lifetime are able to assist everyone, i.e. manufacturing, though easy recruitment, increased management and easier availability of care, communities as qualified and devoted employees, families and jobs who would spend a lot of time in their households, as well as financial assistance via jobs. Theory has attempted to understand diverse meanings of work similitude in the organization as well as the value of different activities within the enterprise. The WLB's finding is that its versatility and effectiveness in the work environment and communities was strengthened more effectively. Briefly, management staff should be able to accomplish a full implementation of working and unworkable elements.

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