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Marketing strategy is essential for every business. This Journal of Marketing strategy is containing contributions from theoreticians and practitioners cover a wide area including:

State of the art papers on particular topics - e.g. portfolio planning, sales management, pricing.

Strategy of the marketing - Marketing strategy, you must study and evaluate your business and its target audience, then create a plan of action and follow through with it.

Customer behavior - How and why both corporate and ultimate customers behave in the way they do.

Marketing intelligence - The establishment and maintenance of marketing information systems and everything associated with them.

Case studies - How an organization has tackled an important marketing problem.

Field Containing-

- ❖ Retail Marketing
- ❖ Relationship Marketing
- ❖ Social Marketing
- ❖ Product Marketing

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Different Avenues of Capital Market (Secondary Market) Available for Investing in Market of Yamuna Nagar

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ABSTRACT

Within the financial sector, the term "financial markets" is often used to refer just to the markets that are used to raise finance: for long-term finance, the Capital markets; for short-term finance, the Money markets. Capital markets which to consist of: [1] Stock markets, which provide financing through the issuance of shares or common stock, and enable the subsequent trading thereof.

[2] Bond markets, which provide financing through the issuance of bonds, and enable the subsequent trading thereof. [3] Commodity markets, which facilitate the trading of commodities. [4] Money markets, which provide short-term debt financing and investment. [5] Derivatives markets, which provide instruments for the management of financial risk. [6] Foreign exchange markets, which facilitate the trading of foreign exchange. [7] Spot market. This study aims to analyze the different avenues of Capital Market (Secondary Market) available for investment In the market of Yamuna Nagar. It intends to know the number of instruments available in Secondary Capital Market and the type of investing instruments prefer by the investors with Risk and Return analysis. Research methodology is descriptive in nature. A financial market is a market in which people trade financial securities, commodities, and other fungible items of value at low transaction costs and at prices that reflect supply and demand. Securities include stocks and bonds, and commodities include precious metals or agricultural products. Financial markets are the catalysts and engines of growth for any nation. India's financial market began its transformation path in the early 1990s. The banking sector witnessed sweeping changes, including the elimination of interest rate controls, reductions in reserve and liquidity requirements and an overhaul in priority sector lending. Persistent efforts by the Reserve Bank of India (RBI) to put in place effective supervision and prudential norms since then have lifted the country closer to global standards.

Keywords: capital market; different avenues; financial sector; investing market; Yamuna Nagar;

1. Introduction

Types of financial markets

Within the financial sector, the term "financial markets" is often used to refer just to the markets that are used to raise finance: for long-term finance, the Capital markets; for short-term finance, the Money markets.

Types of Capital market



Primary market

The primary market is the part of the capital market that deals with issuing of new securities. Companies, governments or public sector institutions can obtain funds through the sale of a new stock or bond issues through the primary market. This is typically done through an investment bank or finance syndicate of securities dealers.

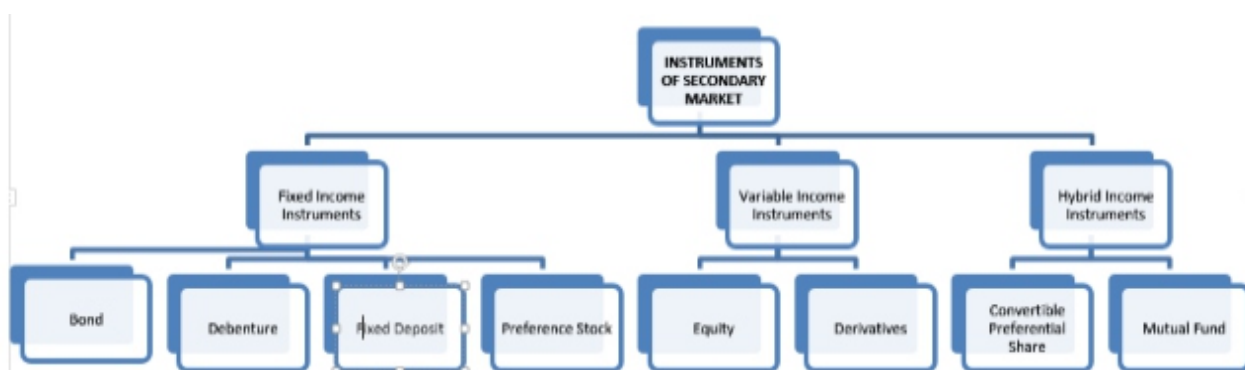
The process of selling new issues to investors is called underwriting. In the case of a new stock issue, this sale is an initial public offering (IPO).

Secondary market

The secondary market, is also called aftermarket, is the financial market in which previously issued financial instruments such as stock, bonds, options, and futures are bought and sold. Another frequent usage of "secondary market" is to refer to loans which are sold by a mortgage bank to investors such as FannieMae and Freddie Mac.

The term "secondary market" is also used to refer to the market for any used goods or assets, or an alternative use for an existing product or asset where the customer base is the second market (for example, corn has been traditionally used primarily for food production and feedstock, but a "second" or "third" market has developed for use in ethanol production).

Instruments of Capital Market



LITERATURE REVIEW

1) Gupta (1972) in his book has studied the working of stock exchanges in India and has given a number of suggestions to improve its working. The study highlights the need to regulate the volume of

speculation so as to serve the needs of liquidity and price continuity. It suggests the enlistment of corporate securities in more than one stock exchange at the same time to improve liquidity. The study also wishes the cost of issues to be low, in order to protect small investors.

2) Panda (1980) has studied the role of stock exchange in India before and after independence. The study reveals that listed stocks covered four-fifths of the joint stock sector companies. Investment in securities was no longer the monopoly of any particular class or of a small group of people. It attracted the attention of a large number of small and middle-class individual. It was observed that a large proportion of savings went in the first instance into the purchase of securities already issued.

3) Gupta (1981) in an extensive study titled 'Return on new equity issue' states that the investment performance of new issues of equity shares, especially those of new companies, deserves separate analysis. The factor significantly influencing the rate of return on new issues to the original buyers is the 'fixed price' at which they are issued. The return on equities includes dividends and capital appreciation. This study presents sound estimates of rates of return on equities and examines the variability of such returns over time.

4) Jawaharlal (1992) presents a profile of Indian investors and evaluate their investment decisions. He made an effort to study their familiarity with, and comprehensive of financial information, and the extent to which this is put to use. The information that the companies provide generally fails to meet that the company's Annual Report and other statements are not well received by them.

5) Pyare Lal Singh (1993) in the study titled, Indian Capital Market – A Functional Analysis, depicts the primary market as a perennial source of supply of funds. It mobilizes the savings from the different sectors of the economy like household, public and private corporate sectors. The number of investors increased from 20 lakh in 1980 to 150 lakh in 1990 (7.5 times). In the financing of the project costs of the companies with different sources of financing, the contribution of the securities has risen from 35.01% in 1981 to 52.94% in 1989. In the total volume of the securities issued, the contribution of debentures/bonds in recent years has increased significantly from 16.21% to 30.14%.

6) R. Venkataramani (1994) disclosed the uses and dangers of derivatives. The derivatives product can lead us to the dangerous position if its full implications are not clearly understood. Being off balance sheet in nature, more and more derivatives products are traded than the cash market products and they suffer heavily due to their sensitive nature. He brought to the notice of the investors the 'Over the counter product' (OTC) which are traded across the counters of a bank. OTC products (e.g. option and future) are tailor-made for the particular need of a customer and serve as a perfect hedge. He emphasized the use of futures as an instrument of the hedge, for it is of low cost.

7) Madhusudan (1998) found that BSE sensitivity and national indices did not follow a random walk by using correlation analysis on monthly stock returns data over the period January 1981 to December 1992.

8) Suresh G Lalwani (1999) emphasized the need for risk management in the securities market with particular emphasis on the risk. He commented that the securities market is a ‘vicious animal’ and there is more than a fair chance that far from improving, the situations could deteriorate.

9) Bhanu Pant and Dr. T.R. Bishnoy (2001) analyzed to be the behavior of the daily and weekly returns of five Indian stock market indices for a random walk during April 1996 to June 2001. They found that Indian stock market indices did not follow a random walk.

10) Nath and Verma (2003) examine the interdependence of three major stock market in South Asia stock market indices namely India (NSE-Nifty) Taiwan (Taiex) and Singapore (STI) by employing bivariate and multivariate co integration analysis to model the linkage among the stock markets ,No co-integrations was found for the entire period (daily data from January 1994 to November 2002). They concluded that there is no long-run equilibrium.

11) Juhi Ahuja (2012) presents a review of Indian Capital Market & its Structure. In the last decade or so, it has been observed that there have been a paradigm shift in the Indian capital market has made the Indian capital market comparable with the international capital market. Now, the market features a developed regulatory mechanism and a modern market infrastructure of resources. The emergence of private corporate debt market is also a good innovation replacing the banking mode of corporate finance.

However, the market has witnessed its worst time with the recent global financial crisis that originated from the US sub-prime mortgage market and spread over to the entire world like a contagion. The capital market of India delivered a sluggish performance.

OBJECTIVES OF THE STUDY

- 1) To analyze the number of instruments in the Secondary Capital Market.
- 2) To analyze the type of investing instruments prefer by the investors.
- 3) Investor behavior towards the investment.
- 4) Risk and Return analysis in Secondary Capital Market.
- 5) To know the duration of investors investing in Secondary Capital Market.

2. MATERIALS AND METHODS

Research Methodology is a way to systematically solve the research problem. In it, step-by-step methods are followed to solve a particular problem. It refers to a search for knowledge. It can also be defined as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation.

Redman & Mory defines research as “systematized effort to gain new knowledge.”

The research was conducted so as to get a detail and thorough insight into the CRM practices in a bank.

RESEARCH DESIGN

Research Design is the way in which the research is carried out. It works as a blueprint. Research Design is the arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

Types of Research Design

Basically, there are three types of Research Designs. These are:



Sample Design

It is not possible for any researcher to include each and every member of the universe in his research process. So, he selects a small portion of the universe, which is its true representative. This group is known as sample and this process is called sampling. Sampling techniques can be categorized into two broad categories namely:

- 1) Non-Probability Sampling
- 2) Probability Sampling

Analytical Research: It has to used facts or information already available and analyzes these to make a critical evaluation of material.

SAMPLE SIZE: Considering the constraints it was decided to conduct the study based on a sample size of 200 people in specific Area i.e Yamuna Nagar.

Sampling:

a) Sampling procedure:

The sample was selected within Yamuna Nagar, who are the Plywood Factories, Steel Factories, Banks and their Clients, IT sectors, Agricultural sector, Service Sector, Pharma sector, infrastructure sector. It was also collected through personal visits to persons, by formal and informal talks and through filling up the questionnaire prepared. The data has been analyzed by using the mathematical/Statistical tool.

b) Sample size:

The sample size of my project is limited to 200 people only. Out of which only 50% People invested in Secondary Capital Market but others are not invested.

c) Sample design:

Data has been presented with the help of a bar graph, pie charts, doughnut graphs etc.

Methods of Data Collection

In the project work Primary data secondary data (both) sources of data have been used:

Primary Source: I have gathered information about my project from the interaction with the people of Yamuna Nagar with different areas like Plywood Factories, Steel Factories, Banks and their Clients, IT sectors, Agricultural sector, Service Sector, Pharma sector, infrastructure sector with the help of filling up Questionnaire.

Secondary Data: The secondary data, I have collected from the various websites of the capital market, secondary market, various journals, magazines etc.

The information gathered included:

Sample Size = 200 Respondents

Sample Area = Yamuna Nagar

Classification of data:

1) Qualitative

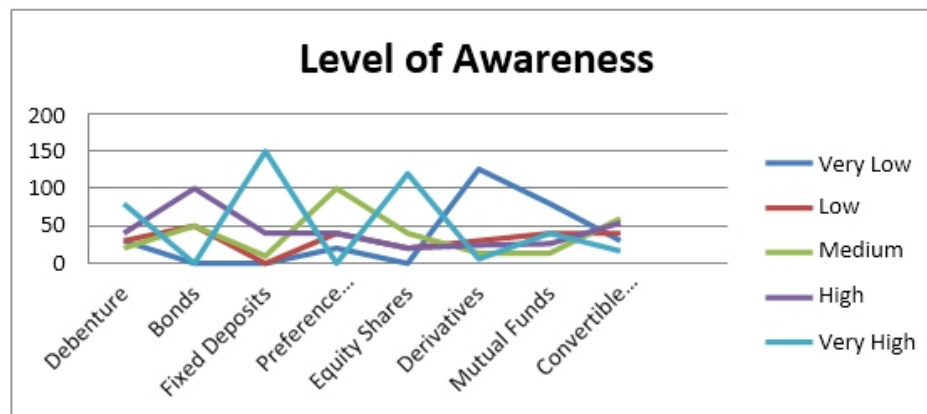
2) Quantitative

The database gathered about the required information with the help of questionnaire can be stated in the terms of quantity or can be classified as quantitative and the information gathered with the help of an interview can be stated in the terms of quality or can be classified or qualitative.

3. RESULTS AND DISCUSSIONS**3.1 Data Analysis and Interpretation****Objective 1 - To analyze the number of instruments in the Secondary Capital Market**

Table 1 : Level of Awareness about Secondary Capital Market Instrument in Yamuna Nagar

Sr. No.	Secondary Market Instrument	VL	L	M	H	VH
1	Debenture	30	30	20	40	80
2	Bonds	0	50	50	100	0
3	Fixed Deposits	0	0	10	40	150
4	Preference Stock	20	40	100	40	0
5	Equity Share	0	20	40	20	120
6	Derivatives	126	30	14	24	6
7	Mutual Funds	80	40	14	26	40
8	Convertible Preference Share	30	40	60	54	16

**Figure 1. Level of awareness**

Sources: (Data compiled through a questionnaire)

Interpretation - From the above chart, it is inferred that in Yamuna Nagar, there is a level of awareness in the case of Derivatives, preference shares, convertible preference shares, debentures is very low. Mostly People invest their money or having awareness in Debentures, Equity Shares, Fixed Deposits.

Objective 2 - To analyze the type of investing instruments prefer by the investors.

Table 2 : People invested in the Instruments of Secondary Capital Market in Yamuna Nagar

Response	Respondents	Percentage %
Yes	100	50
No	100	50

Sources: (Data compiled through a questionnaire)

**Figure 2. Awareness**

Interpretation - From the above chart, it is inferred that out of 200 Respondents 50% People are invested in Instrument of Secondary Capital Market and its operations but 50% are not invested in Instrument of Secondary Capital Market and its operations.

Table 3 : Preferences of People invested in Secondary Capital Market Instruments in their Portfolio

Investment	Preferences	Percentage
Debenture	39	39
Bonds	15	15
Fixed Deposits	25	25
Preference Stock	2	2
Equity Share	14	14
Derivatives	2	2
Mutual Funds	3	3
Convertible Preference Share	0	0

Sources: (Data compiled through a questionnaire)

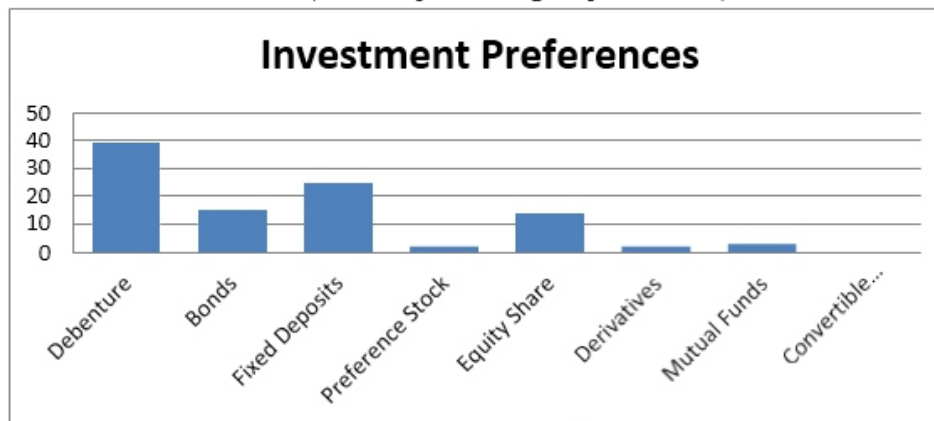


Figure 3. Investment Preference

Interpretation - According to this chart out of 100 Respondents of Yamuna Nagar the most Preferences are given to Debentures i.e. 39%, the second most Preferences are given to Fixed Deposit i.e. 25% and others are less preferable by the investors.

Objective 3 - Investor behavior towards the investment

Table 4 : Preferences of People invested in Different Sectors in their Portfolio

Sectoral	Preferences	Percentage
IT Sector	11	11
Bank Sector	23	23
Fast Moving Consumer Goods	9	9
Public Sector Enterprises	14	14
Multinational Company	10	10
Service Sector	13	13
Pharma Sector	5	5
Infrastructure	14	14
Others	3	3

Sources: (Data compiled through a questionnaire)

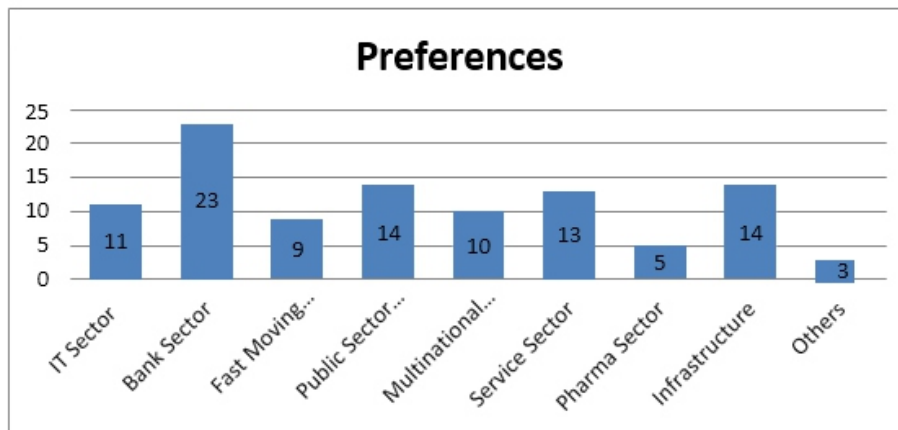


Figure 4. Preferences

Interpretation - According to this chart out of 100 Respondents of Yamuna Nagar the most Preferable sectors are Bank Sector i.e. 23%, the second most Preferences are given to Public sector and Infrastructure i.e. 14% and others are less preferable by the investors.

Table 5 : Factors Considered while investing in Instruments

Factors	Respondents	Percentage
Liquidity	30	30
Low Risk	23	23
High Return	35	35
Trust	12	12

Sources: (Data compiled through a questionnaire)

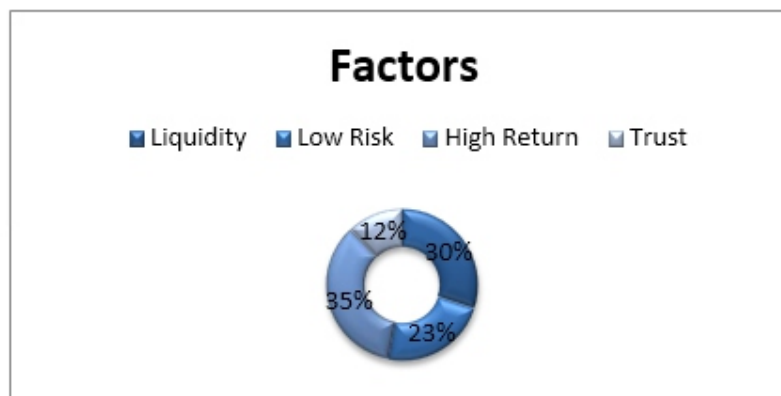


Figure 5. Factors

Interpretation - According to this chart out of 100 Respondents of Yamuna Nagar, High Returns is considered mostly i.e 35% then Liquidity i.e 30% after that considered 23% - Low Risk and at last considered Trust i.e 12%.

Table 6 : Size of investment investing in Yamuna Nagar in Secondary Capital Market as on date

Investment	Respondents	Percentage
Below Rs.1 Lakh	24	24
Rs. 1 – Rs. 2 Lakhs	29	29
Rs.2 – Rs.3 Lakhs	14	14
Above Rs.3 Lakhs	33	33

Sources: (Data compiled through a questionnaire)

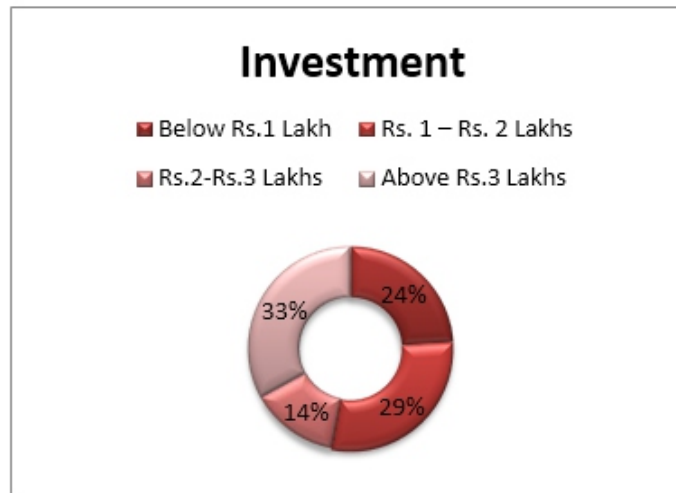


Figure 6. Investment

Interpretation - According to this chart out of 100 Respondents of Yamuna Nagar, 33% People invest their money above Rs.3 Lakhs and then Between Rs 1 Lakh to Rs.2 Lakhs investment by 29% People. Below Rs1 Lakh is 24% and Rs.2-3 Lakhs is 14% People.

Table 7 : Source of Investment in Yamuna Nagar

Source	Respondents	Percentage
Own Savings	65	65
Borrowings	25	25
Both	10	10

Sources: (Data compiled through a questionnaire)

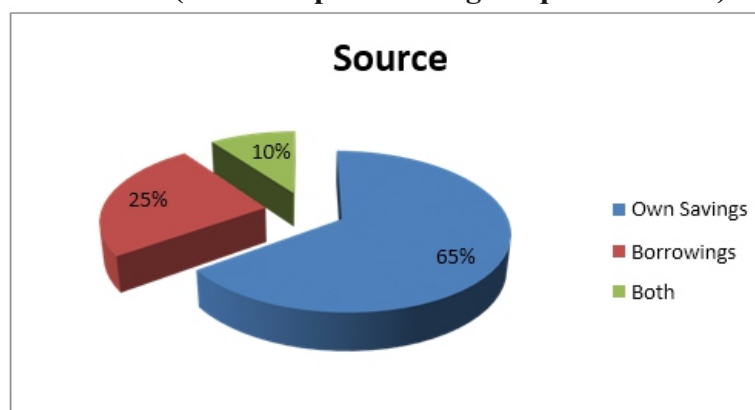


Figure 7. Source

Interpretation - According to this chart out of 100 Respondents of Yamuna Nagar, 65% People use own savings for investment in Secondary capital market and 25% use Borrow Money and 10% People used Both i.e. own as well as borrow money.

Table 8 : Percentage of your savings invested in secondary capital market

Savings	Respondents	Percentage
Less than 15%	31	31
15% - 30%	43	43
30% and Above	26	26

Sources: (Data compiled through a questionnaire)

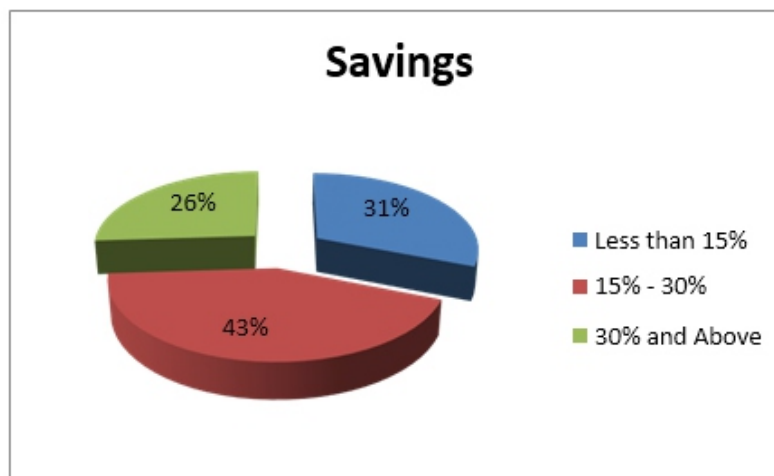


Figure 8. Savings

Interpretation - According to this chart out of 100 Respondents of Yamuna Nagar, 43% People invest their saving between 15% - 30%, 31% invest less than 15% and more than 30% saving invested by 26% People in Yamuna Nagar.

Objective 4 - Risk and Return analysis in the capital market.

Table 9 : Level of Risk considered in Secondary Capital Market in Yamuna Nagar

Risk consideration	Respondants	Percentage
Very High	21	21
High	44	44
Low	23	23
Very Low	12	12

Sources: (Data compiled through a questionnaire)

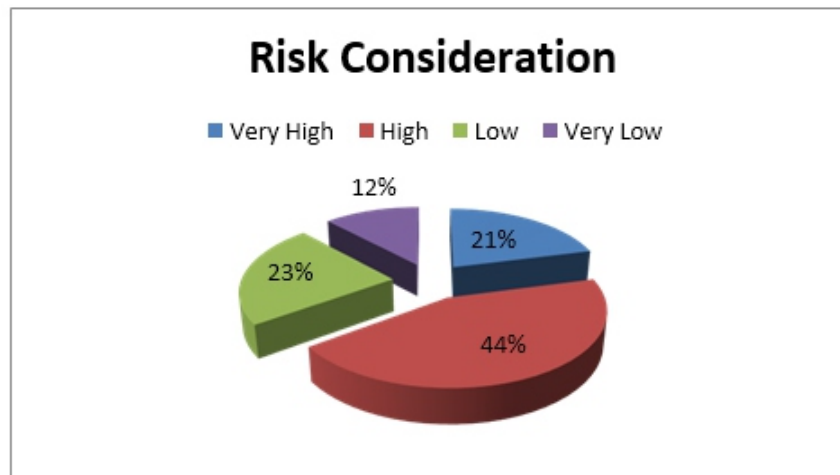


Figure 9. Risk Consideration

Interpretation - According to this chart inferred that 44% people considered risk is High in Secondary Capital Market, 23% considered Risk is Low, 21% people considered Risk is very High and 12% considered Risk is very Low.

Table 10 : Level of Return considered in Secondary Capital Market in Yamuna Nagar

Return consideration	Respondents	Percentage
Very High	26	26
High	45	45
Low	24	24
Very Low	5	5

Sources: (Data compiled through a questionnaire)

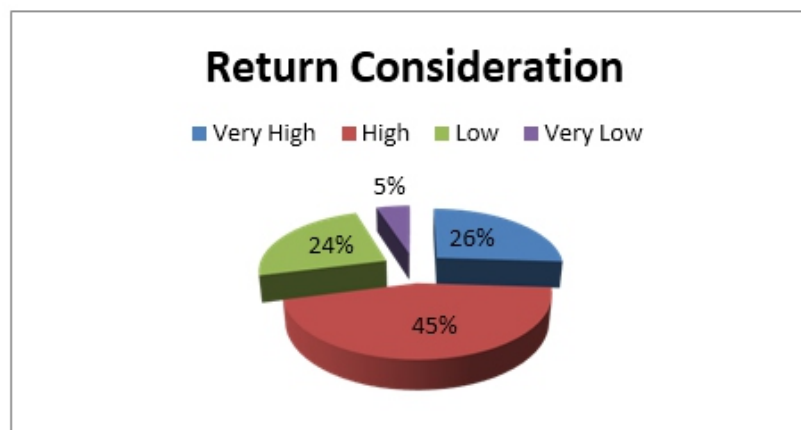


Figure 10. Return Consideration

Interpretation - According to this chart inferred that 45% people considered return is High in Secondary Capital Market, 24% considered Return is Low, 26% people considered Return is very High and 5% considered Return is very Low.

Objective 5 – To know the duration of investors investing in Secondary Capital Market

Table 11 : How long have you been associated with Capital Market?

Time	Respondents	Percentage
<1 Year	20	20
1-2 Years	10	10
3-4 Years	13	13
>4 Years	57	57

Sources: (Data compiled through a questionnaire)

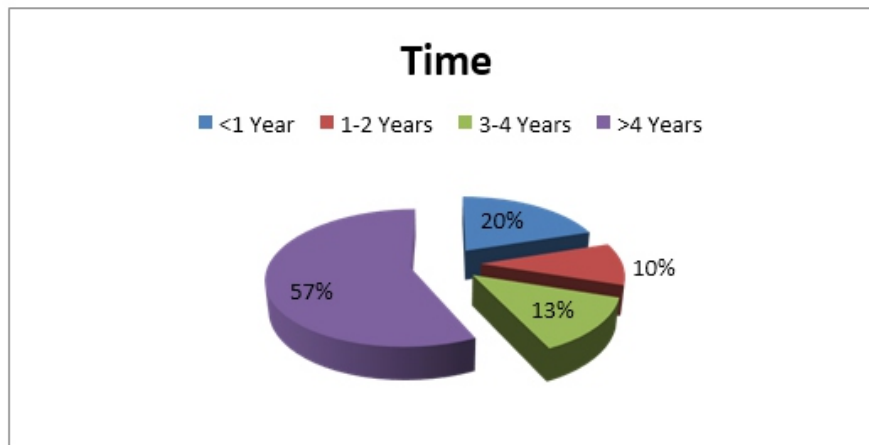


Figure 11. Time

Interpretation - According to this chart inferred that 57% people invest their money last more than 4 years, 20% people invest their money for last 1 year, 13% people for last 3-4 years and 10% people invest last 1–2 years.

Table 12 : The level of satisfaction achieved by investing in Secondary Capital Market in Yamuna Nagar

Satisfaction Achieved	Respondents	Percentage
Highly Satisfied	27	27
Satisfied	53	53
Dissatisfied	14	14
Highly Dissatisfied	6	6

Sources: (Data compiled through a questionnaire)



Figure 12. Satisfaction Achieved

Interpretation - According to this chart inferred that 53% people are satisfied their investment in Secondary Capital Market, 27% people highly satisfied, 14% people are Dissatisfied as well as 6% are highly dissatisfied with their investment.

Findings

- 1) In Yamuna Nagar, most people are aware of Fixed Deposits, Equity Shares, Debentures.
- 2) Only 50% of people are invested in the instruments of Secondary Capital Market.
- 3) In Yamuna Nagar, most of the people considered for investment in Debentures and Fixed Deposits as they are more secure than others.
- 4) Banking Sector is the most preferred investment area in which people invested, the second most investors prefer infrastructure as well as public sector.
- 5) Mostly Respondents preferred High Return while investment, the second most preferred Liquidity then Low Risk and the least preferred Trust.
- 6) In income group, between above Rs.3 Lakhs are more in numbers, the second most were in the Income group of between Rs.1 Lakhs to Rs.2 Lakhs and the least was in the group of between Rs.2 Lakhs to Rs.3 Lakhs.
- 7) Most people in Yamuna Nagar invest their own savings in respect to borrow money to invest in Secondary Capital Market.
- 8) In Yamuna Nagar, most of the people invest their 15% - 30% savings in the secondary capital market.
- 9) Out of 100 Respondents, 44% Respondents considered High Risk while investment, 23% considered Low Risk while 21% considered very high Risk.
- 10) Out of 100 Respondents, 45% Respondents considered High Return while investment, 26% considered Very High Return while 24% considered Low Return.
- 11) In Yamuna Nagar, 57% of people are associated with Secondary Capital Market for more than 4 years, as well as 20%, are from less than 1 year.
- 12) Investment in Secondary Capital Market, most of the people in Yamuna Nagar is satisfied second most people are highly Satisfied and least people are highly dissatisfied.

LIMITATION OF THE STUDY

Every market study comes along with few limitations, but the extent and effect of those limitations should not be as big as the scope of the project itself. In my study following are few limitations which have been identified .

1) Sample Size

The size of the sample is very small due to a shortage of time and resources.

2) Biases

The respondent may be biased to give an answer to questions.

3) Time Constraint

The difficulty was faced in getting the responses to various questions because respondents could not devote enough time to them.

4) The possibility of error in data collection because many of investors may have not given actual answers of my questionnaire.

5) The sample size is limited to 200 visitors of Yamuna Nagar out of these only 100 had invested in Secondary Capital Market. The sample Size may not adequately represent the whole market.

6) Some respondents were reluctant to divulge personal information which can affect the validity of all responses.

7) The research is confined to a certain part of Yamuna Nagar.

Above limitations are not much significant therefore we can infer that our study is relevant to the scope and objective of the project.

3.2 Suggestions and Recommendations

- a) The most vital problem spotted is of ignorance. Investors should be made aware of the benefits. Nobody will invest until and unless he is fully convinced. Investors should be made to realize that ignorance is no longer bliss and what they are losing by not investing.
- b) Secondary Capital Market offers a lot of benefits which no other option could offer. But most of the people are not even aware of what actually Secondary Capital Market and its instruments are? So the advisors should try to change their mindsets. The advisors should target for more and more young investors. Young investors, as well as persons at the height of their career, would like to go for advisors due to lack of expertise and time.
- c) Companies who issued Secondary Capital instruments needs to give the training of the Individual Financial Advisors about the objectives and its benefits because they are the main source to influence the investors.
- d) Before making any investment Financial Advisors should first inquire about the risk tolerance of the investors/customers, their need and time (how long they want to invest). By considering these three things they can take the customers into consideration.

- e) People should analyze the Secondary Capital Instruments before investment.
- f) Investors should maintain Balance between Risk and Return analysis. They should be considered Risk in respect of Return only.
- g) Mostly Investors considered Risk Return and Liquidity but every investor should be considered Trust of the company as Trust is good then return and liquidity is increased itself.
- h) The most vital problem spotted is of ignorance. Investors should be made aware of the benefits of Secondary Capital Market. Financial Advisor should aware to people about investing in the instrument of Secondary Capital Market.

4. CONCLUSION

Running a successful Secondary Capital Market and its instruments requires a complete understanding of the peculiarities of the Indian Stock Market and also the psyche of the small investors. This study has made an attempt to understand the financial behavior of Secondary Capital Market investors in connection with the preferences of different instruments having different areas. I observed that many of people in Yamuna Nagar have fear of Risk by investing in Secondary Capital Market. They think their money will not be secure in Secondary Capital Instruments. They need the knowledge of Secondary Capital Market and its related terms. Many of people Yamuna Nagar do not have invested in Secondary Capital Market due to lack of awareness although they have money to invest. As the awareness and income are growing the number of Secondary Capital Market investors are also growing.

- 1) Areas like the Banking sector, Public sector, Real Estate sector etc. play an important role for the investment. People invest in those areas where they have faith or they are well known with them.
- 2) Some instruments are not performing well although some of the schemes of them are giving good return because of not awareness about Instruments.
- 3) Distribution channels are also important for the investment in Secondary Capital Market.

Financial Advisors are the most preferred channel for the investment in Secondary Capital Instruments. They can change investors' mind from one investment option to others. Many investors directly invest their money because of only good faith. Only those people in Yamuna Nagar invest directly who know well about Secondary Capital Market and its operations and those have time.

Conflict of interest statement and funding sources

The author(s) declared that (s)he/they have no competing interest. The study was financed by the author.

Statement of authorship

The author(s) have a responsibility for the conception and design of the study. The author(s) have approved the final article.

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Benefits and Barriers of E - Marketplaces on MSME Perspective.

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ABSTRACT

Micro, Small and Medium Enterprise (MSME's) has been an important segment in the Indian economy because of its contribution to employment and exports. It contributes almost 40% of the gross industrial value added in the Indian economy. The small scale sector has drawn attention of policy makers since independence as it facilitates inclusive growth and creates employment opportunities in rural and urban areas. E-market place is an ITC innovation that enables MSME's to have online presence and provides a platform for MSME 's to promote their products to potential buyers. E-market is an inter- organizational system that allows the participating buyers and sellers to exchange information about prices and product offers. This research is an empirical study on the MSME's and use of e-market places in India. The key areas of research are Adoption of technology in the context of MSME's and e-marketplaces. Convenience sampling method is used for the study. Both the primary and secondary source are used for the smooth conduct of the study. The study of this paper has made an attempt to know the benefits and barriers of e-market . It also analysis the growth of MSME through Emarket.

KEYWORDS: MSME's, E-market, ITC.

I. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) has been an important segment in the Indian economy because of its contribution to employment (120 million) and exports (45-50 %). It contributes almost 40 per cent of the gross industrial value added in the Indian Economy . The small scale sector has drawn attention of policy makers since independence as it facilitates inclusive growth and creates employment opportunities in rural and urban areas.

In the Indian context, the definition of small scale sector is based on the level of investment in plant machinery or other fixed assets whether held on ownership, lease, hire or purchase. Small scale sector in India, which was earlier operating in a protected environment, faces new challenges in the era of globalization other. Many large organizations all over the world have been focusing on their core business, downsizing and outsourcing. This trend has given many opportunities for MSMEs to work in partnership with them and expand their market (Singh et al., 2010). Small firms that have quality products, flexibility in manufacturing based on demand and robust processes will be the ones that will survive.

E-marketplace is an ICT innovation that enables MSMEs to have online presence and provides a platform for MSMEs to promote their products to potential buyers. According to Bakos (1991), e-marketplace is an inter-organizational system that allows the participating buyers and sellers to exchange information about prices and product offerings. Most of the e-marketplaces allow MSMEs to register for free and publish firm and product information on the website. Based on theoretical frameworks provided, the present study aims to identify factors that influence the MSMEs to adopt e-marketplaces. The purpose is to understand the perception of MSMEs towards neutral e-marketplace and identify benefits realized by its use. The study also identifies barriers to the adoption of e-marketplace by MSMEs.

II. REVIEW OF LITERATURE

Robert C. MacGregor (January 2010) opined that Despite the proven potential of e-commerce in the small business sector, studies have shown that larger businesses have reaped the benefits, with SME adoption remaining relatively low by comparison. This slow growth of e-commerce adoption in SMEs has been attributed to various adoption barriers that are faced by small business owners/managers.

Osakwe& Christian Nedu (2016) reported that since Micro Small Business (MSBs) are widely perceived as the future of emerging economies, it has now become foundational for the aspiring MSB to rapidly invest in the digitally-enabled virtual marketplace since it offers a great marketing opportunity for the firm.

Van & Andrea (December 2004) mentioned that sellers in all product categories, from raw materials to highly engineered machinery, have approached the Internet reluctantly. Because business-to-business (B2B) e-marketplaces initially focused on attracting buyers, low prices naturally took priority over cost savings and growth opportunities that could benefit all participants in the marketplace.

Van Braven (October 2000) remarked that small firms are not adopting the Internet with the same speed their larger counterparts do, although it could offer many advantages to them. The main barriers to Internet adoption and to developing a Web presence are simply the concern that the Internet or the Website would not lead to more efficiency or lower costs.

Peter Brunn (June 2002) stated that very little theoretical work has been done that truly helps e-marketplace managers understand and craft the strategy. This theoretical framework explains how e-marketplaces, in order to achieve success, must create a powerful setup (thus creating a strong strategic position) and meet the challenge of building liquidity and capturing value.

Gaulam & Mustafa (2005) examine that the implementation of new technologies, use of ICT (information and communication technologies) and electronic commerce in SME's with their operational environment has provided numerous organizational opportunities. This thesis work stipulates the development of e-commerce in SME's.

Craig Standing (November 2004) informed that if SMEs ignore e-marketplaces a number of problems can result. E-marketplaces places a significant threat to MSMEs. Since they increase competition and leave non-participants vulnerable to more enabled firms

III. OBJECTIVES

- To explore the awareness level and perception of MSMEs towards e-marketplaces
- To identify the factors determining the adoption of e-marketplaces among MSMEs
- To assess the benefits of using e-marketplaces by MSMEs
- To identify the barriers to adopt and use of e-marketplaces among MSMEs
- To provide suggestions to e-marketplaces to improve their services towards MSMEs.

IV. METHODOLOGY

Methodology may include publications, research interviews, surveys and other techniques and could include both present and historical information.

V. LIMITATIONS

- Some of the respondents were not co-operative.
- The data are collected through personal interview. So there may be the chance of personal bias. So there is lack of accuracy

VI. DATA ANALYSIS AND INTERPRETATION

Here we attempt to analyse the benefits and barriers of e-marketplaces under MSME perspective. 25 MSME's were selected from Kannur district. Their response about emarketplace adoption collected through personal interview. Well-structured interview schedule used for collecting information. Percentage, ranking, likert scale were used for analysis of this data.

SERVICES RECEIVED FROM E-MARKETPLACE

SL NO	TYPES OF SERVICE	USED	%	NOT USED	%
1	Identification of suppliers for our raw material/industrial equipment	5	20	20	80
2	Identification of new customers for exploring new markets	14	56	11	44
3	Providing product and company information	25	100	0	0
4	Finding competitor information	20	80	5	20
5	Finding new business opportunities	14	56	11	24
6	Find good bargains for products	20	80	5	20
7	Update on industry news /trade fairs	12	48	13	52
8	Conduct buying selling transactions Electronically	25	100	0	0
9	Participate in auctions	8	32	17	68
10	Get credit rating to improve brand image and trust worthiness of the company	6	24	19	76

This table shows that the e-marketplace services utilized by the organization. Only 20 % firms are using e-marketplace for identifying suppliers for their raw material or industrial equipment. 56 % respondent's uses e-marketplace for identification of new customers for exploring new market whereas 46 % respondents do not use e-marketplace for the same. All the respondents are using e-marketplaces for providing product and company Information . 80 % customers use e-marketplace for finding competitor information whereas 20 % firms do not use this service. 56% of the firms uses e-marketplace for finding new business opportunities and 44 % firms do not use this service. 80 % of firms are using emarketplace for providing good bargains for products and 20 % firms do not use it. Only 48 % of respondents are using e-marketplaces for update on news and trade fair etc. where 52 % firms do not utilize this service. All the respondents are using e-marketplace for conducting buying selling transactions electronically. Only 32 % customers use e-marketplace to participate in auctions where 68 % of firms do not use this service. Only 24 % of the respondents are using e-marketplace for credit rating to improve their brand image and 76 % firms do not utilize this service. so majority of the e-marketplace services listed out are utilized by the organizations.

BENEFITS AVAILED THROUGH E-MARKETPLACE

SL NO	BENEFITS	5	4	3	2	1
1	e-marketplace has enabled us to get new customers and increase sales	12	8	3	2	-
2	e-marketplace has provided better brand image among our customers	10	6	4	3	2
3	e-marketplace has provided better brand image among our supplier	8	10	4	2	-
4	The use of e-marketplaces has provided flexibility in administration and communication with our business partners	12	5	3	4	1
5	e-marketplace has enabled us to get information on competitors and industry news at one single source	15	4	4	2	-
6	e-marketplace has enabled us to improve our customer services	16	4	3	2	-
7	e-marketplace has enabled us to update product information instantly and cost effectively	12	5	6	2	-
8	E-marketplace has enabled us to enter the supply chains of larger companies in our industry	11	7	3	4	-

This table shows the benefits of e-marketplaces. 12 firms strongly agree that e-marketplace has enabled them to get new customers and increase sales and 8 firms agree to the same. 3 respondents have neutral opinion where 2 firms strongly disagree to it. 15 respondents strongly agree that e-marketplace have enabled them to get information on competitors and industry news at one single source and 4 firms agree to it. 4 of them have a neutral opinion while 2 firms disagree this statement. 12 firms strongly agree to the fact that the use of e-marketplace has provided flexibility in administration and communication with their business partners and 5 agrees to the same. 3 firms have neutral opinion regarding this while 4 firms disagree to this statement. 12 firms strongly believe that e-marketplace has enabled them to update product information instantly and cost effectively and 5 firms agree to it. 6 firms have a neutral opinion regarding this while 2 firms disagree to it. 11 respondents strongly agree that E-marketplace has enabled them to enter the supply chains of larger companies in their industry and 7 firms agree to the same. 3 firms neither agree nor disagree to this statement while 4 firms disagree to this. 8 firms strongly believe that e-marketplace has helped them in finding new suppliers and reduce search and procurement costs and 10 firms agree to the same. 4 firms have a neutral opinion about this and 2 firms disagree to this statement. So all the firms have a positive opinion about the advantages provided by the e-marketplaces which are stated above.

BARRIERS OF ADOPTING E-MARKETPLACE

SL NO	PARTICULARS	5	4	3	2	1
1	Using e-marketplace is complex	8	6	3	3	2
2	We have no support from the emarketplace vendors and they do not understand our needs	11	7	2	3	2
3	Our firm is not aware of services provided by the e-marketplaces	6	4	3	2	10
4	We do not trust transactions through emarketplaces	6	4	1	7	7
5	We feel it would be expensive for our firm to adopt e-marketplaces	8	5	8	2	2
6	Our current suppliers/customers are not ready to use e-marketplaces	10	5	4	1	5
7	The e-marketplace is not suitable for our product as the products have to be highly customized for our customers	13	4	2	4	2
8	We are dependent on traditional intermediaries in global trading	10	5	3	4	3
9	There are lack of technology standards adopted among e-marketplace vendors	8	4	5	3	1

This table shows the barriers which arise while adopting e-marketplace. 11 firms strongly state that they have no support from the e-marketplace vendors and they do not understand their needs and 7 firms agree to the same. 2 firms have neutral opinion about it and 3 firms disagree this statement while 2 firms strongly disagree to it. 13 respondents' further states that emarketplace is not suitable for their product as the products have to be highly customized for their customers and 4 firms agree to the same. 2 firms have

a neutral opinion regarding this statement and 4 of them disagree this while 2 firms strongly disagree. 8 firms feel that using emarketplace is complex and 6 firms agree to it. 6 firms neither agree nor disagree to this and 3 firms disagree while 2 firms strongly disagree to this. 10 firms feel that it would be expensive for their firm to adopt e-marketplaces as they dependent on traditional intermediaries in global trading and 5 firms agree to the same. 3 firms have a neutral opinion about this statement and 4 firms disagree to it while 3 firms strongly disagree. But the firms have a neutral opinion about the statement that their firm is not aware of services provided by the e-marketplaces. 6 firms strongly agree to this statement and 4 firms agree to it. 2 firms have neutral opinion and 3 firms disagree to the statement while 10 firms strongly disagree to the statement. 4 firms do not trust transactions through e-marketplaces and 6 firms 28 are agreeing to the same. 1 firm have a neutral opinion regarding this statement and 7 firms disagree to the statement while 7 firms strongly disagree to it. Thus firms agree to the barriers of e-marketplace stated in the table.

VII. FINDINGS

- E-marketplace is not suitable for those, whose products have to be highly customized for their customers
- All the respondents are using e-marketplaces.
- E-marketplace services like providing product and company information and conducting buying selling transactions electronically are used by all the organizations.
- Majority of respondents use e-marketplaces for finding competitor information and for finding good bargains for the product
- Most of the firm recognizes the opportunities and threats enabled by the e-marketplaces.
- The understanding about services and models of e-marketplace and the potential benefits and risk of using e-marketplace is on an average.
- Competitors of the respondents are participating in the e-marketplace.
- E-marketplace will help the firms improve their brand image on the internet and to reduce their costs and efforts to identify new suppliers, customers and business partners
- E-marketplace enables firms to get new customers and increase sales
- E-marketplace enables respondents to get information on competitors and industry news at one single source
- The use of e-marketplace provides flexibility in administration and communication with business partners and it enables respondents to update product information instantly and cost effectively
- Using e-marketplace is complex and it would be expensive to adopt e-marketplaces for those who dependent on traditional intermediaries in global trading.
- Respondents trust the e-marketplace transactions only to a limited extend as the transactions are taking place virtually

VIII. CONCLUSION

E-marketplaces have a great importance in the present world, especially with regard to Micro Small and Medium Enterprises (MSME). Small enterprises need to equip themselves to face the on-going globalization and internet technology adoption is a stepping stone. Emarketplaces provide a platform for MSMEs to showcase their products and look beyond their traditional markets. MSMEs that familiarize with such new generation technologies faster than others in their industries will have a competitive advantage.

The present research has identified and empirically tested significant factors influencing emarketplace in the context of MSMEs. It has identified barriers and benefits of e-marketplace in the context of MSMEs.

Service providers and policy makers have to work together to improve the competitiveness of the MSMEs. They should take initiatives to improve awareness among the MSMEs about emarketplaces and handholding the micro firms would be necessary. Awareness about services such as credit rating would enable MSMEs to be more competitive. The study has provided insights on the barriers and benefits realized by the use of emarketplace. E-marketplaces with many buyers and many sellers create a competitive environment for MSMEs. Unless there is a tangible economic value created by these marketplaces, long term strategic use of e-marketplaces by MSMEs would not be possible. Emarketplaces have to ensure that they provide benefit to both buyers and sellers.

The study identifies benefits and barriers to e-marketplace adoption and use in the context of MSMEs in India. This would enable the service providers to take initiatives to create value for MSMEs and address the barriers.

IX. SUGGESTIONS

E-marketplace provides a great platform for MSME's. It provides a great opportunity for growth and development of MSME's in the modern world. Adequate steps have to be taken for the efficient utilization of e-marketplaces by MSME's.

- Small enterprises need to identify their internal competencies that will enable them to compete while registering for e-marketplace and communicate them in their product catalogue
- MSMEs would need to collaborate with similar firms to handle unexpected orders received from the e-marketplace.
- E-marketplaces have to organize training programmes in association with District Industrial Centres/Business schools to increase awareness on the e-marketplace uses, business models and services provided.
- Government should take up training programs in order to educate the MSME's about benefits which can be derived out of e-marketplaces

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Eco Criticism And Environmental Literature

Ecofeminism

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ABSTRACT

Eco Feminism includes those perspectives that are usually unrecognized in mainstream, focussing on the aspect of exploitation of women and nature through male domination. It emerged in 1970's with increasing consciousness of connections between women and nature as a product of peace, ecology and feminist. Movements all over the world that are dedicated to the continuation of life on Earth, like the Chipko movement in India, Green Belt movement in Kenya are termed Eco Feminist movement. Irrespective of the differences, all ecofeminists believe human beings are connected to one another and to the non human world. Unfortunately we do not always acknowledge our relationships and responsibilities for other people, let alone those we have to the non human world. As a result, we do violence to each other and to nature while protecting our self-interests. This can be experienced with ongoing deforestation to accommodate growing population and the ill effects of unplanned urbanisation, changing agricultural patterns, affecting dietary practices ultimately causing imbalance in the eco system. Not to forget the economic and defence activities posing great threat to the sustenance of healthy environment.

The patriarchal set up of the society has deprived women of their thinking, restricting them to remain as subordinates to male. Increase in exploitation of women in the society has reduced the standards of the humanity. It is ironical that we feminise nature and naturalise women but still we disrespect; harass; objectify; insult, women and nature.

Ethical consciousness is a crucial first step in deconstructing the assumed superiority of human over nature and men over women. We must be aware that we are a part of interconnected system of life that supports our survival and hence live harmoniously. It may be Anthropocene {the age of humans} but the future truly lies in the Eco Feminist way.

INTRODUCTION

Eco Feminism is not just an academic theory but is also an activism movement that tries to see connections between domination of nature and exploitation of women, especially of those from rural areas and developing countries where women live close to nature. As a result, lot of environmental degradation is impacting on women and marginalized communities.

SUNDERBANS, bio reserve in West Bengal, due to increase in Environmental degradation and tourism, the forest cover is reducing but rapidly increasing the Human nature conflict. It can be observed that there exists a community {village} of widows as there are incidents where a husband is killed by the Tiger; a Son is eaten by a Crocodile, stung by Bees.

Environmental degradation and mainstream developmental sources are impacting Humans and women face layered experiences as it impacts the framework of family and disturb sustenance.

The term Eco Feminism was coined by, French feminist Francoise d Eaubonne in 1974. The first and the second wave of Feminism was largely based on Women's rights; sexuality. Eco Feminism has been hailed as the third wave of Feminism as it broadened towards surrounding.

Eco Feminism as a concept was developed by Ynestra king about 1976, with primary focus on “Human beings domination of non human world [nature]”. Hence it not only displays the 'domination of men over women' but also the 'domination of humans over the non human world 'and how it impacts the rural communities.

Intersection of oppression, harmful practices that exploit environment and social structure that oppresses women have overlapping effect.

Eco Feminism resists Capitalists and Patriarchy. Scholars like Vandana Shiva and Karen Warren highlight key facets of capitalist patriarchy into value hierarchy and oppositional value dualism

1. Hierarchical Thinking- “up down thinking”, certain things are considered higher.
2. Value Dualism, it sees higher value on contrasting pairs. It does not see as complementary rather as oppositional realities.

MALE	>	FEMALE
LIGHT	>	DARK
INDEPENDENCE	>	INTERDEPENDENCE
REASON	>	EMOTION
MASCULINITY	>	FEMININITY

3. Logic of Dominance; functions over the concept of “power over”. Ex ; Sports V/S singing

The value hierarchy and value dualism places sports as greater than singing. As a result , logic of dominance places sports as superior over singing. Same goes on Men over Women and Caste groups over Caste groups.

We are living in the ANTHROPOCENE era {age of Humans} where Humans are valued above Nature. Animals, Plants and Biodiversity are recognized with less dignity and worth.

Roots of Eco Feminism

Ecological concerns like global warming, climate change, forest degradation, human nature conflicts are threat for contemporary times. Though all environmentalists argue human should respect environment, but the reasons for doing so is different.

Environmentalism is the foundation of every economic activity from, rivers, forest, and biodiversity.

Synthetic fertilizers poison the land which is interconnected with malnutrition and climate change .Nutrition that should go back to the land is returning as pollutants. Hence we need efficient town planning, sanitation to impart fertility to soil.

Monoculture of mind has reduced the productivity turning land of abundance to land of importers. We need to understand that, nature is not out there; we are a part of it and need to take responsibilities.

Though all environmentalists argue humans should respect environment, but the reasons for doing so is different.

Kinds of Environmentalism

1. Deep Ecology.

It is an environmental movement and philosophy (way of thinking) with the principle “like humanity, living environment as a whole has same right to live and flourish”.

Arne Naess, Norwegian activist and philosopher said, “Shallow understanding of environmental degradation and environmental problems will not solve the reality and will create further problems for Earth and humans”.

Humans have no right to reduce the diversity of environment except to satisfy their human needs.



Directions of Deep Ecology,

It gives them, “idea” that we are a part of Earth and need to respect each living and non living element as a connected entity.

“Feelings”, to respond and empathize pain of the World.

“Spirituality”, to understand the inner sense and consciousness in maintaining balance in the ecosystem.
“Action” ,Integrating belief; ideas and values into our behaviour to influence our World. It is important to feel in order to take action towards the cause.

2. Gaia.

This concept of environmentalism, considers Earth as a living organism and human beings are part of this living system .Organic and inorganic together create complex system and maintain the synergy that helps to change the conditions of life on the planet .Hence it is important to maintain this balance without causing harm to the living environment.

3. Ecosophy

It provides the philosophy of ecological harmony , knowledge about the nature and how the equilibrium can be maintained. It conveys environmental wisdom and norms concerning the affairs of the ecosystem.

Strands in Eco Feminism

1. Nature Eco Feminism;

Women nature Eco Feminism stresses that, women have close relationship with nature than men however the problem is, this relationship is undervalued.

Nature Eco Feminists reject the assumed superiority of men and culture, as well as the assumed inferiority of women and nature. Women play major role in agricultural production and managing of household economies, especially in the rural; marginalized; developing countries.

EXAMPLE: 1 in 10 people lack access to safe water. Burden of providing water is displaced on women. According to WHO, 75% of households without access to drinking water tasks ,women and girls with the responsibility of collecting it .Walking miles and carrying loads of water that often may be still contaminated.

UN {United Nations} estimates that women and girls often spend, 6 hours a day collecting water. This eventually adds up to 91 days in a year, impacting girls' chances to go to school and consequently resists their upward social mobility in society.

2. Culture Eco Feminism;

Cultural constructions of women and nature as nurturing roles have been stereotyped the mindsets of the society. Socially women's childbearing and nurturing roles have limited their access to public sphere .Linguistically women are linked to nature.

- We exploit Mother Earth(Mining)
- We cut down Timber
- We plough fertile soil

3. Spiritual Eco Feminism;

It draws strength from various Earth based spiritualities, ancient Goddess worship. Humans historically worshipped nature in the form of Goddess and slowly with patriarchal thinking we have moved away from this culture of Nature and Goddess.

Spiritual Eco Feminism signifies, "how patriarchal religion creates several norms and values to negatively impact women's life and imposes conditions". Hence it abandons the oppressive religious spaces and seeks the open spaces of nature.

Rosemary Radford Reuther's – New Woman New Earth, provides thoughts on Spiritual Eco Feminism.

4. Transformative Eco Feminism;

It is the recently evolved strand of Eco Feminism. It signifies women can help to transform meaning of their connection to both nature and culture .Eco Feminism grounded in women's traditional feminine virtues, maternal roles and special relationship with nature are revolutionary.

It can motivate women to get engaged in political action. It is necessary to value ourselves and our relationship with nature. If there is oppression we need to stand against it and resist.

Critiques of Eco Feminism

Cecile Jackson - Criticized Eco Feminism for failing to take into account the difference that exists due to class and ethnicity.

Biel - Criticized Eco Feminism for retaining the stereotypes of women that are there in the patriarchal society and says, “use of metaphors of women as nurturing like Earth are regressive rather than liberating women”

CONCLUSION

Eco Feminism tries to look at the intrinsic relationship between nature and women. How the larger environmental constraints like climate change, environmental degradation is impacting in different manner. It portrays how it emerged as the 3rd wave of Feminism, developing through various environment movements and philosophies forming different strands of Eco Feminist thoughts.

Susan Griffin said. “Nature has a value that cannot be reduced to its usefulness to culture and Women have value that cannot be reduced to her usefulness to Man,”

It is the need of the hour to act upon the oppressive domination and mere ideas, perspectives, feelings would not satisfy the demand to maintain equilibrium in the ecosystem unless we act responsibly and move towards Egalitarian society.

REFERENCE,

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Green Marketing and Sustainable Development - Challenges and Opportunities

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ABSTRACT

In recent years going green, environmental protection, sustainable development has become a natural phenomenon in our day to day life. Environmental protection is a buzz word in today's environment. Green marketing has become an important one in the modern market and in the other parts of the developing and developed world to facilitate sustainable development. Awareness in green marketing amongst people should emerge so that they will benefit. In this paper we discuss about the overview of green marketing concepts and its advantages and disadvantages in implementing it.

KEYWORDS: Sustainable development, Environmental protection, Awareness.

INTRODUCTION

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are Environmental Marketing and Ecological Marketing. Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run.

OBJECTIVE AND METHODOLOGY

One of the biggest problems with the green marketing area is that there has been little attempt to academically examine environmental or green marketing. While some literature does exist, it comes from divergent perspectives. This paper attempts to throw light on the conceptual issues associated with green marketing. The present study is exploratory in nature to provide a clear guidance for empirical

research. It is also descriptive where the focus is on fact-finding investigation with adequate interpretation. For this purpose secondary data were collected. The secondary data were collected through newspapers, magazines, books, journals, conference proceedings, Government reports and websites.

WHAT IS GREEN MARKETING

"The marketing or promotion of a product based on its environmental performance or an improvement thereof".

"The holistic management process responsible for identifying, anticipating and satisfying the requirements of customers and society, in a profitable and sustainable way.

Green marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. It is sorry to say, a greater part of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are some of the things consumers most often associate with green marketing. While these terms are green marketing claims, in general green marketing is a much broader concept, one that can be applied to consumer goods, industrial goods and even services. For example, around the world there are resorts that are beginning to promote themselves as "ecotourism" facilities, i.e., facilities that "specialize" in experiencing nature or operating in a fashion that minimizes their environmental impact (May 1991, Ingram and Durst 1989, Thrombi's 1991). Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task. Indeed the terminology used in this area has varied, it includes: Green Marketing, Environmental Marketing and Ecological Marketing. This early definition has three key components, such as it is a subset of the overall marketing activity; it examines both the positive and negative activities; and narrow ranges of environmental issues are examined.

THE GREEN CONSUMER

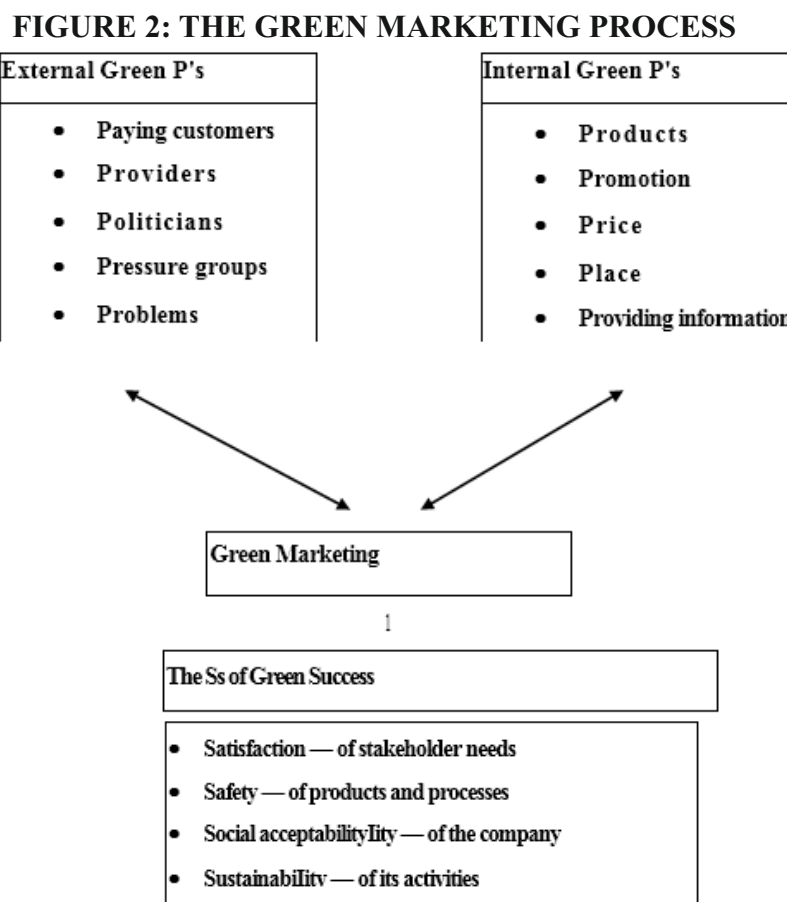
The green consumers are the driving forces behind the green marketing process. It is they who drive consumer demand, which in turn encourages improvements in the environmental performance of many products and companies. Thus, for a marketer it is important to identify the types of green consumers. Many organizations have found that two out of every three consumer is green in developed country but

country like Bangladesh and its organization has found that one out of every six consumer is green, but their environmental commitments vary because of their different standards, expectation from producers, demand and buying power. It is thus not efficient to say that the green consumer is one who engages in green consumption, specifically, consumes in a more sustainable and socially responsible way. A consumer acquires bundle of wants and needs and this is also true for the green consumer. To satisfy those needs businesses have to break down the market into different groups of consumers that differ in their responses to the firm's marketing mix program.

GREEN PRODUCT

Green product stresses the straight and tangible benefits provided by greener design, such as energy efficiency or recycled content, rather than stressing the environmental attributes them. Reducing the environmental impact of a product improves the product's overall performance and quality in ways that are important, not just the most dedicated and loyal green consumer, but to all consumers.

GREEN MARKETING PROCESS



IMPORTANCE OF GREEN MARKETING

Green marketing offers business bottom line incentives and top Line growth possibilities. While modification of business or production processes may involve start-up costs, it will save money in the long term. For example the cost of installing solar energy is an investment in future energy cost savings. Companies that develop new and improved products and services with environmental impacts in mind give themselves access to new markets, substantially increase profits and enjoy competitive advantages over those marketing non-environmental responsible alternatives.

When looking through the literature there are several suggested reasons for firms increased use of Green Marketing. Five possible reasons are as follows:

1. Organizations perceives environmental marketing to be an opportunity that can be used to achieve its objectives.
2. Organizations believe they have a moral obligation to be more socially responsible.
3. Governmental bodies are forcing firms to become more responsible.
4. Competitors' environmental activities pressure firms to change their environmental marketing activities.
5. Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behavior.

THE FOUR Ps OF GREEN MARKETING

Like conventional marketers, green marketers must address the 'four Ps'

1. PRODUCT

- Products with green labels, as long as they offer substantiation.
- Organic products — many consumers are prepared to pay a premium for organic products, which offer promise of quality. Organic butchers, for example, promote the aided qualities such as taste and tenderness.

2. PRICE

Pricing is a critical element of the marketing mix. Most customers are prepared to pay a premium if there is a perception of additional product value.

3. PLACE

The choice of where and when to make a product available has a significant impact on the customers being attracted.

4. PROMOTION

Promoting products and services to target markets includes paid advertising, public relations, sales promotions, direct marketing and on-site promotions.

CHALLENGES IN GREEN MARKETING

- Need for Standardization
- New Concept
- Patience and Perseverance
- Avoiding Green myopia

GOLDEN RULES OF GREEN MARKETING

1. Know You're Customer:
2. Educating Your Customers:
3. Being Genuine & Transparent: Reassure The Buyer
4. Consider Your Pricing Giving Your Customers An Opportunity To Participate:
5. Green Marketing — Adopts By The Farms

SOME PROBLEMS WITH GOING GREEN

Although a large number of firms are using green marketing, there are a number of potential problems which need to be addressed. One of the main problem is that firms using green marketing must ensure that their activities are not misleading to the consumers or the industry, and do not breach any of the regulations or laws dealing with environmental marketing. In short, green marketing claims of a firm must:

- Clearly state environmental benefits;
- Explain environmental characteristics and how benefits are achieved
- Ensure comparative differences are justified;
- Ensure negative factors are taken into consideration; and
- Only use meaningful terms and pictures.

CONCLUSION

Now this is the right time to select "Green Marketing" globally. It will come with drastic change in the world of business if all nations will make strict rules because green marketing is essential to save world from pollution. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green marketing becomes the

norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy-efficient lamps and other electrical goods.

Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to pressurize to minimize the negative effects on the environment-friendly.

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“ The Impact of Green Marketing Over Green Consumerism in Bangalore City”

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ABSTRACT

The consumers are getting environmental consciousness more and more on day to day basis. It is because of their interest over pollution free environment and also external force like various media, public and collective opinion of government in the form of various new rules and regulations, getting implemented and finding the modifications in the routine work life. Green marketing techniques of various organizations are stating like safeguarding the health of consumer, supporting for environmental safety, etc are making the mindset of buyers to be positive towards the brand and products. Green concepts made the organizations to be conscious about the environment and project their ethical aspects of business to the public. This is not only a CSR initiative but also enhances the brand name of institution in front of stake holders in a better way.

Key words: Green Marketing, Environment, Green Consumerism.

INTRODUCTION

The consumers are getting environmental consciousness more and more on day to day basis. It is because of their interest over pollution free environment and also external force like various media, public and collective opinion of government in the form of various new rules and regulations, getting implemented and finding the modifications in the routine work life. Green marketing techniques of various organizations are stating like safeguarding the health of consumer, supporting for environmental safety, etc are making the mindset of buyers to be positive towards the brand and products. Green concepts made the organizations to be conscious about the environment and project their ethical aspects of business to the public. This is not only a CSR initiative but also enhances the brand name of institution in front of stake holders in a better way.

REVIEW OF LITERATURE

The consumers now-a-days looking forward into green consumption and they are influenced by different members of their immediate environment. It is a necessity among consumers to think about green consumption because of contribution of industries through pollution and its effect on animals, includes human beings (Meaghan Guckian, Raymond De Young & Spencer Harbo, 2017). Many determinants are influencing a consumer over buying green food products, in that health, safety, are the main determinants. In India, consumers are having consumption habit of packaged food and marketing

standards have to be set (Madhusudhan Joshi & S. Jambulingam, 2018). Green marketing is Producing and selling of goods and services on the basis of environmental benefits (Surabhi Bharadwaj & Samridhi Tanwar, 2019). It is very essential for present business environment, to have conceptualization of digital marketing and its influence over consumers through digitalization of market place, usage of internet for buying products and services, etc. made the consumers to have products at lesser time and effective price of products (Madhusudhan B. Joshi, Dr. S. Jambulingam & Dr. P. Sudarkodi, 2018). Green concepts made the organizations to be conscious about the environment and project their ethical aspects of business to the public. This is not only a CSR initiative but also enhances the brand name of institution in front of stake holders in a better way Oluwasanmi, Oluwaseun O. and Ogunro, Victor O.

HYPOTHESIS DEVELOPMENT

H0: Green Marketing influences Green Consumerism

H1: Green Marketing not influences Green Consumerism

RESEARCH INSTRUMENTS

This is an empirical study consist of observations of customers and questionnaire is prepared based upon Likert scale, ranging from strongly disagree (1) to strongly agree (5). The external validity of the study is established based upon sample selected; age between 18 years to 30 years and content validity is considered based upon questions and observations. The reliability of data is difficult to prove completely in this qualitative measurement. This study is focused on Apparels – Cloth Segment.

SAMPLE AND DATA COLLECTION

Correlation Analysis is calculated to identify the relevance of Green Consumerism through Green Marketing over consumers buying. The questionnaire was prepared and tested with 80 participants.

Based on the result of the t-test, it is disclosed that influence through social media and websites over the prices of products and services is 0.64, personal preferences is 0.90, group influence is 0.42, influenced by marketing strategies is 0.95 and overall satisfaction towards products and services is 0.71.

The accepted range for 80 samples of t-test with 95% of confidence level should be between 0 to +1.99 and all the criteria's have proven that H0 is accepted.

This data clearly shows that Green Marketing is getting generated through influence of social media & websites, personal preferences and best marketing strategies, and Green marketing is acting as conditioned stimulus for consumer buying behavior.

FINDINGS

- Personality traits are influenced by social media and other sources, resulting as Green Marketing in conditioning the customer buying behavior.
- Customers are so specific and they wanted to buy the articles according to their personal preferences and getting more updated through various marketing strategies of the organizations.
- Prices of the products also there in the pace of making these customers to be influenced and spending more time in identifying their suitable products through various websites to match their brand requirements.
- Group influence is also playing the role in the mindset of these customers, where they are giving more focus through social networking websites for gathering information about product and services from group.

CONCLUSION

This qualitative study made in analyzing the influence of Green Marketing over consumer buying behavior, which has shown clarity over the study that, many of the factors are influencing these customers and acting as conditioned stimulus for buying their products and services. These customers are also taking their sufficient time in selecting best brand and product as according to their requirement and creating their own image in the market by showing their choosy nature.

LIMITATIONS

- This study is restricted only to cloth segment and still in depth approach could be done.
- Study focused only on limited age group customers and could continue study with other generations also.
- This studies could get extend towards identifying the marketing strategies influencing over creation of Green Consumerism and acting as conditioned stimulus for buyers behavior.

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