6th Annual International Commerce Conference

Conference Theme: Digital Outreach and Future of Marketing Practices

held on
11-12 January 2018
Foreword

We feel great pleasure to welcome you to 6th Annual International commerce conference on “Digital Outreach and Future of Marketing Practices “on January 11-12, 2018 at Department of Commerce, Delhi School of Economics and presenting the e-proceedings as a published record of the conference. We are publishing extended abstracts of all the accepted papers track wise in the e-proceedings. The conference has lived up to its tradition of bringing together experts, academicians and researchers from varied fields to deliberate upon the various facets of digitization of marketing practices.

Highlighting the country's potential in IT sector, Prime Minister Shri Narendra Modi has trusted in the youth which has the power to innovate and go for Design in India. PM Modi has stressed that the government would now work to make Digital India a way of life and governance in the country that would also help bridge the existing gap between the rich and the poor. To Make India digitally powered society and knowledge economy is the key objective of Digital India. Digital marketing caters to the needs of one of the most imperative segment of the nation which precisely comprises the entire country itself i.e. customer. It paves way for innovative structures of product development and delivery at most competitive prices. Information provided by digital marketing addresses the needs of knowledge society that is founded on pillars of freedom of expression, universal access to information and knowledge and respect for cultural and linguistic diversity. It empowers the customers who are well aware of their rights and duties and are capable enough to immune themselves against various mal practices. At the same time, digital marketing offers a massive platform to government undertakings to help them create awareness about assorted e-goods and services made available (Government E-market place, MEGHRAJ, E-bastaect.) for citizens while maintaining transparency.

This topic of discussion undertaken by the conference brought frontward numerous insights in apprehending the impact of digital marketing in the light of Digital India creation.
committee

Program Chair
Prof. Kavita Sharma : Head & Dean, Department of Commerce, University of Delhi

Program Co-Chair
Prof. Jagdish N. Sheth : Founder-Chairman, AIM

Track Chair: Understanding Digital Consumer & Marketing Practices
Dr. Varsha Jain : Associate Professor, Integrated Marketing Communication, IMC, MICA

Track Chair: Social Media for Social Causes
Dr. Ramendra Singh : Associate Professor (Marketing), IIM Calcutta

Track Chair: Analytics: Present and Future
Dr. Denish Shah : Associate Professor of Marketing, Georgia State University

Conference Convener
Prof. Madan Lal : Professor, Department of Commerce, University of Delhi

Conference Secretary
Dr. Sunaina Kanojia : Associate Professor, Department of Commerce, University of Delhi

Conference Coordinator
Dr. H.K. Dangi : Associate Professor, Department of Commerce, University of Delhi
Trackwise list of Abstracts

Session 1A: Understanding Digital Consumer
1. TAM vs. DTPS: PREDICTING THE INTENTIONS TO USE DIGITAL MARKETING COMMUNICATION WHILE BUYING A CAR
2. Understanding Digital Consumers: A Comparative Study of Top Markets by MPI
3. GAUGING CUSTOMER SATISFACTION WITH ONLINE RETAILERS—THE MODERATING ROLE OF FLOW ON SERVICE QUALITY AND PRICE PROMOTIONS PARADIGMS, PROSPECTS AND LINKAGES OF DIGITAL PAYMENT SYSTEM: A STUDY OF QUALITATIVE DATA ANALYSIS USING NVIVO.
4. MOBILE BANKING: CHANGING FACE OF E-COMMERCE
5. The Rise of Trolling: An investigative study into the psychological factors, causes and consequences of Online Trolling

Session 1B: Understanding Digital Consumer
2. Digital Marketing and Consumer Rights in India
4. Being Digital : An analytical framework for calculating digital customer value in retail banking
5. Impact of Social Media Usage on Brand Choice: An Empirical Study
6. WEB EXPERIENCE: A STUDY OF BUYING BEHAVIOUR OF DIGITAL CONSUMERS

Session 1C: Understanding Digital Consumer
1. Paper Title
2. ONLINE AND OFFLINE CUSTOMER CHANNEL CHOICE BEHAVIOUR IN TRAVEL INDUSTRY OF KATRA CITY, J&K, INDIA
3. Consumer Perception Towards Security of Mobile Wallets in the City of Lucknow
4. Moderating Role of Gender & Website on Customer Service Satisfaction: Survey Evidence
5. Effect Of Demographics And Internet Usage On Consumer Attitude Towards Social Media Advertising
6. Psychometric index Development of Online Review Helpfulness in e-commerce websites: An Emerging Market Perspective
7. E-Learning platforms for competitive examinations in India: A study using AHP

Session 1D: Understanding Digital Consumer
1. DIGITAL FINANCE: PERCEPTIONS OF THE INDIAN CONSUMER
2. Customer Attitudes towards Internet Banking Adoption: A Study of Select Factors in Indian Context
3. Consumer’s attitude towards Digitalization of Indian market
4. Antecedents of Consumer Attitudes towards Online Shopping: Insights from Investigation in Indian Context
5. Consumer Trust in E-Commerce Transaction in Delhi
6. Acceptance and Use of Digital Payment System

Session 1E: Consumer Adoption of E-Commerce
1. Mobile marketing: tapping the untapped market & shaping purchase pattern in Digital space
2. Content Creation on Social Media – An Exploratory Study of E-commerce Firms in India
3. E-Commerce Adoption in India: a developing country
4. Contemporary Reflections of E-Travellers in India
5. Role of Trust in Attitude and Intention to Use Electronic Payments
6. Personality Traits and Online Impulse Buying

Session 1F: Customer Experience in Digital Space
1. HOW SATISFIED CUSTOMERS SERVE AS A MARKETING CHANNEL FOR E-COMMERCE
2. Emotional Intelligence with Word of Mouth Communication Equals Enormous Success
3. Mobile application-based shopping in India: Factors and variables guiding its growth
5. Analyzing the Effects of Demonetization in India on emergence of Digital Wallet as an alternative
6. E-Advertisement – A Doorway to Online Purchase and Foundation of Future Marketing Practices
Session 1G: Online Purchase Behaviour
Understanding online grocery purchase intention of semi-urban consumers using a socio-cognitive approach
PREDICTORS OF ONLINE SHOPPING INTENTIONS: AN INDIAN PERSPECTIVE
ANALYSIS OF ONLINE PURCHASE BEHAVIOR AMONG COLLEGE STUDENTS
Online Purchase Behavior and the Decline of Online Grocers
Vital drivers affecting online purchase behaviour
Dissecting the effect of Green Marketing Strategies on Buying Behaviour of Indian Consumers

Session 2A: Managing Marketing Practices in Digital Space
Role of Marketing and Digitization in Mitigating Impact of Crisis for Financial Firms: A Study of Non-Banking Financial Companies (NBFCs)
ONLINE SERVICE RECOVERY VIA TWITTER: A CASE ANALYSIS OF INDIAN RAILWAYS
An analysis of Opportunities and Challenges of Paid Search Marketing in India
Web searching practices and results: A study of MOOC assignment and individual feel like web experiences
Green Supply Chain Initiatives: A Study on Environment Aspects
A Study of High Performance Work Practices and Sustainable Competitive Advantage

Session 2B: Digital Technology & Business Processes
Physical Digital Integration Shaping Retail Sector: Future Drivers & Leveraging Tech. Trends
DIGITAL TECHNOLOGY IN THE REALM OF BANKING: A REVIEW OF LITERATURE
RFID Technology in Logistics and Supply Chain Management: A Study on Retail Industry
GST as a tool of e-Governance: Case of Traders in Central Delhi District
Digital Transformation - Journey, Challenges and the Road Ahead
STRATEGIC BRANDING OF PANTALOONS (A MULTI - RETAIL FASHION OUTLET) USING DIGITAL MEDIA IN INDIA

Session 2C: Mobile Marketing & Consumers
A Comparative study on Online Shopping Behavior of Consumers in relation to Myntra, Flipkart, Snapdeal, Jabong and Amazon
YOUNG DIGITAL CONSUMER PREFERENCES: AN EXPLORATORY STUDY
ANALYSING YOUTUBE ADVERTISING'S HIERARCHICAL EFFECTS ON CONSUMER BEHAVIOUR
ONLINE BANKING BEHAVIOUR OF GEN Y IN INDIA
EXAMINING THE INTERACTION EFFECT OF INTERNAL ATTRIBUTION AND CO-RECOVERY ON SERVICE RECOVERY OUTCOMES: EVIDENCE FROM SST FAILURES
A STUDY OF THE FACTORS AFFECTING CONSUMER'S ADOPTION OF E-COMMERCE IN NEW DELHI REGION

Session 2D: Customer Relationship Marketing
Nurturing Relationship through Complaint Handling: What all does it take?
STUDY ON CRM PRACTICES OF SELECTED FORTUNE INDIAN COMPANIES 2017
A study of factors influencing Customer Complaint Behaviour
Customer Perception on CRM Practices of Indian Banking Industry: A Comparative Analysis
Emoji – Awareness and Effectiveness
CUSTOMER RELATIONSHIP MANAGEMENT IN ONLINE SHOPPING

Session 2A: Social Media Marketing
Strategic Approach in Social Media Marketing
THE RELATIONSHIP BETWEEN SOCIAL MEDIA MARKETING AND CONSUMER DECISION MAKING
Social Media Adoption by the Indian Banks
Social Media Marketing
DIGITAL INDIA: IMPACT, OPPORTUNITIES AND CHALLENGES
Pepsi Co tryst with Facebook and Twitter on Sustainability
Session 3B: Digital Impact on Social Behaviour
The Emergence of S-Commerce: As a low cost distribution channel
Measurement of Social Capital embedded in Online Social Networks – An empirical analysis for understanding the role of Social Loafing behavior and Social Cohesion
Digital impact on Social Behaviour
SOCIAL SHOPPING BEHAVIOUR AMONG COLLEGE STUDENTS IN BANGALORE: A STUDY WITH SPECIAL REFERENCE TO THE RETAIL SECTOR
Role of Social Media Marketing in Building Business for Indian Companies
Social media marketing in small business

Session 3C: Corporate Social Initiatives & Social Media Marketing
Social media usage Framework for E Governance
CORPORATE GOVERNANCE AND EARNINGS MANAGEMENT: REVIEW OF LITERATURE
E-Governance: An initiative towards Modern INDIA
Corporate social responsibility expenditure trends in Indian Economy
CSR communication and Social Media: Opportunities, Challenges and Strategy
STRATEGISING MARKETING COMMUNICATION USING SUSTAINABILITY REPORTING: EXPLORING THE MOTIVATIONS FOR SUSTAINABILITY REPORTING FROM THE LENS OF STAKEHOLDERS

Session 3D: E-Governance
Market Size; Trade openness, Financial Development- as Potential Determinants of FDI in India: an evidence from Co-Integration & Causality
Imperatives Influencing Citizen Attitude toward E-Government
Developments and Impact on e-Governance Services in Pune after Digital India Campaign
Mergers and Acquisitions: Moving Beyond the Financial Concerns
E-Governance in India: A Step for the Economic Development of India
Performance Appraisal of Business Responsibility Reporting Complying and Non Complying Companies

Session 3E: Social Media in Political Campaigns Art & Culture
E-Governance: An emerging concept in India
Impact of Social Media activities on perceived political brand value
Role of Social Media in Crowdsourcing
EVOLVING ROLE AND SCOPE OF SOCIAL MEDIA IN NATIONAL AND INTERNATIONAL POLITICS
UNDERSTANDING AND PROMOTING RELIGION VIA SOCIAL MEDIA: FINDING THE RIGHT WAY
'WOKE POLITEIA': A STUDY OF TWITTER AS A MEDIUM OF POLITICALLY CONSCIOUS "NARRATIVE" PEDDLING

Session 3F: Social Media in Education, Healthcare, and Religion
Utility of Mobile and Social Media in Education
The impact of Social Networking Sites on Students in Higher Education
Simulating Multiple Correlated Random Variables using Cholesky Decomposition
Cultural Diplomacy through Social Media: The New Normal
Customer Intelligence: Decoding the Consumer

Session 4A: Predictive Analytics
Detecting Fraud Using Big Data & Conversational Analytics
ONLINE EDUCATION AND THE INTEGRATION OF SOCIAL MEDIA: SCOPE AND CHALLENGES IN INDIA
SOCIAL MEDIA IN EDUCATION: A PARADIGM SHIFT
A Long-run Integration between Financial Development and Economic Growth in India: An Cobb-Douglas Approach
YOUNG CONSUMERS’ ATTITUDE TOWARDS THE USAGE OF EMOJS IN SOCIAL MEDIA: A PARADIGM SHIFT FROM TRADITIONAL MARKETING PRACTICES TO DIGITAL CONSUMERISM
DECODING CHARGEBACK THROUGH ANALYTICS
Session 4B: Big Data Analytics
Big data Analytics: Rapidly Growing Significance
Social Media in Education
Marketing Analytics - The ROI in Digital Analytics
Significance of Social Networking Media for Influencing the Investor Behavior in Indian Stock Market
Understanding Prospects and Challenges of E-Governance for Development in India
Social Media in Education Sector: A Study on Department of Commerce, Delhi School of Economics, University of Delhi

Session 4C: Social Media & Markets
Digital Divide in E-governance: An Indian Perspective
Role of Idiosyncratic Risk in Asset Pricing: A Preliminary Investigation into India’s Stock Market
Big data and analytics: enabling knowledge management for personal as well as professional growth
Analysis of Emojis Usage in Interpersonal Communication of WhatsApp Users in Delhi-NCR
EXTENDED ABSTRACTS
Session 1A : Understanding Digital Consumer
TAM vs. DTPB: Predicting the intentions to use digital marketing communication while buying a car

REKHA DAHIYA*

POOJA JAIN**

Abstract

The usage intentions in technological realms have been significantly explained by models like TRA (Theory of Reasoned Actions), TAM (Technology Acceptance Model), TPB (Theory of Planned Behaviour) and DTPB (Decomposed Theory of Planned Behaviour). However, application of such intention-based models in the Indian passenger car market has largely been an unexplored area. This study compared the most popular intention-based model namely technology acceptance model (TAM) with the decomposed theory of planned behaviour (DTPB) to predict the intentions of Indian car buyers to use digital marketing communication while buying a car. The study is of great relevance to the academicians because it provides a peep into the role of consumer’s intention in shaping consumer behaviour. Not many studies have applied the intention-based models in the Indian passenger car market especially in technology-mediated environments. The study has not only seen the application of intention-based models in a relatively unexplored category, but also reveals the most appropriate model that might be used to predict the usage intentions and actual usage of digital marketing communication while buying a car. Data was collected from 801 actual and potential car buyers of Delhi. Structural equation modeling was used to compare the models in terms of overall fit, explanatory power, and significance. The results of the study revealed that DTPB was more successful in predicting Indian car buyers’ intentions to use digital marketing communication.

*BCIPS, Dwarka, Delhi
**JIMS
Understanding Digital Consumers: A Comparative Study of Top Markets by MPI

Dr. Amit Kumar Singh*  
Sheetal Maurya**

Abstract

The proposed study strives to undertake a detail comparative study on Digital consumers of China, Hong Kong and India. This study contributes toward our understanding of digital consumers in today’s world by analysing and interpreting the data on several aspects such as internet usage and user segmentation, research behaviour, purchase behaviour, international purchases, search for local information, source of first awareness about products and services to name a few. Each of these aspects are studied in depth to get a clear understanding and identify their implications for businesses.

Objectives
To understand Digital Consumer Behaviour of China, Hong Kong and India and its implications for local and international businesses.

Data and Methodology
For the purpose of comparative study, Market Potential Index (MPI 2017) has been used to identify the top countries by their market potential. While China and Hong-Kong has been ranked First and second respectively for four consecutive years, India has recently joined the race of top three countries by their market potential. The index has been pioneered by Michigan State University — International Business Center to help companies compare prospect markets on several dimensions. It primarily uses eight dimensions of markets viz. size, intensity, growth rate, consumption capacity, commercial infrastructure, receptivity, economic freedom and country risk. Each of these dimensions are measure on a scale of 1 to 100 and are given a relative weight. We propose to use descriptive research design based on Secondary data analysis, the required data and latest reports has been collated and retrieved from Think with Google. With data provided and trends tracked by Google think, we compare them amongst the selected countries to get the comparative insight into how technology and internet has affected consumer behaviour and its implications of businesses.

Results
Population of China and Hong Kong are more frequent users of internet in comparison to India. People in China and Hong Kong use internet more frequently for personal uses i.e. non-business related while Indian user stick to business and work-related uses of internet. Mobile phones are most commonly used devices in all 3 countries, smartphone users are significantly less in India. User in china and Hong Kong most actively engage
in using smartphone functions such as access travel/traffic/maps, news, check weather etc. than in India. Indian consumers use more frequently use their smartphones for music, videos, playing games and taking photos. Almost in all online activities such as using search engines, visiting social network sites, checking email, playing games and video, online purchase and information search etc., Hong Kong users are observed to be more active. Majority of consumer get to know about a new product either through their previous experience or discussion with other people in person. While doing pre-purchase research, Indian consumer prefer instore enquiry while consumers in china mainly search for product online via website/apps. Online purchases are usually done via computer. Those who search offline usually go for offline purchase and those who search online also prefer offline purchase.

Conclusion
Customers’ interaction and discussion with other person in person rather than via social network/E-mail/text message is a crucial source of information about new product/services. Online advertising is most effective way to advertise a new product in Chinese market whilst television and in-store ads is most effective in Indian market. Although, online businesses are growing in India, approx. 82% of Indian consumers still prefer buying from stores. Online buying is quite popular in Chinese and Hong Kong markets. Consumers actively search for product information (online/offline) before buying it online/offline, but rarely engage in any online post purchase behaviour. Internet is most preferred medium of pre-purchase inquiry but purchases are often made at offline store. Indian consumers are most averse to online international purchases than consumers in china and Hong Kong. Indian consumers are most comfortable with buying products from within India. Amongst those Indian consumers who make international purchases, better quality and appealing offer is the primary driver of purchase intention. International purchases are usually done by those Chinese consumers who look for better quality and availability. Better availability and appealing offer is primary motivation to Hong Kong consumers. Local language, long delivery time, lack of suitable payment methods, unclear process for ordering, security issues are found to be common hurdle with international purchases. Translation is a major hurdle for Chinese consumers making international purchases and they rarely use translation services.
Gauging customer satisfaction with online retailers—The moderating role of flow on service quality and price promotions

Dr. Pavleen Soni*

Dr. Jyoti Vohra**

Abstract

Objective
Online retail is growing in India at 15 per cent per annum (Banerjee, 2017). Increased use of internet creates a state of “flow”. Flow is used to describe a state of mind sometimes experienced by people who are deeply involved in some activity (Csikszentmihalyi, 1990; Hoffman and Novak, 2009). Users experiencing flow tend to develop favourable attitude, express satisfaction, develop behavioural intentions and make purchases online (Koufaris, 2002; Bauer, 2006; Roy Dholakia and Zhou, 2009; Obada, 2013). Retailers also indulge in price promotions to lure customers (Maxwell and Maxwell, 2001). E-service quality has also been found to contribute to satisfaction of online customers (Chang and Chen, 2009). But dimensions of online retail service quality are still debated (Collier and Beinstock, 2006; Ladhari, 2010). Also no research has been done to understand the moderating influence of flow on customer satisfaction. The present study endeavours to uncover the relative contribution of marketer related activities (service quality and price promotion) and consumer characteristics (flow) in enhancing customer satisfaction in online purchases.

Research Methodology
As majority of online shoppers are young (Bhattacharya, 2016), data have been collected from 700 MBA students from two universities viz., Shri Mata Vaishno Devi University, Jammu and Guru Nanak Dev University, Amritsar. Out of 700 questionnaires distributed, 553 questionnaires have been found to be appropriate for analysis. SPSS and AMOS have been used to analyze data using Exploratory factor analysis, Confirmatory factor analysis and Hierarchical regression analysis.

Measures used- The twenty three item PIRQUAL scale developed by Francis (2002) measured from strongly agree =5 to strongly disagree=1 has been used to measure service quality of online retailers. The level of satisfaction has been measured strongly agree=5 to strongly disagree=1 using a three statement scale developed by Chang and Chen (2009). Flow has been measured using seven point scale with three statements developed by Fan et al. (2013). Price promotion has been measured using a three statement scale measured from strongly agree=7 to strongly disagree=1 developed by Close and Kukar-Kinney (2010). Frequency of buying from a particular web retailer in the last 12 months has been measured as...
< 3 times, 3-6 times and > 6 times. Experience of purchasing from that online retailer is measured as < 3 months, 3-6 months, 6-12 months and more than 12 months. Price fairness was measured as very fair = 5 and very unfair = 1. Price reasonability was measured as very reasonable = 5 and very unreasonable = 1.

Results
Dimensions of online retail service quality have been identified using exploratory factor analysis and confirmatory factor analysis. It is seen that web store functionality, product attribute description, customer service, ownership conditions, delivered products and security form the factors reflecting service quality dimensions of online retailers.

Series of hierarchical regression analyses were conducted thereafter to measure the impact of service quality, flow and price promotion and their interactions on customer satisfaction with online retail. Frequency of buying from online retailers, experience of buying, perception about price fairness and price reasonability of the retailer can influence satisfaction of customers while buying online. Therefore, these variables have been used as control variables in the hierarchical regression model. These variables have been entered in the first step as independent variables. The results show that frequency of buying, experience of buying, perception of price fairness and price reasonability have positive impact on customer satisfaction. All these relationships are significant at 1 per cent level of significance. Experience of buying (β=0.185) and price fairness (β=0.166) have the strongest influence on customer satisfaction with online retailers. Subsequently, the impact of service quality has been assessed on customer satisfaction with online retailers. In this model, service quality is seen to increase satisfaction of customers by 12.3 per cent (β= 0.377, ΔR2 =12.3, p<0.01). Similarly flow (β=0.391, p<0.01) increases customer satisfaction by 14.3 percent and price promotion (β=0.198, p<0.01) increases customer satisfaction by 3.8 per cent. Thereafter, the impact of interaction between service quality, price promotion and flow has been identified. Flow moderates the impact of service quality on satisfaction positively by 20.1% and that of price promotion positively by 10.9%.

Conclusion
As flow has been found to affect perceptions of service quality, retailers should create website experiences that create flow amongst customers. This implies that service quality should neither create boredom (service quality features are less than expectations) nor anxiety (service quality is more than what customers can handle) while buying online.

*Guru Nanak Dev University, Amritsar
**Khalsa College Amritsar
Mobile banking : Changing face of e-commerce

Shubham Inani*

Meghna Sethi**

Abstract

The paper reports on a research carried out on future of mobile banking, its current challenges and suggestive reforms to overcome such challenges using primary data, survey analysis and hypothesis testing. With the advent of schemes and initiatives such as Digital India, BHIM app and demonetisation, mobile banking has witnessed an unprecedented growth in E-commerce and digital space. From small vendors and giant multinationals to final and intermediate buyers and consumers, the operating and consumption patterns have seen an unparalled spurt in digital transactions respectively with features such as point of scale functionality, merchant acquisition and more customisation which the offline world doesn’t offer in an easy manner. Although it has not yet effectively reached every sector, it has the potential to become a viable opponent to other payment modes in near future.

OBJECTIVES

• To identify how the common man is embracing himself with mobile banking applications
• To focus on the key beneficiaries of the digital solutions in the Indian market broadly divided in 3 categories
• To perform an in-depth statistical analysis on primary data gathered from aforementioned sectors using six dimensions that determine the successful adoption of E-commerce (namely awareness, usefulness, ease of use, self-efficacy and compatibility, security and privacy risk, and financial cost)
• To accentuate the demarcations in above sectors, both individually and collectively, and to bring to surface the key factors contributing to such dissimilarities
• Recognising the challenges and suggesting a future course of action taking into consideration mobile banking in Indian sphere

RESEARCH METHODOLOGY

The paper presents an empirical, statistical and meticulous aspect regarding the future of m-banking’s adoption in e-commerce. The Study has been carried out by taking a survey of 110 respondents by non-probabilistic convenience sampling method by using close-ended structured questionnaire and interview technique with likert scale and also includes secondary data from different sources like journals, books, magazines, Government reports, surveys and websites. A set of six factors have been identified which affect m-banking consumer adoption behavior in India. The paper results in meaningful inferences by using various statistical tools like sampling, data and factor analysis and hypothesis testing.
paper encompasses aspects of both an original work and a literature review.

CONCLUSION

With government’s initiatives and reinforcements, m-banking is set to achieve new heights with significant success. As per Internet and Mobile Association of India (IAMAI), the number of mobile internet users in India was estimated to reach around 420 million by June 2017 with the rural India growing at a much higher rate than urban India. The proposed research framework established on the basis of relevant literature review and analysis suggests aforementioned six dimensions have a significant impact on m-banking adoption intention of consumer in India. Despite challenges and in light of opportunities ahead, m-banking will be a major emerging force contributing towards consumer adoption of e-commerce and a digital India.

*Department of commerce
**Department of commerce
The Rise of Trolling: An investigative study into the psychological factors, causes and consequences of Online Trolling

Harish Kumar *
Pranav Jawa**.

Abstract

The progression of digital spheres has facilitated the growth of interaction and networking online. The formation of online communities and forums along with the promotion of social media networks have given a global medium for users to harness the Internet to generate and control interactions happening through electronic means. For businesses, both small and big, the creation of such communities, networks and forums proposes new paradigms in consumer interactions and engagement with businesses actively engaging in the building of such communities to anchor its online consumer behavior. However, the creation of such communities has also given rise to certain antisocial behaviors that disrupt constructive discussions in these online communities and have tendencies to drive away potential consumers. Trolling is one such anti-social behavior that emerges from the prevalence of anonymity online and the relative lack of a punitive system with ambiguous lines of online social etiquette. The study focuses on the behavioral aspects of trolling i.e what causes people to become full-fledged trolls and what effect does such trolling behaviors have on businesses online. The paper is divided into five sections; Section I introduces the concept and origins of trolling. A brief review of literature is presented in Section II. Section III introduces the study’s hypothesis and methodology. While previous research suggests that trolling behavior is usually limited to a vocal and antisocial user minority, our study demonstrates that even ordinary people can engage in such behavior as well. The study explores trolling through the prism of two primary trigger mechanisms viz: 1. The understudy individual’s mood and; 2. The overall context of the discussion the individual was engaged in (e.g., exposure to previous incidents of trolling behavior).

Section IV details the study’s experiment, interpretation and results. For the purpose of our study, we conduct an experiment simulating an online discussion. The experiment reveals a significant relation between mood and external trolling which in turn are significant predictors to the chance of a new user trolling. To support and extend these results, an exploration is made into how these same relations function in real time through a data-driven, longitudinal analysis of an online news discussion community. The analysis reveals temporal mood effects and explores long range patterns of repeated exposure to trolling. The study proposes a predictive model of trolling behavior shows that mood and discussion taken in context together are better predictors of trolling behavior over a user’s individual history of trolling. These results combine to suggest that ordinary people can, under the right circumstances, behave like trolls. Finally, Section V discusses the implications of such results for businesses and general measures undertaken to combat such trolling behaviors.

*Shri Ram College of Commerce
**Shri Ram College of Commerce
Session 1B : Understanding Digital Consumer
Measurement of e-service quality as a multidimensional hierarchical construct: A replication study using Collier and Bienstock’s (2006) framework in Indian context

Sanjay K. Jain*
Sonali Jain**

Abstract
Introduction: Information technology has come to hold a sway in various walks of life, including commerce and business. Especially in the arena of marketing, it has gained considerable acceptance among both the marketers and consumers. With online marketing becoming intensively competitive, quality of the services received by the online shoppers has gained considerable importance. Various scales and models have been suggested and empirically validated to measure e-service quality, with Collier and Bienstock’s (2006) framework being a non-traditional one in as much as it proposes e-service quality as a multidimensional hierarchical construct to be assessed using a formative measurement approach. The framework put forward by Collier and Bienstock (2006) views e-service quality as comprising of three second-order dimensions viz., process quality, output quality and recovery quality, with each being assessed through five, three and three sub-dimensions respectively. Though the dimensions and sub-dimensions suggested in their framework are quite similar to those proposed in earlier studies (e.g., Fassnacht and Koese, 2006; Parasuraman, Zeithaml, and Malhotra, 2005; Wolfinbarger and Gilly, 2003), their framework differs from the past approaches in the sense that it posits sub-dimensions as formatively rather than reflectively constituting the second-order e-service quality dimensions. In view of increasing number of studies in the marketing literature advocating the use of formative framework for measuring higher-order constructs like e-service quality, it is worth replicating the framework proposed by Collier and Bienstock (2006) and examining its validity in the context of emerging market economies.

Purpose: Present study is an attempt to validate the multidimensional higher-order formative framework suggested by Collier and Bienstock (2006) to measure e-service quality dimensions and examine their linkages with online shoppers’ satisfaction and behavioural intentions.

Design/methodology/approach: Analysis in the present study is based on the data collected through a survey of 318 online located in around and Delhi. Convenience sampling method was used to select the respondents. Data relating to e-service quality perceptions, customer satisfaction and behavioural intentions were gathered through use of scales adapted from the study of Collier and Bienstock (2006). Structural equation modelling (SEM) approach was employed to assess the validity of the measurement scales and structural relations among the constructs.

*Department of Commerce, Delhi School of Economics, University of Delhi, Delhi - 110007, India.
**Bharati College, University of Delhi, Delhi-10058, India.
Digital Marketing and Consumer Rights in India

Sheetal Kapoor*

Abstract
With the rapid development of digital technologies and the increasing penetration of e-commerce, smart phones, cloud and internet there is a change in how the Indian consumers are buying products. Internet mainly the World Wide Web (www) as an electronic medium of exchange and mobile phones have given rise to a de-territorial virtual market place and the sales in the business-to-consumer segment has been increasing manifold over the past few years. Use of smartphones is the game changer in the digital market in India and one out of three customers currently makes transactions using mobiles. A study by ASSOCHAM reports that in 2017 there has been a large-scale growth in the Indian e-commerce sector and the number of consumers who bought online have reached to 100 million.

In India cash on delivery is the most preferred payment method, accumulating 75% of the e-retail activities. The new age digital consumers often engage with an interactive marketplace characterized by high levels of heterogeneity and therefore have to be digitally enabled. Convenience, better prices, speedy less expensive products and services, comparison of prices, aggressive online discounts, rising fuel prices, wider abundant choice and crowd free shopping are some of the benefits which consumers enjoy while online shopping.

Consumers can shop or conduct their transactions 24 hours a day and also track the delivery status of their purchases. Increasing internet and mobile penetration, growing acceptability of digital payments and favourable demographics have provided the unique opportunity for digital marketing companies to connect with Indian consumers. But shopping online sometimes poses problems related to cross-border transactions, risks of poor quality and unsafe products, predatory prices, exploitative and unfair trade practices.

The paper highlights the nature of problems faced by the Indian consumers while making digital purchases, the need for more transparency and disclosure on the part of traders and how the New Consumer Protection Amendment Bill, 2015 can play an important role in protecting the rights of Indian consumers. The present study intends to discuss the various legislations enacted by the government for the protection of Indian consumers against the purchase of defective goods, deficiency in service, unfair trade practices, restrictive trade practices, charging price in excess to MRP, and offering of unsafe and hazardous products while digital marketing. As online shopping poses new challenges amongst consumers creating awareness and empowering them is required to prevent consumer detriment besides rendering the grievance redressal process less complex, time consuming and expensive. The study throws light on the statutory measures for redressal of consumer grievances provided under the Consumer Protection Act, 1986 and the IT Act, 2000.

*Kamala Nehru College
Customer Perception Of B To C Websites: An Empirical investigation Of Delhi NCR

Sonali Agarwal*

P.S. Raychaudhuri**

Abstract

Research Gap and Research Problem
Online shopping is the latest buzz of the modern world today. Gone are the days of going from store to store and still ending up with nothing in hand. The advent of various B to C websites has brought the market to the doorstep. Whatever one needs is now just a click away. Online shopping, e-ticket booking, hotel booking, travelling, online auctions, health information, real estate buying etc. all have changed the world for good. Business to Consumer e-commerce quickly developed as an alternative way for companies to sell more products to a larger market. B2C e-commerce provided not only multiple advantages to a company but also to the consumers. The main advantages for both the business and consumer are that by indulging in B2C e-commerce they are reducing transactions costs. Businesses usually ship their products to a number of stores to make them visible to the consumer. However, by using B2C commerce they can instead showcase all of their products on the internet which reduces the cost of transaction. Consumers are getting slowly drifted towards e-shopping. Some do it out of choice while others do it due to the prevailing trend. It thus becomes imperative to know how the consumer feels about all this electronic saga and what is his take on the future of the e-commerce. To get an insight into the consumer perception is important so that improvements can be made on areas where the consumer has apprehensive fears and thus acts skeptical.

Objective of the Study
The main objective of the research paper is to study and analyse the consumer perception about various B to C websites.

Research Methodology
A quantitative research along with graphical explanations was undertaken. The research was exploratory, cross-sectional and limited to Delhi NCR region. A questionnaire of 45 questions was distributed to the respondents who qualified the criteria of “atleast one year of experience in online shopping”. The questions were to be rated on a semantic differential scale of 5 point. Out of the distributed 230 questionnaires, 178 useable answered questionnaires were recovered from the respondents. The analysis was done using graphs and data analysis techniques like reliability, validity, factor analysis, correlation and regression.

Findings of the Study
Reliability test was done which showed a cronbach alpha of 0.934. KMO test and Bartlett’s sphericity test ensured the use of factor analysis. Factor analysis narrowed down the variables to two main factors namely “safety with ease” and “appeasing search”. These factors were found to effect the consumer a lot while shopping via electronic commerce websites. Overall perception was found to be positive. A regression model was constructed where frequency of e-shopping was taken as the dependent variable.

Implications of the Study
It was concluded that most people are aware of these websites and think that they have a great future and have a lot to offer in terms of ease, speed and variety. The frequency of e-shopping increased with increase in value of all the factors. It was also concluded that e-commerce is more famous among young, working women, who try to save time and money using online shopping. Consumers resort to online shopping seeing the experience of others and the user friendly nature of the B2C websites. More the satisfaction realized, more is the frequency of visiting and B2C websites for shopping. It was thus implied that the various B2C e-commerce websites should make the browsing of products easy and user friendly. The product delivery and after service should be appropriately done so as to increase the consumer confidence in this upcoming industry of e-commerce.

*jamia hamdard university
** Jamia hamdard university
Impact of Social Media Usage on Brand Choice: An Empirical Study

Anubha Saini*

Tejinder Sharma**

Abstract
With increasing engagement of the users on social media, it is making a significant impact on their purchase behavior. Social media usage has become a major factor in influencing various aspects of consumer behavior which encourages customers choose and like a brand on social media. Brand promotion related activities on social media help consumers to recall and recognize brands quickly. More and more firms have realized its importance and are leveraging on it for reaching out to the prospective customers for brand building and influencing their brand choice. In the Indian context, the entry of social media has been late, but its impact has percolated among all sections of the society. From the last decade, social media platforms have been proved to be the ‘best opportunities available’ to a brand manager to connect with their existing and prospective consumers. Social media is popular medium to socialize with customers. It has a strong impact on the purchasing process of a consumer.

The paper investigates the impact of users’ perceptions on social media and their impact on brand choice. Data has been collected from 451 users of social media from metropolitan region of New Delhi and NCR and the neighbouring state of Haryana. Perceptions have been studied with the help of factor analysis while its impact on brand choice/purchase intention has been studied with the help of regression analysis. Findings show a five dimensional model of user perception of social media usage, entailing brand engagement, brand recall, brand recognition, E-word of mouth and brand choice. Each of these factors is found to have a positive impact on the brand choice.

Objectives of Research
Extant literature shows that social media is influencing all aspects of the consumers, including their thinking and behavior. In terms of making choices of the brands, the social media has an over as well as covert influence. This study investigates the perceptions of social media users with reference to choice. The objectives of the study are stated as under:

a) To study social media usage pattern.
b) To understand the users’ perceptions on social media with reference towards brand choice

Research Methodology
In order to develop the questionnaire, the variables from the extant literature have been identified. Data is collected from 600 respondents of Delhi, NCR and Haryana personally, selected on the basis of their willingness to participate in the survey. However, only the data provided by 451 respondents is complete and worthy of further analysis. Data is analysed with the help of descriptive analysis entailing tabulation and graphical analysis. Perceptions were studied with the help of exploratory factor analysis (principal component method) and the relationship between the social media and brand choice was studied with the help of regression analysis.

Findings & Conclusions
There are varying reasons of the usage of social media and the same is getting more and
more engagement in the present times. Particularly the young generation is more prone to its usage. In terms of time spent, purpose of its usage and with more outreach, social media has vast potential to influence the users in terms of their thinking as well as their behavior. The perceptions of social media usage entailed brand choice, brand engagement, brand recall, e-wom and brand recognition. The perceptions did not show any significant variations across the demographic characteristics of the respondents indicating a near convergent patterns of social media usage and its impact. Results of regression analysis show social media usage has a significant impact on brand recognition as repeated reminders of the brands on social media assist the users in recognizing the same. When the same brand comes before them in the offline mode, the cues received from the social media provide covert and overt reminder, assisting in brand recognition.

As a potent source of information, social media keeps the users engaged and influences their cognitive as well as behavioural aspects. The perceptions on social media in terms of its influence on brand choice do point out towards its increasing influence on forming the brand choice and accordingly shaping their purchase intentions. Being extended and convenient platforms, they are very effective in assisting the users in the brand recall and recognition and also provide a room for brand engagement. Realizing its importance, more and more firms are relying on social media for brand building and are able to get measurable success through the same.

* Shivaji College, Raja Garden, New Delhi
** Kurukshetra University
Web experience: A study of buying behaviour of digital consumers

Aakriti Saini*

Abstract

In this era of globalisation and cut throat competition E-commerce has become a game changer for various marketers, corporate houses, manufacturers and producers, since they are compelled to make use of internet as a medium to communicate, market and to eventually sell off their products to the present as well as the potential consumers. With an advent of technology in the information era, various behavioural changes can be observed with respect to the individuals and society where they can be seen adapting themselves to the various dynamics of the external as well as their internal environment. The Internet, Mobile phones, laptops etc, have become indispensable tools for one’s life. According to Internet World Stats’ statistics (November 2015) today more than seven billion people are linked to the Internet. This number shows that 46.4 percent of the world population use the Internet. It has also been predicted that soon India would overtake China in terms of the largest base of internet users. Moreover, according to Worldpay projections (2016), India will be the world’s second largest e-commerce market by 2034 owing to an upsurge in the internet penetration and increasing mobile users in India.

“online shopping experience” or “virtual experience” has been identified as a crucial e-commerce marketing issue by various academicians and researchers. The Web experience can be defined as the total impression that the consumer carries about the online company resulting from his/her exposure to a variety of virtual marketing tools. Since we all know that a Digital customer, besides being an online shopper is also a person who is familiar with the Information Technology thus the Web experience becomes a crucial parameter that influences his behaviour in an online shopping medium. A poorly designed website is hazardous for the company’s Internet presence as it will leave a bad impression altogether on the minds of consumers.

The following section of this paper highlights the buying behaviour of online customers, theories and models. A consumer mindset while purchasing online i.e. goal oriented consumer behaviour and experimental oriented consumer behaviour. It talks about the antecedent characteristics of the consumer behaviour in an online medium. It identifies the five dimensions of online buying experience based on web usability, onsite resources, customer confidence, relationship services and price leadership. Further it Elaborates on the Web Experience as a new dimension for online shopping along with its various building blocks such as Functionality, Interactivity, content factors etc., which plays an important role in providing an aesthetic environment to an online shopper and how it can provide a competitive edge to the various E-commerce players in the market with the direction for future research.

* Delhi University
Session 1C : Understanding Digital Consumer
Consumer Perception Towards Security of Mobile Wallets In the City of Lucknow

Dharmendra Pandey*
Rinki Verma**

Abstract
Mobile wallets have changed the entire mobile financial services ecosystem dramatically. Recently, UPI based application BHIM launched by NPCI is a clear indication towards integration of banks in multi bank scenario. Traditional payment methods including card payments, cheque clearing etc have matured but mobile based payments are growing significantly. Literature indicates that secure payments, fulfillment & convenience are the key drivers for mobile payments.
The proposed paper reviews consumer awareness, acceptance and attitude towards security of mobile wallets prevailing in India specifically among the mobile wallet users in Lucknow city. An online survey was conducted and the results are compiled in the form of a report in this paper.

* Amity Business School, Amity University, Lucknow
** Shri Ramswaroop Memorial University, Lucknow
Moderating Role of Gender & Website on Customer Service Satisfaction: Survey Evidence

Pooja Goel*
Nisha Gupta**

Abstract
Online retailers are trying hard to widen their product lines to garner maximum clicks and thus converting them into customers. There is no doubt about the fact that e-commerce has become the mainstream business activity globally and India is not an exception to it. Within the light of these evaluations this study aims to assess the moderating effect of choice of website and Gender on the relationship between dimensions of e-service quality and customer satisfaction of the select e-retailers. The survey target sample consisted of young population i.e. up to the age of 45 years living in National Capital Region (NCR), who had successfully completed at least one transaction from any one of the two online leading retailing websites operating in India namely Amazon and Flipkart. These websites were chosen for the study as they were having maximum recall rate among the online shoppers (Nielsen’s survey 2016). The instrument used for the study consists of four dimensions to evaluate online service quality. The scales proposed are based on previous studies and the items aim to collect the full meaning of each dimension. The measurement of the construct service satisfaction (five items) was adopted from Janda et al. (2002). The respondents were asked to indicate their level of agreement with each of the original statement on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The convenience cum snowball sampling has been used for the study. The resulting sample comprised of 150 valid questionnaires, which were considered suitable for the study. All the websites selected for the study had equal representation in the terms of respondents. The sample size exceeded the scale item to observation ratio (1:5) for conducting factor analysis. Majority of consumers regard e-commerce as hugely significant, confirming that it is expected to have far reaching consequences both for the business developments and for their shopping activities, though e-commerce is still only a small proportion of total business at the moment. The shift of power from retailers to consumers because of availability of all the necessary information at a relatively low cost from internet sources has ignited the inter and intra competition among e-tailer. Our research analyzes whether the evaluation of electronic service quality and customer satisfaction differs according to gender and choice of online retailer. As far as we know, no work has until dealt with the moderating effect of choice of online retailer in evaluating of a website service quality and customer satisfaction. This work therefore covers an important research gap. Our results of the study show that e-service quality is multi-dimensional in nature, complex and non-trivial. With regard to findings of the study and the model we investigated concerning the moderating effect of gender and choice of online retailer, there was no significant difference found of the moderating factors on e-service quality and customer satisfaction.

* Shaheed Bhagat Singh College, University of Delhi
** Shaheed Bhagat Singh College, University of Delhi
Psychometric Index Development of Online Review Helpfulness in e-commerce Websites: An Emerging Market Perspective

Rachita Kashyap*
Abhilash Ponnam**
Ankit Kesharwani***

Abstract
The e-commerce has become very popular in the recent years but still buying through online stores, is considered to be riskier than shopping through the offline stores (Utz et al., 2012) for many reasons. There can be various issues related to judging the quality of the product as the customer cannot touch or feel the product. In a study conducted by Kumar and Benbasat (2006), it was found that the presence of the online reviews by the customers on the website not just revamped its social presence but also improved the websites’ perception in the customer’s mind. Online reviews play a very important role in decision making of the potential customers, hence, they are being increasingly used in the context of e-commerce and other shopping websites. Websites generally sort and arrange the reviews in a sequence that the customers can easily access the most helpful review first based on review helpfulness voting by the readers. Current study points out lacunae with this measurement and points out possible biases arising out of this method such as Matthew effect, Ratchet effect (Wan, 2015), Winner Circle Bias, Early Bird bias (Li et al., 2013) etc. Hence, there is a requirement for alternative operationalization of review helpfulness based on objective review characteristics that could pave way for algorithm-based deployment by ecommerce sites. This research accordingly aims to build psychometrically validated formative index on perceived online review helpfulness that is not prone to biases like that of previous measures since it is not based on voting features. Specifically, a seven indicator formative index is proposed in the study where the items capture various objective review characteristics of a review. The index will be developed following the guidelines suggested by Diamantopoulos and Winklhofer (2001).

Lacunae with existing method of assessing helpfulness of review: While the ‘voting’ feature enables the customers can get access to the most helpful review easily, there could be possibilities that reviews which gather more votes might not be necessarily more helpful than other reviews which have not gathered sufficient number of votes due to Matthew Effect and Ratchet effect (Wan, 2015).

RESEARCH OBJECTIVE:
Current study points out lacunae with this measurement and points out possible biases arising out of this method such as Matthew effect, Ratchet effect (Wan, 2015), Winner Circle Bias, Early Bird bias (Li et al., 2015) etc. Hence, there is a requirement for alternative operationalization of review helpfulness based on objective review characteristics that could pave way for algorithm-based deployment by ecommerce sites.
This research accordingly aims to build psychometrically validated formative index on perceived online review helpfulness that is not prone to biases like that of previous measures.

HYPOTHESIS FORMATION
The efforts have been made to look into scholarly literature corresponding to both physical reviews as well as e-reviews for objective characteristics of review that effect review helpfulness considering the objective of thesis. Based upon this exploration, seven objective review based characteristics that could affect review helpfulness. The seven objective review characteristics, which were identified, that affect review helpfulness are as follows: 1) review valance, 2) review length, 3) feature wise written information, 4) comparison with other products, 5) interesting caption, 6) review grammar and 7) the timeliness of the online reviews.

RESEARCH METHODOLOGY
Steps in Index construction with formative indicators as suggested by Diamantopoulos and Winklhofer (2001) Five major steps related to the index construction were identified by these authors namely, 1) Content Specification, 2) Indicator specification, 3) Indicator collinearity and 4) External Validity 5) Nomological validity.

Expected Contribution
Our proposed formative index would be the first customer based measure of online review helpfulness that is exhaustively validated psychometrically. Existing measures of review helpfulness suffer from biases such as Mathew effect and Ratchet effect (Wan, 2015). Therefore, an alternate measure of review helpfulness is proposed in the literature that is psychometrically formed. The proposed measure does not suffer from biases such as Matthew effect, Ratchet effect, winner’s circle bias and early bird bias as it is not a summary measure. The current measure proposed may be used to develop alternate measures of review helpfulness via machine learning/algorithmic route. This paper also empirically proposes to validate the favourable consequences of review helpfulness, namely product attitude and purchase intention. This measure to be developed in the context of shopping websites, may be generalized to other websites that host online reviews, namely, travel, leisure and hospitality providers (namely travel, tourism, hotel, entertainment based websites), ticket booking websites, third party review based websites (such as pagalguy.com, trivago.com, trip advisor, etc).
Session 1D : Understanding Digital Consumer
DIGITAL FINANCE: PERCEPTIONS OF THE INDIAN CONSUMER

Varda Sardana*
Shubham Singhania**

Abstract
In today’s rapidly advancing world, finance must become more comprehensive, forward-looking and buoyant. Finance must become digital. The birth and growth of digital financial services is a significant global phenomenon. With little doubt, financial services today is one of the most digitized as well as globalized industry. Rapid technological advancements, penetration of digital devices, fast-changing consumer behaviour and the explosive growth of digital financial service providers, all have given a push to this innovation. The ability of individuals to have access to payments, insurance, investments and credit products without stepping into a brick and mortar branch is overwhelming, in a country like India. With the possibility of reaching out to millions of new customers, banks and nonbanks have begun to offer digital financial services for the underserved population, thereby enabling them to move from cash-based transactions to formal financial transactions. The exponential growth of the e-commerce sector in India, post 2010, saw the rise of digital financial services and establishment of intermediaries, which was followed by a host of regulations for mobile wallets, online payments as well as peer-to-peer lending. Indian consumers, who were earlier suspicious about this upcoming concept, are now becoming more open, eager and curious to try out new ways to conduct transactions and avail services to save their time and effort. But the various obstacles to this adoption, in the form of trust, security and digital divide, are also not hidden from the Indian eyes. We still have a long way to go before the dream of a fully digitised India and financial inclusion is accomplished.

Objective
The aim of this paper is to throw light on the adoption and perceptions of the modern Indian consumer in the context of digitised financial services. The study not only focuses on the extent of acceptability, but also draws comparison on the basis of usage, beliefs, deterrents and incentive patterns among the different age groups and gender. The expansion of financial services in the Indian digital space has also been touched upon.

Method
A descriptive research on the basis of primary data, collected through a structured questionnaire, has been undertaken. A total of 200 questionnaires were administered and a sincere attempt was made to cover all parts of India. Out of the 200 questionnaires distributed in both online and offline form, 179 were returned, thereby representing a response rate of 89.5%. The questionnaire was divided into three sections: The first one was to solicit the demographic information from respondents; the second section focussed on the current users of digital financial services, while the third one was meant for non-users.

Conclusion
The study highlights that a modern Indian consumer with the requisite facilities, such as digital devices and internet connection, has very well adapted to the digital innovation in the field of financial services, with the frequency exceeding more than 4 times a month, on an average. Protection of privacy and safety concerns are the major issues which create fear in the minds of Indians, thereby acting as an impediment. The general perception towards digitization of financial services is positive. However, the service providers must ensure that such services are suited to the needs of the consumer, and delivered responsibly, at a cost both affordable to customers and sustainable for providers. They should also ensure safety against fraud to every person using technology so that people do not abstain from being a part of the Digital India. There still exists tremendous scope for digital technologies to progress throughout India.

* Department of Commerce, Delhi University
** Vidyartha

Proceedings of 6th Annual International Commerce Conference (6th AICC) held on 11-12 January 2018
Customer Attitudes towards Internet Banking Adoption: A Study of Select Factors in Indian Context

Sanjay K. Jain*

Pooja Jain**

Abstract
Introduction: Information technology has been a key driver of changes taking place around the world. Internet banking is the latest and most innovative channel to provide banking and other financial services to the customers. Despite all out efforts made by the banks to improve access to internet banking services and make it an easier channel to use; only a few customers in India have adopted it, and that too for very limited purposes. Based on tenets of theory of planned behaviour (TPB) and using an extended version of the technology acceptance model (TAM), studies undertaken in other countries reveal that customer attitudes towards adoption of internet banking depends upon a number of factors, with major ones being: perceived usefulness, perceived ease of use (e.g., Daniel, 1999; Davis, 1989; Gefen et al. 2003; Wu and Chen, 2005; Cheng et al., 2006; Hsu, 2006), perceived risk (e.g., Daniel, 1999; Bradley, 2003; Featherman and Pavlou, 2003; Al-Maghrabi and Dennis, 2010; Benamati and Serva, 2007), perceived cost (Wu and Wang, 2005) and perceived benefit (e.g., Yiu et al., 2007; Lee, 2008). Since studies examining influence of these factors lack in Indian context, the present study is an attempt to fill this gap in literature.

Objectives: Based on the extended TAM model, present study aims at empirically examining influence of perceived usefulness, perceived ease of use, perceived risk, perceived cost and perceived benefit on customer attitudes towards adoption of internet banking services in India.

Research Method: A survey of 340 customers residing in Delhi and the NCT area was conducted to collect the data about customer attitudes to adopt internet banking and its five major antecedent factors, viz., perceived usefulness, perceived ease of use, perceived risk, perceived cost and perceived benefit. A structured questionnaire employing multi-item scales adapted from past studies was used (e.g., Cheng et al. 2006; Featherman and Pavlou, 2003; Wu and Wang, 2005; Yiu et al., 2007). Perceived risk was initially operationalised as comprised of five facets, viz., performance risk, financial risk, social risk, time risk and security risk (Featherman and Pavlou, 2003). But dimension of time risk was dropped from the analysis in view of its scale items lacking face validity and also having a considerable overlap with items measuring other kinds of risk. A few questions relating to demographics were also included in the questionnaire in order to gauze the characteristics of the surveyed respondents.

The collected data were analysed with the help of Cronbach alpha, descriptive statistics and hierarchical regression analysis. Multicollinearity among the independent variables was examined through use of VIF and Tolerance indices.
Findings and Study Implications: Application of TAM model in its original version reveals both the perceived usefulness and perceived ease of use positively and significantly affecting customer adoption of internet banking, with adjusted R2 value being 0.403. Inclusion of six additional variables viz., performance risk, financial risk, social risk, security risk, perceived cost and perceived benefit, results in a significant improvement in the explanatory power of the model (adjusted R2 = 0.532; Δ F-value = 16.472, p. <0.01). Perceived usefulness and perceived ease of use continue to remain significant antecedents, their standardized beta coefficients (βs) being 0.25 (p<0.000) and 0.18 (p<0.000) respectively. Amongst the six additional variables included in the model, only financial risk and perceived benefit emerge as significant antecedents. While financial risk is found having a significant but negative relationship (β = -0.09, p<0.05), perceived benefit turns out to be a significant and the most important antecedent influencing customer attitudes (β = 0.40, p<0.000). Rest of the four additional variables in the extended TAM model, viz., performance risk, social risk, security risk and perceived cost, are found having no significant impact on customer attitudes towards adoption of internet banking.

Based on the study findings, managerial implications have been provided. Towards the end, study limitations and directions for future research have been discussed.
Consumer’s attitude towards Digitalization of Indian market

Aamir Khan*

Talia Sartaj**

Abstract

In contemporary Indian Economy, Digital marketing has made a tremendous change. It is an eminent endeavor to lead India towards a stronger position in world economy. Since Independence India is on the way to perpetual evolution but the last decade has been proved to be a mild stone for the rampant growth in online transactions as well as molding the buying behavior of Indian consumer towards virtual market. Indian consumers have become far more comfortable now as compared to the first half of last decade in online environment. Aim of this study is to analyze the consumer’s attitude of Central Delhi towards machine accessible transactions. This study is based on primary data collected through structured questionnaire. An attempt is being made in this paper to understand Digital Consumer and changing perspective of consumer's decision making process in online environment.

* IGNOU
** Jamia Millia Islamia
Antecedents of Consumer Attitudes towards Online Shopping: Insights from Investigation in Indian Context

Sanjay K. Jain*

Manika Jain**

Abstract
Online marketing has fast gained importance all over the world. In India too, it has started making inroads. However, the number of consumers who make purchases online continues to remain very small. Past studies reveal consumer adoption of online shopping depends upon consumer attitudes towards online shopping (e.g., Fishbein and Ajzen, 1975; Ajzen, 1991). And consumer attitudes towards online shopping themselves depend upon a number of internet technology and consumer related factors ranging from perceived usefulness and ease of use of online shopping medium, perceived risk and benefit of making online purchases, website design, consumers shopping orientation and past online shopping experience (Davis et al., 1989; Lohse and Spiller 1998; Li et al., 1999; Tan and Teo, 2000; Lee, et al. 2001; Mathwick et al., 2001; Burke, 2002; Parasuraman and Zinkhan, 2002; Li and Zhang, 2002; Anckar et al., 2003; Cheung et al., 2003; Heijden, 2003; Lim, 2003; Dillon and Reif, 2004; Lee et al., 2006; Lopes and Galletta, 2006; Richards and Shen, 2006). Since studies examining impact of all these factors taken together lack in Indian context, the present study has been undertaken to fill this gap in literature.

Objectives: Two major objectives of the study are as follows:
(a) To assess as attitudes online shoppers hold towards online shopping, and
(b) To identify and examine the impact of select antecedents, namely, perceived usefulness, perceived ease of use, perceived risk, perceived benefit, website design, shopping orientation and past online shopping experience, that in the past studies have been posited as major factors influencing consumer attitudes towards online shopping.

Research Method: A survey of 700 online shoppers living in various parts of India was carried out to gather the required information. Quota sampling method was used to select the respondents. Structured and non-disguised questionnaire was administered (in person and through e-mail) to record the responses. 603 usable questionnaires were obtained (response rate was 86.14%). The scale items from various past studies were adapted to collect information about shoppers’ attitude towards online shopping and its antecedents under investigation in the study. The responses with respect to scale items were recorded on seven-point Likert-type scale. The questionnaire was pre-tested on a sample of 50 respondents. Based on the feedback received from the respondents, necessary modifications were made in the questionnaire. The collected data were analysed using various techniques including Cronbach alpha coefficient, descriptive statistics, correlation and regression analyses.

Findings and Study Implications: Analysis of the data reveals surveyed respondents to be holding only moderately positive attitude towards online shopping. Consumer attitudes towards online shopping were regressed on various antecedents under study and only a select
of those variables have been found to be exerting influence on consumer behavior. Based on the findings of the study, managerial implications provided. A few study limitations and directions for future research have also been discussed in the concluding section of the paper.
Consumer Trust in E-Commerce Transaction in Delhi

Dr Nitin Girdharwal*

Abstract

Online Shopping in India is an emerging trend for marketers for promoting their merchandise in a wide geographical area using the Internet. India acquired 283.8 million Internet users by 2017. India is now the third largest Internet user after the U.S. and China. Lack of trust is the biggest obstacle to the success of online shopping. The present study focused upon the relationship of trust antecedents with consumer trust and consumer trust with online shopping activities with the help of cross-sectional survey conducted in Delhi.

Structural equation modeling (SEM) was used to achieve the results of this research. The results revealed that knowledge and privacy protection did not have a significant relationship with consumer trust. The results revealed that security protection, perceived risk, and perceived benefits are very important antecedents for building trust among the consumers towards online shopping. Consumer trust was found to have a significant relationship with online shopping activities. Finally, some useful implications have been offered for the marketers at the end.

* KIET GHAZIABAD
Acceptance and Use of Digital Payment System

Dr. Ashish Chandra*

Abhay Gupta**

Abstract
Digital payment system removes the time and place constraint in transferring money from one person or institution to another. In October, 2016, demonetization lead to cash crunch which further enhanced the significance of digital payment system. So, Indian Government is promoting cash-less transaction i.e. use of digital payment system for making payment. The paper discusses the various modes of digital payment and tries to find out the factors that affect the adoption of e-payment system in India. Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) has been used to explain factors responsible for use of digital payment and users’ behavior. It suggests measures which can be adopted by government, fintechs and other financial institution to promote and influence people to adopt digital payment platforms in making payments and transferring money.

* Department of Commerce, University of Delhi
** Department of Commerce, University of Delhi
Session 1E : Consumer Adoption of E-Commerce
Mobile marketing: tapping the untapped market & shaping purchase pattern in Digital space

Dilip Kumar Gupta *

Abstract

INTRODUCTION

Indian market consists of huge potential in the Information Technology (IT) sector. This sector is continuously bringing dramatic changes in every sphere of life such as education, entertainment, financial services etc. The way it is continuously working to bridge the gap between rich & poor, urban & rural population is laudable. Digital India has been empowering customer & also providing immunity from various malpractices. So India which has the highest number of youth population in the world provides a lot of space for the marketer to reap out of it. With the aim to tap the untapped market & shape the Indian consumer purchasing pattern, mobile marketing has evolved as a game changer. The Mobile Marketing Association defines mobile marketing as: “A set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile devices or network. It broadly covers advertising apps, messaging, m-commerce & customer relationship management on all mobile devices including Smartphone & tablets. As the internet penetration through mobile has been on a continuous rise. Mobile’s pervasiveness, flexibility and capacity for creativity is driving the transformation of business and marketing. It has been providing a platform with endless opportunities to the marketer to make a huge gain out of it. The intended success rate on mobile is more than on Desktop as per the Nielsen study. With innovative technology, enhance creativity & presentation of marketing content mobile marketing seems to be a core of business in India. The mobile marketplace is big and getting bigger day by day. It is helping local businesses (such as restaurants, spas, salons, night clubs, and retail stores), marketing professional & various agencies to create & hold customers.

RESEARCH OBJECTIVE

☐ To examine the growth pattern in various segments of E-commerce through mobile
☐ To examine how mobile marketing has been shaping the purchase pattern in digital space
☐ To come across how mobile in digital space benefiting both marketer as well as consumers

RESEARCH METHODOLOGY
I have applied Descriptive as well as Quantitative research method as the data has been collected from various secondary sources. So using the data available I have examined my research objectives.

CONCLUSION

With endless opportunities available mobile marketers are constantly learning to innovate & are trying their best to make meaningful connections with the consumers. Marketers in India have already started incorporating mobile as a key component in their overall marketing strategy and it is yielding results beyond expectations. According to e Mart solutions 71% of digital marketers in India—including channel partners and brand managers—believe that mobile marketing is the core to their business. Various companies such as American Express, Colgate - Palmolive, Dunkin’ Brands, Facebook, Google Group, M Hewlett Packard, Hilton Worldwide, Kellogg Co, McDonald's, Microsoft Procter & Gamble and many more are innovating & transforming the business through mobile marketing. As per the Statistica.com- In India Smartphone users are likely to cross 340mn by the end of 2017. As per Google 60% of overall searches & 55% of content consumption on YouTube takes place via mobile. As per Facebook 91 % of its users access the site through their mobile devices. The intended success rate in the field of Travel, Computer & electronics, Entertainment, Financial services are 70%, 68%, 65%, 60% respectively in the year 2017 with respect to previous year 67%,68%, 60%, 57%. The data shows that the mobile marketing is spreading its wings in several areas & capturing the market with continuously increasing market share. Marketers in the country are increasingly relying on mobile marketing to reach out to their audience, given the speed, efficiency and cost-effectiveness that it offers. Mobile marketing is on the way to make great strides in the years to come. Therefore with the increase in the number of Smartphone, sharp increase in the 3G/4G users, huge internet penetration with low data cost, creative presentation of content on mobile, ease of the consumers to access & handle the mobile, efficiency & effectiveness has led to the revolution in the mobile marketing field. Thus way mobile marketers are tapping the untapped market & are successful in shaping the purchase pattern.

* Department of Commerce, Delhi school of Economics,DU
Content Creation on Social Media – An Exploratory Study of E-commerce Firms in India

Dr. Anupama Vohra*

Neha Bhardwaj**

Mayank Jain***

As organic reach in social media silently slows down, marketers are vying hard to ensure that their social media content gets noticed and does not die down in the process. In this context, the present study aims to explore channel wise content preference of users. The first part of the study aims at gaining a marketer’s perspective on utilizing social media as a marketing tool. The second part of the study draws on customer perspectives and aims to identify what type of content is preferred by users with respect to the various social media channels. Focus group interviews are conducted on marketing managers of two e-commerce firms while also data is collected based on survey of users of social media channels of the two e-commerce platforms. Four themes emerge from the interviews, highlighting the role that social media plays as an effective source of business leads. Also the survey results uncover the aspects of social media content that are of relevance for social media users, in the context of given social media channels and e-commerce.

* Faculty of Management Studies, University of Delhi
** Faculty of Management Studies, University of Delhi
*** Reckitt Benckiser
E-Commerce Adoption in India: a developing country

Tilak Raj*

E-commerce means electronic commerce is widely used concept in many western country before 1990 now it create revolution in developing country also. But there has been some doubt about relevance of e-commerce in developing country. To see this doubt about adoption and relevance of e-commerce this study aim to assess the adoption of e-commerce in India, as an example of developing country, and its relevance by assessing adoption level, benefit experience negative consequence and problem incurred due to adoption of e-commerce. In this research paper, some factor affecting adoption of e-commerce and the condition of India in relation to EC adoption are discussed in this paper. The findings of the research conducted so far indicate a positive growth of e-commerce adoption in Indonesia.

* Department of Commerce
Contemporary Reflections of E- Travellers in India

Manisha *
Sanatan Tiwari **

Abstract

Digital wave of Demonetization has given a pace to Indian e-commerce industry. A mounting number of consumers today are making their purchases online. The escalating popularity of smart phones and hand held devices has led to an increase in the time consumers spend on online search and purchase. Not only urban consumers, consumers living in rural areas are now have access and compulsion to an extent to go digital. Currently, majority of all shopping queries in India come from mobile phones. Our study focuses on purchase behavior of Indian consumers for travelling. As per the literature and current market analysis, it has been noticed that with travel becoming cheaper, easier and affordable, the number of travelers and their frequency of travelling in India is increasing day by day.

Through this paper we aim to analyze and understand the purchase behaviour of Indian travellers. It uncovers as to how travel portals are using technology for their marketing activities to effectively engage with customers. This research includes valuable feedback from the consumers in India and gives an understanding of the current state of the e-Travel industry in India.

Research Methodology

It is important for marketers to understand consumer behaviour, consumer needs and expectations in order to target the right consumers at the right time. Therefore, we interviewed eTravel consumers and asked them what works for them. 100 consumers replied across India, giving us an insider’s view of the need of an Indian traveller. This research is aimed to give the marketers an insight into the travel behaviour of Indian consumers which will help them to strategize their campaigns. Our interview questions are based on these dimensions:

1. Travel Frequency
2. Travel Seasonality
3. Travel Motive
4. Frequency of Online Travel Booking
5. Factors affecting Purchase Decision

6. Preferred Booking Mode

Research Findings

1. Consumers are moving towards the internet for availing benefits of ease of booking, comparative pricing, availing discounts, planning their trip, looking for hotels, rooms by getting reviews for travelling agents, apps, hotels etc. All these information are available at just a click. Rational buying behavior is clearly noticeable as consumers search online before making a travel purchase. 2. Our research has found that online ticket booking for railways, air, buses, cabs has given more comfort to the consumers. Online ticket booking is not something which requires any special skill or any training. This fact has reduced the length of queue of people booking the ticket from the counter. Hassle free ticket booking with preference for choice of seat has actually turned a consumer into a privileged one. 3. Best deals are an important motivation for customers to go online. According to our research around 40% consumers make unplanned trips if offered a discount. 4. Social media affects purchase decision of 43% consumers but personal experience of a consumer affects the decision more than the experience of others. 5. According to our research, 49% consumers make a purchase after receiving a promotional/discount offer over email and 58% consumers make a purchase after receiving an offer over SMS. 6. It is easier for a desktop user to look at more websites and switch from one competitor to another. But an app user is a loyalist; so majority of e-travel companies are incentivizing the consumers to use their Mobile App. In our study, we found apps like bookmytrip, booking.com, paytm have played a vital role in increasing the numbers of e-travelers in India.

Conclusion

A large number of consumers plan their itineraries online (tickets, stay, travel, food, insurance and other related services). Number of honeymoon travelers has also increased by the time in India because of various number of offerings made by the e-Travel portals in India. Features like easy cancellation, insurance, food availability while you travel by train (Dominos etc.) personalized deals, ticket tracking and on-call customer service ease the journey of a travel seeker.

Also, the interest in m-commerce has increased with many brands now offering incentives to download their mobile apps to encourage bookings through mobile phones. With this paper, we can conclude going digital is providing benefits for e-travellers. As they can anytime get competitive services and report their experiences to service provider and public at large.

* DEPARTMENT OF COMMERCE, DSE
** GARGI COLLEGE, UNIVERSITY OF DELHI
Role of Trust in Attitude and Intention to Use Electronic Payment

Palak Kanojia *

Madan Lal.**

With the government spending huge amount on making digital payments successful, the reports indicate that the rate of penetration is not as rapid as it is supposed to be. Many third parties are entering into the payment sector with alternative payment systems at retail sector. Behavioural intention of consumers to use and adopt the technology has many determinants, but in the case of electronic payments trust seems to be the most imperative.

This study is based on the literature available on the consumer behaviour theory of planned behaviour (TPB). Technology adoption model (TAM) has been taken as the foundation of the proposed model. The purpose of the research is to test the relationship between the trust-based factors and the antecedents of the behavioural intention to use electronic payments by the users. Presently, the research question that has been concentrated on is what is the impact of trust on the intention to use electronic payments? To find the answers to this question, the study has been conducted among the users of electronic payments.

Based on the available literature on trust and technology adoption, variables were defined and item pools were created. A five point likert scale was constructed to measure the constructs. After conducting the pilot study, expert opinions were sought to make the required changes in wording and structure and the questionnaire was finalised. The survey was made available to respondents via online link. The data has been collected from the people residing in the urban areas via online survey. Out of 459 responses received, 414 responses were found to be usable.

To determine the factors influencing the adoption of electronic payments, an exploratory factor analysis was performed. A principal component analysis for the 20 items of the scale, using varimax method was run. The KMO measure verified the sampling adequacy for the analysis KMO=0.938. We have extracted and retained 4 factors. Factor 1 represents trust, factor 2 represents perceived ease of use, factor 3 represents perceived usefulness and factor 4 represents attitude and intention to use indicating the adoption of electronic payments by the respondents.

The reliability of the overall scale is quite high with Cronbach’s alpha being 0.940, while each construct namely, perceived usefulness, perceived ease of use, perceived trust, attitude and behavioural intention subscales of the scale all had high reliabilities, all having cronbach’s alpha above 0.8.

The proposed hypotheses were tested, the model was tested for good fit and relationships among the constructs were established using ordinal logistic regression analysis. The
significant chi-square statistic in the Model fitting information gives a significant improvement which tells that the model will give better predictions. In the goodness of fit table, both the Pearson’s chi-square statistic as well as Deviance’s chi-square statistic are significant (i.e. p>0.05). This indicates a good model fit as the data and the model predictions will be similar. The pseudo R2 values indicate that the independent variables perceived usefulness, perceived ease of use and trust explain a relatively large proportion of variation in the attitude and behavioural intention to adopt electronic payments. The results of the study have been interpreted and discussed in detail.

The research focuses on the development of theoretical framework that will help the organisations in the industry like payment firms and service providers to resolve trust issues with the users and build a more credible user experience. The study suggests that trust is a pre-requisite for making electronic payment systems more trust-worthy. With the growing need to combat the security risks, it is essential for the regulatory bodies to work on the strong structural assurances and stringent regulations for promoting safer online environment.
Personality Traits and Online Impulse Buying

Prof. Kavita Sharma*

Sarita Devi**

A gradual shift in the platform for exchange from brick and mortar model to online shopping model has led the marketers into a big enigma. Both offline and e-retailers are contending to raise the customer flow on their respective platforms as e-commerce is changing how people look for and buy products. Retailers are changing their strategies to better adapt to the emerging patterns in consumer online search and buying behavior. One of the important phenomena in this regard is online impulse buying which according to Kim (2009) is effective in raising the market share by increased shopping and consumption. Moreover, there is a possibility that individuals who are generally non-impulsive while shopping offline, may become impulsive while interacting with online stores as shopping online frees the consumer from buying constraints like limited operating hours, inconvenient store locations, social pressures from staff and other consumers.

Past studies have explored numerous factors contributing to offline impulse buying including customer and marketer specific factors. Online impulse buying, comparatively a new area of study includes some additional factors related to website characteristics and para-social interaction. Personality being the most important antecedent in offline impulse buying literature (Badgaiyan, Verma, & Dixit, 2016) (Thompson & Prendergast, 2015) (Badgaiyan & Verma, 2014) (Verplanken & Herabadi, 2001) has, however, largely been ignored during impulse buying manifestation in the online platforms. According to (Youn & Faber, 2000), understanding online impulse buying will be incomplete without understanding the personality of the digital shopper. The fact that it is the customer which experiences impulses to buy and not the products (Rook & Hoch, 1985) makes it more indispensable to study the personality of the digital shopper.

The present study will explore the effects of personality traits on consumer online impulse buying tendency (IBT) with an objective to find out the dominant personality traits affecting online IBT in the Indian context. Modern online shopper differs drastically from the traditional offline shopper, and impulse buying varies across cultures too (Kacen & Lee, 2002). A study by Allik & McCrae (2004) shows a clear contrast of European and American cultures with Asian and African cultures, where the former are found higher in extraversion and openness to experience and lower in agreeableness. The study will also investigate into online impulse buying behavior simultaneously at all the three stages, i.e., online impulse buying tendency (IBT), online urge to buy impulsively online (UB), and online impulse buying (IBB). Specifically, the study will seek the personality traits affecting IBT which in turn results into urge (UB), as against the past studies which largely explored the effect of IBT on impulse buying (IBB). Including urge to buy UB) as a precursor to online impulse
buying behavior will, thus, allow for knowing the probability of being converted into present purchases or purchases in future (Beatty & Ferrell, 1998). The study will also explore into moderating effects of age, gender and online browsing behavior on the proposed relationship between IBT, UB and IBB. Hypotheses: In respect of personality traits suggested by Costa & McCrae (2003), the present study hypothesizes that neuroticism and conscientiousness negatively affecting online IBT. However, extraversion, openness to experience and agreeableness have a positive effect on online IBT. Further, there exists a positive relation between online IBT and urge to buy online. Positive association is also hypothesized between the urge to buy online and online IBB.

Methodology and Analysis: A structured questionnaire was used to obtain primary inputs to the variables under study. Using online survey 162 responses were retained for the study. 11 respondents were rejected on the ground that they never did browsing on any online shopping website or application in last three months.

Personality was measured using NEO-FFI (Costa & McCrae, 2003) scale comprising of the five-factor structure. For measuring IBT, UB and IBB study used the tested scales developed by past researchers (Lucas & Koff, 2014; Banerjee & Saha, 2012; Pine & Fletcher, 2011; Verplanken & Herabadi, 2001; Beatty & Ferrell, 1998 and Rook & Fisher, 1995). The hypothesized relationships were tested using partial least squares based structural equation method and SmartPLS 3.0 software was used to test the structural relationships. Further, we used multi-group analysis (PLS-MGA) to find out whether proposed structural relationships hold across consumer groups differing in terms of age, gender and browsing behavior.

Implications: The study provides interesting insights with regard to personality traits affecting IBT among Indian consumers, and therefore may help in addressing issues related to online IBB.
Session 1F : Customer Experience in Digital Space
How satisfied customers serve as a marketing channel for e-commerce

Rashmi Batra*

Maximum base of satisfied customers? The answer to this question required a research on digital. Whether a business is conducted online or offline, the deciding factor of its success is how effectively it attracts the customers and more importantly how it retains those customers. Repeated sales and positive word of mouth is a reflection of great customer relationship management. In offline businesses, the customers are distinguished on the basis of value they provide to the business. Customer of higher value are offered preferential treatment. However, in online businesses distinguishing between customers on the basis of value is not easy. How do digital businesses devote their limited resources to ensure consumers.

• Objective of research: To analyze the grievances customers faced with online shopping sites, their satisfaction quotient on redressal of grievances. To understand the impact of these experiences on customer loyalty, feedback and word of mouth. Food review portals were main reference of the study.

• Method of research: Since the subjects of the research are digital consumers, the survey was also conducted online. Over 750 customers across different age groups were approached and their opinion was solicited on their digital shopping experience. Particularly the grievance redressal experience and opinion on user reviews. Since digital connectivity is humongous it is safe to assume that a feedback of one customer will have a multiplied effect on the opinion of other customers. A hypothesis is drawn on this basis with a significance level of 5%.

Conclusion of research: Over 65% of digital consumers have faced issue with the online sites at least once. Out of the customers who filed a complaint 85% of them got the complaint rectified. When customers were asked whether they would shop again from the customers 12.5% responded with a ‘no’. This highlighted how a non-response or delayed response from marketers lead to loss of 1/8th of the business.

Another interesting finding of this study is user reviews are preferred over reviews of bloggers. Online marketers have engaged in paid promotions through bloggers. Although this channel attracted about 70% of customer attention, only 13% trust these opinions. Before buying a product 92% prefer reading user reviews. This showcases how a satisfied customer will market the brand or product unintentionally.

Special attention was given to online food ordering and delivery in this research. 60% of respondents reflected their preference on reading reviews before visiting an eatery or ordering food. Word of mouth or portals such as Zomato which allow consumer to review were trusted more in comparison to paid reviews of bloggers.

To summarize if an online marketer focuses on its core function of serving the customers with quality products and stresses upon prompt grievance handling, it will be able to reduce
its marketing cost by large percent. There will be no need of paid bloggers as the satisfied customers will market for free through user reviews forum on these e-commerce websites.
Emotional Intelligence with Word of Mouth Communication equals Enormous Success

Burhanuddin Shaikh*

Madan Lal**

Emotional Intelligence (EI) is the single most powerful driver of leadership. It is the ability to control not only your own emotions but also the emotions of others around you. While Word of Mouth Communication (WOMC) is a non-commercial, unpaid form of advertisement, done by the people who are not a part of the product flow (directly or indirectly) nor get anything in return from the manufacturer or producer. EI resides at the top while WOMC operates amongst the general public. This research paper is a brief survey based of readings and tries to relate two concepts (one from leadership and the other from marketing area) together. Lastly this research strengthens our notion that if any entity is able to collaborate these two concepts together then the result would be enormous success (ES).

* PhD Scholar, Department of Commerce, DSE, University of Delhi
** Professor, Department of Commerce, Delhi School of Economics, University of Delhi
A Conceptual Study On: Impact of Digital India Campaign on Digital Marketing

Dr Laxman Ram Paliwal,*

Dr Dharam Veer Bhardwaj **

Dr Doonger Ram Jalwani***

Digital Marketing industry in India is spread to almost all the business sectors. Some of the applications of E-Marketing are shopping and order tracking, online banking, payment systems and content management. The vision of Digital India program is to bring growth in areas of electronic services, products, manufacturing and job opportunities etc. The power of digital marketing allows geophysical barriers to disappear making all consumers and businesses on earth potential customers and suppliers. It is known for its ability to allow business to communicate and form a transaction anywhere and anytime. The number is growing now – we have about 300 Digital Marketing agencies in India and surprisingly most of them have varied clientele – which confirms Industries are finding digital marketing as an important integration to their marketing mix.

In paper I have study the Digital marketing industry in India is a booming career today. In a country with a rapid growth economy, it is expected to have a very high significant growth in Digital marketing career. The growth in the digital marketing trends is making a very substantial impact on marketing and advertisement. I have done conceptual study in this paper with the help of various newspapers, journal, news channels and articles. The big picture of Digital Marketing industry in India cannot be complete if short preview of the past digital marketing statistics is not made.

* Swami Shraddhanand College, University of Delhi
** Swami Shraddhanand College, University of Delhi
*** Swami Shraddhanand College, University of Delhi
Analyzing the Effects of Demonetization in India on emergence of Digital Wallet as an alternative

Chandni Aswal *

Nishant Sharma**

Abstract

In a shock to the economy and to the public, policy of demonetization was announced on 8th of November, 2016. Demonetization disrupted the market equations since most markets operated on cash to cash basis. In difficult times of demonetization digital payments gateway provided some relief and people were tempted to use them either out of choice or out of compulsion. New paradigms of money were found but not known to Indian public at large, digital wallet is one of them. A Digital Wallet is defined as an electronic service that stores digital versions of the loyalty or payment or gift cards that normally store in a physical wallet, allowing people to make purchases and payments using their mobile phone. After demonetization, consumers are showcasing their interest towards digital wallet and accepting it as payment mode and choosing the cashless route of payment for goods and services. Furthermore, government initiative such as Digital India will act as key catalysts and enabler of this transformation. With the growth of digital economy and an acceleration in reach of internet services to masses digital payment modes have succeeded in gathering enough attention.

Therefore, this paper attempts to explore the factors that drive the usage of digital wallet amongst the consumers. During demonetization when consumers were left with no choice except going digital e-wallet companies like PayTM, Mobikwik, Freecharge and the government initiated BHIM flourished. The study aims at analyzing the effectiveness of these digital wallets and to which extent they are acceptable to the consumers in post demonetization period. The study further deepens the understanding about consumer’s preference for online mode of payment, the factors affecting their choice and the challenges faced by them while using digital wallet. The study will also study effect of demographic variables such as age, gender and income on usage and opinion towards digital wallet.

Methodology:

A questionnaire was administered and responses were extracted from 72 respondents on the basis convenience sampling to study the factors influencing consumers in adoption of digital wallets. Data analysis has been done with the help of SPSS which allows comparison
between variables. In order to achieve the objective of the study descriptive and ANOVA analysis was carried out.

Conclusion:

The results of the study show that privacy and security remain the major concern for the consumers while using e-wallets that creates barriers in choosing digital wallet as a mode of payment. On the other hand, discount and incentives offered by the companies play an important role in motivating people to use digital wallet. It is also found that the majority of the respondents have used Paytm mobile wallet as compared to any other digital modes of payment. Moreover, study also revealed that most of the respondents get the information about the digital wallet through internet and considered digital wallet as best alternatives to make payments as an alternative to cash. It has been found that a customer’s usage of digital wallet varies according to education, while age and gender variables do not have any influence on it. This study is helpful for marketers who face a lot of challenges in understanding the consumer’s behavior towards digital wallet. This study would also help them in predicting the consumer’s behavior by understanding the factors that drive consumers towards digital wallet. This study suggests that it is important for the marketer to educate and increase awareness among consumers about the benefits of a digital wallet and make an attempt to streamline their purchase experience.

* Shaheed Bhagat Singh College, University of Delhi
** Motilal Nehru College (Evening), University of Delhi
E-Advertisement – A Doorway to Online Purchase and Foundation of Future Marketing Practices

Ela Kumari*

The emergence of Internet and its supporting technologies has significantly impacted people’s daily life. Televisions, newspapers and magazines have been replaced by laptops and mobiles both having access to readily available fast Internet services. So is the craze of Internet that even Televisions have now come up Ethernet option. This change has provoked the Companies and product Marketers to shift their advertisement from traditional methods to e-advertisement. Certain characteristics of e-advertisement such as use of multimedia techniques, easy round the clock access to the most recent information about the product, ability to reach the targeted audience and extent of its reach has not only made e-Advertisement more sought after amongst the Marketers but also have become sort of indispensable for the customers as a whole. Slowly and steadily, e-Advertisement appears to be shaping towards being foundation of future marketing practices as entire product marketing will be done without the use of traditional marketing methods. This aspect is even more relevant considering the fact that the fast paced life leaves lesser and lesser time for individuals to access traditional source of advertisement. Additionally, varied source of information are now accessible on mobile platforms and therefore advertising needs to be re-designed with a view that same will be used on potential customers who are frequently on the run rather than being unshackle.

Objective

Following objectives have been outlined for this research paper/study is as follows:-

(i) To identify the most impactful characteristics for any given e-Advertisement
(ii) To identify ways of targeted marketing for Companies.
(iii) To suggest optimum ways to Companies for convincing/influencing prospective customers to perform online purchase.

Research Methodology

Quantitative research has been conducted by means of survey among a sample of over 400 people of Delhi and NCR using a structured questionnaire. Correlation and regression analysis is employed to know the specific construct affecting consumers inclination towards e-Advertisement, thus leading them to do online purchase.

Conclusion
The result indicates that round the clock access to the most recent information about the product is the most impactful characteristics in the eyes of the customers followed by global reach and access to buying platform. Further, as the market volume of e-stores like Amazon, Flipkart, Snapdeal etc. will increase, so will increase the availability for more options on a single platform and varied number of potential sellers for the same product. This allows the customers to be selective in deciding purchase margin. This makes e-Advertisement more fruitful as the customers, post-visiting e-Advertisement, donot have to wait to visit corresponding buying platform as all are available instantly. Thus the companies can perform targeted marketing, one of whose way (but not limited to) is tying-up with purchase platforms. As far as optimizing ways to influence/convince potential customers to perform online purchase is concerned, more optimum and efficient the targeted marketing is, more will be increase in the volume of such customers performing online purchase. For this, e-Advertisement appears to be more and more relevant when compared to traditional advertising techniques.

Finally, it appears that e-Advertisement, sooner or later will become one of the most reliable and efficient Marketing practices and Companies and Marketers will invest their maximum resources on e-Advertisement so as to generate more and more demand for their corresponding product.

* Department of Commerce and Business Studies, Jamia Millia Islamia University, Delhi
Session 1G : Online Purchase Behaviour
Understanding online grocery purchase intention of semi-urban consumers using a socio-cognitive approach

Adil Khan*

Mohd Yasir Arafat **

Eisha Khan.

The aim of this research is to investigate the role of select socio-cognitive variables of online purchase intention of grocery in Indian households. The present research employs Theory of planned behaviour as the underpinning model for understanding the online grocery purchase intention of Indian consumers. The research also accommodates additional variables which may moderate the relationships in the TPB framework. These two moderator variables used are the shopping enjoyment and subjective knowledge of online purchase.

Background

India has been traditionally known as a rural economy depending upon the large number of farmers ushering in informal sector. Recently there are many positive reports regarding the growth of online market size in general and online grocery market in particular. However it will be interesting know what socio psychological motive will drive the purchase Intention of online grocery for Indian consumers. Indian consumers are new to online grocery buying. Globally many studies are conducted to understand the online grocery behaviour. But the setting of the study was primarily the global and or urban consumers. The present study is focussed on the semi urban and rural consumers.

Method

A descriptive strategy and a post positivist approach were applied in order to test the extended Theory of Planned Behaviour (TPB). A confirmatory approach is used to test the model. Structural equational modelling is employed to test the hypothesised relationships. The measurement model is tested for validity reliability and the structural model is tested the validity. Several fit criterion are applied to assess the model fit.
Findings and conclusion

The finding of the present research indicates that the attitude and social pressure as most important factors of online grocery purchase behaviour. Further it was also established that subjective knowledge and shopping enjoyment did not have the direct effect on purchase intention. However both exert significant direct effect through attitude a subjective norms.

This study successfully tests the Theory of Planned Behaviour and suggestions for further research is to examine the underlying factors using different research approach e.g. focus group or interviews etc.

* Department of business administration, Aligarh Muslim University
** Department of commerce, Aligarh Muslim University
Predictors of online shopping intentions: an Indian perspective

Deepti Sehgal*

Khushbu Madan**

Information and communication technologies have revolutionised the way businesses are done and consumer demands are met. Companies invest huge amounts in the latest technologies to attract new consumers while striving to retain the old ones. With such endeavours, it becomes imperative to develop an understanding of drivers of consumers’ acceptance. Busy schedules and pressing deadlines have led to the accelerated growth of e-commerce websites which have made shopping a convenient, time saving and enjoyable experience. Knowledge about drivers of consumers’ acceptance of e-commerce websites will help firms to devise appropriate marketing and communication strategies. Extended Unified Theory of Acceptance and Use of Technology (UTAUT2), proposed by Venkatesh, Thong & Xu (2012) posits that behavioural intentions to adopt a technology depends upon eight factors namely- performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value and habit. A number of previous literature studies have applied the extended version of the original theory to study technology acceptance in consumer context in areas such as online airline tickets (Rodriguez et al, 2013), online information services (Oh & Yoon, 2014), use of mobile Internet (Alwahaishi & Snasel, 2012), rural tourism (Martín & Herrero, 2012). The present study has added trust as an explanatory variable to the existing seven variables to determine behavioural intentions to adopt online shopping through e-commerce websites. Besides, the original construct of price value has been replaced by price saving orientation to indicate monetary savings associated with online shopping. In addition, this research highlights the moderating role of age and gender on the relationship between explanatory variables and behavioural intentions.

OBJECTIVES

1. Predict online shopping intentions through the use of e-commerce websites in Indian context.

2. Assess the efficacy of modified theory in explain the online shopping intentions.

3. Establish the moderating role of age and gender on the relationship between eight explanatory variables and online shopping intentions.

HYPOTHESES

Keeping in mind the previous literature studies and constructs given by the Extended Unified Theory of Acceptance and Use of Technology (UTAUT2) we propose the following hypotheses:

H1. The performance expectancy in the use of e-commerce websites positively affects online purchase intention.
H2. The effort expectancy in the use of e-commerce websites positively affects online purchase intention. H3. The social influence regarding the use e-commerce websites positively affects online purchase intention.

H4. The facilitating conditions perceived in the use of e-commerce websites positively affect online purchase intention.

H5. The hedonic motivation perceived in the use of e-commerce websites positively affects online purchase intention.

H6. The habit regarding the use of e-commerce websites positively affects online purchase intention.

H7. Price saving and perceived benefits in the use of e-commerce websites positively affect online purchase intention.

H8: Trust in the use of e-commerce websites positively affects the online purchase intention.

RESEARCH METHODOLOGY

A structured questionnaire is used to elicit responses from 200 respondents. Scales for the constructs- performance expectancy, effort expectancy, facilitating conditions, social influence, hedonic motivation, habit, behavioural intentions (Venkatesh et al., 2012), price saving orientations (Wen, 2012); perceived trust (Rodriguez & Trujillo, 2014) have been adapted from previous literature. Five-point Likert scales have been used to measure the responses. In this study, to analyze the collected data structural equation modelling (SEM), AMOS has been used.

IMPLICATIONS

1. E-commerce retailers should ensure that websites are user-friendly, entertaining and equipped with ample amount of information on problems that one may encounter during an online purchase.

2. Besides, e-firms should devise marketing strategies to tie up online shopping to some uses and occasions to create habit of online purchase.

3. Communication strategies should be devised to inform consumers about online shopping through social networking sites.

LIMITATIONS

Limitations of the study includes - use of self-reported behaviour, limited generalizability and exclusion of other variables (individual, affective etc.) that may influence online shopping.

DIRECTIONS FOR FUTURE RESEARCH
Future research studies can be done on behavioural intentions to purchase a specific product or service online – electronic goods, jewellery, vacation planning.

Yukti Sharma and Dr. Tejinder Sharma. Measurement of Social Capital embedded in Online Social Networks – An empirical analysis for understanding the role of Social Loafing behavior and Social Cohesion

Abstract: Last decade witnessed the emergence and progression of social media and revolution of communication methods and human interaction. Research studies on online social networks were initially based on classical individual-based models to investigate the use of this complex communication and interaction phenomena. The classical individual-based models assume that individual participates in OSN to pursue personal motives.

However, in the later years of social media research, the intentional social action perspective was used. This perspective suggests, “Much of human behaviour is not best characterized by an individual acting in isolation. (Bagozzi, p. 247)”. Thus, the decision to use online social networking technologies represent a social phenomenon that largely depends on the interactions among users and the use of social technologies can make sense only when a group of individuals is willing to use and continue to use the technology together.

Participation in any form of social network is expected to create social capital. Whereby social capital is the sum of assets or resources embedded in the networks of relationships between individuals, communities, networks, or societies.

The main purpose of this paper is measure social capital because of participation in OSN and form association between hours of social media usage with virtual social capital.

RQ: What is the virtual social capital formation because of participation in OSN? The main objectives of this study is to-

(1) Measure social capital present in online social networks (OSN)

(2) Identify the relationship between social capital and participation in online social networks

(3) Mediating role of social cohesion in online social capital formation.

(4) Moderating role of loafing behaviour in-

(a) OSN participation and Social cohesion (b) Social Cohesion and Social capital formation.

A structured questionnaire comprised of 30 items with 7-point scale (1- Strongly Disagree; 7-Strongly Agree) is used. Data for the current study is collected through online and offline structured questionnaire. The collection of data is under progress; however, a sample size of 400 respondents will be obtained through questionnaire in the context of online social networks in India. SPSS and Structural equation modeling (SEM) technique will be used for data analysis and hypothesis testing.

* Department of Commerce, University of Delhi
** BanarsiDas Chandiwala Institute of Professional Studies

Proceedings of 6th Annual International Commerce Conference (6th AICC) held on 11-12 January 2018
Analyzes of online purchase behavior among college students

Dr. Bibhu Prasad Sahoo *

Karman Kaur**

It has often been discussed in research, how the growth of online retail in India can be boosted. Amongst all the factors considered and discussed, the gap in research remains to discuss the role of pre-purchase intentions in online retail in India. To understand this, it is required to first identify the pre-purchase intentions. Two important aspects of pre-purchase conditions are (i) to convert casual surfers into potential purchasers and (ii) to convert potential purchasers into repeat purchasers. While first aspect relates to increment in online sales, the second aspect pertains to consumer satisfaction and extends to consumer loyalty. The main purpose of the study is to identify the pre-purchase conditions and show how do they impact the single purchase and multiple purchases by a consumer. Some of them are transaction security, vendor quality, price consideration, information and service quality, system quality, privacy and security, risks, trust, shopping enjoyment, satisfaction over offline shopping, valence of online shopping experience, perceived product quality, delivery charges, post delivery services etc. The intuition behind the present research is to enhance the understanding of the factors affecting young customer’s online shopping behavior.

The study primarily aims to examine the two following objectives:

• To identify the pre-purchase intentions (internal factors) of consumer before trading online in single purchase

• To identify and analyze the internal factors of a consumer in multiple purchases

Our study is essentially qualitative in nature. The study uses primary data pertaining to 1000 college students of Delhi aged between 18-25 years, using an open and closed ended questionnaire. The questionnaire contains questions about consumer demographics, security and privacy concerns, technological familiarity, past online shopping experiences and intentions to buy various types of products through internet in future, gender, buying capabilities, etc. Questions were prepared using nominal, ordinal and likert scales. Percentage method, Correlation analysis and Chi-Square test will be used for analyzing the responses. The results are yet to be concluded.

* SGTB Khalsa college
** SGTB Khalsa college
Vital drivers affecting online purchase Behaviour

Sonika Seth*

Digital currency is a term that is predominantly used in reference to the transactions done by hard plastic cards (ATM/Debit and Credit card) we use instead of bank notes. With better infrastructure available the service has extended to internet transactions and digital wallets.

India is a populous country with strata ranging from Upper class people to daily wage earners. It has a good network of banks even though majority of Indians have access to banking services but they lack in prime usage of digital currency. The usage of digital currency has advantages which lead to benefits of national economy.

Few advantages worth mentioning are low cost of operations for banks, a good tool for collecting customer insights, easy accessibility to customers, freedom from cash management and efficient and fast transactions for retailers, ease in evaluation of tax liability by the income tax department.

The rapid growth of e-commerce in India has paved the way for a total new experience of shopping among generation Y. Now they are more informed about the products, they have knowledge of assortment, combined with secure online payment options that lead to more volume of shopping. The advent of affordable, smart phones and internet penetration even to remote areas has made it possible for banks to rope in most of its customers to have online transactions. In my research, I have tried to study the factors which are responsible for repeat and consistent usage of digital currency.

* Galgotias University
Dissecting the effect of Green Marketing Stratagem on Buying Behaviour of Indian Consumers'

Dr. Akash Agarwal *

Dr. Lovleen Gupta. **

Green labelling or Eco-Branding is currently, resembling like a trendy marketing tools to lure the Indian consumers. The present research work investigating and quantifying, the effect of green marketing strategies on buying behaviour of Indian consumers'. The primary data has been collected through different parts of the country through structured questionnaire for the purpose. The study has been carried out by 390 response collected from random sampling technique. The results supported by multiple regression technique and factor analysis, accentuate the significant and positive impact of green marketing strategies on buying behaviours of consumers. Furthermore, the study also quantify its impact in this regard. The study laid down one of an empirical evidence with special reference to Indian market condition and provide a practical basis for further research in this regard.

* Hindu College, University of Delhi
** Hindu College, University of Delhi
Session 2A : Managing Marketing Practices in Digital Space
Role of Marketing and Digitization In Mitigating Impact of Crisis for Financial Firms : A Study of Non-Banking Financial Companies (NBFCs)

Dhulika Arora*

Marketing as a discipline has evolved over the years from being ‘business-centric’ to being ‘customer-centric’ and customer satisfaction is regarded as the factor for business survival. This concept is no less important for financial firms. Rumours, negative publicity, bad financial health, etc. in times of a financial crisis may land up a firm into insolvency when actually it is not so. Effective employment of marketing instruments may help a firm to reduce the panic among its customers during the crisis period. Stronger the bonds customers have with banks lesser is the possibility that they will go for withdrawal of funds (Iyer & Puri, 2012). This concept is defined as ‘crisis marketing’ where continuous look up to customer needs can help an organisation to overcome crisis period. The scope of the study is to review literature relating to the aspects of crisis marketing, innovative marketing instruments and products (for instance, availing online gold loans) deployed by selected NBFCs and how they can help win customer loyalty to mitigate the impact of crisis.

* Department of commerce, dse
A model of third party customers reactions to online service recovery via social media

Niharika Gupta*

Harsh V. Verma.**

The internet has empowered the customers to publicly voice their opinions related to the product or service on social networking sites, review sites and blogs. The ease of communication on the social networking sites such as Twitter, Facebook, etc. has made them the most popularly used channels among customers to post their complaints and to express their dissatisfaction. Research suggests that customers post their complaints on social media to take revenge from the focal company for the perceived wrong doing or just to vent out negative feelings or to warn other potential customers (Ward and Ostrom, 2006; Gregoire, Tripp and Legoux, 2009; van Noort and Willemsen, 2011). These online platforms not only provide consumers a medium to voice their complaints to the company with reduced mental and physical cost, but they also provide them the opportunity to share and exchange their negative experiences with a number of other consumers (third party customers), who are virtually present on these websites. Because of the public attention that the complaints get on the social media, these complaints have a direct impact on the companies’ reputation and their brand image. To mitigate these negative effects of online complaints, companies are increasingly responding to these online complaints/ negative comments and thus, providing online service recovery (Lee and Song, 2010; van Noort & Willemsen, 2012; Weitzl and Hutzinger, 2017).

It is very well understood through service recovery literature that not all the approaches to recover from service failure are same and not all are equally effective in resolving customer complaints in different service settings (Hoffman and Kelley, 1996; and Tax et al., 1998). Hence, the normative guidelines derived in the past studies to effectively deal with customer complaints are not applicable to the online environment. Unlike the traditional complaint management system, online service recovery is not a private affair between the customer and the firm instead both the online complaints and subsequent companies’ responses and actions are public and visible to a larger audience. In the online context, service providers need to understand not only the effect of their responses on the complaining customer but also on the third party customers. Hence, from the research point of view, there is a need to explore and develop strong theoretical frameworks which will provide the companies a better understanding of the virtual environment and customers and help them in designing effective online service recovery strategies targeted at larger audience than just the complaining customer.
Therefore, the primary objective of this study is to develop a model that explains how third party customers evaluate the fairness of the companies’ online service recovery responses and how they choose to act on those fairness perceptions. A qualitative research methodology is used for the in-depth analysis of organizational behaviour and service recovery literature related to third party perspective of (mis)treatment directed at an employee or customer. Based on this review of literature, a theoretical model and research hypotheses are developed based on the deontic theory of justice. The Deontic perspective of fairness theory suggests that people tend to stand against the injustice targeted at others, even when they have nothing to gain from it. The sense of injustice influences the emotional and behavioural reactions in third party observers even when they have no relevant relationship with the victim of the mistreatment (Folger and Cropanzano, 2001; Cropanzano, Goldman, and Folger, 2003). Deontic reactions in response to injustice are rapid and automatic, which do not involve complex cognitive analysis. These emotional reactions in response to perceived injustice act as a driver of behaviour and motivate the individual to punish the wrongdoer, even if they have no self-interest in the situation (Folger, 2001; Folger and Cropanzano, 2001; Turillo et al., 2002; O’Reilly and Aquino, 2011).

Extending this line of thoughts to service recovery domain, we propose that online service recovery directed at the complainant would have an impact on the third party customers’ justice perceptions. These justice perceptions would depend upon the type of online service recovery being offered to the complaining customer in response to online complaint. In response to these justice perceptions, third party customers would feel positive or negative emotions. These emotions would then drive the third party customers’ behavioural reactions. The model proposed in this study provides a strong theoretical foundation for better understanding of the third party customer behaviour in response to online service recovery. It would also help the companies/managers to test the effectiveness of various online response strategies and to choose the best strategy accordingly.

* Faculty of Management Studies, University of Delhi
** Faculty of Management Studies, University of Delhi
An analysis of Opportunities and Challenges of Paid Search Marketing in India

Anuj Jatav *

Rohit Kumar Shrivastav**

1. Introduction

For many businesses, the customer’s journey starts with search. This search gives rise to the birth of Paid Search Marketing. In order to be competitive, you need to be found online at the top of the search results and this is what paid search marketing aims for. Basically paid search marketing is an inexpensive and scalable form of web marketing designed to connect marketer’s ads with searchers actively seeking what marketer provides. Paid search marketing is an effective online marketing channel and marketers nowadays have given substantial attention to it. India is second largest online market behind China and not only that, e-commerce in India said to be the largest and most profitable for a new business start-up and the use of paid search marketing is more accelerated due to this fact. India’s Digital advertising market has grown by 33% annually between 2010 and 2016. E-Commerce in India is currently at Rs. 2 Lakh Crores and is predicted to grow to Rs. 5 Lakh Crores in 2017. Paid search marketing includes Search engine marketing (SEM), search engine optimisation (SEO), pay-per-click (PPC), cost-per-click (CPC), cost-per-impression (CPM) search engine advertising, sponsored listings, paid for placement are the different varieties of paid search marketing.

The Indian advertising industry has evolved from being a small-scaled business to a full-fledged industry. In 2015, the advertising expenditure made by Indian industries was Rs. 49,759 crore and out of that expenditure on digital marketing was Rs. 4,950 crore. The advertising industry is projected to be the second fastest growing advertising market in Asia after China. It is estimated that by 2018, the share of ad spend in India’s Gross Domestic Product (GDP) will be around 0.45 per cent. According to GroupM report, Indian ad spending is to grow 10% to reach Rs. 61,204 crore in the year 2017. The marketers are now paying more attention towards paid search marketing so that they could capture more customers and thereby increase the revenue base of the organization. The present paper tries to analyze the role, opportunities, and challenges associated with paid search marketing in India in order to attract and retain customers.

2. Objective of the Study Primary Objective:
1. To analyze the role of paid search marketing in growing business for Indian firms. 

Secondary Objective:

1. To analyze the opportunity and challenges associated with paid search marketing in India.
2. To analyze the trends and pattern of behavior of Indian firms towards paid search marketing.

3. Research Significance

India has become a global market hub and the rapid growth and development is further contributed by the new start-ups taken place in India during the last decade. Not only the new startups but also the existing big giants are using the paid search marketing platform as a marketing strategy in order to capture more business for their growth and developments. The growth in the number of internet users also helped in accelerating the use of this marketing media. In 2016, 24.33% of Indian Population accessed Internet via Mobile phone and the trend is predicted to grow at 37.36% by 2021. The paper also explores opportunity and challenges associated with paid search marketing in India and analyze the Indian experience of paid search marketing in attracting and retaining the customers.

4. Research Design and Methodology

In order to examine the dynamics of paid search marketing in India, the present position of the paid search marketing and its contribution in the growth of business industry and the economy as a whole will be analyzed by the researcher.

4.1 Scope of the Study

The study will be conducted considering dynamics of paid search marketing in India. Moreover, the study will broadly focus on the opportunities and challenges faced by the marketers by using this media of promoting their brands and moreover the effect of using this channel of promotion on the revenue of the organization as well as the growth of the industry as a whole. The researcher has selected the top 20 Indian brands across the different industries and their total budget allocation and the amount set aside for paid search marketing during the period 2006 to 2016.
4.2 Sources of Data

Data will be gathered from secondary sources in course of the study. The data shall be mainly collected by the researcher from the Websites of the respective companies under study. Ministry of MSME, Yahoo finance, Google Finance, websites of the various Government agencies and their annual reports.
Web searching practices and results: A study on MOOC assignment and individual feel like web experiences

Bhupinder Singh *

Mangal Chhering**

Web searching practices and results: A study of MOOC assignment and individual feel like web experiences is the study on college students. This study investigates variance between web search experiences based on assigned task and feel like task. Pupil were probed on the basis of a questionnaire and perform assignment and feel like searching tasks. Searching process was recorded and analyzed with help of software. Following dimensions and its attributes have been investigated like Visited pages, attractiveness of color, type of web page, maximum depth of exploration, Number of keywords, refinement of keyword, and number of words used in the first keyword so on. Findings were, students with feel like web experiences could find more correct answers than MOOC assignment search.

* COLLEGE OF VOCATIONAL STUDIES UNIVERSITY OF DELHI
** COLLEGE OF VOCATIONAL STUDIES UNIVERSITY OF DELHI
Green Supply Chain Initiatives: A Study on Environment Aspects

Pradeep Kumar *

Dr. H.K Dangi**

Abstract

Abstract: In the recent years, innovation has become an essential practice in a competitive environment and various sectors are anxious to get the attention of consumers and trying to keep the pace of with fast changing patterns of the society. So, innovations in supply chain and logistics have been a debatable issue in the corporate world and have found a significant academic attention during the contemporary times. Businesses cannot survive without innovation in this volatile world. As a result business organizations are required to continuously think on newer trends of supply chaining and logistics; at the same time ensuring sustainability i.e this innovation does not create any adverse impact on the environment. Green concept is evolving because of consumer concern, government regulations and social responsibility of corporate world towards society and environment. It is clear that, supply chains for most of the organizations have a far greater impact on the environment than any other aspect of their operations. Business or corporate world adopted the Green supply chain management practices to get the sustainable and environmental friendly supply chain process. Companies are therefore required to persistently indulge in such activities which would help them to meet the demands of the customers are reasonable time, thereby, ensuring that there is no adverse impact on environment.

The objective of writing this paper is to examine the importance of green supply chain management practices on performance and profitability of companies and also study the impact of green supply chain management on various environmental issues.

The study suggests a number of elements of GSCM which provide an insights concerning enhancement of productivity of the company and leads to profitability and sustainability. This study shows that company should be adopt the number of key elements which provide the profitability and competitive advantage too. The relationship has been drawn to attention of the effectiveness of the key elements which make strengthen to the companies in this competitive and cut throat era.

* DEPARTMENT OF COMMERCE
** DEPARTMENT OF COMMERCE
A Study of High Performance Work Practices and Sustainable Competitive Advantage

Rajan Gahlot *

Dr. Urvashi Sharma**

Abstract
Since last few years, a large number of companies are inclined towards designing and implementing high performance work practices (HPWPs) in order to improve organizational performance and productivity. These practices denote a strategic approach to human resource management and in order to develop a highly skilled, flexible, and motivated work force and facilitate organizations to become cost efficient, flexible, and more responsive to changing markets and technologies.

HPWPs that explain why workplaces with employee involvement, profit-sharing, and other new workplace practices might have different outcomes for employees than more traditional workplaces. These include: human capital, compensating differences, efficiency wages, incentives.

This paper tries to find out the relationship between high performance work practices and sustainable competitive advantage. The paper tries to explore the unique bundles of resources and capabilities of the organizations which are inimitable by rival firms. The organizations will make every effort to deploy existing resources and capabilities to maximize their performance, and, also develop resources to have competitive advantage over others. The research paper also try to find out the relationship between high performance work practices and employee intention to stay.

* Department of Commerce, DSE
** Department of Commerce, DSE
Session 2B : Digital Technology & Business Processes

Siddharth Batra*
Vidhi Batra.**

INTRODUCTION

Digital transformation is one of the most important concerns facing the retail today. The digital consumer has changed the face of the entire retail industry, putting pressure on the retailers to adapt to this transformation, respond to the changing consumer behaviour and keep up with these changes to be competitive in this era of digital Darwinism.

Today internet is the part of the mainstream society and has penetrated all the social and demographic groups of the society. The availability of multiple digital channels has compelled the retail businesses to make themselves accessible to consumers anywhere, anytime and provide personalization across all touch-points. This is advent from the recent acquisition of the Food World by Amazon to provide a better consumer experience across all retail channels i.e. omnichannel presence. With this technology vision, the world of retail and e-commerce is merging seamlessly.

The retailers must transform the systems and processes in order to make the seamless experience a reality. Moreover, they must implement more of the innovations in physical retail stores in order to take their stores to the next level of customer engagement.

The size of modern retail in India is expected to double from Rs 87,100 Crore (USD 13 billion) to Rs 171,800 Crore (USD 25.7 billion) in three years time driven by omnichannel retail. The digitalization drives e-commerce and it helps in getting footfalls to the physical store. The retailers must understand and focus on how physical digital integration is shaping up the retail sector in today’s age of digitization.

The retailers must be aware of the future drivers of offline retail, disruptive technologies such as IOT (internet of things), AI (artificial intelligence), 3D printing, block chain, AR & VR (augmented reality and virtual reality), etc. and how retailers can leverage these to remain competitive in the era of rapid digitization.

The paper aims to study and find out how physical digital integration is shaping up the Indian retail sector.

RESEARCH OBJECTIVES
1. To study how physical digital integration is shaping up the Indian retail sector. The aim was to find out the future drivers of offline retail, disruptive technologies, the transformative business models for offline retail.

2. To find out the latest digital technology trends being used in offline retail in India by retailers and the readiness of retail companies towards these technological trends.

3. To find out how retail companies can leverage these digital technological trends in order to improve their customer experience.

RESEARCH METHODOLOGY

In order to fulfil the above objectives qualitative primary data were collected via. means of semi-structured interviews and online questionnaire from the retail marketing managers, offline retail specialists, digital marketing managers and executives working in Indian retail industries.

The study was mainly conceptual and qualitative in nature and was analyzed with a qualitative method.

The study mainly focussed upon gathering meaningful insights on digital trends in offline retail, future drivers of the Indian retail sector, industry readiness with digital technology trends from the experts and digital retail marketing executives working in Indian retail industries.

RESULTS

1. The drivers of offline success lies in following factors: prices, product quality convenience, promotions, store cleanliness, assortment and staff personnel.

2. The future drivers of retail were the use of latest digital technologies in physical retail such as: IOT (internet of things), AI (artificial intelligence), Robotics, 3D Printing, Block chain, AR & VR (augmented & virtual reality), Marketing Automation, Digital Traceability, supply chain automation, autonomous vehicles or drones.

3. The transformative business models for physical retail were: the next generation sharing economy, the personalization economy, the on-demand economy, the services economy.
4. The Indian retail companies are currently using following digital technologies: marketing automation, mobile marketing, social media marketing, artificial intelligence, supply chain automation, etc.

5. The Indian retail companies still need to explore following digital trends: Robotics, Autonomous vehicles or drones, Block chain and 3D Printing.

6. The Indian retail companies still need to explore and be competent with much of digital retail trends and this will take around three to four years time to be fully adept at using and implementing these digital technologies.

CONCLUSIONS

The retail companies must keep pace with the recent digital technology trends and start implementing them in order to provide better customer experience across all touch-points and to remain competitive.

* DEPARTMENT OF COMMERCE, DELHI SCHOOL OF ECONOMICS, UNIVERSITY OF DELHI
** Narsee Monjee Mumbai
Digital technology in the realm of banking: A review of literature

Varda Sardana*
Shubham Singania**

This paper reviews the theoretical literature on the growth and rise of digital and information technology in the Indian banking scenario. The stupendous advances in digital technology have transformed the way banks operate. The commencement of the age of digital business has been shivering the business environment and breaking out innovative and unconventional ways of doing business. One of the latest outcomes of this is digital banking. The paradigm shift in banking, from ‘product centric’ to ‘customer centric’, points towards the willingness of the banks to develop their new e-banking capabilities. Customers are now demanding more complex products, and changing their banks frequently. The ability to provide the right service at the right time and place to the customer has become indispensable, and a source of long-term advantage to the banks. It is here that digital technology steps in and allows the banks to build new systems that address a wide range of customer needs. The ‘brick and mortar’ banks that were once the basis of financial inclusion and growth in an economy, are now being replaced by ‘brick and click’ or ‘pure click’ banks for the same reasons. The goal is not only to increase interaction with the customer, but to become more relevant to each customer. The emphasize of banks is on engaging customers and building trust in the key activities such as opening an account, maintenance and retention, marketing and sales, and customer servicing.

The aim of this paper is to understand the evolution, process of digital transformations as well as the effect of banking digitization on the Indian banks, customers and India as a nation. The study relies on literature from a number of journals, research papers and articles, which have been reviewed at length to draw conclusions.

Digital banking technologies have escalated over the years, with the availability of a large portfolio of products such as deposits, ATMs, debit cards, mobile payments, and the like. There is an immense opportunity of using the infrastructure of the digital age to create opportunities - both local and global. The increase in competition and various other challenges in the banking sector are pushing them to adopt new digital models that present new sources of value to them. Consumers view this technology as favourable due to convenience, and savings in time and cost. However, it has been hounded by negative issues like privacy concerns, identity theft and phishing attacks as a result of which many customers are wary of using digital channels for conducting banking transactions.
Also, no matter how attractive digital offers are, physical branches and ATMs will continue to play a major role in banking. Efforts to establish an ‘internet only’ model of banking has not been successful, and hence there is a need to balance the physical presence with digital presence.

* Department of Commerce, Delhi University
** Vidyarth
RFID Technology in Logistics and Supply Chain Management: A Study on Retail Industry

Dr.K.S Sekhara Rao*

Sahyaja Chilamakurthi**

The technology is playing vital role in the retail industries and manufacturing industries. In retail sector tremendous changes have been taken because of introduction of new technologies. Among those RFID technology is one which changes the face of this industry. Past researches revealed that, RFID technology has greater impact on the quality and effectiveness of retail sector business. In this connection present research has been conducted to measure the RFID technology impact on logistics and supply chain management effectiveness. This paper contains the adoption of RFID technology in logistics and supply chain management in retail industry. The study has been taken some of the supporting factors like, company size, investment cost, top management support, competitive pressure, security against theft/fraud/loss/counter fitting etc. The study is conducted also to know the impact of RFID technology on organization end results. The final result of this study is to identifying and analysing the reasons for adopting RFID technology by the retailers. Finally, through this study suggestions are made for adopting radio frequency identification technology in logistics and supply chain.

* K L University
** K L University
GST as a tool of e-Governance: Case of Traders in Central Delhi District

Dr. Bibhu Prasad Sahoo*

Garima Jain**

Jasleen Kaur***

E-governance is the use of Information technologies by the Government that have the ability to transform relations with citizens, businesses, and other arms of government. It leads to better delivery of government services to the citizens, improved communication with business and industry, less corruption and increased transparency. The government’s decision for implementing GST through a centrally managed website is one such step towards paving the way for a robust digital platform for the Indian population to access e-governance facilities. The entire IT system of the GST portal is managed by The Goods and Service Tax Network (or GSTN), a non-profit, non-government organization. The government will be using this portal to track every financial transaction, and to provide taxpayers with all services – from registration to filing taxes, making payment and claiming refunds and maintaining all tax details. GSTN has designed the portal to support about 3 billion invoices per month and the subsequent return filing for 65 to 70 lakh taxpayers. Most of the traders in the said area are not technologically equipped and are habitual of following traditional manual ways of handling accounts. Hence, many small and medium businesses will be using technological tools for bookkeeping and tax compliance purpose for the very first time. Therefore, our study aims to examine the awareness level of traders regarding the e-filing process of GST and subsequently identifying the problems faced by them particularly in regards to the filing of GSTR-1, GSTR-2, GSTR-3, GSTR-4 and invoice- matching. Further, the study also examines the awareness of GST Compliance Rating and usage of any professional software for return filing. The study plans to conduct Semi-structured interviews of a sample of 50 wholesale traders involved in varied businesses in the Central Delhi District of the Nation’s Capital. The data will be analysed using Thematic Content Analysis. Results are yet to be concluded.

* SGTB Khalsa College
** SGTB Khalsa College
*** SGTB Khalsa College

Proceedings of 6th Annual International Commerce Conference (6th AICC) held on 11-12 January 2018
Digital transformation – journey, challenges and the road ahead

Neha Gosain *

Gurmani Chadha**

In this paper we aim to share the findings from a secondary research of how executives in many large traditional companies are managing and benefiting from digital transformation. A business transformation is said to be digital when its foundation lies on digital technology. The technologies and business models that usher digital transformation vary over time and industry. Currently, the technologies most significantly associated with digital business transformation are analytics tools including ‘Big Data’, mobile tools and apps, Cloud solutions and app marketplaces, Social media tools, the Internet of Things, i.e., ‘smart’ networks.

Executives in nearly all industries are using technology such as analytics, mobility, social media and smart embedded devices and improving their use of traditional technologies in order to change and improve their customer relationships, internal processes and value propositions. While experts around the globe urge companies to get started on the digital transformation journey, few tell how to go about it. We will put forth the elements which make up a successful digital transformation journey and highlight how to assess a firm’s digital maturity. Despite the hype around digital technologies and its advantages, most companies still have a long way to go in their transformation journeys. Their ability to digitally transform their business is determined largely by a clear digital strategy supported by leadership which fosters a cultural willingness to change. The key objectives of our research are to explain how successful digital transformation comes not only from implementing new technologies but from transforming the organization itself, the reasons for adopting DT, to emphasize the importance of digital strategy as a driver of digital maturity and examination of the source of transformation process.

* Deloitte
** Deloitte
Session 2C : Mobile Marketing & Consumers
Factors Affecting Online Shopping Behavior of Consumers: A Comparative Study

Anupreet Kaur Mokha*

Online shopping is a recent phenomenon in the field of E-Business and is gaining familiarity among consumers across the globe. Online shopping has received much more attention as compared to conventional shopping in stores. Most of the companies are now adapting online portals to sell their products/services online. The present paper provides some useful insights on consumers’ purchasing intention and behaviour.

The aim of the study is to investigate the factors that affect consumers purchasing behaviour online on some e-commerce website. For this, the following parameters have been used such as satisfaction with online shopping, frequency of on-line shopping, numbers of items purchased, overall spend on on-line shopping and future purchase intention. The hypothesis for the proposed objective is to examine the relationship of the above said parameters with the demographic factors like age, gender and income. The results of the study reveal that online shopping is significantly affected by these demographic factors. The results of this study could be further used by the researchers and practitioners for conducting future studies in the similar area.

* SGTB Khalsa College

Proceedings of 6th Annual International Commerce Conference (6th AICC) held on 11-12 January 2018
YOUNG DIGITAL CONSUMER PREFERENCES:
AN EXPLORATORY DELHI

Ishpreet Kaur Virdi*

There is a drastic change in the consumer behavior with regard to the ever growing digital activities. Easy availability of smart phones, data and mobile apps has created an environment where consumers are connected everywhere and anywhere. The new age consumers are well informed and equipped with information about organizations, their products and services. Today, practically everything can be purchased online. Starting from daily grocery to booking flights or hotels or even buying a house can be done online. Consumers are spending a good portion of their time on mobile phones, whether it is online shopping, listening to music, watching live videos or social media. Everyone is using internet and going mobile. With internet and mobility, the behavior of consumers is also changing. Online retail is growing at a fast pace, more and more consumers are using data services and mobile apps are being launched to cater to the consumers. The intent of this study is to understand the behavior of consumers in terms of usage, preferences and activities over the internet through smart phones.

* DEPARTMENT OF COMMERCE, DELHI UNIVERSITY
Mobile application-based shopping in India: Factors and variables guiding its growth

Neeru Kapoor*

Chandan Kumar Singh**

Sunaina Kapoor***

Application-based mobile phones are quickly outperforming desktop use, because of the ease-of-navigation and convenience-benefits that mobile applications provide to consumers. The weight of the device is another point on which mobile phones outperform computers. That said, mobiles have practically become a part-and-parcel of everyone’s lives by serving daily needs like shopping, video-calling, texting, e-mailing, digital payments, social media interactions and availing e-services offered by the government and private organisations.

Mobiles are a layman’s device, compared to desktops or laptops that are business machines. The more easy-to-use a phone, the greater its value. Phones are meant to simplify communication and consumption.

Today, mobiles double up as virtual marketplaces that see millions of transactions at the touch of a button, a fact elaborated by the heavy discounts and incentives that e-retailers offer to those who shop via mobile applications. This testifies to the wider reach that mobile application-based shopping provides to retailers, compared to desktop-based purchases.

In the Indian context, application-based mobile phones assume greater significance due to various factors, policy-based, as well as people-centric. At the policy level, the Digital India program and the Demonetisation exercise have made application-based mobile phones indispensible. The push for cashless payments has transformed people’s mobile phones into wallets, which see thousands of rupees transferred between consumers and service-providers at the touch of a button. At the same time, the cheap availability of 4G Internet and its rapid spread to people — due to more lucrative data packages — from different income groups, is also an important driver of mobile-based purchases.

While mobile-based shopping is a fairly well researched phenomenon worldwide, in India it remains relatively under-explored in academics. This paper intends to identify some specific factors responsible for the growth of mobile-based shopping in context of India. Furthermore, the study will involve analysing the purchase behavior of consumers, studying the impact of demographic variables — age, sex, purchasing power, salaried, public or private
employment, etc. — and understanding their perceptions regarding mobile application-based shopping.

This study will deploy random sampling technique to collect primary data through structured questionnaires directed at around 1500 respondents above the age of 16, based in the national capital territory of Delhi, India, apart from secondary resources such as journals, market research, consumer reviews, magazines, corporate reviews and other focused research.

Thus, the sample size involves not only salaried individuals but, the younger consumer that is more active on social media and instant messaging apps.

We have chosen Delhi, as it has a representative population from various parts of India.

The major challenges and strength of this study would be collection of quality responses from consumers. We will try to use structural equation modeling to test the direct and indirect effects of acceptance drivers among consumers. The moderating effects will be tested using moderate regression analysis. Data analysis will be carried out with the help of SPSS and other software packages. The findings of this paper will benefit both: marketers in understanding consumer's perspective and serving them well and consumers in understanding this medium well and their perspective about it. Further, this paper is expected to explain the factors and variables guiding mobile application-based shopping and its future growth in India.

* Delhi College Of Arts and Commerce
** Delhi College Of Arts and Commerce
Analyzing YouTube advertising’s hierarchical effects on consumer Behaviour

Deepa Halder*

Rajshree Yadav**

OBJECTIVE

Over the past few years, with the burgeoning usage of internet, there has been a paradigm shift in the way marketers communicate with their target audience and the way respective prospects respond to the former’s communication efforts.

As Michael Miller mentioned in his book, ‘YouTube For Business’, “YouTube advertising has become the hottest new medium” for marketing, acting as a strong magnetic force to attract over 130 million users across the globe. Through such cost effective and user friendly tool of digital advertising, marketers aim at different goals like informing about company offering, increasing unit sales, spreading social awareness, serving customers and partners, brand positioning etc by using the interplay of different advertising elements. This increasing dependence on YouTube advertising by executives have been the consequence of mushrooming interest and reliance of masses on internet in general and YouTube in specific over television and magazines as their source of entertainment and information. Hence, making YouTube as the epitome of online mass communication platform, especially among today’s tech-savvy youth.

Through this research paper, the authors aim to –

1. Identify the most attractive and influential advertising element (theme and appeal, associated brand, message content or cinematography and background music/jingle) that entices the viewers

2. Study if the level of cognition gained by watching specific YouTube videos and liking it’s certain ad element, actually facilitates the viewers’ level of affection and conation towards the brand and it’s advertised product.

METHODOLOGY

To achieve the above mentioned goals, a descriptive research was conducted in the following two steps by collecting primary data –

1. Firstly, two most popular, promising and innovative advertisement campaigns of 2016 were chosen for analysis namely ‘Bajaj’s Vikrant Bike’ (rational, product oriented and highly involving) and ‘Ariel’s Share The Load’ (emotional, customer oriented and lowly
The selection was facilitated by the fact that these two had been the most awarded YouTube ads shown in 2016 at many reputed International and National Award Ceremonies like Cannes Lions (India) Awards 2016, Campaign India Awards 2016 etc.

2. Secondly, a Convenience Sample comprising of the Indian Youth (18 – 40 years) was made subject to the above mentioned ads via either online or offline mode of questionnaire. The questions sought answers for the respondents’ favorite advertising element in each of the ad separately and whether such an exposure (cognition) was intense enough for them to form a positive attitude (affection) and/or an intention to purchase (conation) towards the product showcased by the advertiser.

CONCLUSION

After analyzing and interpreting the data using Hypothesis Testing, ANOVA, Regression Analyses etc, some very interesting facts came to the fore. It was realized that the major contributors of any advertisement’s success is either it’s theme and appeal and/or it’s message content element, Ceteris Paribus. Moreover, just because the advertisements selected, or any other advertisement for that matter, are award winners does not mean that majority of the viewers would definitely like the ad or the sponsor or would like to buy the related product. Even if we assume that the two campaigns succeeded in creating a strong positive attitude (affection) towards the brand’s product through it’s advertising elements (cognition) but it alone could not guarantee a positive response and purchase decision (conation) on the respondents. Thus, this conceptual locus point of advertising element, consumer purchase decision process and video (YouTube) marketing re-establishes the theory of Lavidge & Steiner’s Hierarchy of Effects Model.

* PGDAV College, Delhi University
** Moti Lal Nehru College, Delhi University
Online banking behaviour of Gen Y in India

Anuj Pal Kapoor*

Muskan Duggal **

The Internet and information technology has significantly contributed to the popularity of online banking. The internet growth in India has moved in the fast lane, especially due to the onslaught of low-cost Smartphone devices and the resultant mobile internet boom. Generation Y (Gen Y) has been identified as the age cohort that makes up the majority of online shoppers in many developed countries. Even though Gen Y makes up the largest segment of India’s Internet population, they are not the largest segment of bankers. The aims of this study are to investigate the online banking behavior of Gen Y in India and identify the factors that drive the behavior. A online survey was distributed to 304 Gen Y participants in Delhi. The findings revealed that even though the use of smart phones is common across Gen Y but the smart phone capabilities in terms of speed, storage and functionality vary across Gen Y. Out of the four factors proposed in the model, only perceived convenience have a significant positive relationship with online banking among Gen Y. A new construct Enablement is introduced in the study which has a significant negative relationship with online banking.

* Faculty of Management Studies, University of Delhi
** Faculty of Management Studies, University of Delhi
Examining the interaction effect of internal attribution and co-recovery on service recovery outcomes: evidence from SST failures

Radha Krishna Bhimavarapu*

Ankit Kesharwani **

Bijeta Shaw***

Objective: This article aims to investigate the impact failure attributions and co-created recovery (co-recovery) on the customers’ responses to the recovery when failures occur in Self-Service Technologies (SSTs). Co-recovery refers to the joint contribution of customer and service firm to the recovery. Based on the recovery effort of the customer and service firm recovery types were classified into three types- Firm recovery, Joint recovery, and Customer recovery (Dong et al., 2008). Locus of cause attribution has been identified as relevant failure attributions in the context of SST failures (Dong et al., 2016). The role of perceived trust and perceived control on customer satisfaction and loyalty after a co-created recovery looks promising since these are two key variables that impact the adoption of SSTs (Lee and Allaway, 2002). A conceptual framework (Fig1) is developed to examine the relationship among the aforementioned variables in the context of mobile payment failures.

Data Collection: Data will be collected from mobile payment users who have experienced service failure at least once in the last six months. The ideal size for each cell is 30 for experimental design as suggested by Sekaran and Bougie (2010), therefore, the desired sample size for the study is 120 as the study uses 2X2 experimental design.

Method: The study will make use of scenario-based experimental design to collect responses from the respondents since the scenarios involving service failures have to be controlled for co-created recovery and different attributions. This method facilitates manipulation and provides control over unmanageable variables (Bitner et al. 1990). Co-recovery will be manipulated consistent with Dong et al. (2008), and Dong et al. (2016). Failure attribution for the locus of the cause will be manipulated consistent with Meuter et al. (2000) study. MANOVA will be used to examine the aforementioned relationships as the study has incorporated multiple dependent variables.

Implications: The study contributes to the theory of service recovery in the context of SSTs with a focus on mobile payments which are widely used across all the service sectors. The results will open a new arena of research by linking the attribution and co-created recovery in the context of SST failures. Internal failure attribution expected to yield more satisfaction when compared with external attribution when co-created recovery is employed by the service provider. Further, when a firm tries to engage customers in co-creating the resolutions, it is expected that the strategy will improve trust and control in the future usage of self-service technologies.

* ICFAI Business School, Hyderabad
** ICFAI Business School, Hyderabad
*** ICFAI Business School, Hyderabad
A study of the factors affecting consumer’s adoption of e-commerce in new Delhi region

Sonam Tomar *

Vaibhav Kardam**

Keeping in mind the 1.3 billion population strength of country, there are only “450 million” internet users in India as of July 2017 that is 40% of the population. However the development and high penetration of digital services and social media brought unprecedented opportunities of growth for online sellers. It is not a coincidence that E-commerce is one of the fastest growing parts of modern digital economy. E-commerce is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network primarily the internet. In order to increase sales by reducing costs, and extending the activities to serve the clients anywhere in the world, Businesses are launching e-commerce across the world. In many developing countries like India, the literature, however, shows that e-commerce projects have failed due to a lack of consumers' readiness to adopt it whereas consumers have already incorporated e-commerce into their daily lives in the developed countries. Consumers need to accept and adopt this service in order for e-commerce to be successful in developing countries. Declining broadband subscription prices and launch of 4G service have become the driving forces of E-commerce in the country. This reflects positive sign towards acceptance and adoption of E-commerce. According to a recent study of an ASSOCHAM-Resurgent India study, the number of consumers who purchase online is expected to cross 100 million by 2017 end with e-retail market likely jumping 65% on year in 2018."The year 2017 will see large scale growth in the Indian e-commerce sector with increased participation from people across the country. This industry will continue to drive more employment opportunities and contribute towards creating more entrepreneurs through the e-commerce marketplace model”. The report also added that demonetisation and a reduction in cash transaction, along with improvement of net banking facilities, can be opportunities for the Indian e-commerce sector. This research seeks to know the factors which are responsible for the growth of e-commerce in India as reflected by the data mentioned above. This research investigates the factors which influence the people of New Delhi to adopt the E-commerce. The study is conducted on a random sample of 100 respondents from the New Delhi region. Data are collected from 100 respondents with the help of quantitative approach. Technology Acceptance Model is employed to explore adoption of E-commerce among the Delhiiites. Regression analysis and descriptive statistics are used to analyze the collected data. Empirical data from regression analyses reflect consumer perceived usefulness (PU) influence attitude toward using E-commerce. It is also found that consumer innovativeness, past adoption behavior; technology cluster adoption, age, and gender affect their adoption behavior. Concluded results from multiple regression analyses further reveal that male respondents tend to perceived E-commerce favorably. The study concludes that the Ecommerce is gaining popularity in the country as empirical data
supports the positive relationships between perceived usefulness (PU), perceived ease of use (PEOU), AT, innovativeness, adoption behavior, and demographics. The applicability of Technology Acceptance Model (TAM) is also supported by the results of the study. Also, the study presents the key barriers that affect consumers’ adoption of e-commerce.

* Deshbandhu college
** Shobhit University

Proceedings of 6th Annual International Commerce Conference (6th AICC) held on 11-12 January 2018
Session 2D: Customer Relationship Marketing
Nurturing Relationship through Complaint Handling: What all does it takes?

Swati Agarwal *

Dr Garima Gupta.**

Introduction

The severity of competition in modern-day markets have made customers’ increasingly sensitive with respect to the acceptable or tolerable levels of product performance or service delivery. However, despite taking utmost care, there still exists a possibility that the market offerings fall below consumers’ expectations. Such instances of product quality shortfall or service failures result in consumer complaints and consequent dissatisfaction. Practical realities prove that dissatisfaction leads customers to switch or/and spread negative referrals to other potential buyers, adversely affecting retention rates, profitability and organizational image. Further, a firm that does not look after its own customer takes a huge risk of losing them to competitors.

Therefore, there is a greater need for companies to establish effective procedures to solve problems, remove the causes of dissatisfaction, and provide prompt answers to affected customers.

The literature on Relationship Marketing and Consumer Complaint Behaviour (CCB) proposed various responses to dissatisfaction. Regardless of whether the consumer’s dissatisfaction is with goods, services or relationships, possible consumer responses are quite likely to be the same. In this regard, exit and voice (word-of-mouth communication or a complaint) are well established as the cornerstones of complaining behaviour, along with negative word-of-mouth and third party action (Singh, 1988). According to Smith et al. (1999) and Fornell and Wernerfelt (1987), the management of complaints perfectly integrates within the scope of the customer relationship management. It gives an organization the opportunity to solve certain operational malfunctions, to learn from negative situations, retain dissatisfied customers and consequently to re-establish their trust, satisfaction and loyalty.

The Relationship-Building Process: Complaint Handling, Post-Complaint Satisfaction and Loyalty Behaviours Effective complaint handling can be viewed as one of the ways to convert indifferent customers into loyal ones, thereby strengthening customer relationship. Customers have specific expectations on how the company should manage the complaint and what compensation should be adequate to cover their psychological, financial and time costs. Proper redressal of complaints thus brings post complaint satisfaction and also induces loyalty behaviours. Previous researches provide evidence of the impact of effective complaint handling on customer retention rates, repatronage intentions, satisfaction with complaint handling and overall satisfaction (e.g. Blodgett et al, 1997; Clemmer, 1993; Maxham and Netemeyer, 2002; Smith and Bolton,
2002; Tax et al, 1998). Research Objectives

The specific objectives of the study are as follows:

1. To understand complaint handling strategies of online retail firms.

2. To assess customers’ perception of complaint handling by firms in online retail.

3. To investigate the linkages and influence of complaint handling on customers’ post-complaint satisfaction and loyalty relationship.

4. To provide a comprehensive view of the role of complaint handling in nurturing relationships for online retail firms.

Methodology

The study used both secondary as well as primary data sources. While the conceptual framework for the study has been developed using secondary sources such as available literature, books, reports, and journals; the primary data is collected through survey method. A well-designed structured questionnaire is used to collect primary responses from people living in Delhi and NCR region. The study investigates complaint handling behavior in the context of online retailing. The recent years have witnessed advancement in online shopping environment owing to benefits in the form of convenience, comparison, ease of use, value, and global choice. Due to the competitive nature of products that are offered online, the firms look out for a high level of behavioural commitment from their customers and invest in relationship marketing activities. An assessment of the role of complaint handling by firms in the context online retail was thus considered appropriate.

In addition to the background information about the respondents, the three sections of the questionnaire sought responses pertaining to primary measures namely, complaint behavior, post-complaint satisfaction and loyalty. The present research has adopted previously used scales after suitable modifications for all the measures. The response obtained from 138 online shoppers is analyzed using statistical techniques such as regression analysis, ANOVA, and SEM.

Conclusion

The present research presents a comprehensive view of the complaint handling procedures followed by online retail firms. The results emerging from the study can be used by these firms to design more effective complaint management system and strategies to improve business performance, reduce negative experiences, and reestablish customer satisfaction, loyalty and relationship commitment. The gaps in the current work provide scope for future research in this area.

* Zakir Husain College, University of Delhi
** Faculty of Management Studies, University of Delhi
Study on CRM practices of selected Fortune Indian companies 2017

Anjali Gupta*
Suwarna Pant **
Shivangi Gupta***

In the area of marketing, Customer Relationship Management (CRM) has emerged as one of the most significant contributors towards the success of companies worldwide. In times of intense competition, companies are resorting to improving their efficiencies and reducing cost by following practices like financial restructuring, Total Quality Management (TQM), Just in Time (JIT), Customer Relationship Management (CRM) etc. Customer Relationship Management (CRM) acts as one of the most effective tools in improving marketing productivity, thereby increasing the efficiencies and reducing marketing cost. Various other benefits of CRM include lower costs of retention and higher profits as a result of lower defection rates. Strategic approach towards effective implementation of CRM would require formulating customer focused processes, implementing technical solutions, acquiring customer related information and incorporate the best practices available in the business operations. Today’s era of globalization requires the firms to be internationally competitive so to gain market share and maintain a high revenue base. Fortune global 500, a list published annually by Fortune magazine ranks companies around the globe on the basis of its revenue generation among which seven Indian companies have made to the list of 2017. These are namely, Indian Oil Corporation (161st), Reliance Industries (215th), Tata Motors (226th), State Bank of India (232nd), Bharat Petroleum (358th), Hindustan Petroleum (367th), Rajesh Exports (432nd). For the purpose of this research study, Reliance Industries and TATA Motors among the seven fortune Indian companies have been taken up as these firms cater to different segments and their study would provide us a varied insight into their CRM practices, CRM components and strategies. Descriptive research methodology has been adopted for the said purpose. Various reputed journals, magazine, research paper and the company websites have been referred. The research paper aims to find the catalyst factors contributing to the strong CRM position of the said companies in the world market and the common factors/strategies contributing to their success that can be adopted and brought into practice by other firms to maintain effective customer relation, retain loyal customers and increase their profitability.

* DELHI SCHOOL OF ECONOMICS, DEPARTMENT OF COMMERCE
** DELHI SCHOOL OF ECONOMICS, DEPARTMENT OF COMMERCE
*** DELHI SCHOOL OF ECONOMICS, DEPARTMENT OF COMMERCE
A study of factors influencing Customer Complaint Behaviour

Prof. Madan Lal*

Heena Kashyap**

India is a nation where people from the different cultural, religious background have different values, needs, wants and desires. These growing needs has lead to technological developments all over the world.

Understanding consumer behaviour is as complex as understanding human minds having different Cognitive, Emotional and Curiosity level etc. The study of Consumer complaint behaviour is a part Consumer behaviour study such that there has been a shift from the wider to narrower concepts. Earlier researchers were interested in studying the rational behaviour of consumers but now they have generated interest in narrower concepts like complaint behaviour. With the change in generation and lifestyle, it has been seen that young people have become less patient and more aggressive. Company’s have also expanded their horizon towards listening, addressing consumer needs and grievances. Complaint management is also a technique for Customer retention and Customer Relationship Management etc. This cannot be done in an isolation to the technology where companies needs to collect data electronically and interpret results thereof. The Electronic industry is more prone to complaint behaviour as the investment amount and decision time ranges from moderate to high. Thus this Paper focuses on the reasons behind complaining and non-complaining nature of consumers and factors contributing towards it.

OBJECTIVES

1. To identify and study the factors influencing Customer Complaint Behaviour.
2. To study the relationship between Customer Dissatisfaction, Customer Loyalty and Cognitive Dissonance with Customer Complaint Behaviour respectively.
3. To examine the relationship between Demographics and Consumer Complaint Behaviour.
4. To study the attitude of Consumers towards Complaint Behaviour.

HYPOTHESIS

H01- There is no significant relationship between satisfaction level and complaint behaviour.
H03- There is no significant relationship between Customer Loyalty and complaint behaviour.
H04- There is no significant relationship between Cognitive Dissonance and complaint behaviour. H06- Consumers Demographics have no significant impact on their complaint behaviour.

REVIEW OF LITERATURE
Kotler and Keller, 2006; Gronroos, 1994; Stone, Woodcock, & Macthynger, 2000 has suggested that in order to sustain in long run, one needs to have profitable customers and for that business and marketing strategies focusing on the areas like customer relationship management, customer complaint management, customer satisfaction surveys should be developed. Satisfaction level cannot be determined immediately as a consumer face dissonance first and after some usage of product he starts developing satisfaction or dissatisfaction. One of the ways to reduce cognitive dissonance is communicating unpleasant experience to friends and family (Lamb et al. 2004:78). Complaining to a company reflects cooping mechanism for reducing dissonance, thus consumer dissatisfaction and dissonance may influence the consumer complaint behaviour.

RESEARCH METHODOLOGY
To measure the factors like Customer Dissatisfaction, Customer Loyalty and Cognitive Dissonance various related statements were used. The data was collected through Primary source i.e Questionnaire and the conceptual understanding of theories and concepts has been derived from Secondary data i.e. reviewing the literature.

Sample Size:- The sample size includes the consumers of Delhi-NCR region who have purchased Household Electronic products in past 3 years. Convenience sampling has been used and responses are collected through questionnaires. The number of responses received are 150.

Statistical tools applied:- The data is collected using Nominal scale and Likert scale, therefore the techniques like Correlation, Regression and ANOVA etc. has been applied. The Descriptive Statistics has also been used like Frequencies, Percentages and Crosstabs etc. for better understanding of data. The software used for this purpose is SPSS.

RESULTS
The results shows that Educational Qualification has a major impact over the conditioning of an individual i.e. the taste, preferences, attitudes, perception, need and motivation, etc. is influenced by the knowledge and the literacy level of an individual. As per the data collected we can infer that on an average all the decisions are made jointly in an Indian household.
responses vary between the males and females such that males are more comfortable in complaining through letters, e-mail i.e. formal channels while females are not in favour of taking any action. 45% of respondents were unsure about whom to complaint, though they made complaints irrespective of the fact that whether they complained to the right person or not. Few respondents claim that their past experiences has not been favourable so they did not make complaints. The respondents were asked to rank the five characteristics that a complaint handler should possess in accordance of their importance. Majority of the respondents ranked “Activeness” at the first place which means that consumers want their problems to be responded and resolved quickly.
Customer Perception on CRM Practices of Indian Banking Industry: A Comparative Analysis

Yesha Tomar*

Ramesh Chandra Dangwal **

Shivangee Tiwari***

Purpose – The study examines the customer perception towards customer relationship management (CRM) practices of Indian banking industry in the state of Uttarakhand. It explores the customer perception towards the various dimensions of CRM practices. In addition to this, a comparative analysis of customer perception between the selected public and private sector banks is also presented.

Design/methodology/approach – Two public and two private sector banks were selected for the study on the basis of CRM efforts maintained. The Uttarakhand state is divided into two regions; Garhwal and Kumaon, two cities for each region were selected for the true representation of the state. Data was collected using self-administered questionnaire from 487 bank customers conveniently. Based on the exploratory factor analysis, the study identified six dimensions. Principle component analysis with varimax rotation and latent root extraction criterion for number of factors was used. Further, the Mann-Whitney U test was used for comparative analysis.

Findings – The pre-testing of the scale reduced the 34 items scale into 31 items with satisfactory reliability analysis (Cronbach coefficient alpha=0.899). The EFA reduced the 31 items into six dimensions which were named reliability, assurance, empathy (Parasuraman Zeithaml, & Berry, 1985), servicescapes and core service or service product (Sureshchandar, Rajendran & Anantharaman, 2003). The dimensions resulted in highest variance explained is empathy followed by responsiveness, core service, assurance, reliability and servicescapes.

The Mann-Whitney U test concluded that the difference in customer perception was found in only one dimension and other remained same. The result suggested that customer rated empathy as the highest and most positive CRM dimension (Ladhari, Ladhari & Morales, 2011); followed by responsiveness, core service, assurance, reliability and servicescapes in influencing customer perception.
Practical implications- The bank managers can learn about the various dimensions influencing customer perception. Banks could achieve a competitive advantage over other banks by focusing on the empathy dimension as customers’ find it most contributing factor to positively influence customer perception.

Originality/value – The recommendations of the study are valuable for managers, practitioners and future researchers in determining the customer perception of urban localities. There exists a wide gap in the literature in terms of customer perception in urban location. Thus study aims to fulfil the gap identified. In addition to this, usually studies undertake SERVQUAL scale for such determination while the use of modified SERVQUAL used here, will hopefully pave the way for future researchers to identify and explore the new dimensions for customers’ perception in service dominant industries.

* HNB Garhwal University (A Central University), Srinagar Garhwal
** HNB Garhwal University (A Central University), Srinagar Garhwal
*** HNB Garhwal University (A Central University), Srinagar Garhwal
Emoji – Awareness and Effectiveness

Radhika Srinivasan,*

Miss Laxmi **

Miss Shilpa***

Emoji have become very popular in today’s day and age. We find emoji everywhere—on social media, texts, advertisements, news stories etc. Emoji (or emojis) are fast emerging as Twenty First Century’s latest language for communicating on the digital platform. Various research efforts have been made to understand the behaviours of using emoji. But Demographic specific studies are limited to measure the effectiveness of Emoji. The present research paper tries to bridge such knowledge gap by assessing the impact of gender and age separately and in interaction, on effectiveness of emoji in WhatsApp communication. The analysis is based on quantitative and qualitative data collected from 452 participants from Delhi-NCR. The data comprised shows that 54% participants are using WhatsApp frequently for communication and only 9% of the participants use Whatsapp occasionally, rarely or never. Also, 21% participants always use Emoji in Whatsapp communication, while 46% use them most of the time. The effectiveness of emoji is measured on four dimensions, namely, Convenience, Appropriateness, Visual Appeal and Evolving as a New Language derived through Exploratory Factor analysis. A two-way independent ANOVA is used to analyse the data. The finding of the study demonstrates that significant difference can be observed between Males and Females on Convenience, 2 Evolving as a new language and Visual Appeal of emoji. Results also suggest that Age significantly influences the Appropriateness and Visual appeal of emoji. The results further suggest a gender-differentiated variation for appropriate use of emoji for respondents below 25 years and above 25 years.
Customer relationship management in online shopping

Nidhi Mathur *

Seema Gupta**

The objective of this paper is to study the advent of Customer Relationship Marketing in the field of online shopping. The intense competition among firms in the new global environment has made it inevitable for firms to seek ways to create and maintain quality relationship with customers. Moreover, online shopping is the most desirable content customers want in this present era. The art of managing the organization’s relationship with the customers and prospective clients refer to customer relationship management. Customer relationship management includes various strategies and techniques to maintain healthy relationship with the organization’s existing as well as potential customers. Organizations must ensure customers are satisfied with their products and services for higher customer retention. Remember one satisfied customer brings ten new customers with him where as one dissatisfied customer takes away ten customers along with him. In simpler words, customer relationship management refers to the study of needs and expectations of the customers and providing them the right solution.

Although traditionally, CRM has been a popular tool within the online shopping space, it’s beginning to make its mark in the B2C world, and specifically will have a significant lasting impact within the e-Commerce industry. A major factor that has caused a shift in the CRM and online shopping is the pressure companies now face to deliver a superior customer experience. With fierce competition online, price isn’t your competing factor anymore, everything now revolves around creating a great and memorable customer experience, which is actually defined by the customer, not the retailer themselves. Whether it’s the ability to find a product effortlessly, or having multiple touch points for customer service, your customer’s experience is becoming the most important part to your business. CRM systems can arm both sales and marketing teams with data to have more relevant conversations with customers, and allow for a much richer customer segmentation experience.

The conceptual framework proposes a series of casual linkages among the key variables affecting customer commitment to specific online retailer, such as Perceived Value (Cognitive belief), Satisfaction (Affective experience), Enhanced Cooperation, Greater Flexibility, Communication, Competence, and Trust (Cognitive relationship intention). The Seven exogenous variables affecting online shopping experience, such as Perceived Service Quality, Perceived Product Quality and Perceived Price Fairness, are integrated into the framework. Based on the data collected which consists of a study of about 70 online customers, various data-analytic tools will be used in this study. Tool such as Likert Scale will be used. The empirical results highlight some managerial implications for successfully developing and implementing a strategy for e-CRM. Relationship Marketing and Customer

Proceedings of 6th Annual International Commerce Conference (6th AICC) held on 11-12 January 2018
Relationship Management have taken a central position in marketing strategy in the past two decades. A confluence of factors, including the transition to service-based economies; advances in communication, logistics, and computing technologies; increased global competition; and faster product commodization have enhanced the salience of “relationship-based loyalty” to sellers compared with other marketing mix factors. In many situations, both sellers and customers are becoming more interested in conducting business transactions embedded within relationships. Commitment, trust, relationship satisfaction and relationship quality are identified as customer-focused relational mediators.

* IIT Roorkee
** deshbandhu college, delhi
Track 3

Session 3A : Social Media Marketing
Strategic Approach in Social Media Marketing

Vikram Kumar*

Pankaj Kumar**

Development of Internet and social media has led to significant changes in marketing. Companies are now making serious efforts to integrate social media into their marketing strategies. In order to be successful in these efforts, marketing experts need to think strategically, integrate social media campaigns into their marketing plans and use the right tools in the right way. They should also evaluate the campaign performance and its effect on business performance. The aim of this study is to define the strategic approach adopted by the companies and to explore how companies structure and measure their campaigns. First of all, literature review was made and then twenty successful Facebook campaigns were selected and analyzed through content analysis within the scope of this study. The result of the analysis shows that companies used megaphone strategy (by informing consumers through pages, advertisements and videos) and magnet strategy (by creating an environment for interaction through applications, surveys and competitions), however they did not use monitor strategy (following customers interaction with one another). Regarding how the campaigns are structured, it is found that half of them aimed to give new information and 20% aware supported in offline platforms. The most preferred tool was the Facebook page, Facebook advertisements were more popular when compared to Facebook videos and the usage rate for surveys, competitions and applications were low. It is also found that like rate and participation rate were the two basic criteria companies used to measure the campaign performance however, as the data provided by the companies were limited, it was not possible to comment on the general strategic approach they adopted.

*student of delhi university (M.com)
** student of delhi university (M.com)
The relationship between social media marketing and consumer decision making

Parminder Kaur*

Kokila Negi**

INTRODUCTION

In recent years the developments in the internet have made available new systems to business such as social media. The easy accessibility of the internet has given individuals the opportunity to use social media, and to interact without the need for physical meetings. Social media helps people to stay far and yet remain connected through social networking sites. In addition to this Facebook create a loyal connection between product and individual which creates large advertising opportunities. Same way, the other social Medias for eg.Blogs form a stage to observe on any event that needs to be publicised also can be utilised as a promotional technique for promotions as well as for consumer’s adoption. These media has a competitive edge over Television which is other popular public media because there is a time gap between social event occurrence and the time it is being broadcasted. The main objective of this paper is examining the role of social factors on trust, which can affect an individual’s intention to buy. An understanding of this issue can help in identifying factors that establish social commerce intention and trust through Social Networking Sites. In this study we will show how social media facilitate the social interaction of consumers, leading to increased trust and intention to buy. The outcomes will show how the trust plays a significant role on customer’s intention to buy. The perceived utility of a site is also accepted as a contributory factor.

OBJECTIVES OF THE STUDY

The main objective of studying this paper is

1. This study will show how social media like online forums, communities, ratings and reviews can influence trust in e-commerce.

2. It will also show is the relationship between trust and intention to buy.

3. This research will also show the relationship between trust and perceived usefulness of a site on intention to buy.

DATA AND METHODOLOGY

This paper proposes a research model which will examine the relationships between social media, perceived usefulness, trust and intention to buy in social networking sites. For validating the proposed model we will conduct a survey on individuals. Data will be collected through a questionnaire, using a 5-point Likert-scale from 1 = Strongly disagree to 5 =
Strongly agree. The target individuals will be members of social networking sites such as Facebook, LinkedIn and Twitter. This study will exclude non-member participants. Participants will be of the age group from 18 to 45 years. The present study uses structural equation modelling (SEM). In SEM, the author uses a partial least square method. Partial least square method is a good way of managing complex data in a low-structure situation.

HYPOTHESIS OF THE STUDY

H1: Social media have a positive effect on the user’s trust.

H2: Trust of individuals in SNSs has a positive effect on intention to buy. H3: Trust positively affects PU.

CONCLUSION

Current developments on the internet and the advancement of social media have increased the interconnectivity of consumers through online forums, ratings, recommendations communities and reviews. These advancements have given a new stream in e-commerce, called social commerce, which gives power to consumers for generating content and influence others. These interactions provide different values for both consumers and business. The current study has access to the constructs from this technology acceptance model, and therefore it integrates them with trust and social media theories to propose a model to examine the role of social media in e-commerce and social commerce adoption. The paper will validate this model through SEM method, and shows that social media will increase the trust level in consumers and indirectly influence intention to buy through social networking sites. The results of data analysis will show that social media give power to participants to generate content through online communities, recommendations and reviews. The customers, assisted by social media, create online social support for their group members. As a result, these interactions establish trust in the networks used. When potential consumers are encouraged to trust in vendors by their peers, and also to trust in the social networking sites, they are more likely to buy through social networking sites.
Social Media Adoption by the Indian Banks

Onkar Shivraj Swami*

Nethaji B **

Jyoti Prakash Sharma.***

Objective: Social media has been increasingly used by the banking industries in the developed countries. However, there are limited studies on the adoption of social media by the banks. Apart from marketing purpose, banks are using the social media to provide various kind of financial services to its existing customers and to attract the new clients. Banks are using various kind of social network sites like Facebook, Twitter, MySpace, etc., to maintain the customer relationship. As on July 31, 2017, India has claimed the first position with 241 million users, ahead of second-ranked United States with 240 million Facebook users.

Moreover, the space of the ‘Financial Social Media’ has been dominated by the Facebook. In the environment of cut throat competition in order to expand their financial services to its existing and potential customers, Indian Banks cannot offered to ignore these vibrant Facebook users. In this respect, present study examines the determinants of social media adoption of the 38 Indian commercial banks over the period March 2010 to March 2016. Of these 38 banks, 20 banks are public sector banks.

Methods: Kaplan-Meier nonparametric survival technique has been used to study the nature of the social media adoption by the Indian banks. Time to join the social media i.e. Facebook by the Indian public sector banks and private sector banks has been compared by using log-rank χ2 test. Cox’s proportional hazard regression model has been employed to assess the effect of explanatory variables on the adoption hazard rate i.e. joining the Facebook.

Results: As on March 2016, 31 Indian banks has joined the Facebook. Six public sector bank are yet to join the Facebook. Based on the Kaplan-Meier nonparametric survival function, mean time to join the Facebook for the public sector bank is estimated to be 54 months (95% CI: 46 – 62). Similarly, mean time to join the Facebook for the private sector bank is estimated to be 31 months (95% CI: 24 – 39). The median time to join the Facebook has been faster in private sector banks, i.e. 25 months compared to public sector bank with median time of 56 months (log-rank χ2 = 10.17; p=0.001). By using the Cox’s proportional hazard regression model, empirical findings suggest that the size of the bank is negatively affect the joining of the Facebook by the bank. Whereas, return on assets has been positively correlated to joining the Facebook by the bank. The relationship between type of bank i.e. private sector
banks and joining of the Facebook is positive and statistically significant. However, number of branches and ATMs are not associated with joining of the Facebook by the Indian banks.

Conclusion: In general, private sector banks are keener to join to the Social Media through Facebook to have the early advantage over their counterparts.

*Reserve Bank of India
**Reserve Bank of India
***Reserve Bank of India
Social media marketing

Anjum Tanwar*

Social media marketing or Web 2.0 marketing is a concept of marketing in which the marketers can out reach people all over the world with integrated marketing communication. In today’s era of technology the most used platforms for entertainment, knowledge sharing and socialising are social media platforms like Facebook, Twitter, Snapchat, Instagram, Youtube etc. these platforms are highly accessed by the consumers and thus current and potential consumers can be easily reached through these platforms. Gone are the days when traditional marketing was of great influence to the consumers and the marketers used maximum of their resources to get an access to traditional mediums of marketing like television, radio newspaper etc. With the growth of internet every person directly or indirectly has access to internet services which has rippled down to growth of social media. From common communication to important messages all are done through social media. Common man, Prime Ministers, Presidents of different countries and other influencers communicate their thoughts and ideas through social media. Social media has become an irreplaceable part of our lives and thus, this becomes an opportunity for the marketers to be able to carry out their marketing activities on such a platform which keeps population at large involved. Social media nowadays does not deal in absolute connection of people with each other but also deals with connection between people and brands. With the change in communication process among people, brands and marketers have also adopted the change and reap fruits out of consumer indulgence in social media. Virtual Brand Communities, Consumers Attitudes and Motives, User Generated Content, and Viral Advertising are few of the many ways marketers involve consumers with their brands. People have high reliability and trust on the brands marketed on social media as they seek information not only from the brands themselves but also from other consumers who either are currently using the products or have used the products in past. There are companies who have adopted the technique of consumer connection, in which they form consumer forums where consumers can post their reviews about the product and thus this information is more reliable for potential consumers who doubt the glorified version of marketing messages brands produce. There are dedicated individuals who take up the task of product review as a profession and review various products and services through blogs and YouTube videos. It helps the brands to gain popularity in a blink of an eye when their products become viral and are publicized by individuals not connect to the brand. Thus social media marketing is the new trend and a very popular one which is followed by most the organisations to build positive image and stay connected with their consumers.

*Institute of Innovation in Technology and Management
PepsiCo tryst with Facebook and Twitter on Sustainability

Neha Arora*

Kiran Gambhir**

Sonal Thukral***

Every company uses social media marketing to showcase their sustainable business activities to build up their brand image. The inter-linkages between social media and sustainability operations have expanded due to high internet penetration among the masses. Companies nowadays are deploying every strategy to leverage the use of social media for strengthening consumer trust and loyalty, raising awareness and encouraging positive action. This trend of social media marketing has been on rise due to the fact that stakeholders of a company rule the world of social media and demand socially responsible action. Companies can no longer afford to risk their credibility and legitimacy since it can be challenged by the increasing group of watchdogs online.

Social media plays a key role in shaping the green strategies of companies. A social media marketing plan is only successful if the brand is willing to interact. Companies should not fear but rather embrace social media communication to survive in the long run. The key is to find the right content and right tools to communicate effectively with users and thus can have a positive impact on their beliefs and perceptions. Companies interact with their stakeholders through popular social media networks such as Twitter, Facebook, Instagram and YouTube to build long term sustainable relationships.

An online social network can be defined as a set of online spaces where users create profiles, maintain a dynamic list of contacts for professional or social issues and actively interact (or network) using these websites.1 As the saying goes, ‘there’s power in numbers’; Social media platforms/networks can provide a company with an enormous fan following of passionate and interested customers. According to a study2, of the Fortune Global 100 companies, 65% have active Twitter accounts, 54% have Facebook fan pages, 50% have YouTube video channels and 33% have corporate blogs. Geographically, it has been seen that Asian companies have relatively active blogs (50% vs. 34% in the U.S. and 25% in Europe) but much less activity on Twitter and Facebook.

The study takes up the case of PepsiCo, one of the largest American food and beverage multinational with over $63 billion in net revenue in 2016 and a global and diversified portfolio

1 Krishnan, A. (2012). Individual differences in users of online networking sites: The interplay between personality traits, communication and social motives, attitudes and level of
activity (Phd work). University of Connecticut, Storrs, Connecticut, EE.UU. of brands that has folded its social media brand work in-house in the year 2016 (www.businessinsider.com/10-companies-control-food-industry-2017-3).

In the wake of dire consequences that social media branding may pose, the present study attempts to investigate and analyse the sustainability strategies of PepsiCo through social media networks.

The research methodology used is Content Analysis. PepsiCo’s official Facebook page and Twitter page was selected for the study of research objectives. The results of the analysis show that Pepsico majorly uses social networks for the one-way communication of information rather than an effective two-way communication approach.

The results have implications for organizations in guiding them to adopt social media to build their brand. Companies may have a separate in-house social media department to leverage the branding of their organization. The study being restricted to a single case limits generalizability of results. Extending the study to companies categorized into big and small companies shall extend the scope of the present study.

*Dept of Commerce, Delhi School of Economics, DU  
**Dept of Commerce, Delhi School of Economics, DU  
***Dept of Commerce, Delhi School of Economics, DU
Session 3B : Digital Impact on Social Behaviour
The Emergence of S-Commerce: As a low cost distribution channel

Rutika Saini*

Over the last two decades several articles have paid attention to emergence of social networking and various aspects of social media marketing. However social media commerce has gone unnoticed in the literature. Consumers around the globe have become addicted to social media. As they love to spend their time in social networking it is expected that some of their comments and likes would reveal their preference towards a product. The purpose of present study is to explain the role of social media in distribution process, and does social commerce help marketer to reduce its costs. The paper firstly pays attention to changing trends in the market and how marketing has become a digitalised process. Marketers are using social media as a dominant sales tool and attracting customer’s attention towards social commerce. Results provide evidence of a revolution in the buyer–seller relationship and how the social commerce can be used as a low cost channel of distribution.

*DEPARTMENT OF COMMERCE, DELHI SCHOOL OF ECONOMICS, UNIVERSITY OF DELHI
Measurement of Social Capital embedded in Online Social Networks – An empirical analysis for understanding the role of Social Loafing behavior and Social Cohesion

Yukti Sharma *

Dr. Tejinder Sharma**

Last decade witnessed the emergence and progression of social media and revolution of communication methods and human interaction. Research studies on online social networks were initially based on classical individual-based models to investigate the use of this complex communication and interaction phenomena. The classical individual-based models assume that individual participates in OSN to pursue personal motives.

However, in the later years of social media research, the intentional social action perspective was used. This perspective suggests, “Much of human behaviour is not best characterized by an individual acting in isolation. (Bagozzi, p. 247)”. Thus, the decision to use online social networking technologies represent a social phenomenon that largely depends on the interactions among users and the use of social technologies can make sense only when a group of individuals is willing to use and continue to use the technology together.

Participation in any form of social network is expected to create social capital. Whereby social capital is the sum of assets or resources embedded in the networks of relationships between individuals, communities, networks, or societies.

The main purpose of this paper is measure social capital because of participation in OSN and form association between hours of social media usage with virtual social capital.

RQ: What is the virtual social capital formation because of participation in OSN? The main objectives of this study is to-

(1) Measure social capital present in online social networks (OSN)

(2) Identify the relationship between social capital and participation in online social networks

(3) Mediating role of social cohesion in online social capital formation.

(4) Moderating role of loafing behaviour in-

(a) OSN participation and Social cohesion (b) Social Cohesion and Social capital formation.

A structured questionnaire comprised of 30 items with 7-point scale (1- Strongly Disagree; 7- Strongly Agree) is used. Data for the current study is collected through online and offline structured questionnaire. The collection of data is under progress; however, a sample size of 400 respondents will be obtained through questionnaire in the context of online social
networks in India. SPSS and Structural equation modeling (SEM) technique will be used for data analysis and hypothesis testing.

*Jamia Hamdard
**Kurukshetra University
Social shopping behaviour among college students in bangalore: A study with special reference to the retail sector

Anand Shankar Raja Manivannan *

Delfy David.**

Objective: The main objective of this study is to analyze the Intrinsic and Extrinsic factors and its influence on the social shopping of student community in the city of Bangalore.

Research Motivation: Bangalore is one of the most popular cities in the down south. This city attracts a mix of various cultures from various countries of the world. Thus, this city and population would be apt to study the social shopping pattern considering the Intrinsic and Extrinsic factors.

Research methodology: The data was collected from the student community, perusing their college education in the city of Bangalore. Using convenient sampling method a sample size of 245 was drawn from educational institutions in the city of Bangalore. The research work makes use of both primary and secondary data. The reliability of the data is acceptable as the Cronbach’s alphas value is more than .7. The drafted questionnaire was subjected to expert opinion before the data collection process.

Results (Major): The study results make it clear that both intrinsic and extrinsic values motivate the consumers to get involved in the social shopping. But comparatively consumers are more influenced by those factors present in the external environment. It can be concluded by saying that, youngsters are quite smart before putting themselves into the purchase behaviour, as they are in a group of friends, they get influenced by various experiences and comments shared by many. In a way social shopping is better as, too many minds generate ideas for a single purchase.

*CHRIST UNIVERSITY
**CHRIST UNIVERSITY
Role of Social Media Marketing in Building Business for Indian Companies

Rohit Kumar Shrivastav *

Nisha Goel**

Social Media, today, is among the „best opportunities available” to a brand for connecting with prospective consumers. Social media is the medium to socialize. These new media win the trust of consumers by connecting with them at a deeper level. Social media marketing is the new mantra for several brands since early last year. Marketers are taking note of many different social media opportunities and beginning to implement new social initiatives at a higher rate than ever before. Social media marketing and the businesses that utilize it have become more sophisticated. One cannot afford to have no presence on the social channels if the competitor is making waves with its products and services. The explosion of social media phenomenon is as mind boggling as that and the pace at which it is growing is maddening. Global companies have recognized social media marketing as a potential marketing platform, utilized them with innovations to power their advertising campaign with social media marketing. The paper explores the role of social media marketing in building business for Indian companies, the opportunity and challenges associated with social media marketing in India and to analyze the Indian experience of social media marketing in attracting and retaining the customers.

*DEPARTMENT OF COMMERCE, DELHI SCHOOL OF ECONOMICS, UNIVERSITY OF DELHI
**AMITY INTERNATIONAL BUSINESS SCHOOL, AMITY UNIVERSITY
Social media marketing in small business

Vaibhav Kardam *

Sonam Tomar,**

The number of internet users are between 450-465 million by June 2017, says a report titled ‘Internet in India 2016’, jointly published by the internet and Mobile Association of India (IAMAI) and IMRB. Amount of time people spend on social media is constantly increasing. And the majority of that time spent on social media is done with the use of mobile. With the increasing number of internet users day by day in today’s social media driven environment, it is essential that small businesses understand the role of Social Media. Knowledge about the application of Face book, Twitter, and the strategies behind using social media has become necessary for growing every business. A successful business requires not only great product but also requires effective marketing strategy. After explosion of internet, online marketing has changed the way brands and businesses approach market using technology and digital marketing. The penetration of social media platforms in large audience gave birth to new marketing channel called social media marketing. Social media marketing can be very effective for small business with right planning and good execution. While talking about social media strategy, different people talked about different things and available social media marketing strategies are scattered in terms of context and content. It is difficult for small business to find out the one that can help them with their newly started venture, especially in their early stage. Unfortunately, many small businesses do not have a strategy when they begin using social media. Social media plays a vital role in marketing and creating relationships with customers. With limited barrier to entry, small businesses are beginning to use social media as a means of marketing. Unfortunately, many small businesses struggle to use social media and have no strategy going into it. As a result, without a basic understanding of the advantages of social media and how to use it to engage customers, countless opportunities are missed. The research aims to acquire an initial understanding of how a small business recognized for using social media to grow the business, uses social media to engage customers. Social media does in fact help get the word out about your business. But even more important than the exposure it provides your business the opportunity to grow the relationships with that target audience. Your Facebook Fans, Twitter followers etc. reflects the acceptance of your business. Connections are people who know your business, have likely to do be a part of your business, and will be most likely to tell their friends about you. Social media allows you to strengthen relationships with these connections through social engagement. And because that engagement is easily visible to the connections of your current fans and followers, social media can introduce your business to a whole new audience and enable you to reach your next great customer. The purpose of this study is to understand how the owner of a small business, recognized for using social media to grow the business, uses social media to engage consumers. The study concludes with networking and creating relationships with other businesses, increases brand exposure; focusing more on relationships.
than sales, increases sales; interesting content promotes interaction; and one main barrier to entry is a learning curve. So the purpose of this study is to go through all available social media strategies in literature and device a common framework that can help and guide small business to adopt social media marketing.

*Shobhit University
**Deshbandhu college
Session 3C : Corporate Social Initiatives & Social Media Marketing
Social media usage Framework for E Governance

M L Singla *

Apeksha Hooda**

Social media is much hyped word these days especially after the introduction of Web 2.0 technology. Its use is no longer limited to the users sharing common interests and enabling communication. Rather, various business organizations are utilizing social media to establish their competitive position in market by analysing customer sentiments over social media.

Newer area where social media use can prove to be a revolutionary initiative is in E-Governance by government where government may use the same to extend best services to have satisfied citizen. Since social media use by government in developing countries like India is very much in its infancy stage, much research work is needed to be done. Through this paper author tried to explore how social media can be useful to government in developing countries and proposed a Social Media usage framework for E-Governance based on systematic literature review and cluster analysis.

*Faculty of Management Studies, University of Delhi, Delhi
**Faculty of Management Studies, University of Delhi, Delhi
Corporate governance and earnings management: review of literature

Dr. Amit Kumar Singh

Ms. Annu Aggarwal

Ms. Ashween Kaur Anand.

Financial statements are seen as an important summary statistic of a firm’s financial performance and are often used in firm valuation. They provide relevant information to stakeholders in well-functioning capital markets. However, earnings management can undermine the credibility of financial statements. Leuz, Nanda & Wysocki (2003) defined earnings management as the alteration of a firm’s reported economic performance by insiders either to mislead stakeholders or to influence contractual outcomes. Loomi (1999) argues that earnings management is rampant and CEO’s view earnings management as a tool to ensure that their firms meet earnings expectations. Prior studies reveal that earnings management is actually a pervasive phenomenon. There are several motives for managers to engage in earnings management. Healy (1985), for instance, provides the earliest evidence of contractual motivation of managers to manage earnings. Since managers have access to inside information, they are more likely to increase the current period earnings to maximise their bonuses. Some studies have also shown that top management compensation is linked to firm performance which is correlated to greater earnings management (Jiang, Petroni & Wang, 2010). There is also a strong incentive for managers’ to manage earnings in order to meet investors’ expectations. Therefore, earnings management can be treated as an opportunistic behaviour by managers.

The separation of management and ownership resulted in agency problems which led to the need for corporate governance. Corporate governance encompasses the entire set of cultural, legal and institutional arrangements that determine how companies are directed and controlled. It mitigates the conflict of interest between the suppliers of capital and the managers by ensuring that managers do not misuse capital for their own vested interests. It also makes the managers (agent) accountable to the stakeholders (principal) like customers, suppliers, employees, shareholders, creditors and other parties with whom the company deals. Thus, good corporate governance is an essential ingredient in corporate success. It is characterized by transparency of corporate operations, timely disclosure of credible information, accountability of managers and the board of directors towards shareholders, active co-operation between corporations and stakeholders and corporate responsibility towards stakeholders. Corporate governance mechanisms can be broadly divided into two types: internal and external. Internal mechanisms are determined by internal factors such as board composition, structure and characteristics, audit committee, ownership structure, and remuneration committee. The board and audit committee members are considered to be the ultimate guardians of financial reporting. External mechanisms are decided by external
factors such as legal rules and regulation. Xie, Davidson & Dadalt (2003) claim that board
and audit committee activity, their member’s financial sophistication and greater independent
outside representation on the board serve as effective monitors of corporate financial
reporting and thus constrain the propensity of managers to engage in earnings
management. Chin et al. (2009) evidenced that countries with stronger legal systems & investor
protection have reduced earnings management and improved quality of financial reporting.

This paper aims to review extant literature on:

• Various corporate governance mechanisms and measures of earnings management.

• Whether prevailing evidence supports the view that corporate governance practices mitigate
  earnings management.

*Department of Commerce, Delhi School of Economics, University of Delhi
**Research Scholar, Department of Commerce, Delhi School of Economics, University of Delhi
***Research Scholar, Department of Commerce, Delhi School of Economics, University of Delhi
Corporate social responsibility expenditure trends in Indian Economy

Navneet Singh*

This study examines the trends of the Corporate Social Responsibility expenditure in Indian Economy. Depicts the expenditure trends by the active companies in India on various parameters with the help of tables and pie-charts made from the data available for the Financial Year 2014-15. This study includes Budget prescribed for Corporate Social Responsibility and the actual expenditure on the same, State-wise expenditure, Sector-wise expenditure on Corporate Social Responsibility and the Mode of implementing CSR. Based on the secondary data, the results will include the analysis of the trends of CSR expenditure and their limitations on the basis of its expenditure pattern all over India, that, the trends of Corporate Social Responsibility expenditure creating the disparities among the state-wise development and their well-being expenditure. Moreover, evaluating the effectiveness of CSR programs is one of the most important steps in end-to-end implementation of CSR programs; for this assessment, important steps can be taken for establishing a defined and organized way for impact assessment of CSR programs undertaken by the companies.

*Sri Ram College of Commerce
CSR communication and Social Media: Opportunities, Challenges and Strategy

Samridhi Suman*

The advent of social media has transformed the way people communicate, interact and with one another. A web 2.0 application, they use to it to connect with their friends, tweet their views, exchange or obtain information and follow their favourite celebrities and brands on real time basis. Billions of people log onto internet daily. Facebook, for instance, witnessed on an average 1.33 billion active users daily in June, 2017 alone (statista.com, June 2017). That’s almost 17% of the population of the world!

Recognizing the potentialities of social media, businesses around the world, lately, have been integrating the use of social media in developing corporate communication and PR strategy. They have been employing it to promote their products, address customer grievances, engage with stakeholders and enhance corporate reputation. It has also emerged as an important tool of holding organizations accountable, enhancing their transparency and getting them to have a stake in social issues. Hence, corporates are now increasingly utilizing it to discuss their sustainability initiatives and start or join discourse on socio-economic issues in the milieu of increasing pressure on them to fulfil their social responsibility. They are running online social campaigns by using innovative hashtags, tweeting their support to causes and even encouraging people to action. Social media, thus, has become a powerful weapon for the corporates to present themselves as good and responsible corporate citizens.

Objective – The objective of this research paper is to highlight opportunities, challenges and strategies in CSR communication by studying and analysing that how some well-known companies around the world are employing social media to communicate their CSR initiatives and commitment to social issues.

Research Methodology – It’s a descriptive research study that primarily relies on secondary sources. The study examines companies’ CSR communication on social media focusing on platforms such as Facebook, Twitter, YouTube and companies’ websites and their blogs. This is done to gather and analyse data so as to draw inferences about opportunities, challenges in CSR communication and finally give suggestions for developing effective CSR communication strategy.
Conclusion- The study concludes that social media indeed has emerged as a powerful tool that can be leveraged by companies to develop strategic CSR communication strategy. They can be used to communicate their CSR initiatives, run successful CSR campaigns, pledge their allegiance to social and environmental welfare and engage in a dialogue with their stakeholders. However, it should be employed consciously.

Otherwise, social media, like a double-edged sword has the power to turn a company’s sustainability initiatives into a mere mockery or worse even, a reputation crisis.

*University of Delhi
Strategising marketing communication using sustainability reporting: exploring the motivations for sustainability reporting from the lens of stakeholders

Prof. R K Singh *

Geetanjali Batra**

With the rise in stakeholder awareness and mandatory regulations relating to public disclosure of responsible business practices, there has been a rise in publication and dissemination of sustainability related information. Sustainability reporting is an essential step towards achieving a sustainable global economy by enhancing organisation accountability for the impact of its operations and building a more cohesive society. However, there is need for deeper investigation into the motivations in sustainability practices. Using a questionnaire based survey and triangulating the findings using in depth interviews with practitioners, this study finds differences in the perceptions of readers and preparers relating to sustainability reporting practices. The study concludes that while practitioners perceive sustainability reporting as a means of acknowledging and communicating responsibility towards society, readers are of the view that organisations take up sustainability reporting primarily to mimic competitors and stay ahead of competition and creating a brand for their products, consequently earning higher revenues in future.

*Faculty of commerce and Business, Delhi School of Economics, University of Delhi.
**Faculty of commerce and Business, Delhi School of Economics, University of Delhi.
Session 3D : E-Governance
Market Size, Trade openness, Financial Development- as Potential Determinants of FDI in India: an evidence from Co-Integration & Causality

Mahendra Pal*

This paper attempts to test empirically the major determinants of FDI in India with the help of New Time-series Methodology which takes into unit roots testing to check the order of integration, testing Johansen (1991) co-integration test to check the long run relationship among the variables for the period of 1971-2012. Our model includes FDI, Trade Openness, Financial Deepening, GDP growth rate. We have tested the order of integration for all the variables with the help of ADF and Phillips Perron test. We find all the variables to be stationary after first differencing. After confirming the order of integration, we find Johansen Co-integration i.e. long run relationship among variables. Cointegration results obtained with the help of Co –Integration technique confirm two co-integrating vectors which tell us about long term equilibrium in the data. Our Trace Test shows 2 co-integrating equations and also Max-Eigen value shows two co-integrating equations at 5% level of significance. Then we find Granger causality in the number of variables and showing the expected results. Hence we suggest that new economic policy of 1991 has improved the growth rate of the economy with the help massive inflow of foreign capital specially FDI, a stable form of capital. India needs to continue the existing policy of capital inflow with special emphasis on productivity of investment.

*University of Delhi
Imperatives Influencing Citizen Attitude toward E-Government

Vibhuti Tripathi*
Ankita Khare **
Kumar Saurabh,***

The world is becoming integrated with the uprisings of information and communication technology. The innovation of these emerging technologies has offered huge scope for development in multiple sectors.

This upgradation in technology has an apparent impact on any country’s economic development. Governments across the globe have made a major investment in improving and facilitating IT infrastructure and environment. An ICT service consists of internet, telecommunications and IT enabled services. Although every year large amount of money is used in information and communication technology by all economies, yet the success of the technology is based on its ability to solve the real life problems. For the developing countries, technology acts as a foundation for their economic structure, so it is prudent for the governments to find out innovative and indigenous methods to remain in pace with the emerging technology (Damaskopoulos & Evgeniou, 2003). To harness the benefits of ICT, the country must be e-ready in terms of availability, accessibility, and infrastructure of ICT and its consequences in legal and regulatory frames. A country’s e-readiness measures the extent to which a nation might be ready or willing to acquire benefits from ICT (Dada, 2006) to improve the living standard of its citizens (UN, 2005). It can be considered as a way to ensure the most admirable performance of an online application as e-government (Dada, 2006).

There is a strong and constructive two-way relationship exists between digitalization of a country and development of e-government (Zhao et al, 2015). E-government eases the administration process of government by using all forms of ICT (Moon, 2002). Across world, governments are leveraging the benefits of ICT to effectively deliver and implement social policies and good governance with far reaching access, may be named as e-Government (Mnjama and Wamukoya, 2007). As stated by Basu (2004), the main objective of e-Government is to serve the society, business and other government in a superior way.

Worldwide India is regarded as the second biggest telecom network with nearly 1185.55 millions of subscribers (Telecommunication by IBEF, 2017). The country holds an impressive position all over the world with an incredible growth of ICT and IT enabled services related companies (Banerjee, 2014). According to a report by IBEF (Indian Brand Equity Foundation) on IT and IteS (2017), IT sector contributed 7.7 percent to the GDP of India and the startup's growth in India is also fuelled by these IT industries due to which more
than 4750 startups are present nowadays. With the increased adoption of technology by consumers, ICT adoption has improved significantly. In terms of the number of total internet users, India holds the third highest position with 391.50 million internet subscribers (Telecommunication by IBEF, 2017). As stated by report ‘Internet in India’ (2016) the overall penetration of the Internet in India is about 31%. On the basis of the study by IBEF (2017) on telecommunication sector, it was identified that the number of users accessing the internet is increasing at a CAGR of 44.55 percent. In India, during the earlier period overcrowded place, shabby ambiance, rude staff and their constant absenteeism, inadequacy in the effort, long queues, deferring officials, technical difficulty, etc were the adverse features in the government departments. The introduction of ICT in the administration has played an outstanding role in overcoming these problems as well as strengthening the relationship between the government and citizens. Indian Government is also enlisting itself in this digital era by providing access for various services electronically to the citizens. This paradigm shift has increased the level of service quality by ushering transparency in the process, saving time, making the procedure simple and easy to use and reducing corruption (Monga, 2008).

According to the United Nations (UN) E-Government Survey (2012), it was found that almost all 193 member-states have implemented some form of e-government to reduce costs, save time, improve services and increase efficiency in the public sector (Alsehri and Drew, 2011; Cohen and Eimike, 2002). E-government adoption is not an easy task; several factors need to be considered for its successful adoption and implementation. The paper attempts to identify the factors which influence e-Government adoption by Indians. A survey was conducted to collect the responses with the help of a structured questionnaire. Principal component analysis (PCA) was conducted to identify the factors which affect adoption of e-Government. PLS-SEM was used to identify the relative importance of factors in the adoption of e-Government among Indians. It was found that improved services, user friendliness and ease in operation lead to e-Government adoption by Indians.
“Developments and Impact on e - Governance Services in Pune after Digital India Campaign”

Aniket Khemani*

Aashi Rungta.**

1. Introduction

The progress in the field of Information and Communication Technology (ICT) and its increased reach and awareness amongst the people has transformed the mode of Governance in our country. Since the past decade, e–Governance is used as an important tool to achieve better governance through increased transparency and accessibility.

In order to achieve this goal, the State Governments are promoting e–Governance by providing easy access to various essential services. Various services such as certificates, tenders, electricity service, property tax, challans, water supply, etc. can be applied for online and the payment for the same can be made online. Grievances or complaints, if any can also be registered online.

Through e–Governance, a convenient user interface for interaction with Government is available to all the citizens, round the clock. The languages on the websites providing these online services can be customized to meet the individual requirements of various communities.

The demands of the people living in the contemporary society to save on time and travel cost has been fulfilled through the system of e-Governance.

2. Objectives of the Study

• To understand e-Governance in the city of Pune after implementation of Digital India campaign.

• To compare the scenario of e-Governance in the city of Pune prior and post implementation of Digital India campaign.

• To analyse the extent to which the citizens have accepted and adapted to the E - Governance initiative in the city of Pune.
3. Research Gap

• Previous studies in this field have been done prior to the implementation of Digital India Programme, and this study is unique because it highlights all the recent developments of e–Governance in Pune.

• Through this research paper, we would be able to highlight the service quality delivery of e–Governance services under the Digital India Campaign.

• The paper would provide information about the latest services that have been introduced under the e–Governance plan in Pune.

• The benefits sought by the local residents through various services of E - Governance along with their awareness and acceptance of the same would be known.

4. Hypothesis

• 1. H0: The Digital India campaign has not affected the accessibility of internet based services.

2. H1: The Digital India campaign has positively impacted the accessibility of internet based services.

• 1. H0: The residents of Pune are not aware about e-Governance services.

2. H1: The awareness among the residents of Pune about e–Governance services is high.

• 1. H0: The citizens of Pune do not find it convenient to use the various services of e–Governance.

2. H1: The citizens of Pune find it convenient to use the various services of e–Governance.

5. Research Methodology

The researchers of this paper are using both primary and secondary data to carry out the research.

Primary Data –

The primary data has been collected to study various topics mentioned under the objectives of the study. A survey was conducted in various areas of the city of Pune. A sample size of
about 300 people was taken for the same to study a population size of Pune citizens. The sampling method used here is Convenience.

An interview with employees of Pune Municipal Corporation working in the e-Governance services department has helped us to get some insights about the e–Governance pre and post Digital India campaign. The primary data has been analysed using various tools like decision trees.

Secondary Data –

Secondary sources of data like various reports, online journals, government websites, Ph. D thesis, and other data available on the internet have been used. These sources have been explored to collect data to support the objectives and hypothesis of the research.

6. Conclusion

The Digital India campaign, launched in the year 2015 came with a vision to transform India into a digitally empowered society and various programmes to improve e–Governance have been launched under this campaign.

The National e–Governance Plan, 2006 has suddenly felt a lot more thrust after the launch of the Digital India programme.

The motive behind e–Governance services to make these civic services available “Anywhere, Anytime” has improved the convenience of the citizens.

The increased use of these e–Governance services by the people has reduced lines outside various Government offices, which indicates better service delivery. Hence, it is clear that there is a high impact of e–Governance services on the citizens which are being improvised constantly.

*Symbiosis Centre for Management Studies (UG)

**Symbiosis Centre for Management Studies (UG)

Proceedings of 6th Annual International Commerce Conference (6th AICC) held on 11-12 January 2018
Mergers and Acquisitions: Moving Beyond the Financial Concerns

Mukesh Kumar Jain*

Dr. Ashish Chandra **

Swati Khanna***

The enduring scenario stresses upon globalization, opening up of the economy, worldwide competition, expanding markets extending beyond the national frontiers, fast changing technologies, mounting call for finance, inevitability for diversification and related similar circumstances. Small is no longer beautiful in the context of business, trade, commerce and developing economies of the nations.

The strain now is on giant and bigger establishments/conglomerates to attain more efficiency for standing up against global challenges and worldwide competition by availing benefits of the economies of scale and one up-man ship. Globally, the corporate world is witnessing and experiencing ‘merger’ waves. While thriving mergers and acquisitions across the globe have witnessed financial success, yet there are certain mergers and acquisitions which have failed terribly on non-financial aspects. Being a secondary data based study, this paper aims to fill this research gap by reviewing extant literature in the ethical, social and human resource aspect of mergers and acquisitions and analyze the qualitative aspects responsible for the success or failure of such mergers and acquisitions.

Companies decide to participate in mergers and acquisition deals for varied reasons; the major ones being determination to grow, gaining synergetic benefits and having access to intangible asset i.e. knowledge. When it comes to growth, a company can grow internally or organically via development of new products, hiring additional human resources in sales by expanding geographically. Externally, growth of a company can be facilitated by franchising, licensing, joint ventures, strategic alliances, and the appointment of overseas distributors or via inorganic means i.e. acquisition of or merger with another firm for gaining access to a new product line, customer segment, or geography. Synergy refers to the phenomenon of $2 + 2 = 5$. It refers to the type of reactions that take place when two substances or factors combine to produce a greater effect together than that which the sum of the two operating independently could account for. In context of merger, this refers to the ability of combined corporation to be more profitable than the individual companies taken separately.

Since 1980s the emergence of knowledge era has brought noteworthy change both in global and local markets. Being a core organizational resource and the basis for the development of organizational capabilities, knowledge is a vital role in driving changes in companies. Currently, the value of intangible resources specifically knowledge-based is growing geometrically in companies.
Various banking institutions, multinationals and transnational are fast expanding by amalgamations, mergers and takeovers or acquisitions. In India, there had been a major trend for mergers or takeovers in financial companies (for example ICICI and ICICI Ltd) and other companies in various sectors viz., in IT sector: Tata Consultancy Services and Computer Management Corporation, in pharmaceutical sector Sun Pharma acquired Ranbaxy; in media Reliance Industries Limited and Network 18 media; in infrastructure sector; TATA Power and P T Arutmin Indonesia; in tourism and hospitality Sterling India and Thomas Cook and even e-commerce sector witnessed merger and acquisition of Flipkart and Myntra. However, this is not India-centric phenomenon rather it is heavily influenced by mergers and acquisition abroad like Time Warner Cable and Comcast, Family Dollar and Two Suitors etc.

Undeniably today we live in a time of considerable economic change. Taking the position of common business tools, mergers and acquisitions are being implemented by thousands of companies nationally and internationally. Driven by a philosophy of stakeholder value they not only form a new economic, social and cultural environment, but also facilitate strong companies grow faster than competitors and provide entrepreneurs rewards for their efforts, ensuring weaker companies are more quickly swallowed, or worse, made irrelevant through exclusion. Though, government’s regulations are being designed to boost healthy practices of merger, acquisition and takeover; and though combination, merger, amalgamation and takeover have become order of the day, there are many other issues which need to be addressed while undertaking mergers & acquisition activities successfully and efficiently. Some of such significant issues include those related to ethical, social and human resource aspects. The present paper deals elaborately with these issues and their role play in deciding the success or failure of mergers and acquisitions beyond financial reasons.
E-Governance in India: A Step for the Economic Development of India

Ajay Pal Singh*

Ravinder Kaur**

Almost all governments in the world nowadays are implementing e-governance for the purpose of costs reducing, improving services, transparency, time saving and increasing effectiveness & efficiency in all sectors of the government. In India various efforts have been made at multiple levels to improve the delivery of public services and simplify the process of accessing them. Government of India has striving objective of more transparency and better administration and for this transforming the interaction of citizens with government in an electronic form is the way. Government of India launched National E- Governance Plan (NeGP) in 2006 for the successful implementation of e-governance. Further in 2015 government of India launched Digital India programme in which various programme started to depicting support in improving e-Governance such as Aadhaar Enabled Payment system (AEPS), Direct benefit transfer (DBT) and e-PDS etc. Through this paper an attempt has been made to identify various achievements of e-governance that have led to economic development through various Initiatives under e-governance. This paper will present the change in country through most common steps taken by government of India and impact of e-governance initiatives for economic development will also be presented in this paper.

*Central University of Haryana
**Central University of Haryana
Performance Appraisal of Business Responsibility Reporting Complying and Non Complying Companies.

Chetan Yadav *

Vanita Tripathi**

The social and financial aura of any entity is very important for prospective and existing investors throughout the world. The growth aspects and growth path for any entity depends upon the capacity of the particular entity to avail opportunities which exists in the market may it be company, firm or any other organization. Each entity needs funds for availing the opportunities and to accommodate investor view simultaneously that they keep believe in the entity and keep investing, in case it is required. So any entity can keep growing at a path they believe provided the existing and prospective investors believe in their practices.

Social and financial aura both are important because everyone invests today to reap benefits in future. So only socially viable projects will not run for long and only financial viable projects will attract dissatisfaction from investor’s end eventually.

The objective of writing this paper is to find the relationship between compliance by the companies with respect to BRR and stock performances of these companies as compare to stock performances of companies those are not complying with BRR. This study also tries to find the industry wise stock performances of BRR complying companies.

The finding of this study is that there are substantial differences between the stock performances of BRR complying companies and other companies those are not complying with BRR and BRR complying companies outperform the non BRR complying companies as well as the market. The stock performance industry wise among the BRR complying companies also differ in different industries. Variables having pervasive impact were taken as confounding to make the result precise.

This lends support to the case of BRR compliance and in other words socially responsible companies and their impact on prospective investors in Indian stock market. These findings have important implications for companies, regulators, policy makers and investors at large.
Session 3E : Social Media in Political Campaigns Art & Culture
E-Governance: An emerging concept in India

Shivani Mamgain *

Damini Kumari**

Introduction

The complete transformation of process of governance using the implementation of information and technology is called e-Governance which aims at bringing faster, transparent service delivery, accountability, information sharing and people’s participation in the decision making and government processes. It is only recently the call for “MINIMUM GOVERNMENT, MAXIMUM GOVERNANCE” has grown louder which hinged on two factors: building capacity within the government and having adequate institutional mechanisms, infrastructure and policies in place to ensure speedy implementation of mission and critical projects - both at center and state levels.

“Government of the people, by the people, for the people, shall not perish from the earth” – by Abraham Lincoln. This highlights that government can’t function in isolation and indicates a need for strong infrastructure for interaction between two sides (i.e. one who is at governing body and another is people), paving way for SMART-e-Governance. Having mainly three main components –

1) Create digital infrastructure, 2) Deliver services digitally,
3) Ensure digital literacy with no distinct boundaries.

OBJECTIVE

This paper focuses on practices and solution for e- governance issues and its challenges in implementation in Indian perspective. The objective of paper is to know the following:

Current status of e-governance in India or other developing countries?

-1) What may be measures to improve the present condition or what can be adopted from the developed countries suitable for our country?

-2) What are the challenges faced by India in its implementation?

-3) What are the government initiatives working effectively toward e-governance framework?
The paper also includes relationship between ICT (information and communication technology) and e-governance and recent initiative adopted for improving efficiency like Digital India, NEFT, e-kisan app, e-pathshala, e-filing for tax return, Aadhaar, CSC (common service centers) etc.

METHOD

Methodology for research paper is following:
- Data from UN E-Gov survey released on United Nation E-Government Development Database (UNeGovDD).
- Research papers and Journal and survey.
- Various ministry sites and government reports.

CONCLUSION

E-governance is essentially important for the purpose of good governance which results in optimum utilization of resources and simultaneously low cost of governance. Efficiency in government services has also increased due to computerization of various services which has made lives of people convenient. Advancement of telecommunication services and internet has given better services to citizens but at the same time loopholes are still present in the system like resistance from government employees and citizens. Among them Cybercrime is major hurdle in the way of growth of e-governance. Apart from this rural connectivity is another major concern. In spite of various major problems like lack of proper infrastructure, low rate of literacy, language barriers, India is having some e-governance projects which have been successfully implemented.

A well designed promotional policy for e-governance projects will be a critical factor for providing quality services to citizens and creating awareness about government initiative. For successful implementation of e-governance projects, infrastructure, rules and regulations, strategies, policies must be coordinated effectively. Also the areas such as training, awareness, assessment require funding from part of government and private sector through their CSR activities. Most of the current systems are based on one side interaction, so there is
a need for interactive service system which can ensure direct participation of citizens. Despite having several loopholes one cannot neglect the scope of e-governance because it has the potential to come across the unreached population of country. Some of the states already have reached to a successful level on e-governance projects while some are still progressing in this way. Basically e-governance leads to transparent government provided all shortcomings should be removed gradually. So there is need for systematic tools and systems which could be adopted to flourish this rising e-governance concept in India.

*Department of Commerce

**Department of Commerce
Impact of Social Media activities on perceived political brand value

Dr Shweta Kalra *

Ms. Neha Singhal**

Brands are vital to people. They are able to create signals, both emotionally and functionally, that can ease the decision-making process when a person is confronted with a complex bundle of alternatives (e.g. Keller, 1993). Although the importance of brands was originally established in marketing research, its logic has diffused to many areas of society (Marsh and Fawcett, 2011); in particular, during the last two decades, the study of brands in politics has evolved in regards to parties (Harrop, 1990; Schneider, 2004; French and Smith, 2010), party leaders (Lock and Harris, 2001; Needham, 2005) and party campaigns (Kavanagh, 1995). One explanation for the growing interest in political brands is practices of political marketing strategy among parties (Hopkin and Paolucci, 1999; Kavanagh, 1995; Nielsen, 2012; Scammell, 2007) that has paved the way for analyzing politics through the lens of brands (Smith and French, 2009; Smith and Speed, 2011).

A minimal definition of a political brand reads: “political representations that are located in a pattern, which can be identified and differentiated from other political representations” (Nielsen, 2013). This definition is inspired by marketing research (e.g. Dictionary of Marketing Terms, 1995: 224). However, even with this definition as a starting point, there are still many different ways one may go on to apply the political brand concept. Accordingly, the study of political brands has in recent years expanded in many directions within the field of political marketing.

Traditionally, the field of voting behavior has gained powerful insights from concepts such as cleavage structure (Lipset and Rokkan, 1967), party identification (Campbell et al., 1960) and issue ownership (Budge and Farlie, 1983; Petrocik, 1996). On the other hand, the field of political brands has illustrated, for example, how a brand is used by voters to differentiate between political parties (Scammell, 2007; Smith and French, 2009), project a certain identity (Smith, 2009), or establish brand loyalty (Needham, 2005; Phipps et al., 2010).

Overall, this article finds that there is a conceptual and empirical void to be filled by the political brand. On a conceptual level we demonstrate, that the political brand help voters internalize public sentiments circulating in the political sphere, by working as a heuristic which push them in the direction of parties, which currently have an aura of momentum or
likeability. On an empirical level, we find support for a brand effect on voter decision-making.

The present study is an attempt to distinguish the brand concept from related heuristics and voting models. Next, the article measures the brand value of various political parties by utilizing a representative association analysis. Finally, this measure is used to conduct the empirical analysis of a party brand’s effect on voting behavior. Overall, the primary finding demonstrates that political brand value (PBV) has an effect on voting behavior.

Design/methodology/approach – Data were collected in Delhi and NCR by means of a self-administered questionnaire survey in this study. A hierarchical regression model was used to examine the impact of social media on political brand value of three national parties viz. BJP, Congress and AAP.

Findings – On the basis of correlation and regression results it was found that social media marketing had an impact on the creation of political brand value of the three political parties. The posts initiated and shared on social networking sites had an impact on perception of people towards political party and also it helps in creation of political brand value of a party. ANOVA test was conducted across demographic variables and it was found that perceived political brand value and consumption, contribution and creation of social media activities differs across gender and religion.

Practical implications- Based on the findings, the selection of advertising messages and social interaction should revolve around political brand campaigning. Moreover, political parties should provide more facts to induce social media users to not only follow their posts but also share them so as to influence prospective voters in favor of the said party.

Originality/value – This study is one of the first to catch the political brand value of political party. It also checks the effect of social media activities on political brand value.

*Satyawati College (Day)
**Sri Venkateshwara College, University of Delhi
Evolving role and scope of social media in national and international politics

Aditya Wadhwa *

Neha Gosain**

This paper aims to understand the impact of social communication through e-media on the national and international politics. In today’s world, majority of people in the society are either directly or indirectly connected with the online world. So, the use of online media as a tool to promote self and demote others among the masses is the major target among the political leaders and parties. The objective of the study is to find out how social media has touched upon all the stakeholders of national politics, what all strategies are used by the political groups, to know the benefits derived and adversities that political parties are exposed to by having their presence on social platforms. The online audience is not just a mere spectator but has become a part of the much larger process which includes ensuring delivery of the work promised by the parties, assessing the capabilities of leaders and putting up their demands in a more effective, easy and vocal way. This paper also examines and compares the role of social media in India with that of other countries. The comparison also involves understanding e-resources in campaigns based on the form of government (democracy, federal systems, etc.). While it is not the goal of this paper to determine if the Internet will eventually lead to a monarchy or direct democracy form of government, it is an interesting idea to suggest. The focus will be placed on whether the Internet, through social networking sites such as Facebook or Twitter is facilitating an increased engagement of citizens in the political process. Unlike the earlier times where the material information about the parties and the leaders was hardly available, internet helps to present the true and fair facts by just a click of a button. It is believed that more the things get looped into e-platforms, more is the transparency.

*Deloitte US-India Consulting
**Deloitte US-India Consulting
Understanding and promoting religion via social media: finding the right way

Srishti Bhatia *

Dr Poonam**

INTRODUCTION

Today we live in the digital age, the age of connecting to each other in real time. Thousands and millions of people globally have internet connectivity. This enables fast communication to masses too. Social media is one such medium to reach out to people across the globe. Facebook, Twitter, LinkedIn, Skype, WeChat, what’s app, etc. are amongst the numerous alternatives available. Younger generations pass on the information through the touch of their fingertips. As more and more privacy is entering into their lives, face-to-face interactions are fading away and getting replaced by communication through social media. They keep it alive on their gadgets all the time. To explore and understand any subject they just go digital. They explore communities, religious circles and societies and thus join groups of their choice. Online communication channels are actively involved in community-based interactions, information-sharing, and even collaboration. Social and religious communities create their own websites and mobile applications that help in social networking and microblogging. Instagram, Wikipedia, Pin interest, Google+ allow users to like, comment, share and promote content uploaded. It has become easier and accessible for youngsters to explore their religion, to understand it, raise queries, join religious group (if they so opt for) by being simply online without compromising on their privacy. Being part of social media brings them many advantages, foremost being the ubiquitous nature of social media itself. Social media allows the interactions to be quicker, with no restrictions and with wider communities.

It is simple, convenient and beneficial with far reaching effects to promote religion via social media. Religious groups and communities are reaching wider audiences by creating their own websites and developing apps loaded with features appealing to selected sections. Online membership to religious groups most of the times is free and encourages members to be part of religious activities offered beyond regular worship schedules.

Social media is changing the way people think about their faith in a particular religion or even multiple religions.

Social media helps youth find friends or be friends with the like-minded believers. They collaborate in volunteering in religious activities with their friends following the same religion. This increases their religious faith and encourages intense discussions leading to understanding religion better. Social media users find it Ok to pick and choose religious
beliefs without going through the pressure to accept the teachings of that religion. Social media brings fresh information and updates, alerts, complaints, queries and comments about that religion. It reduces stress, anxiety, depression and isolation among users and increases health and well-being. It helps establish faiths and beliefs both offline and online.

Objective

The objectives of the present study are to explore whether social media is being used in exploring and understanding religion by religious bodies and leaders, to what extent social media users are able to benefit themselves in maintain their faith in a particular religion or developing faith in others’ religion, which social media tools are applied to promote religion, to find out if any risks/ negative effects also co-exist while promoting religion via social media, how to minimize such risks, what are ways in which understanding and promoting religion via social media shall prove to be the right ones.

Methodology

The methodology to meet the objectives of the proposed study shall be exploratory in nature. Study of present practices of prominent religious bodies and religious groups shall help in reflecting effects of social media in promoting religion. Comparative studies will help in finding the right way to promote religion via social media ‘Social media is smoothly integrated into our way of life and thus is, creating uplifting and refreshing experiences for both users and promoters of religion’.

*Delhi School of Economics
**Bharati College, University of Delhi
'Woke politeia': a study of twitter as a medium of politically conscious "narrative" peddling

Mansi Singh. *

This paper aims to examine the discourse that social media, particularly Twitter, has created for ideologically diverse groups within India. In a politically charged environment post the General Elections of 2014, Twitter has created space for itself within a clamour of mediums that social media enthusiasts use to opine as the medium comes with the ease of generating instant 'feedback' and sets the 'narrative' for further dialogue. The polarization and partisan animosity that the two visibly disparate political ideologies vis-a-vis The Leftists ("Commies") and The Right Wing ("Bhakts") now brims beyond the scope of only protesting in the streets, and to gather support only in terms of numbers. Moreover, Twitter allows creation of anonymous accounts unlike Facebook that provides the supporters of both the ideologies with leeway to publish contentious and offensive arguments without censorship, unless reported. Such flexibility has often led to "partisan bickering" amongst the followers of both the ideologies which sets the narrative for debates that mainstream news channels discuss with their panelists. While the discourse is usually a mix of impudent mudslinging and accusations, it also leads to a flux of new and innovative ideas. These unmoderated dialogues and dispersal of debatable and agenda setting narratives have reestablished the presence of voters in the democratic process as 'active' participants and not only as 'passive' voters.

*Deloitte USI
Session 3F : Social Media in Education, Healthcare, and Religion
Simulating Multiple Correlated Random Variables using Cholesky Decomposition

Bibhu Sahoo *

Neeraj Jain**

Our paper explain the concept and algorithm to generate multiple correlated random variables from Gaussian distribution. The present study use Cholesky Decomposition to transform uncorrelated random variables into correlated random variables. The Cholesky decomposition provides faster mechanism to transform positive-definite and symmetric matrix into diagonal matrix as compare to Eigen value decomposition (EVD) or singular value decomposition (SVD). The study uses R environment to generate multiple correlated random variables. We found algorithm based on cholesky decomposition perfroms marginally better than EVD. Our code (based on parallel processing) take less than two seconds to simulate one million random variates from ten Gaussian random variables, thus makes total ten million random numbers. The simulated correlated random variables have wide application in nance and other modelling area. They can be used to simulate stock prices data, Vector autoregressive moving average process, and metropolis algorithm etc.

*SGTB Khalsa College
**Department of Commerce, University of Delhi, India
Customer Intelligence: Decoding the Consumer

Neeti Jain*

Introduction

Economics of Customer Relationships has gone a paradigm shift in recent times. Firms are supplanting innovations through various tools and technologies, increasing the customer value through deep analysis of the consumer’s lifecycle. Data mining, data warehousing and other customer relationship management techniques help in creating Brand loyalty.

Advent of the Internet has transformed marketing focus. Online Information is easier to collect and process. It answers many questions related to the buying behaviour of consumers. This may not be known to the customer themselves. Collection of customer demographics and behaviour data makes it possible to predict what is on the mind of consumers to some extent.

As customers and businesses interact repeatedly, businesses leverage on CRM and its tools to capture and analyze voracious amount of customer information. The key lies in being able to interpret them in the best possible way. Businesses have to understand that customers’ privacy rights are not to be compromised in order to achieve economic benefits.

Sensitive issue like privacy is sensitive for the firm as trust of customer is involved. CRM issues have to be borne in mind while integrating marketing tools in order to streamline and enhance customer relationships.

Objective


Method

The data presented was collected from respondents across various age groups and demographic characteristics. Although Convenience sampling was used, all attempts were made to alleviate any contaminating effect of comparing multiple contexts and cultures.
Due to better knowledge and response ability of the younger people about their experience relating to use of technology and product and service, they form a major part of the response group. Most of them were students.

Books, magazines and journals were consulted that form part of the Secondary Data. It helped to understand the trends and previous works on the subject.

Conclusion

While selecting suitable technology for personalization or CRM, firms must be acquainted with the tradeoffs existing between different data mining software applications.

It is vital in today’s always-on, always-connected world, new business models and competitors emerge almost daily in various sectors. To thrive in this competitive environment, firms need to understand their customers better than their rivals who can serve the customers and have the lion’s share in the corporate world.

Managing customer retention response rates, attraction, and cross selling shall lead to a successful marketing strategy. Through the full implementation of a CRM program, which must include data mining, organizations foster improved loyalty, increase the value of their customers, and attract the right customers.
Session 4A : Predictive Analytics
Online education and the integration of social media: scope and challenges in India

Varda Sardana *

Shubham Singhania**

India’s education system is fraught with ‘n’ number of challenges. As there is a surge in number of students, this thirst for quality education will not be easy to quench because it takes time, funds and experienced human resource to set up good institutions. In such a situation, online education comes as a boon. With more than 370 million internet users, India is the third largest online market for education, and the first when it comes to the growth rate of self-paced e-learning. One downside, however, is that providers are trying to meet the challenge of the rising demand for online education by simply throwing courses up on the web. We need to understand that it’s not enough for a course to be accessible online. It must also be designed in a way that entices, involves, and engages the learner, rather than having them act as a passive audience. And, this is precisely where social websites step in.

The concept of online learning in India has been here for quite a long time now. However, the inclusion of social media is something that's relatively new. Where on one hand, online learning widened the scope of education, social media has revolutionized it. A decade ago, an online course involved sitting in a room and clicking through various static web pages. True, educational technologies have exploded, resulting in more and more learning moving online. But along with this, social media tools have allowed students to connect and communicate in ways that were inconceivable before.

With over 60% of the 200 Million active Indian social media users being college students, universities have exploited social media marketing to showcase their courses and attract students. But the same medium has been ignored when it comes to harnessing its potential on students once they begin their studies. No doubt, there have been apprehensions that social media is a source of distraction. But now is the time to explore and capitalize on its resourcefulness as a teaching tool.

Objective

This paper focuses on the significance of online education in India and the scope of integration of social media platforms in this industry. Although there is not much data available on the extent of social media's presence in the realm of online learning, but there is a strong inclination towards the incorporation of various social media platforms by the online and hybrid educators. It aims to throw light on the potential of social websites in e-learning, as well as the hurdles that the industry and educators are likely to face while adopting these new-age platforms.
Method

The present work banks upon data and information from various secondary sources such as research papers on the use of social media in India and other countries, as well as news articles at BBC, US news, Economic Times, etc. Statistical data has been drawn from Government of India database and reports published by renowned corporate houses.

Conclusion

Social media comes in various forms such as blogging, social networking, multimedia, podcasts, and social news, to name a few. Though a small fraction of learners in India, do rely on social knowledge sites like TedEd, Quora or the like, but the formal use of such effective resources in education is still in its infancy.

Beyond traditional social media platforms, learning management systems (LMS) are also common in online learning. These LMSs do have certain social media components in them such as blogs and wikis, but moving them into the locked-down LMS restricts the very openness which gives these media value.

The ability to share resources using the social platforms has several positive effects on education in the form of collaboration, engagement, access to experts and networking. They allow students to both create and curate content, foster a sense of community and build their own learning networks. Rather than passively absorbing information, students are invited to actively participate in learning, pushing them to perform better when their work is displayed publicly online. The most challenging decision would be to determine the frequency and amount of information that educators want to share socially. Too much or too little content—both have their consequences. Educators need to ensure that learners do not become involved with so many social media platforms that it loses its focus. They need to be aware of the implications of having students post content on third-party services as well.

*Department of Commerce, Delhi University
**Vidyartha
Social media in education- a paradigm shift

Anjali Gupta*

Suwarna Pant **

Shivangi Gupta***

With the advent of internet technology, the use of social media has grown by leaps and bounds. As per the Internet and Mobile association of India Report (IAMAI) it is estimated that by 2017, Internet users in India are most likely to be in the range of 450-465 million. When it comes to social networking, around 68% of internet users have access to social media platforms. The various popular platforms for sharing information about education, ideas and opinions are Quora, Facebook, Twitter, Youtube, Instagram, Linkedin, Google+, Slideshare, Redditt, Whatsapp etc. According to The Next Web report, the number of Facebook users in India are about 241 million when compared to the US’s 240 million. India also forms a major market for Whatsapp and accounts for 200 million actives users as on February 2017. Similarly, Instagram account for 33 million users including 85% users aged less than 45 as on April 2017. Current user base of Linkedin has reached to 42 million and is expected to grow by 40% yearly. The above statistics reflects excessive base of social media users in India. According to IAMAI report, college students form the largest demographic of active social media users in India. Use of social media websites is not just limited to making connections with friends and families but, has also gained immense importance in the field of education. These days, students no longer rely completely on the classroom teaching but, feel the need to complement their study through social media and online educational websites by following pages, forming various groups, commenting, interacting and exploring on such social sites for knowledge gaining and sharing. This research paper intends to assess the extent of use of the various social media for educational purpose among college students and its utility for them. To study the pros and cons of social media, secondary sources like newspaper, magazines, online journals have been referred. A survey has been conducted among the students and teachers administered through a questionnaire, to study the effectiveness of social media, its impact on their education, their awareness of educational platforms through social media, student’s preference between formal teaching and available online platforms and the possible reasons for the shift. For the purpose of analysis, Likert scale and Hypothesis testing has been done. Further, this paper aims to find the correlation between the mode of learning and its effect on education. Based on the findings and analysis, the study proposes to give recommendations and its future scope, if any.

*DELHI SCHOOL OF ECONOMICS, DEPARTMENT OF COMMERCE
**DELHI SCHOOL OF ECONOMICS, DEPARTMENT OF COMMERCE
***DELHI SCHOOL OF ECONOMICS, DEPARTMENT OF COMMERCE
A Long-run Integration between Financial Development and Economic Growth in India: An Cobb Douglas Approach

Dr. Amit Kumar Singh *

Neha Nainwal.**

Since the beginning there is a distinction between the views of a researcher regarding the importance of the financial system for economic growth. However, the recent global financial crisis accelerated the urge to review the nexus between finance system development and growth. Also, the question of causality between the two seems to be not yet resolved. As the stakes in the debate are too high, the debate must be informed by historical as well as long run empirical analysis. The paper intends to examine the long run impact of financial development on economic growth in India in the pre and post reform period. The production function of Cobb Douglas (1928) was extended to establish a long run relationship between financial development and economic growth. The model was then estimated using yearly data for the period 1981 to 2015 for India and was based on the techniques of co-integration (ARDL approach) and Error correction method (ECM). Also, as there is no proxy available to measure the development of the financial system in India, these paper proposes to use the principal component analysis (PCA) for constructing Financial Development Index, which is effectively incorporated the variables of different segments of the financial system namely: stock market, banking system and foreign exchange market. The finding of Co-integration analysis results highlights that gross capital formation, labor force have a positive impact on the growth of GDP. Unlike Real Effective Exchange rate and Risk free interest rate, which have a negative impact on GDP. However, interestingly, Financial System Development index has negative impact on economic growth.

*Delhi university
**Delhi university
Young consumers’ attitude towards the usage of emojis in social media: a paradigm shift from traditional marketing practices to digital consumerism

Megha Sharma *

Ramesh Chandra Dangwal**

Purpose: The purpose of the study is to explore the young consumers’ attitude regarding usage of emojis in social media marketing and to examine the moderating effect of gender.

Methodology: The study used quantitative approach to collect data through questionnaire. The study was conducted in Srinagar, Uttarakhand. Judgemental sampling was used to collect the data for the study. Two hundred two people were answered closed and multiple-choice questions out of two hundred twenty people, in order to quantify the weight of emojis in consumer’s mind.

Findings: The results of the survey show that women are more attracting towards emojis as compared to men. Overall attitude of young consumers towards usage of emojis in social media marketing is positive. In addition, demographic factors also affect the attitude of young consumers. Research implications: This paper highlights the ways in which marketers can capitalize emojis in social media to reach their consumers.

Originality/Value: This research is among the first to demonstrate insight into the relationship between usage of emojis in social media marketing and young consumers’ attitude. This study also makes a noteworthy contribution to quantify or make a notice towards rapidly emerging tool of marketing.

*HNB Garhwal University, Srinagar Garhwal
**HNB Garhwal University, Srinagar Garhwal
Decoding chargeback through analytics

Aravindan Chandrasekaran.*

Chargeback, a dispute resolution mechanism created by the Banks to safeguard Consumer interest is also being used as a tool to exploit the system. A latest industry estimate puts the revenue lost by the companies due to Chargebacks at approximately 0.4% of their revenue. With vast majority of E-Commerce companies using Online Payment Processing System or IVR to collect payments, this revenue leakage is all set to increase as these transactions fall under Card Not Present environment. This paper summarizes our key findings on a) Chargeback, b) an effective process used to monitor and control Chargeback, c) key insights gained with analytics on Chargeback data d) Arriving at “Adaptation & Mitigation Strategies” by clearing Myths and ascertaining Facts

*Sutherland Global Services
Session 4B : Big Data Analytics
Big data Analytics: Rapidly Growing Significance

Minakshi Sehrawat*

Big data technology refers to processing very large set of complex information to extract meaningful inferences from that. Big data is a term applied to data sets whose size or type is beyond the ability of traditional relational databases to capture, manage, and process the data with low-latency. For example, performance and behavior analysis of student in a year can predict his future actions, and behavior of large set of people can be predicted from CCTV video footage information.

Big data analytics is the use of advanced analytic techniques against very large, diverse data sets that include different types such as structured/unstructured and streaming/batch and different sizes from tera-bytes to zeta bytes. And it has one or more of the following characteristics – high volume, high velocity, or high variety. Big data comes from sensors, devices, video/audio, networks, log files, transactional applications, web, and social media - much of it generated in real time and in a very large scale.

As has been pointed out by Houlin Zhao, the secretary general of ITU, the theme for this year is to explore the power of Big Data for development. The analysis of vast amounts of data collected from the different devices that we use on a day-to-day basis provides an opportunity to discover hidden secrets and enables us to do predictive analysis and informed decision making across individual, organizational, societal, national and international levels.

The Open Government Data Platform initiative, similar to the Data.gov initiative of the US government started in 2009, is a welcome start in opening up public data for use by analysts, researchers and practitioners. It is time to formulate a comprehensive Big Data programme across Central and state government ministries/departments with help from industry, academic and research institutions. Big Data can enhance the government’s ability to serve its citizens and address major national challenges involving the economy, health-care, job creation, natural disasters, and terrorism.

The basic need to get utmost benefit of this big data and analytics is 'skilled workers'. So there is a need to provide good knowledge and skill to youth to work with big data and algorithm methods. The Big data and analytics have capability to make government services more effective. Similarly, it can bring more accuracy and transparency in decision making process and further spur country's growth and development.

*APIIT SD INDIA
Marketing Analytics - The ROI in Digital Analytics

Anuj Pal Kapoor*

Madhu Vij **

Abhishek Gupta***

Marketing analytics is becoming big business. With the promise of improved precision and performance, advanced analytics and Big Data have set off something of a buying frenzy. Digital Analytics is the new buzzword for majority Chief Marketing Officers across globe. Every CMO wants to generate maximum Return on Investment (ROI) on marketing spends. In a fast evolving and rapidly changing technology space in digital marketing and digital analytics, marketing automation is becoming a top priority for marketing heads. Inclusion of digital analytics team in all decision making for marketing activities is now becoming a trend and a lot of re-skill and training is required to have a solid data driven digital marketing team. Given all the money being spent on analytics, there is surprisingly little scrutiny about their impact. In the end, analytics effectiveness boils down to two questions: Do marketing analytics improve profits or ROI? And are companies using marketing analytics effectively? The current study identifies the relevant marketing strategies in digital analytics, which should be adopted by organizations in order to increase their ROI's. The study also identifies areas where digital analytics is used to make better spend decisions and technology readiness of these organizations towards digital analytics practice.

Keywords: Digital analytics, Marketing analytics, ROI, Digital Consumers Objectives

Plenty of research has been done for various digital marketing disciplines like SEO, SEM, Affiliate Marketing, Social Media Marketing etc. but none of the research talk about how to make effective use of digital data.

Fundamentally, there is a gap in explaining the practices to collect digital data, store and how to make data insights available to marketing team for effective decision making which can help in saving a lot of digital marketing spends. The objectives of the study are (1) Studying the various digital analytics tools and identification of best tools for improved ROI (2) Identification of areas, where organisations are using digital analytics to make better spend decision (3) Measuring the impact of digital analytics on the ROI for select organisations in the digital space.

Research Methodology

Textual data for the present study was undertaken by means of phenomenological focused interviews (n=10) with subject matter experts from the Indian service sector. The interviews
were primarily conducted to understand the digital analytics practices in organizations and the various tools used by organization in India for analytics digital consumers. Second, a measuring instrument was developed and utilized in a survey.

CMO’s of around 21 organizations were interviewed and based on the focus interviews, key areas were identified where organizations are using digital analytics to understand the spend pattern of consumers. The survey also measured the technology readiness of these organizations in terms of digital analytics.

Practical Implications

KPIs and metrics selection is an important milestone for digital analytics implementation for any company, many companies fail in this first step and finally ended in setting a wrong digital analytics implementation. Companies fail to work on regular conversion rate optimization (CRO) due to which their engagement with customer does not provide results as expected. The paper will focus on how to set best digital analytics practice and what type of tools are required for that. The paper will touch base on Adobe Analytics, Google Analytics, Optimization tools like Optimizely, Adobe Test & Target etc. The right approach of collection data linked with business KPI’s will help in better analysis and analytical models from data. This will help in saving a lot of marketing dollars and provide a better return on marketing investment.

*Faculty of Management Studies, University of Delhi
**Faculty of Management Studies, University of Delhi
***HCL Technologies
Significance of Social Networking Media for Influencing the Investor Behavior in Indian Stock Market

Muskan Duggal, *

Anuj Kapoor **

Sakshi Malik***

Digital technology and businesses are becoming inextricably interwoven. Digital Literacy is the ability to use the innovative technology to navigate, evaluate and create information. This paper aims to highlight the prominence and significance of social networking media like Twitter, Google Trends, Yahoo Finance, etc. for enhancing the investor knowledge and influencing the investor behaviour in Indian financial market i.e. National Stock Exchange and Bombay Stock Exchange. Previous literature and many research works were analysed which depicted the adoption of these innovative methodologies for market prediction and making future investments by developed nations like United States, China, etc. The analysis of such past time studies glorified the existence of correlation amongst the posts on Twitter, Stock Twits, Google Trends, etc. with price prediction of stocks listed on Dow Jones, NASDAQ and S&P 500 in US financial market by influencing the sentiments of the investors proposing scope for Indian investors. Thus, in this research work we elaborated the importance of adoption for these innovative social networking media by current and prospective Indian investors for understanding stock volatility and increased price prediction capabilities.

*FACULATY OF MANAGEMENT STUDIES, DELHI UNIVERSITY
**FACULATY OF MANAGEMENT STUDIES, DELHI UNIVERSITY
***FACULATY OF MANAGEMENT STUDIES, DELHI UNIVERSITY

Proceedings of 6th Annual International Commerce Conference (6th AICC) held on 11-12 January 2018
Social Media in Education

Ankita Garg*

Education is the process of acquiring knowledge, values, skills and beliefs. Education is inevitable for comprehensive development of an individual, so of the nation. Robust education system is very important for any country. Education enhances the quality of human capital, which in turn contributes to the Nation’s GDP. It is the only solid tool which gives answer of all social, economic and political problems in any country. Education is not only limited to literacy but about sensitivity of an individual towards himself and society.

Education uplifts our beliefs and values and hence gives us power to think, analyze and question things. Education is the only solution and permanent remedy for eradicating all social and political evils from society, be it poverty, unemployment, over-population, all sorts of heinous crimes like Rapes, acid attacks, women and children exploitation.

Since, this era is called as the digital era where almost everything is technologically driven. There are major advancements which have happened in education sector and it is not left untouched by Digitization and social media. Each of us is more or less connected with the various Social Media sites which provide information in fraction of seconds. Especially, young generation is more inclined to social sites and no one can deny the fact that, it has now become a part and parcel of everyone’s lives. There are countless digital media and social networking sites, all of which has unique characteristics and purpose. The interesting thing to note here is that these sites are not just being used as a medium of getting information or just a Fad. Rather these are contributing tremendously in imparting quality education to people which includes all sorts of graphics, videos, live lectures, MOOCS, documentaries etc. Today’s generation is more inclined to technology and hence more receptive to learn and acquire education through more innovative and advanced ways which is beyond physical setting of blackboard and chalk.

According to Cisco’s Visual Networking Index (VNI) Complete Forecast, there will be two billion networked devices in 2021 in India, up from 1.4 billion in 2016. Digital transformation will take India’s internet users from 373 million (28 percent of population) in 2016 to 829 million (59 percent of the Indian population) in 2021.

India is the second largest market of E-learning after USA and is estimated to be around $1.29 BILLION by 2018, as per the report published by Docebo.

These figures shows how rapidly and successfully Digital transformation in education sector is happening in India.

The Aim of this study is to understand-

1. How social Media is contributing to the development of education sector?
2. Impact of E-learning among youth and how they are getting benefited.

3. What is the Dark side of social sites and its impact on society?

4. Future potential of social media in Education sector.

Methodology- Collection of necessary information from the sample with the help of questionnaire schedule comprising of various questions related with usage, impact and perspective of students on other aspects of social media and education. Also, Case study of some social media sites which are actually bringing change in society through education.

Contribution- Understanding social media in education sector exploring various innovative and effective social media sites which are bringing change in Education sector.

Conclusion- Social networking sites allow us a fast and free resource for communicating with people around globe. Social media is an innovative educational tool where we can learn anything or everything. It provides wide arena for everyone to learn, grow and educate themselves. In India, Education sector is administered by government officials and hence, red-tap ism and bureaucracy is rampant. Social media opens new horizons and facilitate world class education with low costs. Therefore, Government as well as individuals should make efforts to create digitization in education sector and hence, make India educationally inclusive.

*Shri Ram college of commerce
Understanding Prospects and Challenges of E-Governance for Development in India

Jyoti Yadav *

Ravinder Kaur**

As the use of information technology is increasing nowadays very vastly in the world. By looking the benefits of the new technologies and barriers of traditional methods, the governments of all developing as well as developed countries are taking steps in promotion and adoption of IT in the governance which is said to known as “e-Governance”. Increasing accountability promotes government to become more competitive and transparent as well as increasing corruption, tax evasion in India make this concept more important and necessary. Government of India (GOI) is taking so many initiatives in the way of e-Governance with UIDAI, EDI and mobile platforms, School certificates, payment gateway and voter ID cards, utility bills, certificates, landholding records, taxation and education, etc. The “Digital India” Programme started as a key plan of GOI in which vision is transform India into a digitally empowered society. It aims to provide services in convenient, efficient and transparent manner. e-Governance is a very good initiative of GOI towards the development of a country as well as an individual. GOI launches many programmes for the promotion of e-Governance, but they are facing various challenges for its implementation and development. So, the need is to understand that initiatives of e-Governance are for development and there is a need to overcome those challenges. Hence an attempt has been made in this paper to understand the need and role of e-governance for development in India by introducing the services provided electronically by GOI and an attempt has also been made to find out the strategic and tactical challenges and barriers in the way of connecting citizens with e-services and at the end e-Governance.

Objectives:

1. To define the e-Governance and services provided by e-Governance portals. 2. To study the role of e-Governance for Development.

3. To understand the prospects and challenges in the way of e-Governance.

Research Methodology: An exploratory research technique based on past literature from respective journals, annual reports, newspapers and magazines covering wide collection of academic literature on e-Governance has been extensively used for the study. Various issues related to the e-Governance has been included in different sections.
Conclusion: In today’s scenario, the usage of Information Technology is growing very speedily. The GOI is also taking various step for promoting the use of latest technology because it’s have many benefits and it will connect the people with all over world. Government started various programme for promoting e-Governance in India. Till now with the help of data we can say it is working in the growing trends but there are various challenges also in the way of e-Governance which need to handle or overcome by the government. For promoting the e-Governance successfully many steps are taken by the government. So, by keeping in view all the facts can conclude that e-Governance is a very genius step for development of India just need to Implement it perfectly.
Introduction- Social media is a growing phenomenon with many and varied definitions in public and academic use. With the introduction of social media in all spheres of life, it has entered into the education sector as well. One of the most important reason of integrating social media technology in education is changing outlook of society and its reliance on technology have generated a necessity for educators to acquire and exercise new techniques of integrating effective technology in the classroom. Social media is not only about how individuals interact with each other but is a new way of communication. Now, it is widely used by students and faculty to connect, create and consume content, and thus to experience college in both real and virtual world. Certainly, students are sculpting their own personalities and identities through their diverse engagement with social media. The omnipresence of social media (e.g., Facebook, Twitter, LinkedIn, Microblogging, Google +) is increasingly visible in the education sector be it branding of the institute in the market, publicity of the events, interacting with the corporates, to promote active learning among the students. Many prior studies argue for the persistent integration of social media in education sector. However, there is no consensus in supporting the claim. This study has tried to understand the contribution of social media in the teaching and learning arena, specifically in the Department of Commerce, Delhi School of Economics, University of Delhi. This paper summarizes the reviews of literature, findings of empirical investigations, limitations and future areas of research.

Objective- The primary aim of this study is to capture the trends, symmetries, and asymmetries in perceptions of students and faculty on the role of social media in education sector. The purpose is to help the current as well as potential users to understand the impact of different types of social media used in education sector, benefits of using social media, the obstacles to using social media, and the role social media should play in the specific context of education. This is especially relevant in the present scenario when the education systems across the globe are getting integrated.

Methodology- To achieve the purpose, a survey has been conducted on the faculty and the student’s fraternity as to how do they perceive the role of social media in education in today’s times. Two questionnaires were developed, one for the faculty and other for the students.
These were developed after conducting interviews and group discussions with both the faculty and students.

The questionnaires were designed to include questions around several areas of interest:

- Type of social media used for personal, academic and professional purposes,
- Departmental resources dedicated to social media,
- Perceptions on the benefits of social media,
- Perceptions of the barriers to expanding the use of social media in an educational setting,
- Overall perceptions of social media, and
- Demographics of survey respondents

The analysis has been done using factor analysis, descriptive statistics, and t-test.

Conclusion- With changing paradigms of the education sector realities, social media technology is restructuring the way students communicate personally, academically and professionally within their college. On the basis of literature review, it has been concluded that students’ use of social media tools for academic purposes increases their engagement in college. With the passage of time, there has been a public fascination with the sensation of connectedness. One of the significant modes in which society is now connected is through social media – such as social networking sites. With growing use of social media by both students and faculty of higher education, still there exist immense road blocks in trying to comprehend the novel dynamics created by social media in education sector.

*DEPARTMENT OF COMMERCE, DSE, UNIVERSITY OF DELHI
**DEPARTMENT OF COMMERCE, DSE, UNIVERSITY OF DELHI
Session 4C : Social Media & Markets
Telemedicine: The Future of Healthcare in India

Shanu Jain*

The synergistic convergence of information technology with medical sciences has opened up plethora of opportunities and innovations for providing best, effective and affordable healthcare. With increasing proliferation of e-health services either by online healthcare websites, medical apps, online patient scheduling, health education, customers and medical practitioners are finding access to innovative, comfortable and timely solution to all their healthcare issues. One such innovation arising out of this emerging field is the Telemedicine facility. According to World Health Organisation (WHO), telemedicine is defined as, “The delivery of healthcare services, where distance is a critical factor, by all healthcare professionals using information and communication technologies for the exchange of valid information for diagnosis, treatment and prevention of disease and injuries, research and evaluation, and for continuing education of healthcare providers, all in the interests of advancing the health of individuals and their communities”. Telemedicine is at a very nascent stage in our economy but the vision of the entire public and private sector medical fraternity has always be to ensure total healthcare(at least primary healthcare(PHC) to every citizen of our country i.e. pan India covering all urban rural areas therefore medical practitioners are now looking telemedicine as their newly found Avatar. This paper attempts to explore the origins of the concept, the technology it uses, the types of infrastructural and technology requirements it has. It further explores the different categories and sub division of Telemedicine such as Telenursing, Telepharmacy, Teleconsultation, Telecardiology, to name a few. According to an Assocham’s recent study, India’s telemedicine market, has been growing at a compounded annual growth rate (CAGR) of over 20 per cent, holds the potential to cross $ 32 million mark by 2020 from the current level of over $ 15 million. It shows that telemedicine is a welcoming proposition for India. Several government campaigns have already been initiated in collaboration with renowned hospital chains and medical institutes like (Sehat in line with its Digital India vision) .The later sections of the paper give a snapshot of various government initiatives (existing and proposed), evaluating their effectiveness the possible risks and benefits and other infrastructural, technological and legal constrains in their real life implementation. The study is mainly exploratory in nature based upon secondary resources, i.e. the papers and articles published in various academic and medical journals, online blogs and articles, newspapers and conference proceedings. It further includes the comments and statements of existing medical practitioners and consumers expressing their views and opinions on the viability, the pros and cons, the challenges and opportunities, the comparison with other available technologies, experiences of countries and organisations worldwide

*Department of Commerce, Delhi School of Economics
Role of Idiosyncratic Risk in Asset Pricing: A Preliminary investigation into India’s Stock Market

Sartaj Hussain, *

Prof. K. V. Bhanu Murthy**

Dr. Amit Kumar Singh ***

Rohit Kumar Shrivastav****

Introduction: Risk and return trade-off is the fundamental issue in the area asset pricing theories. A broader classification of the overall risk being faced by any financial asset can be made into these two categories. Systematic risk which is common to all assets arises due to the factors like, inflation, currency fluctuations, business cycles etc., while as unsystematic risk which is asset specific arises due to firm specific factors like, financial irregularities, failure of a product, employee strikes etc. The principal asset pricing models consider unsystematic or idiosyncratic volatility as unimportant. The reason being argued in this context is that since idiosyncratic risk gets diversified by having a portfolio of assets, it should not command any return to the investor, as such shouldn’t matter in asset pricing models. However, in reality it is observed that having a well-diversified portfolio which is free of any idiosyncratic risk is practically not always possible. Malkiel and Xu (2006) argue a number of reasons that could limit the motivation of investors to pursue diversification. Among these, they argue that institutional investors have a tendency to deliberately assume a considerable amount of idiosyncratic risk in their portfolios. Similarly, individual investors are constrained to undertake diversification because they face problems of incomplete information, constraints, like taxes, liquidity needs, imperfect divisibility of securities, restrictions on short sales, etc. Likewise, other agents, like brokerage houses tend to hold a handful of securities and many employees hold stock options that are linked to their retirement plans. This is what leads to holding of illiquid and undiversified portfolios by such participants in the market. Finally, a large number of mutual and pension funds fail to hold a mean-variance efficient portfolio because they claim to create portfolios with abnormal returns. In view of these reasons, examining the significance of idiosyncratic volatility in asset pricing assumes a greater significance. Among the various asset pricing models, the pioneering Capital Asset Pricing Model (CAPM) developed by Sharpe (1964), Lintner (1965), and Black (1972) ignores the role of idiosyncratic volatility in pricing of securities. In this direction, the present study is a preliminary attempt to assess the significance of idiosyncratic volatility in asset pricing in the Indian context using the traditional asset pricing model, CAPM.
Objective of the Study:

1. To measure idiosyncratic volatility of stocks traded in the Indian stock market.
2. To analyse behaviour of idiosyncratic volatility in the Indian stock market. 3. To examine the significance of idiosyncratic volatility in pricing of securities using CAPM framework.

Research Significance:

The study intends to provide valuable insights about idiosyncratic volatility to various stakeholders, like investors, portfolio managers and academicians. For investors, it would suggest a basis of whether they should worry for presence of idiosyncratic volatility in their assets or portfolios. For the academic community, it will supplement the scant literature available on the topic in the Indian context. And finally it would also suggest whether strategies based on idiosyncratic volatility are going to work for portfolio managers that operate in the Indian market.

Research Design and Methodology:

Idiosyncratic volatility is not directly observable. The study, therefore aims to capture it from the residuals of the CAPM regression model. For this purpose, we propose to use FamaMacbeth (1973) two pass regression methodology that uses both time series as well cross sectional regressions to achieve the desired objective of measurement as well as investigation of significance of idiosyncratic volatility. The standard CAPM model is proposed to be used for measurement of idiosyncratic volatility. The data for the study will be drawn from BSE 500 equity index which represents nearly 93% of the total market capitalization on BSE covering all major 20 industries of the Indian economy. The market proxy for the study will be BSE SENSEX index. We propose to sample monthly returns of individual securities in the BSE 500 traded at present and SENSEX index for our study.

Scope of the Study:

The study is proposed to extend over a period of ten years from year 2007 to 2017.
Big data and analytics: enabling knowledge management for personal as well as professional growth

Gipson Varghese *

Jayakar Sodagiri**

A growing body of studies show that computerization can change the nature of work in many jobs, influence people’s morale, affect relations with co-workers and supervisors and improve (or worsen) levels of accomplishment (Philip, H, 1991). With rapid advancement of the technology, our personal and professional lives are in a convergence driven by cloud, analytics, mobile and social technologies (Ferrar, Jonathan, 2017). These forces, empowered daily with new technological inventions are affecting our decision making, both in personal and professional lives. The speed-driven big data analytics help organizations to follow proper decision-making procedures, get real-time insights and gather data for quick actions (Finch, G, 2014).

Technology can change the process of analysis, forecasting, problem solving and communication strategies and also affect work schedules and staffing allocation of departments.

Big data and insights drawn from analytics have become crucial for knowledge management, which would influence both personal and professional lives. Currently the data is being used mostly by companies/organizations, with an intention to improve business and to improve customer relations. Although data and information are available, the use of bid data is in different terms and dimensions. Therefore, there are several uses as well as challenges for organizations and individuals to embrace these technologies across full spectrum of engagements. The data is only valuable if it is used to make better decisions. An ideal way to make use of data is to discover what we do not know from data and communicate these findings. It is also very important to get predictive insights from data that can result in tangible actions that will bring value.

This paper is planned in such a way to discuss on the advantages and disadvantages of big data and insights drawn. Based on the theory of Knowledge Management (KM), the paper will discuss basically the following aspects; a. Technologies for transfer, b. Analysis and modeling c. Socio-economic aspects of data and evidence based policy d. Ethical and legal requirements and d. common challenges. In this paper we will bring together theory from knowledge management (KM), competitive intelligence (CI) and big data analytics to develop a more comprehensive view about big data, information, knowledge and intelligence. We will follow a conceptual approach, combining various theories with practical applications. Illustrative data drawn from other empirical data and work would be applied to
illustrate some concepts. The design of the paper would contain the following structure and each heading and sub heading would be discussed with empirical evidences.

Technologies for transfer: this section would mainly discuss about the aspects on cloud computing and Internet of Things

Analysis and modeling: this section consists of discussion on sentiment modelling and machine leaning and adaptive system

Socio-economic aspects of data and evidence based policy: since analysis and interpretation would largely influence socio-economic aspects, this section consists of discussion on risk management and economic growth, high frequency market, causal inference, dynamics of markets and social care

Ethical and legal requirements: by and large information would certainly affect the security of people and the society, therefore this section consists of arguments on privacy, data protection, anonymization and legal and ethical responsibility

Challenges:

There are several challenges on the data mining and interpretation for proper usage, therefore discussion on the following matters are of great importance, like, data and knowledge, interpretability/explainability, unstructured and multi-stream data analytics, real-time or near real-time analytics, legal, ethical, societal issues are not yet well understood, data; the currency of the future and use of data in developing countries

*Innovindia
**Innovindia

Proceedings of 6th Annual International Commerce Conference (6th AICC) held on 11-12 January 2018
Analysis of Emoji Usage in Interpersonal Communication of WhatsApp Users in Delhi-NCR.

Gurneet Kaur *

Dr Jasmine Kaur Lamba.**

Emojis today have redefined the way the users communicate over the Internet. More than 90% of WhatsApp population now incorporates emojis into their texts. With paucity of time and instant modes of communication available, emojis are evolving with each passing day. Widely popular for expressing moods, emotions and nuances in messages, they have become an innate part of our written communication.

There are three fold objectives of this study, i.e., firstly, not only to understand the difference between emoticons and emojis w.r.t. their application but also to identify the actual and the perceived sentiments and emotions associated with WhatsApp and emojis across various age groups along with their usage amongst different genders. The findings shall be based upon the primary data collected and analysed in the form of questionnaire to be sent to various age groups of people living in Delhi-NCR.

*SGND Khalsa College, Delhi University  
**SGND Khalsa College, Delhi University
About the Host

Department of Commerce

Department of Commerce, formally set up as a separate entity in 1967, has imbibed the DSE tradition of exploring new frontiers of knowledge and innovation in academics. In its history spanning over three decades, it has redefined commerce education in the country. The Department has the legitimate claim and pride of being the premier institution in India for course curriculum development, teaching and research in Commerce discipline. The rapid growth of the Department of Commerce is reflected in its expansion as well as novelty in its academic programmes.

In addition to the traditional M. Phil., Ph.D., and flagship M.Com. programme, department of commerce initiated two master degree level professional programmes, Master of International Business (MIB) and Master of Human Resource and Organizational Development (MHROD) as a response to market imperatives in 1995.

In this span of nearly twenty years, these two programmes have come to be recognised as well-regarded Master’s programme in business administration in the country. Both the courses, viz. MIB & MHROD have been well received by the industry till date. The nomenclature of these two professional courses has been recently changed to MBA (IB) and MBA (HRD). It is expected that this change in the nomenclature of the course would be well received by the corporates and would add more to the placement activities of our students.
About the Co-Host

Academy of Indian Marketing (AIM)

Founded in 2009, the Academy of Indian Marketing (AIM) is a consortium of leading management institutions offering world class management education and research activities through doctoral consortiums, academic conferences and research publications.