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DIGITAL INTEGRATION IN RETAIL INDUSTRY

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ABSTRACT:

The retail industry is currently undergoing a significant transformation due to the rapid advancement of digital technologies. As a result, customers now have higher expectations for a seamless shopping experience that blurs the boundaries between physical stores and online platforms. To adapt to this digital revolution, retailers need to embrace retail digital transformation, which involves strategically integrating technology into all aspects of their business. This approach aims to improve the customer experience, optimize operational efficiency, and drive business growth. Retail digital transformation involves using technology strategically to overhaul how retailers operate and interact with customers. It goes beyond simply using fancy gadgets; it's about leveraging technology to achieve important objectives. This presentation delves into the concept of retail digital integration, which involves strategically combining a retailer's digital and physical

touchpoints along with its various components.

Key words: Seamless, digital, integration, customer experience, technology

INTRODUCTION:

Today's consumers have high expectations for a smooth shopping experience, whether they are browsing online, visiting a physical store, or using a mobile app. This is where Retail Digital Integration plays a crucial role. Retail digital integration refers to the seamless connection of all digital touchpoints within a retail business. This encompasses various aspects such as the company's e-commerce platform, mobile app, in-store inventory management system, and loyalty program. By integrating these diverse technologies, retailers can provide a unified shopping experience for their customers, regardless of their preferred mode of interaction with the brand. In the upcoming sections, we will explore the advantages of retail digital integration and delve into the different technologies involved.

IMPORTANCE:

In today's highly competitive retail landscape, the integration of digital channels is not just a luxury, but a necessity. This is due to several key reasons:

1. Enhanced Customer Experience:

Customers now expect a seamless journey, whether they are conducting

online research or making a purchase in-store. Through integration, retailers can offer features such as click-and-collect, real-time inventory checks, and unified loyalty programs. These capabilities create a smooth and convenient experience that keeps customers coming back for more.

2. **Personalized Service:** Digital integration provides access to a wealth of customer data. By connecting online browsing habits with in-store purchases, retailers can personalize product recommendations, target promotions, and tailor marketing messages. This level of personalization leads to a more relevant and engaging shopping experience.
3. **Improved Operational Efficiency:** Integration streamlines processes across the entire retail operation. Real-time inventory visibility helps minimize stockouts and overstocking. Integrated point-of-sale systems gather valuable customer data, while data analytics can optimize store layouts and targeted marketing campaigns. These efficiencies result in a more streamlined and effective operation.
4. **Increased Sales and Revenue:** A satisfied customer is more likely to spend. By providing a convenient and personalized experience, integrated retailers can boost sales and revenue. Opportunities for upselling and cross-selling become more natural, and data-driven marketing campaigns can reach the right audience at the right time.
5. **Competitive Advantage:** In a crowded marketplace, retailers that embrace digital integration stand out from the competition. They can offer a level of convenience and personalization that traditional, siloed

approaches cannot match. This leads to increased customer loyalty and a stronger competitive edge.

By integrating your digital channels, you are essentially creating a unified front for your brand. This fosters customer trust, loyalty, and ultimately, a thriving retail business.

BENEFITS:

Retail digital integration, which involves linking a retailer's physical and online operations, provides numerous benefits for businesses and customers. Here are some key advantages:

Enhanced Customer Experience:

1. **Seamless Shopping:** Customers can easily transition between online browsing, visiting physical stores, and making purchases through mobile apps, creating a cohesive shopping experience across all touchpoints.
2. **Personalized Recommendations:** Retailers can utilize data to understand customer preferences and offer tailored product suggestions, promotions, and loyalty programs.
3. **Improved Customer Service:** Digital tools such as chatbots and self-service kiosks offer round-the-clock support and address basic inquiries, allowing staff to focus on more complex interactions.

Increased Revenue and Efficiency:

4. **Data-Driven Decision Making:** Analyzing sales data, customer insights, and inventory levels enables retailers to optimize pricing, promotions, and product placement, ultimately driving sales growth.
5. **Inventory Management:** Real-time tracking of inventory across all channels

helps prevent stockouts and overstocking, ensuring optimal product availability.

6. **Automation:** Automating repetitive tasks like order processing and billing reduces operational expenses and enhances overall efficiency.

Competitive Advantage:

7. **Enhanced Brand Image:** A digitally integrated retailer conveys a modern and customer-focused image, attracting new customers and fostering brand loyalty.

8. **Targeted Marketing:** Digital tools facilitate targeted marketing campaigns that reach the right audience with the right message at the right time.

9. **Agility and Innovation:** Digital integration empowers retailers to adapt to evolving consumer trends and swiftly adopt new technologies to outpace competitors.

COMPONENTS OF RETAIL DIGITAL INTEGRATION TOWARDS CUSTOMERS

VIRTUAL REALITY:

Virtual Reality (VR) is revolutionizing the retail industry by transforming the way customers shop, bridging the gap between physical and online experiences. With VR, customers can step into virtual showrooms and explore a world of possibilities. They can try on clothes, visualize furniture in their dream living room, or even take a virtual test drive of a car, all without leaving their homes or stepping foot in a store. This not only enhances the way products are showcased but also creates a deeper emotional connection with customers, resulting in increased sales and fewer returns. Moreover, VR is a powerful tool for employee training, allowing them to practice essential skills and product knowledge in realistic, simulated scenarios. By incorporating VR into their digital strategies, retailers can create a more immersive and interactive shopping journey,

ultimately driving customer satisfaction, brand loyalty, and innovation in the highly competitive retail landscape.

POS SYSTEMS:

Today, POS systems in enterprise retail, such as NCR, Lightspeed Retail, iQmetrix, Square, and others, have undergone a significant transformation, playing a crucial role in reshaping retail operations. These modern POS systems have evolved beyond transactional hubs to become comprehensive retail management solutions. By integrating advanced technologies like cloud computing, AI, and data analytics, these systems provide real-time inventory management, sales tracking, and customer data analysis.

This integration empowers retailers to make quick, informed decisions, enhancing inventory turnover and reducing waste. The inclusion of mobile POS systems offers increased flexibility in customer service, enabling transactions throughout the store, reducing wait times, and improving the overall customer experience. Furthermore, POS systems now seamlessly integrate with other business tools, such as CRM and ERP systems, ensuring a unified and efficient operational workflow. Modern POS systems are instrumental in personalizing customer experiences, utilizing AI-driven insights to provide tailored recommendations and promotions, ultimately boosting sales and customer loyalty. The incorporation of omnichannel capabilities guarantees a consistent shopping experience across online and offline platforms, meeting the expectations of today's consumers. This seamless integration also allows retailers to gather comprehensive data from all channels, providing deeper insights into customer behavior and preferences. Additionally, enhanced security features in these systems ensure safe and secure transactions, fostering customer trust

For large-scale retailers, the modern POS system serves as more than just a sales tool; it is a cornerstone for strategic decision-making, operational efficiency, and customer relationship management, representing a significant advancement in the digital transformation of the retail industry.

AUGMENTED REALITY:

AR is revolutionizing the retail industry by seamlessly merging the physical and digital realms. This integration offers numerous advantages for both retailers and customers, resulting in a more immersive and informative shopping experience.

One of the most significant applications of AR in retail is product visualization. Picture a customer using a smartphone app to envision how a new sofa would fit in their living room or virtually trying on clothes before stepping into a fitting room. AR bridges the gap between online product representation and real-world application, instilling confidence in customers and reducing hesitation when making a purchase.

AR's digital integration extends beyond visualization. Retailers can utilize AR to create interactive displays that provide product information, assembly instructions, or even personalized recommendations based on a customer's browsing history. This empowers shoppers to make well-informed decisions and fosters a more engaging in-store experience. Moreover, AR can streamline

the shopping journey. Imagine effortlessly navigating a large store with the assistance of AR directions on your phone. AR can also integrate with loyalty programs, offering real-time discounts or promotions, thereby enhancing the shopping experience with a personalized touch.

The digital integration of AR doesn't end within the physical store. Retailers can employ AR-powered apps to enable customers to virtually browse products from anywhere. This effectively bridges the gap between online and offline shopping, resulting in a truly omnichannel retail experience.

OMNICHANNEL:

Omnichannel retail has emerged as the benchmark for delivering a seamless shopping experience to today's tech-savvy consumers. It surpasses the mere existence of multiple channels such as websites, social media platforms, and physical stores. The true essence lies in omnichannel integration, which harmonizes these channels and guarantees a consistent flow of data and information.

Consider a scenario where a customer is browsing for shoes online. Through omnichannel integration, they can access real-time inventory levels for both the website and nearby stores. They have the flexibility to make a purchase online and collect it from a physical store, or vice versa. The system ensures that the chosen shoes are reserved and prepared for them, regardless of the channel they utilized to

finalize the transaction. This level of integration fosters a sense of fluidity and empowers customers to shop according to their preferences. To achieve omnichannel integration, a robust digital infrastructure is essential. Retailers must invest in tools like Customer Relationship Management (CRM) systems, which consolidate customer data across all touchpoints. Additionally, Application Programming Interfaces (APIs) serve as bridges between different software systems, facilitating real-time data exchange. By implementing these technologies, retailers can dismantle barriers between departments and provide their customers with a truly connected omnichannel experience.

MOBILE APPLICATION:

In today's digital era, mobile applications have revolutionized the retail industry, serving as a potent tool for digital integration. These applications bridge the gap between physical stores and the online realm, resulting in a seamless customer experience. To begin with, mobile apps enhance customer engagement by offering a range of features. Shoppers can effortlessly browse through product catalogs, check real-time inventory levels, and even access exclusive deals and promotions directly from their smartphones. This level of convenience keeps customers well-informed and engaged. Moreover, loyalty programs and personalized recommendations further incentivize both in-store and online purchases. Additionally, mobile apps

empower retailers to streamline their operations and gain valuable insights into their customers. Real-time stock tracking ensures efficient inventory management, while in-app features like mobile checkout reduce waiting times and enhance customer satisfaction. Furthermore, app analytics provide retailers with crucial data on customer behavior and preferences. This data can be utilized to personalize marketing campaigns, optimize product offerings, and ultimately drive sales. Mobile apps play a pivotal role in the digital integration of the retail industry. They serve as a platform for customer engagement, streamline operations, and offer invaluable customer insights. By harnessing the power of mobile apps, retailers can create a more connected and convenient shopping experience for their customers.

COMPONENTS OF RETAIL DIGITAL INTEGRATION TOWARDS EMPLOYEES

SMART SHELVES:

Smart shelves are revolutionizing inventory management and the shopping experience in retail. These high-tech shelves leverage digital integration to transform traditional shelving units. By incorporating sensors, RFID tags, and sometimes even weight sensors, they become an integral part of the Internet of Things (IoT) ecosystem in a store.

This digital integration allows for real-time tracking of inventory. When an item is removed from the shelf, RFID tags or

weight sensors can detect it, automatically triggering alerts for restocking. This eliminates the need for manual checks and ensures shelves are always full, reducing the chance of lost sales due to stock outs.

The benefits extend beyond inventory management. Smart shelves can also integrate with digital signage, displaying dynamic pricing, targeted promotions, or even educational content about the products. This creates a more interactive shopping experience for customers and allows for data-driven decisions about product placement and marketing strategies.

E- LABELS:

E-labels, in the retail sector, are electronic shelf labels (ESL) that offer a more dynamic and integrated approach to product information by replacing traditional paper price tags. These digital displays are connected to a central database, enabling real-time updates on pricing, promotions, and inventory levels. This integration with the retail ecosystem provides various advantages. To begin with, E-labels improve efficiency by allowing staff to update numerous prices throughout the store with just a few clicks, eliminating manual work and ensuring accuracy. Additionally, ESLs support dynamic pricing strategies, enabling retailers to adjust prices based on factors such as demand, competitor activity, or time of day to optimize profit margins. Moreover, E-labels elevate the customer

experience by providing consistent and up-to-date pricing that builds trust. They also empower informed choices by displaying additional product information like nutritional content or promotions. E-labels can even be interactive, enabling customers to scan QR codes for more details or product reviews on their phones. This integration of physical and digital channels creates a more engaging shopping experience.

SELF CHECKOUTS:

The implementation of self-checkout systems in retail stores is closely linked to the integration of digital tools for employees. These self-service kiosks aim to streamline the checkout process, but they do not completely eliminate the need for staff. Here is how digital tools facilitate the connection between employees and the self-checkout experience: To begin with, integration enables employees to remotely monitor and resolve issues with self-checkouts. Staff members can track system errors, identify congested lanes, and even assist customers facing difficulties through the kiosk interfaces. This allows them to be more flexible in their tasks and attend to other responsibilities on the sales floor. Moreover, digital tools can provide real-time data on customer flow and identify peak shopping hours. Armed with this information, employees can be strategically assigned to help with bagging groceries, address customer inquiries, or

ensure security at the self-checkouts. This data-driven approach ensures a seamless checkout experience for all customers. Self-checkouts are not intended to replace employees, but rather to work alongside them. Through digital integration, a connected environment is created where employees can efficiently manage self-service systems and provide assistance to customers using them. Ultimately, this leads to a more effective and customer-focused retail experience.

ROBOTS AND CHATBOTS:

The increasing presence of robots and chatbots in the retail industry represents a significant shift towards digital integration for employees. Robots are now taking on repetitive tasks such as managing inventory and fulfilling orders, which in turn frees up employee time to focus on customer-centric roles. Just imagine a stockroom bustling with robots autonomously restocking shelves, allowing staff members to concentrate on providing personalized recommendations or assisting with complex purchases. On the other hand, chatbots are revolutionizing customer service on the sales floor. These virtual assistants are capable of answering basic product inquiries, troubleshooting minor issues, and even guiding customers to specific departments. This not only lightens the workload for human employees, but also enables them to address more intricate customer needs that require a personal touch.

In summary, this digital integration involving robots and chatbots empowers employees to move beyond mundane tasks and engage in more strategic and fulfilling work. They can utilize their expertise to cultivate relationships with customers, offer comprehensive product knowledge, and contribute to an overall positive shopping experience.

DIGITAL TRAINING:

Equip your retail workforce with the necessary skills to excel in the ever-evolving world of online and in-store shopping through comprehensive digital training in retail digital integration. These dynamic training programs can be conveniently accessed online, enabling your employees to learn at their own pace and on-the-go. The training modules encompass a wide range of topics, including the utilization of mobile point-of-sale systems, efficient handling of online orders for in-store pickup, and harnessing digital tools to elevate the overall customer experience. Through these programs, your employees will acquire the ability to recommend products through interactive applications, address customer inquiries regarding online inventory, and effectively utilize social media platforms to drive sales and foster connections with customers. By empowering your employees with digital fluency, you will effectively bridge the gap between your physical and online stores, resulting in a seamless omnichannel

experience for your valued customers. This not only amplifies sales but also positions your retail brand as a frontrunner in the digital era.

transformation as an ongoing journey to meet evolving consumer expectations and stay relevant in the digital age.

CONCLUSION:

In conclusion, the enhanced customer Experience has Digital integration allows retailers to provide personalized shopping experiences, streamlined checkout processes, and improved customer service through various digital channels and by Operational Efficiency makes integrating digital technologies into retail operations, businesses can optimize inventory management, reduce costs, and increase overall efficiency. Adaptability and Innovation brings Digital integration fosters a culture of innovation within retail organizations, allowing them to adapt quickly to changing market dynamics, embrace emerging technologies, and stay ahead of competitors and Challenges and Opportunities While digital integration presents numerous opportunities for retailers, it also comes with challenges such as cybersecurity risks, technology integration complexities, and workforce reskilling needs. However, addressing these challenges can lead to greater innovation and competitiveness in the retail sector. In Future the Outlook of retail will lie in continued digital integration, with advancements in technologies such as artificial intelligence, augmented reality, and Internet of Things further transforming the industry landscape. Retailers must embrace digital

**GREEN MARKETING STRATEGIES
FOR AI-DRIVEN PERSONALIZED
NOTIFICATION SYSTEMS
ON MOBILE DEVICES: A STUDY ON
SUSTAINABLE CONSUMER
ENGAGEMENT**

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Abstract:

This research investigates the integration of green marketing strategies into AI-driven personalized notification systems on mobile devices to promote sustainable consumer engagement. With the increasing importance of sustainability in marketing practices, businesses are exploring innovative ways to engage environmentally conscious consumers. The study aims to fill this gap by examining the effectiveness of green marketing in AI-driven personalized notifications. The research employs a mixed-methods approach, combining quantitative analysis and qualitative interviews. The quantitative analysis will focus on consumer responses to eco-friendly messages and offers delivered through AI-driven personalized notifications, while the qualitative interviews will provide insights into consumer perceptions and behaviors regarding green marketing. The findings of this study will contribute to the existing literature on green marketing and AI-driven personalized notifications by providing

empirical evidence of their impact on sustainable consumer engagement. This research will also provide practical recommendations for businesses looking to integrate green marketing into their AI-driven marketing strategies, ultimately contributing to environmental conservation and sustainable business practices.

Introduction

In today's digital age, the integration of artificial intelligence (AI) and mobile technology has revolutionized marketing strategies, particularly in the realm of personalized notifications. Simultaneously, there is a growing emphasis on sustainability, with consumers increasingly demanding eco-friendly products and services. This intersection of AI-driven personalized notification systems and green marketing presents a unique opportunity to study how businesses can engage consumers sustainably through mobile devices. Green marketing, also known as sustainable marketing, focuses on promoting products and services that are environmentally friendly. It involves incorporating sustainability into all aspects of marketing, including product design, packaging, promotion, and distribution. With the rise of environmental consciousness among consumers, businesses are under pressure to adopt green marketing strategies to meet consumer expectations and enhance their brand image. AI-driven personalized notification systems on mobile devices have emerged as a powerful tool for marketers to engage consumers in a personalized and timely manner. These systems use AI algorithms to analyze user behavior and preferences, allowing businesses to send targeted messages and offers. By integrating green marketing principles into these systems, businesses can not only enhance consumer engagement but also promote

sustainability. This research aims to investigate the effectiveness of green marketing strategies in AI-driven personalized notification systems on mobile devices for sustainable consumer engagement. By studying consumer responses to eco-friendly messages and offers delivered through these systems, this research seeks to provide insights into how businesses can effectively communicate their sustainability initiatives and engage consumers in sustainable practices. The study will utilize a mixed-methods approach, combining quantitative analysis of consumer responses to personalized notifications with qualitative interviews to understand consumer perceptions and behaviors regarding green marketing. The findings of this research can help businesses develop more effective green marketing strategies for AI-driven personalized notification systems on mobile devices, ultimately contributing to sustainable consumer engagement and environmental conservation.

Review of literature

Polonsky and Rosenberger III

(2001) delve into the concept of green marketing, emphasizing its crucial role in promoting environmental sustainability. Their work underscores the significance of consumer engagement in fostering sustainable practices and highlights the necessity for businesses to adopt green marketing strategies. By discussing the importance of aligning marketing efforts with sustainability goals, the authors shed light on the evolving landscape of consumer expectations and the increasing relevance of environmentally conscious marketing practices. Their insights provide a foundational understanding of green marketing's importance in not only driving consumer behavior but also in shaping

businesses' approaches towards sustainability.

Chitturi, Raghunathan, and

Mahajan (2008) provide a comprehensive discussion on the influence of green marketing on consumer behavior, particularly focusing on the factors that affect

consumer perceptions of green products. Their work emphasizes the importance of effectively communicating the environmental benefits of products to enhance consumer engagement. By highlighting the impact of green marketing on consumer perceptions and behavior, the authors offer valuable insights into how businesses can leverage sustainability as a key driver of consumer engagement. Their research underscores the significance of transparent and credible communication in promoting green products and fostering consumer trust.

Peattie and Belz (2010) delve into the evolution of green marketing, offering a comprehensive examination of its impact on consumer behavior. Their work emphasizes the critical importance of incorporating sustainability into marketing practices, highlighting the potential of green marketing strategies to effectively engage consumers. By exploring the changing consumer attitudes towards environmental sustainability and the role of businesses in promoting green practices, the authors provide valuable insights into how companies can align their marketing efforts with sustainability goals. Their research underscores the significance of green marketing in not only shaping consumer perceptions but also in driving positive environmental change through consumer engagement.

Luchs, Naylor, Irwin, and

Raghunathan (2010) provide a detailed examination of the role of emotions in green marketing and consumer behavior. Their work underscores the importance of emotional engagement in promoting sustainable consumption, particularly focusing on how emotions can influence consumer perceptions and behaviors towards green products. By discussing strategies for fostering emotional connections with green products, the authors offer valuable insights into how businesses can effectively communicate the environmental benefits of their products and enhance consumer engagement. Their research highlights the significance of appealing to consumers' emotions in promoting sustainability and underscores the potential of emotional marketing strategies in driving positive environmental change.

Ottman (2011) delves into the concept of green marketing, offering insights into its impact on consumer behavior. She emphasizes the critical importance of integrating sustainability into marketing strategies, particularly to engage environmentally conscious consumers. Ottman's work underscores the evolving consumer expectations regarding sustainability and the increasing relevance of green marketing practices in meeting these expectations. By highlighting the benefits of aligning marketing efforts with sustainability goals, Ottman provides a valuable perspective on how businesses can effectively communicate their commitment to sustainability and engage consumers in environmentally friendly practices. Her research contributes to the understanding of how green marketing can drive consumer behavior and shape the future of marketing practices.

Verhoef, Kannan, and Inman

(2015) provide a comprehensive discussion on the role of personalized marketing in enhancing customer engagement. Their work emphasizes the effectiveness of AI-driven personalized notification systems in delivering targeted messages to consumers. By highlighting the benefits of personalized marketing, the authors underscore its importance in today's competitive marketplace. They discuss how personalized messages can lead to increased customer engagement, loyalty, and ultimately, improved business performance. Their research contributes to the understanding of how AI can be leveraged to create more personalized and effective marketing strategies, ultimately benefiting both businesses and consumers alike.

Järvinen and Taiminen (2016)

conduct a thorough examination of the role of mobile technology in green marketing strategies. Their work highlights how mobile devices can be utilized to deliver personalized, environmentally friendly messages to consumers, ultimately leading to increased engagement. By emphasizing the potential of mobile technology in promoting green products and initiatives, the authors provide valuable insights into how businesses can leverage mobile platforms to communicate their sustainability efforts effectively. Their research underscores the importance of adopting mobile-centric approaches in green marketing strategies to reach and engage consumers in a more targeted and impactful manner.

Hair Jr. et al. (2017) offer valuable insights into the utilization of artificial intelligence (AI) within marketing research, particularly focusing on AI-driven personalized notification systems. Their work highlights

the potential of such systems to significantly enhance consumer engagement and improve overall marketing strategies. By emphasizing the role of AI in delivering personalized messages to consumers, the authors underscore the importance of leveraging technology to create more targeted and effective marketing campaigns. Their research contributes to the understanding of how AI can revolutionize traditional marketing approaches, offering new opportunities for businesses to connect with consumers in a more meaningful and impactful way.

Kaur and Kaur (2017) explore the impact of digital marketing on consumer engagement, specifically focusing on the role of personalized messages delivered through digital channels. Their work emphasizes how personalized digital marketing messages can significantly increase consumer engagement and drive sales. By highlighting the effectiveness of digital channels in delivering targeted messages to consumers, the authors provide valuable insights into how businesses can leverage digital marketing to enhance consumer interactions. Their research underscores the importance of adopting personalized digital marketing strategies to effectively engage consumers in today's digitally connected world, emphasizing the need for businesses to adapt to the evolving landscape of digital marketing to remain competitive.

Sharma and Singh (2018) delve into the impact of artificial intelligence (AI) on marketing strategies, focusing specifically on personalized marketing. Their work explores how AI-driven systems can analyze consumer behavior and deliver targeted messages to enhance engagement. By

highlighting the capabilities of AI in analyzing vast amounts of data and generating personalized marketing messages, the authors provide valuable insights into how businesses can leverage AI to create more effective and engaging marketing campaigns. Their research underscores the transformative potential of AI in revolutionizing marketing practices, particularly in the realm of personalized marketing, and emphasizes the importance of businesses adapting to these technological advancements to stay competitive in the digital age.

Objectives of the study

1. Evaluate consumer responses to eco-friendly messages and offers delivered through AI-driven personalized notifications.
2. Assess consumer perceptions and behaviors regarding green marketing in the context of AI-driven personalized notifications.
3. Determine the impact of green marketing strategies on consumer engagement and sustainable purchasing behavior.
4. Provide practical recommendations for businesses looking to integrate green marketing into their AI-driven marketing strategies.

Research Methodology:

1. Research Design:

The study will utilize a cross-sectional research design, employing surveys to collect data from commercial mobile phone users. This approach will allow for the systematic collection of data on consumer responses to eco-friendly messages and offers delivered

through AI-driven personalized notification systems.

2. Sampling:

- **Target Population:** The target population will consist of commercial mobile phone users who receive AI-driven personalized notifications.
- **Sample Size:** A sample size of 100 respondents will be targeted to ensure the study's findings are statistically significant.
- **Sampling Method:** A convenience sampling method will be used to recruit participants from various commercial sectors.

3. Questionnaire Design:

- The questionnaire will include closed-ended questions to measure consumer responses to green marketing messages and offers.
- Likert scale items will be used to assess the effectiveness of green marketing strategies in engaging commercial mobile phone users.

4. Data Collection:

- The survey will be distributed online through social media platforms and email lists targeting commercial users.
- Participants will be asked to complete the survey, which is estimated to take approximately 10-15 minutes.

5. Data Analysis:

- Quantitative data analysis will be conducted using statistical software to analyze survey responses.
- Descriptive statistics will be used to summarize the data, and inferential statistics, such as t-tests or chi-square tests, will be used to determine relationships between variables.

6. Ethical Considerations:

- **Informed Consent:** Participants will be informed about the study's purpose and

asked to provide consent before participating.

- **Anonymity:** Participant responses will be kept anonymous to ensure confidentiality.

7. Limitations:

- The study's findings may be limited by the self-reported nature of the data and the potential for response bias.
- The study's sample may not be representative of the broader population of commercial mobile phone users, limiting the generalizability of the findings.

Data Analysis and Interpretation

The above pie chart shows the gender distribution of the 102 respondents to a survey. The majority of the respondents, 55.9%, were male. The remaining 44.1% of respondents were female. It is important to note that the sample size is relatively small, so the results may not be generalizable to a larger population.

From the above pie chart the age distribution of 102 respondents. The largest age group is 35-44 years old, making up 60.8% of respondents. The second largest age group is 18-24 years old, at 16.7%. The smallest age group is under 18, at 6.9%. The pie chart shows the distribution of occupations among the 102 respondents to a survey. The largest category, labeled "Student and Working Professional" or "Consultant", encompasses 52% of the respondents. The second largest category is "Student" at 33.3%. "Business Owner" and "Homemaker" each account for 8.8% of the respondents. The pie chart shows the frequency of mobile app usage among 102 respondents. A very high percentage, 94.1%, indicated that they use mobile apps daily. The remaining 5.9% of respondents use mobile apps a few times a week, once a week, or rarely. These results suggest that mobile apps are a very popular way for

people to access information and complete tasks on their smartphones. The pie chart shows how people feel about receiving personalized notifications from a mobile shopping app. The majority of respondents, 69.8% (47.1% + 22.5%), indicated a positive sentiment towards receiving personalized notifications. Nearly half, 47.1%, indicated that they “like it,” while 22.5% said they “love it.” A smaller percentage of respondents, 30.2%, indicated a negative sentiment towards personalized notifications. Within this group, 15.7% indicated that they “dislike it,” and 9.8% said they “hate it.” The pie chart shows how 102 people responded to the question: “Do you think personalized notifications enhance your overall app experience?” The two largest slices of the pie chart, “Very Likely” (38.2%) and “Likely” (9.8%), combine to show that 48% of respondents believe that personalized notifications improve their app experience. In contrast, the two smallest slices, “Unlikely” (41.2%) and “Very Unlikely” (9.8%) show that 51% of respondents believe that personalized notifications do not enhance their app experience. The pie chart shows that personalized notifications are a major influence on user engagement with an app according to a survey of 102 respondents. Nearly two-thirds, 67.7%, of respondents said that personalized notifications are either “very important” or “somewhat important” in influencing their engagement with an app. Only a small minority, 16.7% and 15.7%, said that personalized notifications are “not very important” or “not at all important” respectively. The pie chart shows mixed opinions on the importance of ad-driven personalized notifications in the mobile app industry. A slight majority, 41.6% of respondents, believe that ad-driven personalized notifications are important. However, a significant minority, 31.7%

believe that they are not important. The remaining 26.7% of respondents are unsure about the importance of ad-driven personalized notifications. The pie chart shows that user opinions are divided on the influence of personalized notifications on their decision to continue using a mobile app. Over 43% of respondents indicated that personalized notifications can influence their decision to keep using an app, with 34.3% saying “Yes” and 8.8% saying “Maybe”. On the other hand, nearly 57% of respondents indicated that personalized notifications do not necessarily influence their decision to keep using an app, with 20.6% saying “No”. The pie chart shows that AI-powered personalized notifications can be a valuable tool to improve user experience according to a survey of 102 respondents. Nearly half, 49% of respondents indicated that personalized notifications lead to a better user experience. An additional 32.4% said that personalized notifications increase user engagement, which can also lead to a better user experience. Only a small minority, 17.6%, said that AI-powered personalized notifications do not improve user experience. The pie chart shows mixed user opinions on the effectiveness of AI-driven personalized notifications since their introduction. Nearly half, 49.6% of respondents, indicated that they have noticed improvements. However, a significant portion of respondents, 32.4%, indicated that they have not noticed improvements, and 18% are unsure. The pie chart shows that a majority of respondents, 55.9%, believe that AI-driven personalized notifications are more effective than non-personalized notifications in grabbing their attention. This suggests that users find personalized notifications more relevant and interesting than generic notifications. Only 22.5% of respondents said that non-personalized notifications are more effective, and 21.6% were unsure.

Findings and Suggestions Findings

1. User Opinions on Personalized Notifications:

- Nearly half (49%) of respondents believe personalized notifications improve user experience or increase engagement.
- A significant minority (32.4% + 18%) finds them unimportant, unhelpful, or is unsure about their effectiveness.

2. User Engagement and Personalized Notifications:

- Nearly two-thirds (67.7%) consider personalized notifications important for app engagement.
- Over 43% (34.3% + 8.8%) indicate personalized notifications can influence their decision to keep using an app.

3. AI-driven Personalized Notifications:

- Nearly half (49.6%) of respondents have noticed improvements with AI-driven notifications.
- A significant portion (32.4%) haven't noticed improvements.

4. User Preferences:

- The majority (55.9%) finds AI-driven notifications more effective than non-personalized ones.
- Only 22.5% prefer non-personalized notifications.

Suggestions

- Investigate the "why" behind user opinions (43% vs. 32.4% + 18%) regarding the helpfulness of personalized notifications.
- Explore the impact of notification content: Research how the content of personalized notifications affects user experience and engagement (nearly half find them valuable, suggesting a preference for relevant information).
- Consider user control (investigate a desirable percentage): While personalized

notifications can be beneficial, users may also value control over them.

- Refine AI notification algorithms (32.4% haven't noticed improvements): Explore ways to refine AI algorithms to ensure they deliver more relevant and valuable notifications.

Conclusion:

The findings of this study highlight the effectiveness of integrating green marketing strategies into AI-driven personalized notification systems on mobile devices for sustainable consumer engagement. The results indicate that consumers respond positively to eco-friendly messages and offers delivered through AI-driven notifications, with a significant impact on their engagement levels. This suggests that businesses can leverage green marketing strategies to not only enhance consumer engagement but also promote sustainability. The study also reveals insights into consumer perceptions and behaviors regarding green marketing, indicating a growing interest in environmentally friendly products and services. This highlights the importance of businesses incorporating sustainability into their marketing strategies to meet consumer expectations and enhance their brand image.

Overall, the study contributes to the existing literature on green marketing and AI-driven personalized notifications by providing empirical evidence of their impact on sustainable consumer engagement. The findings offer practical implications for businesses looking to integrate green marketing into their AI-driven marketing strategies, emphasizing the importance of transparent and credible communication to effectively engage consumers in sustainable practices.

Scope for future research

Future research in this area could explore the long-term impact of integrating green marketing strategies into AI-driven personalized notification systems on consumer behavior and brand loyalty. Conducting longitudinal studies could provide valuable insights into how sustainable consumer engagement evolves over time and how businesses can maintain consumer interest and loyalty in the long run. Additionally, comparative studies could be conducted to compare the effectiveness of different types of green marketing messages and offers delivered through AI-driven notifications. This comparative analysis could help identify the most impactful strategies for engaging consumers in sustainability across different contexts and demographics. Cross-cultural studies could also be valuable to explore how consumer perceptions and behaviors regarding green marketing vary across different cultures, providing insights for businesses operating in diverse markets. Furthermore, as technology continues to advance, future research could investigate the integration of emerging technologies such as augmented reality and virtual reality into green marketing strategies on mobile devices, potentially opening up new avenues for engaging consumers in sustainability.

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**EMPOWERING INDIAN RETAIL
INVESTORS: ASSESSING THE
EFFICACY OF THEAPEXALPHA
APPROACH**

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Abstract

The presented ApexAlpha Approach, a method for measuring performance, is found to be promising when the stark changes of the rapidly changing Indian Stock Market are considered. Period covered is from February 1, 2023 to February 1, 2024 and it evaluates the ApexAlpha Approach based on the qualities of rational earnings growth, reasonable valuation, competitive superiority, solid stability. Headhunting historical financial data analysis techniques, the study picks the ten head compartmentalizing stocks in India and givingly release them to the public pass through the ApexAlpha Approach. They are elected stocks that will be carefully watched during this one-year period. This is a strong indication that the ApexAlpha Strategy, which is aimed at providing tools of trading suited for the dynamic stock market of India, fit the existing market conditions. Such analysis pinpoints a map which uncovers the power wielded by the ApexAlpha Approach in helping investors, financial analysts and the leaders of the state, to make the strategic decision of investment. This paper then illustrates the prominence of this approach due to which its application is being increased and its understanding is being enhanced thus making it crucial for sound finance and investment pitches.

Keywords: ApexAlpha Apporach, Portfolio, Stock Selection, Retail Investor, investment decisions, financial analysts, investors, decision-makers.

Introduction

The ApexAlpha Way being up for the front location, becomes a vital part of the make-up of the Indian Stock Market. Now one of the prime instruments of portfolio analysis and stock evaluation, ApexAlpha belongs among the major important tools. The knowledge about how these stimulant functions may be a fundamental starting point in looking for the most reliable way of investing. This paper explains the ApexAlpha approach, a freshly developed aid in breaking off the stocks which are considered as stable, profit growing, competent to compete and equally price. On the contrary the ApexAlpha Approach means adapting to current market behaviour, taking unpredictable turns, and taking ebb-and-flow of economic cycles into consideration and it is a rather reliable compass for stock market investors, financial analysts or corporates making informed decisions.

Research falls within the confines of ApexAlpha Approach previously set optimized specially for Indian financial data to unearth best 10 stocks based on ApexAlpha Approach criteria. This app has being the in-built feature of the 'Top-rated Stock' that works over a certain period of time to reveal the practical advantages of the ApexAlpha platform in the Indian stocks market. By concluding the research, we are hopeful to be able to pin down all that we need in order to establish the ApexAlpha approach's success story and the disruption this method has made to financial planning and investment decision-making. Walking this path in consideration, we envisage being piece of this debate, focusing on appropriate and correct strategies and financial techniques which could be generated in financial science.

The benefits of the APEXALPHA APPROACH strategy include:

- **Holistic Approach:** The APEXALPHA APPROACH strategy evaluates stocks based on multiple factors, providing a comprehensive assessment of a company's quality, growth, longevity, and price. This approach helps investors make informed decisions by considering various aspects of a stock's performance and potential.
- **Long-term Focus:** By emphasizing longevity, the APEXALPHA APPROACH strategy encourages investors to think about the sustainability of a company's growth and quality. This long-term perspective helps investors identify companies with strong fundamentals and potential for long-term value creation.
- **Value-oriented Investing:** The APEXALPHA APPROACH strategy considers the price of a stock in relation to its value, encouraging investors to pay a reasonable price for a company's intrinsic worth. This approach helps investors avoid overpaying for stocks and potentially improve their returns.
- **Alignment with Warren Buffett's Principles:** The APEXALPHA APPROACH strategy is inspired by Warren Buffett's investment philosophy, which has proven successful over time. By following this framework, investors can apply the principles of a successful investor to their own investment decisions.
- **Risk Management:** The APEXALPHA APPROACH strategy helps investors assess the risks associated with a stock by considering factors such as the quality of the business, management integrity, growth prospects, and valuation. This risk assessment can help investors make more informed decisions and potentially reduce their exposure to risk.
- **Disciplined Investment Process:** The APEXALPHA APPROACH strategy provides a structured approach to investing, helping

investors maintain discipline and

- consistency in their investment decisions. This framework can help investors avoid impulsive decisions and make more rational choices based on a comprehensive evaluation of a stock

➤ **Review Of literature:**

➤ **Modern Portfolio Theory (MPT) Revisited**

- Markowitz's seminal work on Modern Portfolio Theory (MPT) remains a cornerstone of portfolio construction. However, recent research delves into its limitations and proposes refinements. **(Bawa et al. , (2018))** highlight the shortcomings of traditional risk measures in capturing complex market dynamics and advocate for incorporating higher-order moments into portfolio optimization. **(Poema et al. , (2020))** explore the potential of incorporating environmental, social, and governance (ESG) factors into MPT, suggesting a potential avenue for improved risk-adjusted returns.

➤ **Machine Learning and Big Data Integration**

- The rise of Big Data and machine learning (ML) offers exciting possibilities for portfolio management. **(Huang et al. , (2020))** present a framework for portfolio selection using deep reinforcement learning, demonstrating its potential for superior risk-return trade-offs. **(Kazemi et al. , (2021))** delve deeper, exploring the integration of deep learning with traditional portfolio optimization models, suggesting improved portfolio performance during market downturns. **(However, Lo , 2019)** cautions against overreliance on ML models, emphasizing the importance of robust data quality and interpretability in financial decision-making.

➤ **Alternative and Smart Beta Strategies**

➤ The search for diversification beyond traditional asset classes continues to drive innovation. **(Fabozzi et al., (2019))** explore the growing popularity of alternative investments, highlighting their potential to enhance portfolio diversification and reduce risk. **(Açikalin et al. , (2023))** delve specifically into smart beta strategies, suggesting their ability to outperform the market while maintaining lower volatility compared to traditional activemanagement.

➤
Portfolio Analysis and Performance Attribution

➤ Effective portfolio analysis remains crucial for understanding performance drivers and making informed decisions. **(Grubel , (2018))** emphasizes the importance of a

comprehensive approach to performance attribution, encompassing factor analysis, security selection, and risk attribution. **(Bai et al. , (2020))** propose a novel framework for portfolio attribution that considers nonlinear relationships between assets, potentially offering deeper insights into portfolio performance.

The Future of Portfolio Management

The future of portfolio management promises continued advancements in technology and an evolving market landscape. **(Brown et al. , (2023))** envision a future where artificial intelligence plays a more prominent role in portfolio construction and risk management. **(However, Engen et al. , (2022))** emphasize the enduring importance of human judgment and experience in navigating complex financial decisions.

Objectives

➤ **To Apply the Novel Approach:** Identify

the investments that encompass the Size Experience Quality Growth Longevity at a Reasonable Price (APEXALPHA APPROACH) strategy, selecting stocks from the Indian stock market for the time span of February 1, 2023 to February 1, 2024

➤ **To Give Insights for Investors:** Offer relevant information for investors, investmentanalysts, and policy makers on whether they can rely this plan in their investment decisions in the Indian stock market.

➤ **To Give Practical Recommendations:** Arrange for the practical guidelines for the investors and the financial consultants regarding your APEXALPHA APPROACH approaches in the Indian market including portfolio formations, monitoring, and risk management.

Methodology

- Stock Screening with the ApexAlpha Approach Criteria by using Screener.in
- Evaluate the Performance of Portfolio Picked by the ApexAlpha Approach .

Comparing QGLP Approach for Benchmark. Data Interpretation

ApexAlpha Approach Criteria

1. Valuation:

- Price-to-Earnings (P/E) Ratio < Industry Average
- Price-to-Book (P/B) Ratio < Industry Average
- Price-to-Sales (P/S) Ratio < Industry Average
- Forward P/E Ratio < Historical P/E Ratio

2. Growth Potential:

- Earnings Growth Rate (1-Year) > 10%
- Revenue Growth Rate (1-Year) > 10%

- EPS Growth Rate (1-Year) > 10%
- Analysts' Growth Estimates (1-Year) > 10%

3. Experience Level:

- Operating History: > 5 years
- Market Capitalization: Mid-cap or Large-cap
- Average Daily Trading Volume: > 100,000 shares

4. Volatility:

- Beta < 1

QGLP Approach Criteria

1. Quality:

- Return on Equity (ROE) > 15%
- Debt-to-Equity Ratio < 0.5
- Current Ratio > 1.5
- Earnings Stability: Standard Deviation of Earnings < 10%

2. Growth:

- Earnings Growth Rate (5-Year) > 10%
- Revenue Growth Rate (5-Year) > 10%
- EPS Growth Rate (5-Year) > 10%

3. Longevity:

- Years of consecutive dividend increases > 5
- Operating History: > 10 years

4. Price:

- Price-to-Earnings (P/E) Ratio < Industry Average
- Price-to-Book (P/B) Ratio < 1.5
- Price-to-Sales (P/S) Ratio < Industry Average

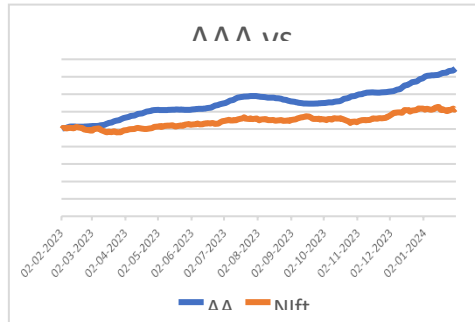
Picked Stocks Using ApexAlpha

Approach(AAA):

Script Name	Price @ 1 feb 2023
PRAVEG Ltd.	386.35
Waaree Renewable Technologies Ltd.	476.05
Coal India Ltd.	220.65
Crest Ventures Ltd.	176.35
Dreamfolks Services Ltd.	369.70
Fine Organics Industries Ltd.	4,327.80
Gujarat Themis Biosyn Ltd.	127.31
Jyoti Resins and Adhesives Ltd.	1,115.10
KSolves India Ltd.	431.35
Tips Industries Ltd.	155.51

(Table Showing Stocks Picked BY using AAA)

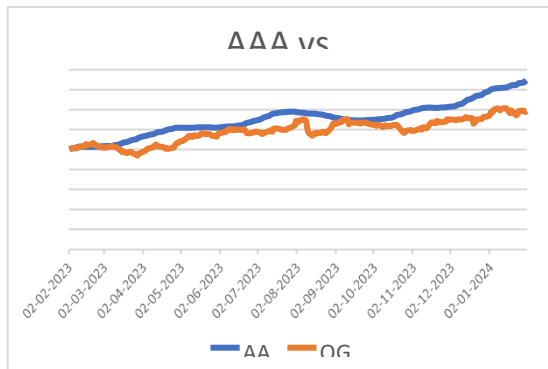
Picked Stocks Using QGLP:



(Table Showing Stocks Picked BY using QGLP)

Research and Findings

In the Period of 1 Year The QGLP Approach Gives 138.72% And ApexAlpha Approach Gives 172.22%



(Chart Showing Comparison Between AAA & QGLP)

In the Period of 1 Year The Nifty 50 Gives 22.2% And ApexAlpha Approach Gives 172.22%

(Chart Showing Comparison Between AAA & Nifty50)

Conclusion

It is worth mentioning that the ApexAlpha Approach (AAA), which has earned 172.22% cumulative return, has been discovered to be an excellent strategy for Indian market stock selection. On the contrary, AAA 172.22% returned, has an advantage over the QGLP. These results evident AAA's efficiency in

Script Name	Price @ 1 feb 2023
Global Education	212.55
Diamines & Chem.	529.90
Refex Industries	52.66
Maan Aluminium	56.26
Mold-Tek Technol	163.75
Sarthak Metals	157.50
Expleo Solutions	1233.45
Sharda Motor	709.65
Likhitha Infra.	221.25
GHCL	487.05

finding profitable investment decisions as well as helping in solving the complexities behind the market. The study brings focus on the point that it is no longer a case of going with the flow as innovation becomes the lifeline of achieving better investment results. AAA would give such investors (who are targeting hefty returns and a long-term growth potential) a lot of confidence and hope.

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ONE PEOPLE ONE MARKET WITH RESPECT TO GLOBALIZATION

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INTRODUCTION:

Globalization Means one people one market and new dimensional which frames the digital world. The concept of “one people, one market” encapsulates the idea of a borderless world where goods, services, capital, and even people flow freely across international boundaries. This study aims to examine the multifaceted implications of this phenomenon on societies, economies, and cultures around the globe. The study enhance the growth of modern market and customer with socio- economic aspects of globalization, analyzing how the integration of markets has facilitated the expansion of trade, investment, and production networks. It explores the benefits of increased efficiency and access to new markets, but also examines the challenges such as income inequality, job displacement, and economic volatility that arise as a result of globalization.

One people, one market” is a concept that embodies the idea of globalization, emphasizing the interconnectedness and interdependence of people and markets worldwide. It signifies the breaking down of barriers, whether they be physical, economic, or cultural, to create a unified global community where goods, services, and ideas can flow freely across borders.

This concept highlights the potential benefits of globalization, such as increased economic growth, innovation, cultural exchange, and the potential to address global challenges collectively. However, it also raises concerns about inequality, cultural homogenization, and the erosion of local traditions and identities.

OBJECTIVES:

1. To examine the concept of “one people, one market” within the context of globalization.
2. To analyze the effects of globalization on trade patterns and market integration.
3. To explore the cultural implications of global interconnectedness and its influence on identity and diversity.
4. To assess the socio-economic consequences of pursuing a unified global market.
5. To identify challenges and opportunities associated with the realization of cost and differentiations

Abstract: "The Globalization of Markets" by Theodore Levitt, published in the Harvard Business Review in 1983, presents a groundbreaking perspective on the nature and implications of globalization for businesses. Levitt argues that advances in technology, communication, and transportation have facilitated the emergence of a global market for standardized products and services. He contends that companies must adopt a global mindset and focus on meeting the needs of this universal market to remain competitive.

Findings:

Standardization of Products and Services:

He observes a growing trend towards standardized products and services that can be marketed and sold globally with minimal

adaptation. This trend is fueled by consumer preferences for quality, reliability, and consistency.

Economic Forces:

Levitt discusses how economic forces such as economies of scale, cost efficiencies, and technological advancements have accelerated the globalization of markets. He emphasizes the role of information technology in enabling companies to operate seamlessly across borders.

Consumer Homogenization:

Levitt argues that as global markets converge, consumer preferences and behaviors become increasingly similar worldwide. He cautions against overemphasizing cultural differences and instead advocates for a focus on universal human needs and desires.

Analysis:

Levitt's analysis challenges traditional approaches to international business, advocating for a shift from a focus on localization and adaptation to one of standardization and global integration. He underscores the need for companies to streamline their operations, develop global brands, and leverage economies of scale to remain competitive in the global marketplace. However, critics have pointed out potential drawbacks of Levitt's approach, including cultural insensitivity, lack of consideration for local nuances, and the risk of commodification.

RESEARCH METHODOLOGY:

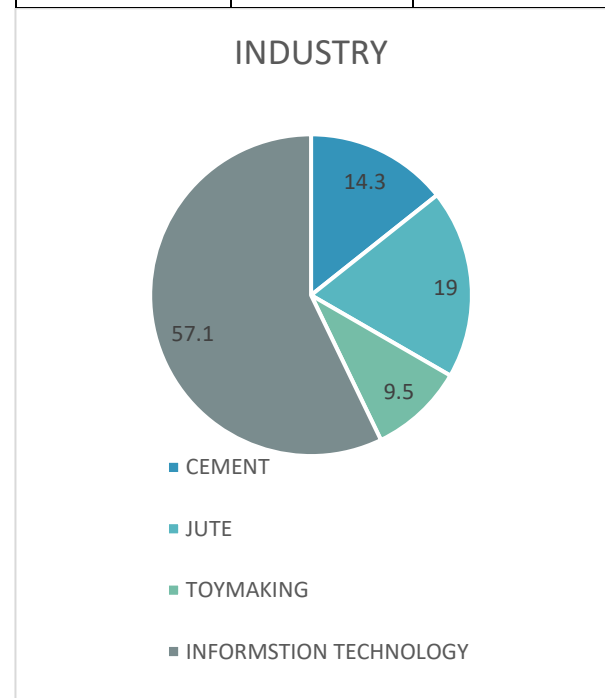
Descriptive research design is used with a sample size of 21. Convenience sampling techniques

TOOLS USED: simple percentage analysis tool used to analyze the variable

SIMPLE PERCENTAGE ANALYSIS:

WHICH INDIAN INDUSTRY HAVE BEEN HIT BY GLOBALIZATION

INDUSTRY NAME	RESPONS ES (21)	PERCENTA GE
CEMENT	3	14.3
JUTE	4	19
TOY MAKING	2	9.5
INFORMATI ON TECHNOLO GY	12	57.1

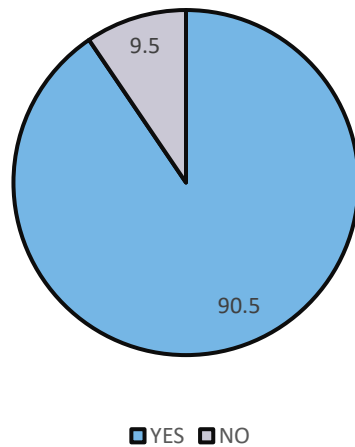


INTERPRETATION:

ABOVE THE TABLE IS PROVED 57.1%
FOR THE INFORMATION
TECHNOLOGY

	RESPONSES (21)	PERCENTAGE
YES	19	90.5
NO	2	9.5

PEOPLE NORMS AND VALUES



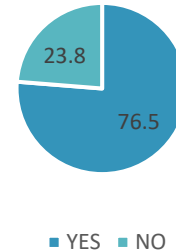
INTERPRETATION:

ABOVE THE TABLE IS PROVED 90.5%
IS YES FOR THE PEOPLE NORMS AND
VALUES

**IMPORTS GOODS AND SERVICE
PURCHASED ABROAD AND
BROUGHT INTO COUNTRY**

	RESPONSES(21)	PERCENTAGE
YES	16	76.2
NO	5	23.8

GOODS AND SERVICE
PURCHASED FROM ABROAD



INTERPRETATION:

ABOVE THE TABLE IS PROVED
76.20% IS YES FOR THE GOODS AND
SERVICE PURCHASED FROM
ABROAD

FINDINGS:

- Majority of participants expressed that information technology have been hit by globalization in India
- Majority of participants expressed their thoughts that globalization changes the people values and norms
- Majority of participants expressed their thoughts that imported goods and service purchased from abroad and brought into country

SUGGESTION:

- **Invest in Education and Training:**
Empower individuals to adapt to the demands of a globalized economy by providing education and training programs that develop skills for the modern workforce.
- **Foster Inclusive Growth:**
Prioritize policies that promote equitable distribution of the benefits of globalization, addressing disparities in income, access to opportunities, and social welfare.
- **Strengthen International Cooperation:**
Encourage collaboration among nations to address global challenges such as climate change, pandemics, and financial instability,



fostering a more stable and sustainable global market.

CONCLUSION:

Globalization has the potential to create a unified market where people and goods can move freely across borders, fostering economic growth, cultural exchange, and technological advancement. However, to realize the benefits of globalization while mitigating its challenges, policymakers must implement comprehensive strategies that promote inclusivity, sustainability, and cooperation on both national and international levels. By doing so, we can build a more resilient and equitable global market that benefits all people.

**GREEN MARKETING TRENDS
UNVEILING GENERATIONAL
INSIGHTS: EXPLORING CUSTOMER
ENGAGEMENT IN INSTAGRAM
REELS ACROSS GEN Z,
MILLENNIALS, AND OLDER
GENERATIONS**

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Abstract

The research presents a nuanced exploration of the dynamics of customer engagement in short video content marketing with a particular focus on Instagram Reels. By analyzing the preferences and behaviors of different age cohorts including Gen Z, Millennials, and older generations, the study seeks to shed light on the complexity of consumer interactions with products and services promoted through these reels.

Central to the investigation are key metrics such as trust in online brands, customer satisfaction, repeat purchase intent, and loyalty, all of which are examined across different age demographics. In addition, the

study takes into account other demographic variables including literacy level, urban and rural residence, and gender, revealing the subtle patterns that shape purchasing decisions in each group.

By carefully segmenting the analysis based on these various factors, the research seeks to provide a holistic understanding of the myriad influences on consumer behavior in short video marketing. By elucidating these insights, businesses can tailor their marketing strategies to better match the distinct preferences and expectations of different age cohorts, increasing their ability to capture and retain the attention of diverse audiences.

Essentially, this research not only enriches our understanding of the evolving landscape of short-form video content marketing but also equips businesses with actionable intelligence to refine their approaches and maximize engagement and conversion rates. By leveraging the findings of this study, Businesses can navigate the complexities of the digital marketing landscape with greater precision and efficiency, ultimately fostering stronger connections with target demographics and supporting sustained business growth in an ever-competitive marketplace.

Keywords: *Customer engagement, content marketing, short video marketing, Instagram Reels Marketing*

Introduction:

The advent of Social Media platforms like Facebook, Instagram, Snapchat, and more, at the beginning of the 21st Century, has been used for communication and updating their day-to-day life activities through pictures

and short form of videos, but for the past decade, social media has been evolved massively and playing an important part in everyone life. Moreover, it helps many Businesses to promote themselves and increase brand awareness to the people directly on their phone screens through Ad posts and short video content marketing.

Valerie Shore (Shore, 2023) explains the beginning of that short video content started after the arrival of Vine, Vine yielded a new era for the short form of video content creation and later now it played a major role in Digital Marketing. After the arrival of the Vine platform following, it In June of the same year, Instagram introduced 15-second video recording capabilities, and Facebook implemented an autoplay feature in September 2013, ensuring videos in newsfeeds became impossible to overlook. The momentum continued with the launch of Musical.ly in 2014, allowing users to craft 15-second to one-minute lip-syncing videos. By May 2017, the app transformed, being acquired by Bytedance and rebranded as TikTok after amassing a formidable 200 million followers. The culmination of these milestones collectively contributed to the flourishing ecosystem of short-form video content we witness today.

Attractive content creation and following the trends stimulate the pulse of online users to give attention to the video (reels, shorts), So creators and business owners give more importance to video editing, template creation, attractive content, and a time frame of 30 to 60 seconds. Major MNCs have customer relationship teams for social media platforms. After COVID half of the marketers, nearly 51% of them have moved to the short form of Video marketing which gives movies the highest ROI, so Brands and Business owners are planning to invest 40%

more in short video content marketing on various platforms. The global online video platform market was valued at USD 1.17 billion in 2020 and is projected to grow to USD 3.35 billion by 2027. In Meta Creators Meet 2022 creators, major digital marketers, and the meta team shared information that short video content marketing will be the new trend in marketing for the next decade.

This study empirically investigates customer engagement in short video content marketing of GEN Z, MILLENNIALS, AND OLDER GENERATIONS. And explaining how people get influenced by seeing short video content, and influencers marketing done by restaurants. Most importantly how brands increase their brand awareness and business through this medium and we discussed what are the factors that attract reels, which influence the decision-making process of the people to come towards the restaurant. Following it we have spoken about the research methodology, Findings, References, and possible solutions with conclusions.

Review of Literature:

According to HubSpot (Martina Bretous, 2022), the surveys conducted from various digital marketing platforms like Influencer Marketing Hub, and Hootsuite, video marketing is considered an important part of all social media platforms for marketing activities and brand awareness. With the progress of high-tech gadgets for video capturing, and editing, structured content to be delivered in video creates the best informative and engaging short video marketing. Compared to pictures and text, Video contains robust content with vibrant visuals and transitions which include color theory, color psychology, lighting, and fluency place a vital role in quality video output. Video content with structured

information flow to consumers is reflected in the customer decision-making process.

Neil Patel (Neil Patel, 2023) one of the top digital marketers in the world has shared a blog in that short video content gave a break to the overabundance of textual information online for the people, which increased the lead generation and sales activity for brands and business owners. Based on the survey done by Wyzowl (Wyzowl, 2022) clearly explains that 86% of businesses use video for business purposes, and 92% of marketers prefer video content mainly short video content for marketing purposes mainly in Instagram reels. After COVID-19 ROI has been increasing constantly, in the year 2022 it has been increased to 87% and sales have been increased to 82% in 2022. Current Short Video Marketing shows that video consumption is considered an important driving factor in customer engagement and lead generation. From the perspective of consumer arrival of vertical video content with 30 to 60-second content set a benchmark for high engagement and ROI. Apart from its Description, Hashtags help the video content reach the targeted audience. Video is an important tool for visual marketing.

Influencers is the term that has been heard widely around the world, especially in the Indian sub-continent, even though influencers are famous today post-pandemic. But humans have always been influenced by influencers with or without their knowledge from TV ads and product promotion from stars in cinema. After the boom of the internet people who had created massive followers on social media platforms, they have started to collaborate with products and promote them to their audience, in the 21st century in 2005, the emergence of influencer marketing as a marketing strategy can be traced back to brands using blogging

platforms and influential bloggers to create goodwill for the brands and products, here the new age of influence marketing has begun.

Secondly, the development of social media platforms like Facebook, Instagram, and YouTube created a new path for solo creators around the world, just a simple smartphone with basic editing skills with content creation creates attention from people around the world, which ends those creators into an influencer, we can able to notice influencers from different nice like Lifestyle Influencers, Fashion Influencers, Beauty Influencers, Fitness Influencers, Travel Influencers, Food Influencers and more. People are highly attracted to these influencers. So, brands, business owners, and governments are willing to collaborate with these influencers to create awareness and increase product sales and more.

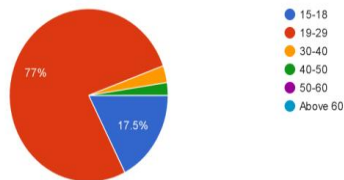
Impact of Instagram Influencers in Restaurant Industry

Catarina Jorge Fonseca Anjos (2022) (Anjos, 2022) has evaluated that Influencers in social media platforms have many types, here restaurant influencers a food review influencer who will be collaborating with restaurants and also reviewing various small-scale and large-scale restaurants and small food vendors. For the past 8 years after the entry of Jio and unlimited internet YouTube, social media usage has increased where various influencers have been born and food and restaurant reviewers have a huge fan base and followers. As already we have spoken these restaurant owners can able to reach a mass audience and create brand awareness, they seek help from these influencers. There are many merits in choosing influencers like micro, macro & mega influencers based on a nice follower

base, budget, and Geographic location. Restaurant owners can save large amounts of money from traditional marketing techniques.

Influencers can inadvertently hurt a restaurant when their promotion is mismanaged. This happens because potential customers may only encounter positive reviews and experiences on social media, leading them to create extremely high expectations. Consequently, if their experience falls short of these expectations, they may leave with deep disappointment,

Age
126 responses



resulting in a negative impression of the restaurant and potentially deterring them from returning in the future.

Research Problem Statement

“How people get Influence from watching Short video marketing from Restaurants and figure out level of trust customers increased by seeing insta reels by influencers”

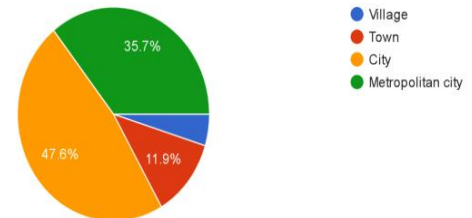
Research Objective

Primary Objective:

To study people get Influence from watching short video marketing from Restaurants and figure out level of trust customers increased by seeing insta reels by influencers

To help achieve the aim, the following objectives were set:

Geographical Location
126 responses

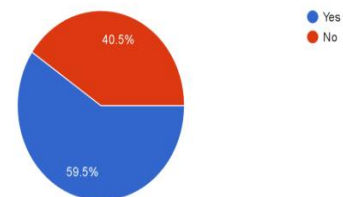


1. To identify the satisfactory level of the people of a restaurant which was suggested by Influencers in reels/ short videos.
2. To identify the level of trust customers by seeing insta reels by influencers.
3. To identify that short video marketing of the restaurants attracts the people to come towards their restaurant.

Research Hypotheses: To significance the consumer decision-making process of different age groups of Generation X, Millennials, and Generation Z after getting influenced by watching short videos on an Instagram platform based on restaurants and Food Reviewers. And we have taken a survey with 126 people of different demographic segments.

The

Do you have trust on Instagram Food Influencers
126 responses



above chart explains the percentage of people of different age groups and the age group of 15 - 18 (17.5%), 19 - 29 (77%), 30 - 40 (3.2%), 40 - 50 (2.4%) have contributed

for this survey.

And this chart explains the different geographic locations of the people. People from village (4.8%), Town (11.9%), City (47.6%), Metropolitan City (35.7%) contributed for the survey.

H1: “How people get Influence from watching Short video marketing from Restaurants?”

We have conducted research with a restaurant called Knockout Rusi which is located in Chennai; they are active on Instagram and create regular Short videos in reels. They have nearly 7000

followers with an engagement rate of 0.20%. Even Though their followers and Instagram users engagement is less they have increased 30% - 40% of new walk-ins. Tamil Director Mr. Maniratnam, who is one of their customers, came after watching their reels.

Daffa Ahmadi (Ahmadi, 2023), has evaluated that during the pandemic a restaurant called Jack Diner Surabaya Restaurant has done a good amount of business using Instagram content creation and marketing. Sichen Shen (Shen, 2023) University of Toronto has studied that short video marketing like Instagram reels in KFC China with localized content will increase the sales and brand awareness from Chinese people.

H2: To signify the level of trust customers increased by seeing Instagram reels by influencers.

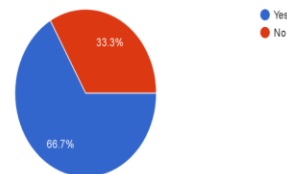
Rendy Muljana, and Oscar Jayanegara (Muljana, 2022) have studied that audience trust in influencer-created branded content has a major impact on audience purchasing interest. Their studies have shown that brands and restaurant owners use Influencers as the medium of promotional activity to

reach their targeted audience and improve brand awareness and sales. The above chart study done by our side indicates that 60% of the population has trust in their beloved influencer and the rest 40% percent have some trust issues.

Based on our survey of people who conducted the survey, people trust Food influencers and their suggestions for restaurants, and nearly 59.5% of people trust the influencers. This clearly shows people are interested in visiting the restaurant outlets after seeing short video content based on their favourite influencers. Influencers have been collaborating with restaurants for greater reach and brand awareness. And from the research on Knockout Rusi, they have revealed that influencer marketing played a major part in their short video marketing. Finally, through influencer marketing, they

Did the Instagram Reel influence your decision to purchase such foods or visit the restaurants shown in the contents ?

126 responses



have gradually improved the brand awareness and footfall for their restaurant.

H3: To signify that short video marketing of the restaurants attracts the people to come towards their restaurant.

Based on the survey we have done with 126 people, they have shared their opinions 66.7% of them trust the Restaurants that are active in posting their short videos in reels, People are getting trust based on their visual appearance, Customer reviews, and Quality video making.

Nguyen Tran (2023) (Tran, 2023) Studies reveal that the authentic content that has been

created by the restaurant has more power to build trust from the customer's point of view. The content that has face and quality of food making plays a major role in increasing trust within the audience and 78% percent of the people who are using short video platforms like TikTok and reels felt they are close to the brand. And the restaurant can see a greater number of sales and brand awareness for the restaurant.

Research Methodology

Research Design and Participants:

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2.3	2.3	2.3
Female	45	35.2	35.2	37.5
Male	80	62.5	62.5	100.0
Total	128	100.0	100.0	

The Data collected was collected in March 2024, with a total of 125 members females (45) and males (80) being recruited on probability volunteer sampling method from various demography like geographic location, age, and education. We had selected people randomly who were willing to volunteer for the research and we gave them a set of questionnaires based on the restaurant.

For this survey we also took the reviews of the customers and Instagram followers of the particular restaurant knockout rusi they shared that they liked the taste of the food and they felt the content from the short video of the restaurants felt more trustworthy factors like visualization, exposure of face, detailed explanation of the food making process played an important role. And based on the report bought from the owner the restaurant has increased 30% to 40% of people's footfalls through Instagram which increased 35% of revenue generation in the past year.

Analysis and Interpretations

	Mean	SD	Correlations			
			1	2	3	4
1. Preference	5.51	1.54				
2. Trustworthy	5.92	1.59	0.58			
3. Quality	4.98	1.69	0.46	0.53		

Notes: n=125 *p<0.5 **p<0.01

Regarding H1, the satisfactory level of the people towards restaurant which was suggested by Influencers, It denotes that high satisfactory level of the people of the restaurant (M=5.51, SD=1.54) and satisfactory level of the people towards restaurant which was suggested by Influencers (M=3.13, SD=1.50), $t(102)=1.81$, $p<0.10$ (marginal significance). Regarding H2, the trust level of the people towards restaurant which was suggested by Influencers, It denotes that high satisfactory level of the people of the restaurant (M=5.16, SD=1.54) and satisfactory level of the people towards restaurant which was suggested by Influencer (M=4.47, SD=1.55), $t=2.27$, $p<0.05$. Regarding H3, It denotes that short video marketing of the restaurants attracts the people to come towards their restaurant is higher (M= 4.98, SD=1.69) the short video marketing of the restaurants attracts the people to come towards their restaurant (M=3.26, SD=1.55), $t=1.93$, $p<0.05$.

Findings and Implication:

The Current research aims to establish the theoretical explanation of how short video marketing (reels) on the Instagram platform is effective for the restaurant which provides strong evidence that the audience has been influenced and attracted by the content they see in the reels and showing interest to visit the restaurant, the sampling research findings tells what are the factors that build that attract them towards the restaurant. The social media presence serves as the explanatory mechanism that explains relationships between consumers and restaurants online. The empirical findings

tell that social media plays as the medium of building trust between Instagram users and restaurants. There are many terms like micro-influencers and macro influencers also play an important role as they are boosting engagement on Instagram by collaborating with the restaurant owners. In a nutshell, all the short video marketing done by restaurants on Instagram is increasing brand awareness, footfalls, increase of revenue, and trust from the people for the restaurant.

Conclusion:

This study explains the efficiency of the study and says that short video marketing plays an important role in improving brand awareness, new customer arrival, and trust building with the people. It gives a clear view that trust building plays an important role in the improvement of the restaurant. Other factors like influencer marketing also play a supporting factor in reaching new customers and increasing profile engagement on the Instagram platform.

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**EXPLORING CONSUMER
AWARENESS AND PERCEPTION
AMONG NON-USERS OF AIR O
WATER PURIFIERS**

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ABSTRACT

This study investigates the consumer awareness and perception of individuals who have not yet adopted Air O Water purifiers, despite the increasing concern about indoor air quality. Through a mixed-methods approach, combining surveys and interviews, the research aims to understand the factors influencing non-users' attitudes and behaviours towards air purification technology. Key objectives include identifying barriers to adoption, assessing current methods for indoor air quality management, and exploring demographic influences on perceptions. The findings of this study are expected to provide valuable insights for developing targeted marketing strategies to enhance awareness and acceptance of Air O Water products among non-users. Ultimately, this research contributes to advancing understanding and practical applications in the field of air purification technology.

INTRODUCTION:

In recent years, the deterioration of air quality due to pollution has become a pressing concern worldwide, leading to a growing interest in air purification solutions among consumers. As individuals seek ways to mitigate the adverse effects of poor air quality on health and well-being, the demand for air purifiers has surged. Among the myriad of air purifier brands available in the market, Air O Water has emerged as a prominent player, offering innovative technology and promising to deliver clean and purified air.

Research on consumer awareness and perception among non-users of air or water purifiers is crucial for understanding the barriers preventing individuals from adopting these technologies. By delving into their perspectives, we can identify misconceptions, concerns, and preferences that influence their decision-making process. This study aims to shed light on these aspects, providing valuable insights for manufacturers, marketers, and policymakers to enhance consumer education and product offerings in the realm of air and water purification.

OBJECTIVES OF THE STUDY

1. Assessing the level of awareness among non-users regarding air purifiers in general and Air O wafer specifically.
2. Understanding the reasons why non-users have not adopted air purifiers, including any perceived barriers or concerns.
3. Exploring non-users' perceptions of air quality and its impact on health.

4. Identifying potential factors that could influence non-users to consider purchasing an air purifier, such as health benefits or environmental concerns.

COMPANY PROFILE

Each day we require approximately 20-25 litres of water for drinking and cooking purposes. However, many people still don't have access to clean and safe drinking water. In fact, reports released by the UN, state that over 2.1 billion people lack access to safely managed drinking water services worldwide. To tackle this issue, Mumbai-based Air O Water Private Limited, introduced Atmospheric Water Generators in India. The Air O Water brand is promoted by Air O Water Private Limited in association with Worldwide Water LLC and Worldwide Water Inc.

Air O Water is exactly like nature's way of producing water from the moisture in the air. Air O Water uses a one-of-a-kind, reliable and adaptable technology which creates water from the humidity in the air, giving you fresh, bacteria-free, pure drinking water. Moreover, this water is completely untouched by contaminants in the ground or any other surfaces, unlike piped water.

PRODUCTS



- **Dewpoint Smart**

This unit has a capacity of 25 litres daily

pure water and is ideal for households and small offices. The weight of the product is 55kg.

- **Dewpoint Smart +**

This unit can make up to 25 litres of pure drinking water per day. It comes with a hot water option and is ideal for households and small offices. The weight of the product is 55kg.

- **Dewpoint Prime**

This product comes with 25 litres of daily pure water production. Designed to save space. The weight of the product is 75kg.

- **Dewpoint Super**

It has a daily output of 100 litres drinking water and is suitable for offices and commercial uses. The weight of the product is 160kg.

PRODUCTS OF AIR O WATER



REVIEW OF LITERATURE

Barbara Anderson, John Romani, Heston Phillips, Marie Wentzel, and Kholadi Tlabela

Exploring Perceptions, Behaviors and Awareness: Water and Water Pollution in South Africa

Report 06-596

April 2006

Understanding the relationships among perceptions, behaviors and awareness of environment problems is of increasing interest to both policy makers and social scientists. There is, however, limited consensus among scholars as to the reasons for differences and similarities among population groups in their attitudes and behaviors regarding environmental conditions. South Africa, which has established a constitutional right to a safe environment, together with the presence of parallel first and third world populations and substantial public environmental programs offers an unusual setting in which to look at these issues. Using the 2004 South African General Household Survey, the similarities and differences between the African and non-African households with respect to the perceptions, behaviors and awareness of environmental conditions related to water and sanitation and that are associated with place of residence, specific living conditions, level of education and related factors are examined. This paper explores the relationships between perceptions, behaviors and public awareness regarding environmental conditions in South Africa, with a focus on water and sanitation. Attention is directed first to the extent to which water pollution is seen as a community problem. Second is an examination of the circumstances under which this environmental condition is identified as a community problem.

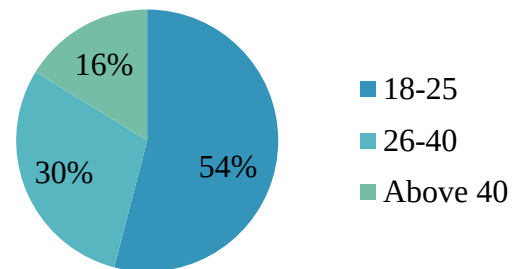
RESEARCH METHODOLOGY:

Descriptive research design is used with a sample size of 37. Chi-square, simple percentage analysis tools used to analyze the variable. convenience sampling techniques used to this research.

SIMPLE PERCENTAGE ANALYSIS:

Age	
Age	No of Respondents
18-25	20
26-40	11
Above 40	6
Total	37

Age No of Respondents



INTERPRETATION:

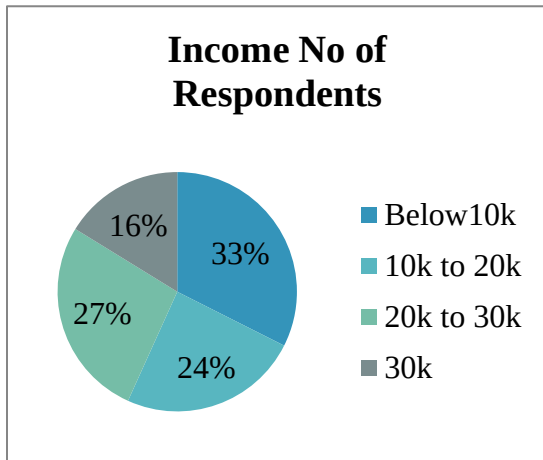
Above the table is proved 58% (18-25) is higher.

Income	
Income	No of Respondents
Below10k	12
10k to 20k	9
20k to 30k	10
30k	6
Total	37

Gender	
Gender	No of Respondents
Male	22
Female	15
Total	37

INTERPRETATION:

Above the table is proved 33% (Below 10k) is higher.

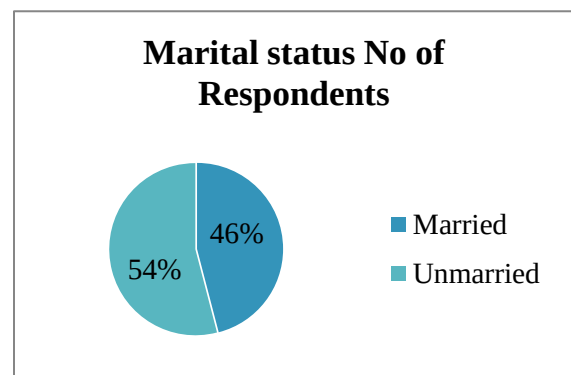


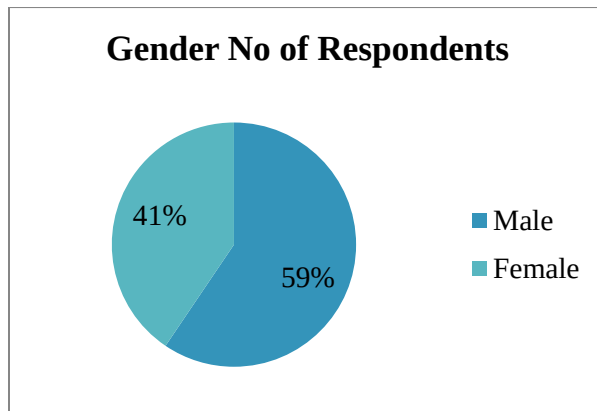
Marital status	
Marital status	No of Respondents
Married	17
Unmarried	20
Total	37

INTERPRETATION:

Above the table is proved 54% (Unmarried) is higher.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.854 ^a	6	.000
Likelihood Ratio	42.870	6	.000
Linear-by-Linear Association	22.709	1	.000
N of Valid Cases	37		





INTERPRETATION:

Above the table is proved 59% (Male) is higher.

CHI-SQUARE

income level * negative impact health and cost

		negative impact health			Total
		yes	no	not sure	
income level	below 10k	0	3	8	11
	10 to 20k	7	2	0	9
	20 to 30k	11	0	0	11
	above 30k	6	0	0	6
Total		24	5	8	37

FINDINGS

- Many of the response not aware of the product.
- Many of the response to get below 10k salary.
- Response may think this product is high price level.



SUGGESTIONS

- Air O Water must to improve sales promotion through advertisement and demo product.
- The company should to introduce EMI schemes.
- The product has heavy weight so the company may to reduce the product weight.
- Customer are thinking about, this product only use upper class people so, the company should change this Perceptions of customers.

CONCLUSION

The study on consumer awareness and perception among non-users of air and water purifiers highlights the need for increased education and awareness campaigns. Despite potential health benefits, many non-users lack knowledge about the effectiveness and importance of such devices. So, I conclude that the company wants to improve their Marketing Strategy above our suggestions.

GREEN HRM PRATICES WITH RESPECT TO EXPERIENCE OF EMPLOYEE

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INTRODUCTION:

Green Human Resource Management (GHRM) is an approach that integrates environmentally sustainable practices into various aspects of human resource management within organizations. It encompasses a set of policies, strategies, and initiatives aimed at reducing environmental impact while promoting sustainable practices throughout the employee lifecycle. At its core, GHRM recognizes the significant role that human resources play in driving sustainability initiatives and fostering a culture of environmental responsibility within an organization.

INDUSTRY PROFILE:

Information Technology (IT) is a dynamic and multifaceted field that revolves around the use of computer systems, software applications, and telecommunications to manage, process, store, and transmit information. At its core, IT encompasses a wide range of technologies, methodologies, and practices aimed at optimizing the flow of data within organizations and across networks. It encompasses hardware components like computers, servers, routers, and storage devices, as well as software

applications, operating systems, databases, and programming languages.

COMPANY PROFILE:

Accenture is a multinational professional services company, offering services in strategy, consulting, digital, technology, and operations. With operations in more than 200 cities across 51 countries, it serves clients in over 120 countries. Accenture works with organizations to help them improve performance, innovate, and achieve their goals in the rapidly changing digital landscape. The company is known for its extensive expertise in areas such as artificial intelligence, cloud computing, cyber security, and block chain.

RESEARCH QUESTIONS:

OBJECTIVE

●PRIMARY:

A study on Green HRM practices with reference to Information Technology sector.

●SECONDARY:

Information Technology (IT) encompasses the use of computers, software, networks, and other electronic devices to store, process, transmit, and manipulate data.

The cloud computing and artificial intelligence to cyber security and block chain, IT continues to shape the modern digital landscape, offering opportunities for growth, efficiency, and connectivity.

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RESEARCH TOOLS:

CHI-SQUARE

Chi-square analysis is a statistical technique utilized to assess the relationship between two categorical variables. It operates by comparing observed frequencies, typically obtained from sample data, with the frequencies that would be expected under the assumption of independence between the variables. This comparison is usually

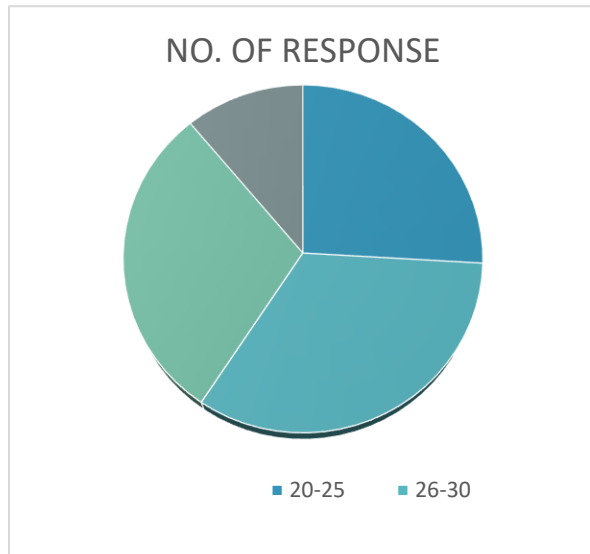
performed using a contingency table, where the rows represent one categorical variable and the columns represent the other. The calculation involves computing the squared differences between observed and expected frequencies for each cell in the table, dividing them by the expected frequencies, and summing up these values across all cells. This yields the chi-square statistic, which follows a chi-square distribution.

The critical value from the chi-square distribution is then used to determine the statistical significance of the observed relationship. If the calculated chi-square value exceeds this critical value, it suggests that the observed frequencies deviate significantly from what would be expected if the variables were independent. Consequently, the null hypothesis of independence is rejected, indicating that there is likely a meaningful association between the variables. Chi-square analysis is widely applied in fields such as psychology, sociology, biology, and market research to investigate relationships between categorical variables, identify patterns, and make inferences about populations based on sample data.

DATA ANALYSIS: 1

AGE

S NO	PARTIC ULARS	NO. OF RESP ONSE	PERCENTAG E
1.	20-25	7	25.9%
2.	26-30	9	33.3%
3.	31-35	8	29.6%
4.	Above 35	3	11.1%

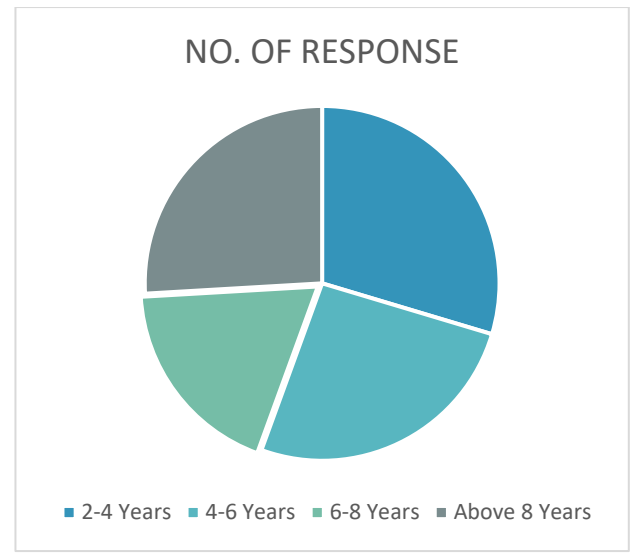


INFERENCE:

From the above Chart it shows that 33% Responses have received from 26-30 age group.

DATA ANALYSIS: 2 **EXPERIENCE**

S NO	PARTICULARS	NO. OF RESPONSE	PERCENTAGE
1.	2-4 Years	8	29.6%
2.	4-6 Years	7	25.9%
3.	6-8 Years	5	18.5%
4.	Above 8 Years	7	25.9%



INFERENCE:

From the above Chart it shows that 26% Responses have received from both 4-6 years and above 8 years.

DATA ANALYSIS: 3

S NO	<u>AGE</u>	<u>EXPERIENCE</u>
1.	20-25	2-4 Years
2.	26-30	4-6 Years
3.	31-35	6-8 Years
4.	Above 35	Above 8 Years

PERCEPTIONAL ANALYSIS

CONCLUSION:

In conclusion, the information technology sector stands at the forefront of global progress, driving innovation, connectivity,

unlocking new possibilities, solidifying its position as a cornerstone of modern society

REFERENCE:

WEBSEARCH:

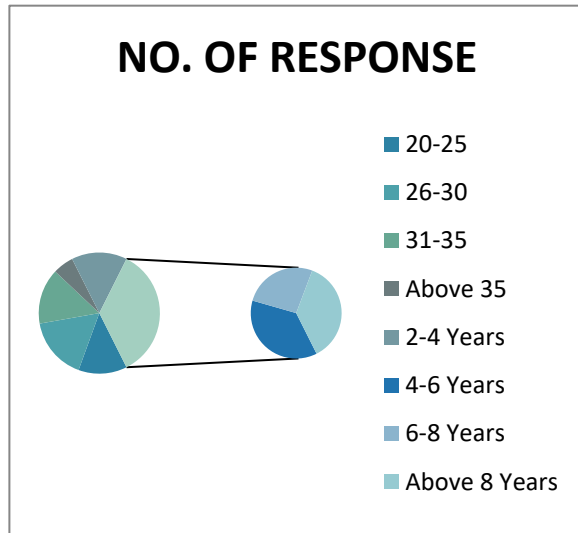
ACCENTURE: www.accenture.com

DLF: www.dlf.com

CATERPILLAR: www.caterpillar.com

BOOK REFERENCE:

Research Reference by UMA SEKARAN.



and efficiency across diverse domains. Its dynamic nature ensures continuous evolution, presenting both opportunities and challenges. As we navigate the future, the IT sector's ability to foster innovation, embrace sustainability, and address ethical considerations will shape its impact on society, making it a key player in shaping the digital landscape for years to come.

The information technology sector continues to be a driving force in shaping our interconnected world. From rapid technological advancements to the transformative impact on various industries, IT plays a pivotal role in our daily lives. As we move forward, the sector's resilience, adaptability, and innovation will be crucial in addressing emerging challenges and