

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,
Indian Citation Index (ICI), Open J-Gate, India (link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)),
The American Economic Association's electronic bibliography, EconLit, U.S.A.

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5771 Cities in 192 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	FAMILY AND FINANCIAL PROBLEM FACED BY WOMEN ENTREPRENEUR WITH SPECIAL REFERENCE TO UJJAIN DISTRICT <i>MAMTA SHARMA (PANDYA) & MAHESH SHARMA</i>	1
2.	A STUDY ON IMPLICATIONS OF PROPOSED GST ON SME <i>Dr. N. V. KAVITHA & N. SUMA REDDY</i>	7
3.	INDEPENDENT COMMISSIONER AND AUDITOR SWITCHING OF ASEAN ECONOMICS COMMUNITY <i>TOTOK BUDISANTOSO, RAHMAWATI, BANDI & AGUNG NUR PROBOHUDONO</i>	10
4.	WORKING CAPITAL TRENDS OF SELECT TWO AND THREE WHEELER COMPANIES IN INDIA <i>K. THULASIVELU & Dr. G. SURESH</i>	18
5.	ANALYSIS OF FACTORS AFFECTING THE SALARY OF FRESH GRADUATES IN WORKPLACE: THE TOURISM INDUSTRY IN TAIWAN <i>CHUNG-TE TING, YU-SHENG HUANG, YING-YEN LIU & CHENG-KUAN CHO</i>	23
6.	SCHEMES FOR FINANCIAL ASSISTANCE OF STRENGTHENING EDUCATION IN HUMAN VALUES - WITH SPECIAL REFERENCE TO GUJARAT STATE <i>BIJALBEN M SHAH & BHAVANA K. PATEL</i>	27
7.	RELATIVE INFLUENCE OF SECTORS ON REGIONAL PROSPERITY - A CASE STUDY OF WEST-BENGAL <i>BIKASH SAHA</i>	31
8.	COMPARATIVE STUDY OF NPA (NON-PERFORMING ASSETS) IN HDFC BANK AND ALLAHABAD BANK <i>ANJU OTWANI</i>	35
9.	A STUDY ON AWARENESS OF TAX PLANNING AMONGST SALARIED EMPLOYEES IN KHOPOLI CITY OF RAIGAD DISTRICT IN MAHARASHTRA <i>VINAYAK REVJI GANDAL</i>	38
10.	AN EMPIRICAL STUDY ON THE STOCK MARKET VOLATILITY WITH RESPECT TO SENSEX: WITH SPECIAL REFERENCE TO POWER SECTOR <i>PARUL SARASWAT & Dr. SANIL KUMAR</i>	41
11.	NON-PERFORMING ASSETS: A STUDY OF THE KANGRA CENTRAL COOPERATIVE BANK LTD., DHARAMSHALA <i>VIJAY KUMAR & Dr. SHILPA RANA</i>	44
12.	A STUDY ON CURRENCY DEPRECIATION: IMPACT ON INDIAN ECONOMY <i>P. AKHIL & Dr. K. S. SEKHARA RAO</i>	48
13.	CASE STUDIES ON TRANSFORMATION OF TRADITIONAL MARKETING TO DIGITAL AND SOCIAL MEDIA MARKETING: INDIAN CONTEXT <i>PRATIBHA BARIK & Dr. B. B. PANDEY</i>	54
14.	A STUDY ON DIMENSIONS OF SERVICE QUALITY RELATION TO CUSTOMER SATISFACTION WITH REFERENCE TO PRIVATE SECTOR BANKS <i>M SAI SRAVANI & P V VIJAY KUMAR REDDY</i>	58
15.	THE IMPACT OF DEMONETIZATION ON RETAILERS AND CUSTOMERS <i>AMISH BHARATKUMAR SONI, DIMPLE G. NAHTA, PRIYANKA G. MANDOWARA & PARUL N. GOLYAN</i>	62
16.	A STUDY ON OPTION STRATEGIES IN EQUITY DERIVATIVES WITH REFERENCE TO THE INDIAN BULLS SECURITIES LTD. <i>DASARI HARIPRIYA & K. SRINIVASULU</i>	71
17.	EFFECT OF PUBLIC INVESTMENT ON ECONOMIC GROWTH IN KENYA <i>MIRIAM WAMAITHA THUO & LENITY KANANU MUGENDI</i>	74
18.	DEMONETIZATION: A PARADIGM TOWARDS TRANSPARENT AND CASHLESS ECONOMY <i>Dr. RANJU KATOCH & Dr. GOLDY MAHAJAN</i>	78
19.	IMPACT OF DEMONETIZATION ON INDIAN ECONOMY <i>NEERAJ</i>	83
20.	GOODS AND SERVICES TAX (GST): PRE AND POST ROLLOUT ANALYSIS <i>SAUMYA GARG & SIMRAN KAPOOR</i>	86
	REQUEST FOR FEEDBACK & DISCLAIMER	91

CHIEF PATRON**Prof. (Dr.) K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
 Chancellor, K. R. Mangalam University, Gurgaon
 Chancellor, Lingaya's University, Faridabad
 Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
 Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON**Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
 Former Vice-President, Dadri Education Society, Charkhi Dadri
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR**Dr. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. R. K. SHARMA**

Professor & Dean, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

FORMER CO-EDITOR**Dr. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD**Dr. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. M. S. SENAM RAJU

Professor, School of Management Studies, I.G.N.O.U., New Delhi

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

Dr. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

Dr. CHRISTIAN EHIOBUCHÉ

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. BOYINA RUPINI

Director, School of ITS, Indira Gandhi National Open University, New Delhi

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

Dr. SANJIV MITTAL

Professor & Dean, University School of Management Studies, GGS Indraprastha University, Delhi

Dr. D. S. CHAUBEY

Professor & Dean (Research & Studies), Uttarakhand University, Dehradun

Dr. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

Dr. DHANANJOY RAKSHIT

Dean, Faculty Council of PG Studies in Commerce and Professor & Head, Department of Commerce, Sidho-Kanho-Birsha University, Purulia

Dr. NAWAB ALI KHAN

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

Dr. ANA ŠTAMBUK

Head of Department of Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

Dr. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

Dr. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

Dr. ARAMIDE OLUFEMI KUNLE

Dean, Department of General Studies, The Polytechnic, Ibadan, Nigeria

Dr. ANIL CHANDHOK

Professor, University School of Business, Chandigarh University, Gharuan

RODRECK CHIRAU

Associate Professor, Botho University, Francistown, Botswana

Dr. OKAN VELI ŞAFAKLI

Professor & Dean, European University of Lefke, Lefke, Cyprus

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

Dr. KEVIN LOW LOCK TENG

Associate Professor, Deputy Dean, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia

Dr. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

Dr. DEEPANJANA VARSHNEY

Associate Professor, Department of Business Administration, King Abdulaziz University, Saudi Arabia

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. BIEMBA MALITI

Associate Professor, School of Business, The Copperbelt University, Main Campus, Zambia

Dr. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

Dr. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

Dr. FERIT ÖLÇER

Professor & Head of Division of Management & Organization, Department of Business Administration, Faculty of Economics & Business Administration Sciences, Mustafa Kemal University, Turkey

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

Dr. SAMBHAVNA

Faculty, I.I.T.M., Delhi

Dr. KIARASH JAHANPOUR

Research Adviser, Farabi Institute of Higher Education, Mehrshahr, Karaj, Alborz Province, Iran

Dr. MELAKE TEWOLDE TECLEGHORGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

Dr. SHIVAKUMAR DEENE

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. VIKAS CHOUDHARY

Faculty, N.I.T. (University), Kurukshetra

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

Dr. DILIP KUMAR JHA

Faculty, Department of Economics, Guru Ghasidas Vishwavidyalaya, Bilaspur

FORMER TECHNICAL ADVISOR**AMITA****FINANCIAL ADVISORS****DICKEN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR	:
Designation/Post*	:
Institution/College/University with full address & Pin Code	:
Residential address with Pin Code	:
Mobile Number (s) with country ISD code	:
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:
Landline Number (s) with country ISD code	:
E-mail Address	:
Alternate E-mail Address	:
Nationality	:

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation **etc.** The qualification of author is not acceptable for the purpose.

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

CASE STUDIES ON TRANSFORMATION OF TRADITIONAL MARKETING TO DIGITAL AND SOCIAL MEDIA MARKETING: INDIAN CONTEXT

PRATIBHA BARIK
RESEARCH SCHOLAR
DEPARTMENT OF MANAGEMENT STUDIES
GURU GHASIDAS VISHWAVIDYALAYA
KONI

Dr. B. B. PANDEY
ASST. PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
GURU GHASIDAS VISHWAVIDYALAYA
KONI

ABSTRACT

Social media and digital marketing is a powerful promotional tools and methodologies for marketing of goods and services through internet and non-internet channels globally. These marketing strategies are an added value marketing channels to traditional marketing methods. For the young beginners entrepreneurs, who have limited marketing budgets digital marketing is the cost effective method to deliver the information about their products to their target customers. The popular social networks are free to join and relatively cheaper than traditional channels. Many companies are taking initiative to promote their products and services through social media and digital marketing. Though it's a challenging task, but its cost effectiveness and wide coverage is attracting the entrepreneurs to adopt these new marketing strategies. Companies are eager to leverage digital marketing so that the advantage of this new marketing can be enhanced by the businessmen. This paper aims to explore some case studies on implementation of social media and digital marketing, whereas it will reveal the challenges of digital marketing. The data will reveal how best to leverage digital marketing and this topic covers under the "Role of e-commerce social media and digital marketing and its influence on user-value".

KEYWORDS

digital marketing, social media marketing, e-marketing, internet.

INTRODUCTION

Digital marketing is a promotional strategies to create awareness of a brand endorsing all available digital channels like Web, SEM (search engine marketing – includes SEO -Search Engine Optimization and Pay per click advertising), Social Media, smart phones, mobile markets (i.e. Google Play, Apple Store), E-mails, online banner advertising, Television, Radio, SMS, digital billboards (indoor and outdoor). But from last couple of years' social media is budding up fast with social media platforms like Facebook, twitter, Google+, Pinterest, Instagram, Tumblr, LinkedIn, StumbleUpon and YouTube.

In India at present there are 134 million social media users, increase of about 26% from last year. Social media account for more than half time spent online, with users spending 26% more time engaging with their network instead of watching television. Smart phones are the highly used device for e-shopping by the consumers and 72% of India users log via mobile to access on social media, by Kstart Digital Marketing Summit (2016). According to the report released jointly by the Internet and Mobile Association of India and consultancy firm, IMRB, India hit 306 million mobile internet users in December 2015 growing at an overall 77% from 2014. Even Facebook also reflect that 80% of the users access social sites via their mobile on this globe. In India there is a colossal opportunity to explore digital and social media marketing with only 15% internet penetration and users spending an average of 4 hours and 25 minutes a day on online digital marketing. Today people are using twitter, facebook, whatsapp, Instagram, youtube etc. instead of newspapers for the current updates and these marketing strategies are catching as 'standard marketing'. Hence digital marketing is overpowering traditional media.

According to Digital India 2016, a report by Octane Research, 80% of Indian marketers believe that integrated campaigns (e-mail, social and mobile) can result in moderate-to-significant increases in conversion rates. For 58% of marketers, customer acquisition is the primary focus area.

The main objective of the paper is an attempt to focus on various case studies of the companies, who are on their journey to transform from traditional marketing to digital marketing and the challenges faced by the Indian companies to implement these advance technologies. The supportive objectives are:

- To analyze the case study of various brands.
- To focus on the challenges faced by businesses to transform to digital marketing
- Further what might be the way to forward it successfully

CHALLENGES OF SOCIAL MEDIA AND DIGITAL MARKETING

In this tough and competitive market, digital and social media marketing are emerging as effective marketing strategies for the companies to promote their goods and services globally. No industry whereas an individual is untouched with this technology. Digital marketing is available everywhere with the use of laptops, mobile, ipads etc and whether its B2B or B2C or C2C all are sold through digital channels. Indian advertisers are spending far more on social media ads in comparison to their global counterparts as well as its projected among top three countries in the Asia-Pacific region as regards its compound annual growth rate (CAGR-2012-2016) in digital media ads spend. But the companies are facing in startups as its practical implementation is somewhat difficult.

1. The biggest challenge is to identify the channel(s) that's fit the business: Every channel has its pros and cons associate with it and the problem faced by the companies is, how to allocate their budget wisely so as to maximize its return on investment. It's difficult to choose the channels, which is suitable for their business model. The business leaders have to make an inside-out approach, where they have to understand 'Whom they own', 'whom they attract' and 'whom they accept'.
2. Emergence of digital marketing is too fast: The new technologies are emerging too fast and accordingly the companies have to plan their investment in digital marketing. Companies are in a dilemma how to plan their investments for digital and traditional marketing.
3. The capability of digital marketing to break your business: A word has a million power to influence, so a company need to understand the customer support in digital marketing, whereas have to be conscious of unethical practices by their competitor to harm their business. As social media and digital marketing is more one-to-one marketing.
4. No perfect metrics to evaluate the effectiveness of digital marketing: There is no perfect metrics or standard to measure the Return on Investment of any channels? The businesses tycoons are taking initiative to digitalize their business, but they are not aware of how to measure the best channel for their business.

5. Security and privacy: Many customers don't trust web companies completely, there is a threat of security and privacy to be misused by the company, due to which Customers hesitate to share their information on the cyberspace.
6. Not everything can be sold online: Every product can't be sold online as there are high value items which customers want to feel it before purchasing. So a company can use digital marketing for the promotion of their product, but can't translate into sales.
7. Digital Marketing has low entry barriers: As there is a low entry barrier, hence more and more competition. This effectively means that competition is fierce for digital based businesses.
8. India's Internet Connectivity Remains Slowest in Asia-Pac: According to latest State of the Internet report by Akamai, India still dons the hat of having the slowest internet connectivity in Asia-Pacific. According to the 4Q 2015 report, India had an average internet speed of 2.8 Mbps, a growth of 11 percent quarter on quarter and 36 percent yearly growth. At the global level, India rank's at near bottom ranking 114th in Internet speeds.

CASE STUDIES ON DIGITAL AND SOCIAL MEDIA MARKETING

1. Asian Paints: Digital Transformation

In a report by MIT Center for Digital Business and Caggemini Consulting 2011 revealed about how the India's leading Asian Paints manufacturing transform to digital marketing. In the early 2000s, the firm implemented an enterprise-wide ERP and advanced supply chain management system and linked their subcontractors and suppliers on a B2B portal. In 2003 invested in a CRM system. In the year 2010 company centralized its order taking process into a single corporate call center. These initiatives encouraged the retailers to place and receive a more consistent service and even customers were served faster than their competitors. Asian Paints' digital transformation also extended to internal production processes and formed an IT team, who took innovative steps for digitalization. The implementation of this IT team helped the organization to cope up with the new technology and company is continuously implementing new forms of digital transformation.

2. AmbiPur: Organized a bloggers meet to promote their brand

The company organized a program, inviting bloggers from Chennai to talk about their brand and around 150 indibloggers were invited to share their experience about the brand. The hashtag was "Ambi Pur Fresh n happy". The candidates were instructed to carry their smart phones, laptops or iphones to Tweet and Free Wifi was available to them. So they should not just promote blogging but must also encourage them tweeting. There were many interested games and prizes (won 500 Rs and few got movie tickets for 2) for the bloggers. Participants were asked to Tweet their best road trip ever with Ambi pur Fresh n Happy – The best one was to win a Samsung Galaxy S4. One of the bolgger was asked to sit in the car and the car door was closed for few minutes and then remove the blindfold and he was surprised to see some food stuff inside the car, a shoe hanging, french fries and pizza around him and there was only the Ambi Pur Fragrance which was fresh and pure and all this was recorded for their marketing. This was a wise choice to interact face-to-face and easy platform to listen to your customers as a blogger.

3. Citibank: Unscramble 48

An interesting campaign called Unscramble 48 was organized. Here, many well-known bloggers and social media evangelists were invited to unscramble "12 scrambled pictures in 48 seconds". The event took place in Chennai and Bangalore on 23rd and 24th march 2013. The participants were given different set of challenges to play, which was very catchy. The thought behind the idea was to make bloggers play the game on-ground and promote the video on their social pages. The catch was the iPhone 5 contest. Bloggers were required to upload their videos and the same game was replicated online as well. The video with maximum outreach & virality was ranked 1st and the producer was eligible to win iPhone5 and many more attractive prizes. The concept behind this interactive and thoughtful game was to promote Citibank's Personal loans and the uploading of game videos result in the increase of viewership more than 485,500 on YouTube and it created a buzz on Twitter, Facebook and other Social Media hub

4. Audi India Ignites the Love for Audi –Love Audi

On March 20th Audi India announced a contest asking tweeters to give a reason why they really love Audi with hashtag "Love Audi" the best tweets were to win iPhone, iPad, iPod and merchandise from Audi. This turned out as fantastic marketing campaign as people responded with creative tweets, customized videos, poetic blog posts, a fully fledged micro site and lot more. But many people participated just because of freebies and their tweets were not really honest. The event was not planned properly as there was no rules and regulation as such – It was started on March 20th 2013 and continued on March 21st 2013) and no body knows when it was going to end today. There was no microsite built for this contest which talks about Audi in exclusivity for people to learn more about it or a video on YouTube which introduces people to contest by taking them through the journey of car and its accessories could have been a better idea.

5. Coca Cola Uses Salman's Facebook Page

Salman Khan, the celebrity who has more than 7.7M fans on Facebook and was awarded as "Social Media Star of the Year" by Zee Awards. The Coca Cola wants to encash these existing fans and launches their campaign on Salman's Soical Media page was very interesting. On 22nd of Feb 2013 launched the new featured ad on "Thums Up YouTube brand channel" with a few teasers. Company joined hands with the actor's charity Being Human – The Salman Khan foundation to promote social and charitable activities. Salman's social media channels was changed with following: 1) The Timeline banner of Facebook was customized to Salman's endorsement, 2) The teaser campaign video of the advertisement was shared on Facebook initially (twice), 3) The original video was shared on 23rd February 2013 and 4) Later print screens from the video was shared along with the YouTube link of the video. (Twice), 5) On an average every update relevant to this advertisement had received 1000+ shares, 60,000+ likes and 4,000 comments to begin with.

6. Fuji High Zoom Twitter

Fujifilm launched its high zoom cameras (S Series) with a series of high impact campaigns on some of the top portals like Times of India, IBN Live, Google and Rediff. Fujifilm wanted to compliment this launch with an engaging campaign in the social media space specially on Twitter in order to create a buzz and acquire relevant target audience as new followers. There was a 5 day trivia contest everyday from morning 11 am to 1 pm in which every 2 questions were asked on different product models and their features and the users were given a hint to get those answers by visiting different sites of Fuji Film. Before the contest numerous tweets were posted to create awareness. As a result, to this campaign was successful as about 230+ new followers added in the duration of the contest, total tweets were 3000+ and retweets were 500+.

7. Sony PIX:The Amazing Spiderman Social Media

On 16th June 2013 through an integrated digital campaign the channel promotes the TV premier of "The Amazing Spiderman". The strategy was to celebrate the innate goodness and amazing qualities of people around us by encouraging users to acknowledge 'Amazing' people around them and tag them in the 'Web of Amazing People'.

The campaign was divided in 3 phases where Phase 1 was used to establish 'Amazing' deeds of Hollywood & Philanthropic Celebs. In phase 2 the microsite 'Web of Amazing People' was launched to showcase the web of amazing people. The users could sign up with their Facebook accounts on the website and can tag their 'Amazing' friend and they were asked a simple trivia question about the movie to enter a lucky draw and win Spiderman merchandize. The friends tagged would receive a Facebook notification which further redirected them to the website. This was a viral campaign which was integrated with television promos on Sony PIX, social media and digital banners, directing people to join the web of amazing people. On premier day, 16th June 2013 phase 3 was launched and an interactive live game was integrated with the telecast and with the microsite and the winner would get a trip to The Amazing Spiderman studio in Los Angeles. The outcome was amazing over 31000 people were tagged by users as part of the amazing web online in just 7days. The hashtag 'Pix Amazing People' was trending in India on day 1 and day 2 of the campaign all day and the hashtag #PixAmazingSpidey was trending during the telecast of the premiere in India and Worldwide. Over 750 people participated in the live interactive game and submitted codes online. People are influenced with popular personalities and like to associate with them.

8. How Delhi Safari Maximised Facebook Engagement With Images And Games

Delhi Safari – India's first stereoscopic 3D animated feature film made by Nikhil Advani and produced by Krayon Pictures – combines Bollywood masala with the global cause of deforestation and wildlife protection. They created an exciting Facebook page that not only highlighted the creativity of the movie but also encouraged fans to interact with the page as much as possible. The contest was organized like the Maze Game, Solve the puzzle, Spot differences, Spot the words and Comic Strips just to engage more fans over the weekend. The film makers got tremendous response as spot difference: the page received about 140K fans and the

post received more than 1000 likes, 250 shares and had over 150 responses in the comments. Interestingly, all this was achieved in less than 3 hours. Whereas the crossword puzzle page had about 50K fans and the post received more than 250 likes, 60 shares and a good number of successful responses in less than 2 hours.

9. Hindustan Times- No TV Day

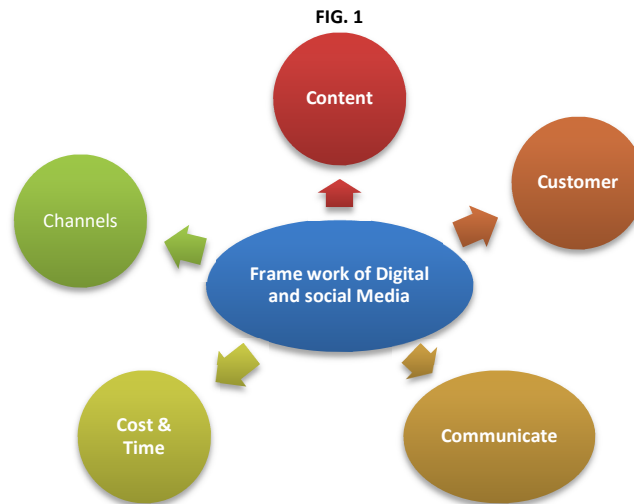
From last 3 years HT was running campaign urging people to switch off their TV on June 1st, and spend time with their family and friends. On 1st June 2013 HT celebrates No TV Day to create awareness about this campaign. They had this campaign on Facebook and Twitter. On pre-launch day users were asked about how they will celebrate 'No TV day' on 1st June and the contest was live for 9 hours from 11 am to 9 pm. On No TV day contestants were asked to post their pictures and videos, how they celebrated their day. On no tv day HT had new followers added on the contest was 346+, total number of tweets 6200+ and number of retweets 700+. Whereas on No TV Day new followers added on the day of the contest were 220+, total tweets were 15,000+, total number of retweets was 1990+ and total number of random mentions was 10,000+.

10. IBM: Intelligent listening

The company was facing with the implementation of traditional marketing (telemarketing and email) for the selling of web-based services such as cloud computing and data security. To overcome this problem and to know what's the customer perception towards these services, IBM launched a program called "intelligent listening" with social media. It was an approach to know the users' hot-button discussion topics and what trends and issues were being discussed. The company's sales representative daily checks the RSS feed and uploads some interesting context of any discussion to social media. The result was 10 orders the first day, and orders for product during the quarter that were 4X higher than during the same time the year before.

CONCLUSION AND RECOMMENDATIONS

With various challenges in implementation of Digital and social media marketing, still it has become an essential part of promotional strategy in companies. A useful framework for developing effective digital and social media marketing is shown with the figure below:



1. Content: Decide the message
2. Customer: Who are your target customers?
3. Communicate: How we communicate our message
4. Cost & Time: What the cost incurred and when to display?
5. Channels: Selection of proper channel.

REFERENCES

1. Afrina, Sadia, T. & Kaniz, F. (2015). Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study, *International Journal of Management Science and Business Administration*, Vol. 1(5), April, pp- 69-80
2. Atshaya, S. & Rungta, S. (2016). "Digital Marketing VS Internet Marketing: A Detailed Study." *International Journal of Novel Research in Marketing Management and Economics*, Vol. 3(1) pp: 29-33 www.noveltyjournals.com
3. Mahajan, R. (2015), E – Marketing – Challenges and Opportunities, *International Journal of Business Management and Scientific Research*, Vol. 12, pp-49-52
4. Merisavo, M. (2006). "The effects of digital marketing communication on customer loyalty: An integrated model and research propositions." Working Paper, pp-1-38
5. Nerurkar, A. (2014). Online Marketing-Challenges in Future, *International Journal of Research in Humanities, Arts and Literature*, Vol. 2, Issue 4, Apr 2014, 183-188
6. Niharika, & Satinder (2015). "A Study of Internet Marketing in India: Challenges and Opportunities." *International Journal of Science Technology and Management*, Vol.4(11), PP-265-273
7. Ranjith, P. & Mahalaxmi, K.R. (2016). "A Study on Impact of Digital Marketing in Customer Purchase Decision in Trichy." *International Journal for Innovative Research in Science & Technology*, Vol. 2(10), PP-332-338
8. Sekar, M. & Geetha, R. (2013). "Challenges and Opportunities of E-Marketing". *International Journal of scientific research and management*, PP-157-162.

WEBSITES

9. <http://lighthouseinsights.in/delhi-safari-facebook-engagement-case-study.html>
10. <http://lighthouseinsights.in/sony-pix-the-amazing-spiderman-social-media-case-study-by-tonic-media.html>
11. <http://trak.in/tags/business/2016/03/23/india-slowest-internet-connectivity/>
12. <http://userfilescdn.yourstory.com/4aym3ynd-Kstart-Digital-Marketing-Survey-Report-June-2016.pdf>
13. <http://www.digitalvidya.com>
14. <http://www.dypatil.edu/schools/management/wp-content/uploads/2015/05/Study-Of-The-Effectiveness-Of-Online-Marketing-On-Integrated-Marketing-Communication-Amruta-Pawar.pdf>
15. <http://www.soravjain.com/indian-social-media-digital-marketing-case-studies>
16. <http://www.thehindu.com/news/national/indias-illiterate-population-largest-in-the-world-says-unesco-report/article5631797.ece>
17. <http://www.watconsult.com/2013/05/how-we-enhanced-godrejs-brand-presence-with-a-web-site.com/>
18. <http://www.webstrategiesinc.com/digital-marketing-ebook-2016/>

19. https://www.capgemini.com/resource-file-access/resource/pdf/Digital_Transformation__A_Road-Map_for_Billion-Dollar_Organizations.pdf
20. <https://www.mindjumpers.com/blog/2015/12/social-media-trends-prospects-and-challenges-in-india/>
21. <https://www.ncbi.nlm.nih.gov/books/NBK44715/>
22. <https://www.reliablesoft.net/difference-between-digital-marketing-and-social-media/>
23. <https://www.socialsamosa.com/2013/05/social-media-case-study-1st-crowd-sourced-kiss-song-by-maybelline-new-york-india/>
24. <https://www.socialsamosa.com/2013/06/social-media-case-study-micromaxmydadcan-contest-by-micromax/>
25. <https://www.socialsamosa.com/2013/07/case-study-jab-tak-hai-jann-sony-max/>

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as, on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s)concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

