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**Global Journal of Management and Business Research**

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|                             | Degree in Industrial Engineering,                                           |
|                             | Universitat Politècnica de Catalunya                                       |
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Social Media Marketing for the Growth of an Organization in the 21st Century

By Juhora Jamin Juha

Leading University

Abstract- Social media marketing is being taken very enthusiastically by firms as a new tool in addition to traditional marketing activities. Using social media for marketing provides many advantages as cost efficiency, collaboration as well as outstanding customer management for making the firm perform better. It also has some problems like increase in employee engagement, customer traffic and competition in the online platform. The paper is secondary data based. It basically discusses the need to use social media as a marketing tool as it is mandatory to adopt new technologies to maintain brand image and customer involvement.

Keywords: social media marketing, web, 2.0, facebook, twitter, youtube.

GJMBR-E Classification: JEL Code: M37, M31
Abstract: Social media marketing is being taken very enthusiastically by firms as a new tool in addition to traditional marketing activities. Using social media for marketing provides many advantages as cost efficiency, collaboration as well as outstanding customer management for making the firm perform better. It also has some problems like increase in employee engagement, customer traffic and competition in the online platform. The paper is secondary data based. It basically discusses the need to use social media as a marketing tool as it is mandatory to adopt new technologies to maintain brand image and customer involvement. Keywords: social media marketing, web, 2.0, facebook, twitter, youtube.

I. INTRODUCTION

Social media is a common term in our everyday life. A huge portion of our daily life is attached to social media. Today almost every person is connected to various social media like Facebook, Twitter, Instagram, Snapchat etc. Hence it is quite a basic medium for marketers to reach existing and potential customers through these media. Due to the rapid growth of the internet, our social life is being dominated by the internet and different social media.

Social media has become a new field of social interaction. Consumers rely on different social media like online communities for generating contents and creating network [1]. Neti considered Social Media as one of the best opportunities for a brand to connect to prospective consumers [2]. As today competition is very stiff among marketers, it is very difficult to gain exposure to potential customers. Hence they might use the most exposed platform to reach the audience, which is undoubtedly social media. Due to the growing popularity and growing users, marketers had to change their strategy to counter this shift in the media landscape [3]. Marketers always strive for creating and sustaining brand loyalty. For this, they utilize various ways to maintain customers' brand loyalty. One of such tools is the social media marketing.

The research article is primarily focused on identifying the use of social media to popularize a particular brand. It also stresses on the advantages and disadvantages of using social media as a marketing tool. The paper discusses the increasing pressure on marketers to adopt new communication approaches due to the changes in technology and customer expectations.

II. LITERATURE REVIEW

To understand social media, first, we should define Web 2.0. It is a new way of using the World Wide Web, a place where content is continuously altered in a shared and collaborative way by the operators. Community aspects of the web did not start with Facebook; it existed as a characteristic of bulletin board systems in the 1980s. Customers have become more sophisticated and have developed new tactics in searching, evaluating, choosing and buying products [4].

Social media marketing means the use of social media to convince consumers that one's company, products and services are preferable [2]. It is a strategy of using online communities, social networks, blogs, etc. It also analyzes the social consequences of marketing policies, decisions, and activities.

As the customers are more connected worldwide and more informed, need for customization has become an important issue. It is being seen that the behavioral trend in customer is rooted in the usage of social media. As a result, there is a growing demand for customized products, and also the customers are getting more willing to take part in product development [5].

Social media is already being used as part of the marketing strategy which is evident in many field studies [6]. In such researches, two main approaches are considered:

i. The Passive approach

ii. The Active approach

The passive approach is based on using social Media as a potential source of customer response [7]. The marketers use this platform to acquire information about market needs, customer experiences, competitive dynamics, and the recent trends. And the active approach involves using social media for generating positive image.

III. SOCIAL MEDIA MARKETING FOR ENHANCING GROWTH OF AN ORGANIZATION

Social media marketing has become a trend setter in marketing [1]. Because of the revolution of social networks, a new frontier has developed for individuals to exchange information. Facebook, Twitter,
YouTube are the most commonly used social platform for marketers and customers. People use several social media tools such as web forums and communities, recommendations, ratings and reviews for exchanging information and get social support [8].

![Top 15 Most Popular Social Networking Sites](image)

**Figure 1**: Statistics of the audience by various social media [9]

*Illustration*: Here we can see that Facebook has achieved the largest audience share by 2018. Different brands use Facebook as their main platform for social interaction.

![Paid social media](image)

**Figure 2**: Source: Social Media Examiner, September/ 2018

*Illustration*: According to social media examiner report, Facebook ads comprise 72% of overall social media promotions. Facebook currently has 2.23 billion monthly active users, and according to Social Media Examiner’s 2018 Social Media Marketing Industry Report, the platform is leading the pack by a wide margin when it comes to marketers’ preference for paid social media.

When asked which forms of paid social media they regularly use, 72% of marketers say they most often use traditional Facebook ads (7% use Facebook Messenger ads) followed by Instagram ads, which comes in second with 31% of marketers using paid ads on the platform.[10]
### Table 1: Top global brands in Facebook as of February 2019

<table>
<thead>
<tr>
<th>Brands</th>
<th>No. of followers</th>
</tr>
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<tbody>
<tr>
<td>Samsung Global</td>
<td>49 880 349</td>
</tr>
<tr>
<td>Red Bull</td>
<td>49 002 151</td>
</tr>
<tr>
<td>Oreo</td>
<td>42 694 734</td>
</tr>
<tr>
<td>Microsoft Lumia</td>
<td>41 295 629</td>
</tr>
<tr>
<td>Nike Football</td>
<td>40 194 174</td>
</tr>
</tbody>
</table>

Source: Socialbakers (An online website providing statistics of web traffic) (https://www.socialbakers.com/statistics)

### Table 2: Top global brands as of February Twitter

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>No. of Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>PlayStation (@PlayStation)</td>
<td>16 079 902</td>
</tr>
<tr>
<td>CHANEL (@CHANEL)</td>
<td>13 224 109</td>
</tr>
<tr>
<td>Xbox (@Xbox)</td>
<td>13 117 365</td>
</tr>
<tr>
<td>Samsung Mobile (@SamsungMobile)</td>
<td>12 042 346</td>
</tr>
<tr>
<td>Starbucks Coffee (@Starbucks)</td>
<td>11 388 738</td>
</tr>
</tbody>
</table>

Source: Socialbakers

### Table 3: Top global brands as of February in You Tube

<table>
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<tr>
<th>Brand Name</th>
<th>No. of Followers</th>
<th>Total Uploaded video views</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-series</td>
<td>86 236 613</td>
<td>62 373 674 179</td>
</tr>
<tr>
<td>WWE</td>
<td>39 821 709</td>
<td>30 142 281 011</td>
</tr>
<tr>
<td>SET India</td>
<td>42 186 773</td>
<td>29 245 884 898</td>
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<td>Ryan ToysReview</td>
<td>18 311 992</td>
<td>27 581 395 071</td>
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<td>13 064 792</td>
<td>27 502 416 817</td>
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Source: Socialbakers

## IV. Methodology

This research is primarily based on the study of various research articles, books, etc. So, the data collected for the study is primarily based on secondary sources. This is an exploratory type of research. The objective is to get a better idea of what is social media marketing and its pros and cons. In addition to books and articles, web-based information were thoroughly extracted and analyzed for statistical representation. Furthermore, the collected information were critically analyzed and interpreted by the researchers in order to make the study more informative, exploratory, and useful to the readers. The findings of the study may be useful to the prospective researchers desiring to make further study on this important issue.

## V. Problems and Prospects of Social Media Marketing

a) **The prospects of using social media as a marketing tool**

Saves Money: According to Gillin, social Media platform provides superior quality and recent information with less expenditure. Companies can learn important issues more quickly and thus can amend situation before it destroys their reputation [11]. Social media empowers every person coming across a message to spread the message around his own network allowing the message to attract a huge number of targets pretty fast [12].

Create platform for collaboration: Collaboration and communication is part and parcel in today’s business world. Social media plays a vital role in helping businesses to communicate and collect customer perception for designing strategies as well as products [13].

Provides low-cost customer management platform: Marketers may utilize various means like blogs, web site and sponsored brand communities and may employ personnel directed to incorporate discussion in their favor and connect to customers [14]. Firms can utilize social media and generate awareness [15].

Customers beget new customers: Gillin also added that marketers could use early adopters. The early adopters may act as opinion leaders (mostly the authors of high traffic, influential blogs) and help a marketer to persuade customers. These “New Influencers” [11] should be
managed wisely. In the study of Balakrishnan, Dahnil, & Yi it was found that social interaction of people can affect consumer attitude regarding a product [16]. Firms can persuade satisfied customers to rate and review their products on social media sites ([17].

**Easier Customization:** Nadaraja and Yazdanifard focused on the fact that social media marketing firm can interact with customer and prepare specifically specialized products such as online checking and seat arrangement over the Internet. Social media marketing enables the firms to detect and manage data and feedback and utilize them in identifying the target market and design customized messages [12]. Moreover, social media enables interaction between customers and company which would normally need personal contact as for popular brands like Dell and amazon.com [18].

**Informational and Emotional support:** Research shows that online communities and online media may provide a support system [19]. These incorporate into social support (Liang et al. 2011). For example, Twitter is used in a way that users can support others [20].

b) **Problems of using social media as a marketing tool**

**Needs continuous attention:** Firms use social media to generate social capital or social currency which accumulate as a result of communication with consumer but companies cannot control it, and it is generated on personal level and happens because of the interaction among people [21].

**Stiff competition:** Sankar has stressed the use of social media marketing wisely as it is being used very enthusiastically by various companies and it is quite obvious that a marketer will have to share the medium with lots of competitors. “As more shoppers are using social media (e.g., Twitter, Facebook, MySpace, and LinkedIn) and rely on them for marketing shopping decisions, promotion through these media has become important” [22].

**Trust issues:** The Facebook privacy scandal regarding Cambridge Analytica intruding the data of tens of millions of users in the run-up to the 2016 US elections is a very recent incident. This caused general public to assume the use of social media negatively. Firms should provide a clear idea of their data collection, use, and storage policies, as well as privacy and security concerns [23].

**Deal with negative word of mouth:** Social media might act as a platform for spreading negative comments or thinking as individuals can easily post information and verifying the quality or reliability of such information provided by anonymous public is a great hurdle [24].

**Larger traffic to handle:** As social media has become the frontier to share and discuss about the product, the brand or company has to face more customers than earlier [25].

VI. **Findings**

The social media marketing era has created lots of prospects as well as challenges for marketers [12]. Marketers need to consider the innovation adoption process to capture customer awareness through social media. The IAP includes the systematic steps through which an individual goes through for adopting new technology. This process includes: Being aware of the innovation, Attitude forming regarding it, decision on adopting or rejecting it, implementing and finally, confirming the decision [26].

Neti stressed that, a firm shouldn’t simply follow others regarding a new technique. It must analyze the market to find out whether its fit to introduce social media marketing or not (Neti, 2011). Ads and contents should be such that consumers or public take them as consistent to themselves because only then they will incorporate and share those contents. The symbolic and self-expression criteria of online ads must be designed to match with customers personal concepts [27]. Persuasive contents, either emotional or benevolent in nature, influence customers to engage in a way that firms are benefitted by sharing their brand personality and information of their social concerns [28].

Further, as social media has their own characteristics, it’s easy to create some audience online but, directing the community according to one’s own interest is pretty much difficult [25]. Finally, it is very easy and cost efficient to set up social media marketing with the help of the internet. So, marketers should off course consider it as a vital tool for their communications to influence consumers [29].

Social media marketing should be utilized wisely as it is cost saving, fast and quite helpful in attracting customers. The more the traffic, the more chances toward sale sealing. Easier customization adds more plus sides. On the contrary, it can create hurdle by making it troublesome to engage more time and effort as well as negative responses and trust issues. Marketer must decide wisely and handle all the activities strategically.

VII. **Conclusion**

Social media has indeed become part and parcel in our life. As consumers are more involved in social media and online activities, it is a must for marketers to use this platform for marketing activities. Customers are now empowered with information on product or services worldwide and this makes it harder for marketers to convince customers. The Marketer can use social media to aware customers about their offerings as well as deal with negative perception by engaging into social media marketing. It has become mandatory that they realize the fact that promotional activities are no longer confined to print or tv ads. They need to cope with the new tools and adopt this. They
should consider customers as not only audience but also as potential partners. And in doing this, social media plays a vital role. Social media marketing should be used for their minimum cost as well as active nature. With having both positive and negative characteristics of social media marketing, the marketer must choose wisely what strategy to take regarding using this tool. The widespread use and viral nature of social media make it easier for news to get spread rapidly and in a very short time. Marketer must engage in a way that customer participation is encouraged and customers are treated in a way to increase their satisfaction more and more so that positive word of mouth is generated. Creating and maintaining a positive brand image should be the primary objective of firms using social media marketing. Marketers can disseminate customized messages over sites to generate awareness toward interested potential customers. It will be surely helpful to marketers to create brand community over the online world via social media to create a positive brand image that will in turn ensure more engagement and purchase intention. In fine, marketers must acknowledge the pros and cons of using social media marketing and decide on the strategy to enable smooth communication and deal with the hurdle it may face.

References Références Referencias


Customer Relationship Management (CRM) Practices in Select Public and Private Sector Banks in Hyderabad City

By Dr. M. Pandyanayak & Prof. H. Venkateshwarlu
Osmania University

Abstract- Firms especially banks have realized the importance of becoming the customer and therefore CRM Practice is seen to be very important is banking centric. This study will consist of exploratory research whereby different aspects with regard to CRM practices in the banking sector have been drawn from the literature review and experimented on a sample size of both employees and customers. These results were discussed and analysed so as to get an indication of how far CRM practices are implemented to secure competitive advantage. Based on the finding, a set of recommendation will be made so as to pinpoint CRM practices to secure competitiveness. In this study, the concept of CRM practices is based on five important dimensions. These dimensions are (i) Customer Acquisition, (ii) Customer Response,(iii) Customer Knowledge, (iv) Customer Information System and (v) Customer Value Evaluation.

Keywords: CRM practices, select public and private sector banks in hyderabad city.

GJMBR-E Classification: JEL Code; M39

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Customer Relationship Management (CRM) Practices in Select Public and Private Sector Banks in Hyderabad City

Dr. M. Pandyanayak & Prof. H. Venkateshwarlu

Abstract - Firms especially banks have realized the importance of becoming the customer and therefore CRM Practice is seen to be very important in banking centric. This study will consist of exploratory research whereby different aspects with regard to CRM practices in the banking sector have been drawn from the literature review and experimented on a sample size of both employees and customers. These results were discussed and analysed so as to get an indication of how far CRM practices are implemented to secure competitive advantage. Based on the finding, a set of recommendation will be made so as to pinpoint CRM practices to secure competitiveness. In this study, the concept of CRM practices is based on five important dimensions. These dimensions are (i) Customer Acquisition. (ii) Customer Response,(iii) Customer Knowledge, (iv) Customer Information System and (v) Customer Value Evaluation. Hyderabad is a well-known city with a high literacy rate in terms of banking operations, transactions and commercially developed so the CRM practices will be comparatively studied in public and private sector banks.

Keywords: CRM practices, select public and private sector banks in hyderabad city.

I. INTRODUCTION

CRM in the banking sector, over the decades in the past, has highly affected the banking industry. The banks used branch-based operations for more than 200 years. Since 1980, things have been changing with the advent of multiple technological applications. Different organizations got affected by this development, and the banking industry is one of them. With this technology revolution, technology-based remote areas, delivery channels and payment systems surfaced. ATM displaced cashier tellers, telephone represented by call centres, credit cards, debit cards, net banking, and electronic cash replaced traditional cash transactions, and interaction television replaced their face-to-face transactions. Modern marketing philosophy, the concept of CRM brought the concept of customer delight. This applies to all sectors of sales and marketing including banking. In the banking field, a unique relationship exists between the customers and their banks.

An attempt has been made to analyse CRM practices in select commercial banks from the customer and employee perception. For this study includes both public sector and private sector banks that directing their strategies towards increasing customer satisfaction and increase customer loyalty through improved service. Almost all the commercial banks are trying to incorporate superior standards in productivity and making constant efforts to adapt to the changing environment with a focus on customer relationship management. Future is evident from the data, private sector banks are better than the public sector banks regarding committing time and resources in managing customers' relationships, creating modern infrastructure, well-developed privacy policy and monitoring of service quality programs. The efforts of the private sector banks are also better in interacting and taking feedback to have long term bonding with their customers. Adequate efforts of private sector banks have compelled the public sectors bank to work more towards understanding the changing demands of the customers and equip them to cater to the needs of the growing expectations of the customers.

In order to give better service to its customers, sufficient infrastructure is required by the industry. Employees are part of the customer services process, which is the key to the success of select sample banks. A customer's experience with the services is defined by experiences with the firm's personnel and firm's systems. Any laxity at the end of the employees can lead to customers' defect. So both public sector and private sector banks are involved in providing training programmes to their staff to develop the skills required for acquiring and deepening customer relationship. However, both the private and public sector banks are not lagging far behind to match the customers' expectations.

II. REVIEW OF LITERATURE

Peevers G. et al (2011) examined that the transaction confirmation is shown to be important to customers – whether by an SMS message or within the IVR telephone call itself. Customers judged the role of SMS for CRM as highly desirable after monetary transactions; they prefer the version of the IVR banking service that provides (out-of-band). SMS confirmation compared to one that does not – and they judged it...
significantly higher for quality. As a consequence, the tools and facilities developed are useful in the implementation of CRM strategy by the banks. Sri Hari et al. (2014) concluded that the Performance and ranking of Public Sector Banks and Private Sector Banks reveal that all the four banks are competing with each other with innovative products and services.

In terms of profitability position, the Public sector banks i.e. S.B.I and Canara Bank are satisfactory in some parameters like E.P.S (Rs) and return on long term funds, Return on Net Worth. On the other way, even the performance of Private Sector Banks and ranking position in terms of liquidity and profitability are far better and quite rewarding for shareholders. Partha Saradhy et al. (2014) explored the comparative use of CRM in various private sector banks. The tenure of banking transactions of the respondents has an influence on the CRM efficiency, especially in the public banking sector. Nationalized banks are succeeding in collecting feedback regularly from the right customers and succeeding in maintaining the transparent and well-defined system, and the customers are highly satisfied with the privacy policy and ATMs provision. Arup Kumar Baksi (2015) revealed that a link between CRM performance, customer satisfaction and retention with relationship inertia and perceived switching costs significantly influencing the link among the three major variables. The purpose of this paper is to propose and justify a customer satisfaction - customer retention model in a CRM ecosystem with an insight into the probable impact of moderating variables namely relationship inertia and switching cost. The study was carried out on the State Bank of India involving certain specific branches in the southern part of West Bengal, India. Marimuthu and Marimuthu (2016) concluded that the adoption and use of CRM in the banking sector and an attempt is made in understanding the multidimensional construct of customer relationships and its implications in a competitive banking environment.

CRM goes beyond the transactional exchange and enables the marketer to estimate the customer's sentiments and buying intentions so that the customer can be provided with products and services before it starts demanding. Customers are the backbone of any kind of business activities, maintaining the relationship with them yield a better result. Alaka Samantaray (2016) examined that the characteristic features of the customers, the executives of these banking industries should conduct a survey to measure the customer preference and level of satisfaction. It is suggested that the bank should develop the channel incorporation for proper CRM practices. The consumers should be encouraged by the way of rewards, and prizes for using more and more banking facilities.

### III. Research Gap

Based on the above earlier studies, it is evident that the previous studies focused on the up-gradation of technology and geographical spread in terms of (i) no. of bank branches and ATMs. However, operational problems of ATMs, the service quality and customers perception towards CRM practices and comparison between public sector banks and private sector banks are not studied. CRM Practices were not extensively studied. Hence, the present study is taken up.

### IV. Objective of the Study

The main objective of the study is to study the CRM practices in select commercial banks in Hyderabad city. The objectives are:

1. To study the CRM practices in the banking sector.
2. To analyse the CRM practices in select public and private sector banks in Hyderabad city.

### V. Hypotheses

**HO1:** There is no relationship between CRM practices in public and private sector banks.

### VI. Methodology

The present study is a comparative and analytical on the perceptions of the customers of the selected commercial banks. For the present study, four banks are selected, two from public sector banks namely; SBI and Andhra bank and two from private sector banks namely; ICICI and HDFC bank. The questionnaire is designed keeping the broad parameters in view. The primary data has been collected from 440 respondents through a well-designed questionnaire based on CRM practices. The total sample size is 440, among these 220 are from public Banks and 220 from Private Banks. Out of 220 respondents of public sector banks, 200 are customers and 20 are bank employees. Similarly, from private sector banks also data has been collected from 200 Customers, and 20 bank employees.

**Sampling Method:** Convenience sampling was applied as the sampling method for the collection of data.

### VII. Scope of the Study

The scope of CRM Practices is very wide including different aspects like customer satisfaction, service quality, relationship quality, market orientation, trust, loyalty, commitment etc. CRM practices in select commercial banks in Hyderabad city and data have been collected between 2007 and 2016.
VIII. Conceptual Framework of CRM Practice

Six CRM dimensions making up thirty CRM attributes were identified in a conceptual framework of Lu and Shang (2007). The thirty CRM attributes under six dimensions are mentioned. They are customer acquisition, customer response, customer knowledge, customer information system, customer value evaluation, and customer information process. In this study, we are going to use the five CRM dimensions to apply in the banking sector, show a conceptual framework of CRM practices among banks from the customers’ perception.

IX. Customer Relationship Management Theory

Justice theory involves the elements of trust, satisfaction, and loyalty where these elements should have in the relationship between customers and organizations. There are three types of justice theory called distributive justice, interactional justice and procedural justice. The first type of justice theory is distributive justice means the perception an individual holds the fairness of outcome. The Second type of justice theory is interactional justice is perceived fairness of the interpersonal interaction in the decision process. The third type is procedural justice is the fairness of the process.

In this section, an analysis of customer and bank employee’s perception towards CRM practices has been presented by considering five dimensions generally applicable to measuring CRM effectiveness.

This CRM dimension includes:

i. Customer Acquisition
ii. Customer Response
iii. Customer Knowledge
iv. Customer Information System
v. Customer Value Evaluation.

It has been found that the public sector banks are ahead of private sector banks in making continuous efforts to delight the customers and in making goals to acquire, develop and retain customers because of good personal relationship. They are also ahead of private sector banks in giving prompt services to its customers.
Table 1: ANOVA Results on Customer Acquisition

<table>
<thead>
<tr>
<th>Source: Primary Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sum of Squares</td>
</tr>
<tr>
<td>Between Groups</td>
</tr>
<tr>
<td>Within Groups</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Above table shows the ANOVA test result between CRM practices and Customer Acquisition. The calculated p-value is 0.000 less than 0.05. Hence, the null hypothesis is rejected. It is concluded that there is a significant difference between customer acquisition and CRM practices in select commercial banks operating their business in Hyderabad city.

Table 2: ANOVA Results on Customer Response

<table>
<thead>
<tr>
<th>Source: Primary Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sum of Squares</td>
</tr>
<tr>
<td>Between Groups</td>
</tr>
<tr>
<td>Within Groups</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Above table presents the ANOVA test result between CRM Practices and Customer Response. The calculated p-value is 0.000 less than 0.05. Hence, the null hypothesis is rejected. It is concluded that there is a significant difference between customer response as measure and CRM practices in select commercial banks.

Table 3: ANOVA Result on Customer Knowledge

<table>
<thead>
<tr>
<th>Source: Primary Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sum of Squares</td>
</tr>
<tr>
<td>Between Groups</td>
</tr>
<tr>
<td>Within Groups</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Above table indicates the ANOVA test result between CRM practices and Customer Knowledge. The calculated p-value is 0.000 less than 0.05. Hence, the null hypothesis is rejected. It is concluded that there is a significant difference between customer knowledge as measure and CRM practices in select commercial banks.

Table 4: ANOVA Result on Customer Information System

<table>
<thead>
<tr>
<th>Source: Primary Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sum of Squares</td>
</tr>
<tr>
<td>Between Groups</td>
</tr>
<tr>
<td>Within Groups</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>
Above table observed the ANOVA test result between CRM Practices and Customer Information System. The Calculated $p$-value is 0.000 less than 0.05. Hence, the null hypothesis is rejected. It is concluded that there is a significant difference between customer knowledge and CRM practices in select commercial banks.

Table 5: ANOVA Result on Customer Value Evaluation

<table>
<thead>
<tr>
<th>Source: Primary Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>df</td>
</tr>
<tr>
<td>20.342</td>
</tr>
<tr>
<td>Within Groups</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Above table indicates the ANOVA test result between CRM Practices and Customer Value Evaluation. The Calculated $p$-value is 0.000 less than 0.05. Hence, the null hypothesis is rejected. It is concluded that there is a significant difference between customer knowledge and CRM practices in select commercial banks.

X. LIMITATION OF THE STUDY

Limitation of the study was confined to only SBI and Andhra Bank under public sector banks and HDFC and ICICI under private sector banks in Hyderabad city in Telangana State. More cities could have been added to add more diversity. Hence the study was surveyed and concentrated on major banks like SBI and Andhra Bank are from Public Sector Banks. HDFC and ICICI bank are from the Private Sector were only investigated. The further selection of branches and respondents on convenient method may not represent the population and leaves scope for improvement in future studies.

Table 6: Results of Chi-Square Test

<p>| Source: Compiled from chapter iii hypothesis |</p>
<table>
<thead>
<tr>
<th>S.No.</th>
<th>Hypothesis</th>
<th>DF</th>
<th>Chi-square value</th>
<th>Asymp. Sig (2-sided)</th>
<th>Accepted/Rejected</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>There is no significant difference between the services of public and private sector banks</td>
<td>3</td>
<td>400.000</td>
<td>.000</td>
<td>Ho: Reject</td>
</tr>
<tr>
<td>2</td>
<td>There is a significant difference between the gender wise distribution of the bank customers and type of bank preference</td>
<td>3</td>
<td>.0858</td>
<td>.0836</td>
<td>Ho: Accept</td>
</tr>
<tr>
<td>3</td>
<td>There is no significant difference between the marital status of bank customers and the type of bank preference</td>
<td>3</td>
<td>12.986</td>
<td>.005</td>
<td>Ho: Reject</td>
</tr>
<tr>
<td>4</td>
<td>There is no significant difference between the age group of bank customers and the type of bank preference</td>
<td>12</td>
<td>50.583</td>
<td>.000</td>
<td>Ho: Reject</td>
</tr>
<tr>
<td>5</td>
<td>There is no significant difference between the education qualifications of bank customers and the type of bank preference</td>
<td>12</td>
<td>51.742</td>
<td>.000</td>
<td>Ho: Reject</td>
</tr>
<tr>
<td>6</td>
<td>There is no significant difference between the occupation of bank customers and the type of bank preference</td>
<td>12</td>
<td>80.237</td>
<td>.000</td>
<td>Ho: Reject</td>
</tr>
<tr>
<td>7</td>
<td>There is no significant difference between the monthly income of bank customers and the type of bank preference</td>
<td>12</td>
<td>51.144</td>
<td>.000</td>
<td>Ho: Reject</td>
</tr>
</tbody>
</table>
As per table 6.1, gender factor influences the bank preference as calculated value is more than 0.05. Hence, the null hypothesis is accepted. In all other cases, the null hypothesis is rejected as the calculated value is less than 0.05.

XI. Summing up

1. It is found that customer acquisition practices of public sector banks are better than private sector banks from the customers’ point of view. It means public sector banks are maintaining customer friendly CRM practices when compared to the private sector banks in the study area.
2. As per the bank employees opinion, it is also found that customer acquisition practices in private sector banks found to be better than public sector banks.
3. In other words, private sector banks are maintaining good CRM practices than their counterparts. It indicates that they are giving much importance and committed to business development.
4. It is observed that the customer response in the form of feedback is much better in public sector banks when compared to private sector banks. This means public sector banks have customer friendly approach and responding to their queries with more clarity.
5. As per the bank employees, opinion customer feedback practices at the branch level by the bank employees in private sector banks are better than public sector banks. It means the private sector is a shade better in maintaining CRM practices.
6. In fact, any commercial banks struggle for obtaining necessary information about the present and potential customers. According to this study, it is found that customer knowledge adopting by these select commercial banks and it is better in case of public sector banks when compared to private sector banks.
7. It indicates that the public sector banks are maintaining good CRM practices as far as customer knowledge aspect is concerned.

XII. Conclusions

1. The results show that there is no difference between the employees of public and private banks in Hyderabad city about the practices considered for influencing CRM practices.
2. But univariate analysis shows that some practices of private sector banks are better for CRM. This is because of the fact that the private banks are well organized, building up to modern infrastructure, monitoring of service quality programs and taking feedback to have long term bonding with customers.
3. Public sector banks enjoy the trust of customers but they need to improve their physical facility, infrastructure, guarantees for service failures and customer feedback system. Public sector banks need to improve in this area.
4. Private Banks seem to provide better facilities than the public sector banks but, still, private banks need to go a long way to become the customer’s first preference. In an economy of innovative technologies and changing markets, each and every service quality variable has become important.
5. New financial products and services have to be continuously introduced in order to stay competitive. However private banks need to concentrate more on their distribution channels so that they can provide prompt services to its customers.

XIII. Suggestions

From the findings, the following suggestions are being made to the banking sector in general and commercial bank in particular, to get optimum benefit by knowing the customer satisfaction level from the customers of Hyderabad city. The important suggestions drawn from the chapter is presented as follows:

1. Public and private sector banks can attract more customers by fulfilling the needs of customers. The commercial bank has to spend more resource to attract customers. Banks should have to increase more facilities for the current account holder.
2. Commercial banks are trying hard to increase the levels of satisfaction by identifying the lacking areas. And also with an extreme focus on the parameters which are more important for the customers. So, these efforts lead to maximum customer satisfaction.
3. Majority customers of the banks are businessmen and employees. Further, banks have to take economic decision to attract the number of customers, who are out of banking services.
4. The employees should have knowledge about the new products and facilities bank is providing to customers. Efficient, knowledgeable, competent and versatile front-line staff is the prime requirement for a commercial bank. Moreover, only when the employees are aware of the products launched by the bank, they can provide prompt services to the customers. A commercial bank may strategize proper deployment of IT tools and effective utilization of the same in order to search the customers.

References Références Referencias


Promotional Strategies of NGO in Bangladesh: Backward and Forward Linkage

By Israt Jahan & Kamrul Hasan Bhuiyan

Bangabandhu Sheikh Mujibur Rahman Science & Technology University

Abstract- The concept of marketing communication strategies assumes that there are several variables which will help to influence donors as well as receivers to accomplish the nonprofit organization’s goal. Based on the marketing communications and business-to-business marketing literature, the model - integrates aspects of the marketing communication purposes, bidirectional communications, and different communications channels- is experienced to examine marketing communication strategies and organizational performance in terms of nonprofit organizations. The purpose of the paper is to identify and analyze promotional strategies taken by NGO’s working in Bangladesh and find out lacking in terms of strategies and by understanding consumer’s perception; providing suggestions regarding creating policies in the perspective of attracting both donor and receiver. However, this study uses an exploratory case methodology where both primary and secondary data were used for analyzing the applied and applicable strategies. For Primary data collection, 10 NGOs were chosen which are working in Bangladesh and in-depth interview was taken from high officials.

Keywords: NGO’s, donor, receiver, promotional strategies, digital marketing tools, content.

GJMBR-E Classification: JEL Code: M37

Strictly as per the compliance and regulations of:

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I. INTRODUCTION

In terms of performing marketing activities, there are misconceptions that nonprofit organizations are lacking behind. It is thought that in case of nonprofit organizations less selling competition is noticed. It is also believed that marketing orientation creation is pointless in terms of nonprofit organizations. Whenever any organization is trying to connect with a group of people outside or inside the organization, it can be considered as marketing. Marketing is not confined only advertising and promotion; fact, it ranges from creating services more responsive for clients to positioning products, to creating a logo, to posting banners, to creating websites. Marketing can be considered as everything which contributes for creating organization’s image which helps to gain the confidence of beneficiaries, local leaders as well as donors. Effective marketing communication can improve organization’s ability to attract funding, serve more beneficiaries and advance a mission which will help to the sustainability of a nonprofit organization.

II. LITERATURE REVIEW

a) NGO and Marketing

An NGO is defined as an independent charitable association of people who are acting together continuously for the accomplishment some mutual needs rather than making money. In a broader sense non-profit organization is considered as identical as the social segment of the economy (Wymer, Knowles and Gomes, 2006). In Bangladesh, NGOs work in order to promote human rights, identification of problems, assisting the poor as well as suffering people, development of health, acting as the government’s association. It also provides awareness creating positive attitudes, annihilation of superstition, providing priority of women to getting local loans so that women empowerment would be ensured and continuous assistance for the self-development related tasks (Gauri and Galef, 2005). By analysis activities of non-profit organizations, it can be said that non-profit organizations play a crucial role in different fields of life.

According to (Kotler and Kotler, 2010) In terms of fulfillment of marketing objectives, communication process plays a critical role in the case of non-profit organization as a mission of nonprofit organizations is to strengthen bonds and initiating interaction between business, public and non-governmental and for the achievement of these goals it’s significant to establish marketing communication in a proper manner. (Rayudu, 2010) Explains communication as the act of transferring information from the mind of one person to another. According to (Parker, 2010) communication means the diffusion of a message from a sender to a receiver, so
that mutual understanding on any subject would be ensured.

(Sueldo, 2016) Opined that for confirming success in the competitive field, communication has a crucial impact in terms of both profit and on profit organization. Communication is considered as terms of the channel of flow information, resources as well as policies. For the attainment of success and establishment of cordial relationship between the organization and its potential, there is no alternative than effective communication.

(Parsons, Maclaran and Tadajewski, 2008) Claimed that the role of nonprofit organizations has changed over the last 20 years. Gradually the role of communication in case of nonprofit organizations has grown by realizing the importance of communication and understanding consumers’ mindset. According to, (Parsons, Maclaran and Tadajewski, 2008) marketing communication is influenced by different factors, and it is crucial to understand as well as determine these collaborative factors to ensure the effectiveness of marketing communication.

To raise fund, communication is very important for NGOs. NGOs do not follow any formal communication strategy to communicate with the donor and receiver. Both donor and receiver is the main stakeholder of NGOs, and both of them are need to be communicated (Patterson, Radtke, and Radtke, 2009). Communication is usually used primarily to inform potential customers about the existence of products and associated benefits with the product. If the communication does not take place, then the aim of the NGOs will not be performed. NGOs also use two types of communication strategy.

b) **Pull and Push strategy**

NGOs uses pull strategy in order to attract the donor. They pull the donor by making different promotional activities like press releases of their activities, annual report of their organization, events, etc. In these events, donors are invited so that they can see the activities of NGOs and get interested in contributing their money for the welfare of the society (Knox and Gruar, 2007). NGOs make the donor realize their responsibility towards the society. As fund raising is very essential for NGOs to give the receiver better services, NGOs need to take better pull strategy for the donor. They have to convince the donor of giving fund for the social causes. As there are so many competitions in everywhere, so NGOs need to make the strategy very carefully. Pull strategy is also used for the receiver to get the services of the NGOs (Kotler and Andreasen, 2006).

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Figure 1

Most of the time push strategy is used for the receiver. As the receiver of the NGOs are the most deprived people of the society, so they do not know about their rights. To make them understand their rights, NGOs need to take push strategy. In push strategy, NGOs goes to the receiver and tells them about their product or services that they want to give them. At first, they try to make them understand the importance of the services at free of charge. Later they charge some nominal cost to serve the people better in the future (Drucker, 2010).

Figure 2

**III. Methodology**

The research is based on a case study methodology that is why a qualitative approach is adopted to understand a holistic view in a single setting by examining in depth phenomenon characteristics within a specific context. Case study analysis has many levels of analysis, many cases and many points of view (Yin 1984). This study uses an exploratory case methodology to understand the communications strategies of different NGOs working in Bangladesh. In this regard, both primary and secondary data were collected for analyzing the applied and applicable strategies. For Primary data collection, 10 NGOs were chosen which are working in Bangladesh. The NGOs were taken which are conducting their throughout the country and have long-lasting reputations being a good NGOs such as - Kormojibi Nari, NHRC, OXFAM, BILS, BHRC, BRAC, Hunger Project, BSAF, ODHIKAR, BSEHR. In-depth interview was taken from marketing executives to understand the current strategies and to find out the gap. Some executives sent their opinion though mail as they were not available. The regional NGOs working for a particular division and district were not considered. Secondary data were collected from different websites, journals, books, magazines, and dailies.
IV. Result and Discussion

a) Important Aspects of NGO’s must be considered while taking promotional mix decisions

The Unwillingness of customers to listen - The products and services that non-profit organizations (NPOs) deal with are mostly intangible. And the types of services that non-profit organizations provide usually have a longer effect. In non-profit organizations, both the donor and the receiver shows very less interest to donate in the organization and to receive services from the organization. This nature of the customers makes it hard for the organization to create and deliver appropriate messages which will convince the customers to receive products or services from the company. For example, BRAC Provides consultation on family planning, but in Bangladesh, there is a culture of not talking about family planning. So it is very rigid for a Smiling Sun Clinic to convince the people of Bangladesh to take family planning services from the clinic. So when the customers are not interested to take the services or even talk about the services, then it became very hard for the company to convince them to take the services. So in the case of NGO’s the advertisements to communicate with the people must be made in such a way which will convince them to take those services from the organization.

Customers are not ready- Another obstacle in making advertising decisions for non-profit organizations is that in most of the markets customers are ready for commercial advertisement where they’re not organized commercials from non-profit organizations. For example, In Bangladesh, most of the people are not ready for the advertisement that will aware the about women rights. So when Manabadhikar shangtha telecast an advertisement on brutal cases of women torture the people takes time to receive the message in a proper way. So the way of providing such messages is not by talking about them but showing the benefits of those services. In the case of HRNGO’s organizations has to create such advertisement that provides information about the benefit of the women empowerment and why they should take that particular services from the organization.

Lack of awareness- Another factor of Promotional decisions in a nonprofit organization is that the target response from the advertisement is highly dependent on how aware the market is about the service. If the market is aware of the service, then it is very likely that they will take the service, but if the market is not aware of the service, then the people show very less interest in taking the service. For example, BSAF has a campaign on giving vitamin A capsule to the children in rural areas. Now if the people are aware of the benefits of Vitamin A capsule as well as the dangers of not taking Vitamin A, then it is very likely that that group of people won’t be interested in taking those Vitamin A capsules. And that is why it is very important for nonprofit organizations to make continuous communication with the market and make them aware of the product and services.

Need to be careful about choosing target customer and media- One of the significant decisions in the advertisement is to choose the target customer and selecting media. In non-profit organizations, the nature of service decides what will be the target market and what responses should we accept as well as what media we should choose to communicate to the market. For example, hunger project promotes - Family Planning, maternal, newborn and child health services in rural areas. So it is very evident that the target market of hunger project organization should be rural people. But, in rural areas, it is very important to choose the effective media to provide the message, and that is why hunger project telecast advertisement on radio and television channel that is available on those rural areas. Most of its television advertisement should be telecasted in BTV as in rural areas BTV is very popular. Although organizations use different media to provide the messages to the people, but the most effective media in NPOs is to talk face to face with the customers. For example, it is easy to convince the people to take family planning services by directly talking to them rather giving advertisements on television channels.

Need to be careful in terms of choosing appropriate words- And finally, for the non-profit organization, it is very important to choose the appropriate word for creating the message so that the target market could easily understand that. For example, in the case of tuberculosis treatment, it is necessary to take the medication at the exact time every day but in Bangladesh, we're not very used to do that. So to give more emphasis on taking the medication in the exact time the Oxfam tells their customers you took the pills necessary for tuberculosis treatment in front of the doctor so that they won't forget to take one. Besides that, in the advertisements, they provide the message very clearly that if a patient misses one of those pills, then he had to start over there dose again.

b) Designing model of response process to attract receiver

AIDA Model – For effective promotional programs to understand the response process is important. In case of Non-profit organizations, personal selling is used a lot to influence audiences, and AIDA model is used to take personal selling more effective as this model deals with awareness, interest, desire and action stages so I would like to suggest NGO’s to use AIDA model for communicating to the audience.
c) **Designing digital marketing tools to attract donors**

Website- Website is one of the crucial touch points to both donors and receivers. To attract global donors, international languages must be acquired. Website must clearly define the organization’s objectives and policies. Inclusion of currently running projects provides greater visibility. To serve local receivers, website should be in simplified structure, and use videos and images to demonstrate instead of large paragraphs of text.

YouTube – YouTube provides nonprofit organizations the capacity to take improvement of branding and promotional prospects typically providing to larger profitable operations that leverage the YouTube platform in terms of video distribution. YouTube can also provide to add Call-to-action overlay on organizations videos to drive campaigns.

Blog- Blog will help to grab target audience’s attention with the help of variable contents in the form of event promotions, news updates on recent stories, volunteer stories, insights of NGO’s mechanism and more (Clow and Baack, 2004). In blogs, receiver’s success stories can attract others so that they inspire others by sharing the life changing-stories.

Email- For non-profit organizations email is considered as a competent and efficient tool to perform one-to-one communication with donors. At first, email can be sent to potential donors to convert them into donors, then to existing donors to encourage them for further donation and finally thanking them for their generosity.

Social Media- Social media is one of the best forms of interactive marketing channels. It’s free of cost, has global reach and allows user-generated content (Clow and Baack, 2004). Donors can interact with the non-profit organization, get real-time updates on the running projects, and share the cause with their acquaintances. Receivers can obtain valuable information, guideline, and support via social media. With the help of social media sites, it would be easier to run digital campaign directing traffic to download landing page for company’s premium content, and this will help to create a led strategy for the growth of the lead database.
V. Conclusion and Further Managerial Implications

The non-profit organization uses promotional activities for their core three tasks like: Firstly, Fundraising; as it is the most crucial task of a non-profit organization. Without appropriate promotional activities fundraising is not possible. The Donor who gives money for the organization is called fund that is used for the betterment of the receiver or people. To raise the fund, NGOs need to communicate with the people who are willing to donate their money for the wellbeing of society. It is not an easy task as the donor needs to know that their money is not going in the wrong hands. So it is required to use promotional activities to draw the attention of donors. Secondly, Advocacy is one type of task that NGOs dosed for their client. By advocacy, they tell them about their rights and tell them how they can get them. Such as BSAF gives advocacy to the children about the children rights and give their rights. That is why promotional activities are important to understand demand and need and render support based on that. Thirdly, Programs, to make the program the NGOs need to communicate properly, and for communication, promotional activities are required. To make any program, they need the receiver or the people for whom they are organizing the program. If the people are not communicated properly, then the aim of the program will not be fulfilled. So in fulfilling the aim of the program, they need to communicate with the people about their program and make them understand the aim of the program also.

From the above discussion, it can be said that there is an impact of promotional activities of Human Rights Ngo’s in Bangladesh as without promotional activities both client and donor may not be attracted to receive services and provide fund. But NGO’s are not doing well in case of promotions several lacking are noticed but by maintaining recommendations provided by me will help them to sort problems to some extent.

References Références Referencias

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Analysis of Product Placement in Web Series and its Influence on Consumer Buying Behavior

By Alpana Kakkar & Kalyani Nayak

Amity University

Abstract- Web series runs on multiple digital platforms. When it comes to taboo-breaking and intellectual video content, web series have been playing a significant role in India. In a country, where television shows and the different movie or entertainment industries have to face the tight censorship in their content, web series have been the go-to source of thought-provoking entertainment for millennials. Brands are rapidly catching up with this changing trend and started merging their products with the help of product placement in entertainment media. This research is conducted to know whether consumers are affected by product placement or not. Through this paper, we will explore the relationship between product placements and the digital platform.

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GJMBR-E Classification: JEL Code: M30
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Keywords: advertising, digital platform, product placement, push or pull marketing, web series.

I. INTRODUCTION

We are now living in a digital world. Everyone is using the Internet and mobile phones to stay updated with the latest trends. From communicating with their loved ones to watching their favorite shows, everything is happening online. Here comes the concept of digital media or alternate media. A new breed of content creators is evolved with the time, who create contents for digital audiences. With fresh and creative contents, the creators launched some short fictional series. These series were later launched on digital platforms and were named as – Web Series [32].

Web Series is a sequence of scripted or non-scripted shows that releases on the Internet in an episodic form, which is known as webisodes. They are generally built upon each other and are produced in the form of seasons [21] [33]. Web Series are streamed on various platforms such as YouTube, Netflix, Amazon Prime, TVF (The Viral Fever), Hotstar, Voot, ALT Balaji [36], and many more platforms. YouTube is generally famous for vlog videos. Content Creators have their separate channel on YouTube, and they post their videos on their individual channels only. There are also corporate channels on YouTube, which are handled by a team like ScoopWhoop, Bindass. Filtercopy, etc. [19] [29].

Web series like 'A Girl in the City' and 'Bang Baaja Baarat' are released on corporate channels of YouTube. On the other hand, other digital platforms directly stream web series on their website or application.

The era of digitalization has changed the scene of watching drama and what they have offered us till date. We have evolved a lot from watching typical daily soaps on TV to watching realistic and less melodramatic content on digital platforms in the form of Web Series. The mediums through which we are consuming entertainment is gradually changing, and the taste of viewers seems to be changing. For example, Balaji Telefilms Limited (a famous production house) used to offer various kind of soap operas to watch on TV sets, but like the taste and need of viewers changed with time, they also have to come with their separate digital platform – ALT Balaji, to be in the market. As the name explains itself, ALT is used for alternative Balaji, which means alternative media [28] [31].

In the Indian entertainment industry, there is an increase in the number of viewers with the recent arrival of web series as most of the series are youth-oriented, web series have new plots and new and creative ideas for the storyline, and it is much closer to the reality. Unlike soap operas, it is finite with lesser drama and realistic dialogue delivery. It does not consist of contradictory things like black magic, ghosts, vampires and all other things which have no meaning in real life. Web Series are more realistic as it has to face less censor. Every second, a youth present in India is using the mobile phone, tablets, laptops and other gadgets to watch web series. Nowadays, it can also be watched on Television. Currently, more than 350 million [22] people watch various kinds of content on the digital platform, and with the increasing number of smartphones, they tend to grow more in the future. Web series attracts a large audience to tune in and watch it regularly as most of them are free to watch and the whole series is released at once. Thus, we do not have to wait for plot twists, and we can skip the risk of getting spoilers. They are short in length as compared to TV shows; more shows can be watched on digital platforms on lower rates as compared to TV sets. Due to this reason, various brands are closely following trending web series, and they are experimenting with marketing their brands in the simplest ways. They do this by placing a product in their content.

Product placement is a marketing technique where specific products and brands are incorporated into another work, like TV shows, movies, web series or any digital content. It is also known as embedded marketing. Product placement is done in four ways, first, by mentioning the name of the brand by the characters in the show, secondly, by placing them in the
background as a prop in some scenes. Third, by placing them in the 30-58 seconds of advertisement, which is usually paid and cannot be skipped. Lastly, by placing products or brands in the advertisement on YouTube that is generated by Google AdSense based on the user’s history. These kinds of advertisements are administrated, sorted and maintained by Google [27]. Product placement can be observed with the help of visual figures, actual product or dialogues spoken by an actor. The popularity of product placement is increasing day by day. Product placement makes way for higher chances of viewership and thus, helps to higher the brand recall, giving apparent benefits to the advertisers. Firstly, the product placed in a web series should be subtle, which will increase the trustworthiness of the product in the viewer’s mind. Secondly, the medium of entertainment is linked with the Internet, which will help in facilitating a viewer to buy a product, and it will increase the suitability of making purchases, which will also increase the role of product placements. At this rate, product placement may become a dominant marketing strategy in the upcoming years [23].

Brands have a readymade target market through which they connect to various digital platforms and promote their brands on them. Brands are adopting various strategies in order to compete with other brands in the digital world. Many brands have started sponsoring the web series to target the youth easily as most of the viewers like to watch a genre of series. Branded contents directly relate to the quality of products; thus, it often consists of great deals. With branded content, it is hard to tell whether the viewers are watching a show or commercial as they link their brands smartly in the series and make it a part of the plot as if the characters usually are discussing any product on screen [20][30]. The advantage is that the brands have to spend less on web series as compared to when they make a full-fledged advertisement [10].

Brand funds sponsored content, but it has nothing to do with the content of the series or products placed in the series. It is another way to advertise the brands in web series by getting associated with its title as a sponsor. With emerging technology, the definition of product placement has changed from “the practice of placing brand name products in movies as props” to “a form of advertisement, where the advertiser pays to have its product/service/brand shown or mentioned” [20].

It started in 2014 when the first web series streamed on YouTube, “Permanent Roommates.” This series released on TVF and it gained much buzz amongst the youngsters because of a different kind of story, and there were more than 50,000 [24] million views on this series. The audience found the story closer to the real world, and it helped them to feel connected to the characters of the story. Ola sponsored the second season of Permanent Roommates as they displayed that it is better to travel in Ola instead of a bus. They also introduced a character named Purushottam Ji as an Ola driver who loved his taxi. This helped them to do the branding naturally, which viewers also enjoyed while watching.

This paper tries to understand how branding is being done in the web series. It also tries to identify the relationship between branded content and its perception on viewers.

II. Literature Review

To continue with further research, we will review some similar work done in product placements:

We will discuss about some traditional techniques, which are being used by the marketers to promote their products earlier. Display advertising is a kind of online marketing, which involves designing graphical advertisements and placing them next to the content. It not only helps in the promotion of new products or services, but it also helps in increasing the brand awareness [4]. There are two broad ways of marketing: Push and Pull marketing. Push marketing is a business strategy that takes the product to the consumer, whereas pull marketing brings the consumer to the product [5]. Product placement that is done in the form of advertisements shown in digital platforms or YouTube, between the shows is an example of push marketing whereas placements done in the form of active and passive placements is an example of pull marketing. Push marketing strategy also known as push promotional marketing strategy [34]. It refers to a strategy in which a brand uses various marketing strategies to push their products in such a manner that the consumers notice it [6]. This strategy is used when the product needs to gain exposure. This helps in creating product demand in the market, and it helps to increase consumer awareness. The pull marketing strategy is also known as pull promotional strategy [34]. It refers to a strategy through which a brand tries to increase the demand for the product and to build customer loyalty [7]. It focuses on creating brand equity and product value. Apple brand is known for its best marketing strategies. Apple knows that it is cheaper to promote their products in a show than to promote them on commercials [35]. They know the importance of web series as they are released globally on digital platforms. It also provides extended shelf life to its products [8].

The basic definition of product placement says that it is the promotion of branded goods and series which is displayed with the context of the show. The concept of branded product placements came into light as most of the consumers believed that the advertisements shown in the shows are not real [1]. Instead, it was paid by the manufacturer of the product to place it in the advertisement. However, when the same product is placed in digital content, they were
assumed more credible and more accurate to real life experiences. There are two types of product placements—Active and Passive product placements. In active product placements, the product is used in real life. It helps in increasing brand awareness. In passive product placements, the product is only used as a prop in the background of a show [13]. There are three primary product placement strategies—Implicit, Integrated explicit and Non-Integrated explicit. In Implicit strategy, the logo or the product of the brand is not clearly shown within the program. They are placed at the background with no demonstration of the benefits of the product. Integrated explicit placement involves the product to play an active role in a scene of the show. On the other hand, non-integrated explicit placement involves the product to be formally expressed in the scene but not mixed with the content of the show [14].

Product placements is not only used in content shows but it is also used in the movies, which is a visible alternative to conventional forms of advertising. This helps viewers to easily recognize the products placed in the movies as they are placed prominently [12]. The consumer brand evaluation towards product placement advertising will be positive if the brand has a positive brand image [9]. Moreover, consumer evaluation and ethical judgment are not dependent on a brand’s image. The proper placement of a brand grabs a consumer’s attention. Brand recognition could be higher when a product placement includes not only visual mention of the product but also requires both audio and visual mention of the product [10]. In simpler words, the placement of the product should active in nature so that viewers can easily recognize the brands while purchasing. Product placements done in the films may also help to change the attitude of viewers towards the brand. This change may improve their purchase intentions, and therefore, customers will be satisfied with the brand [11]. It does not mean that a marketer will place as many products he wants. The marketers who obtain creative placements in films are unlikely to see viewer recognition scores increase because of prolonged exposure times. In contrast, an increase in exposure time results in an increase in viewer recognition of on-set placements, when the total exposure time does not exceed ten seconds [17].

Entertainment industry is not only limited to the films now, we have alternative media also. Alternative media is the type of media which differs from traditional technology [2]. In terms of TV sets, alternative media comprises of digital platforms like Netflix, Voot, Hotstar, YouTube [36], etc. The reason behind the popularity of alternative media. There are mainly three reasons behind this—now, we can watch all the Hollywood sitcoms under one platform. Earlier, these kinds of shows were not available in India. Ease of access is available now as one can watch anything at any point in time. Instead of spending much money, one can directly pay for the subscription and watch a wide range of contents online [3].

Companies are using product placements to increase their product sales and brand awareness among viewers. If the product placement is done in a systematic manner, then only it will help the company to generate profits [15]. The ideal situation of product placements should be win-win for the consumers, clients, and media vehicle, product placement agency. Consumers get to know about new products; clients can do branding at lower costs; media vehicles can get brands for free, and it may reduce their production budget; production placement agency can make money by bringing various parties together [18].

### III. Methodology

For our research paper, we used a quantitative method to collect data from multiple sources in order to obtain information related to web series and consumer buying behavior. We surveyed to collect the data; the sample comprised of 152 various individuals.

The questionnaires were distributed online among the respondents via Google Forms. This survey consisted of a variety of close-ended questions with multiple choice answers. Some demographic questions were also included in the survey, which asked general information such as age, sex, and occupation. The survey uses both descriptive methods to determine the current situation about the use and impact of product placement toward consumer behavior.

The questions that were asked during surveys are:

Q1: What is the name, age, and occupation of the respondent?
Q2: Do they watch web series?
Q3: Which genre of web series do they watch the most?
Q4: Name of a series which they liked watching?
Q5: Are they familiar with the concept of “Product Placement?”
Q6: Have they noticed any product placement in web series?
Q7: How many episodes of the series do they watch per week, on an average?
Q8: On which gadget do they prefer to watch their series?
Q9: Does product placement affect their enjoyment of a series?
Q10: Do they watch advertisements that come in between the series?
Q11: With how much concentration do they watch those advertisements on a scale of 1 to 5?
Q12: Do they enjoy watching when their favorite stars promote such brands or products in a series?
Q13: Do they skip that part in the series where they see someone promoting the products?
Q14: Do they feel annoyed while watching product placement in a series?
Q15: Do they buy the products that are promoted in web series?
Q16: Do they think brand collaborating with web series is a good thing?
Q17: Product placement in movies is quite useful; do they think it will be helpful in web series too?
Q18: What makes them notice a brand?
Q19: What rating will they give to the products placed in web series as compared to the products displayed in commercial advertisements?
Q20: At the time of product purchasing, makes verbal mention of a product, placement in the series plays a vital role for them?
Q21: What kind of advertisement has a long-lasting impact on them?
Q22: Does celebrity endorsement influence their product purchasing?
Q23: Do they believe products advertised explicitly by the celebrities are of good quality?
Q24: Would they buy a brand just because their favorite celebrity is endorsing that?
Q25: Will they stop buying the product displayed in series, if their favorite celebrity stops endorsing it by getting into a scandal?
Q26: How much importance do they think that brands in web series should take a stand on a social/political issue?
Q27: At the time of shopping does product placement in web series, affects their decision-making process subconsciously (mind)?

IV. Findings

The respondents of the survey were of age group 14-55 years old. Out of them, 74 were male, and 78 were female respondents. Majority of the respondents were students, and some were working professionals. Most of the respondents agree that they watch web series and like to watch certain genres of web series only according to their age groups. They are aware of the concept of Product Placement. Majority of the respondents agree that they have noticed the placement of the products in the web series. On average, most of them watch 1-2 webisodes (web episodes) in a week, and they prefer to watch them on their mobile phones. Product placements sometimes affect their enjoyment while watching the series when it becomes too apparent. Hence, most of the respondents pay the least concentration while watching advertisements and sometimes they do not even watch it. However, they like that part in the series when their favorite celebrity is seen promoting products. Most of them think that it is a good thing if brands are collaborating with the digital platform. The first thing that everyone notice in a brand is its quality. When it comes to recalling a product from the series, verbal mention plays a vital role as product placement has a long-lasting impact on viewers compared to commercial advertisements. Invoking a celebrity does not influence their product intention nor do they think that every product endorsed by a celebrity would be of good quality. They do not care much about brands taking a stand on the social or political issue. However, they agree on this, that placing products in web series subconsciously affects their decision-making process while purchasing a product.

We used Amazon QuickSight, which is a business analytics service used to create visualizations. We will use QuickSight to create visual representations in the form of charts and graphs to analyze our data sets.

Fig. 1: Content watched by viewers in a week based on their age

Through Fig. 1, we can illustrate that the age group of 20-35 year watch most number of episodes in a week as compared to other age groups. As most of the individuals of this age group are working professional or students, they have a very tight schedule to follow. While travelling in metro or busses, they spend their time watching series on their smartphones.

Fig. 2: Influence of Celebrity Endorsement in product placement and commercial advertisement
Through Fig. 2, we can depict that celebrity endorsement in a series have more long-lasting impact on viewers as compared to the commercial advertisements. Because viewers were able to relate with the character of the series easily as compared to the characters shown in commercial advertising.

Fig. 3: Importance of Verbal Mention of the product at the time of Purchase Intention

Through Fig. 3, we can interpret that verbal mention of the product in a series plays a vital role while making a decision at the time of purchasing a product. It helps viewers to recall the brands easily. For example, in TVF Tripling series, the marketers constantly mention the features of TATA Tiago verbally throughout the series [16].

Fig. 4: Popularity of web series – Friends among different age groups

Through Fig. 4, we can say that ‘Friends’ which is a comedy show is popular in teenagers and the viewers who are in their 20s as they like to watch Hollywood sitcoms more than Indian web series. But, that does not mean that age group of 31-55 do not watch the show at all. Some parents may have to watch series because they want to accompany their children while watching this kind of shows to understand their mentality and some may actually like the show. Here, placed product will be mostly targeted to the youth as the series is popular among them only.

Fig. 5: Popularity of web series – TVF Pitchers among different age groups

Through Fig. 5, we can depict that TVF Pitchers series was mostly watched by the age group of 19-30 years. As, this age group directly relates itself with the content of the series. So, Product placed in such series will be directly targeted to the age group of 19-30 years.

Fig. 6: Popularity of web series – TVF Fathers among different age groups

Through Fig. 6, we can say that there are some series that are watched by adults only. When asked about TVF Fathers series, there were no teenagers who watched this series as it was solely launched for the adults of the country. Hence, the product placement done in the series were targeted to the age group of 31-55 years.

Fig. 7: Purchase intention based on age
Through Fig. 7, we can illustrate that 20-35 is the age group that buys most of the products placed in web series as compared to all other age groups whereas, 50-55 is the age group buys the least product. Because there are more youth-oriented shows created or launched. It is much easier for marketers to target the youth as they get easily influenced by the products to satisfy their wants.

Through Fig. 8, we can depict that most of the respondents get influenced by the product placements done in digital platforms and hence, product placement affect their purchase intention. For example, when someone says “Thanda Matlab”, anyone will respond quickly to this by saying Coca-cola. This is happening because the brand has placed their product subconsciously in your mind.

Based on our analysis, we found out that if a brand wants to promote their products through a digital content, then they must focus on these two key factors – Firstly, they should to know which age group to target through the placement of products and secondly they should mention the product and its features verbally in the series.

We tried to search a real life scenario of product placement where it helped product to gain profits after being placed in a web series. As India has become the world’s third largest technology startup hub [25]. We have seen many startup companies placing their services in the web series. Zoomcar is a startup company, which provides the facility of self-drive car rentals, and it was founded in 2013. To create awareness of its services, it was placed in the series called “What the Folks”. In the third episode of the series, we have witnessed the active placement of Zoomcar by a character. This series was released on YouTube in the year 2017. As soon as this product was placed in the series, it experienced a growth of 40% in its revenues [26]. This news was break by the CEO of Zoomcar himself, Greg Moran in the article of The Economic Times. After this, they planned to enter international market of Southeast Asia and Africa in 2018.

In this way, product placement helps in increasing the brand awareness and it brings a good return on investment (ROI).

V. Conclusion

Product placement relies heavily on not being noticed but being remembered by the consumers at the time of purchasing a product. It acts as a great supporting tool in the combined effort of integrated marketing communication, where it helps to promote a brand safely and comparatively cheaper than the traditional advertisements. Web series is suitable for experiment purpose for a brand as they have short episodes and seasons, which appears to be more useful to the viewers. After doing this research, it has been found that the respondents, in general, had a positive perception of product placement in web series. A conclusion can be drawn from the entire paper is that show producers need to keep two key factors in mind when placing a product in web series. Firstly, they should to know which age group to target through the placement of products and secondly they should mention the product and its features verbally in the series. It is also becoming a popular method of advertising as it brings a good return on investment and it significantly increases brand awareness.

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FELLOWS

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5. Authors should submit paper in a ZIP archive if any supplementary files are required along with the paper.
6. Proper permissions must be acquired for the use of any copyrighted material.
7. Manuscript submitted must not have been submitted or published elsewhere and all authors must be aware of the submission.

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Plagiarism is not acceptable in Global Journals submissions at all.

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- Words (language)
- Ideas
- Findings
- Writings
- Diagrams
- Graphs
- Illustrations
- Lectures
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2. Drafting the paper and revising it critically regarding important academic content.
3. Final approval of the version of the paper to be published.

Changes in Authorship

The corresponding author should mention the name and complete details of all co-authors during submission and in manuscript. We support addition, rearrangement, manipulation, and deletions in authors list till the early view publication of the journal. We expect that corresponding author will notify all co-authors of submission. We follow COPE guidelines for changes in authorship.

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Unless specified in the notification, the Editorial Board’s decision on publication of the paper is final and cannot be appealed before making the major change in the manuscript.

Acknowledgments

Contributors to the research other than authors credited should be mentioned in Acknowledgments. The source of funding for the research can be included. Suppliers of resources may be mentioned along with their addresses.

Declaration of funding sources

Global Journals is in partnership with various universities, laboratories, and other institutions worldwide in the research domain. Authors are requested to disclose their source of funding during every stage of their research, such as making analysis, performing laboratory operations, computing data, and using institutional resources, from writing an article to its submission. This will also help authors to get reimbursements by requesting an open access publication letter from Global Journals and submitting to the respective funding source.

Preparing your Manuscript

Authors can submit papers and articles in an acceptable file format: MS Word (doc, docx), LaTeX (.tex, .zip or .rar including all of your files), Adobe PDF (.pdf), rich text format (.rtf), simple text document (.txt), Open Document Text (.odt), and Apple Pages (.pages). Our professional layout editors will format the entire paper according to our official guidelines. This is one of the highlights of publishing with Global Journals—authors should not be concerned about the formatting of their paper. Global Journals accepts articles and manuscripts in every major language, be it Spanish, Chinese, Japanese, Portuguese, Russian, French, German, Dutch, Italian, Greek, or any other national language, but the title, subtitle, and abstract should be in English. This will facilitate indexing and the pre-peer review process.

The following is the official style and template developed for publication of a research paper. Authors are not required to follow this style during the submission of the paper. It is just for reference purposes.
**Manuscript Style Instruction (Optional)**

- Microsoft Word Document Setting Instructions.
- Font type of all text should be Swis721 Lt BT.
- Page size: 8.27” x 11’’, left margin: 0.65, right margin: 0.65, bottom margin: 0.75.
- Paper title should be in one column of font size 24.
- Author name in font size of 11 in one column.
- Abstract: font size 9 with the word “Abstract” in bold italics.
- Main text: font size 10 with two justified columns.
- Two columns with equal column width of 3.38 and spacing of 0.2.
- First character must be three lines drop-capped.
- The paragraph before spacing of 1 pt and after of 0 pt.
- Line spacing of 1 pt.
- Large images must be in one column.
- The names of first main headings (Heading 1) must be in Roman font, capital letters, and font size of 10.
- The names of second main headings (Heading 2) must not include numbers and must be in italics with a font size of 10.

**Structure and Format of Manuscript**

The recommended size of an original research paper is under 15,000 words and review papers under 7,000 words. Research articles should be less than 10,000 words. Research papers are usually longer than review papers. Review papers are reports of significant research (typically less than 7,000 words, including tables, figures, and references)

A research paper must include:

a) A title which should be relevant to the theme of the paper.
b) A summary, known as an abstract (less than 150 words), containing the major results and conclusions.
c) Up to 10 keywords that precisely identify the paper’s subject, purpose, and focus.
d) An introduction, giving fundamental background objectives.
e) Resources and techniques with sufficient complete experimental details (wherever possible by reference) to permit repetition, sources of information must be given, and numerical methods must be specified by reference.
f) Results which should be presented concisely by well-designed tables and figures.
g) Suitable statistical data should also be given.
h) All data must have been gathered with attention to numerical detail in the planning stage.

Design has been recognized to be essential to experiments for a considerable time, and the editor has decided that any paper that appears not to have adequate numerical treatments of the data will be returned unrefereed.

i) Discussion should cover implications and consequences and not just recapitulate the results; conclusions should also be summarized.

j) There should be brief acknowledgments.

k) There ought to be references in the conventional format. Global Journals recommends APA format.

Authors should carefully consider the preparation of papers to ensure that they communicate effectively. Papers are much more likely to be accepted if they are carefully designed and laid out, contain few or no errors, are summarizing, and follow instructions. They will also be published with much fewer delays than those that require much technical and editorial correction.

The Editorial Board reserves the right to make literary corrections and suggestions to improve brevity.
It is necessary that authors take care in submitting a manuscript that is written in simple language and adheres to published guidelines.

All manuscripts submitted to Global Journals should include:

**Title**
The title page must carry an informative title that reflects the content, a running title (less than 45 characters together with spaces), names of the authors and co-authors, and the place(s) where the work was carried out.

**Author details**
The full postal address of any related author(s) must be specified.

**Abstract**
The abstract is the foundation of the research paper. It should be clear and concise and must contain the objective of the paper and inferences drawn. It is advised to not include big mathematical equations or complicated jargon.

Many researchers searching for information online will use search engines such as Google, Yahoo or others. By optimizing your paper for search engines, you will amplify the chance of someone finding it. In turn, this will make it more likely to be viewed and cited in further works. Global Journals has compiled these guidelines to facilitate you to maximize the web-friendliness of the most public part of your paper.

**Keywords**
A major lynchpin of research work for the writing of research papers is the keyword search, which one will employ to find both library and internet resources. Up to eleven keywords or very brief phrases have to be given to help data retrieval, mining, and indexing.

One must be persistent and creative in using keywords. An effective keyword search requires a strategy: planning of a list of possible keywords and phrases to try.

Choice of the main keywords is the first tool of writing a research paper. Research paper writing is an art. Keyword search should be as strategic as possible.

One should start brainstorming lists of potential keywords before even beginning searching. Think about the most important concepts related to research work. Ask, “What words would a source have to include to be truly valuable in a research paper?” Then consider synonyms for the important words.

It may take the discovery of only one important paper to steer in the right keyword direction because, in most databases, the keywords under which a research paper is abstracted are listed with the paper.

**Numerical Methods**
Numerical methods used should be transparent and, where appropriate, supported by references.

**Abbreviations**
Authors must list all the abbreviations used in the paper at the end of the paper or in a separate table before using them.

**Formulas and equations**
Authors are advised to submit any mathematical equation using either MathJax, KaTeX, or LaTeX, or in a very high-quality image.

**Tables, Figures, and Figure Legends**
Tables: Tables should be cautiously designed, uncrowned, and include only essential data. Each must have an Arabic number, e.g., Table 4, a self-explanatory caption, and be on a separate sheet. Authors must submit tables in an editable format and not as images. References to these tables (if any) must be mentioned accurately.
Figures

Figures are supposed to be submitted as separate files. Always include a citation in the text for each figure using Arabic numbers, e.g., Fig. 4. Artwork must be submitted online in vector electronic form or by emailing it.

Preparation of Electronic Figures for Publication

Although low-quality images are sufficient for review purposes, print publication requires high-quality images to prevent the final product being blurred or fuzzy. Submit (possibly by e-mail) EPS (line art) or TIFF (halftone/photographs) files only. MS PowerPoint and Word Graphics are unsuitable for printed pictures. Avoid using pixel-oriented software. Scans (TIFF only) should have a resolution of at least 350 dpi (halftone) or 700 to 1100 dpi (line drawings). Please give the data for figures in black and white or submit a Color Work Agreement form. EPS files must be saved with fonts embedded (and with a TIFF preview, if possible).

For scanned images, the scanning resolution at final image size ought to be as follows to ensure good reproduction: line art: >650 dpi; halftones (including gel photographs): >350 dpi; figures containing both halftone and line images: >650 dpi.

Color charges: Authors are advised to pay the full cost for the reproduction of their color artwork. Hence, please note that if there is color artwork in your manuscript when it is accepted for publication, we would require you to complete and return a Color Work Agreement form before your paper can be published. Also, you can email your editor to remove the color fee after acceptance of the paper.

Tips for Writing a Good Quality Management Research Paper

Techniques for writing a good quality management and business research paper:

1. Choosing the topic: In most cases, the topic is selected by the interests of the author, but it can also be suggested by the guides. You can have several topics, and then judge which you are most comfortable with. This may be done by asking several questions of yourself, like "Will I be able to carry out a search in this area? Will I find all necessary resources to accomplish the search? Will I be able to find all information in this field area?" If the answer to this type of question is "yes," then you ought to choose that topic. In most cases, you may have to conduct surveys and visit several places. Also, you might have to do a lot of work to find all the rises and falls of the various data on that subject. Sometimes, detailed information plays a vital role, instead of short information. Evaluators are human: The first thing to remember is that evaluators are also human beings. They are not only meant for rejecting a paper. They are here to evaluate your paper. So present your best aspect.

2. Think like evaluators: If you are in confusion or getting demotivated because your paper may not be accepted by the evaluators, then think, and try to evaluate your paper like an evaluator. Try to understand what an evaluator wants in your research paper, and you will automatically have your answer. Make blueprints of paper: The outline is the plan or framework that will help you to arrange your thoughts. It will make your paper logical. But remember that all points of your outline must be related to the topic you have chosen.

3. Ask your guides: If you are having any difficulty with your research, then do not hesitate to share your difficulty with your guide (if you have one). They will surely help you out and resolve your doubts. If you can't clarify what exactly you require for your work, then ask your supervisor to help you with an alternative. He or she might also provide you with a list of essential readings.

4. Use of computer is recommended: As you are doing research in the field of management and business then this point is quite obvious. Use right software: Always use good quality software packages. If you are not capable of judging good software, then you can lose the quality of your paper unknowingly. There are various programs available to help you which you can get through the internet.

5. Use the internet for help: An excellent start for your paper is using Google. It is a wondrous search engine, where you can have your doubts resolved. You may also read some answers for the frequent question of how to write your research paper or find a model research paper. You can download books from the internet. If you have all the required books, place importance on reading, selecting, and analyzing the specified information. Then sketch out your research paper. Use big pictures: You may use encyclopedias like Wikipedia to get pictures with the best resolution. At Global Journals, you should strictly follow here.
6. **Bookmarks are useful**: When you read any book or magazine, you generally use bookmarks, right? It is a good habit which helps to not lose your continuity. You should always use bookmarks while searching on the internet also, which will make your search easier.

7. **Revise what you wrote**: When you write anything, always read it, summarize it, and then finalize it.

8. **Make every effort**: Make every effort to mention what you are going to write in your paper. That means always have a good start. Try to mention everything in the introduction—what is the need for a particular research paper. Polish your work with good writing skills and always give an evaluator what he wants. Make backups: When you are going to do any important thing like making a research paper, you should always have backup copies of it either on your computer or on paper. This protects you from losing any portion of your important data.

9. **Produce good diagrams of your own**: Always try to include good charts or diagrams in your paper to improve quality. Using several unnecessary diagrams will degrade the quality of your paper by creating a hodgepodge. So always try to include diagrams which were made by you to improve the readability of your paper. Use of direct quotes: When you do research relevant to literature, history, or current affairs, then use of quotes becomes essential, but if the study is relevant to science, use of quotes is not preferable.

10. **Use proper verb tense**: Use proper verb tenses in your paper. Use past tense to present those events that have happened. Use present tense to indicate events that are going on. Use future tense to indicate events that will happen in the future. Use of wrong tenses will confuse the evaluator. Avoid sentences that are incomplete.

11. **Pick a good study spot**: Always try to pick a spot for your research which is quiet. Not every spot is good for studying.

12. **Know what you know**: Always try to know what you know by making objectives, otherwise you will be confused and unable to achieve your target.

13. **Use good grammar**: Always use good grammar and words that will have a positive impact on the evaluator; use of good vocabulary does not mean using tough words which the evaluator has to find in a dictionary. Do not fragment sentences. Eliminate one-word sentences. Do not ever use a big word when a smaller one would suffice. Verbs have to be in agreement with their subjects. In a research paper, do not start sentences with conjunctions or finish them with prepositions. When writing formally, it is advisable to never split an infinitive because someone will (wrongly) complain. Avoid clichés like a disease. Always shun irritating alliteration. Use language which is simple and straightforward. Put together a neat summary.

14. **Arrangement of information**: Each section of the main body should start with an opening sentence, and there should be a changeover at the end of the section. Give only valid and powerful arguments for your topic. You may also maintain your arguments with records.

15. **Never start at the last minute**: Always allow enough time for research work. Leaving everything to the last minute will degrade your paper and spoil your work.

16. **Multitasking in research is not good**: Doing several things at the same time is a bad habit in the case of research activity. Research is an area where everything has a particular time slot. Divide your research work into parts, and do a particular part in a particular time slot.

17. **Never copy others' work**: Never copy others’ work and give it your name because if the evaluator has seen it anywhere, you will be in trouble. Take proper rest and food: No matter how many hours you spend on your research activity, if you are not taking care of your health, then all your efforts will have been in vain. For quality research, take proper rest and food.

18. **Go to seminars**: Attend seminars if the topic is relevant to your research area. Utilize all your resources.

19. **Refresh your mind after intervals**: Try to give your mind a rest by listening to soft music or sleeping in intervals. This will also improve your memory. Acquire colleagues: Always try to acquire colleagues. No matter how sharp you are, if you acquire colleagues, they can give you ideas which will be helpful to your research.

20. **Think technically**: Always think technically. If anything happens, search for its reasons, benefits, and demerits. Think and then print: When you go to print your paper, check that tables are not split, headings are not detached from their descriptions, and page sequence is maintained.

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21. **Adding unnecessary information:** Do not add unnecessary information like "I have used MS Excel to draw graphs." Irrelevant and inappropriate material is superfluous. Foreign terminology and phrases are not apropos. One should never take a broad view. Analogy is like feathers on a snake. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Never oversimplify: When adding material to your research paper, never go for oversimplification; this will definitely irritate the evaluator. Be specific. Never use rhythmic redundancies. Contractions shouldn’t be used in a research paper. Comparisons are as terrible as clichés. Give up ampersands, abbreviations, and so on. Remove commas that are not necessary. Parenthetical words should be between brackets or commas. Understatement is always the best way to put forward earth-shaking thoughts. Give a detailed literary review.

22. **Report concluded results:** Use concluded results. From raw data, filter the results, and then conclude your studies based on measurements and observations taken. An appropriate number of decimal places should be used. Parenthetical remarks are prohibited here. Proofread carefully at the final stage. At the end, give an outline to your arguments. Spot perspectives of further study of the subject. Justify your conclusion at the bottom sufficiently, which will probably include examples.

23. **Upon conclusion:** Once you have concluded your research, the next most important step is to present your findings. Presentation is extremely important as it is the definite medium though which your research is going to be in print for the rest of the crowd. Care should be taken to categorize your thoughts well and present them in a logical and neat manner. A good quality research paper format is essential because it serves to highlight your research paper and bring to light all necessary aspects of your research.

**Informal Guidelines of Research Paper Writing**

**Key points to remember:**

- Submit all work in its final form.
- Write your paper in the form which is presented in the guidelines using the template.
- Please note the criteria peer reviewers will use for grading the final paper.

**Final points:**

One purpose of organizing a research paper is to let people interpret your efforts selectively. The journal requires the following sections, submitted in the order listed, with each section starting on a new page:

*The introduction:* This will be compiled from reference matter and reflect the design processes or outline of basis that directed you to make a study. As you carry out the process of study, the method and process section will be constructed like that. The results segment will show related statistics in nearly sequential order and direct reviewers to similar intellectual paths throughout the data that you gathered to carry out your study.

*The discussion section:* This will provide understanding of the data and projections as to the implications of the results. The use of good quality references throughout the paper will give the effort trustworthiness by representing an alertness to prior workings.

Writing a research paper is not an easy job, no matter how trouble-free the actual research or concept. Practice, excellent preparation, and controlled record-keeping are the only means to make straightforward progression.

**General style:**

Specific editorial column necessities for compliance of a manuscript will always take over from directions in these general guidelines.

**To make a paper clear:** Adhere to recommended page limits.

**Mistakes to avoid:**

- Insertion of a title at the foot of a page with subsequent text on the next page.
- Separating a table, chart, or figure—confine each to a single page.
- Submitting a manuscript with pages out of sequence.
- In every section of your document, use standard writing style, including articles ("a" and "the").
- Keep paying attention to the topic of the paper.
Use paragraphs to split each significant point (excluding the abstract).
Align the primary line of each section.
Present your points in sound order.
Use present tense to report well-accepted matters.
Use past tense to describe specific results.
Do not use familiar wording; don't address the reviewer directly. Don't use slang or superlatives.
Avoid use of extra pictures—include only those figures essential to presenting results.

Title page:
Choose a revealing title. It should be short and include the name(s) and address(es) of all authors. It should not have acronyms or abbreviations or exceed two printed lines.

Abstract: This summary should be two hundred words or less. It should clearly and briefly explain the key findings reported in the manuscript and must have precise statistics. It should not have acronyms or abbreviations. It should be logical in itself. Do not cite references at this point.

An abstract is a brief, distinct paragraph summary of finished work or work in development. In a minute or less, a reviewer can be taught the foundation behind the study, common approaches to the problem, relevant results, and significant conclusions or new questions.

Write your summary when your paper is completed because how can you write the summary of anything which is not yet written? Wealth of terminology is very essential in abstract. Use comprehensive sentences, and do not sacrifice readability for brevity; you can maintain it succinctly by phrasing sentences so that they provide more than a lone rationale. The author can at this moment go straight to shortening the outcome. Sum up the study with the subsequent elements in any summary. Try to limit the initial two items to no more than one line each.

Reason for writing the article—theory, overall issue, purpose.

- Fundamental goal.
- To-the-point depiction of the research.
- Consequences, including definite statistics—if the consequences are quantitative in nature, account for this; results of any numerical analysis should be reported. Significant conclusions or questions that emerge from the research.

Approach:
- Single section and succinct.
- An outline of the job done is always written in past tense.
- Concentrate on shortening results—limit background information to a verdict or two.
- Exact spelling, clarity of sentences and phrases, and appropriate reporting of quantities (proper units, important statistics) are just as significant in an abstract as they are anywhere else.

Introduction:
The introduction should "introduce" the manuscript. The reviewer should be presented with sufficient background information to be capable of comprehending and calculating the purpose of your study without having to refer to other works. The basis for the study should be offered. Give the most important references, but avoid making a comprehensive appraisal of the topic. Describe the problem visibly. If the problem is not acknowledged in a logical, reasonable way, the reviewer will give no attention to your results. Speak in common terms about techniques used to explain the problem, if needed, but do not present any particulars about the protocols here.

The following approach can create a valuable beginning:
- Explain the value (significance) of the study.
- Defend the model—why did you employ this particular system or method? What is its compensation? Remark upon its appropriateness from an abstract point of view as well as pointing out sensible reasons for using it.
- Present a justification. State your particular theory(-ies) or aim(s), and describe the logic that led you to choose them.
- Briefly explain the study's tentative purpose and how it meets the declared objectives.

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Approach:

Use past tense except for when referring to recognized facts. After all, the manuscript will be submitted after the entire job is done. Sort out your thoughts; manufacture one key point for every section. If you make the four points listed above, you will need at least four paragraphs. Present surrounding information only when it is necessary to support a situation. The reviewer does not desire to read everything you know about a topic. Shape the theory specifically—do not take a broad view.

As always, give awareness to spelling, simplicity, and correctness of sentences and phrases.

Procedures (methods and materials):

This part is supposed to be the easiest to carve if you have good skills. A soundly written procedures segment allows a capable scientist to replicate your results. Present precise information about your supplies. The suppliers and clarity of reagents can be helpful bits of information. Present methods in sequential order, but linked methodologies can be grouped as a segment. Be concise when relating the protocols. Attempt to give the least amount of information that would permit another capable scientist to replicate your outcome, but be cautious that vital information is integrated. The use of subheadings is suggested and ought to be synchronized with the results section.

When a technique is used that has been well-described in another section, mention the specific item describing the way, but draw the basic principle while stating the situation. The purpose is to show all particular resources and broad procedures so that another person may use some or all of the methods in one more study or referee the scientific value of your work. It is not to be a step-by-step report of the whole thing you did, nor is a methods section a set of orders.

Materials:

Materials may be reported in part of a section or else they may be recognized along with your measures.

Methods:

- Report the method and not the particulars of each process that engaged the same methodology.
- Describe the method entirely.
- To be succinct, present methods under headings dedicated to specific dealings or groups of measures.
- Simplify—detail how procedures were completed, not how they were performed on a particular day.
- If well-known procedures were used, account for the procedure by name, possibly with a reference, and that's all.

Approach:

It is embarrassing to use vigorous voice when documenting methods without using first person, which would focus the reviewer’s interest on the researcher rather than the job. As a result, when writing up the methods, most authors use third person passive voice.

Use standard style in this and every other part of the paper—avoid familiar lists, and use full sentences.

What to keep away from:

- Resources and methods are not a set of information.
- Skip all descriptive information and surroundings—save it for the argument.
- Leave out information that is immaterial to a third party.

Results:

The principle of a results segment is to present and demonstrate your conclusion. Create this part as entirely objective details of the outcome, and save all understanding for the discussion.

The page length of this segment is set by the sum and types of data to be reported. Use statistics and tables, if suitable, to present consequences most efficiently.

You must clearly differentiate material which would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matters should not be submitted at all except if requested by the instructor.
Content:
- Sum up your conclusions in text and demonstrate them, if suitable, with figures and tables.
- In the manuscript, explain each of your consequences, and point the reader to remarks that are most appropriate.
- Present a background, such as by describing the question that was addressed by creation of an exacting study.
- Explain results of control experiments and give remarks that are not accessible in a prescribed figure or table, if appropriate.
- Examine your data, then prepare the analyzed (transformed) data in the form of a figure (graph), table, or manuscript.

What to stay away from:
- Do not discuss or infer your outcome, report surrounding information, or try to explain anything.
- Do not include raw data or intermediate calculations in a research manuscript.
- Do not present similar data more than once.
- A manuscript should complement any figures or tables, not duplicate information.
- Never confuse figures with tables—there is a difference.

Approach:
As always, use past tense when you submit your results, and put the whole thing in a reasonable order.

Put figures and tables, appropriately numbered, in order at the end of the report.

If you desire, you may place your figures and tables properly within the text of your results section.

Figures and tables:
If you put figures and tables at the end of some details, make certain that they are visibly distinguished from any attached appendix materials, such as raw facts. Whatever the position, each table must be titled, numbered one after the other, and include a heading. All figures and tables must be divided from the text.

Discussion:
The discussion is expected to be the trickiest segment to write. A lot of papers submitted to the journal are discarded based on problems with the discussion. There is no rule for how long an argument should be.

Position your understanding of the outcome visibly to lead the reviewer through your conclusions, and then finish the paper with a summing up of the implications of the study. The purpose here is to offer an understanding of your results and support all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of results should be fully described.

Infer your data in the conversation in suitable depth. This means that when you clarify an observable fact, you must explain mechanisms that may account for the observation. If your results vary from your prospect, make clear why that may have happened. If your results agree, then explain the theory that the proof supported. It is never suitable to just state that the data approved the prospect, and let it drop at that. Make a decision as to whether each premise is supported or discarded or if you cannot make a conclusion with assurance. Do not just dismiss a study or part of a study as "uncertain."

Research papers are not acknowledged if the work is imperfect. Draw what conclusions you can based upon the results that you have, and take care of the study as a finished work.
- You may propose future guidelines, such as how an experiment might be personalized to accomplish a new idea.
- Give details of all of your remarks as much as possible, focusing on mechanisms.
- Make a decision as to whether the tentative design sufficiently addressed the theory and whether or not it was correctly restricted. Try to present substitute explanations if they are sensible alternatives.
- One piece of research will not counter an overall question, so maintain the large picture in mind. Where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.
Approach:
When you refer to information, differentiate data generated by your own studies from other available information. Present work done by specific persons (including you) in past tense.
Describe generally acknowledged facts and main beliefs in present tense.

The Administration Rules

Administration Rules to Be Strictly Followed before Submitting Your Research Paper to Global Journals Inc.

Please read the following rules and regulations carefully before submitting your research paper to Global Journals Inc. to avoid rejection.

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Written material: You may discuss this with your guides and key sources. Do not copy anyone else's paper, even if this is only imitation, otherwise it will be rejected on the grounds of plagiarism, which is illegal. Various methods to avoid plagiarism are strictly applied by us to every paper, and, if found guilty, you may be blacklisted, which could affect your career adversely. To guard yourself and others from possible illegal use, please do not permit anyone to use or even read your paper and file.
**CRITERION FOR GRADING A RESEARCH PAPER (COMPILATION)**  
**BY GLOBAL JOURNALS**

Please note that following table is only a Grading of ”Paper Compilation” and not on ”Performed/Stated Research” whose grading solely depends on Individual Assigned Peer Reviewer and Editorial Board Member. These can be available only on request and after decision of Paper. This report will be the property of Global Journals.

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<tr>
<td>Methods and Procedures</td>
<td>Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads</td>
</tr>
<tr>
<td>Result</td>
<td>Well organized, Clear and specific, Correct units with precision, correct data, well structuring of paragraph, no grammar and spelling mistake</td>
</tr>
<tr>
<td>Discussion</td>
<td>Well organized, Meaningful specification, sound conclusion, logical and concise explanation, highly structured paragraph reference cited</td>
</tr>
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<td>References</td>
<td>Complete and correct format, well organized</td>
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