Journal of Marketing Strategy

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Aims and Scope

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

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

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

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

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

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

Field Containing-
- ❖ Retail Marketing
- ❖ Relationship Marketing
- ❖ Social Marketing
- ❖ Product Marketing

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A Study on Green Marketing Initiatives and The Attitude of Consumers in Kochi City

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A B S T R A C T

Green marketing is of major importance in this age of changing environmental conditions because it is a small initiative by the business firms so as to reduce pollution, wastage of resources and other hazards to the environment. The increasing environmental hazards like air pollution, erratic climate changes, ozone layer depletion, Global meltdown along with limited resources and unlimited needs of humans forced the companies to utilize the resources efficiently without harming the environment. In addition to this they also want to achieve their organizational objectives. The concept of Green Marketing was used to analyze the attitudes of the general public to the green marketing initiatives is being analyzed.

Keywords: Green marketing, consumers, environment, resources.

INTRODUCTION

Marketing is a very important aspect in business since it contributes greatly to the success of the organization. Production and distribution depends largely on marketing. It is the process of communicating the value of a product or service to customers. It is a critical business function for attracting customers.

In present world, the consumers are concerned about the protection of environment. Worldwide evidence shows that people are conscious about the pollution and they are ready to change their behavior. As a result of this, green marketing which speaks for sustainable and socially responsible products and services has emerged.

Green Marketing is a phenomenon which has developed particular importance in the modern market. This concept has enabled for the remarketing and packaging of existing products which already adhere to such guidelines. Additionally, the development of green marketing has opened the door of opportunities for companies to co-brand their products into separate line, lauding the green-friendliness of some while ignoring that of others. Such marketing techniques will be explained as a direct result of movement in the minds of the consumers. As a result of this business have increased their rate of targeting consumers who are concerned about the environment. These same consumers through their concerns are interested in integrating environmental issues into their purchasing decisions through their

incorporation into the process and content of the marketing strategy for whatever product may be required.

LITERATURE REVIEW

'Green marketing in India: Emerging opportunities and challenges' an article distributed by Pavan Mishra and Payal Sharma in Journal of Engineering, Science and Management Education examines how organizations have expanded their rate of focusing on green shoppers, the individuals who are worried about the earth and enable it to influence their acquiring choices. The article recognizes the three specific fragments of green shoppers and investigates the difficulties and openings organizations have with green showcasing. The article likewise inspects the present patterns of green advertising in India and portrays the motivation behind why organizations are receiving it and eventual fate of green showcasing and reasons that green promoting is something that will consistently develop in both practice and request.

'Green marketing – Specific Examples in Indian and Global Scenario' a report gives a very brief note about what is green marketing , how it is emerged and what is the need of this marketing strategy . This report is concluded by stating that green marketing is necessary for the sustainability of environment.

According to the American Marketing Association, Green Marketing is the promoting of items that are dared to be earth safe. In this way green showcasing consolidates a wide scope of exercises, including item alteration, changes to the generation procedure, bundling changes, just as adjusting promoting. It could be inferred that characterizing green promoting is definitely not a basic assignment where a few implications meet and repudiate one another;
a case of this will be the presence of differing social, natural and retail definitions connected to this term.

„Green marketing in India – way ahead to sustainability‟ a paper introduction in National Conference on Marketing SIES on twentieth January 2010 by Artee Aggrawl, Richa Chaudhary, Dr.R.Gopal, abridges that world is at the apex hanging tight for a green upset and dominant part of the customers accept that natural insurance and financial advancement can go connected at the hip. So green promoting has a splendid future in creating nations especially in India.

Green or environmental marketing comprises of all exercises intended to create and encourage any trades. Expected to fulfill human needs or wants, to such an extent that the fulfilment of these necessities and needs happen with negligible hindering effect on common habitat. (Polonsky 1994)

When glancing through the various previous researchers done, a few recommended purposes behind firms expanded utilization of green marketing tools. Five potential reasons referred to are:

- ➤ Associations see ecological showcasing to be an open door that can be utilized to accomplish its destinations(Keller 1987)
- ➤ Associations accept they have an ethical commitment to be all the more socially dependable (Davis 1992, Freeman and Liedtka 1991, Keller 1987, McIntosh 1990, Shearer 1990)
- ➤ Legislative bodies are driving firms to turn out to be progressively capable (NAAG 1990)
- ➤ Contenders ecological exercises weight firms to change their natural advertising exercises(NAAG 1990)
- ➤ Cost variables related with waste transfer, decreases in material utilization, powers firms to adjust their conduct.(Azzone and Mazini 1994)

RESEARCH METHODOLOGY

OBJECTIVES

1. To study whether a little extra money for eco-friendly products are welcomed.
2. To study whether firms that promotes environmental protection campaigns are encouraged.
3. To identify whether eco-friendly products are considered as a boon to the future generation.

HYPOTHESIS

H0: A little extra money for eco-friendly products are welcomed

H1: A little extra money for eco-friendly products are not welcomed

H0: Firms that promote environmental protection campaigns are encouraged

H1: Firms that promote environmental protection campaigns are not encouraged

H0: Eco friendly products are considered a boon to the future generation

H1: Eco friendly products are not considered a boon to the future generation

RESEARCH DESIGN

The study carried out by the researcher is basically analytical and descriptive in nature.

Type and Source of data

Both primary and secondary data have been used for the study.

Primary data was collected through structured questionnaire and the secondary data was obtained through books, journals, online magazines, published reports and respective websites.

Sampling Design

Sampling Technique	Simple Random Sampling
Sample Size	100
Sampling Area	Cochin City(both urban and semi urban)

Tools for data analysis and reporting

The data collected through questionnaires was tabulated and analyzed by using statistical tools like tables, percentages and pie diagrams.

DATA ANALYSIS

Table: 1 : A Little Extra Money for Eco-Friendly Products are fair

Scale Agreement	No. of Respondents	Percentage (%)
Strongly Agree	28	28
Agree	49	49
Neither Agree Nor Disagree	13	13
Disagree	2	2
Strongly Disagree	8	8
Total	100	100

Figure: 1
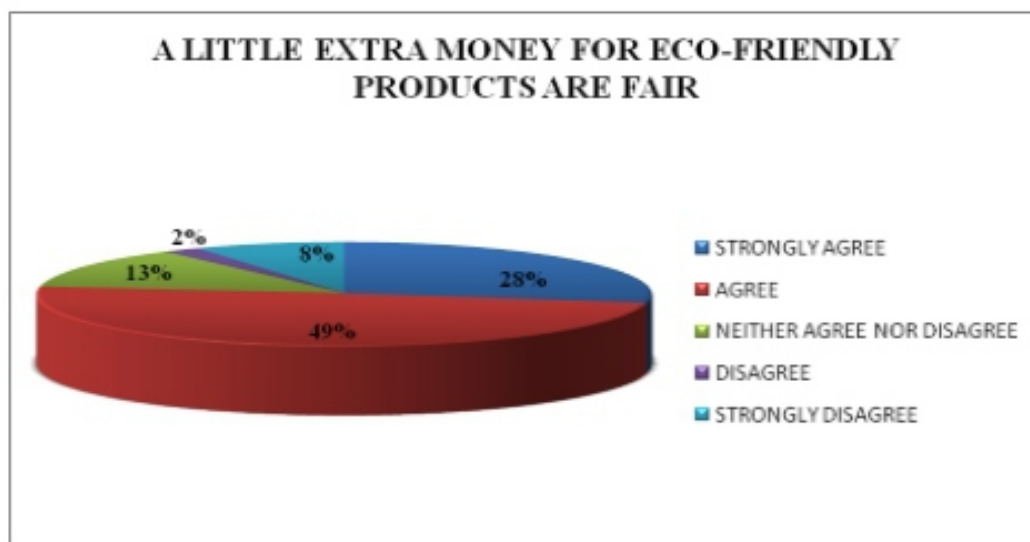
Interpretation:

The table and figure reveals that majority of respondents (49%) agree that a little extra money for eco-friendly products are fair, whereas 28% of respondents strongly agrees to the statement. Moreover, it

indicates that 13% of respondents neither agree nor disagree to the statement. Respondents who disagree and strongly disagree the statement consists of 2% and 8% respectively.

Table: 2 : A Firm That Promotes Environmental Protection Campaigns Should Be Encouraged

Scale Agreement	No. of Respondents	Percentage (%)
Strongly Agree	67	67
Agree	30	30
Neither Agree Nor Disagree	3	3
Disagree	0	0
Strongly Disagree	0	0
Total	100	100

Figure: 2
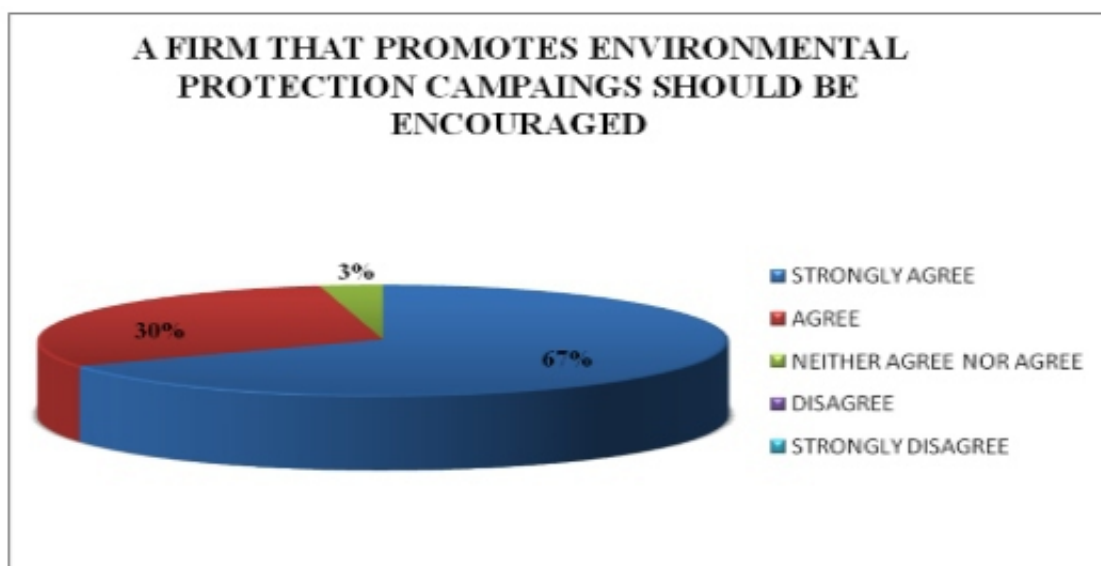
**Interpretation:**

The table and figure depicts that that majority of respondents (67%) strongly agree to the statement .Whereas 30% agrees the statement. Only 3% of the respondents neither agree nor disagree the statement. None of the respondents disagree or strongly disagree the statement.

Table: 3 : Eco-Friendly Products: A Boon to the Future Generation

Scale Agreement	No. of Respondents	Percentage (%)
Strongly Agree	60	60
Agree	35	35
Neither Agree Nor Disagree	4	4
Disagree	1	1
Strongly Disagree	0	0
Total	100	100

Figure:3

ECO-FRIENDLY PRODUCTS: A BOON TO THE FUTURE GENERATION
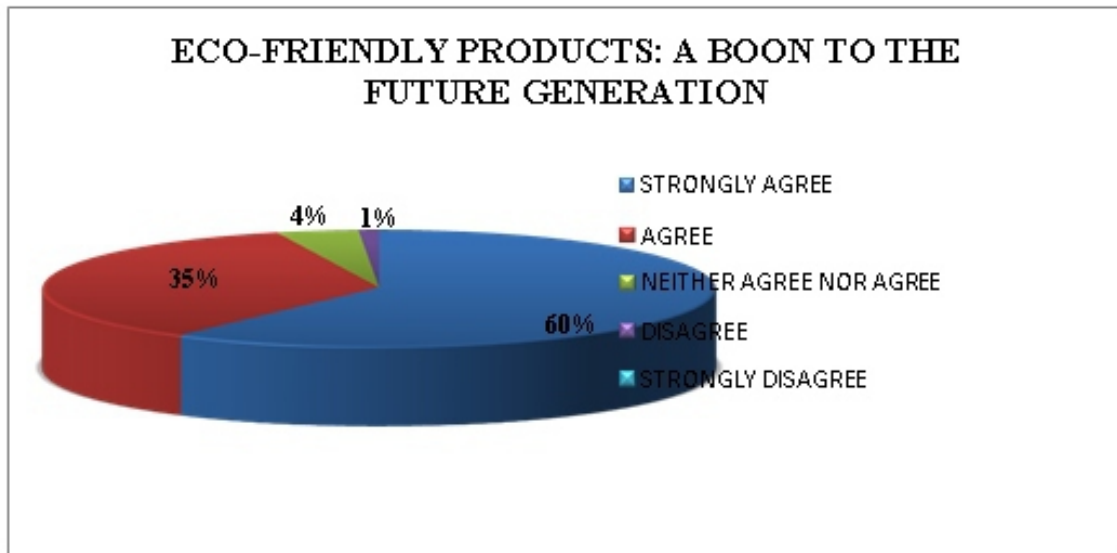
Interpretation:

The table shows that 60% of the respondents strongly agree the statement and 35% agrees the statement. While, a relatively small number of respondents neither agree nor disagree and disagree the statement.

FINDINGS

1. Majority of the population consider it fair in spending a little extra money for eco- friendly products

2. Most of the respondents are of the opinion that a firm that promotes environmental protection campaigns should be encouraged.

3. Of the total respondents majority believe that eco-friendly products are a boon to the future generation.

SUGGESTION

➢Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential.

➢Promotion of green technologies and green products are necessary for conservation of natural resources and sustainable development.

➢A Standard Quality Control Board should be established to certify green products.

➢Green marketing should maintain a balance between the customer needs and environmental benefits.

➢Educate consumers with green marketing messages through social media.

➢Create eco-friendly sites for encouraging online customers.

➢Charging high prices for green marketing products should be avoided.

➢Control false promise and claims about green products by the marketer.

CONCLUSION

Now this is the right time to select "Green Marketing" globally. From the business point of view a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy-efficient lamps and other electrical goods.

The survey reveals that green marketing strengthen company"s image in the minds of respondents who were more proactive towards environmental issues. It is clear that green marketing has a positive impact on only those who are already practicing it. Rest of the respondents who are not aware about green marketing gives very less impact towards this concept.

Marketers also have the responsibility to make the consumers, understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to pressurize effects to minimize the negative effects on the environment. Green marketing assumes even more importance and relevance in developing countries like India.

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Market Efficiency of State Bank of India

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A B S T R A C T

Capital Markets facilitate trading of securities executing liquidity and pricing the securities. The capital market efficiency is the ability of the securities reflecting and incorporating all the relevant information instantaneously and unbiased. Three descriptions of capital market efficiency can be discerned basing on the information available. The weak form of efficiency is referred to as the random walk hypothesis. Prices could be greater than or less than the true value ie : there is an like chance that the share prices are either undervalued or overvalued at any given time and the variations and no correlation exists compared to any observable variable. In the present study, randomness of share price has been tested for State Bank of India. The share prices on every Fortnight Monday have been taken from internet between the dates 30th March 2017 to 2nd April 2019 from BSE index. The sample run test has been applied. It has been found the arrangement of change in share price was random.

Key words: capital market, capital market efficiency, random walk, share price, BSE index

INTRODUCTION:

Capital Markets facilitate trading of securities executing liquidity and pricing the securities. The three forms of capital market efficiency are a) weak form b) semi-strong and c) strong form. In the weak form of market efficiency, the security prices reflect all the past information about the price movements in the stock market and the investors can't predict changes in future security prices and also can't perform better than stock market index. Empirical studies show that there exists serial independence between the security prices over time that's why stock prices follow a random walk. When we don't have control over the collection of data then it would be difficult to decide whether our assumption of randomness holds good. The technique used in this article is based on the theory of runs. The runs test is a non parametric statistical tool used to test the randomness hypothesis for a data sequence consisting two elements which are arranged independently.

OBJECTIVES:

1. To check whether successive share price changes are independent during the period of study from 30th March 2017 to 2nd April 2019.

2. To find whether the arrangement of change in price was random.

METHODOLOGY:

The present study is empirical in nature and the data on every Fortnight Monday has been collected on stock market quotations through internet (money control.com website). The study is on rise and fall of share prices between 30th March 2017 and 2nd April 2019 of State Bank of India selected on the basis of Judgmental sampling. 30th March 2017 has been taken as beginning because on 1st April 2017 five banks were merged into SBI. One sample run test has been applied to find whether the successive share price changes are independent during the period of study and whether the changes are random.

NULL HYPOTHESIS:

The arrangement of + (rise) and – (fall) ie: change in equity share price was random and to check whether the share prices move independently of each other on the successive fortnights during the period of study.

Table: Rise and Fall of Market Prices (BSE Sensex)

Date	Share Price	Rise/ Fall	Date	Share Price	Rise/ Fall	Date	Share Price	Rise/ Fall
30-03-2017	290	+	27-11-2017	335.25	+	13-08-2018	294.8	+
03-04-2017	293.15	+	11-12-2017	318.2	-	27-08-2018	308.25	+
17-04-2017	289.65	-	26-12-2017	316.85	-	10-09-2018	285	-
02-05-2017	288.25	-	08-01-2018	305.65	-	24-09-2018	264.55	-
15-05-2017	300.45	+	22-01-2018	306.25	+	08-10-2018	266	+
29-05-2017	284.4	-	12-02-2018	288.5	-	22-10-2018	259.95	-
12-06-2017	285.05	+	26-02-2018	274.75	-	12-11-2018	277.75	+
26-06-2017	279.4	-	12-03-2018	252.85	-	26-11-2018	285.7	+
10-07-2017	285.55	+	26-03-2018	246.35	-	10-12-2018	273.4	-
24-07-2017	294.45	+	09-04-2018	260.55	+	24-12-2018	292.8	+
14-08-2017	278	-	23-04-2018	242.7	-	14-01-2019	300.5	+
28-08-2017	279.3	+	14-05-2018	253.35	+	28-01-2018	281.6	-
11-09-2017	270.85	-	28-05-2018	272.25	+	11-02-2018	279.8	-
25-09-2017	258.65	-	11-06-2018	273.65	+	25-02-2018	270.2	-
09-10-2017	256.5	-	25-06-2018	268.3	-	11-03-2018	286.8	+
23-10-2017	245.75	-	09-07-2018	261.35	-	25-03-2018	293.8	+
13-11-2017	331.2	+	23-07-2018	266.4	+	02-03-2018	328.55	+

Source: money control.com (internet)

No. of occurrences of positive signs n1 =25; No. of occurrences of negative signs n2 = 26

Runs 'r' 14 + and 13 - (TOTAL 27)

Mean $\mu r = (2n1*n2*/n1+n2) + 1 = (2*25*26/(25+26) + 1 = 26.49$

Standard Deviation $\sqrt{((2n1n2) * (2n1n2 - n1 - n2)/(n1 + n2)2(n1 + n2 - 1))}$

$= \sqrt{(2 * 25 * 26)(2 * 25 * 26 - 25 - 26)/ 25 + 26 \ 2(25 + 26 - 1)} = 3.533$

Level of significance 0.05 or 5%, appropriate z value for 0.475 of the area under the curve is 1.96. The limits of the acceptance region are

Upper limit $= \mu r + (1.96*2.83) = 26.49 + 5.547 = 32.037$

Lower limit $= \mu r - (1.96*2.83) = 26.49 - 5.547 = 20.943$

Capital Loss basing on closing price on 30th March 2017 to 2nd April 2019

(Rs.328.55 - Rs.290) Rs.38.55

CONCLUSION:

Observed number of runs (27) lies within the acceptance region for the bank; hence null hypothesis is accepted means the arrangement of change in share price was random, and the share prices moved independently on the successive fortnights during the period of study.

An Analytical Study of Behavioural Response to Sales Promotion Offers: With Special Reference to Apparels

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A B S T R A C T

Now a day, sales promotion offers has become one of the most widely use method for inducing sale, particularly in apparel industry. Marketers use multifarious offers to promote different behavioural responses of customers. It is an evident that properly strategized promotional offers can generate remarkable profit to the marketer. There is a need to examine the impact of each sale promotion offers on consumer behaviour viz-a-viz purchase acceleration, brand switching, product trial, stock piling and spending more to the five different sales promotion- discounts, free gifts, coupons, loyalty cards and buy one get one free. 208 people were surveyed through close ended questionnaire. The data was collected on interval scale. Of the total responses received the data of 200 respondents was found to be usable, remaining 8 responses were either have missing data or unclear responses. The study aims to identify the effectiveness of each sales promotion offer on the above mentioned behaviour. Further the study also suggests the most effective promotional offer(s) for apparel industry.

Keywords: Sales promotion offers, brand switching, purchase acceleration

1. INTRODUCTION

Market communication is the building block of delivering value. Marketers spend huge expenditure in communication process. Hence it is important that right communication must be chosen for right product at right time. Though there is an evident increase in the consumption power of Indian customers but the customer shops smartly, they plan their shopping trips in advance and often asses the value of the product. In response to this marketers introduce various sales promotion offers that not only attracts the customers but also increase the profitability and market share of the firm. Sales promotion has been defined as 'a direct inducement that offers an extra value or incentive for the product to the sales force, distributors, or the final consumer with the primary objective of creating an immediate sale' (Haugh 1983) The study reported in this paper examine the impact of different sales promotion offers on – discounts, free gifts, coupons, loyalty cards and buy one get one free on consumer behaviour- purchase acceleration, brand switching, product trial, stock piling and spending more.

2. LITERATURE REVIEW

Balaghar, Majidazar, and Niromand (2012) stated that the most effective promotion technique after advertising is sales promotion offers. It leads to sales maximization. Mittal and Sethi (2011), found that

among all the promotion techniques price discounts have highest impact on stock piling and purchase acceleration whereas moderate impact on brand switching and product trial. Though the impact is quite significant, but not effective enough to encourage people to spend more on promo purchase.(Farrag, 2010). Identified that price Discount plays significant role in brand switching, purchase acceleration, stock piling, product trial and spending more in the store. According to Das and Kumar (2009), Retail sales promotion plays limited role on consumer buying behavior. According to Shimp (2003), sales promotion is any short term incentive used by a marketer to invoke the trade (wholesalers, retailers, or other channel members) and/or consumers to buy a brand and to encourage the sales force to extensively sell it. Blattberg, Eppen and Lieberman (1981) described that Sales promotion increases purchase acceleration in terms of quantity purchased. It also reduces the time between the frequencies of purchase.

3. OBJECTIVE

Consumer tends to show different behavioural response to different sales promotion offers. Also it happens that one specific response is produce by one or more sales promotion offers. Hence it is significant to understand the consumer behaviour towards different promotional offers. The study aims to examine the linkage between different sales promotion offers and consumer behaviour towards apparels in India. The objective is to identify that which promotional tool among- discounts, free gifts, coupons, loyalty cards and buy one get one free are more effective in inducing consumer behaviour viz-a-viz purchase acceleration, brand switching, product trial, stock piling and spending more.

4. RESEARCH METHOD

A descriptive research type is used to study the behaviour of the respondents. Data was collected through survey. A structured close ended questionnaire was used to collect the data. Questionnaire was divided into two parts; the first part consists of the demographic profile of the respondents whereas the second part of the questionnaire contains the behavioural responses towards sales promotion offers. The data was collected through online survey and offline survey based on convenience sampling.

5. RESULTS AND ANALYSIS

> **ANALYSIS OF DEMOGRAPHIC**

Of the total usable sample collected from 200 respondents, 55% (110) were female and 45% (90) were male. 60% were belonged to the age group 30-50, 24% belonged to the age group 20-30 and 16% belonged to above 50 age class. Regarding their occupation 25% were businessman, 18% were professionals, 18% were housewives. About 91% of the respondents have had at least secondary

education. The family income statistics of the respondents were as follows- 10.5% belong to the income group of below Rs15000, 25% between Rs15000-30000, 19% belong to the income group Rs30000-45000, 13.5% between Rs45000-60000 and 32% of the respondents belong to Rs 60000 and above income group.

The frequency of purchase and spending was found as follows-

		Count	Percentage
Shopping Frequency	Once in a week	30	15
	Twice in a month	57	28.5
	Once in a month	86	43
	Once in 6 months	27	13.5
Average spending in each shopping (Rs)	>5000	91	45.5
	5000-9999	62	31
	10000-19999	36	18
	< 20000	6	3

Table-I

Table-I shows the shopping frequency and the average spending amount during each shopping of apparels. 15% of the total respondents purchase apparels once in a week. 28.5% of them shop twice in a month. 43% of them shop once in a week and 13.5% of the total respondents shop once in 6 months. 45.5% of the total respondents spend less than Rs5000 on each purchase of apparels. 31% of them spend Rs5000-9999 on each shopping. 18% spend Rs10000-19999 on apparel shopping each time and 3% of them spend more than Rs20000 in apparel shopping each time.

➢ **Analysis of The Effectiveness Of Sales Promotion Tool**

The analysis of sales promotion tools was analyzed by comparing the mean score of each promotional tool with the other and then ranks were assigned to each promotional offer

	Discount	Free Gift	Coupons	Loyalty Cards	Buy one get one
Brand switching	4.60^{2a}	2.36^{2b}	2.01^{1b}	1.99^{3c}	4.56^{1a}
Purchase acceleration	4.81^{1a}	3.02^{1a}	1.88^{2b}	3.26^{2a}	3.99^{2a}
Stockpiling	3.98^{1a}	2.68^{1b}	1.67^{3b}	3.68^{1a}	4.67^{2a}
Product trial	4.01^{2a}	1.66^{2c}	2.88^{1b}	3.50^{3b}	4.22^{1a}
Spending more	4.55^{1a}	2.78^{1b}	1.99^{2b}	3.68^{1a}	3.78^{2a}
Total	21.95	12.5	10.43	15.45	20.89
Average	4.39	2.5	2.08	3.09	4.17
Rank	1	4	5	3	2

➢ 1: strongly disagree, 5:Strongly agree

➢ Superscript indicates the ranking of the mean. Numeric superscript connotes the vertical comparison of buying behaviour caused by each sales promotion offer. 1 connotes the most effective. Same numeric superscript shows that no significant difference is found between the behaviour. Horizontal comparison of the sales promotion offer effectiveness causing particular behaviour is denoted by alphabetical superscript.'a' connotes most the effective. Same alphabetical superscript refers that there is no significant difference between the promotional tools.

Table-II Mean behavioural response to the different sales promotion offers

Table-II shows the effectiveness of different sales promotion offers. Repeated measure ANOVA was conducted for drawing the comparison between different behaviour to each promotional tool. The wilk's lambda value indicates the significant difference among all the above mentioned buying behaviours.

It was found that five behaviours are caused discount. These five behaviours are segmented into two groups. The first group consist of purchase acceleration (mean=4.81), spending more (mean=4.55) and stockpiling (mean=3.98). The result of wilk's lambda (wilk's lambda = .660, $p<0.05$) shows that the mean rating for this group significantly differs from the second group viz- a-viz brand switching (mean=4.60) and product trial (mean=4.01). This shows that discounts are more effective in causing the behaviour of first group.

For the promotional tool free gift behavioural responses were segmented into two groups. The first group includes purchase acceleration (mean=3.02), stockpiling (mean=2.68) and spending more (mean=2.78). The result of wilk's lambda (wilk's lambda = .780, $p<0.05$) shows the mean of first group was found to be significantly different from the mean of second group i.e. brand switching (mean=2.36) and product trial (mean=1.66).

The behavioural responses for the coupons were segmented into three groups. First group includes product trial (mean= 2.88) and brand switching (mean=2.01). The second group consist of purchase acceleration (mean=1.88) and spending more (mean=1.99) and third group consist of stockpiling (mean=1.67). The result of wilk's lambda (wilk's lambda = .80, $p<0.05$) shows the mean rating of each group was found to be significantly different.

The behavioural response for loyalty cards were segmented into three groups. The first group includes stockpiling (mean=3.68) and spending more (mean=3.68), second group includes purchase acceleration (mean=3.26) and third group includes brand switching (mean=1.99) and product trial (mean=3.50). The

result of wilk's lambda (wilk's lambda = .760, p<0.05) shows the mean rating of all three groups found to be significantly different. This shows that customers seek loyalty cards as more effective in causing the behaviour of the first group.

The behavioural responses for buy one get one free were segmented into two groups. The first group consist of brand switching (mean=4.56) and product trial (mean=4.22), second group includes purchase acceleration (mean=3.99), stockpiling (mean=4.67) and spending more (mean=3.78). The result of wilk's lambda (wilk's lambda = .90, p<0.05) shows the mean rating of both the group was found to be significantly different. This indicates that buy one get one free are more effective in inducing brand switching and product trial whereas relatively less effective in inducing purchase acceleration, stockpiling and spending more.

➢ **Analysis of The Effectiveness Of Sales Promotion Offers In Causing Behaviour**

The same test was conducted to analyze the effectiveness of promotional offers in causing individual behaviour.

Repeated measure ANOVA was conducted to analyze the brand switching behaviour induced by different sales promotion offers. The result shows significant difference among the brand switching behaviour for the five sales promotion tools (Wilk's Lambda= .78, p<0.05). The brand switching behavior can be segmented into three groups. The first group consist of discounts (mean=4.60) and buy one get one free (mean=4.56), the second group consist of free gifts (mean=2.36) and coupon (mean=2.01) and the third group was loyalty card (mean=1.99). The mean score shows that the effect of discount and buy one get one is significantly more in inducing brand switching behaviour, whereas the coupons and free gifts were found to be ineffective in inducing the brand switching behaviour. Loyalty cards found to be most ineffective in inducing brand switching behavior.

Same test was applied to assess the significant difference among the purchase acceleration behaviour caused by the different sales promotion offers. The result shows significant difference among the brand switching behaviour for the five sales promotion tools (Wilk's Lambda= .67, p<0.05). The purchase acceleration behavior can be segmented into two groups. The first group consist of discounts (mean=4.81), free gifts (mean=3.02), loyalty cards (mean=3.26) and buy one get one free (mean=3.99), the second group consist of coupons (mean=1.88). The mean score shows that the first group is effective in inducing purchase acceleration behaviour whereas, coupon was found to be ineffective in inducing purchase acceleration.

The shows significant difference was found among the stockpiling behaviour for the five sales promotion tools (Wilk's Lambda= .76, p<0.05). The stockpiling behavior can be segmented into two groups. The first group consist of discounts (mean=3.98), loyalty cards (mean=3.68) and buy one get one free (mean=4.67), the second group consist of free gifts (mean=2.68) and coupons (mean=1.99). The mean score shows that the first group is effective in inducing stockpiling behaviour whereas, free gift and coupon were found to be ineffective in inducing stockpiling behaviour.

The significant difference was found among the product trial behaviour caused by the different sales promotion offers (Wilk's Lambda= .91, p<0.05). The purchase acceleration behavior can be segmented into three groups. The first group includes discount (mean=4.01), and buy one get one free (mean=3.78), the second group consist of coupons (mean=2.88) and loyalty card (mean=350) and the third group includes free gift (mean=2.78). The mean score shows that only the first group is effective in inducing product trial. Second group is somewhat neutral whereas, the third group was found to be ineffective in inducing product trial.

The significant difference was found among the spending more behaviour caused by the different sales promotion offers (Wilk's Lambda= .67, p<0.05). The purchase acceleration behavior can be segmented into two groups. The first group consist of discounts (mean=4.81), loyalty cards (mean=3.68) and buy one get one free (mean=3.78), the second group consist of free gift (mean=2.78) and coupons (mean=1.99). The mean score shows that the first group is effective in inducing spending more behaviour, whereas free gift and coupon were found to be ineffective in inducing spending more.

➢ **Analysis of Overall Effectiveness of Sales Promotion Offers**

The last row of the table-II indicates the overall effectiveness of five different sales promotion offers in inducing the different behavioural responses. Average mean score was calculated for each promotional offer and ranks were assigned on its basis. It is found that discounts are most effective (average mean=4.39) in inducing the behaviour like purchase acceleration, brand switching, spending more, product trial and stockpiling respectively. Second rank was assigned to buy one get one (average mean=4.17) also found effective in inducing the behaviour like: stockpiling, brand switching, product trial, purchase acceleration and spending more respectively. Loyalty card was found to be less effective (average mean=3.09). Loyalty card are least effective in inducing the behaviour brand switching. Free gift (average mean= 2.50) and coupon (average mean= 2.08) and are found to be least effective in inducing behaviour.

➢ **4. FINDINGS AND SUGGESTIONS**

The research ascertained the effectiveness of sales promotion offers in inducing the behavioural response viz-a-viz brand switching, purchase acceleration, stockpiling, product trial and spending more.

- It was found that discount is the most effective in inducing the behaviour. Customers tend to purchase the apparels more frequently, in large quantity, spend more on each purchase, switch to new brands and try new product when offered with discounts.
- Customers also seek buy one get one offers effective in inducing the brand switching, stockpiling, product trial, purchase acceleration and spending more respectively.
- Free gift can may be effective in inducing purchase acceleration but not effective as discount and buy one get one can be. It is also ineffective in causing product trial behaviour.
- Coupon is ineffective in inducing any of the behavioural responses in apparel purchase.
- Loyalty card was found to be effective in spending more in purchase of apparels, purchasing apparels in large quantity, trying new products but relatively less effective in inducing purchase acceleration. Loyalty cards are also ineffective in inducing brand switching behaviour.

Based on the finding it can be extrapolated that different sales promotion offers induce different behaviour. Hence it is suggested that marketer first need to determine the objective of introducing sales promotion offers and identify the target group for whom the offer is introduce. They must analyze which behavioural response they want to induce, and based on their requisite the most effective promotional tool must be chosen. For instance, if marketer wants to maximize the sale they shall focus on inducing purchase acceleration and stockpiling behaviour of the customers, hence they can do so by introducing the promotional tools like- discount, buy one get one free and loyalty card. The study will help the marketer in identifying the effectiveness of each promotional tool in causing the desired customer behaviour and further helps in selecting the right promotional tool at right time.

CONCLUSION

Sales promotion offers are one of the most important elements of marketing communication. It helps the marketer in increasing the sales by inducing the behaviour like- brand switching, purchase acceleration, stockpiling and product trials. It also encourages customers to spend more. But all the promotion tools don't induce the same behavioural responses. The study focused on identifying the effectiveness of each promotional tool towards inducing behavioural responses when it comes to purchase of apparels. The study elucidated that in apparel purchase the most effective sales promotion offer is discount followed by buy one get one free and the most ineffective promotional offer in purchase of apparel is coupons. Loyalty card is found to be effective in inducing the stockpiling and spending more behaviour and ineffective in inducing brand switching behaviour. Free gift is found to be effective in causing purchase

acceleration behaviour but less as compared to the other promotional tools. Hence, in order to induce the desired behaviour it is suggested that marketer should assess the effectiveness of each offer and then select the best one depending on their requisite.

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Hype Around Bitcoin: Awareness and Prospective in India

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A B S T R A C T

After demonetization, the emphasis was given on cashless economy by the Government of India.

Keeping in view the concept of cashless economy, importance of Crypto currency can not be denied. Crypto currency (CC) is a virtual currency and it works as a medium of exchange by using cryptography for security. It comprises diverse currencies such as Bitcoin (BTC), Ethereum (ETH), Ripple (XRP), Litecoin (LTC), Cardano (ADA), Neo (NEO), Stellar Lumens (XLM) and so on. Many countries like Canada, Australia, Bulgaria, Chile, Denmark, Estonia, Finland, Germany and Luxembourg have adopted Bitcoin in order to moving towards a digital eco-system. The research was conducted to find out the awareness, perception and understanding about the functioning of bitcoin among individuals. This paper is all about awareness of bitcoin amongst Individuals and prospective if allowed by the Government of India.

Keywords: Crypto currency, Demonetization, Bitcoin, Economy and Virtual currency.

INTRODUCTION

Bitcoin is the most functional currency as it is first decentralized currency and easy in transaction. It was launched by a person or cluster known under the alias, Satoshi Nakamoto in 2009. It is open-source software whereas one and all can participate individually. There is no requirement of central authority or administrator as it uses peer to peer technology. As of December 2018, there were 17 millions bitcoins in circulation which have global value amounted to approximately 10.1 trillion U.S. dollars. Also bitcoin index value amounted to 3,689.56 U.S. dollars and there was 4036 Bitcoin ATM worldwide at the end of December 2018.

OBJECTIVES OF THE STUDY:-

1. To know about knowledge of bitcoin among individuals.

2. To identify the key factors which are indispensable for the adoption of bitcoin in India.

3. To find out the preference of the people for the transactions such as payment of bills, investment, transfer funds etc. via Bitcoins.

4. To evaluate the factors which influence buying decision of bitcoin.

LITERATURE REVIEW

B Eshwari, Ahamed Adeeba (2018), found in their study, which is empirical, on "A Study on Perception of Bitcoin and Their Awareness and Impact among investors in Asset Management Company With Reference To Bangalore City" that investors are aware about Bitcoin of Asset Management Company. All the investors' perceptions towards Bitcoin are more focusing on better returns which will be the reason to overcome other investment avenues in future and higher bracket investors are more focusing in investing on Bitcoin rather compared lesser bracket group. Also all the investors prefer Bitcoin to be regulated by regulatory body in India.

Mehrotra Anmol and R M Vanishree (2018), conducted a study on "A Study to Understand the Awareness about Bitcoins among the Youth Population in Bangalore". They researchers concluded that Bitcoin does have some scope in markets like India and it can be used in the future. For now, to use Bitcoins, India first needs to make sure that people do understand the basics of how digital currencies work and how they can use Bitcoins. It was also showed that there is very little correlation between Age and the knowledge of cryptocurrencies which means that age is not a barrier when it comes to understanding. They also found little correlation between Gender and the knowledge of cryptocurrencies which again means that there's no big connection between both.

Sharma Kapil, Gupta Harshita et.al (2017) conducted exploratory research on "Role of Bit coin in Indian Economy-A brief study". They focused on the Bitcoin adoption in India and mentions brief information on the Bitcoin crypto currency, the scope of the adoption of Bitcoin in the country and some challenges to Bitcoin adoption concerning Rupee exchange as well as security and privacy concerns. They also discussed the issues on both sides of bitcoin mainly in interest of financial organizations and economists with a prospective transformation, with an application of advanced technology, and revolution with a digital currency.

Mittal Alka (2017), analyzed in the study on "An Analytical Study Of Present Position Of Bitcoins", the Indian Tax and legal considerations regarding Bit coins, the problems and risks related with Bitcoins such as Cyber Attacks and Hacking, Price Fluctuation and Inflation, Fraud, Uncertainties in the Government Policies, and risks related with Bitcoins such as Money Laundering, Drug Trafficking, Tax Avoidance and Evasion and Terrorist Financing.

Pandey Kumar Pramod (2017), discussed in his study on "Bitcoin" As Emerging Virtual Currency and Its Related Impact on India, that Bitcoins may have generated handsome returns but at the same time it has high risk with uncertain future. It is still in infancy stage and a long way to go before it matures. He

also showed the comparative performance evaluation of Bitcoin from 2013 to 2017. Further since Bitcoin is not backed by anything (Kevin Dowd and Martin Hutchinson, 2015) and as such extra precaution is needed till it occupies legal status and proper regulations are prescribed regarding its operations and control. The greatest challenge for regulators will be whether to classify Bitcoin as currency or commodity.

Tamradaman Akshaya and Nagpure Sangeeta (2017), discussed about the problems in their study on "Bitcoin in India" , which can be foresee is the pace of change in regulations; change in regulation usually takes a route of develop, propose and adopt which generally takes a period. Regulations or regulatory changes typically evolve at a slower pace than innovation thereby killing it by declaring it illegitimate. Also as its not been governed by a central authority Bitcoin tends to fluctuate widely and to be used globally its volatility needs to settle down.

Research Methodology Research design:

This study is descriptive in nature. The questionnaire, comprised of 20 statements, was sent to respondents through online by Google forms. Likert 5 point scale was used to know the knowledge and opinion of people about the bitcoin. The collected data was analyzed through SPSS to test the hypothesis and present the conclusion.

Hypothesis:

H1o: There is no significant difference between male and female regarding the knowledge of bitcoin.

H1a: There is a significant difference between male and female regarding the knowledge of bitcoin.

H2o: There is no significance in the key factors for adoption of bitcoin in India with regard to people having different occupation.

H2a: There is significance in the key factors for adoption of bitcoin in India with regard to people having different occupation.

H3o: There is no significant difference in the opinion of buying bitcoin by people belonging to different age groups.

H3a: There is a significant difference in the opinion of buying bitcoin in people belonging to different age groups.

H4o: There is no significant difference in educational qualification with regard to preference of usage of bitcoin

H4a: There is a significant difference in educational qualification with regard to preference of usage of bitcoin

METHOD OF DATA COLLECTION

The present study is based on both primary data and secondary data. The primary data was collected from 53 respondents through the google questionnaire and secondary data was collected from magazines, online journals and internet. Also respondents were categorized on the basis of their gender, age, occupation and qualification For this study, purposive sampling method is adopted as it emphasis on specific features of a population that are of interest, which help to get the appropriate answers of the questionnaire.

Tools for Data Analysis: (SPSS 21.0 used for analysis of the data.)

- Mean
- Frequency Table
- t-test
- ANOVA (Analysis of Variances)

Limitations of the study: Only few people who have information about bitcoin that is why sample size is only 53. Also some of the respondents did not fill the questionnaire properly which becomes invalid.

Interpretation of outcomes

1. Reliability Analysis: - To check the authenticity of that data on 20 items, Reliability test is applied on 53 respondents.

Table 1:- RELIABILITY TEST

Case Processing Summary

		N	%
Cases	Valid	53	100
	Excluded[a]	0	0
	Total	53	100

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
0.918	20

The result represents the Cronbach's Alpha value for 20 items i.e. .918. In general, the acceptable alpha ranges from 0.70 to 0.95. It means the reliability of the data is more than high.

2. Knowledge of people about bitcoin: - To know the significant difference between male and female regarding the knowledge of bitcoin, t-test is applied.

TABLE 2: Knowledge of bitcoin between male and female

Variables	Gender	Mean	N	D.F	t-value	Sig(2 –tailed)	Significant or Not
Easy to use	Male	3.88	40	51	1.313	0.195	Not Significant
	Female	3.46	13				
No third party required	Male	3.58	40	51	0.795	0.43	Not Significant
	Female	3.31	13				
Low transaction fees	Male	3.48	40	51	-0.431	0.668	Not Significant
	Female	3.62	13				
International payment speedy	Male	4.15	40	51	1.393	0.185	Not Significant
	Female	3.62	13				
Irreversible transactions	Male	3.65	40	51	1.473	0.147	Not Significant
	Female	3.15	13				
Accept by few merchants	Male	3.55	40	51	0.905	0.37	Not Significant
	Female	3.23	13				
Highly Volatile	Male	4.18	40	51	1.116	0.27	Not Significant
	Female	3.85	13				

The above table 2 shows the results of t- test which indicates that the P value of all the variables is more than 0.05 at 5% significance level. Hence the null hypothesis is accepted that means there is no significant difference between male and female regarding knowledge of bitcoin. All possess similar information related to bitcoin.

3. Essential key factors required for adoption of bitcoin in India: - To know the significant difference among the essential key factors for adoption of bitcoin in India with respect to people who belongs to different occupation, ANOVA is applied.

TABLE 3: ANOVA for significant difference among essential key factors for adoption of bitcoin in India with respect to people belonging to different occupation

Key Factors		Sum of Squares	Df	Mean Square	F	P Value	Significant or not
Price stability would be important factor for adoption of bitcoin in India	Between Groups	7.907	3	2.636	2.382	0.081	Not Significant
	Within Groups	54.207	49	1.106			
	Total	62.113	52				
Awareness of bitcoin should be increased	Between Groups	5.511	3	1.837	2.334	0.085	Not Significant
	Within Groups	38.564	49	0.787			
	Total	44.075	52				
Bitcoin should be a part of curriculum	Between Groups	9.983	3	3.328	3.538	.021*	Significant
	Within Groups	46.092	49	0.941			
	Total	56.075	52				
Government should add bitcoin in legislation to accept it in India	Between Groups	10.922	3	3.641	5.381	.003*	Significant
	Within Groups	33.153	49	0.677			
	Total	44.075	52				

* Significant at 5% level

The above table 3 reveals that P value of stability of bitcoin price (.081) and awareness of bitcoin (.085) are more than 0.05, it means that there is no significant difference in both the factors. While the P value of

bitcoin should be a part of curriculum (.021) and government should add bitcoin in legislation (.003) are less than 0.05 which indicates that there is a significant difference in the bitcoin should be a part of curriculum and it should be added in legislation in respect to people belonging to different occupation .

To know further which group has highest difference among the groups, t-test is calculated.

i. Bitcoin should be part of curriculum

Table 3.1 Calculation of t- value within groups

Groups	t- value	Level of significance at 5%	Significant or not
Business to Salaried	0.2864	2.056	Not Significant
Business to Professional	0.2906	2.306	Not Significant
Business to Others	1.909	2.045	Not Significant
Salaried to Professional	0.2339	2.086	Not Significant
Salaried to Others	**2.854**	**2.018**	**Significant**
Professional to Others	0.6349	2.069	Not Significant

In among 6 groups, value of t is found significant in only one group i.e. Salaried to Others. It signifies that there is highest difference in Salaried to Others group about the bitcoin should be a part of curriculum.

ii. Government should add bitcoin in legislation to accept it in India Table 3.2Calculation of t- value within groups

Groups	t- value	Level of significance at 5%	Significant or not
Business to Salaried	0.8183	2.056	Not Significant
Business to Professional	1.0315	2.306	Not Significant
Business to Others	1.99	2.045	Not Significant
Salaried to Professional	0.474	2.086	Not Significant
Salaried to Others	**2.8434**	**2.018**	**Significant**
Professional to Others	**4.5624**	**2.069**	**Significant**

In among 6 groups, the values of t of two groups are seen significant which indicates that these groups have more difference in the area of Salaried to Others and Professional to Others. The group which has high mean value is considered as the group having highest difference. The mean values of the areas are Salaried (3.9), Professional (4) and Others (4.61). It means Professional to Others have higher mean value as compared to Salaried to Others, So there is highest difference lies in Professional to Others group in regards to that government should add bitcoin in legislation for the acceptance of it in India.

4. Factors influence the people to buy bitcoin: - To identify the significant difference for the buying views of people about bitcoin who belongs to different age groups, ANOVA is applied.

Table 4: ANOVA for significant difference among age groups with respect to buying views of people about bitcoin

Key Factors		Sum of Squares	Df	Mean Square	F	P Value	Significant or not
Availability of Bitcoin	Between Groups	14.303	3	4.768	5.091	0.004*	**Significant**
	Within Groups	45.885	49	0.936			
	Total	60.189	52				
Security	Between Groups	7.121	3	2.374	1.907	0.141	Not Significant
	Within Groups	60.993	49	1.245			
	Total	68.113	52				
Government Regulations	Between Groups	6.608	3	2.203	1.671	0.185	Not Significant
	Within Groups	64.6	49	1.318			
	Total	71.208	52				

* Significant at 5% level

The result of table 4 represents that there is no significant difference between security and government regulations in relation to their age groups as the P value of both the factors are more than 0.05. It means null hypothesis is accepted at 5 percent level of significance with regard to security and government regulations. While P value is less than 0.05 in the area of availability of bitcoin which reveals that availability of bitcoin encourages people of different age groups to purchase it. In order to know which group has highest difference in the area of availability of bitcoin, t-test is calculated.

Table 4.1 Calculation of t-value within groups (in the area of availability of bitcoin)

Groups	t- value	Level of	Significant or not
18-24 years and 24-34 years	1.556	2.015	Not Significant
18-24 years and 35-44 years	**2.58**	**2.032**	**Significant**
18-24 years and 45 years & above	**2.3029**	**2.037**	**Significant**
24-34 years and 35-44 years	1.7844	2.12	Not Significant
24-34 years and 45 years & above	1.291	2.131	Not Significant
35-44 years and 45 years & above	0.4956	2.571	Not Significant

In among 6 groups, the value of t of two groups are seen significant which denotes that there is more difference between these groups in their ages i.e. 18-24 years to 35-44 years and 18-24 years to 45 years & above. The group which has high mean value is considered as the group having highest difference. The mean values of the age groups are 18-24 years (3.97), 35-44 years (2.25) and 45 years & above (2.67). It clearly indicates that 18-24 years and 45 years & above has higher mean value as compared to 18-24 years and 35-44 years. It describes that availability of bitcoin encourages the people more who belong to 18-24 years and 45 years & above.

5. Preference of people in order to usage of bitcoin: - To recognize the significant difference among the preference of people regarding usage of bitcoin with their educational qualification. To analyse it, ANOVA is applied.

Table 5: ANOVA for significant difference among educational qualification with respect to preference of people in order to usage of bitcoin

Preferences		Sum of Squares	Df	Mean Square	F	P Value	Significant or not
To trading of bitcoin	Between Groups	2.926	2	1.463	1.758	0.183	Not Significant
	Within Groups	41.602	50	0.832			
	Total	44.528	52				
To make payments	Between Groups	4.505	2	2.252	1.779	0.179	Not Significant
	Within Groups	63.307	50	1.266			
	Total	67.811	52				
To transfer the funds globally	Between Groups	0.831	2	0.415	0.434	0.651	Not Significant
	Within Groups	47.886	50	0.958			
	Total	48.717	52				

The result of Table 5 demonstrates that P value is more than 0.05, it means null hypothesis is accepted at 5 percent level of significance and hence it is concluded that there is no significant difference between educational qualifications with respect to bitcoin trading (0.183), online payment (0.179) and transfer the funds globally (0.651). In other words, qualifications of people show no difference in the preferences while using of bitcoin.

6. Government's concern of citizen viewpoint regarding bitcoin: To analyze the results that government will consider or not the citizens' attitude in order to draft the legislation policy related to bitcoin, the frequency table is framed by the researchers according to the answers of the people which is stated below.

Table 6: Viewpoints of citizens

	Frequency	Percentage	Cumulative Percent
Strongly Disagree	2	3.8	3.8
Disagree	2	3.8	7.5
Neutral	9	17	24.5
Agree	19	35.8	60.4
Strongly Agree	21	39.6	100
Total	53	100	

The table 6 clarifies that majority people (75.4%) want that government should consider their viewpoints while drafting legislation policy related to bitcoin. Only 7.6% people do not agree with this statement, while remaining 17% are neutral.

CONCLUSION AND FINDINGS

Every currency contains its pros and cons. Bitcoin is a virtual currency which is accepted by many countries but Indian government has banned this currency. The study reveals that male and female both

are familiar with this currency and have basic information related to bitcoin such as low transaction fees, easy to use, make international payment speedy, no requirement of third party, highly volatile, irreversible transaction, etc. The awareness of bitcoin is not related to individual's occupation. According to them, it should be part of curriculum so that awareness can be increased and individual can take advantage to enhance their knowledge. Also it should be added in legislation. Furthermore 75.4% people want that government should consider their viewpoints while drafting legislation policy related to bitcoin.

Government regulations and security do not have any repercussion on the people, even though they belong to different age; availability of bitcoin encourages people to buy it especially those who are between the age of 18 to 24 years and 45 years & above. Also qualification of people does not modify their preferences like bitcoin trading, online payment and transfer the funds globally.

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Demography Correlates Behavioural Intentions of Customers for Adoption of Gamification

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A B S T R A C T

E-commerce deals not only with the buying and selling of products or services online but it also includes many other activities, which are being performed on this platform, e.g. advertising and promotions. Many digital marketers have started thinking on these lines to promote their products and services online and have come up with many innovative ideas of promoting the business with the use of wide array of upcoming technologies and techniques for enhancing the efficiency and effectiveness of their business process. Gamification is one such technique and it seems, it is proving to be one of the most successful promotion techniques for many companies, but the adoption of same by the customers depends upon various factors like consumer behaviour, demographic factors etc. Therefore, it is very important for any marketers to know the demography of the customers who are willing to adopt the gamification as mode of getting discounts while shopping online, Hence, an attempt is made through this study to understand the same for which different t test and ANOVA test were done accordingly to know difference in the behavioural intentions among different demographics.

*Keywords: **Behavioural Intentions, Gamification, Demograpgy, Online Shopping, Occupation, Gender***

1. INTRODUCTION

Today most of the things are being operated digitally through e-commerce and giving rise to the different types of commerce or transactions like business to business (B2B) where transactions happen between two corporates (Kotler, 2005). Business to Government (B2G) where transaction happen between the government and a corporate, Business to customer (B2C) where transaction happen between corporate and customers, customer to customers (C2C) where transactions happen between customer to customer e.g. Bidding.

The recent trends in online retail industry has shown that along with the sale, various online or digital promotion techniques are being used by the e-retailer to promote their product, to increase engagement of customers, increase customer loyalty towards their brand etc. Doyle and Stern (2006) stated that by using online sales promotions companies get their targeted results faster than traditional promotional activities which may take much more time than online promotions. Lamb et al. (2009) stated that online or digital promotions proved to be more cost-efficient and effective as compared to the offline

promotions. As it has been noticed that consumers are more attracted and get stimulated to buy online products with online line promotions on the company websites (Percy et al., 2009). There are various kinds of promotion techniques which are being used by various marketers, but according to Lamb et al. (2009), the most effective ones which any marketer can implement to get immediate results are free shipping and coupons. Schultz (1998) found that online promotions are itself a big business in the United States that generate lots of money every year, e.g. it was found that in 1975, 40 billion coupons were distributed in the U.S. which increased to approximately 300 billion in 1995. According to him, in the U.S., most of the consumer product companies allocate 75 percent of the marketing budget to their promotion activities. There is huge scope for this promotion industry running independently, but to bridge this gap, it needs concrete planning, careful choice and proper implementation of related techniques and technologies for promoting the brand. It being an emerging and biggest opportunity for e- retailers, it will also be a challenge for the e retailers due to high expectation from the customers (Blakney, & Sekely, 1994). Therefore, this study is conducted with the objective to find the demography of the consumers having intentions for adoption of gamification.

Gamification is innovative concepts in marketing to promote a brand and to keep customers attracted therefore like other innovation; this also depends on the consumer acceptance of new technique as marketing channel (Zichermann, (2013). Therefore, for a well-informed divination, it is obligatory to know the adoption and behaviour of the consumers for such new innovations. Companies are well aware of the competitive advantage of the new techniques like gamification which they use for promoting their brand and most importantly its possibility to gain efficiency in completing the company's goal to increase customer engagement and loyalty (Donald, 2014). The customer service sector like e-retailing have many challenges in front of them like reducing the resolution time, promoting self-service, bringing more conversion rate of customers towards the e-commerce, attracting more and more customers to their websites and brand, increasing loyalty of customers towards their brand etc.

The emergence of technology has created different ways of online promotions like e coupons which are published on web pages, where the users can print these coupons for redemption at physical store where as the m coupons are the form of e-coupons which are send by SMS, MMS or Bluetooth and can be redeemed on physical as well as online shopping (Blundo, Cimato & De Bonis, 2005), Loyalty awards are where every online purchase get some points which can be used later for purchase of some other merchandise (Bisen, Singh, & Anand, 2013). Till 2010, gamification was not in much use within the industry but after 2010 it started gaining popularity among different industries. The term gamification becomes more popular after its appearance in several books like Zichermann (2013) "Game Based Marketing" in which the author supported and explained the game mechanics in marketing as a part of

loyalty programs. It is found that adopting any new technique or technology largely depends upon the personal characteristics of the customers (Blackwell, Miniard, & Engel, 2001). Though there are considerable studies done on the consumer behaviour related to the adoption of gamification, but relating the behavioural intentions with demographic characteristic of the customer are limited therefore, this research concentrated on the finding the same.

2. RESEARCH METHOD

As this survey is based on the behavioural intentions related to the demographic characteristics of the customers for adoption of Gamification. This study considers all the errors and aims to collect the sample by various different means like face to face interview and mail surveys and various other online Medias. The primary data for this research is obtained through face to face interview and the use of an e-mail survey.

The area selected for study is Bangalore, with sample size of 400 which was selected with the judgemental method of sampling. The data was checked for any outliers with box plot method which revealed 33 cases as outliers. The final number of the responses considered for the data analysis was 367. Data was checked for the normality. Skewness of all the items of the data is within the acceptable limits of -1 to +1. Kurtosis value for most of the items lies between -1 to +1. The data is normally distributed and nearly symmetrical.

Different t test and ANOVA test were done accordingly to know difference in the behavioural intentions among different demographics. This section represents the results of independent sample t test and the ANOVA for different demographics like occupation, age and gender.

3. RESULTS AND ANALYSIS

The data is analysed for both descriptive and inferential statistics. Descriptive analysis includes the demographic analysis and the inferential statistics includes the various T test like independent T test and ANOVA analysis including demographic and behavioural intentions.

Table:1 Profile of respondents

Measure	Scale	Frequency (N) Total = 367	Percentage (%)
Gender	Male	180	49
	Female	187	51
Age	? 24	161	43.9
	25-35	127	34.6
	36-45	47	12.8
	46 – 55	17	4.6
	55 and above	15	4.1
Occupation	IT Professional	64	17.4
	Self- employed	30	8.2
	Student	182	49.6
	Homemaker	28	7.6
	Other	63	17.2

3.1. Independent T Test for Gender and Behavioural Intentions

For this research the t test is done to see whether there is any difference in the means for the behavioural intentions among males and females

Table 2: Group Statistics

	Gender	N	Mean	Std. Deviation
BI	Male	180	3.3444	1.03262
	Female	187	3.2317	1.05172

From the table 2 Numerically it can be said that, there is a very little difference in the mean values for males and females (0.1127) but whether this difference is significant enough, to come to conclusion for difference in behavioural intentions of males and females, is given by the independent test.

Table 3: Independent Samples Test

				BI	
				Equal variances assumed	Equal variances not assumed
Levene's Test for Equality of	F			0.415	
Variances	Sig.			0.52	
	T			1.036	1.036
	Df			365	364.855
	Sig. (2-tailed)			0.301	0.301
t-test for Equality of Means	Mean Difference			0.11272	0.11272
	Std. Error Difference			0.10884	0.10881
	95% Confidence Interval of	Lower		-0.10133	-0.10125
	the Difference	Upper		0.32676	0.32668

Table 3 shoes that the p values are 0.52 which is more than the accepted significance level of 0.05 therefore it is concluded that both males and females have the equal variances. i.e. There is no significant difference between the means for the behavioural intentions among males and females.

3.2 Analysis of Variance (ANOVA) for Age and Behavioural Intentions

For this research, ANOVA is done to know whether there is any difference in the behavioural intentions towards adoption of gamification among different age groups.

Table 4: ANOVA – Group statistics

	N	Mean	Std. Deviation
18-24 yrs	161	3.1739	0.99867
25-35 yrs	127	3.4304	1.08144
36-45 yrs	47	3.3688	1.12768
46-55 yrs	17	3.5882	0.67216
56 yrs and above	15	2.6889	0.97155
Total	367	3.287	1.0425

In the table 4, it is noticed that the mean values for the age group 46-55 is highest i.e. 3.58 and for age group 56 and above is lowest i.e. 2.68. Therefore, numerically it is noticed that there is difference in the mean values for behavioural intentions among different age groups.

Table 5: Test of Homogeneity of Variances and ANOVA

Levens's test and ANOVA					
Levene Statistic	**df1**	**df2**	**Sig.**		
1.774	4	362	0.134		
ANOVA	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	11.895	4	2.974	2.79	0.026
Within Groups	385.873	362	1.066		
Total	397.768	366			

Table 5 shows that the p values are significant (.026) therefore, it can be concluded that the difference in the means of the different groups is significant. i.e. there is significant difference in the behavioural intentions of customers of different age group.

From the table 6 it is noticed that the difference in the means is highest between the age group of 46-55 and 55 and above followed by the age group 25-35 and 56 and above. The means for the behavioural intentions for the age group 18-24 significantly differs from the age group 25-25 with the p value 0.037 that is less than 0.05 levels of significance. Similarly, the means for the age group 25 -35 significantly differs from age group 55 and above with p values 0.009, age group 36-45 from 56 and above with p value 0.027 and 45- 55 with 55 and above with p value 0.014. It can be concluded that the age group 55 and above significantly differs from the all other age groups and does not show any positive behavioural intentions towards the adoption of gamification whereas the other age group has shown the positive behavioural intentions towards the adoption of the gamification

Table 7 Tukey's b

Age	N	Subset for alpha = 0.05	
		1	2
56 yrs and above	15	2.6889	
18-24 yrs	161	3.1739	3.1739
36-45 yrs	47		3.3688
25-35 yrs	127		3.4304
46-55 yrs	17		3.5882

Table 7 shows the results from the Tukey's B test which indicates that there are majorly two sub groups where respondents from different age group can be divided based on their behavioural intentions for adoption of Gamification. It is noticed that age group 56 yrs and above lies in 1st group with no intentions for using gamification and the age groups from 25 years and above lies in second group with positive intentions to adopt gamification as mode of getting discounts. Whereas age group below 24 years lies in both where they have mixed intentions for adopting gamification.

3.3 Analysis of Variance (ANOVA) for Occupation and Behavioural Intentions

Similar to the age group, another ANOVA is done to know whether there is any difference in the behavioural intentions towards adoption of gamification among different occupational groups

Table 8 ANOVA – Group statistics

	N	Mean	Std. Deviation
IT professional	64	3.7865	0.9227
Self-employed	30	3.2667	1.13934
Student	182	3.1007	0.98122
Homemaker	28	3.4405	1.02662
Other	63	3.2593	1.14134
Total	367	3.287	1.0425

Table 8 shows that the mean values for the IT professional is 3.786 with standard deviation 0.922, for self-employed mean is 3.266 and standard deviation is 1.13, for student mean is 3.10 and standard deviation is 0.981, for homemaker mean is 3.44 and standard deviation 1.02 and for others mean is 3.2 and standard deviation 1.14It is noticed that the mean values for IT professional is highest i.e. 3.78 and for student is lowest i.e.3.1. Similar to age here also difference in the means for behavioural intentions is noticed.

Table 9: Levene's test and ANOVA

Levene Statistic	df1	df2	Sig.		
1.763	4	362	0.136		
ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23	4	5.75	5.554	0
Within Groups	374.768	362	1.035		
Total	397.768	366			

The p value is 0.136 which is more than the accepted significance level of 0.05 therefore it can be concluded that the different occupational groups have the equal variances and the assumption of equal variances is not violated. From the table 9, it is noticed that the F value is 5.554 and p value is 0.000 which is less than the accepted significance level 0.05 therefore it is concluded that the means of the behavioural intentions for different occupational groups are significantly different.

Table10: Post Hoc test – Multiple comparisons

(I) Occupation	(J) Occupation	Mean Difference (I-J)	Sig.
	Self-employed	.51979*	0.022
	Student	.68573*	0
IT professional	Homemaker	0.34598	0.134
	Other	.52720*	0.004
Self-employed	Student	0.16593	0.408
	Homemaker	-0.17381	0.516
	Other	0.00741	0.974
Student	Homemaker	-0.33974	0.101
	Other	-0.15853	0.287
Homemaker	Other	0.18122	0.433

From the table 10, it is noticed that the difference in the means is highest between the occupational group of IT Professional and Student followed by the IT professional and the homemaker and others. The means for the behavioural intentions for the IT professional significantly differs from the self-employed with the p value 0.022, student with p value 0.000, and others with p value 0.004 as these are less than 0.05 level of significance. It can be concluded that the IT professional significantly differs from the all

other occupational groups and show strong positive behavioural intentions towards the adoption of gamification in comparison to the other occupations.

Table 11 Tukey's b

Occupation	N	Subset for alpha = 0.05	
		1	2
Student	182	3.1007	
Other	63	3.2593	3.2593
Self-employed	30	3.2667	3.2667
Homemaker	28	3.4405	3.4405
IT professional	64		3.7865

From table 11 noticed that students lie in 1st group with little intentions for using gamification and the IT professional's lies in second group with strong positive intentions to adopt gamification as mode of getting discounts, whereas other occupational group lies in both subgroups with mixed intentions for adopting gamification

4. CONCLUSION

The t test analysis was done to see the intentions of the respondents to use gamification as one of the mode of getting discounts while shopping online. As the results show that there is no difference in the intentions of the males and females for using gamification and it can be justified with the observation while interviewing the respondents, as, in this digital world, male and female both are equally educated and are tech savvy. Therefore, females, who are aware of or are made aware of this techniques showed positive intentions for acceptance of gamification.

On the other hand, it was found that there is difference in the behavioural intentions of different age groups as respondents above 56 years and above have clear intentions of not using gamification as mode of getting discounts, as most of them are not much comfortable with the use of IT and shopping online and are willing to stick to their traditional ways of shopping and getting discounts through various seasonal offers and bargaining. All other age groups have shown the positive intentions of using gamification in future. The age group 24 and below has positive but little intentions of using gamification. The reason behind this was revealed during the interaction with these age groups as they are more tech savvy and get excited to see a new product of their choice at affordable prices from different website and, therefore, make purchases immediately when they get product of their choice at satisfactory price. Similarly, difference in the intentions was found among respondents from different professions. The results show the IT professional are strongly intended to use gamification for their

online shopping discounts, which can be explained as these people belong to the same industry and are highly aware of this technique and its benefits. However other groups also have positive intentions to use gamification. The house wives also have shown strong positive intentions to use this technique as explained earlier the females are also equally educated and are aware of IT usage and during personal interaction they revealed that it is convenient for them to shop online and save time. It appeared very exciting to them to use the points gained after completing the goals for getting discounts while shopping online. Students have shown positive but little less intention to use gamification. As explained earlier, the young generation is more tech savvy and shop online as and when they get products of their choice at their satisfactory prices.

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