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In This Issue

Factors Influencing Employee Engagement: A Literature Review

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Abstract

Employee engagement has become a need in present day organisations as it plays a vital role, more than just motivating the employees. An organisation has to focus on many factors to sustain business growth and development and to achieve higher profit in a turbulent business environment. It is imperative to encourage employees to be committed in the organisation to have sustainable development. Employee engagement is a very important factor to be considered when developing different kinds of business strategies in organisations. It plays an important role in enhancing overall productivity and performance of an organisation. There are many organisational factors that influence the level of employee engagement at work. These factors must be considered carefully by organisations to get positive business outcomes. The main objective of the study was to analyse various drivers or factors that influence employee engagement in organisations through a detailed review of literature. The study is descriptive in nature and the data was collected from secondary sources. The study throws light on different organisational factors influencing employee engagement and suggests suitable measures based on the findings of the study.

Key words: Employee Engagement, Organisational Factors, Employee Performance, Literature Review

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Introduction

Engaging employees has become very essential in organisations today. It is necessary for an organisation to have its employees fully engaged at the workplace so that the desired outcome is achieved. There are many organisational factors or drivers that influence employee engagement (EE) and these factors must be considered carefully by the organisation. If any of the organisational factors negatively influence the level of employee engagement at the workplace, then the organisation must take proper steps to reduce employee disengagement. The organisations must try to enhance the level of engagement of employees so that positive outcomes are achieved. As only committed and dedicated or engaged employees are considered as an asset of organisation, it has to take proper steps at right time to keep them in the organisation and must reduce turnover of engaged employees. Employee engagement is crucial in today's competitive business environment for a business to flourish.

Research Methodology

The study focuses on the literature review of various studies in the area of employee engagement. As the study focuses on review of literature, the data was collected from secondary sources. In this study, 16 research articles on factors affecting employee engagement have been reviewed and discussed in detail. The findings and conclusion were arrived at based on the review of literature.

Review of Literature

Basbous Ola Khalil (2011) in an empirical study entitled *"Antecedents of employee engagement"* focused on the antecedents that influence employee engagement. The research was done among individuals working in Penang, Malaysia. The data for the study was gathered through structured questionnaire method, and a random sampling technique was used. The study result indicated that there was a significant relationship between antecedents of employee engagement which includes employee communication, reward & recognition, employee development, extended employee care and employee engagement. The employee development was found to be the most significant contributor among all the antecedents influencing employee engagement.

Chen Ji (2007) conducted an empirical study on *"A study of employee engagement in the Chinese context*" which was carried out with an objective of investigating the relationship between various job resources and employee engagement within a Chinese context. The study also aimed at verifying the proposed mediating role between turnover intension and job resources. The study included 1,100 workers in China. It was an internet based survey where questionnaire was used for data collection. The study results revealed that financial rewards, supervisor support, participation in decision making, job autonomy etc. influenced engagement. The study suggested a model to overcome limitations.

Hayase Lynn Kalani Terumi (2009) in a research work entitled *"Internal communication in organizations and employee engagement"*submitted to University of Nevada, Las Vegas, sought to find whether there was a relationship between employee engagement and internal communication in organizations. The study found positive relationship between factors of employee engagement and factors of internal communication. The study also found a connection between internal communication, commitment, discretionary effort, meaningful work and EE. The communication channel combination and satisfaction were considered important.

Khuong Mai Ngoc and Yen Nguyen Hoang (2013) in an empirical study entitled *"The effects of leadership styles and sociability trait emotional intelligence on employee engagement: A study in Binh Duong City, Vietnam"*aimed at investigating the effect of different leadership styles on employee engagement. The study examined the effect of employee sociability on employee engagement, and its mediation was also studied. A sample of 269 respondents who were office employees from five main industries were chosen for the study. The findings of this study indicated that employee sociability, visionary and ethical leadership had showed positive association with EE whereas transactional leadership style showed negative correlation with the EE.

Kualr Sandeep et.al. (2007) in a literature survey entitled "E*mployee engagement: A literature review"* sought to know the levels of engagement in the UK workforce. The main objective of the literature survey was to know the relationship between employee engagement, individual differences and employee involvement and also to conceptualize employee engagement. This literature review has found out that the concept of employee engagement has been conceptualized in many different ways. The study also recommended the need of investigation of predictors of engagement.

Manish Gupta et.al. (2015) in an empirical study entitled *"Impact of Work Engagement on Performance in Indian Higher Education System"* examined the influence of impact of engagement on performance in education system. The study used 261 academics from different Indian universities as the respondents. These respondents were asked to rate themselves on the scales of support, autonomy & engagement. Further, they were also asked to rate the performance of academics. The results of the study revealed that work engagement mediates the relationship between employee performance and supervisory support. The perceived autonomy moderated relationship between work engagement and co-worker support.

Mary St. Bernard Johnson (2010) in an empirical study entitled "*Differences in Drivers of Employee Engagement and Leadership Engagement at a Large Quasi-government Agency"* designed to evaluate the differences in key drivers of employee engagement and leadership engagement at a large quasi government agency in Virginia. In order to collect data for the research work, the study utilized focus groups and individual structured interview methods. The purposeful sampling technique was used to select research subjects from two targeted groups. The two groups were; employee subject group and the leader subject group. Twelve participants, including three leaders and nine employees were interviewed over period of one-week. It was concluded that there exist differences in leadership engagement and drivers of EE. The engagement drivers for employees and leaders were found in three main areas i.e., safety, meaningfulness and availability.

Pritchard Kate (2008) in an empirical study entitled *"Employee engagement in the UK: Meeting the Challenge in the Public Sector"* provides a detailed insight into the key drivers or factors that influence employee engagement with comparisons across different sectors. The study found out that organizational pride and satisfaction levels were considerably lower in public sector organizations, even though overall employee engagement was stable in UK. At the same time, employee loyalty in this sector was also found to be low. This highlighted the need to work by managers within this sector. Further, the report also showed that engagement takes a hit across all sectors during times of change.

Punnee Pimapunsri (2015) in an empirical study entitled *"Relationship between Employee Engagement and Employee Satisfaction on supervision in Manufacturing Industry, Thailand"* examined the relationship between employee engagement & employees' satisfaction with supervision. The study used a sample of 1,007 employees from thirteen companies in 3 provinces of Thailand. A purposive sampling was used to select only companies implementing employee engagement program to participate in this study. The results showed high level of EE in four engagement dimensions namely give, get, grow, and belong. The study also found high level of correlation between employee satisfaction, supervision and four engagement dimensions.

S. Gokula Krishnan & Wesley (2013) in an empirical study entitled *"A Study on Impact of Employee Communication on Employee Engagement Level"* studied the impact of employee communication on the level of employee engagement. The research also studied the relationship between different demographic variables, employee communication and employee engagement. The study used convenience sampling technique to choose the sample respondents. The sample respondents of 163 employees of various star hotels in Coimbatore city were chosen for the study. The data was collected using questionnaires and was analyzed using different statistical tools. The analysis showed a significant relationship between the employee engagement and employee communication. The employee communication was found to be the main predictor of employee engagement level among the star hotel employees in Coimbatore.

Shuck Michael B. (2010) in an empirical study entitled *"Employee Engagement: An Examination of Antecedent and Outcome Variables*" examined a hypothesized employee engagement model by exploring the relationship among affective commitment, job fit, discretionary effort, psychological climate, intention to turnover and employee engagement. The study used a heterogeneous sampling of 283 respondents from different fields such as service, technology, banking, healthcare, retail, nonprofit, and hospitality. An internet based self-report survey was used to collect research data. The study found significant relationship between employee engagement and job fit, affective commitment and psychological climate. It was also found that employee engagement was related to discretionary effort and turnover intension.

Sia Joo Yee (2012) in a research entitled *"A survey of factors influencing Employee Engagement"* attempted to determine what factors and how such factors influence engagement of employees in organization. The data for the study was collected through primary source i.e., questionnaire method. The study proved that employee engagement in workplace is fundamental to improve and maintain organisational effectiveness and can be achieved through involvement and participation, recognitions and rewards, internal communication and work life balance as long as strong relationship between employees and employers exists.

Sonal Pandey & Shine David (2103) in an empirical study entitled*"A Study of Engagement at Work: What drives Employee Engagement?"* sought to discover the job characteristics that contribute to high level of employee engagement. The study had considered questionnaire method for data collection. A purposive sampling technique was used. A sample of 107 responses was considered for the study. The study found three main organisational factors i.e., opportunity to grow, satisfactory working environment, job enrichment emerged as main contributors to higher level of EE in industries like Pharma and IT sector.

Stroud Robert N (2009) conducted an empirical study entitled*"The Relationship between Leadership Competence and Employee Engagement".* The study utilized an employee engagement instrument and a Fortune 500 multinational corporation's leadership competency model multi-rater feedback to explore the relationship between engagement of employees and the leadership competencies of senior organizational leaders in organizational units. A total sample of 163 respondents was chosen for the study. The leadership competence model predicted a significant proportion of variance in engagement. The results indicated that integrity and collaboration & teaming were two specific competencies among senior leaders that appeared to have meaningful positive relationships with employee engagement.

Wilson Karen (2009) in an exploratory study on *"Survey of Employee Engagement"* examined the overall level of engagement for employees of a public rehabilitation service agency, Midwestern United States. The study aimed at knowing the extent to which demographic variables contributed to the levels of engagement. The study also aimed at examining various factors predicting levels of engagement for employees. A web-based survey was conducted among a group of 308 employees of a statewide public rehabilitation agency to examine employee engagement. It was concluded that an engaged staff can contribute significantly to positive outcomes. Therefore, the engagement concept should be considered forefront in policy implementation and social work research.

Zhang, Tanyu (2011) in an empirical study entitled *"The relationship between perceived leadership styles and employee engagement: The moderating role of employee characteristics"* focused on gaining insight into how to enhance employee engagement levels. This study examined the relationship between EE and perceived leadership styles known as visionary (transformational or charismatic), transactional, classical and organic (distributed). A sample of 439 sales assistants in Sydney, Australia were considered for the study. The study used questionnaire method to collect the research data. The results of the study indicated that perceived leadership styles were associated significantly with employee engagement.

Factors Influencing Employee Engagement: (Author's conceptualization)

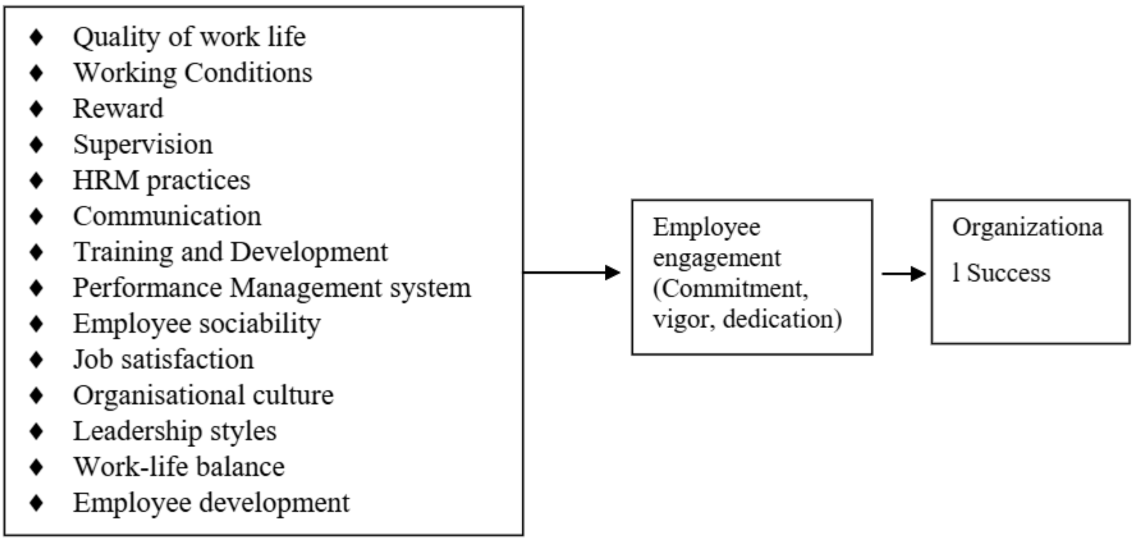

Figure 1: Factors Influencing Employee Engagement

Findings and Conclusion

After reviewing literature, the various factors affecting employee engagement have been presented in the form of above figure. These factors either have a positive or a negative impact on the level of employee engagement in organisation. The higher level of employee engagement will contribute towards the success of an organization and the lower level of employee engagement will result in negative outcomes and employee turnover. Hence, the management in an organisation will have to consider these influencing factors seriously and take steps to create positive work environment so that it could result in enhancing the level of employee engagement. A committed and an engaged employee is considered as a real asset of organisation.

An engaged employee will always put an extra effort to see that the desired objective of the organisation is achieved, even in difficult situations. Therefore, there must an effort by the organisation to keep its employees engaged at work as far possible and attain the desired outcome to achieve success in a highly competitive business environment.

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Tech Mark : How Technology Plays A Major Role in Changing Consumer View Towards Product Strategies in and after Covid19

Asmita Arun Kamble

Abstract

The paper focuses on understanding how a technology helps or plays a major role in changing the consumer's view towards product strategies in and after the pandemic by considering the consumer's view in marketing before the pandemic. Analytically and graphically, this paper also discusses the main concepts of product strategies which were taken up by marketers before the pandemic, and the changes that have taken place in these concepts, between and after the pandemic. For data collection, this paper has taken data from primary sources and also some data from secondary sources.

When we talk about pandemic, technology plays a very important role in marketing. It also improves new concepts in marketing techniques. Moreover, it develops some new concepts. And this majorly impacts the consumer's view towards any product in a market.

Keywords: Technology Marketing, Product Strategies, Packaging, Labeling, Warranties and Guarantees

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Introduction

Product strategy is a concept of marketing mix which is conceived by Neil Borden. It explains well the 4P's of marketing mix which are product, price, place and promotion. Further, this is modified into 5P's of marketing mix by adding packaging in it. A product strategy draws from the ultimate vision of the product. It states where the product will end up. By setting a product strategy, you can determine the direction of your product efforts (*McGrath, M. E. 2001*). This paper will mainly discuss about the three main concepts of product strategies that is packaging, labeling, warranties and guarantees.

Packaging

We define packaging as all the activities of designing and producing the container for a product (*Marketing Management, Philip Kotler, 13th edition*) [1]. Packaging might include up to three levels of material. Cool water cologne comes in a bottle (primary package), in a cardboard box (secondary package), in a corrugated box (shipping package) containing six dozen boxes [2]

Labeling

The label may be a simple bag attached to the product or an elaborately designed graphic that is a part of the package (*Marketing Management, Philip Kotler, 13th edition*) [1]. Labeling is mainly for identification of a product or brand, description and promotion.

Warranties and Guarantees

Guarantee can be described as a commitment and warranty as an assurance. Guarantees are all about how the product is true or genuine and warranties represent a promise made between product/service and a consumer.

Scope of the study

The study reflects on the facts considered by the both rural and urban men and women consumers, on how consumer behaviour has changed or is changing towards product strategies after Covid 19 pandemic. It also studies how technology is helping consumers to change their behaviour. In this study mainly packaging, labeling, warranties and guaranties, concepts of product strategies were focused upon. The study is confined to in and around Maharashtra.

Objectives of the study

1) To know how technology is helping to change consumer behaviour.
2) To study how consumer behaviour is affecting packaging because of technology.
3) To study how consumer behaviour is affecting the labeling of product strategies because of technology.
4) To study how consumer behaviour is affecting warranties and guarantees of product strategies because of technology.

Limitation of the study

a) Sample size is limited to 53 respondents.
b) This study is limited to in and around Maharashtra only.
c) The surveyed consumers might have concealed the facts due to some personal problems.

Research analysis

Table 1: Gender

Gender	Male	Female
No. of respondents	25	28
%	52.8%	47.2%

Source: Survey data

Table 2: Area

	Rural	Urban
No. of respondents	35	18
%	66%	34%

Source: Survey data

In and after Covid 19, while purchasing consumers are majorly depending on technology

Table 3: Majorly preferred mode for shopping

	Before Covid 19	%	After Covid 19	%
Online	4	7.5%	14	26.4%
Offline	20	37.7%	9	17%
Both	29	54.7%	30	56.6%
Total	53		53	

Source: Survey data

Interpretation 1.

Before Covid 19 most of the respondents were preferring offline and both (online and offline) mode for shopping, but after Covid 19, they are majorly preferring to go with online and both (offline and online).

Dependency on technology

Question: If you wanted to order any online product do you check the online reviews of that specific product?

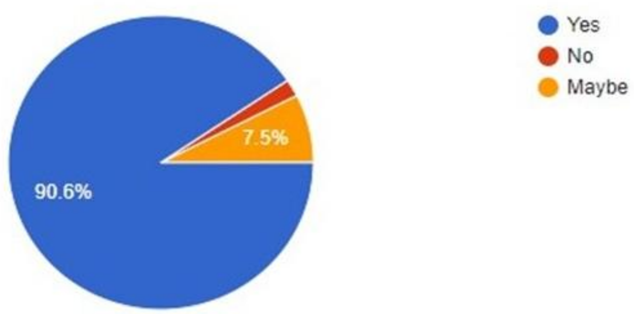


Table 4: **Dependency on technology**

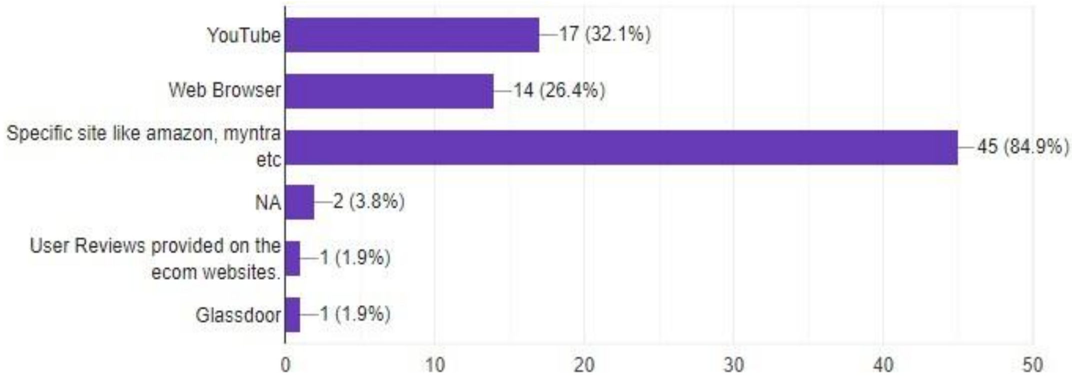
	Yes	No	Maybe
No. of respondents	48	1	4
%	90.6%	1.9%	7.5%

Source: Survey data

Interpretation 2.

Nowadays, majorly respondents check the online reviews before purchasing any product.

Online platform checking for online reviews



Interpretation 3.

By considering responses by respondents, majorly consumers are checking reviews on specific sites like Amazon, Myntra etc. related to the product. Then they will prefer to go with YouTube, Web browser etc.

Final Interpretation

After Covid 19 most of the respondents as consumers are checking online reviews before purchasing on online platforms and preferring online shopping tell us about their dependency on technology.

Technological effect on consumers view towards Packaging

Question1: While online purchasing, if you receive exact the same product with damaged packaging or not as like as shown in image, how many stars you will give to it?

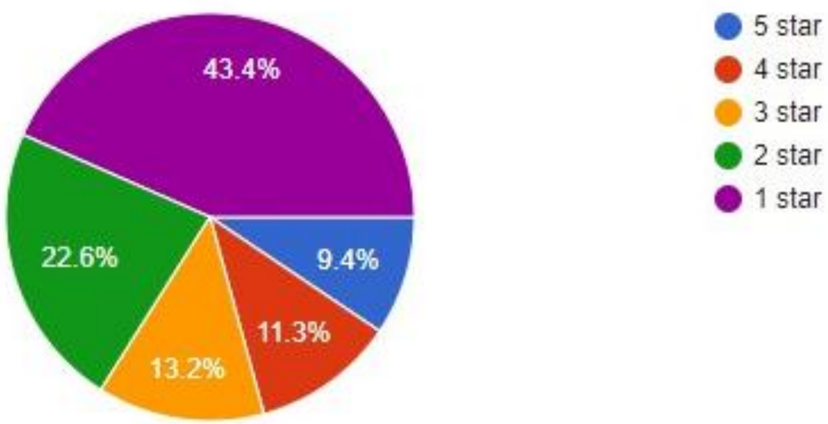


Table 5: Consumers rating if they received damaged packaging product

	5 star	4 star	3 star	2 star	1 star
No. of respondents	5	6	7	12	23
%	9.4%	11.3%	13.2%	22.6%	43.4%

Interpretation 1.

Majorly respondents gave 1 star as the product is as same as ordered but packaging is not up to the mark or damaged.

Question 2: If you received a product with very nice packaging how many stars you will give to that product?

Table 6: Consumers rating if they received with very nice packaging product

	5 star	4 star	3 star	2 star	1 star
No. of respondents	28	16	4	1	1
%	52.8%	30.2%	7.5%	1.9%	1.9%

Source: Survey data

Interpretation 2.

Just because of packaging is good majorly will give a 5 star to product.

Final Interpretation on packaging

As per this study, nowadays because of the technology, packaging becomes more and more important or plays an important role to change the consumer view and decision towards it.

Technological effect on consumers' view towards Labeling

Question 1: At the time of Covid 19 or after Covid 19, while online purchasing, do you prefer to go through the cause and effects of any products?

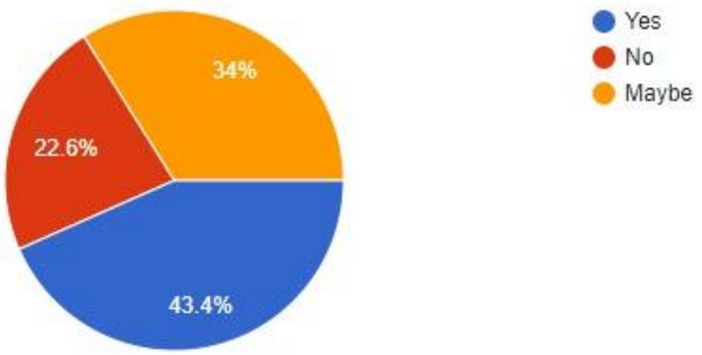


Table 7: Consumer view towards labeling:

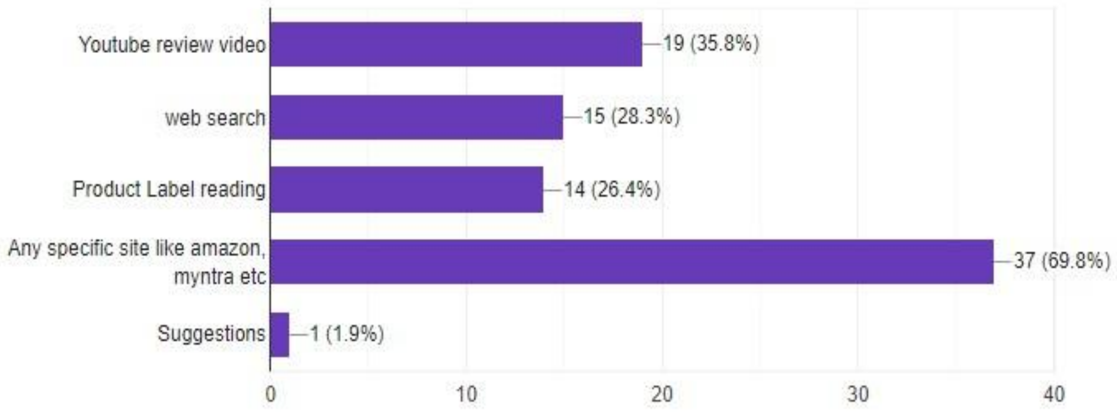
	Yes	No	Maybe
No. of respondents	23	12	18
%	43,4%	22.6%	34%

Source: Survey data

Interpretation 1.

Majorly respondents agreed to go with the cause and effects of any product before purchasing at the time of Covid 19 or after Covid 19.

Question 2: From which online platform do you check that cause and effects?



Interpretation 2.

Most of them will prefer to check the cause and effects of specific product, will check specific sites of online shopping platforms like Amazon, Myntra etc. and some of them also go with YouTube review videos, then web search, and then product label reading.

Final Interpretation (1+2)

Nowadays, during or after Covid 19, consumers are checking reviews from online platforms to check the cause and effects of specific products they want to purchase.

Technological effect on consumers' view towards warranties and guarantees in and after Covid 19

Question: While online purchasing, if selected product doesn't have any return or exchange policies, then do you prefer to go with that product?

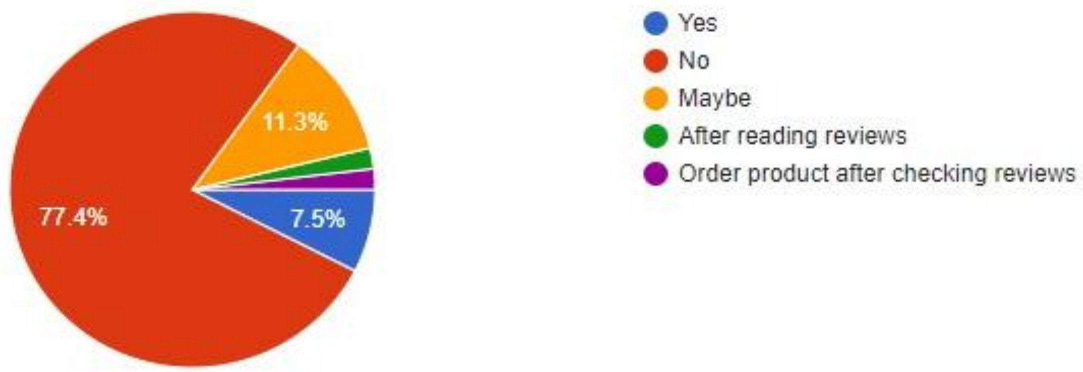


Table 8: Consumer view towards warranties and guarantees

	Yes	No	Maybe
No. of respondents	4	41	6
%	7.5%	77.4%	11.3%

Source: Survey data

Interpretation

As per table, if online product doesn't have any return or exchange policies, majority will prefer not to go with that product.

Findings

1. Majority of the respondents or consumers mostly preferred technological mode before taking buying decision on any product.
2. Nowadays, because of the online reviews mode, most of the respondents or consumers are checking the reviews before or while purchasing any product.
3. Because of the star method of e-commerce, packaging can also have the power to affect it, which helps to change the consumers view while making a buying decision on any product.
4. Because of Covid 19, health awareness becomes more and more important, so majorly respondents or consumers agreed to go with labeling before purchasing any product by checking online reviews.
5. While online purchasing, warranties and guaranties play a major role as they can change a consumer's view towards any product they want to purchase.

Suggestions

Nowadays, because of Covid 19, consumers are majorly dependent on technology. So, most of the marketers should also consider it and improve themselves and their product in Mark- Tech world. As we have seen in this study, packaging, labeling, warrantees and guarantees can also change the consumer's view towards any product. So, marketers should also focus to improve their product packaging by majorly considering a part of product transportation and protection of packaging and also an innovative packaging part.

Because of good health awareness becoming more popular in all generations, labeling is becoming an important for consumers. So marketers should make a note of it and improve their marketing on cause and effects of their product on online e-commerce websites, YouTube channels and web browsers.

By taking part of warrantees and guarantees, marketer should be aware that it can be very effective to change consumers' views, so they should provide a good and unique policies for consumers to improve their satisfaction and trust as well.

Conclusion

As we already know that 4P's of product strategies are important part in a marketing mix. This is then extended and some more concepts such as packaging, labeling, warranties and guaranties are added. And these three concepts become more and more popular among consumers which can also affect the views of consumers towards any product.

In this study we have seen specifically the three added concepts of product strategies one by one, which explains their importance.

Uniqueness plays always a significant role in marketing, and so does packaging. Nowadays packaging is not only limited to identification of the brand and conveying the information of the brand, but is more than this because of technology. It tells the consumers about how you care about them and how they are important for you by sending them a product safely with good and unique packaging. Because of Covid 19, healthy products have become more and more popular everywhere. So, this is the time where people are becoming cautious while purchasing a product by checking the cause and effects using technology. This tells us about the importance of labeling for consumers.

In this study we have also seen the importance of warranties and guarantees. A good and unique policy always creates a bond strong between consumer and a brand.

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Survey data link: https://forms.gle/VWVCWbXJ7k1Zj4g17

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Marketing Channel Creation and Retention at Rejoice Medical Sciences Pvt. Ltd.

***Prof. Bhupendra Mishra*[1]**
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Abstract

Business to Business markets and marketers are highly distinguished, from business to consumer markets and marketers, basis, their attitude towards problems and their skills on problem solving approach. As a fast paced market, here, the channels (distributors, retailers, suppliers) and the clients (OEM's, etc.), both have explicitly pre-defined roles and responsibilities, in terms of positions. In order to be a huge success in these markets, one (marketer) needs to be highly updated with the latest trends and tools (Marketing Automation), and the companies need to be adaptive towards the latest technologies for the manufacturing of goods and services.

For the organization to be successful it should also have an active network of active and loyal marketing channels (channel partners) which can be achieved with transparency and highly efficient Communication Environment where the deals are open, prompt and direct. Organisation should discern and ought not to focus only upon the profits but should also pay extra heed on the Value Addition that they may give to their buyers/sellers.

Today, the biggest challenges of B2B marketers, among many, are customer acquisition, customer retention, focusing on brand expansion (sustaining in the market), augmentation of the business, overcoming, of any sort, the shortfalls of finances etc. and one way to overcome these challenges is to establish a defined network of marketing channels and integration of various marketing communication methods to the existing marketing strategy for the upliftment of the organization as a well-known brand in the respective industry or sector.

This is the main reason to take up this topic and understand how marketing strategies work in creation, acquisition and retention of channels and how it will help an organization to maintain its lead the market. As with changing business behaviour and changing organization dynamics B2B marketers need to have a better grasp of organization influences and to better engage and communicate with businesses through more targeted and tailored communication and content.

Keywords: Hair fall, Hair transplant, Transplantation cost, Hair transplant in Mumbai, Marketing channel, Multichannel strategies, Hair transplant in Navi Mumbai, Side effects of hair transplant, Baldness.

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Objectives of Study

a. To study, understand and analyze the strategies behind creating and acquiring marketing channels partners at Rejoice Pvt. Ltd.
b. To understand and examine how Rejoice's marketing communication & marketing strategies had helped in maintaining and retaining its channel partners.
c. To study Marketing channels and strategies of competing brands in the same sector.
d. To understand and analyze the needs and problems of Rejoice's channel partners (salon owners).
e. To understand pros and cons of the existing marketing communication channel at Rejoice Medical Sciences Pvt. Ltd.

Review of Literature

- **Marketing Channels Numerosity**

Any channel's numerosity is typified through customer dependency on different sources of information from different independent channels organization and increasing demand for a seamless experience throughout the buying process.

This research stated that there is a significant alteration in how customers interact with the firm and consequently to a phenomenon of channel multiplicity because of the advances in IT and changing customer needs for channel service outputs. This affected routes to market in many industries. (Gerrit H. Van Bruggen, Kersi D. Antia, Sandy D. Jap,2010)

- **Challenges and Opportunities in Multichannel Customer Management**

Multichannel customer Management is the design, deployment, coordination and evaluation of channels through which firms and customers interact with the goal of enhancing customer value through effective customer and channel acquisition, retention and development.

Authors identified 5 major challenges to manage Multichannel environment in an effective manner. They are as listed below:

a) Data integration
b) Understanding Consumer (Client) Behaviour
c) Channel Evaluation
d) Allocation of resources across channels
e) e. Coordination of Channel Strategically.

This research states that there should be a linkage amongst the channels and provides a means for Multichannel Customer Management. (Scott A. Neslin, Dhruv Grewal, 2006)

- **How Digital Leaders Are Transforming B2b Marketing**

The researcher states that instead of focusing on one business model companies generally use various areas like products, channels, geography, etc. By integrating technology business companies can develop a plan to enhance their capabilities throughout the buying journey.

By using technology in multi channels via online to offline, marketers can engage customers in new ways. (Phillip Andersen, Robert Archacki, 2019)

- **Importance of Information Service Offerings**

In this research the authors studied the importance of Information Service Offering (ISO) that help business companies to enhance their problem solving strategies.

As ISO is directly linked to the decision-making process for buyers and sellers in B2B Distribution channel, it helps business marketers make good decisions that help them in enhancing their customer Relationship Management. (José Ramón Saura, Pedro Palos-Sanchez, 2019)

Methodology

- **Data -** Data for the study was collected through Simple Random Sampling Method using a structured questionnaire from different locations in Mumbai. A total of 80 responses were collected through online and offline (telephonic interview) modes.
- **Research Design**- Exploratory research
- **Method Used-** Focus group method. Here the focus group comprised of salon owner that tied-up with Rejoice i.e., the channel partners.
- **Research Instrument -** A structured Google questionnaire, with close ended questions, was designed to understand the overall feedback of the channel partners on the marketing strategy being implemented by Rejoice i.e., their satisfaction level with the overall process of channel creation, retention and expansion.
- **Measurement -** Continuous rating scale.

Sampling

(Frame, size-determination of sample size, no. of samples, method of selection)
Sample Size : 50

Data Collection

- Primary Data: Channel Partners (Salon Owners from available list of existing channel partners)
- Secondary Data: Rejoice website; Articles review; Text books

Data Presentation, Analysis and Interpretation

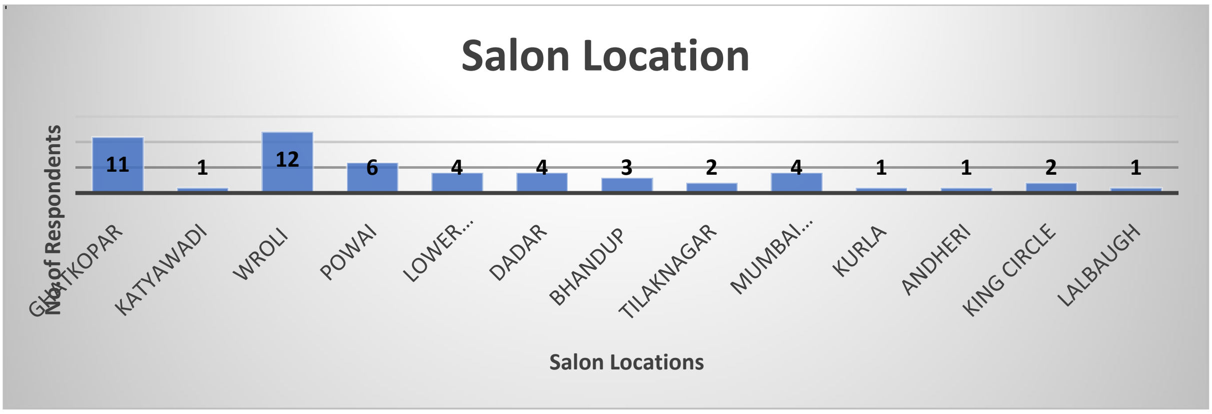
- To make the research simple, realistic & authentic, simple tools like- percentages and graphs are used.
- Various attributes were analysed separately and the importance of each was calculated based upon the percentage and the number of respondents.
- The rank having the maximum percentage was taken to be the preferred importance to that attribute.
- After analysing each attribute separately, a map on the most preferred rank of the attributes was developed.

Table 1: Location of Salons

Location	No. of Respondents	Percentage (%)
Ghatkopar	11	21.15
Katyawadi	1	1.92
Worli	12	23.07
Powai	6	11.53
Lower Parel	4	7.69
Dadar	4	7.69
Bhandup	3	5.76
Tilaknagar	2	3.84
Mumbai Central	4	7.69
Kurla	1	1.92
Andheri	1	1.92
King Circle	2	3.84
Lalbaugh	1	1.92

Source: Survey Data

Graph 1: Location of Salon



Interpretation

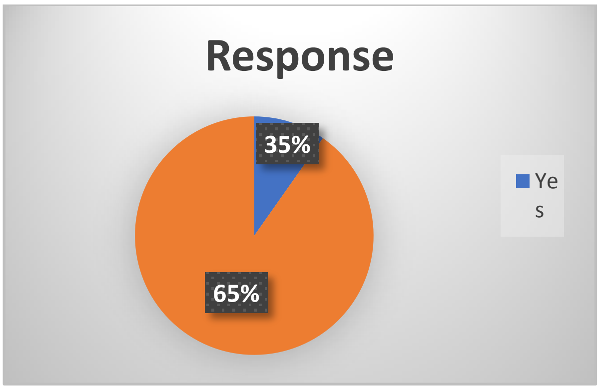
The above table helps us to identify the location of various Salons. Majority of the responses that have been collected are from the salons belonging to outskirts of Mumbai.

Table 2: Recognition of Rejoice Ltd as a brand

Response	No. of Respondents	Percentage (%)
Yes	18	34.61
No	34	65.38

Source: Survey Data

Graph 2: Recognition of Rejoice Ltd. as a brand



Interpretation

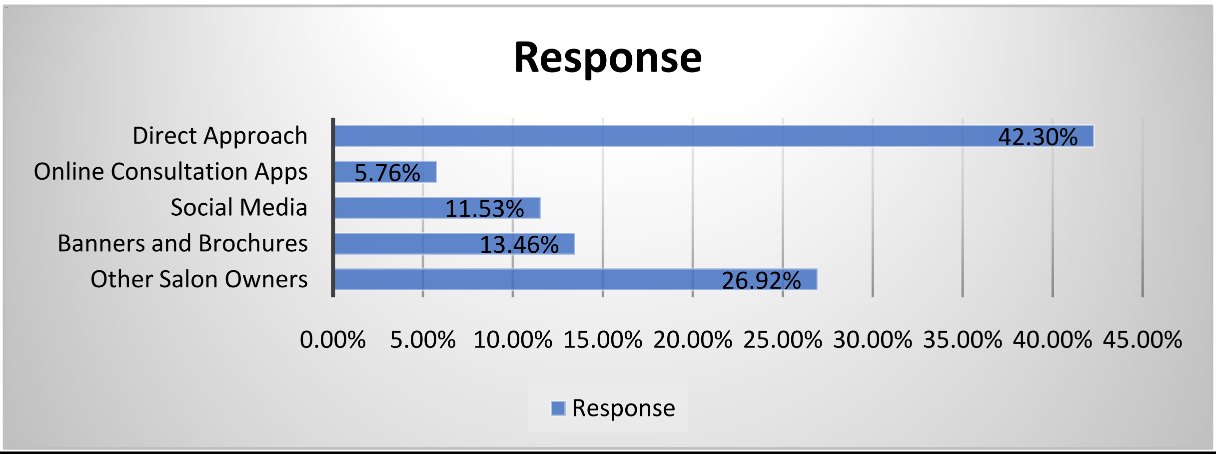
This table shows the number of individuals who knew Rejoice as brand. Majority of the channel partners with 65.38% did not know Rejoice as a brand from the initial phase whereas, about 32.61% of the respondents recognized Rejoice.

Table 3: Different Promotional Methods Used to Promote and Introduce the brand

Response	No. of Respondents	Percentage (%)
Other Salon Owner	14	26.92
Banner and Brochure	7	13.46
Social Media	6	11.53
Online Consultation Aps	3	5.76
Direct Approach	22	42.30

Source: Survey Data

Chart 3: Different Promotional Methods Used to Promote and Introduce the brand



Interpretation

The above graph shows that 42.30 % of Channel partners were introduced to Rejoice by Direct Approach followed by reference from other Salon owners with 26.92 % and 13.46% of the individuals came to know about the brand through brochures and banners i.e., through Traditional Promotional Methods.

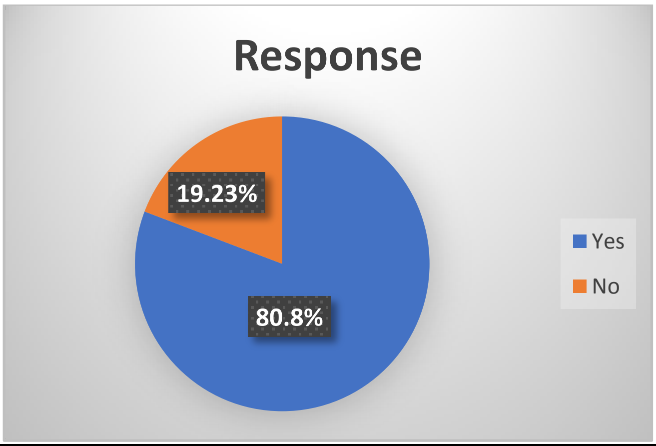
Remaining respondents were made familiar to the brand through social media and online consultation Apps i.e., through Digital platforms.

Table 4: Response on Provision of Detailed Information about the Organization

Response	No. of Respondents	Percentage (%)
Yes	42	80.8
No	10	19.23

Source: Survey Data

Chart 4: Response on Provision of Detailed Information about the Organization



Interpretation

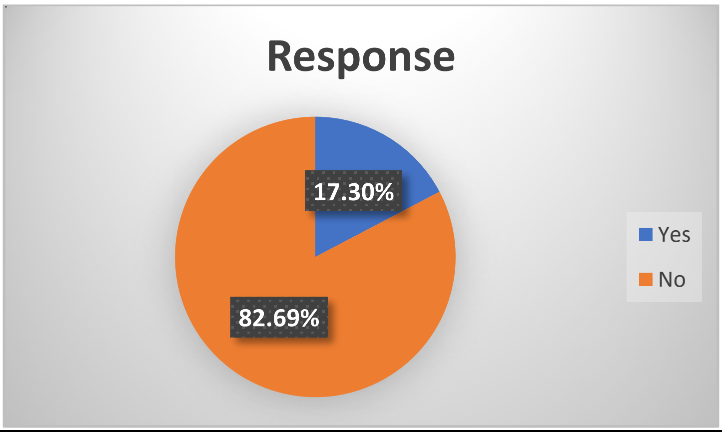
Graph above reflects that 81 % of the individuals were provided with detailed information about the company and 19% were not provided with detailed information.

Table 5: Documentation of the Channel Creation

Response	No. of Respondents	Percentage (%)
Yes	9	17.30 %
No	43	82.69%

Source: Survey Data

Chart 5: Documentation of the Channel Creation Process



Interpretation

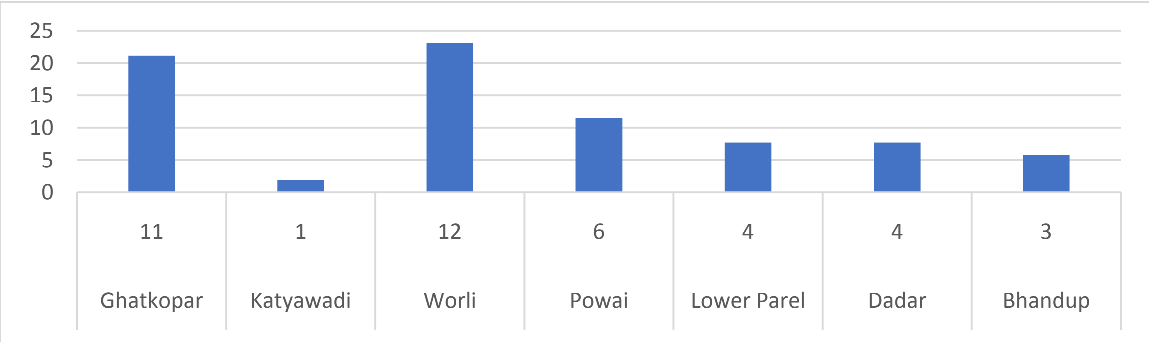
The above graphs shows that 17% of the respondents had a contractual tie-up and remaining 83 % of the channel partners entered the tie-up on non-contractual basis.

Table 6: Promotional Methods Offered

Response	No. of Respondents	Percentage (%)
Brochures	15	28.84
Discount Coupons	20	38.46
Promotional Text Messages	4	7.69
Samples	5	10.48
Email	1	1.92
Company's Website	7	12.61
Other	Nil	0

Source: Survey Data

Chart 6:



Interpretation

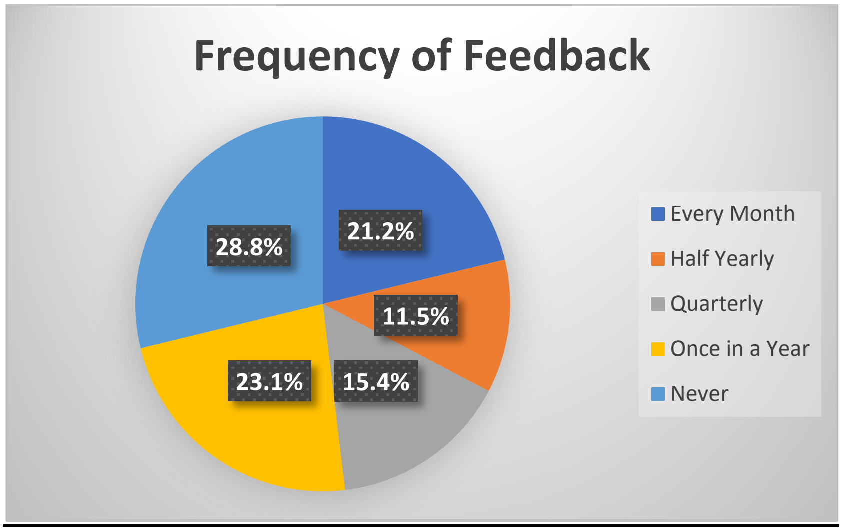
We can observe from the above graph that majority of the channel partners were offered discount coupons (38.46%) as promotional tool followed by brochures (28.84%) and sample with 10.48% i.e., above 70% of the promotional options offered were traditional tools. Other marketing tools like company's website, promotional messages and emails contributed to the remaining 30% of the promotional methods offered by the organization.

Table 7

Response	No. of Respondents	Percentage (%)
Every Month	11	21.2
Half Yearly	6	11.5
Quarterly	8	15.4
Once in a Year	12	23.1
Never	15	28.8

Source: Survey Data

Chart 7: Response on Frequency of Feedback



Interpretation

The above graph shows that 21% of the channel partners responded - feedback was taken every month, 12% responded it to be half yearly, 15% received feedback on a quarterly basis, while 23% of the channel partners responded that the feedback was taken once in a year, whereas 29% of the channel partners never sought feedback.

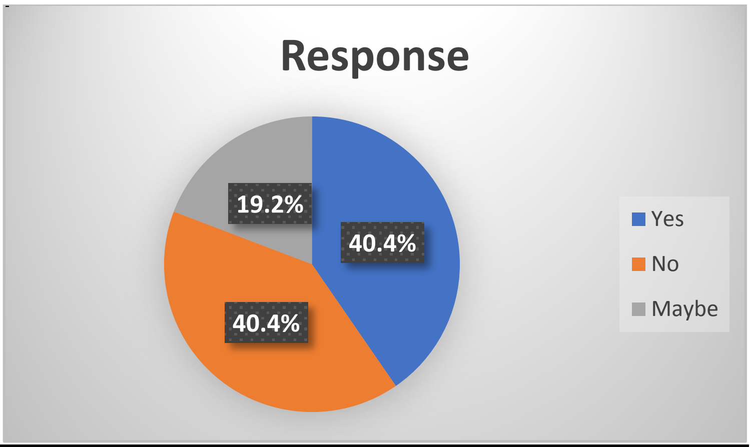
It indicates that the feedback system is poor and has some areas of improvement. Reasons being: a. Salon channel partners are inactive b. Reporting manager is not working in an organized format c. There's no documented format or feedback system.

Table 8: Response on Reporting of the Same Manager

Response	No. of Respondents	Percentage (%)
Yes	21	40.4%
No	21	40.4%
May be	10	19.2%

Source: Survey Data

Chart 8: Response on Reporting of the Same Manager



Interpretation

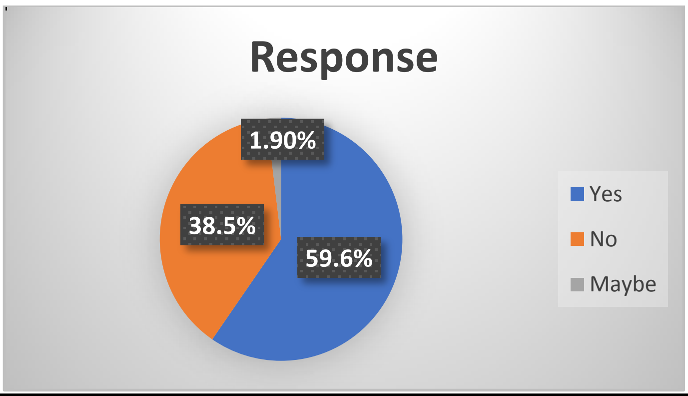
The above graph shows that almost neutral response i.e., 40% of the channel partners responded that the same manager reported every time whereas other 40% responded that the managers changed frequently and 19 % were not sure.

Table 9: Satisfaction of Generated Leads with offered Treatment and Services

Response	No. of Respondents	Percentage (%)
Yes	31	59.6
No	20	38.5
Maybe	1	1.9

Source: Survey Data

Chart 9: Satisfaction of Generated Leads with Offered Treatment and Services



Interpretation

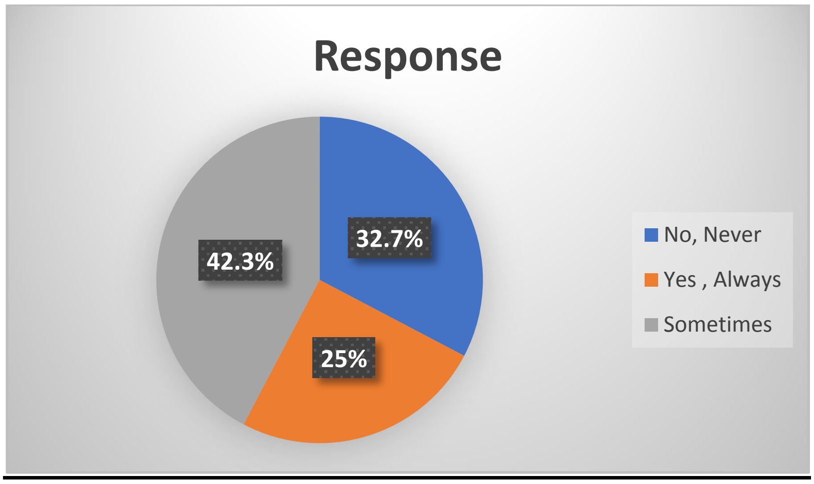
From the above graph we can understand that 60% of the generated leads are satisfied with the services offered at rejoice.

Table 10: Response on Timely Updates about Generated Leads

Response	No. of Respondents	Percentage
Yes	13	25
No	17	32.7
Sometimes	22	42.3

Source: Survey Data

Chart 10: Response on Timely Updates about Generated Leads



Interpretation

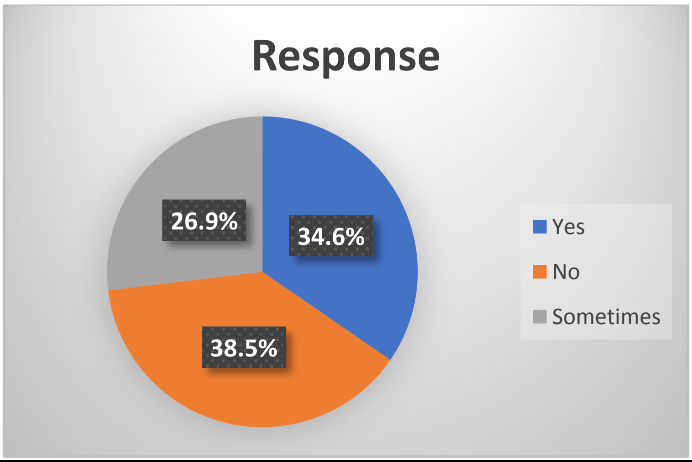
The above figure shows that 33% of the channel partners were never given timely updates of their generated leads. 42% were sometimes given updates.

Table 11: Response Related to Commission and other Benefits offered

Response	No. of Respondents	Percentage (%)
Yes	18	34.6
No	21	38.5
Sometimes	13	26.9

Source: Survey Data

Chart 11: Response Related to Commission and Other Benefits Offered



Interpretation

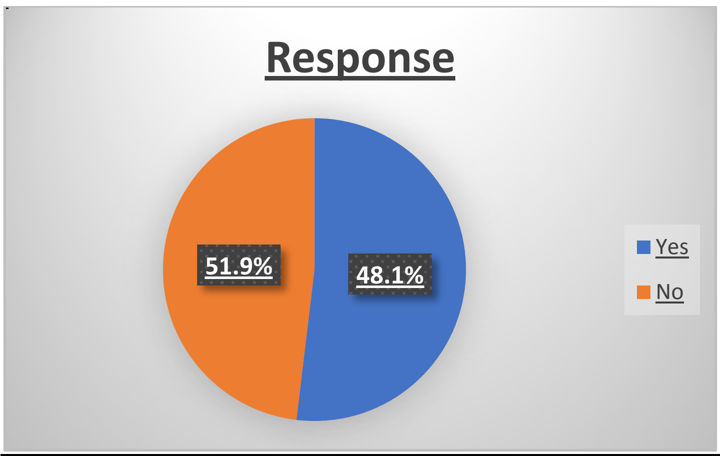
The table above shows that majority of the channel partners (39%) have received the commission and other benefits offered.

Table 12: Satisfaction of Respondents with the Entire Channelizing Process Are you satisfied with the entire process

Response	No. of Respondents	Percentage (%)
Yes	25	48.1
No	27	51.9

Source: Survey Data

Chart 12: Satisfaction of Respondents with the Entire Channelizing Process



Interpretation

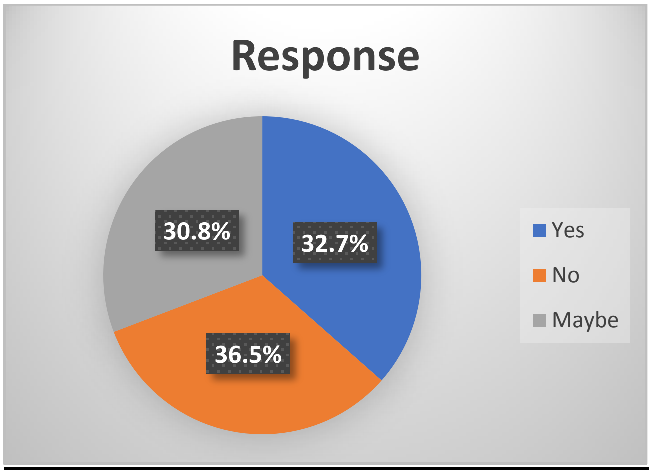
The above graph shows that 52 % of the Channel partners are not satisfied with the entire process of channel creation, retention and expansion.

Table 13: Response on Recommendation of the Organization to Other Channel Partners

Response	No. of Respondents	Percentage (%)
Yes	17	32.7
No	19	36.5
Maybe	16	30.8

Source: Survey Data

Chart 13: Response on Recommendation of the Organization to other Channel Partners



Interpretation

The graph above reflects that majority of the respondents would not recommend other salons to tie-up with Rejoice.

Findings

- The majority of the respondents belong to Mumbai Region i.e., the responses that have been collected are from the Salons belonging to outskirts of Mumbai.
- Amongst the sample population surveyed most of the Channel partner did not know Rejoice as a brand initially.
- The brand is not well known to the audience i.e., in the market settings.

- 70% of traditional marketing tools (like brochure, discount coupons, samples and others) are used to promote and introduce the brand i.e., for channel creation and retention.
- 80% of the channel partners responded to being provided with detailed information about the organization and benefits offered. This showcases that the complete and clear information has been provided to the channel partners i.e., the process is transparent.
- 83% of the tie-ups are on non-contractual basis because of which the channel partners feel insecure about the process.
- Some areas managers reported every time, whereas in other areas, different managers took charge.
- 60% of the generated leads were satisfied by the services and treatment offered at Rejoice.
- More than 70 % of the channel partners were not given timely updates of their generated leads.
- 39 % of the channel partners did not receive the commission and other benefits offered. This leads to disruption in the entire process of channel creation, retention and expansion.
- 52% of the Channel partners are not satisfied with the entire process.

Because of the above reasons, about 36% of the channel partners are not willing to recommend other salons to tie up with Rejoice. Therefore, this will create a hurdle in expansion of the organization.

Recommendations

- The process of channel creation should be documented to provide a sense of security amongst the channel partners.
- Rejoice should provide timely feedback to the channel partners and keep them updated about the generated leads.
- They should come up with a good commission scheme or offers.
- Should focus on providing more promotional methods.
- To ensure better reach to channel partners, Rejoice should focus on the implementation of integrated marketing communication (IMC) tools so that it can help itself setting up as a well-known brand in the market.

- Regular posting or updating on social media platforms would help them in garnering desired awareness and will help them to get reviews, ratings and feedbacks.

Conclusion

The organization should update its managerial practices like feedback system, promotional approach by integrating both modern and traditional approach of marketing i.e., implementation of integrated marketing approach like presence on social media, through e-mails, public relations, YouTube channels, blogs and keeping their website updated on timely basis.

Likewise, the organization Rejoice Medical Science Pvt. Ltd can use traditional approach for channel creation by integrating the modern approach for channel Retention and Expansion. This will in turn lead to creation on Brand value and Recognition in the market settings.

Limitations of Study

- The research was conducted within the limit of Mumbai, Maharashtra.
- This project will help research scholar gain an insight on the marketing strategies used by Rejoice Pvt. Ltd to create and retain their channel partners and gain a strong customer base.
- The study also highlights about the reviews of channel partners on the executed marketing strategy.
- It will also help us understand and analyze the updating needed in the existing strategy to enhance the marketing channel network.

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Annexure

1. Location of the Salon____________________
2. Salon city_____________________
3. Did you know "Rejoice -as a brand"? Yes No
4. From where did you came to know about Rejoice?
   a. Other Salon Owners Recommended b. Banners and Brochures
   c. Social media d. Online Consultation Apps e. Direct Approach
5. Were you provided detailed information about the company and the benefits offered?
   a. Yes b. No
6. Was the process documented (contractual and non-Contractual)?
   a. Yes b. No
7. Promotional options offered?
   a. Brochures b. Discount Coupons c. Promotional Text Messages
   d. Company's website e. Samples f. Others
8. How Frequently did the managers took your feedback?
   a. Every Month b. Half Yearly c. Quarterly d. Once in a Year e. Never
9. Did the same manager report to you every time?
   a. Yes b. No c. Maybe
10. Were your generated leads satisfied with the services offered at Rejoice?
    a. Yes b. No c. Sometimes
11. Were you given timely updates about your leads?
    a. Yes, Always b. No, Never c. Sometimes
12. Did you received the commission and other benefits offered?
    a. Yes b. No c. Sometimes
13. Are you satisfied with the entire process?
    a. Yes b. No
14. Would you recommend other salons to tie-up with Rejoice?
    a. Yes b. No c. Maybe
15. Any other suggestions to update existing services, benefits and promotional methods?____

16. Location of the Salon____________________

17. Salon city_____________________

18. Did you know "Rejoice -as a brand"? Yes No

19. From where did you came to know about Rejoice?
    a. Other Salon Owners Recommended b. Banners and Brochures
    c. Social media d. Online Consultation Apps e. Direct Approach

20. Were you provided detailed information about the company and the benefits offered?
    a. Yes b. No

21. Was the process documented (contractual and non-Contractual)?
    a. Yes b. No

22. Promotional options offered?
    a. Brochures b. Discount Coupons c. Promotional Text Messages
    d. Company's website e. Samples f. Others

23. How Frequently did the managers took your feedback?
    a. Every Month b. Half Yearly c. Quarterly d. Once in a Year e. Never

24. Did the same manager report to you every time?
    a. Yes b. No c. Maybe

25. Were your generated leads satisfied with the services offered at Rejoice?
    a. Yes b. No c. Sometimes

26. Were you given timely updates about your leads?
    a. Yes, Always b. No, Never c. Sometimes

27. Did you received the commission and other benefits offered?
    a. Yes b. No c. Sometimes

28. Are you satisfied with the entire process?
    a. Yes b. No

29. Would you recommend other salons to tie-up with Rejoice?
    a. Yes b. No c. Maybe

30. Any other suggestions to update existing services, benefits and promotional methods?____

About the Authors

A digital marketer by profession, Mr. Bhupendra Mishra is a PhD Scholar at ITM University, Raipur & is currently associated with a leading Business School based in South, as a Senior Facilitator for Digital Marketing. He has published research papers on e-commerce, food-tech and other marketing topics. His research interest is Mark- Tech (Marketing with Technology)

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Pharmaceutical Prescription Products Lifecycle Management: Focus to Line Extension Strategies

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***Dr. Parag Narkhede* [2]**

Abstract

There are very few permutation and combinations possible in case of pharmaceutical product life cycle management and extension for Cash cow pharma products. Currently pharmaceutical companies are facing a major problem of Product Lifecycle Management (PLM), which is a business marketing transformation approach to manage products and linked information across the enterprise. PLM, as the term may imply, is the implementation of optimization strategies as the product goes through the traditional development and marketing pathway, in order to harness the total value of the product during its market journey. The pharma product life cycle refers to the period from the product's first instigate into the market until its final withdrawal and it is split up in phases. The evolving nature of the pharmaceutical industry, not to mention a more competitive business climate, has fuelled interest in the discipline of PLM as a way of sustaining growth and profitability in the pharmaceutical industry.

***Keywords**:* Product Lifecycle Management, Pharmaceutical Industry, Profitability, Therapeutic Area

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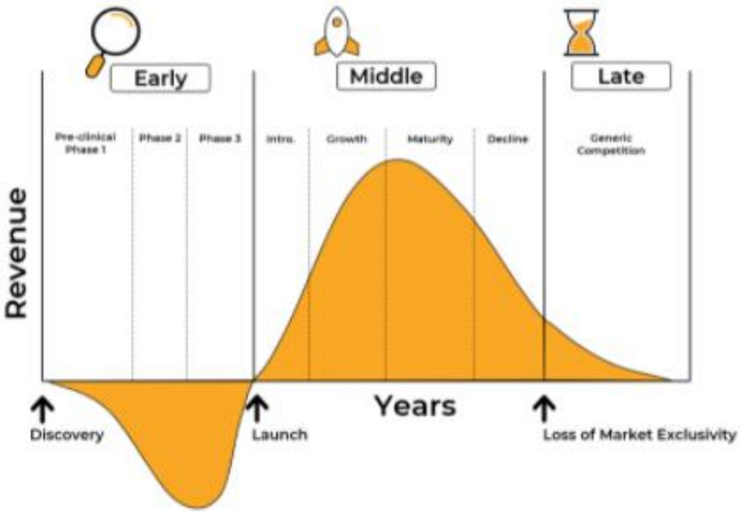
Introduction

Product life cycle is a general and universal phenomenon. All products and services have certain life cycles and orientations. During this period of Lifecycle Management (LCM) significant changes are made in the way that the product is behaving in the market i.e. its reflection in respect to sales of the company that introduced it into the market. Since an increase in profits is the major goal of a company that introduces a product into a market, the product's life cycle management is very important. Some companies use strategic planning and others follow the basic rules of the different life cycle phase.

The pharmaceutical industry currently faces marked realize in its long-standing business model. PLM is being used to maximize the revenue-generating potential of pharmaceuticals, especially in their maturity. Pharmaceutical Product Lifecycle Management 2010-2020 - the PLM strategies that are followed by pharmaceutical companies are examined. These range from reformulations, new combinations of drugs and expanded indication ranges, to the use of alliances, licensing, mergers and acquisitions. The interface between Research and Development (R&D), marketing & sales, product & brand management, pricing, distribution, retailing and promotional issues within the pharmaceutical industry are the important target for the pharma & life science industry

Figure 1



One meaningful and holistic approach to today's current challenges within the pharmaceutical industry is to focus on life cycle management, which is a business transformation approach to manage products and related information across the enterprise. In recent years PLM has provided many pharmaceutical organizations with the ability to increase their product span to market quicker, ensure greater regulatory compliance and efficiencies while reducing development costs.

Pharma Product Life includes the following Technical Activities

1. Drug core development
2. Formulation development (including container/packing system)
3. Manufacture of trial products
4. Delivery system development (where relevant)
5. Manufacturing procedure development and scale-up
6. Analytical method development
7. Technology transfer & reassign

Figure 2

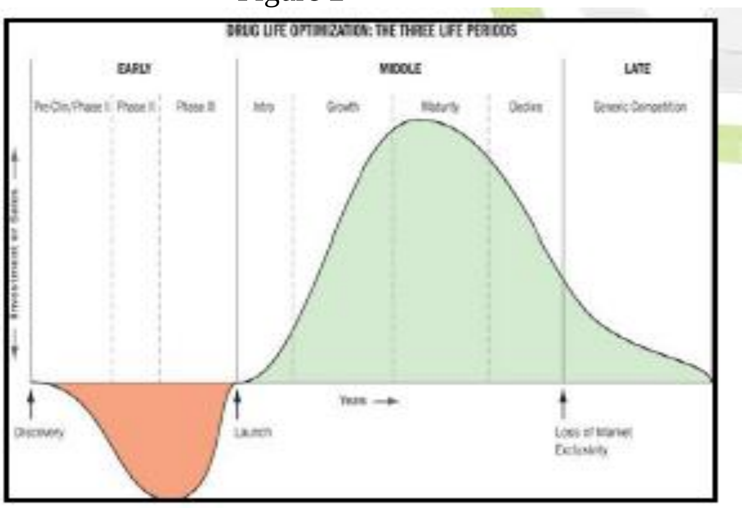
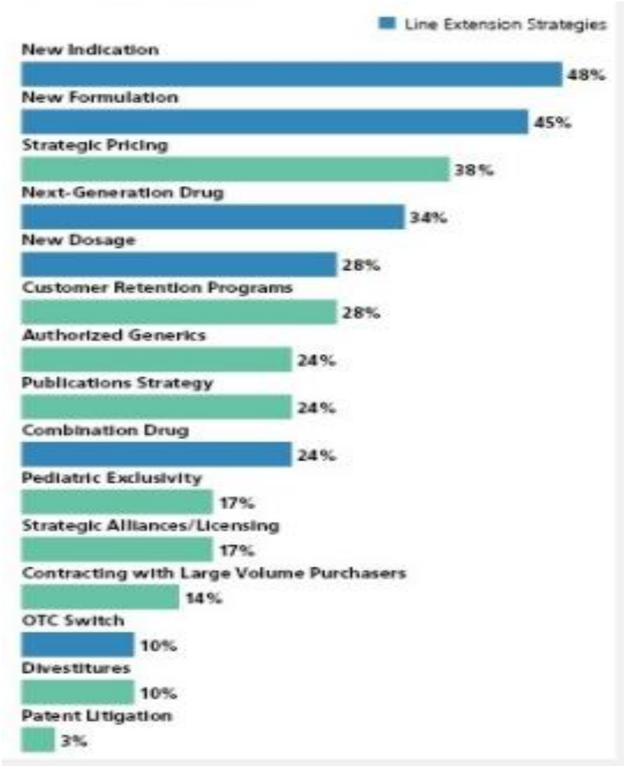


Figure:2 Drug Life Optimization enables pharmaceutical professionals to analyse the entire life not just the lifecycle of a product and to make more appropriate, timely, and strategic decisions to maximize cumulative, lifetime sales, represented as the area under the curve in green. Source: Stan Bernard, Bernard Associates, LLC, 2013

Current Problem

Important challenges include pricing pressures, rising development costs, stringent regulatory and recompense policy, declining R&D productivity and drug patent cliffs (the immediate decline in sales after the patent expiration). These issues with productivity gap, leave pharmaceutical companies exposed to generic and biosimilar competition, which can erode a significant percentage of their sales and market share within a short period of time. Companies risk down up to 90% of the revenue of some of their biggest products to generic and biosimilar competition. So that's why to increase the life span, Line extension strategies are practiced.



New Indications

Companies are continuously engaging themselves in advanced studies or post marketing studies to find out new indication of the existing drug on which it can prescribe. New indications refer to news suggesting that an existing drug may have a broader range of medical applications. Repurposing existing drugs in this manner can prove less pricey than developing new drugs from start. Investors often view new indications as a bullish indicator, anticipating that the company in question will have access to new revenue streams at a relatively low cost.

New formulation

Development of a successful pharmaceutical formulation requires the combination of the active pharmaceutical ingredient (API) with all inactive excipients. Here, compatibility between the selected excipient and the drug substance is critical in ensuring the correct dose is delivered within the required therapeutic window. Many times this gives companies a strategic advantage to escape from controlled price and advancement in therapeutics.

Strategic pricing

1. Marginal Cost Pricing of medications

In simple terms "marginal cost pricing is the cost of producing one more unit as fixed cost already been covered with existing sales volume". It means company utilizes its capacity for additional production where profit on small sales remains the same, but chances of additional margin may increase. Marginal cost pricing is helpful when company gets a bulk order from any institution tender or hospital supply to supply where quoting less price is more productive.

Torrent pharmaceutical Ltd., a Gujarat based pharmaceutical company has its brand Hexidol which is well settled in the market, and is a well managed brand. Hexidol has been used as an anti-psychotic drug containing Halo- peridol molecule. In open market its price per strip of 10 tablets is Rs 30.

2. Penetration Strategy

Penetration strategy aims at deeper end of market pricing play strategy. At high sales volume this strategy is profitable and helpful in growth and maturity phase of pharma product life cycle. In this case customer base is very high and profitability is marginal or very low. In the long run, if the life span of a product is very short then chances of loss are very high.

3. Skimming Pricing Strategy

The name itself indicates skimming the cream of strategy i.e. capitalizing the pricing added advantages at the introduction of the product itself. This method is successful at the introductory stage of product life cycle, and helps to recover the cost of R and D investment on the new product. The suitable example of skimming strategy is of 'Deplatt-75'. The brand Gujarat based Torrent Pharmaceutical Ltd contains Clopidogrel, a superior molecule as an Anti-platelet agent in cardiovascular therapy. They have introduced at the rate of Rs 299 per strip of 10 tablets in June 2001 and sale had reached up to Rs. 3 Crore within six months.

Next Generation Drug

Medicines are changing. These potential new therapies and remedies are different from the traditional small molecules and current large molecules which are often aimed at targets on the cell surface or delivered without a specific molecular-targeting strategy. As a result, consumer need advanced drug delivery systems for targeted and controlled release of our novel drug molecules in tissues and cells in an attempt to optimise their potential benefits for patients.

Scientists are committed to breaking down the barriers between our most promising new drug candidates and their targets in tissues and cells. They are developing a broad range of nanoparticles that aim to deliver our new modalities techniques to previously undruggable targets and precisely control their release in formulations that are easy to use and convenient for patients.

Together, they are developing the next generation of drug delivery associated technologies, setting us on a course that aims to translate the scientific progress underpinning our exciting new modalities tool into clinical benefits for patients.

New Dosage

Various studies are continuously conducted on dosage calculations and intervals with timings. Many time companies are taking competitive advantage just by recommending desired dose and timings study. Phase 0, also known as "Human pharmacology trial" to estimate the dosage form, dosage size and its safety and tolerability. Phase 0 is experimented to study and test new drugs for the first time. This Phase 0 trial is experimented on a small group of people to assess a safe dosage range and identify side effects. It helps in recommending perfect (calculative) dose also.

Customer loyalty programmes

For pharmaceutical customers, loyalty is a major driving force. Engagement with pharmacy customers through loyalty programs and education enhances the awareness about their diseases and medications they sell. Pharmacist's professional advice and loyalty program rewards make customers close. Loyalty program points can be accumulated (or multiplied) for purchasing specific brands or products.

Loyal patients are best brand advocates and ambassadors. The word-of-mouth marketing is the best a pharmacy or a drugstore can make, as it may be more valuable than professional physician's advice.

Authorised generics

Authorized generics have unique value propositions for multiple stakeholders. There is an additional choice in the generic drug space that is not always well understood and can present pharma companies additional value addition. Authorized generics may have both quantitative and qualitative advantages over generics. Authorized generics (AGs) are differentiated from generics on a few fundamental aspects, starting with the simple fact that they are exactly the same as their branded counterparts in active and inactive ingredients, color, form, shape, size, taste, texture, etc. Unlike generics, which are manufactured by a company other than the brand-name manufacturer, Authorised generics are manufactured by the brand-name manufacturer, generally in the same facilities as the brand-name product.

Publication strategy

The use of Ghost writers by industry is subject to increasing public attention and scrutiny ethics of scientific ghost writing. We focus on a type of writing that involves a pharmaceutical company hiring a medical education and communication company to write a paper that is favourable for their product, who then hires a well known academy to publish it under his or her name without disclosing the paper's true origin. The practice is harmful for both, the public and the institutions of science. and it is not justified for an analogue to accept scientific authorship practice.

Combination Drug

Many companies are adapting to the combination drug strategy to escape from the drug price control act when they a do the combination of the price control drugs with other drugs. The formulation is escaped from the DPCA and Pharma companies are enjoying a premium profit with such kind of products. Drug combination is one such strategy adopted to add therapeutic value and enhance the commercial life of a drug. FDC products of sitagliptin provide value in filling the therapeutic gap, addressing co-morbidities, improving patient convenience and revenue management.

Pediatric exclusivity

Pediatric exclusivity extends all other types of Orange Book-listed patent and non-patent marketing exclusivity (e.g., five-year, three-year, and orphan drug exclusivity) an application holder may have under the FDC Act, provided that the inimitability is granted with not less than nine months of term left over.

Strategic alliance and licensing

Strategic alliances are clearly a strategic asset for pharmaceutical companies to boost their innovation and enter new markets. While these strategic alliances offer advantages to companies, they also create challenges which must be considered by pharmaceutical companies. In-licensing is the process of creating a bond that allows another firm to provide capital to the development and launch process, thus taking on financial liability. This is a very popular licensing process for small bio-pharma start-ups to get their drug off the ground. Dr Reddy's with Merck Serono, a subsidiary of German pharma medical multinational Merck KGaA, to develop and market biosimilars worldwide.

Contracting with large volume purchaser

It gives companies a great economy of scales. Contract for goods or services is a legally binding agreement between the professor and provider for a specific period of time in a public sector. The purchaser is usually a government, and the provider may be private sector company with some health system contract outsource custom consent pharmaceutical storage procurement and transport in some.

Rx-to-OTC switch is the transfer of proven prescription drugs to non-prescription, OTC status. It is a scientifically rigorous and highly regulated process that allows consumers to have OTC access to a growing range of medicines. Its market share increases with some added and unrestricted promotional efforts. A partial or full disposal can happen, depending on the reason why management opted to sell or liquidate its business' resources in divestitures.

Conclusion

The complexity which most companies encounter today's pharmaceutical market requires more proficient drug development and production. Product life cycle management has the opportunity to make pharmaceutical production more effective and with lower risk even in this vastly complex environment. The product line extension creates and manages a company's product-related intellectual capital starting from an idea to its final retreat. In the pharmaceutical industry, it benefits through smart lifespan by line extension strategies. Thus, pharma firms can choose to introduce a line extension earlier to attract new consumers and increase spread, or delay introduction so the line extension's exclusivity extends beyond that of the original drug product. Ultimately it is a question of long term survival in market. Drug combination strategies can be used to optimally manage the drug life cycle and provide benefit to patients and boost sales revenue with considerable profit growth over the years.

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Performance of Green Brands during Post Covid Era

Sajan Varghese [1]

Abstract

'Going green' indicates the philosophy of brands going environmental friendly in relation to their various practices and methodologies. The increasing awareness and concerns on environment have led to more consumers adopting more Green products. Thus Green Brands have evolved special implications in the modern business terminology. Green Brands focus on manufacturing, marketing and delivering eco-friendly products to satisfy the needs and wants of the customers. With the present day customers becoming more environment conscious, the need for developing more green brands is on the rise. In this research paper, the main emphasis has been made of concept, need and importance of brands going green. Secondary data was collected from sources such as books, journals, websites and newspapers. The paper describes the performance of green brands during post- Covid era.

Key words: Green brands, Brand personality, Post Covid era

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Introduction

a. Brands

Brands have a unique character that is associated with the product, which helps in differentiating one product from another. The American Marketing Association defines brand as a 'name, term, sign, symbol, or combination of them that is designed to identify the goods or services of one seller or group of sellers and differentiate them from competitors.' A brand always creates a feeling of trust, faith and loyalty, among its customers. This is why a brand demands a higher premium compared to its competitors. A brand is similar to a living organism: it has a name, identity and personality characters that make it differentiated.

b. Brand Personality

Brand personality refers to the personality like characteristics related to a brand. As mentioned earlier, brand personality begins when we embed person like characteristics such as caring, creative, innovative etc. into the product. Brand personality can be defined as the way in which a brand deals with its customers. Every brand has some human like characteristics that personify individuals who are representing the brand (e.g. marketing staff).

The greatly accepted brand personality model used widely was developed by Jennifer Aaker. Similar to the Big-5 human personality scale, the findings also revealed five robust dimensions: ***Sincerity, excitement, competence, sophistication and ruggedness***.

1. Sincerity

This dimension includes brands that are seen as *down-to-earth*, *honest*, *trustful* and *cheerful*, for example. Often, sincere brands are viewed this way due to the fact that they follow and communicate ethical practices, their commitment to the community or concerns with consumers.

2. Excitement

This dimension involves brands which are perceived as being *imaginative*, *up-to-date*, *inspiring*, *edgy* and *spirited*. Thus, often these brands use colorful logos, uncommon fonts; portray themselves in unexpected and exciting places and situations.

3. Competence

Competent brands are the ones which are primarily seen as eing *reliable*, *responsible*, *intelligent*, and *efficient*. These consumer perceptions are often based on how well a product or service performs, and how the organization behaves in society and in the market.

4. Sophistication

Sophisticated brands are the ones perceived by consumers as *upper class*, *romantic*, *charming*, *pretentious* and *glamorous*. Thus these brands are commonly accepted and consumed by the upper class and most commonly used across luxury industries and on high priced brands (*for their product categories*) across other industries.

5. Ruggedness

Finally, this dimension includes brands that are seen as *outdoorsy*, *tough*, *masculine* and *western*, for example. For this reason, rugged brands have a tendency of being male oriented, of developing brand concepts which contain dark colors (*often black, gray, navy blue, green*), strong and thick fonts, less fine details and they portray their products in outdoor (*mountains, rivers, farms, oceans, cliffs*) and extreme scenarios (*heavy rain, foggy weather, snow*).

c. Green brands

Some facts and figures:

- Humans have consumed more resources in the last 50 years compared to last many years.
- Worldwide, only around 1 out of 10 people have access to clean air.
- 500 Billion to 1 Trillion plastic bags end up in landfills each year worldwide.
- It takes around 1000 years for a plastic bag to decompose.
- Consumers of today called 'Generation Green' are moving towards a greener brand philosophy.
- It is seen from reports that more than 73% of the consumers across 60 countries across the globe are willing to spend more on sustainable products.

The growing importance of 'growing green' has made it more important for entrepreneurs and other business enthusiasts to know more about what is meant by green brand and what are the benefits and challenges to create a green brand.

i. What is meant by Green Brands?

A green product/brand is a product designed in such a way that it minimizes its environmental impacts during its whole life-cycle from acquiring of raw materials till its production and till after its depletion/ it becomes of no use. The concept of 'Going Green' can be defined in the following manner: Going green means the inclusion of environmental management principles (Green Management) to the whole set of value chain activities i.e., including, design, procurement, manufacturing and assembly, packaging, logistics and distribution. Being green also covers the office premises and its surrounding areas so that they are too free from pollution.

Organizations have to go green throughout the value chain i.e., starting from its process of acquisition of raw materials to its manufacturing till its final delivery to customers.

ii. Advantages of Green Brands

- **New market entry :** Brands by going green are able to penetrate into new markets especially of those who are more inclined towards purchasing of green products and are even ready to pay more for it.
- **Better USP of the brands :** Brands that go green is going to be a big USP for the brands in the market.
- **Better Image in the minds of customer :** The brand image in the minds of the customer will increase as the brands serve the society by reducing pollution.
- **Increased loyalty towards brands :** Since the consumers of tomorrow are turning towards Greener products, consumers will be more loyal to these brands.

iii. Some of the global brands going 'green'

Procter & Gamble, one of the leading billion dollar companies has taken green initiatives for environmental sustainability. Their focus covers several areas that include usage of water, reducing waste, carbon emissions, and innovation in packaging. It is worthy to note that waste from around 70% of their global production sites do not end up as landfill and most of their products are manufactured using renewable resource such as electricity generated from wind.

"The Clever Little Bag." of Puma shoe bag which is made from cornstarch is an innovation in its field, decomposes naturally within three months.

Most of the furniture used by The IKEA furniture store is from sustainable foresters and the store uses about 700,000 solar panels to power its stores.

Green Toys are a mother's dream: not only are they safely made for baby; they are made with 100% recycled materials.

iv. Some of the Challenges brands and Products Face while going green

Premium Products: Going green though would be a strategic advantage, green products require research and huge investment. Thus, it ultimately increases the cost of manufacturing the products, which ultimately leads in pricing them on a higher side compared to other alternatives available in the market. The price of such green products usually makes the consumers in reducing its purchase.

Ignorance: Most of the consumers generally are ignorant about the importance of products going green and regarding its consumption.

Investment: Companies are discouraged to go green while considering the huge investment involved in manufacturing of green products.

Objectives of the study

1. To understand the concept of brands
2. To understand the meaning of 'Green' Brands
3. To analyze the importance of going 'green' in Brands
4. To understand green brands through some illustrations and examples
5. Study on the performance of Green Brands post-Covid era

Methodology

Use of secondary data through articles, researches and journals printed in published texts, journals and in the internet

Findings

i. Consumers have become more environmental conscious and therefore the demand for such green products has doubled compared to the last ten years.

ii. Green initiatives are increasing. This affects the consumers' purchasing decision. Manufacturers are also taking measures to minimize the production of harmful wastes.

iii. It was seen that during the COVID-19 pandemic, people who have been spending more time at home and who were using more of disinfectants and sanitizers began to be concerned more of not only their own homes but wanted to keep the environment safe too.

iv. As per the study conducted by the Environmental Working Group covering over 2,000 products, about 53% of cleaning products contain ingredients that are known to cause lung diseases.

v. As per the Novozymes Conjoint study, green consumers were choosing green products during the pandemic. Around 5% said that they were switching to green brands while around 3% of respondents said that they were moving away from using green brands during the pandemic. It was also reported that consumers who were already buying green products even before COVID-19 continued using the products.

vi. Another study conducted by Terra Choice, one of the leading marketing companies globally, found out that there was a remarkable increase in the number of eco-friendly products available in the market. Their report also included the fact that the market for green products has increased by around 73% with many innovative green products and more brands entering this segment.

vii. Consumers have understood the growing importance of environment friendly products:

Eg: The Nimyle disinfectant which draws its strength from neem is aligned well with their requirements. Consumers believe in neem as it is used widely as a natural antibacterial and antifungal agent, and just about everybody has used neem at some point in their lives.

Eg: The service industry has also seen a growth in 'going green' philosophy. SBI provides a "Green Channel Counter" in which customers can deposit or withdraw money from their account without having to fill up any pay slips or cheques thus reducing the usage of papers. SBI also provides a host of services that adhere to their green initiatives such as paper less banking and most of the banking transactions are done through SBI shopping & ATM cards.

viii. In India many initiatives and schemes have been started to promote the use of green products and services. The report brought out by Betterindia.com finds that 88% Indian consumers would like to use 'Green' Products. The study covered about 2,000 respondents between the ages of 25 to 65 across five cities—Delhi, Mumbai, Bengaluru, Chennai, and Kolkata.

a. Most of the respondents (around 83 per cent) were interested in making lifestyle changes such as carpooling, using public transport or adopting electric vehicles.

b. Only about 27 per cent of respondents reported that they are able to find alternatives which minimize their use of plastic.

ix. Some of the ongoing practices and schemes in India to promote Green are:

a. Government of India brought out the 'Swachh Bharat Abhiyan' scheme which is the most significant cleanliness campaign. One of its missions is to improve the solid waste management Eg: ban on plastics.

b. Under The e-Sawaari India Electric Bus Coalition most of the bus transport system in India is being electrified. Using more electric bus as part of the initiative helps reduce the carbon emissions and thus reduce air pollutions.

c. National Clean Air Programme (NCAP) is another scheme launched by the government of India aimed to tackle the problem of air pollution.

d. Green Skill development programme helps in imparting skills to youth that would provide them employment in environmental sectors to protect ecosystems and biodiversity.

Recommendations

- Educate the consumers on using Green Brands.
- Bring in more brand options to reduce use of plastics and environmental degrading products. This can also help in reducing the price of present green products as more products in the market being in competition.
- Promote manufacturing of Green products where Government and brands can work together

Conclusion

Going green thus is an integrated process that covers an organizations entire value chain. It means organizations use and implement all green management techniques to produce and distribute their brands. Green brands help reduce pollution and in turn reduces the breaking down of our body's immune system which is vital in fighting fatal and deadly illnesses such as the Covid virus. Most of the consumers today choose products that are Green and environmentally safe. The reports mentioned in this paper also add evidence to the fact that there is a growing need of green products. When consumers choose a green brand over the other alternative it would ultimately lead in decreasing the environment pollution. This paper concludes to inform that there has been a growing need of green brands during post Covid era and it will go on for ages to come.

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Transforming Education through Media Marketing Post Covid

Ms. Sherlin Varghese [1]

Abstract

The study focuses on the transformation of the education sector post Covid-19. The adaptation of technology into teaching led to the widespread use of online learning and complete digitization of education. Using secondary sources of data, the research attempts to understand the reasons contributing to the changed pattern of learning through online mode, study the effectiveness of media marketing, the various tools and techniques used in media marketing and understand media marketing's current and future impact on imparting and receiving education.

Keywords : Education, Media Marketing, Edtech, Transformation, Online Learning, Technology, Digitization & Internet.

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Introduction

In the wake of last year's COVID-19 shutdowns, information technology groups pivoted nearly overnight, launching technology-driven initiatives to enable remote work and distance learning. New customer experiences and new online sales channels followed close behind.

The Covid-19 pandemic and therefore the social distancing that followed have affected all walks of society, also education. so as to stay education running; educational institutions have had to quickly adapt to things. This has resulted in an unprecedented push to online learning.

In only a couple of months, the pandemic upended the daily lives of individuals round the world. Public education was among the sectors most affected as pedagogy went digital. For many school children, education became supported digital platforms and data communication. Samples of early comments, pertaining to the demand side, about this disruption of an already started and ongoing digital transformation were: "the coronavirus pandemic is reshaping education", "real change takes place in deep crisis", "you won't stop the momentum (in the digital transformation of education) which will build from the crisis". There have been also early comments about the consequences on the availability side, like "expansion of the emerging EdTech market" and "entry of latest suppliers".

Moreover, already before Covid-19, there has been an increasing critique of how ed-tech is redefining and reducing concepts of teaching and learning. Even before COVID-19, there was already high growth and adoption in education technology, with global EdTech investments reaching US$18.66 billion in 2019, and therefore the overall marketplace for online education projected to succeed in $350 Billion by 2025. Whether it's language apps, virtual tutoring, video conferencing tools, or online learning software, there has been a big surge in usage since COVID-19.

Digitalization already played a serious role publicly in education when COVID-19 forced, to a varying extent across the planet, school buildings to shut and education to travel digital. COVID-19 initiated an unprecedented hastened experiment on school systems. Abruptly, the continued digital transformation was accelerated.

Review of Related Literature

In recent years, it has changed the concept of traditional education by creating educational flexibility that is not restricted by distance, space or time. Online learning requires the use of state-of-the-art technology to improve the learning process and interactions between professors, students and technicians. This can be identified as an important factor that can promote or impede the use of e-learning by students and professors. Online learning also reduces costs without sacrificing learning quality. For these reasons, professors are expected to be more facilitators, collaborators, mentors, coaches, directors, and research partners, providing students with learning options and greater responsibilities. To provide what students are learning, they must be able to innovate with their pedagogical approach and their teaching materials. Confusion and innovation are the keys to helping students embrace e-learning.

Implementing online learning requires technologies such as computing devices, applications, and the Internet, as well as the appropriate steps to perform online learning. Flexible technologies such as Smartphone are also available.

Objectives of the study

1. To understand the reasons contributing to transformation of education through media marketing.
2. To run a SWOT analysis to understand the effectiveness of media marketing.
3. To understand the future scope of media marketing in education.
4. To study the relative change in imparting education pre and post covid.

Research Methodology

This is secondary research sourced from online journals, e-zines, articles and related reading material on the internet and available books.

SWOT Analysis of the Study

A SWOT analysis is a simple, but powerful, framework for leveraging the organization's strengths, improving weaknesses, minimizing threats, and taking the greatest possible advantage of opportunities.

Benefits of SWOT Analysis

- SWOT analysis is a strategic planning technique that provides assessment tools.
- Identifying core strengths, weaknesses, opportunities, and threats leads to fact-based analysis, fresh perspectives, and new ideas.

Strengths

- The below mentioned strengths highlight how media has helped transform education to a large extent using online methods.
- Online education is cost effective.
- Saves time

- Serves a larger audience
- Can be referred 24/7 anytime and anyplace, to the convenience of the learner.
- Scope of encompassing knowledge and resources across the world.
- Can be made available with a storage value that can last a lifetime.

Weaknesses

The below mentioned weaknesses highlight the limitations experienced due to online methods used in education post covid.

- Lack of funds, AI enabled infrastructure and the right skill sets is a far-sighted dreamto be true, for many countries.
- Real time facilitator-learner exchange is compromised.
- The human touch in interactions may stand compromised.
- Requires learners to be hands on with the latest technological updates and interventions.
- Long term exposure in an online mode maybe critical to one's health especially with respect to concentration, focus, hearing ability, eyesight problems and obesity.
- Expression of creativity through the use of kinesthetics becomes sparse.

Opportunities

While drawing a SWOT analysis on media marketing, some interesting opportunities were identified which are mentioned below for reference.

- Its dynamic nature fuels continuous growth and development challenging technological advancements.
- Has the potential to diversify and also act as a common bridge between education and work life.
- Has the scope to provide knowledge in diversified ways cutting challenges of ethnicity, language, geographical borders, cultures, etc.

Threats

However, tech savvy and revolutionary media marketing may sound, it still holds the scope to some threats to education which the industry has to look into seriously and explore solutions to face it effectively.

- Long term exposure and related health concerns may curb its usage.
- Stands the threat of scams, hacks, cybercrimes and misuse due to its dynamic nature of change and growth.
- Can be a threat to national security and international peace relationships between countries.

Research Findings

The study sourced through secondary sources of information depicts the following findings:

1. **Students worldwide impacted by the closure of national schools all around the globe:**

Students all over the world have been impacted seriously with respect to pursuing their education. Every day of the pandemic, more and more students each day needed to change their way of learning. Billions of them were affected.

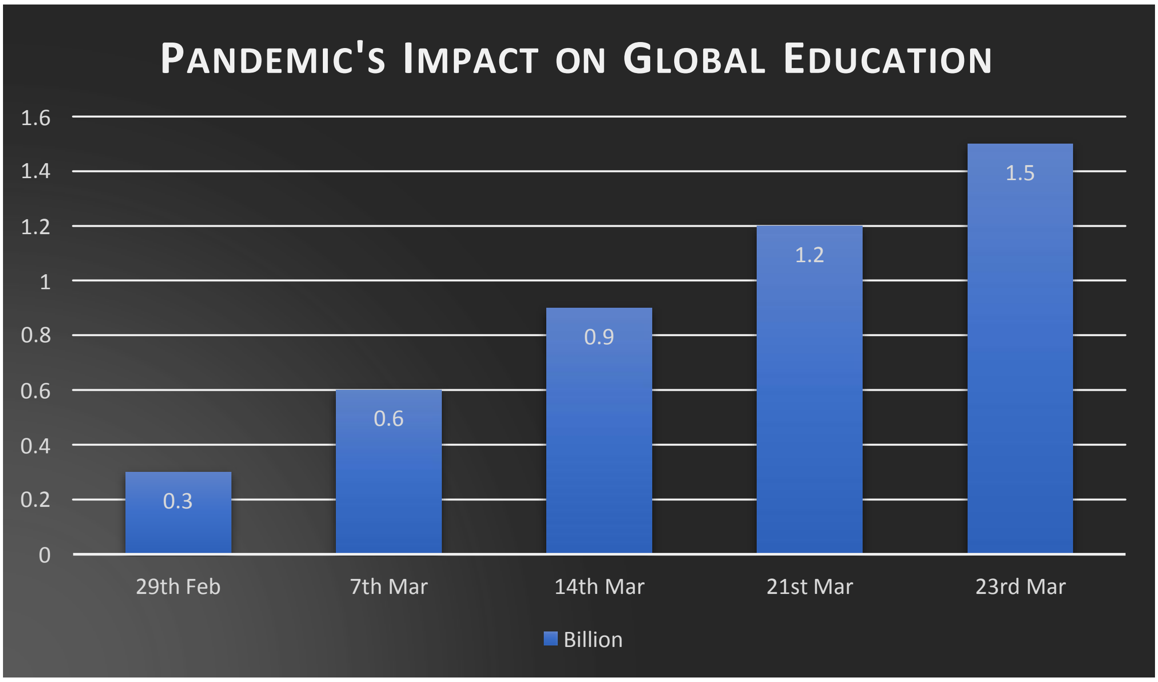

Table 1: Pandemic's Impact on Global Education
SOURCE: UNESCO | Statista
September 2020

Survey Results

2. **Understanding the practicability of online learning according to learners:**

Learners have found online learning surprisingly very practical. It is quite efficient and serves the purpose of learning. The practical part of learning gets slightly compromised as all things cannot be done online, physical activities need to be done physically. But to a major extent, online learning has been quite feasible for most online learners.

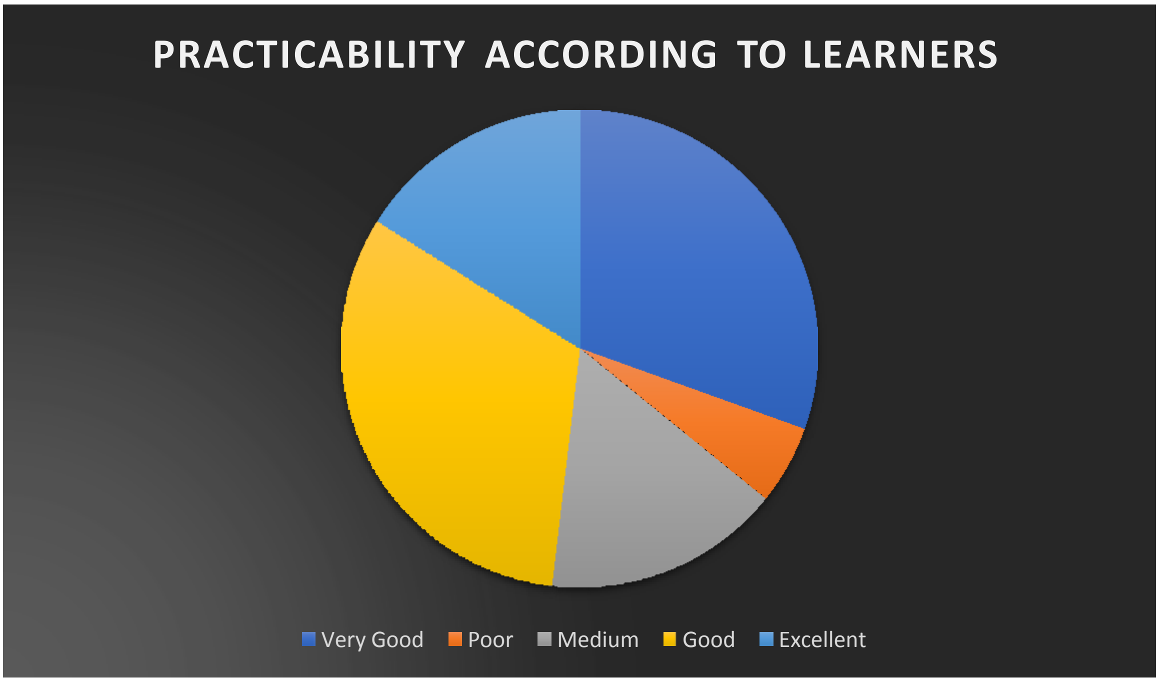

Table 02: Practicability according to learners

(SOURCE: Moroccan study - covid 19 pandemic on 3037 students and 231 Faculty)

3. **Simplicity in learning in the online mode**

Online learning has brought in a lot of ease for many online learners. This is because all study material is available anywhere and anytime. Contacting and communicating with teachers and others has been very easy on the internet. Most of the course material is available online and now there are many new courses not related to a particular subject is available most of which is free. Hence there is extreme ease in learning online.

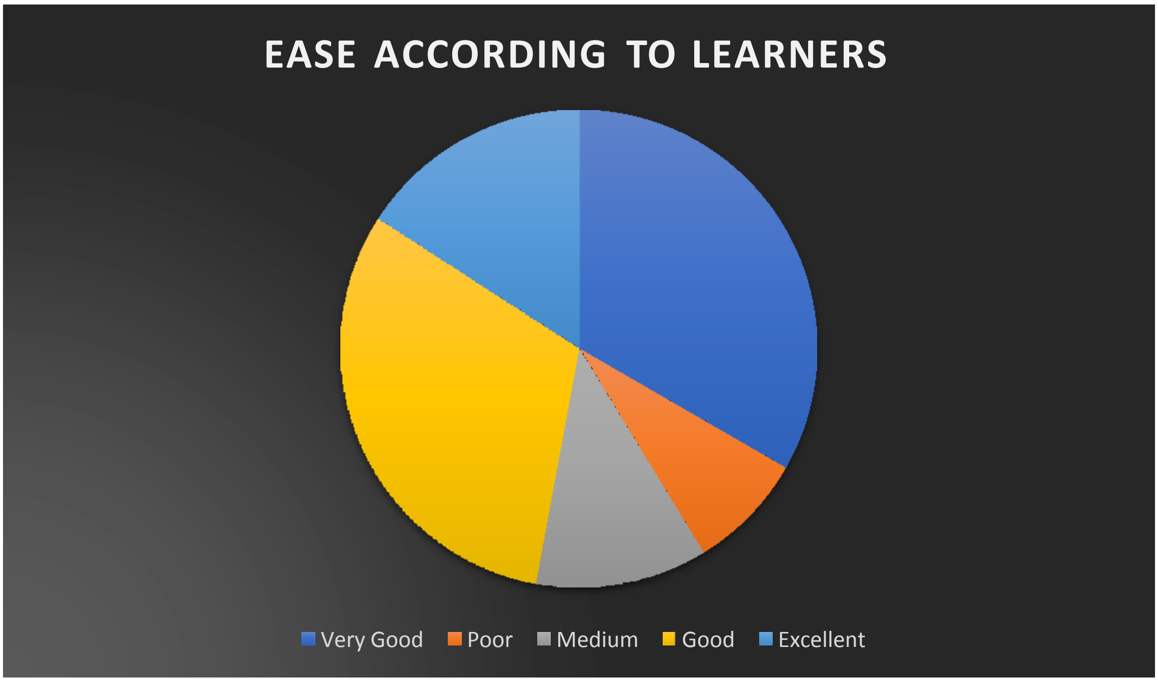

Table 03: Ease According to learners
(SOURCE: Moroccan study - covid 19 pandemic on 3037 students and 231 Faculty)

Ratings

76% of the learners support the transformation that has taken place through education industry supported by media marketing.

Key Highlights of the Shift

The Pandemic

The Corona Pandemic has seriously overturned the education system. The rise of distance learning in the Covid 19 pandemic has focused on the entire online learning industry.

Shift in education dissemination

With the transition from the classroom to computer screens, almost every aspect of learning has been tested. As teachers, students and parents struggled to manage distance learning operations following blockades and shelter-in-place orders, EdTech companies intervened as a school or university partner or as a stand-alone alternative.

Transition from the traditional

Format of instruction, attendance, evaluation, the role of technology, and human interaction are all being re-imagined and there is a growing possibility that some of these changes will last.

In addition to formal learners in grade school or university, adult and post-education learners have also leaned into online learning in the last few years, with Covid-19 accelerating this existing trend.

Ongoing Setting

The continued closure of schools and universities has also revealed potential vulnerabilities inthe education system. Education will change forever as different stakeholders tackle challenges and strive to close the gap. Blended learning is a new norm. Covid19 is forced to rapidly digitize education, making it difficult to imagine a future where online learning is not a central part of education and education. Companies are closing the gap to meet the needs of digital education in a variety of ways.

Artificial intelligence provides the ability to personalize learning, address student needs, emphasize specific topics, and help students progress at their own pace. With future advances in AI, the cases of adaptation programs such as education will only improve and expand.

Future of Education after Transformation

Possible Challenge

An unplanned rapid transition to untrained, under-bandwidth, and poorly prepared online learning leads to a poor user experience that doesn't lead to sustainable growth, while some sayit's a new hybrid education model, others believe that it will bring great benefits.

Some forms of online emergency learning have been criticized for not sticking to sound pedagogical principles, best practices, and previous research. Taking up social media, prominent experts question why some individuals, organizations, and businesses are keen to provide guidance, and whether their motives were driven by market reasons. Others have pointed out the potential negative impact of implementing rapid modifications of educational technology without offsetting the consequences. The rapid proliferation of learning platforms and online learning also raises concerns about privacy and surveillance, as well as their impact on student life and human dignity.

Possible Opportunity

There have already been successful transitions amongst many universities. For example, Zhejiang University managed to get more than 5,000 courses online just two weeks into the transition using "DingTalk ZJU"

The Imperial College London started offering a course on the science of coronavirus, which is now the most enrolled class launched in 2020 on Coursera.

Some online platforms offer education that complements learning at school or college. Some of these after-school learning platforms have made the service available free of charge during the Covid 19 pandemic to ensure continued learning for students. These platforms and services also allow students to receive additional assistance and explore areas of interest in their free time.

India-based BYJU'S — which, at a $10B valuation, is the world's most highly valued education technology start up — made its learning platform free to all students following school closures. Its app helps teach math and science to primary and high school students through short videos, and also offers personalized learning journeys and tutoring for each student. Since announcing the free offering, BYJU'S has seen a 200% increase in the number of new students using the platform.

Observations of the Researcher

As with almost all studies conducted in the first few weeks of the outbreak, the main goal was to continue education as much as possible, so future studies are needed to draw conclusions about the quality of online learning there seems to be. These studies conclude that online education will be useful in the future. Therefore, the learner works more independently. This has the advantage of learning new skills, especially for students with special needs. Teacher qualifications have also been positively impacted by shifting commitments to new types of education and becoming more learning companions.

This method of online learning may be the best choice for all students in our college program in a compulsory situation. This form of education has advantages over disadvantages. In particular, you can learn anytime, anywhere. In Morocco, where many students come from the suburbs and other cities to study at major universities and schools, e-learning is the solution. In fact, students can connect to online lectures, follow class schedules, and study at their own pace.

Conclusion

In light of digitization, there is a continuous advanced change, simply put, a quickly developing utilization of quickly changing computerized innovations in the public eye overall. Advanced change in the public eye envelops all parts of business and government exercises.

Computerized change is related with development from a wide perspective. Developments, in easier words, better approaches to make esteem, consistently require a few new blends of assets constrained by associating private and public entertainers.

During the Covid-19 pandemic, instructive establishments have strived to track down means to guarantee understudies can proceed with their examinations notwithstanding the emergency and social separating. This has made an uncommon push to internet learning. Much of the time, to guarantee the continuation of studies, instructive foundations have continued to track downhandy solutions with ed-tech. This has made a dealers' market, where ed-tech organizations have enthusiastically seized the chance to offer their types of assistance.

The COVID-19 experience of quick digitalization of training shows the need to consider and address the strains uncovered when public administrations of any sort become progressively subject to advanced innovation. The job of educators has likewise seen a tremendous change because of the pandemic. Instructors have been compelled to make academic variations for online classes. PowerPoint and general media introductions have turned into the standard and educators, including senior educationists, are compelled to gain proficiency with the utilization of innovation to have the option to take classes during the pandemic.

In internet learning, the most recent innovation should be utilized to improve the learning system and cooperation's between teachers, understudies, and professionals. It could be recognized as a critical component that can either empower or obstruct understudy and teacher utilization of e-learning. Web based advancing additionally decreases cost without lessening the nature of learning. Therefore, teachers are supposed to be more facilitators, colleagues, coaches, mentors, chiefs, and study accomplices and give decisions and more noteworthy responsibility to understudies to learn. To pass their learning on to understudies, they should have the option to advance in their academic methodologies and in their instructing materials. Disturbance and development are critical to assisting understudies with embracing e-learning. Executing web-based learning requires innovation like PC gadgets, applications, and the Internet, as well as proper strides toward completing internet learning. It can likewise utilize adaptable innovation, for example, smartphones.

This type of teaching has more advantages than disadvantages; it especially allows us to study anywhere and anytime.

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