



Program Specific Documents

P8. List of Students Publications

| Sl. No | Particulars |
|--------|------------------------------|
| 1 | List Of Student Publications |
| 2 | Sample Copy of Publications |
| | |



PROGRAM SPECIFIC DOCUMENTS

P.8 LIST OF STUDENT PUBLICATIONS

| S.No | Topic | Name of the Student | Name of the College | Year |
|-------------|---|----------------------------|--|-------------|
| 1 | Artificial intelligence (AI) in Marketing | Ms.J.Jessintha | Nehru Journal of Management and Research | 2020 |
| 2 | Social Media and Human Resource Management | Ms.A.Aswathi | Nehru Journal of Management and Research | 2020 |
| 3 | Impact of Influencer Marketing in Brands | Ms.J.R.Mary Sheela | Nehru Journal of Management and Research | 2020 |
| 4 | Importance and Scope of Digital Signage in Marketing | Ms.Aswin.M, Ms.Sandra.S | International Conference on Emerging Trends in Engineering and Management , Dhanalakshmi Srinivasan College of Engineering, Coimbatore | 2020 |
| 5 | Concept of Financial Literacy and its importance in India | Mr.Alinraj.O.P | International Conference on Emerging Trends in Engineering and Management , Dhanalakshmi Srinivasan College of Engineering, Coimbatore | 2020 |

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|----|--|-------------------------------|--|------|
| 6 | Importance of Financial Literacy and its components - A Predictor of Investment Decision | Mr.Ajay Krishna | International Conference on Emerging Trends in Engineering and Management , Dhanalakshmi Srinivasan College of Engineering, Coimbatore | 2020 |
| 7 | A Study on stress management strategies of students | Mr. Bawthra. R | Asian Journal of Science and Technology | 2020 |
| 8 | A study on the customer preference towards online streaming services | Mr. Sujith Raj. S | International Journal of Recent Advances in Multidisciplinary Research | 2020 |
| 9 | Study on Empowerment on Employee Performance in Manufacturing Industry at Chennai | Aparna.K.S, Rajasree.G | Hindustan College of Engineering and Technology,Coimbatore | 2017 |
| 10 | Impact of Usage of Dietary Supplements | Mohammed Shahid.T | Sankara Institute of Management Studies, Coimbatore | 2015 |
| 11 | Measure of Financial Distress | Prasanna.A, Dhanasekaran.V | Dr.N.G.P Insitute of Technology, Coimbatore | 2014 |



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This is certify that Mr/Ms AJAY KRISHNA.S , MBA
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has participated in the **INTERNATIONAL CONFERENCE ON EMERGING**

TRENDS IN ENGINEERING AND MANAGEMENT -2020

held on 02nd and 03rd March 2020.

Title of the paper : IMPORTANCE OF FINANCIAL LITERACY

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Title of the paper : CONCEPT OF FINANCIAL LITERACY
AND ITS IMPORTANCE INDIA.


CONVENER


DEAN


PRINCIPAL

SOCIAL MEDIA AND HUMAN RESOURCE MANAGEMENT

*A. Aswathi

Introduction

Social Media is a contemporary social phenomenon that is yet to be further explored (Roth, Bobko et al. 2013), specifically, its impact on Human Resource Management. Guest (2011) for instance, critiques insufficient research into the emergence of new Human Resource Management (HRM or HR) practices, Brown and Vaughn (2011) as well as Roth et al (2013) also stress the lack of empirical studies and peer-reviewed outlets investigating the use of SM in selection and staffing decisions. Social Media is not a single application, but as a set of interconnected and (however loosely) integrated information technologies: a User Generated Information System formed through unification of single components to offer its users unique value (Kaplan and Haenlein 2010). Social Media opens new avenues for communication and differs from other computer mediated communication systems (Leonardi, Huysman et al. 2013) by (1) increasing distinctiveness of messages through transparent communication and trusted sources. Every-time and everywhere access, ease of use and lack of censorship suggest that a bottom-up Social Media.

The usage of social media has matured; the time is past when teenagers were the most dedicated users. Nowadays, "businesses of all types are getting involved in social media in an attempt to reach new audiences and strengthen their ties with existing customers" (Perdue, 2010, p.3). Facebook statics declare that among their active users, there are more than 1 million developers and entrepreneurs from more than 180 countries, proving that social media interest is not for entertainment and socializing purpose only. In the United States alone, 86% of the top 100 companies use at least one social media platform (Coon, 2010). Research about social media or the impact they might have on HRM is rapidly evolving; this particular volume aims at showing the diversity of conceptual understanding of the role of social media in HRM, and revealing empirical confirmation of expectations about this role. All types of social media (collaborative projects, blogs, content communities, social networking sites, virtual game worlds, or virtual social worlds) are designed for interaction and communication with other users who might have similar interests. Although they seem similar in their overall purpose,

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Presented the paper in the Eighth National Conference on "Recent Advancements in Business Practices" organized by Nehru Institute of Management Studies on 06.03.2020.

provide that information, they catalysed a community of customers in their my FICO forums³ to share techniques among themselves for improving scores.⁴ CEMEX, the multibillion-dollar global cement and building materials company, directly engaged more than eighteen thousands of its people to make unprecedented progress far faster than expected on the key strategies for creating the company's future.⁵ When Ford Motor Company introduced SYNC technology they recognized the need for a customer support mechanism that was as sophisticated as the technology itself. So they successfully engaged a community of customers to help each other answer questions on how to use and get the most out of SYNC's capabilities.⁶ The Schwab Trading Community gets active traders to share information and help each other trade more effectively, with the goal of increasing the wealth of individual participants. Although Schwab does not directly target revenue generation with this social media effort, its new customer engagement creates the opportunity for competitive differentiation.

Organizational Image Impacting Job Applicants

Rynes and Cable (2003) suggest that a viable strategy to improve organizational image is to provide more information about the organization on an organization's web site. Cober, Brown, Blumental, Doverspike, and Levy (2000) conducted an examination of organizational web sites and found that compensation, culture, and developmental information are commonly communicated through organizational web sites. Over 90% of large U.S. companies report using their company web site to communicate job and organization information to potential job applicants (Capelli, 2001). Beyond web sites, various sources of social media (e.g., LinkedIn) may also be used to convey such organizational information

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Social Organization

Truly excellent leaders empower key employees to become evangelists for the firm on social media platforms, helping customers, building the brand, attracting talent, and giving a personal face to the company. In addition to the external advantages, these key social media leaders become even more engaged and personally bonded to the company, its mission, and goals if done correctly. These employees can come from anywhere in the organization, from interns, to line personnel, to managers, to product leaders, to executives – but it must be done correctly and be given the support and attention necessary to prevent the foray from falling flat. Social media is well established as a consumer and brand-oriented set of tools. Increasingly, social media is being offered as an innovative solution for internal effectiveness. When strategy and governance are integrated with social media tools, they can positively affect your organization. An organization that thoughtfully embraces social media can realize opportunities across four areas.

Issues of Recruiting on Social Networking Sites

The book *Social Media in Employee Selection* discusses the challenges and issues which might appear when using social media in recruitment. It discusses six challenges that might arise when using SNSs in recruitment and selection processes. The six challenges are reliability and validity of the candidate information when using SNSs in recruitment and selection processes. How and which information to value needs to be considered. Legal and ethical issues might

Conclusion

The current global crisis that hit every country raised various issues regarding efficiency and solvency of banking system in front of policy makers. Now, crisis has been almost over, Government of India (GOI) and Reserve Bank of India (RBI) are trying to draw some lessons. RBI is making necessary changes in his policy to ensure price stability in the economy. The main objective of these changes is to increase the efficiency of banking system as a whole as well as of individual institutions. So, it is necessary to measure the efficiency of Indian Banks so that corrective steps can be taken to improve the health of banking system.

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RESEARCH ARTICLE

A STUDY ON STRESS MANAGEMENT STRATEGIES OF STUDENTS

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ABSTRACT

Stress is a condition of mental pressure for particular individual facing problems from environmental and social well-being which leads to so many diseases. Young age is the critical period because at this time youth faces lots of changes in his/her life. They are expected to be the elites in the society. Thus, they should enhance their stress management abilities so as to live a healthy life after entering the society. When a child enters into the youth age, they need to not only adapt themselves to the new life and new environment but also be familiar with many new people, events, and things. The life stress on them is considerable. Therefore, understanding the sources of stress among them and how they can cope with the stress is very important. The researcher found that the stress mainly comes from academic tests, and career exploration. Such stress may usually cause psychological, physical, and behavioral problems. This study finds the causes of stress among youth and management strategies to overcome the stress. The findings will help the individual students, scholars, lecturers, career and counseling centers.

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INTRODUCTION

Stress is a feeling of emotional or physical tension. It can come from any event or thought that makes you feel frustrated, angry, or nervous. Stress is your body's reaction to a challenge or demand. In short bursts, stress can be positive, such as when it helps you avoid danger or meet a deadline. But when stress lasts for a long time, it may harm your health. Stress management is a "set of techniques and programs intended to help people deal more effectively with stress in their lives by analysing the specific stressors and taking positive actions to minimize their effects." Stress is the "psychological, physiological and behavioural response by an individual when they perceive a lack of equilibrium between the demands placed upon them and their ability to meet those demands, which, over a period of time, leads to ill-health" (Palmer, 1989). Stress is a normal feeling. There are two main types of stress:

- **Acute stress.** This is short-term stress that goes away quickly. You feel it when you slam on the brakes, have a fight with your partner, or ski down a steep slope. It helps you manage dangerous situations. It also occurs when you do something new or exciting. All people

have acute stress at one time or another.

- **Chronic stress.** This is stress that lasts for a longer period of time. You may have chronic stress if you have money problems, an unhappy marriage, or trouble at work. Any type of stress that goes on for weeks or months is chronic stress. You can become so used to chronic stress that you don't realize it is a problem. If you don't find ways to manage stress, it may lead to health problems.

Health problems related to stress

Heart disease: Researchers have long suspected that the stressed-out, type A personality has a higher risk of high blood pressure and heart problems. We don't know why, exactly. Stress can directly increase heart rate and blood flow, and causes the release of cholesterol and triglycerides into the blood stream. It's also possible that stress is related to other problems an increased likelihood of smoking or obesity that indirectly increase the heart risks. Doctors do know that sudden emotional stress can be a trigger for serious cardiac problems, including heart attacks. People who have chronic heart problems need to avoid acute stress -- and learn how to successfully manage life's unavoidable stresses as much as they can.

Henry. D. Mason (2017) in journal of students affairs in Africa about the academic stress, coping, meaning, psychological stress and qualitative research and found that the types of stressors, coping strategies and outcome of coping efforts.

RESEARCH METHODOLOGY

The research study is s descriptive study and the data was collected from students using questionnaire. The variables used are socio-demographic variables, reasons for stress and the strategies they use to cope up with stress.

RESULT OF THE RESEARCH

The research has taken the socio-demographic variables, stress of the students as independent variable and their management strategies as dependant variable. The following table presents the profile of the respondents:

Table 1. Profile of the Respondent

| Variable | Categories | Percentage |
|-------------------------|-----------------|------------|
| Age of respondents | 18-20 | 14.5 |
| | 20-25 | 85.5 |
| Gender | Male | 50.9 |
| | Female | 49.1 |
| Education Qualification | High school | 3.6 |
| | Graduation | 6.4 |
| | Post graduation | 90.0 |
| Type of Family | Nuclear | 75.5 |
| | Joint | 24.5 |
| Feeling Stress | Always | 8.2 |
| | Sometimes | 62.7 |
| | I don't know | 6.4 |
| | Everyday | 5.5 |
| | Once in a while | 16.4 |
| Problem to feel stress | Never | .9 |
| | School/college | 31.8 |
| | Family | 27.3 |
| | Friends | 10.9 |
| | Community | 10.0 |
| | Others | 20.0 |

From the above diagram we can identify that 85.5% of respondents are in the age group between 20-25, 90% respondents are pursuing Post graduation and 75.5% of the respondents are having nuclear family .8.2% of the respondents always feels stress, 62.7% sometimes feels stress, 6.4 doesn't know when they feels stress, 5.5% everyday feels stress, 16.4% feel stress once in a while, .9% never feels stress. The table reveals that 31.8% of respondents have problems at school, 27.3% of respondents have problems from family, 10.9% of the respondents have problems from community, 20% of the respondents have problems from other places.

Type of the difficulty

Table 2. Type of difficulty in the studies

| Type of difficulty in your studies | Frequency | Percent |
|------------------------------------|-----------|---------|
| Group behavior | 30 | 27.3 |
| Lack of information | 24 | 21.8 |
| Lack of recognition | 24 | 21.8 |
| Others | 32 | 29.1 |
| Total | 110 | 100.0 |

From the above table, it is interpreted that that 27.3% of the

respondents feel difficulty in studies from group behavior, 21.8% of the respondents feel difficulty in studies due to lack of information, 21.8% of the respondents feel difficulty in studies due to lack of recognition, 29.1% of the respondents feel difficulty from other means.

Symptoms of Stress: The below table presents the symptom of stress undergone by the student.

Table 3. Symptom of Stress

| Sl.No | Variables | Mean Score | Interpretation |
|-------|-------------------------|------------|------------------|
| 1 | Moody | 2.61 | Sometimes |
| 2 | Irritability | 2.68 | Sometimes |
| 3 | Short Temper | 2.65 | Sometimes |
| 4 | Accelerated speech | 2.53 | Sometimes |
| 5 | Nail biting | 2.31 | Rarely |
| 6 | Restlessness | 2.62 | Sometimes |
| 7 | Lack of confidants | 2.70 | Sometimes |
| 8 | Getting confused easily | 3.04 | Most of the time |
| 9 | Worrying | 3.06 | Most of the time |
| 10 | Nervousness | 2.75 | Sometimes |
| 11 | Health issues | 2.52 | Sometimes |

From the above table we can identify that, the symptoms of stress most of the time happens are reflected by getting confused easily and worry.

Coping Strategies

Table 4. Strategies for coping up the Stress

| SLNO | Variables | Mean score | Interpretation |
|------|--|------------|------------------|
| 1 | Yoga /meditation | 2.21 | Sometimes |
| 2 | Physical exercise | 2.78 | Sometimes |
| 3 | Entertainment | 3.57 | Most of the time |
| 4 | Away from stressful environment | 3.63 | Most of the time |
| 5 | Sleep | 3.45 | Most of the time |
| 6 | Speaking with likeminded persons | 3.48 | Most of the time |
| 7 | Playing with pet animals | 2.83 | Sometimes |
| 8 | Prayer | 2.73 | Sometimes |
| 9 | Medication | 2.72 | Sometimes |
| 10 | Positive thinking | 3.14 | Most of the time |
| 11 | Time management | 3.15 | Most of the time |
| 12 | Tour | 3.05 | Most of the time |
| 13 | Browsing & exhibiting the feeling through social media | 3.15 | Most of the time |

From the above table the coping strategies mostly used by the students are entertainment, moving away from stressful environment, sleep, speaking with like minded persons, positive thinking, time management, browsing and exhibiting the feeling through social media.

Conclusion

Stress is the body's natural response to challenges. When a student experiences high level of stress or chronic stress, regardless of her age or grade, it can interfere with her ability to learn, memorize, and earn good grades as well as lead to poor physical, emotional and mental health. By learning about common stressors, a parent can help to mitigate negative or chornic stress in a child's life. In today's date stress has been an integral part of life because there are many things which act as a catalyst in increasing stress. It is not limited to adults only, but stress is increasingly affecting children of all age group.

Proper management of stress is really very difficult as parents don't have enough time to properly look after their children. Generally, people have common mindset that stress is only caused by a sad happenings. But the truth is that stress can occur through a good experience as well. As far as stress for students are concerned, there are plenty of reasons which can cause stress in a student's life. Stress management among students in universities and colleges is a hit-or-miss matter. An attempt is done through this paper to know the impact of stress among students and the necessity of managing it in order to make the learning effective.

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ARTIFICIAL INTELLIGENCE (AI) IN MARKETING

*J. Jessintha & **Dr. T. Bina

Abstract

Artificial Intelligence has become a widespread technology which entirely changed the way of creating value to the customers. It provides deeper insights and predictive analysis about customer behaviour. AI has replaced the way of communicating to customers through a revolution in marketing era. AI promotes new ideas and innovative techniques to reach ample number of customers through a single channel. Let's see the applications of AI in this paper.

Introduction

Artificial Intelligence refers to the imitation of human intelligence in achiness which are programmed to think and act like humans. AI can think, behave and react in the same way as humans do. In simple words, Artificial Intelligence is the type of computer software which does humanlike activities. AI has brought a greater transformation in all the fields such as science, technology, business, management and education. Humans learn from situations whereas Artificial Intelligence learns from data. Definitely with no doubts, AI will be ruling the world in future. Today every company be it small or big is shifting from human intelligence to artificial intelligence. AI affects every aspects of life and now it has reached a peak in marketing. Today, it has reformed the marketing environment entirely.

"Marketing is a process by which companies create value for Customers and build strong Customer relationship in order to capture value from Customers in return"

-Philip Kotler

Companies always look forward to maintain better relationships with their customers. Now AI has refashioned and reshaped a new way of personalized communication and customized reach to their target audience. AI has completely changed the branding, marketing, advertising and in fact the world. At least, 80% of the marketing trend to use some kind of AI. "Brands want to reach the right consumers, at the right time, with the right message and AI-enabled platforms and tools are making this a reality" (*AI in Marketing Report, December 09, 2019*)

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AI helps to analyze Customer behaviours which in turn translate the customer behaviours into customer needs and make recommendations based on the information. It predicts the customer behaviour and help the companies to make decisions in order to satisfy their needs and wants.

Role of AI

AI has a significant impact in the areas of marketing and has evolved new marketing ecosystem and has developed new strategic activities to build competitive advantage. Data is the keyword in AI. The data generated will be absorbed and interpreted into useful information to make complex decisions with the help of AI. AI can greatly assist marketers in this process by drawing conclusions from unstructured data about causes and effects within extremely large data sets. (*How marketing can leverage AI, December 2019*).

The idea of marketing is making relevant to consumers through personalization. The logic behind personalization is communicating directly to a specific individual and addressing their need. AI paves a way to achieve this by using customer data to cater directly to needs of individuals. An example is personalizing a message to a customer who has purchased any accessories from a particular shop. A study conducted by Boston Consulting Group revealed that personalization efforts can boost revenue by 10%.

Real Time Case

OYO – The power of personalization can be seen with the help of AI in this case. OYO which is the India's most extensive hotel network, utilized a programmatic CRM system from Blueshift to become a leader in highly personalized marketing. Previously it was only able to use 30% of its offline and online data in its marketing efforts. While still successful, OYO was looking to increase bookings and communicate the highly customized quality of service its business through its online marketing efforts. OYO then turned to AI service provider Blueshift to make this happen.

Blueshift used its AI systems to efficiently analyze all of OYO's online and offline data sources. This allowed it to segment OYO's customer base to achieve a data driven understanding of how they behaved online, giving it a complete, real time view of its customers. Blueshift helped OYO develop a Personalization Studio that allowed marketer to "create different types of targeted recommendations for different segments"

In just three months, AI driven marketing has led to a 5x increase in room bookings – a huge lift in the OYO's status. (*Artificial Intelligence in Marketing, Spring 2018*)

Starbucks – Worldwide Coffee Giant now uses AI in Marketing, sales and business decisions. Starbucks launched its mobile app thereby increasing amount of data collected about their customer's purchase habits. This app has been used by 13 million active users. Users of this app was able to find lots of information about their coffee buying habits from their preferred drinks. Even when people visited new stores, that store's Point-of-sale system was able to identify the customer through their smartphones and give their preferred orders. It also suggest new products for their customers to try and send personalized offers and discounts. Additionally, a customized email is sent to any customer who have not visited recently. (*Starbucks: Using big data, Analytics and Artificial Intelligence to Boost Performance, May 28, 2018*)

HDPC Bank – Has developed an AI based Chatbot called Electronic Virtual Assistant which has addressed 3 million customer queries and has held a million conversations.

Kentucky Fried Chicken – KFC has launched a pilot with Google to offer online food ordering. Users of Google assistant can just say "Hey Google, order food from KFC". Google assistants will have saved the previous orders and with the help of that it can deliver the food. (*Forbes*)

Alibaba – World's largest e-commerce site uses AI in its daily operations that is used to predict what customers might want to buy. It also helps farmers to monitor crops to improve yield and cut costs with artificial intelligence. (*Forbes*)

Walmart – One of world's biggest retail corporation that operates a chain of hypermarkets has transformed retail operations and customer experience by using artificial intelligence in recent years. Walmart uses facial recognition technology to identify the unhappy or frustrated customers. It has also intergrated IOT tags with products to analyze the product usage with the help of barcodes.

Table 1 Examples of AI in Marketing

| AI areas | Applications |
|--------------------|---|
| Speech Recognition | <ul style="list-style-type: none"> It can recognize the spoken words and convert it into text Aim is to make voice assistants speak and reply with greater accuracy and speed Example: Amazon Echo and Alexa |

| | |
|-----------------------------|--|
| Natural Language Processing | <ul style="list-style-type: none"> Help computers to make sense of human language It helps to understand what people are saying about the brand and how they feel about it Example: A spellcheck app, Google translate, Chatbot |
| Image Recognition | <ul style="list-style-type: none"> Recognize the patterns and analyzes the image Understand the content of photos |

Marketing and AI

The ultimate aim of AI is gathering data and turning it into actions. When it comes to marketing, it involves various functions and its applications are broad in nature.

• Analysis of the Environment

Thorough understanding of micro and macro environmental factors affecting business is required. For this purpose, AI assist marketers identifying the changes around him and assess customer satisfaction.

Example : Stock Market Predictions, Trends through Online Chatter

• Understanding the Market and Customers

To know what the customers really want and estimate the product demand. AI is used to analyze a combination of human activities like their facial expressions, gestures, eye movements, and voice to determine their emotional state. This test has been conducted by Russian Bank, Rosbank, at their call center. Data was collected from customers like the changes in voice tone, number of pauses in between the conversation, total conversation time and converted into customer satisfaction metric. (*How Marketers can leverage AI, December 2019*).

The AI makes Segmenting, Targeting and Positioning easier for the marketer. Marketers seek group of consumers with certain criteria, so the creation of brand and products may be appeal to the targeted audiences. AI helps the marketers to segment the customers into more refined and definite group by offering exclusive services. Suppose we are using Facebook and we tend to look at certain ads or posts regularly which attracts us more. When that activity continues, it gets recorded by AI technology. With this information the next time, we get further ads or posts of the same nature. For a person who has the ability and willingness to buy a BMW Car, and for BMW car marketer, only such persons will be their targeted audience. For a person who buys BMW car, Maruti Suzuki will not target him. All this possible through AI by using the data.

Marketing Support

It involves Long term goals and short term strategies to achieve them. Customer service is one of the most crucial aspect of any business.

Example: Chatbots.

Marketing Mix

Product – New Product development, re-developing the existing products, Value added products

Price –Matching the dynamic pricing to customer profile

Promotion – Creating a personalized and unique experience, positive impact on the brand, building brand image, recommender system

Place – Automation, New distribution channels.

Decision Making

Customer driven market involves complexities in decision making as the understanding the customer's needs become difficult due to their changing needs and desires. Through real time data information and forecasting the future, AI can help marketers to make meaningful decisions. When human decisions become fatigue at some point, AI do not have such limitations.

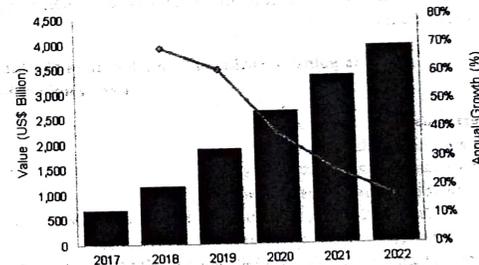
Table 2 Impact of AI in Various Industries

| Industries | Impacts |
|----------------------|--|
| Transport | <ul style="list-style-type: none"> Self driving cars – can also analyze traffic and find alternative routes, thereby reduce the time Ride sharing apps Supply chain predictions |
| Workplace | <ul style="list-style-type: none"> New recruitment techniques Robots in manufacturing Automated safety checks |
| Education | <ul style="list-style-type: none"> Virtual classrooms Automated grading Plagiarism checking |
| Communication | <ul style="list-style-type: none"> Translations Text and email |
| Manufacturing | <ul style="list-style-type: none"> Robots 3D technology |
| Health care | <ul style="list-style-type: none"> Virtual doctors Personalized treatments |

| | |
|------------------------|--|
| | <ul style="list-style-type: none"> Autonomous surgical robots Drug discovery Virtual nursing assistants |
| Social Networks | <ul style="list-style-type: none"> Photo recognition Friendship suggestions Automated videos |
| Agriculture | <ul style="list-style-type: none"> Robot harvest Monitor crop and soil health |
| Real Estate | <ul style="list-style-type: none"> Targeted segments Advertising techniques |
| Insurance | <ul style="list-style-type: none"> Personalized client support Risk identification |
| Cyber security | <ul style="list-style-type: none"> Safety Identification of threats |

AI – The Fastest Growing Technology

AI is taking a fastest growth in all sectors of industries and has replaced all the traditional practices and it is the future for business. The rate of progress in at peak and boom and it brings dramatic growth to both humans and economy.



Marketing Strategy
 • **Business:** Long term goals and short term strategies to achieve them.
 • **Customer service:** is one of the most crucial aspect of any business.
 • **Example:** Chatbots.

• **Marketing Mix**
 • **Product** - New Product development, re-developing the existing products, Value added products

• **Price** - Matching the dynamic pricing to customer profile
 • **Promotion** - Creating a personalized and unique experience, positive impact on the brand, building brand image, recommender system
 • **Place** - Automation, New distribution channels

• **Decision Making**
 Customer driven market involves complexities in decision making as the understanding the customer's needs become difficult due to their changing needs and desires. Through real time data information and forecasting the future, AI can help marketers to make meaningful decisions. When human decisions become fatigue at some point, AI do not have such limitations.

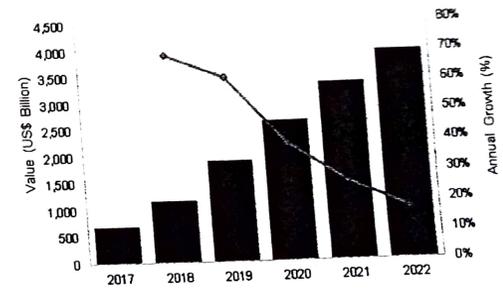
Table 2 Impact of AI in Various Industries

| Industries | Impacts |
|----------------------|--|
| Transport | <ul style="list-style-type: none"> Self driving cars - can also analyze traffic and find alternative routes, thereby reduce the time Ride sharing apps Supply chain predictions |
| Workplace | <ul style="list-style-type: none"> New recruitment techniques Robots in manufacturing Automated safety checks |
| Education | <ul style="list-style-type: none"> Virtual classrooms Automated grading Plagiarism checking |
| Communication | <ul style="list-style-type: none"> Translations Text and email |
| Manufacturing | <ul style="list-style-type: none"> Robots 3D technology |
| Health care | <ul style="list-style-type: none"> Virtual doctors Personalized treatments |

| | |
|------------------------|--|
| | <ul style="list-style-type: none"> Autonomous surgical robots Drug discovery Virtual nursing assistants |
| Social Networks | <ul style="list-style-type: none"> Photo recognition Friendship suggestions Automated videos |
| Agriculture | <ul style="list-style-type: none"> Robot harvest Monitor crop and soil health |
| Real Estate | <ul style="list-style-type: none"> Targeted segments Advertising techniques |
| Insurance | <ul style="list-style-type: none"> Personalized client support Risk identification |
| Cyber security | <ul style="list-style-type: none"> Safety Identification of threats |

AI - The Fastest Growing Technology

AI is taking a fastest growth in all sectors of industries and has replaced all the traditional practices and it is the future for business. The rate of progress in at peak and boom and it brings dramatic growth to both humans and economy.



IMPACT OF INFLUENCER MARKETING IN BRANDS

*J.R. Mary Sheela & **Dr. T. Bina

Abstract

With the tremendous change in the mode of marketing and gaining popularity for the digital marketing, brands use influencers as a mode of reaching their targets. This study intends to study the degree to which the influencers are influencing the brand.

Introduction

The enormous growth of digital media has made the brands to turn their eyeballs towards digital marketing. To attract more customers, to strengthen brand trust, influencers are used to promote their brand instead of self-promotion.

Online Marketing Channels

Multiple online channels are contributing for the digital marketing to promote the brand.

- i) Search engine marketing- it involves the promotion of website in the search engines through the organic or through the inorganic way. The organic way of promotion involves designing the page and using SEO (search engine optimization) to architect which makes the page visible to the customers at the top. The inorganic growth of pages happens through paid promotions, which make them visible at the top of the search engine.
- ii) Social media marketing- the usage of social media such as Facebook, Instagram, Twitter, Pinterest, google+, etc. to reach their targeted audience is said to be social media marketing. This online platform helps in formulating the strategy to widen the customer base for the product.
- iii) Influencer marketing- the way of marketing strategy used by brands with a key leader to enlarge their market instead by the brand itself.

Rise of Influencer Marketing

Influencer marketing started to gain its popularity when the traditional media outlets are been replaced by the social media. Some of the users gained sizeable followers but while comparing to celebrities it's much lesser. Many young

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generation individuals are keenly interested towards developing them as a social media influencer to sell their services to the brands looking to expand their reach.

In one survey it is said that 49 percent of customers relied on the product that is been recommended by the influencer.

In another survey, 74 percent of people said they relied on the social media for their purchasing decision.

42 percent of people ended up trying the products or services recommended by the influencers.

A typical social media user tends to see a lot of influencer post on everyday basis, that become the reason why the influencer marketing is gaining popularity among the marketers.

Types of Influencer Marketing Campaigns

Sponsored content - this is the most basic influencer marketing. This is been carried out by reaching out to influencers for their willingness to promote the product or services or vice versa. The final product might be a pos, video, or blog post featuring the brand offerings. Usually it starts with a brand sending the content, guidelines, instructions and the requirements.

Video examples from Calvin young, a deaf traveler who entertains and inspires through his blog seek the world. He partnered with travel and ticket booking company Busbud to promote its services on Facebook.

Reviews - a brand offering their products for free to the influencer for posting a review in exchange.

Many unboxing videos are the appropriate examples for the review marketing.

Competitions and giveaways - this include brands offering free products or services for the influencers to give it to their followers. The followers are engaged by using techniques such as liking the post, commenting on the post, sometimes tagging the friends in the comments.

Product and content development - brands that closely work with the influencers to co-create products or the content. This is most commonly seen in the beauty industries, clothing or accessories.

Long-term brand ambassadors - long term as the name suggests, the influencer will be a partner to the particular brand for a extended period

The Relationship between the Influencer and the Influenced

A good influencer has built and positioned themselves as a own brand among the millions of followers, While many of the brands of the brands still struggle to position them as a brand with trust. Influencers with their consistent engagement

and by delivering genuine content make users influenced. Influencer marketing offers a medium to integrate public relations, digital marketing and social media.

Choosing the Right Influencer

In order to gain popularity for the product, brands collaborate with the influencers. that you use in an equation. Influencers with the largest fan base are been used for this purpose. But there might be a chance of creating fake followers. So the quality of the influencers is checked by the engagement levels, size of community, cost, quality and creativity of the content.

Dedicating Time in Influencer Marketing

With influencer marketing gaining its popularity many brands are dedicating much of its time towards it. It is noted that nearly 34% of brands dedicate themselves to the influencer marketing more than 2 hours a day. 27% of brands spend several hours throughout the year for influencer marketing. 22% of brands spend 5 hours a week and 15% of brands spend 10 hours a month.

Brand: KFC India

Influencer: top food blogger in India

KFC for the launch of their new burger called double down a burger used the influencer marketing strategy. The brand collaborate with the leading food bloggers in India such as @delhifoodguide, @thehungrydungrree, and @mumbaifoodie. The bloggers were instructed to upload a plain post called 'The secret burger' as a part of the teaser campaign asking their fans to guess the name of the burger. After revealing the burger the bloggers were asked to review the taste of the new double down burger.

Brand: Kent Atta Maker

Influencer: Hebbars kitchen

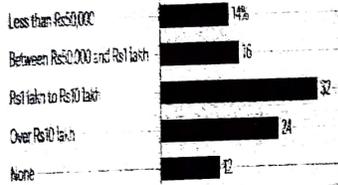
Hebbars kitchen is a treasure for cooking enthusiasts with amazing cooking recipes. Their 2- minute short video with simple recipe makes them unique and gained them 1.6 M subscribers. Kent atta maker collaborated with them by using their bread and atta maker in their 2-minute video which gained 16k views for the product.

Budget for Influencer Marketing

Allocating budget for the influencer marketing plays a crucial role in deciding the influencer as mostly influencer collaborations are paid partnerships. Influencers have the hold over influencing the target market for the brands for

which they have to pay them adequate for the influencers to make the highly engaging posts that gain the customers.

The powerful influencers in India and their budget are Virat kohli - Rs 1, 35,66,749 for a single post who boasts 36 million followers on instagram Priyanka chopra - Rs 1.35 crore per sponsored post



Source: Talkwalker, Social Samosa

The annual budget for influencer marketing is

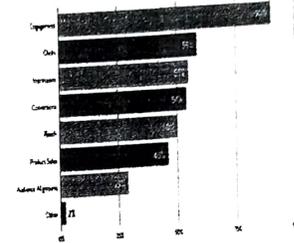
| | |
|-----|---------------------------------------|
| 32% | between INR 1, 00,000- INR 10, 00,000 |
| 24% | over INR 10, 00,000 |
| 16% | between 50,000 - INR 1, 00,000 |
| 14% | less than 50,000 |
| 15% | none |

72% of the brands said to increase their budgets for influencer marketing by the year 2020.

Measuring ROI

ROI is an important aspect for every brand that is investing for the return. But with the influencer market it's little difficult to measure the ROI. Many brands admit that they don't have proper tools to measure the return from the influencer marketing which makes it tough for them to analyze the efforts. Finding the right tool to measure the ROI is still a challenging aspect for many brands. 59% of the marketers use clicks to measure the influencer marketing ROI.

How do you measure the success of your influencer marketing program?



Source: <https://bit.ly/2Vnpe8>

Only 38% of brands use specific tools to measure their influencing marketing program while the remaining 61% don't have any idea about the tools to measure the their efforts on the influencer marketing. Some models such as UTM tracking, discount code, engagement. But the tool to compute all these performance is still missing.

Branded Content Ads

The sponsored ads indicate that it's not organic and it's been tagged with the brand for their product with the special mention of the word **sponsored**.

It's said that 80% accept that the sponsored tag will give transparency and 19% don't accept that. The sponsored tag also noticed to minimize the impact of the association with the influencer and the brand.

Topics to Talk

The subject that matters to the influencers may vary from travel, food gadgets etc. The product that is in trend, or the product for which they are paid most will make up the subject.

| | |
|-----|--------------------|
| 50% | Travel |
| 43% | Food |
| 42% | Cosmetics |
| 40% | Fashion and beauty |
| 35% | Family and home |
| 29% | Pop culture |
| 28% | Skin care |

| | |
|-----|-------------|
| 18% | Gadgets |
| 16% | Health care |
| 6% | Gaming |
| 4% | Automobiles |
| 22% | others |

Source: Snap cart (social media influencers in Philippines)

Why Consumers Unfollow Influencers

Many young consumers are highly influenced

By the products that are been used by the influencers. The trust that is been maintained between the consumer and the influencer, make their followers to be the consumers for the sponsored product. But many reasons lay a way for these followers to unfollow the influencer some of the reasons are i) disingenuous endorsements ii) the promotion of unrealistic or unsustainable lifestyle or body image iii) influence dramatically misrepresenting themselves or their lifestyles. iv) Has bought fake followers.

Future of Influencer Marketing

At present influencer marketing considered to be the most popular and the brands are formulating new strategies to work with influencer marketing, but what does future hold for the influencer marketing should be analyzed.

According to Think with Google, six in ten you tube users take the advice of their influencer, and four in ten millennial YouTube users said that their favorite creators understands them better than their friends.

Among the all social media platforms Instagram has the highest number of young users with highest population of the millennial who in large numbers follow the recommendations of the influencers and with the average engagement rate on Instagram is 2.21 percent.

Remembering the future of influencer marketing it will only continue to grow and there is no sign of stopping.

Conclusion

Influencer marketing being the fastest growing trend needs more tools to analyze and interpret the efforts made by the brands. With additional investment of time and money can help the brands evolving and maximizing their targeted audience.

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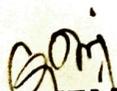
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RESEARCH ARTICLE

A STUDY ON THE CUSTOMER PREFERENCE TOWARDS ONLINE STREAMING SERVICES

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ABSTRACT

The competition between cable television and online streaming services increases because of the digital media expansion. Acquiring customers today takes quite just advertising; it requires tailoring business objectives to the requirements and needs of consumers. Numerous studies have examined the connection between the adoption of cable and online media, and key variables like cost, simple use, and social trends. During this study, we explore variety of things which consumers consider when choosing online streaming options. Sample data was collected through a survey questionnaire among the students. With reference to demographics, gender played no clear role while age showed marginal impact in choosing online streaming services. The research also presents the awareness level and the program they prefer to watch through online streaming services.

INTRODUCTION

Streaming media is multimedia that is constantly received by and presented to an end-user while being delivered by a provider. The verb "to stream" refers to the process of delivering or obtaining media in this manner; the term refers to the delivery method of the medium, rather than the medium itself, and is an alternative to file downloading, a process in which the end-user obtains the entire file for the content before watching or listening to it. A client end-user can use their media player to start playing the digital video content or listens to digital audio content before the entire file has been transmitted. Distinguishing delivery method from the media distributed applies specifically to telecommunications networks, as most of the delivery systems are either inherently streaming (e.g. radio, television, streaming apps) or inherently non-streaming (e.g. books, video cassettes, audio CDs). For example, in the 1930s, elevator music was among the earliest popularly available streaming media; nowadays Internet television is a common form of streamed media. The term "streaming media" can apply to media other than video and audio such as live closed captioning, ticker tape, and real-time text, which are all considered "streaming text". Live streaming is the delivery of Internet content in real-time, as events happen, much as live television broadcasts its contents over the airwaves via a television signal. Live internet streaming requires a form of source media (e.g. a video camera, an audio interface, screen capture software), an encoder to digitize the content, a media publisher, and a content delivery network to distribute and deliver the content.

Live streaming does not need to be recorded at the origination point, although it frequently is. There are challenges with streaming content on the Internet. If the user does not have enough bandwidth in their Internet connection, they may experience stops, lags or slow buffering in the content and some users may not be able to stream certain content due to not having compatible computer or software systems. Some popular streaming services include the video sharing website which live stream the playing of video games; Netflix and Amazon Video, which stream movies and TV shows; and Spotify, Apple Music and TIDAL, which stream music.

Number of Internet users in India: This statistic provides information on the number of internet users in India from 2015 to 2022. In 2017, India had 331.77 million internet users. This figure is projected to grow to 511.89 million internet users in 2022. Despite the untapped potential, India already is the second-largest online market worldwide. The majority of India's internet users are mobile phone internet users, who take advantage of cheap alternatives to expensive landline connections that require desktop PCs and infrastructure. As of 2016, India had 320.57 million mobile phone internet users and forecasts estimate 492.68 million Indian mobile phone internet users by 2022. The State of Online Video 2018 research report highlights the latest findings in an ongoing series of consumer surveys about online viewing habits and opinions. This report is based on responses from 5,000 consumers in France, Germany, India, Italy, Japan, Philippines, Singapore, South Korea, the United Kingdom, and the United States age 18 and older who watch one hour or more of online video content each week. Highlights of findings include:

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- Viewers are watching more online content. On average they spend six hours, 45 minutes per week watching various types of online video, an increase of one hour in the last year, and almost two and a half hours since 2016.
- People still watch more video from traditional broadcast sources than they do online, with global viewers watching just over eight hours of broadcast television each week.
- Movies are the most commonly streamed type of online content, followed by TV shows, news, sports, professionally produced video content on social media sites, user-generated content, and online gaming videos.
- Men prefer to watch movies, while women watch TV shows most often. Viewers 18-25 prefer to watch TV shows, while older ones choose movies.
- Almost 60 percent of people would be more likely to watch live sports online if the stream was not delayed from the broadcast.
- Computers are the primary device chosen to watch online video, followed by smart phones, smart TVs and connected devices, and tablets.
- Nearly 60 percent of online viewers subscribe to one or more subscription video on-demand (SVOD) services. Cable and satellite TV subscribers have more SVOD services than those without cable.
- More than half of global consumers said price was the primary reason they would cancel a SVOD service.
- 62 percent of people who watch online video also subscribe to a cable or satellite television service. Price is the primary reason consumers would cancel their cable or satellite television subscriptions.
- Viewers binge-watch shows for an average of two hours, seven minutes at a time. Almost half watch for three hours or more hours at a time.
- Video rebuffering (when the video pauses during playback so it can reload) remains the most frustrating aspect of online viewing. After a second video rebuffer, nearly two-thirds of viewers will stop watching.
- Expectations for online video performance have risen and patience has dropped. The average number of times a viewer will let a video rebuffer before they stop watching has dropped from 2.7 times in 2016 to 2.2 times in 2018.

Review of literature

Feldman (2016) examined the positions of television viewers and football fans in relation to a drop in television ratings for 2016 airings of National Football League (NFL) games. With data collected by TiVo Inc., who surveyed two million American homes, the results showed that the NFL lost 4% to 18% of viewers, across all key age demographics. Feldman took into account a number of factors when interpreting the decline in viewership, including the general decrease in viewers' attention spans, historical NFL viewership records, decreasing interest in live action broadcasts, and the social aspects of digital technology, mobile apps and media that may impact this loss. Research by Lee, Choi, Cho, and Lee (2016) attempted to determine the relationship between digital products (online media streaming) and physical products, focusing specifically on music from both records/CDs and online streaming. Their objective was to identify the factor that impact such decisions.

They collected data between March 2011 to July 2013, focusing on the top 200 songs of those years, as well as the sales figures of the Gaon Music Chart (<http://gaonchart.co.kr>). The Gaon Music Chart tabulates the relative weekly popularity of songs or albums in South Korea, which is similar to Billboard Chart in America. To supplement the basic data, the research team collected information about how often an artist performed, album specific characteristics, and album ratings. Upon initial examination of the data, the team found that the numbers were skewed due to the sales, and consequently created an algorithm to continue the analysis. In addition to a correlation analysis model, they developed an econometric model to determine the impact of online music streaming and music record sales. The results show that there is a significant positive relationship between online streaming and record sales, but that price and album rating do not significantly impact record sales. Lee et. al. (2016) relates to our current research, as we are seeking to understand the effect on additional purchases when consumers look for online streaming or cable. Our research intent is to establish whether there are any significant relationships between these factors—that is, whether the choice between online streaming or cable services leads to more sales or the purchase of additional add-ons.

The various media outlets available to consumers are growing at a quick pace. Kim (2016) studied patterns of media usage across multiple media platforms while also considering significant differences in user background characteristics. Regression analysis was deployed to examine “factor scores” which help to determine which method of media consumer use, with options including Cable TV, Tabloid Newspapers, Internet Only, and Traditional Media. The study's two hypotheses were supported by the data, and it was determined that age was the most significant predictor of all individual factors. In the past decade, the development of social TV systems has increased its force. However, it is unclear how and why users use social TV. In Bautista, Lin, and Theng's (2016) review of 10 exploratory, qualitative studies, found that consumers tend to have a positive response to sociability and usability of social TV systems, despite conveying concerns regarding privacy and lack of control. They also discovered a positive relationship between ease of use and social degree when choosing a social TV system. The paid cable television industry faces a revolution with the influx of streaming services to provide the same services. Chulkov and Nizovtsev (2015) offered a review of the different price sectors, and an in-depth analysis of bundling and the successful implementation of these services.

RESEARCH METHODOLOGIES

Type of Research: Descriptive Research

Descriptive research: Is defined as a research method that describes the characteristics of the population or phenomenon that is being studied. This methodology focuses more on the “what” of the research subject rather than the “why” of the research subject. In other words, descriptive research primarily focuses on describing the nature of a demographic segment, without focusing on “why” a certain phenomenon occurs. In other words, it “describes” the subject of the research, without covering “why” it happens.

Table 1. The component of the questionnaire

| COMPONENT | S.NO | NAME OF THE VARIABLE | TYPE OF THE SCALE |
|---|------|--|-------------------|
| Socio economic & demographic factors | 1 | <ul style="list-style-type: none"> • Gender, • Age, • Annual income parents, • Job Status • onthly income • Educational qualification • Which Type of program, • Subscribed for any of the online video streaming. | Nominal scale. |
| Entertainment program. | 2. | <ul style="list-style-type: none"> • Which Type of program, • Prefer watching entertainment program. | Nominal scale. |
| On line streaming service provider. | 3. | <ul style="list-style-type: none"> • Awareness level of online streaming service, • Online streaming service for watching program. | Interval scales. |
| Factors influencing On - line streaming services. | 4. | <ul style="list-style-type: none"> • Rank the factors that influencing to choose online streaming service. | Ordinal. |

Table 2. Profile of the respondents

| Variables | Categories | Number of the respondent | Percentage |
|---------------------------|---|--------------------------|--------------------|
| Gender | Male Female | 50 25 | 66.7% 33.3% |
| Age | 21-23 23-25 | 1 74 | 1.3% 98.7% |
| Annual income of parents | Up to 2.5lakh 2.5lakh to 5lakh 5lakh to 10lakh More than 10lakh | 36 28 9 2 | 48% 37.3% 12% 2.7% |
| Part time job | Yes No | 2 73 | 2.7% 97.3% |
| Monthly income | < rs5000 Rs5000-10000 | 1 1 | 1.3% 1.3% |
| Educational qualification | P.G U.G | 75 0 | 100% 0% |

Table 3. Students preference mode for watching entertainment

| Statement | Mean score | Interpretation |
|------------------------------------|------------|----------------|
| Through TV using cable network | 2.05 | Neutral |
| Through TV using online streaming | 1.76 | Neutral |
| Through mobile subscription online | 1.24 | Preferable |

Table 4. Students awareness level

| Statement | Mean score | Interpretation |
|--------------------|------------|----------------|
| Hot star | 1.16 | Fully aware |
| Sun next | 1.35 | Fully aware |
| Zee5 | 2.32 | Partly aware |
| Play | 1.92 | Partly aware |
| Jio TV | 1.57 | Fully aware |
| Yupp TV | 1.49 | Partly aware |
| Voot | 1.71 | Partly aware |
| Netflix | 1.04 | Fully aware |
| Amazon prime video | 1.53 | Fully aware |
| Sony LIV | 1.33 | Partly aware |

Table 5. Preferred Online Streaming Services

| Statoment | Mean score | Interpretation |
|--------------------|------------|----------------|
| Hot star | 1.47 | Frequently |
| Sun next | 1.62 | Rarely |
| Zee5 | 2.17 | Rarely |
| Play | 2.64 | Not at all |
| Jio TV | 1.96 | Rarely |
| Yupp TV | 2.67 | Not at all |
| Voot | 2.25 | Rarely |
| Netflix | 2.25 | Rarely |
| Amazon prime video | 2.17 | Rarely |
| Sony LIV | 2.43 | Rarely |

Table 6. The subscription status of the respondents

| Variables | Categories | Number of the Respondent | Percentage |
|---------------------|------------|--------------------------|---------------|
| Online subscription | NO | 20 | 26.67% 73.33% |
| | YES | 55 | |

Table 7. Factors influencing online streaming services

| Factors | Mean score | Rank |
|-----------------------------|------------|------|
| Quality | 3.25 | 1 |
| Easy to use | 3.69 | 2 |
| Convenience time | 4.61 | 3 |
| Less ads(flash ads) | 5.40 | 9 |
| Privacy | 4.63 | 4 |
| Exclusive series of serials | 5.80 | 8 |
| Comfortable at any place | 5.28 | 7 |
| Option to download | 7.12 | 5 |
| Free episode | 7.23 | 6 |
| Viewing past episodes | 8.03 | 10 |

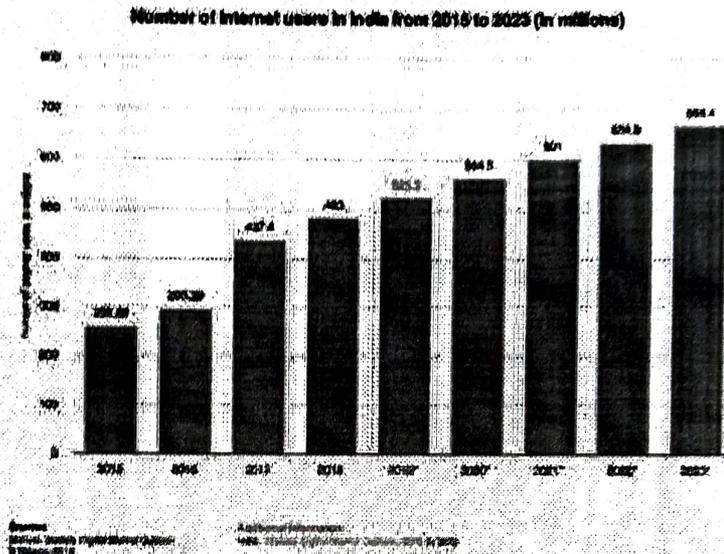


Figure 1. Number of Internet Users in India

Table 7. Preferred program - online streaming services

| Types of program | Number of respondents in percentage |
|----------------------|-------------------------------------|
| Comedy programs | 0.5% |
| Infotainment program | 2.3% |
| Movies | 19.4% |
| Music | 21.5% |
| News | 3.4% |
| Reality show | 17.1% |
| Sports | 29.3% |
| Animated cartoon | 0.3% |
| Television serial | 6.2% |

OBJECTIVE OF RESEARCH

Primary objective: To explore the prevalence of online streaming services among college students.

Secondary objective

- To find the awareness level of online streaming services among college students.
- To study the factors influencing online streaming services.

Tools Used

Percentage analysis: Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data. Percentage

Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

Mean Analysis: Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors. For example, it is possible that variations in six observed variables mainly reflect the variations in two unobserved variables

Data collection:

Primary Data: Primary data is data that is collected by a researcher from first-hand sources, using methods like surveys, interviews, or experiments. It is collected with the research project in mind, directly from primary sources. The term is used in contrast with the term secondary data.

Questionnaire Design: The primary data for the research was collected through questionnaire. The following table presents the component of the questionnaire and the respective variable considered for the study.

Data Analysis And Interpretation

Profile of The Respondent: This research has taken profile of the respondents by measuring the socio-demographic variable such as gender, age, annual income of parents, part time job (students), monthly income, educational qualification. The below table present the profile of the respondents.

Students preference mode for watching entertainment program: Student's preference mode for watching entertainment program was measured in three scale rating namely; preferable, neutral and not at all preferable. From the above table we can identify that students prefer watching entertainment program by subscribing online.

Students Awareness Level For The Online Streaming Service: Usage of students awareness level for the online streaming service namely Hot star, sunnext, zee5, play, jio tv, yupp tv, voot, Netflix, amazon prime video, sony live was measured using five scale. From the above table we can conclude that most of the online streaming services students are aware.

Preferred online streaming services of students: The below table presents the preferred online streaming services by students. It states that Hotstar is the most preferred online streaming services by the respondents

Online video streaming services: 73.3% of the students have subscribed online video streaming services and the details are presented below:

Factors that influence to choose online streaming services: The respondents were asked to rank the factors that they will consider in choosing online streaming services. From the above table we can identify that most of the students are ranking quality of services as the number one factor for choosing online streaming services.

Program for prefer to watch for entertainment: The respondents were asked to give their most preferred programmes that they watch through online streaming service. The programmes are comedy program, infotainment program, movies, music, news, reality show, sports, animated cartoon, television serial. From the above table, it is inferred that the highly preferable program is sports and least is animated cartoons.

Conclusion

Future research should examine the impact of how students watch entertainment and explore the different ways that online streaming services are used. Due to sample size limitations, subsequent investigation is necessary to validate outcomes. To develop this line of inquiry, researchers should solicit data from a larger sample, expand the questionnaire with additional items that pertain to online streaming services specifically, and collect more socio demographic information to better isolate and control the results. With the overwhelming majority of our respondents in the 21-22 age range, the results are largely representative of younger markets. In our future research, we plan to run a multilevel model for a higher level dependent variable such as customer satisfaction. In this study, we set out to determine what variables would impact an individual's decision to choose online streaming services, In the future study we will explore how that decision ultimately leads to overall customer satisfaction. Through our research, we have determined that demographics play a limited role in choosing online streaming services, but other factors such as available options, social trends, and of course cost of services, all play key roles in making such a decision.

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