



JAI HIND SINDHU EDUCATION TRUST'S
MANGHANMAL UDHARAM COLLEGE OF COMMERCE
PIMPRI, PUNE - 411 017.
(NAAC Reaccredited B++)

State Level Seminar on
“DIGITAL MARKETING AND E-COMMERCE PAYMENT GATEWAY”

(Sponsored by Savitribai Phule Pune University)

16th December 2017

State Level Seminar on
“DIGITAL MARKETING AND E-COMMERCE PAYMENT GATEWAY”

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Manghanmal Udham College of Commerce,

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Message from

Mrs. Nalini Gera

President, Jai Hind Sindhu Education Trust

I am happy to learn that our college organized a State Level Seminar on the theme “DIGITAL MARKETING AND E-COMMERCE PAYMENT GATEWAY”. The seminar was held on 16th Dec. 2017 which received a good response with the participation of delegates from all parts of the state presentation of 27 research papers on varied sub-themes. The organizers have decided to publish the conference proceedings. I believe that teachers as well as researchers will find it useful.

I send my best wishes for the publication.

Message from Principal :

Dr. Mrs. Vajayalakshami Nambiar

Principal, Manghanmal Udharam College of Commerce

Digital India is a step by the government to inspire and connect Indian Economy to such a knowledge savvy world. The program targets to make Government services available to people digitally and enjoy the benefit of the newest information and technological innovations. Digital India will provide all services electronically and promote digital literacy. Digital Technologies also brings out various schemes like E-Health Digital Locker, E-Sign, E-Education etc. India is a country where majority of the transactions happen through cash, the transition from cash to cashless economy is not a cakewalk. Since the government is laying so much emphasis on the digital payments, it is the need of the hour and hence the theme of the seminar was thought as “Digital Marketing and e-commerce Payment Gateways”. The seminar was held on 16th December,2017.

Forewords : by the co-ordinator

Dr. Varsha H Borgaonkar

The world is quickly becoming digital. People are consuming electronic content faster every day. Companies and the world in general are starting to recognise the importance of going digital and it is essential that marketing departments adapt quickly to the new circumstances and actively hire professionals in the field of digital marketing. Nowadays, customers have access to information any time and any place they want or need it. Digital Marketing is the promotion of products or brands via one or more forms of electronic media. It is extremely important, not only because of its rapid growth but also because it is essentially the future of marketing. Digital marketing is a powerful new tool that you can use to reach out to your customers and prospects. Because of the ability to interact directly and converse with potential customers, this tool can be far more effective than traditional marketing. Similarly a Payment Gateway is an online service provided by software companies in collaboration with financial service providers like Visa and Master Card that enables a website to accept electronic payments. In India payment gateways are offered by private banks like ICICI Bank, HDFC Bank and Yes Bank, along with international players like PayPal. A payment gateway comprises of a secured encrypted connection created between your web portal and the commercial bank. It enables a business to get money into its chosen bank account through different channels like credit card, debit card, internet banking, prepaid cards and mobile wallets. Realising the importance of Digitalisation the co-ordinator aptly thought about the topic **“Digital Marketing and E-commerce Payment Gateways”** for the seminar.

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MOBILE MARKETING

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ABSTRACT

Mobile marketing is a revolutionary marketing tact in business world. It introduces easier and better ways to communicate directly with customers and advertise products. Ecommerce business can be easily enhanced. Marketers now contact users according to their nature and requirements. They can research and find what kind of services or products are being searched by customers and notify them based on this research. Customers can easily get what they are looking for, because marketers notify them with the best deals and services. Customers can buy and enjoy services with feedback and reviews. These feedback and reviews also seem helpful to other customers as well.

KEY WORDS

Mobile Marketing Strategy, Mobile Marketing Methods and Challenges SMS, MMS,QR codes, Bluetooth

INTRODUCTION

Businesses need to start adapting to new marketing techniques to keep up with the advances in technology. Mobile is the key ingredient in marketing programmes today for those marketers who want to attract more audience.

Mobile marketing generally refers to marketing on or with mobile devices. It can include any marketing activities through mobile whether it is an online shopping or sms notification for a product advertisement. Andreas Kaplan, a professor and specialist of marketing, defines mobile marketing as “Any marketing activity conducted through a ubiquitous network to which consumers are constantly connected using a personal mobile device”.

OBJECTIVES

- To understand the basic fundamentals of Mobile Marketing.
- To understand the advantages of mobile marketing.
- To study the Mobile marketing strategies techniques

NEED & SCOPE OF THE STUDY

1. Time Spent On Mobile Devices Is Increasing

In 2016, Americans spent an average of 10 hours per day on mobile devices. Nearly a third of this time was spent on smartphones or tablets, according to eMarketer. It is estimated that by 2019, nearly 72% of marketing dollars will be spent developing apps and advertisements for mobile platforms.

2. Mobile Commerce and Mobile Marketing Go Hand-In-Hand

Consumers are using their mobile devices to purchase items from e-commerce platforms. Integrated mobile campaigns with business ideas helps in boosting revenue.

3. Shoppers Purchase in Stores

Mobile technology gives consumers the opportunity to shop and compare while they walk down the store aisle.

4. Short Message Service (SMS) Open Rates Are Higher Than Email

SMS has an open rate of 98%, and up to 90% of people who open the message will read it within three seconds. This is far higher than email marketing or other digital channels.

5. Mobile Marketing Reaches A Broader Market Smart phones and tablets are becoming increasingly popular tools for communication across all demographics. They are smaller, lighter, cheaper and more portable than computers and laptops.

RELEVANCE

The Mobile Marketing Association, a global trade association that promotes mobile marketing, represents more than 700 members, including service providers, advertisers, and brands from a variety of industries.

Some examples of companies and industries active in mobile marketing include:

- Google, Yahoo, and other internet-based companies
- Technology companies such as Microsoft and Apple
- News media companies, including CBS, the New York Times, and the Washington Post
- Sports media companies, including ESPN
- Retailers, including Best Buy and Target
- Brands, including Proctor & Gamble and Coca-Cola

CONCEPTUAL ANALYSIS

Mobile Marketing Strategies

These days, most of the people are investing time on internet via smart phones. So a strategy has to be adopted in order to expand and enhance business based on mobile marketing.

How to create a mobile marketing Strategy?

Every brand and organization will develop a unique mobile strategy based on the Industry and target audience.

STEP 1: Create mobile buyer personas

Create a profile which describes each ones background, job description, goals, challenges, preferred type of content, objections, and/or role in purchase process. Following points should be considered:

- How much of their web usage happens on mobile devices?
- Whether email campaign landing pages get more views?
- Which subject or title gets more clicks throughout?

STEP 2: Set Goals

Identify the goals by asking some of these questions:

- What are we currently doing for mobile?
- What are the main objectives for including mobile marketing in overall strategy?
- Who are going be the key audience for mobile marketing?

Step 3 - Establish KPIs

Just like your other marketing efforts, mobile marketing needs to be tested and optimized. Determine which realistic, measurable KPIs define your mobile campaign's success.

Step 4 - Monitor Mobile Metrics

Mobile behaviour data reveals how well the mobile content engages the audience.

Mobile conversion data will indicate whether or not some of the key landing pages still need to be optimized for mobile browsing.

Mobile marketing strategies techniques:

There are various types and techniques of mobile marketing strategies.

1. Advertisement for specific Mobile device through Google AdWords.

Google AdWords enables advertisers so that they can start campaign for targeting specific mobile devices. This practice needs some research and special features for websites, they are: Advertisers should research about user's nature and their interest. Research to know the source of user traffic. Create mobile friendly website including use of light weight videos, audios, text, images, etc.

2. Must Launch Mobile apps or create responsive sites.

Develop an attractive and user friendly mobile app. App provides a better platform for selling, purchasing, and other services. An App ensures about security by customizing them. Must

create responsive sites to meet changes due to Mobile First Index. Recent experiment of Google called Mobile First Index has a great impact on website ranking and mobile users.

3. Mobile App advertisement through Google Mobile App Campaigns.

Although customers are enjoying Mobile app facility, challenges comes in to account of a marketer. Challenges are not limited to ranking of app only; a well interactive and attractive app is also a necessary step.

4. Advertisement through Facebook for mobile devices.

Facebook introduces mobile ads to aid attractiveness in advertisement. It can be placed any side on a Facebook page, like: right column of a news feed or page, main news feed page, mobile app, etc.

5. Advertisement in between a mobile app or game

Advertisement of products and services through mobile games or any app is really an innovative idea. Marketers use their brand name and products in a mobile game or an app by paying to owner.

6. Use SMS services for business management

Marketing through SMS services becomes increases. It is popular and effective way of advertising, selling, purchasing of products and services.

7. Share video, image, and slideshow of your websites to your customer.

Text, video, audio, image, slideshow can be send to customers using MMS service. It can be really an effective way to advertise about company and services because images and videos are more effective than text only.

8. Sharing push notification for advertising and marketing

It is an effective step in mobile marketing strategy. User doesn't have to open any messages it is automatically pop up on screen without any request made by user side. It is generated by a software application to deliver information to user in almost no time. It is just like SMS but find by those user who installed app.

MOBILE MARKETING METHODS:

1. SMS marketing:

SMS is a very powerful channel for mobile marketing. Over 3.6 billion people are able to receive SMS messages, and 90% of those messages are opened within three minutes (compared to 90 minutes for the average email).

2. MMS marketing: Text, video, audio, and image slideshow can be delivered via MMS to users for advertise your business or products. Mobile marketing helps you to understand nature of your customer. You can verify about service requirements of a user and you can help them via MMS.

3. Push notification: It is a flash text to notify users to advertise products and services. For a push notification to work, the user needs to have already downloaded your app and agreed to allow push notifications. Luckily, 70% of mobile users allow push notifications.

Examples of push notifications include: Reminders, Promotional messages, Calls-to-action for specific events or goals etc.

4. App-based marketing: Mobile platform based App of an ecommerce website can be effectively used in a business promotion. One just have to maintain search ranking of app in a store to make it visible.

In-App Notifications

In-app communications direct your user's attention to specific actions, messages, and features within the app, and are opportunities to engage the users. These messages give you the chance to be more personal and creative than with SMS or push notifications.

Here are three ways you can take advantage of in-app notifications:

- Introduce new app features to your users.

- Send messages to promote engagement with specific content pieces.
 - Drive conversions by delivering targeted CTAs at specific levels of engagement.
- 5. In-game mobile marketing:** Marketers used to provide promoting messages within games. This is called mobile advergaming or ad-funded mobile game.
- 6. QR codes:** QR code is an alternative of URL typing. One can go to a page by scanning a 2D image instead of typing a URL.
- 7. Bluetooth:** Some marketers use hotspot to deliver Content Marketing. It is a permission based and a radio-based technology and free of cost. It is an effective way of advertising products. Greatly effective, in case user has activated DND for such advertisements. It works on fact that whenever a customer will comes in range with activated Bluetooth, starts getting notification and ads.
- 8. Proximity service:** Proximity systems or marketing based on GSM also called SMS-CB (Short message Service- Cell Broadcast. This will help in broadcast of messages to all users in a specific geographical area.
- 9. Location-based services:** Location based services are specially conducted through cell phone networks. It is used to send advertise or other messages to user based on location.
- 10. Voice mail:** Marketers can send a voice SMS or a pre-recorded message without making any ring for advertising their business.

RESEARCH METHODOLOGY

Before the author conducts the research, he needs to know the way which is concerned how to collect data. Should he compose a questionnaire or make an interview. However, these things will be decided when the research approach is defined completely. These problems look like the center of an onion. Before coming to the central point, these important layers need peeling away. (Saunders, Lewis and Thornhill, 2003). Saunders et al. (2009) also noted from Guba and Lincoln (1994:105) that both qualitative method and quantitative one can be used appropriately with any research problems.

BENEFITS

1. Availability of quick services anytime
2. Mobile has become an undetachable part of life
3. Mobile is not only used for e-shopping but also used in physical store
4. SMS and MMS marketing bring a tremendous change in marketing. Now users are getting offers and discounts or get notified for sale via sms or mms.
5. Mobile search index becomes primary contents for ranking
Google is going to make search index based on mobile search ranking rather than desktop search ranking. Ranking will be based on mobile searching.
- 6 Advertising on mobile sites or directly to mobile seems more effective in marketing.

CHALLENGES

- Lack of Expert Resources
- Insufficient budget for mobile initiatives
- Inadequate understanding of mobile user conversion path
- Inability to trade/measure mobile user behaviour to segment mobile audience
- Failure to develop a customer profile and/or theory for the mobile user
- Lack of compelling content to engage mobile user.
- Difficulty in merging mobile data with other system (e.g.: CRM)
- Lack of executive support
- Unclear ownership of mobile initiatives.

CONCLUSION

Mobile marketing is a revolutionary marketing tact in business world. It introduces easier and better way to communicate directly with customers and advertise products.

Mobile's portability feature enables a user to get in touch with world through internet from anywhere and anytime. Increasing number of internet and mobile user drags a revolutionary trend in marketing sector called Mobile marketing.

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President and founder of Prism Global Marketing Solutions, an award-winning inbound marketing agency and HubSpot Platinum Agency Partner

FIRST STEP TOWARDS DATA DRIVEN MARKETING

(A COMPARATIVE STUDY)

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ABSTRACT

Due to the technological revolution in financial sector, the payments in banking system have undergone a tremendous change. The Number of innovative products for making payment has developed after the privatization and globalization. Customers have showed their preference over the usage of the plastic money generally over a period of time in the banking process. Plastic money is an alternative to the cash or the standard 'money'. Later on the system of online transaction is going to be very popular among the customers.

Now after online shopping, digital marketing is the new system of attracting customers; different modes are used for the brand promotion. The study highlights the role of electronic payment tool to be used by customers and how the time is going to be indulging in data driven marketing rather than traditional marketing. The Study is been carried out by taking a survey of 200 respondents by non-probabilistic convenience sampling method from the city of Baramati by using structured questionnaire and interview technique. The factors for adoption of online transaction in replacement of cash and digital marketing in place of other type of advertisement. As the study is been carried out in a city of Baramati the results cannot be generalized.

KEYWORDS

Digital marketing, plastic money, revolution.

INTRODUCTION

Money is always regarded as an important medium of exchange and payment tool. First barter system was used as the significant mode of payment. Over the years, money has changed its form from coins to paper cash and today it is available in formless form as plastic card and the next step is digital transaction.

Digital marketing (also known as data-driven marketing) is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digitalization is the main aim to make India corruption free.

The two main types for this type of marketing are:

i) Mobile marketing: As mobile devices become an important part of our lives, the marketers used this as an effective method of communicating their customers. Mobile devices are kept in our pockets, sit next to our beds, and are checked constantly throughout the day. This makes marketing on mobile very easy. Once you register your mobile number anywhere in shops, malls, supermarket you automatically provide a gateway to the marketers.

ii) E-mail marketing: Email has been around for more than two decades, and it's not going anywhere anytime soon. It's still the quickest and most direct way to reach customers with critical information. The reason is simple: Consumers are very attached to their emails.

Other than this two more types of marketing are used by the marketers. They are:

i) Face book marketing: Now a days whenever a person opens his face book account he finds different advertisement running on the screen. In the current time, social network is considered as a viable way to increase brand perception, branding, loyalty and sales for your online business and interact with your customers and potential customers with ease.

ii) Whatsapp Marketing: It is the easiest way to advertise your brand or the latest fashion among the customer. As soon as mobile number is registered in any shop you are joined to the whatsapp group and then continuously you are getting the updates.

One of the major changes that occurred in traditional marketing was the "emergence of digital marketing" this led to the reinvention of marketing strategies in order to adapt to this major change in traditional marketing.

OBJECTIVES

The two major objectives are:

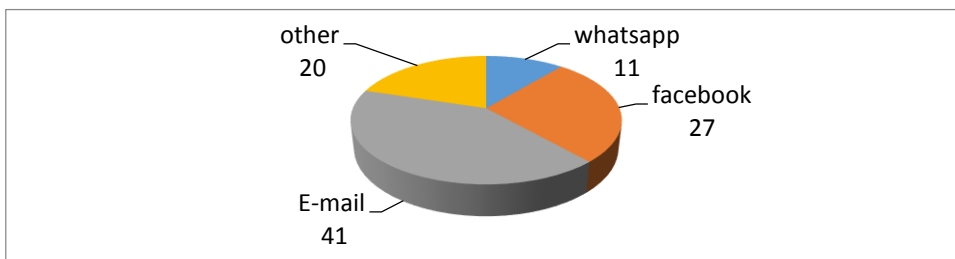
- ❖ What is aggregate opinion about the online marketing by people.
- ❖ Which reason has affected the most for digital marketing.

METHODOLOGY

The research study is Exploratory in nature. The Study is been carried Out by taking a survey of 200 respondents by non-probabilistic convenience sampling method from city of Baramati by using structured questionnaire and interview technique. After collection of data, it was processed and analysed in accordance with the outlines laid down for the purpose at the time of developing the research plan. This is essential for a scientific study and ensuring that we have all relevant data for making contemplated comparisons and analysis. In the statistical analysis intended to test, certain claims for which regression, time series, chi square test are used and analyse the data by using Minitab and Excel. After that work was done on the data using statistical software. Then the conclusions were quoted collectively.

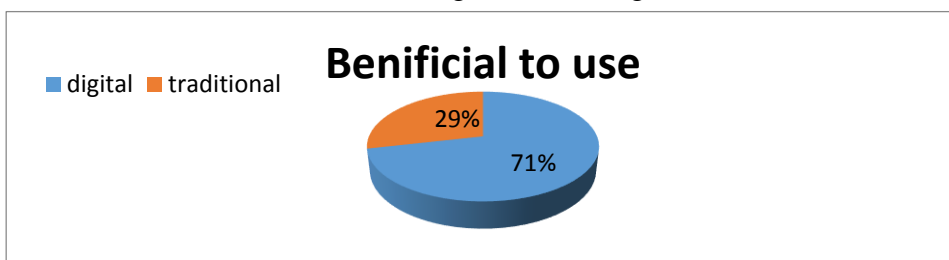
GRAPHICAL REPRESENTATION

1) Advertisement by different mode:



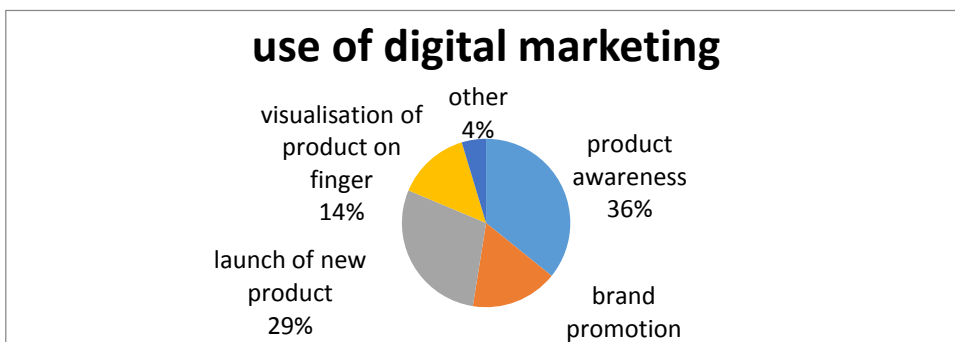
Here it can be noticed that the maximum marketing is done by E-mail followed by Facebook marketing.

2) Most beneficial to use traditional or digital marketing:

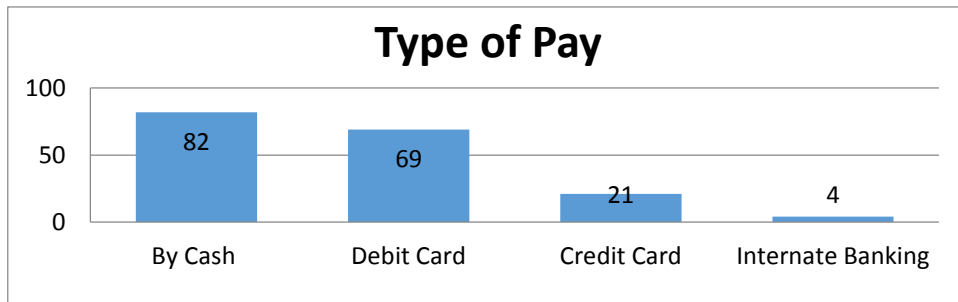


Baramati businessman now also feels good to use traditional marketing.

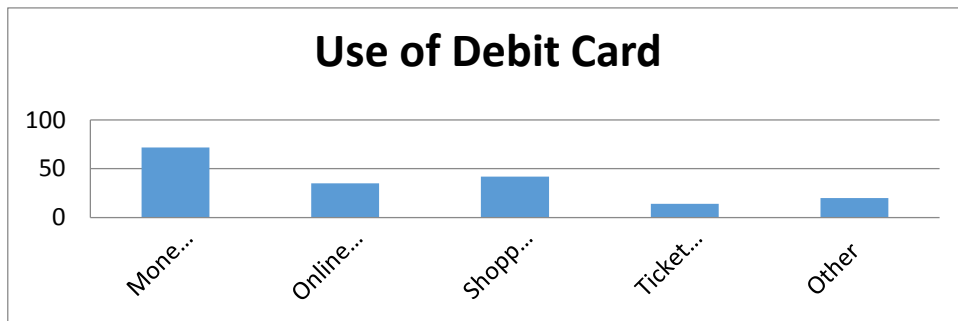
3) Benefits of digital marketing:



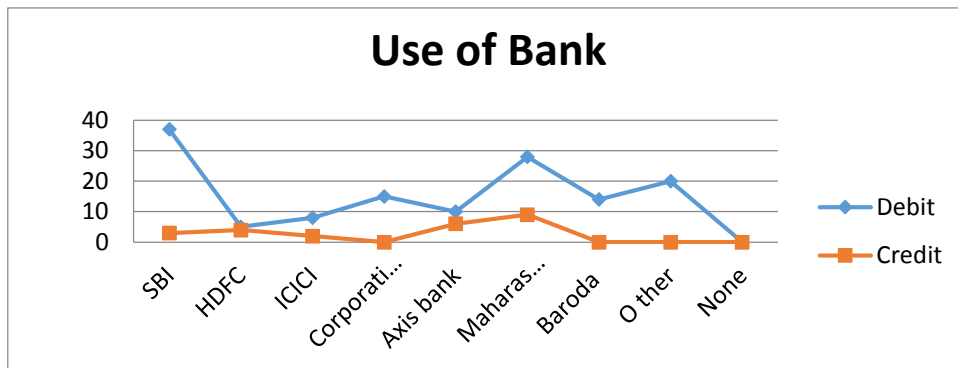
In opinion of 36% of people product awareness the important merit of digital awareness while 29% thinks launch of new product can be easily know
 4) Types of payment mode used by Baramati people:



Being rural area type of payment mostly used here is payment by cash.
 5) Use of plastic money:



Plastic Money used for money transfer followed by making payment at shops.
 6) Use of debit card of different banks for online shopping:



STATISTICAL ANALYSIS

1) From which year customers started getting advertisement using e-mail.

Year	No. Of Customers
2005	4
2006	5
2007	7
2008	10
2009	10
2010	14
2011	15
2012	17
2013	18

For estimating the increase in number of customers, we fitted the curve $Y=ab^x$

$\log y = \log a + x \log b$ $V = \log y$, $A' = \log A$, $B' = \log b$, $U = (x - \bar{x})/h$

$V = A' + B'X$ $V = A + BU$ We require $\sum V$, $\sum U$, $\sum U^2$, $\sum UV$. we prepared a table to facilitate the computations. Here $\bar{x} = \sum x/n = 2009$. therefore $U = (x - 2009)/1$

t	y	U	V=logY	U ²	UV
2005	4	-4	1.386294	16	-5.54518
2006	5	-3	1.609438	9	-4.82831
2007	7	-2	1.94591	4	-3.89182
2008	10	-1	2.302585	1	-2.30259
2009	10	0	2.302585	0	0
2010	14	1	2.639057	1	2.639057
2011	15	2	2.70805	4	5.4161
2012	17	3	2.833213	9	8.49964
2013	18	4	2.890372	16	11.56149
	100	0	20.61751	60	11.54839

To normal equations are as follows:

$$nA + B\sum U = \sum V \quad \text{and} \quad A\sum U + B\sum U^2 = \sum UV$$

Substituting the values we get,

$$9A + B \cdot 0 = 20.61751 \quad \dots\dots\dots (i)$$

$$A \cdot 0 + B \cdot 60 = 11.5483 \quad \dots\dots\dots (ii)$$

We get, $A = 2.2908$ $B = 0.1923$ So, $\text{Antilog}(2.2908) = 9.8827$

$\text{Antilog}(0.1923) = 1.21203$

$$Y = ab^x = 9.8827 \cdot 1.21203^{(x-2009)/1} \quad \dots\dots\dots (iii)$$

Putting $x = 2015$ we get $y = 31$ $X = 2016$ $y = 39$

The customers getting advertisement by e-mail are gradually increasing.

2) Which bank debit card is used mostly for online shopping:

Bank	Debit
SBI	37
HDFC	5
ICICI	8
Corporation	15
Axis bank	10
Maharashtra	28
Baroda	14
Other	19

H_0 : Use of debit card for online shopping depends on particular bank.

H_1 : Use of debit card for online shopping does not depend on particular bank.

Bank	(O _i)	E _i	(O _i -E _i)	(O _i -E _i) ²	[(O _i -E _i) ² /E _i]
SBI	37	17	20	400	23.52941176
HDFC	5	17	-12	144	8.470588235
ICICI	8	17	-9	81	4.764705882
Corporation	15	17	-2	4	0.235294118
Axis bank	10	17	-7	49	2.882352941
Maharashtra	28	17	11	121	7.117647059
Baroda	14	17	-3	9	0.529411765
Other	19	17	2	4	0.235294118
	136	136			47.76470588

Using Karl persons' Chi square test of goodness of fit:

$$X^2 = \sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i}$$

The number of degrees of freedom = (8-1) = 7 the tabulated $\chi^2_{0.05}$ for 7 degree of freedom = 14.057
 Since the calculated χ^2 is much greater than tabulated value, it is highly significant and we reject H₀. Hence we conclude that, **Use of debit card for online shopping does not depend on particular bank or it is not in favour of any bank.**

3) Have you been victim for any Debit/credit card fraud

H₀: Fraud cases using debit/credit cards while shopping online

H₁: Negligible Fraud cases using debit/credit cards while shopping online.

Observed frequency	Expected frequency	O _i -E _i	(O _i -E _i) ²	[(O _i -E _i) ² / E _i]
6	30	-24	576	19.2
4	30	-26	676	22.53333333
94	30	64	4096	136.5333333
16	30	-14	196	6.533333333
120	120			184.8

Using Karl persons' Chi square test of goodness of fit:

$$X^2 = \sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i} \quad \text{the number of degrees of freedom} = (5-1) = 4$$

The tabulated $\chi^2_{0.05}$ for (4-1) (2-1) = 3 degree of freedom = 9.488

Since the calculated χ^2 is much greater than tabulated value, it is highly significant and we reject H₀. So we conclude that.

There were negligible fraud cases while using debit/credit cards for online shopping.

FINDINGS

1. The use of Plastic cards is more and more increasing for online payment.
2. The main reason for the increase in online shopping is that the customers are not a victim of a fraud.
3. The customers from Baramati have rated that the telephonic payment option is average due to long timeliness and security concern for CCV/PIN number.
4. The survey and secondary data suggests that customers have hardly faced any discrepancies with their bills.
5. The use of online shopping has also been increased because banking industries has also provided the 24x7 customer service for their customers.
6. Discounts while shopping, No hassles of carrying cash, Security of money.
7. The most important thing that was found was that housewives are also enjoying Shopping their favourite things which they were not getting in Baramati from Pune.

CONCLUSION

- 1) The maximum marketing is done by E-mail followed by face book marketing.
- 2) Baramati businessman now also feels good to use traditional marketing.
- 3) It was found that 36% of people product awareness the important merit of digital awareness while 29% thinks launch of new product can be easily known.
- 4) The customers getting advertisement by e-mail are gradually increasing.
- 5) Uses of mobiles and easily reachable way of advertisement is the main reason of popularity of marketing.

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CYBER CRIME AND CYBER SECURITY

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ABSTRACT

Recently cyber security has emerged as an established discipline for computer systems and infrastructures with a focus on protection of valuable information stored on those systems from adversaries who want to obtain, corrupt, damage, destroy or prohibit access to it. An Intrusion Detection System (IDS) is a program that analyses what happens or has happened during an execution and tries to find indications that the computer has been misused. A wide range of metaphors was considered, including those relating to: military and other types of conflict, biological, health care, markets, three-dimensional space, and physical asset protection. These in turn led to consideration of a variety of possible approaches for improving cyber security in the future. These approaches were labelled “Heterogeneity”, “Motivating Secure Behaviour” and “Cyber Wellness”. Cyber Security plays an important role in the development of information technology as well as Internet services. Our attention is usually drawn on “Cyber Security” when we hear about “Cyber Crimes”. Our first thought on “National Cyber Security” therefore starts on how good is our infrastructure for handling “Cyber Crimes”. This paper focus on cyber security emerging trends while adopting new technologies such as mobile computing, cloud computing, e-commerce, and social networking. The paper also describes the challenges due to lack of coordination between Security agencies and the Critical IT Infrastructure.

KEYWORDS

cyber safety, e-commerce, intrusion detection system (IDS), internet engineering task force (IETF), metaphors, hacking, cyber security, technology, computer, privacy, software.

INTRODUCTION

Cyber security is the activity of protecting information and information systems (networks, computers, data bases, data centres and applications) with appropriate procedural and technological security measures. Firewalls, antivirus software, and other technological solutions for safeguarding personal data and computer networks are essential but not sufficient to ensure security. As our nation rapidly building its Cyber Infrastructure, it is equally important that we educate our population to work properly with this infrastructure. Cyber-Ethics, Cyber-Safety, and Cyber-Security issues need to be integrated in the educational process beginning at an early age. Security counter measures help ensure the confidentiality, availability, and integrity of information systems by preventing or mitigating asset losses from Cyber security attacks. Initially the computer crime was only confined to making a physical damage to the computer and related infrastructure. Around 1980’s the trend changed from causing the physical damaging to computers to making a computer malfunction using a malicious code called virus. Till then the effect was not so widespread because internet was only combined to defence setups, large international companies and research communities. In 1996, when internet was launched for the public, it immediately became popular among the masses and they slowly became dependent on it to an extent that it has changed their lifestyle. The focus of the computer crime shifted from merely damaging the computer or destroying or manipulating data for personal benefit to financial crime. These computer attacks are increasing at a rapid phase. Every second around 25 computers became victim to cyber-attack and around 800 million individuals are affected by it till 2013. CERT-India has reported around 308371 Indian websites to be hacked between 2011-2013. It is also estimated that around \$160 million are lost per year due to cybercrime. This figure is very conservative as most of the cases are never reported.

According to the 2013-14 report of the standing committee on Information Technology to the 15th Lok Sabha by ministry of communication and information technology, India is a third largest number do Internet users throughout the world with an estimated 100 million internet users as on June, 2011 and the numbers are growing rapidly. There are around 22 million broadband connections in India

till date operated by around 134 major Internet Service Providers (ISPs). Before discussing the matter further, let us know what the cybercrime is? The term cybercrime is used to describe a unlawful activity in which computer or computing devices such as smartphones, tablets, Personal Digital Assistants(PDAs), etc. which are stand alone or a part of a network are used as a tool or/and target of criminal activity. It is often 16 committed by the people of destructive and criminal mind-set either for revenge, greed or adventure.

In India we went straight from no telephones to the latest in mobile technology says Cheri an Samuel of the Institute for Defence studies and Analysis,(IDSA)in New Delhi and the same with internet connected computers. They came in on all of a sudden and no one was taught even the basic fact about cyber security. India stands fifth in worldwide ranking of countries affected by cybercrime. Although it should be emphasised that these figures are extrapolations. Much of its vulnerability is explain by widespread computer illiteracy and easily pirated machines. Internet is one of the fastest-growing areas of technical infrastructure development. In today's business environment, disruptive technologies such as cloud computing, social computing, and next-generation mobile computing are fundamentally changing how organizations utilize information technology for sharing information and conducting commerce online. Today more than 80% of total commercial transactions are done online, so this field required a high quality of security for transparent and best transactions. The scope of Cyber Security extends not only to the security of IT systems within the enterprise, but also to the broader digital networks upon which they rely including cyber space itself and critical infrastructures. Cyber security plays an important role in the development of information technology, as well as Internet services. Enhancing cyber security and protecting critical information infrastructures are essential to each nation's security and economic well-being. Society has become dependent on cyber systems across the full range of human activities, including commerce, finance, health care, energy, entertainment, communications, and national defence. Exploration of the metaphors we use in the cyber security domain may help improve our thinking and discussion in four ways. First, we may gain a clearer understanding of the value and limitations of the concepts we have mapped from other domains into the cyber security domain. Second, trying out less common Cyber security: challenges for society or new metaphors may feed the imagination of researchers and policy developers. Third, metaphors that work particularly well might be developed into a whole new models or sets of concepts for approaching cyber security problems. Fourth, a metaphor serves a heuristic purpose --bringing clearer understanding of abstract concepts from the field of cyber security into domains with which the non-specialist may be more familiar. Cyber security depends on the care that people take and the decisions they make when they set up, maintain, and use computers and the Internet. Cyber-security covers physical protection (both hardware and software) of personal information and technology resources from unauthorized access gained via technological means. Albert Einstein was quoted as saying —Problems cannot be solved with the same level of awareness that created them. The problem of End-User mistakes cannot be solved by adding more technology; it has to be solved with a joint effort and partnership between the Information Technology community of interest as well as the general business community along with the critical support of top management.

CYBER SECURITY

- **CYBER SECURITY:** - Cyber Security involves protection of sensitive personal and business information through prevention, detection and response to different online attacks. Cyber security actually preventing the attacks, cyber security.
- **PRIVACY POLICY:** - Before submitting your name, e-mail, address, on a website look for the sites privacy policy.
- **KEEP SOFTWAREUP TO DATE:** - If the seller reduces patches for the software operating system your device, install them as soon as possible. Instilling them will prevent attackers from being able to take advantage. Use good password which will be difficult for thieves to guess. Do not choose option that allows your computer to remember your passwords

ADVANTAGES OF CYBER SECURITY

- The cyber security will defend us from critical attacks.
- It helps us to browse the site, website.
- Internet Security processes all the incoming and outgoing data on your computer.
- It will defend us from hacks and virus.
- Application of cyber security used in our PC needs update every week.

NECESSITY OF CYBER SECURITY

Information is the most valuable asset with respect to an individual, cooperate sector, state and country. With respect to an individual the concerned areas are:

- Protecting unauthorized access, disclosure, modification of the resources of the system.
- Security during on-line transactions regarding shopping, banking, railway reservations and share markets.
- Security of accounts while using social-networking sites against hijacking.
- One key to improved cyber security is a better understanding of the threat and of the vectors used by the attacker to circumvent cyber defences.
- Need of separate unit handling security of the organization.
- Different organizations or missions attract different types of adversaries, with different goals, and thus need different levels of preparedness.
- In identifying the nature of the cyber threat an organization or mission faces, the interplay of an adversary's capabilities, intentions and targeting activities must be considered.

CONCLUSION

Citizens must identify the best techniques in order to protect the information and system, as well as the network in which they work. The IT industry has been playing catch-up with hackers and cybercriminals for decades. Thus there is a need of cyber –security curriculum in the near future which will in-build the cyber security understanding in the current youth and finally the IT sector will get more profound, securely skilled professionals not only in the security sector but also in the every sector, thus enhancing the communication, the brain compatibility skills of the employees and the employers.

ACKNOWLEDGEMENT

It gives me a great pleasure to submit the paper topic titled—Cyber Security. I wish to take this opportunity to express my heartiest gratitude with pleasure which gave me an opportunity in fulfilling my desire of reaching my goal.

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CONTENT MARKETING

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ABSTRACT:

In today modern days strong strategy needs to target the audience. The right content makes you memorable. The best types of content to develop for your audience, the message you want to convey, and the ideal time and place to reach them. Good content marketing services do more than connect you with your current customers. *Content marketing* is about getting the right information to the right audience at the right time. It grows your brand and fosters relationships, adding the depth and visibility you need to be successful in today's marketplace.

In today's digital era, content marketing plays a crucial role to help firms keep up with the cut-throat competition in the market. A proficient content marketer significantly contributes towards creating a brand image for a firm operating in this dynamic industry.

Customers today, have access to various social media platforms such as Facebook, Twitter, Instagram, etc., and are not easily pleased. Thus, being exposed to a wide variety of products, it's a challenge for companies to keep hold their bearings

One firm may use this as an opportunity, while the other may not be able to figure the best way to approach it. Every channel available for content marketing needs to be utilized efficiently.

Five examples of content marketing: **Info graphics, Webpages. Podcasts, Videos, Books.**

KEYWORDS

Info graphics, Webpage, Content Marketing, digital

INTRODUCTION

Traditional marketers have long used content to disseminate information about a brand and build a brand's reputation. Business owners started to apply content marketing techniques in the late 19th century due to the technological advances in transportation and communication. They also wanted to build connections with their customers. There are as many types of content marketing as there are types of content--far too many to cover here. My intent is to give you an introduction to content marketing and get you thinking like a content marketer so you'll see the opportunities all around you.

Meaning: Successful *content marketing* is about creating a connection between your audience and your brand. This doesn't mean just throwing content at your audience. It means truly valued creating content -- content that serves needs and addresses the biggest pain points.

Content marketing is a form of marketing focused on creating, publishing and distributing content for a targeted audience online

Content marketing means attracting and transforming prospects into customers by creating and sharing valuable free content. *Content marketing* is the process of creating high-quality, valuable content to attract, inform, and engage an audience, while also promoting your brand.

In today's digital era, content marketing plays a crucial role to help firms keep up with the cut-throat competition in the market. A proficient content marketer significantly contributes towards creating a brand image for a firm operating in this dynamic industry. The type of content you share is closely related to what you sell; in other words, you're educating people so that they know, like, and trust you enough to do business.

It is often used by businesses in order to:

- 1) Attract attention and generate leads
- 2) Expand their customer base
- 3) Generate or Increase online sales
- 4) Increase brand awareness or credibility
- 5) Engage an online community of users

This relatively new form of marketing usually does not involve direct sales. Instead, it builds trust and rapport with the audience. Unlike other forms of online marketing, content marketing relies on anticipating and meeting an existing customer need for information, as opposed to creating demand for a new need. When businesses pursue content marketing, the main focus should be the needs of the prospect or customer. Once a business has identified the customer's need, information can be presented in a variety of formats, including news, video, white papers, e-books, infographics, email newsletters, case studies, podcasts, how-to guides, question and answer articles, photos, blogs, etc. Internet also helped content marketing become a mainstream form of marketing. Traditional media such as newspapers, magazines, radio and TV started to lose their power in the marketplace. Companies started to promote and sell their products digitally. Content marketing is a driving force behind any communication performed by a brand. When your audience is a B2B audience, then B2B content marketing is even more important to capture the audience with interesting information. If your brand is hoping to make headway into the market, you can learn from the other brands in the market on B2B content marketing.

Examples:

- 1) When a company makes a post through their social media platforms and shares their ideas, consumers can be influenced or motivated to share their opinions.
- 2) Trend spotting refers to the latest consumers' comments about a brand, product or service that must be targeted. Some tools can be provided by Google Trends, Trendsmap (Twitter) and other sites that report what is in everybody's mouths worldwide.

Digital content marketing, which is a management process, uses digital products through different electronic channels to identify, forecast and satisfy the necessary of customers.^[32] It must be consistently maintained to preserve or change the behavior of customers. In mid 2016, an Indian tea company (TE-A-ME) has delivered 6,000 tea bags to Donald trump and launched a video content on YouTube and Facebook The video campaign became an award-winning content marketing

WAY OF DIGITAL CONTENT MARKETING

Interaction with the consumer through electronic service

Electronic services refer to interactive network services. In the electronic service, the interaction between the customer and the organizations mainly through the network technology, such as using E-mail, telephone, online chat windows for communication. Electronic services are different from traditional services and they are not affected by distance restrictions and opening hours. Digital content marketing through electronic service is usually served together with other channels to achieve marketing purposes including face-to-face, postal, and other remote services. Information companies provide different messages and documents to customers who use multiple search engines on different sites and set up access rights for business groups. These are some channels of digital content marketing.

Combination of the supply chain and the users' experience

The supply chain of digital content marketing mainly consists of commercial stakeholders and end-user stakeholders which represent content providers and distributors and customers separately. In this process, distributors manage the interface between the publisher and the consumer, then distributors could identify the content that consumers need through external channels and implement marketing strategies. For instance, Library and document supply agencies as intermediaries can deliver the digital content of e-books, and e-journal articles to the users according to their search results through the electronic channels. Another example is when consumers pay for the acquisition of some MP3 downloads, search engines can be used to identify different music providers and smart agents can be used by consumers to search for multiple music provider sites. In a word, the digital content marketing process needs to be conducted at the business level and service experience level because when consumers are accessing digital content, their own experience depends on the complex network of

relationships in the content marketing channels such as websites and videos. The consumers interact directly with distributors in the big supply chain through various digital products which have an important role in meeting the requirements of the consumers. The design and user experience of these channels directly decides the success of digital content marketing.

CONTENT MARKETING AND SOCIAL MEDIA

Social media is one of the primary vehicles for a content marketing campaign—especially the more entry-level, entertaining pieces. There are three tiers of social media promotion for your content:

- 1) Owned: Sharing your content on the brand's own social media channels is a quick, customizable, and free opportunity to connect with your target audience.
- 2) Paid: Most social networks allow for some kind of paid advertising. Matching a network's demographics with your brand's personas will help you determine where to invest.
- 3) Earned: The most valuable, but hardest to create, social media promotion happens when your audience shares your content with their networks.

Each social network tends to gather a different type of user. Match your personas to network demographics to find out where your target audience is social online, and start sharing your content. Let's cover the differences between social networks:

FACEBOOK

Facebook is still the biggest social network, and while it is the fastest-growing, that growth is slowing and shifting. At the beginning of last year, Facebook usage was growing fastest among older adults. As of January 2015, Facebook users are most likely to be college-educated, lower-income women.

TWITTER

Emerging markets account for 78% of the traffic on Twitter with India as one of the fastest-growing. Statistically speaking, Twitter users tend to be recent college graduates living in urban areas.

LINKEDIN

LinkedIn is commonly known as the professional social network, and it's obvious that its users are serious. Sixty-four percent of social referrals to corporate websites come from LinkedIn, compared to 17% from Facebook and 14% from Twitter. A glance at the demographics demonstrates that LinkedIn has the greatest percentage of college-educated, higher-income users of all the major social channels.

PINTEREST

Consumers love Pinterest. Forty-seven percent of online shoppers have made a purchase because of a Pinterest recommendation, and Pinterest generates 4x more revenue (per click) than Twitter. Pinterest users tend to be more affluent women living in rural areas.

Content Marketing vs. Traditional Copywriting

CONTENT MARKETING uses blogs, podcasts, video, and social media sites as a vehicle.

COPYWRITERS write magnetic headlines, persuasive landing pages, and conversion-driven emails.

CONCLUSION

Content marketing is good for your bottom line — and your customers

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DIGITAL MARKETING--M-COMMERCE

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ABSTRACT

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

Definition of digital marketing: The marketing of products or services using digital channels to reach consumers. The key objective is to promote brands through various forms of digital media. Digital marketing extends beyond internet marketing to include channels that do not require the use of the internet. For example, advertising mediums that might be used as part of the digital marketing strategy of a business could include promotional efforts made via the Internet, social media, mobile phones and electronic billboards, as well as via digital and television and radio channels. One of the reasons why digital marketing is taking over traditional marketing channels is the ability of Internet marketing tools to interact with targeted audiences in real time. Engagement in any form is what your customers expect to receive when interacting with your brand or business.

Job Description- A digital marketing professional, or specialist, is often responsible for developing the strategy used in marketing a company's product online, utilizing such techniques in the field as social media, Web analytics, e-mail marketing and search engine optimization, among others.

M-COMMERCE

M-commerce (mobile commerce) is the buying and selling of goods and services through wireless handheld devices such as cellular telephone and personal digital assistants (PDAs). Known as next-generation e-commerce, m-commerce enables users to access the Internet without needing to find a place to plug in. The emerging technology behind m-commerce, which is based on the Wireless Application Protocol (WAP), has made far greater strides in Europe, where mobile devices equipped with Web-ready micro-browsers are much more common than in the United States.

In order to exploit the m-commerce market potential, handset manufacturers such as Nokia, Ericsson, Motorola, and Qualcomm are working with carriers such as AT&T Wireless and Sprint to develop WAP-enabled smart phones, the industry's answer to the Swiss Army Knife, and ways to reach them. Using Bluetooth technology, smart phones offer fax, e-mail, and phone capabilities all in one, paving the way for m-commerce to be accepted by an increasingly mobile workforce. As content delivery over wireless devices becomes faster, more secure, and scalable, there is wide speculation that m-commerce will surpass wireline e-commerce as the method of choice for digital commerce transactions. The industries affected by m-commerce include:

- Financial services, which includes mobile banking (when customers use their handheld devices to access their accounts and pay their bills) as well as brokerage services, in which stock quotes can be displayed and trading conducted from the same handheld device
- Telecommunications, in which service changes, bill payment and account reviews can all be conducted from the same handheld device
- Service/retail, as consumers are given the ability to place and pay for orders on-the-fly
- Information services, which include the delivery of financial news, sports figures and traffic updates to a single mobile device

IBM and other companies are experimenting with speech recognition software as a way to ensure security for m-commerce transactions.

What is 'MOBILE COMMERECE'?

Mobile commerce, also referred as m-commerce, is the use of wireless handheld devices such as cellular phones and laptops to conduct commercial transactions online.

Mobile commerce transactions continue to grow, and the term includes the purchase and sale of a wide range of products and services, such as online banking, bill payment and Information delivery.

THE CONVENIENCE OF MOBILE COMMERCE

The range of devices that are enabled for mobile commerce functionality is growing, having expanded in recent years to include smart phones and tablets. For example, both Apple Pay and Android Pay allow customers to seamlessly purchase at stores or in mobile commerce applications. Mobile commerce has also accelerated through social media platforms, allowing users to purchase products and services. Facebook, Twitter, Pinterest and Instagram launched "buy" buttons on their mobile platforms in 2015. Mobile commerce sales in the United States are expected to reach \$142 billion in 2016.

It is important that mobile web pages load quickly, as customers like to make instant purchases, and pages that load promptly are likely to result in higher sale conversions. Mobile checkouts must be enhanced to allow customers to easily enter payment information. Ideally, the customer could add the payment information using a mobile wallet that avoids the use of manual entry, reducing human error and facilitating a smooth checkout experience.

BREAKING DOWN 'MOBILE COMMERCE'

The increasing adoption of electronic commerce has provided a strong foundation for mobile commerce. The rapid growth of mobile commerce is being driven by a number of positive factors, including the demand for applications from an increasingly mobile consumer base; the rapid adoption of online commerce, thanks to the resolution of security issues; and technological advances that have given wireless handheld devices advanced capabilities and substantial computing power.

MOBILE COMMERCE VIDEOS AND MARKETING

Videos can be used on a mobile website or application to better demonstrate an item's key features. In the fourth quarter of 2015, roughly 50% of video downloads were from mobile devices. Mobile commerce is likely to generate more revenue with increased mobile-related marketing. For example, an online foreign exchange broker may send a link for a demo of its new mobile trading application. Mobile web page banners and videos can also be used for advertising.

MOBILE WEB AND MOBILE APPLICATIONS

Consumers typically use Google, emails and/or social media promotions to initiate their online shopping searches, leading them to mobile browsers. As a result, traffic and purchase conversions through browsers outperform those through mobile applications. However, it is important that mobile applications are used in conjunction with mobile websites to enhance the consumers' overall shopping experience. For example, mobile applications can be used to facilitate customer engagement that may lead to repeat buyers.

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WHAT IS THE FUTURE OF M-COMMERCE?

The most prominent m-commerce trend is its own growth. According to Forrester, annual m-commerce sales are predicted to quadruple to \$31 billion in the next five years. In 2012, some ecommerce sites (like Amazon) saw remarkable growth, while most businesses experienced only limited m-commerce success. However, one thing they all have in common is that they now universally recognize m-commerce as an important way to enhance their brand, increase their sales and keep up with competitors. In short, the future of m-commerce is bright, and looks like it's getting even brighter.

Another trend in m-commerce is that customers desire more information on mobile websites. Studies show that 80% of smartphone users want more product information when shopping on their mobile devices. A large part of m-commerce's appeal may be convenience, but if that convenience comes at the sacrifice of information, customers will be sure to look elsewhere. The larger trend here is that ultimately, businesses are in uncharted waters when it comes to their mobile offerings, they're still finding out what works and what doesn't.

The last big trend, by far, is the rise of tablet commerce. Much of it has to do with the nature of tablets themselves. With their larger screens and portability, tablets make it easier to navigate mobile ecommerce websites. These features make it no surprise that 55% of tablet owners use their tablets for online shopping, whereas only 28% of smartphone owners shop on that device. Furthermore, tablets in general are growing in popularity. Studies showed that in 2012, about 29% of adults owned a tablet, compared to 13% in 2011. These factors combined have led people to envision a bright future for tablet commerce. According to marketer, tablets commerce is predicted to reach \$24 billion in 2013 and make up for more than 9% of all online sales.

With all its growing clout, m-commerce is the rising star of the ecommerce world. By understanding it and keeping tabs on where its going, business owners put themselves in the best position to take advantage of all m-commerce has to offer.

EG. Mobile banking is a popular form of mobile commerce because it allows consumers to check their bank account balances wherever they are. Many banks provide a free service that allows customers to check their balance via text message. Applications for smart phones provide alerts when money starts to run low and allow depositors to transfer money without a visit to the bank.

With that background, let's get into five companies that are leading in frictionless commerce: Uber, Starbucks, Square, Apple and Amazon.

- Uber. For anyone that travels or takes cabs regularly, Uber is a godsend. ...
- Starbucks. ...
- Square. ...
- Apple. ...
- Amazon. ...
- Final Thoughts.

BENEFITS OF M-COMMERCE:

A. long distance reach ability Mobile phones are available to every person and are very important in social and business life. The sellers can reach the customers through mobile phones and customers can access mobile applications to find products. So though seller and customers are at long distance they can reach each other.

B. Better deal for Consumers: The consumers can search different products using mobile application. They can compare the product cost, delivery time and place the order. Thus customer can compare the products and get the best deal.

C. Savings: The consumers can search the required product, compare it and get the best deal without visiting the physical shops. Thus his money and time to travel is saved. He can purchase the product at any time anywhere using mobile applications. Myntra, Jabong are examples of mobile applications.

D. Easy to use: The Mobile applications are easy to use. No special skills are required to use these applications. Further the consumer can pay the bill on delivery of the product. So people can purchase the items using mobile applications easily.

E. Secure transactions: The consumers can do the secure transactions i.e.-Payment using mobile applications. For security the consumers are given login ID and password. On Time Password is generated for the transaction which is used for user authentication. Thus there is transaction security for M-Payment.

LIMITATIONS OF M-COMMERCE:

Despite the fact that the use of M-Commerce is growing rapidly there are still limitation that causes limited use of M-Commerce:

1) Bandwidth

The limited bandwidth that can be support by mobile devices currently is very small which causes web developers to reduce the usage of rich data.

2) Screens Size

The screen size of a mobile device is very limited. This also limits the viewing capacity of the user.

3) Less Powerful Processors

Due to the slow processing speed web developer would have to use server side scripting which will bring more load to the servers.

4) Cost of Wireless Connection

As wireless connection of a mobile device to the internet is still a relatively new technology the cost of using such connection is also expensive as the technology is still under heavy development.

CONCLUSION

M-Commerce is buying and selling the products using mobile device, mobile applications and internet. MCommerce includes the activities of E-Commerce conducted on mobile device. Mobility, flexibility, reachability, are the features of M-Commerce whereas tiny screen, low processing power of mobile device, security of mobile transactions are the limitations of M-Commerce. By considering the features of M-Commerce people are using mobile applications for utility bill payment, fund transfer, railway ticket reservations, movie ticket booking and so on. Increasingly people are using mobile applications instead of web applications. M -Commerce is progressing and within some years huge number of people will be using mobile applications.

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DEMONETISATION IMPACT ON THE ECONOMY

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ABSTRACT

Demonetization is the act of Stripping a currency unit of its Status as legal tender. It occurs whenever there is change of national currency. The current form or forms of money is pulled from circulation and retired often to be replaced with new notes or coins sometimes a country completely replaces the old currency with new currency. A Further the impact of such a move would vary depending on the extent to which the availability of credit spending level of activity and government finance Demonetization on Economy It outlines the effect of demonetization on GDP Growth and impact of demonetization.

Demonetization is that the cash would be extinguished to set right the perverse incentive structure in the economy while the fact are not available anybody. It would be foolhardy to argue that this is the only possibility .Therefore it is imperative to evaluate to evaluate the short run and medium term that such a shock is expected to have on the economy Further the impact of such a move would vary depending on the extent to which the availability of credit spending level of activity and government finance.

KEYWORDS

Demonetization, Economy, notes

INTRODUCTION

The government has implemented a major change in the economic environment by demonetising the high value currency notes – of Rs 500 and Rs 1000 denomination. These ceased to be legal tender from the midnight of 8th of November 2016. People have been given up to December 30, 2016 to exchange the notes held by them.¹ The proposal by the government involves the elimination of these existing notes from circulation and a gradual replacement with a new set of notes. In the short term, it is intended that the cash in circulation would be substantially squeezed since there are limits placed on the amount that individuals can withdraw. In the months to come, this squeeze may be relaxed somewhat. The reasons offered for demonetisation are two-fold: one, to control counterfeit notes that could be contributing to terrorism, in other words a national security concern and second, to undermine or eliminate the black economy.

Cash is the preferred mode of transaction in India and only less than half the population uses banking system for monetary transactions. An immediate public anger appeared against the mismanaged and unprepared banking system. The banks didn't have enough of the newly designed banknotes (Rs 500 and Rs 2000) to distribute in exchange for the canceled notes. The move has also led to a shortage of lower denomination notes such as Rs 100 and Rs 50 that are still legal tender, as people have taken to conserving whatever cash they have in hand. The demonization initiative has caused a sudden breakdown in India's commerce and the unbanked and informal economy is hard hit. Trade across all aspects of the economy has interrupted, and sectors like agriculture, fishing, and the huge informal market were almost shut down during the initial days of announcement. The informal sector in India employs more than a majority of the workers and most transactions are in cash. Disruption to this system could endanger the employment and livelihood of weaker sections of society. The change disturbed the lives of ordinary people, led to widespread need and major job losses for the poor. Still legal tender, as people have taken to conserving whatever cash they have in hand. The demonization initiative has caused a sudden breakdown in India's commerce and the unbanked and informal economy is hard hit. Trade across all aspects of the economy has interrupted, and sectors like agriculture, fishing, and the huge informal market were almost shut down during the initial days of announcement. The informal sector in India employs more than a majority of the workers and most transactions are in cash. Disruption to this system could endanger the employment and livelihood of

weaker sections of society. The change disturbed the lives of ordinary people, led to widespread need and major job losses for the poor.

OBJECTIVES OF DEMONETIZATION:

The main objectives of demonetization are:

1. To eradicate black money
2. To remove counterfeit currency
3. To fight against terrorism
4. To stop money laundering activities

RESEARCH METHODOLOGY

Research methodology is an important activity of collecting information with the intention of perusing an effective research. In this research methodology includes primary and secondary data. It is a broad area which includes the most aspects of research.

Survey method is followed to understand the problems faced by the Bankers and the customers. The method of survey has been applied among various methods in survey, sample survey method has been planned to adopt. Apart from this, participatory and case-study method has also been used marginally. Through participative method it is possible to have some in-depth information, which enriched the data-analysis. Though case-study method it is possible to acquire a deep insight into the effects of demonetization. Sample Interviews will be conducted of those who are directly or indirectly involved in influencing demonetization policy. The selection of enumerators is based on simple random technique. This also includes the Random Sampling and Quota Sampling methods

LITERATURE REVIEW

Demonetization is a very bold move considering the size of Indian Economy. Many countries in the past have practiced this including India but this time the value of currency is much more compared to any previous past. Moreover considering the size of informal sector the chaos and confusion expected out of such an exercise was phenomenal. An estimate says that about 80% of employment in manufacturing and about 75- 90% in the service sector in 2005 in India was in informal sector (Ghani, 2013). This figure gives an idea that this major section of people will have to bear the brunt of the withdrawal of currency. India is a fast developing country and the infrastructure for digital economy is still fully not in its place. User education and secured transactions were always a matter of concern. Market analysts predicted the negative impact demonetization is going to have on some sector of the industries like consumer goods, real estate, gold and automobiles (Credit Analysis Research, 2016). These are the industries where cash transactions take place to a large extent. Demonetization is not new to India. This exercise has been carried way back in 1946 and in 1978. In Jan 1978 currency worth INR 1.46 billion (1.7% of total notes in circulation was demonetized. Of this INR 1.0 billion (or 68%) was tendered back. GDP). However, the 2016 demonetization efforts covers 86% of the total currency in circulation which is 11% of the GDP (ManoharChowdhary& Associates, 2016). Because of this sheer size the impact of demonetization this time was predicted to be huge. Moreover the political climate in India has changed recently and the new government has been very clear in its focus on eradicating corruption and black money from the system. The expectation of the people are high and they are looking forward for a change. The menace of corruption and black money in the system has ruined the country's economy. To some extent the political system has to be blamed because the focus on bringing black money into the system has been only on words and when it comes to the implementation the initiative was lacking (Sukanta Sarkar, 2010). The political community lacked the will to bring hoarders in front of judiciary mainly because it was the politicians who have been rumored to have hoarded money in foreign accounts rather than an ordinary business man. Though this exercise was taken in a positive sense by the general public who supported the initiative it was a tough time for people in the lower rung who were totally dependent of cash transactions for their daily expenses. As far as business is concerned the

small industries took the impact and the middle level moved on to credit purchases envisaging future payment once the cash crunch is over. It is a fact that demonetization shook the Indian political, social and economic system. This paper is an attempt to study the impact of this exercise on these key systems which is going to have a long lasting impact on the life of common Indian.

RESULTS AND ANALYSIS

The Economic Perspective Economists argue that removing 86% of the currencies from circulation would have an impact on the economy. Many leading economists came out aggressively against this decision of the government. To quote a few Amartya Sen Leading economist, Noble Laureate called the move authoritarian. He came down heavily on the exercise claiming this as anti-people. Manmohan Singh eminent economist, former Prime Minister and governor of the apex bank of India called demonetization an organized loot, legalized plunder and monumental mismanagement. ArunShourie former economist at World Bank claimed that black money hoarders do not hold black money in form of cash. He viewed that the entire exercise was ill planned (Iyengar, 2016). There were also views that supported the efforts of the government. There has been a widespread criticism on economist view of demonetization because the effect on economy can only be felt in the long run. Economy as such is complex and cannot be predicted clearly. It is complicated hence only in the long run we get to know what exactly happens to the economy. (Worstell, 2016) So any conclusions on the effect just after 50 days of demonetization could not be justified. We can consider the effect into short and long term. Both the short term and long term effects of demonetization are important if we have to consider the effect on economy as a whole. It is understandable that in the short term there will be fall in GDP due to drop in consumer spending, drop in jobs in the informal sector where unaccounted money was being used. But in the long run clean economy could emerge. Looking at the Reserve Bank of India and the Government's strategy only a part of cash that is being deposited is going to come back into circulation.

CONCLUSION

The economic effect of this exercise can only be felt on a long run. The immediate drop in GDP may last from a quarter or two but the long term effects needs to be seen to come to a final conclusion about the success in the economic front. The expectation of economy to boost immediately after demonetization is highly impossible. Since the GDP drop seems to be minimal and India being a robust economy there are chances that the economy will improve much better in the year 2018 due to cleaner economy, widening tax collections and transparent transactions. The country should follow-up the demonetization exercise through constant effort to switch to digital transactions so that tax collections increase. Efforts should be made consistently to educate people to adapt to technology for faster growth and more efficient business dealings. The political effect seems to be positive for the ruling government since the post demonetization survey showed people supporting the move. Though the hardships of the people cannot be disparaged the majority seemed to have taken this positively and are eagerly waiting for a cleaner economy. But the impact on political climate can be seen only in form of elections which is a couple of years away for the election of Central Government. There are various states going to polls in the month of February and March 2017 and the elections are fought with demonetization as a referendum. So the results of these polls could be an indication of how political climate is impacted because of this drive. Socially the impact was larger. The poor is suffering and it is very difficult to convert them to a cashless economy in the near future. The infrastructure does not support digital transactions and the people are not educated enough to change to a cashless economy. Hence there should be consistent effort to educate people in this front which will take time and effort. But if we educate and bring them to a cash less economy it will improve their.

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AN EFFECTIVE WEB ADVERTISING CAMPAIGN- GOOGLE ADWORDS

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Google AdWords is an online advertising service developed by Google, where advertisers pay to display brief advertising copy, product listings, and video content within the Google ad network to web users.

Here are some basic terms that you need to know:A keyword is a word or phrase the user searches for and then sees your ad.

Your ads will show up for the keywords that you pick.Google AdWords' system is based partly on cookies and partly on keywords determined by advertisers. Google uses these characteristics to place advertising copy on pages where they think it might be relevant. Advertisers pay when users divert their browsing to click on the advertising copy. Partner websites receive a portion of the generated income.

Google AdWords is like an auction house. You have to set a budget and a bid. The bid sets how much you are willing to pay for each click. If your maximum bid is \$2, Google will only show your ad to people if other aren't bidding more (on average). you could bid on almost any keyword you wanted.So it was a straight auction that didn't factor in the relevance between what someone was searching for and what you were advertising.

The Quality Score changed all that, though.Many factors can affect the costs of AdWords advertising for your business. Learn all about these costs, how bidding works, and the AdWords offers services such as pay-per-click (PPC) advertising and cost-per-acquisition (CPA) advertising. The AdWords program includes local, national, and international distribution.

In pay-per-click marketing, everything starts with a keyword. if you want your ads to show up on the page, you have to bid on that keyword.

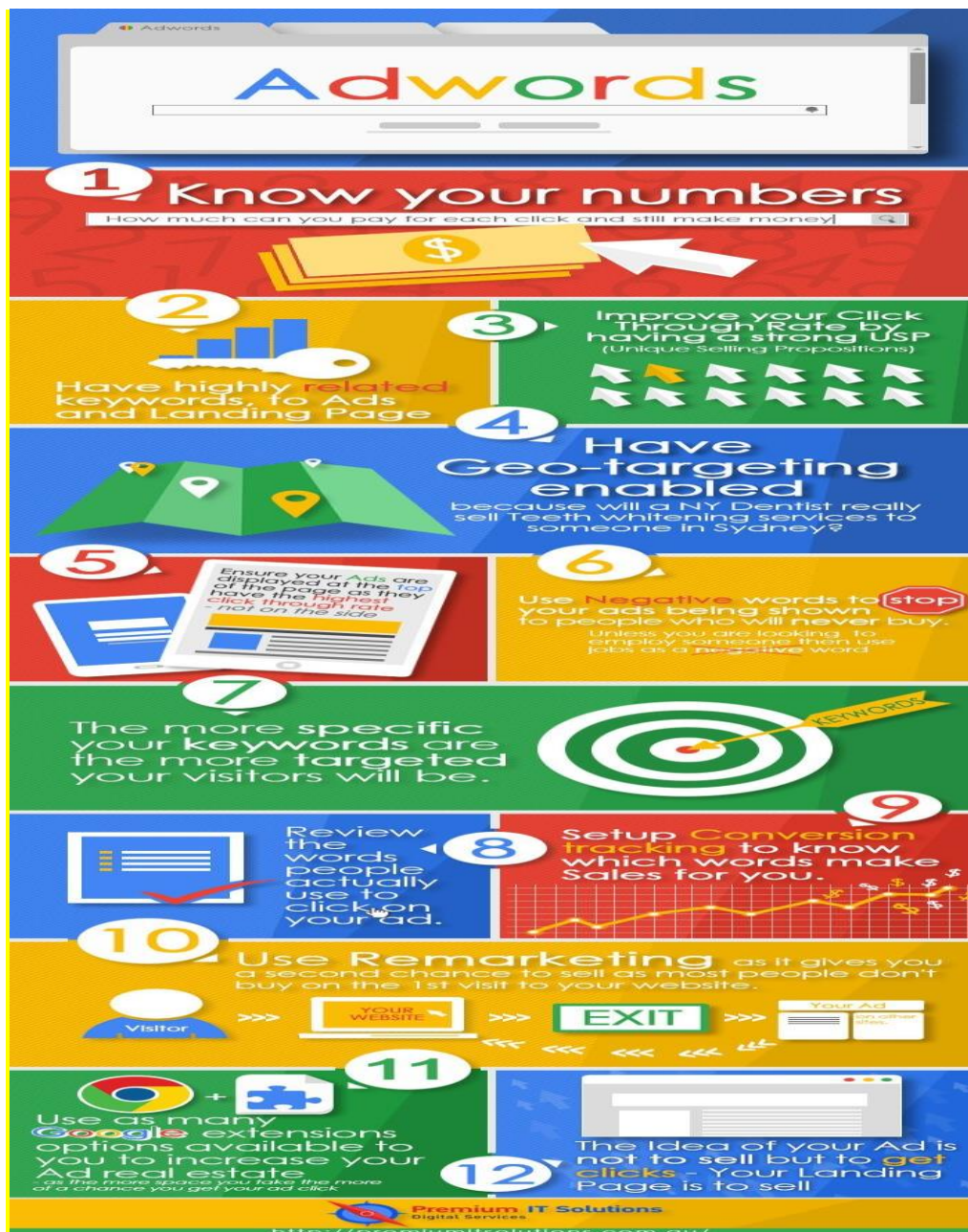
Therefore, to succeed at PPC, you need to make sure you're bidding on the right keywords. – Using keyword research tools and analytics data to find a list of keywords that are highly relevant to your business offerings. The most effective PPC accounts organize keywords into small groups of tightly related keywords. Negative keywords are a way of filtering out unwanted clicks Everyone has a limited budget, so it's important to focus your spending on your best performing keywords, without paying more than necessary so bid optimization is important.

Cost per acquisition (CPA), also known as "Cost per action" or pay per acquisition (PPA) and cost per conversion, is an online advertising pricing model where the advertiser pays for a specified acquisition - for example a sale, click, or form submit (e.g., contact request, newsletter sign up, registration etc.)

If you divide clicks by impressions, you get the click-through-rate, or CTR. This is just the percentage of users who land on your advertised page because they clicked on your ad. This is important, because click-through rate tells you which ads are working well and which aren't.

Google adwords is effective in terms of scalability, it is measurable, flexible & faster than SEO.

For creating an effective Web ad campaign ultimately means working to ensure uniformity throughout the campaign & yes people click the ads which help to generate the business so google adwords is effective product for Web Advertising Campaign.



GOOGLE ADWORDS

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ABSTRACT

Google AdWords is a service developed by Google for web users. Web sites which shows google adwords will generate income by using this service. Here I have covered its business perspective and its technical perspective and the elements and content used for it. There is a difference between display ads and search ads.

KEYWORDS

Google AdWrods, Google, Web

INTRODUCTION

Google AdWords is an online advertising service developed by Google, where advertisers pay to display brief advertising copy, product listings, and video content within the Google ad network to web users. Google AdWords' system is based partly on cookies and partly on keywords determined

by advertisers. Google uses these characteristics to place advertising copy on pages where they think it might be relevant. Advertisers pay when users divert their browsing to click on the advertising copy. Partner websites receive a portion of the generated income.

UNDERSTANDING HOW IT WORKS

- 1) In perspective of Business
- 2) In perspective of Technicality of Ad.
- 3) In perspective Legality

IN PERSPECTIVE OF BUSINESS

The world's largest search engine promises a host of advertising opportunities via Google AdWords. Its scope for potential customers is enormous. And best of all, Google Advertising is not restricted to just multinational corporations and big conglomerates. 60 day free trial of AdWords PPC management Even the smallest businesses, such as home businesses, authors, consultants, niche marketers and local retailers, can have great successes with the right Google Advertising campaign. When it comes to making the most of your online advertising budget, Google Advertising is the way to go. Google charge only if traffic diverted to customer portal in simple term pay only for results no visit, no fee.

Signing up for Google AdWords is free. You only pay when someone clicks your ad to visit your website, or calls you. In other words, when your advertising is working. Google allow his AdWords customer to set their own budget, so their costs will depend on what they are trying to accomplish with their advertising. Some businesses spend tens of thousands of dollars a month, and others are comfortable investing several hundred.

IN PERSPECTIVE OF TECHNICALITY OF AD

This section gives you how google add works? How to target the customers based on business? What are platform on which customer willing to publish ad? And many more...

Google AdWords provide multiple types of platform on which advertiser can reach to its customer. Advertiser can reach customer with text-based search ads, graphic display ads, YouTube video ads, or in-app mobile ads, Advertiser has plenty of ways to reach your target customer with AdWords.

SOME LITTLE INSIGHTS OF SOME OF THE TYPE OF ADD

Search ads:

Search ads appear next to Google search results when people look for products and services advertiser offer. And, advertiser only pays when people click to visit your website or call your business.

On PCs, tablets, and smartphones, if the words people type into Google match advertiser keywords, advertiser ad can appear above the search results.

Advertiser only pays when people click — either to go to your website or to call your business. With millions of searches per day on Google, you can help make sure your customers notice your brand, consider your offerings, and take action.

How it works:

Create your search ad -- Building your first search ad can take just a few minutes. Start by writing an ad that tells people what advertiser offer.

Locate your customers with keywords -- Next; choose the keywords that potential customers might search for on Google to find advertiser business.

Set search ads budget-- Set a daily budget, and ad is ready to go live.

Measure, learn, and grow -- Once advertiser ads are running, he/she can get reports to see how they are performing — and make adjustments anytime. He/she can also create different ads to see which ones perform best.

Display Ads:

Reach customers on the web and in apps — across devices.

AdWords display ads appear on over two million websites and in over 650,000 apps, so advertiser ad can show up wherever his/her audience is. With millions of websites, news pages, blogs, and Google websites like Gmail and YouTube, the Google Display Network reaches 90% of Internet users worldwide. With specialized options for targeting, keywords, demographics, and remarketing, advertiser can encourage customers to notice his/her brand, consider his/her offerings, and take action.

Advertiser can display the ads by following ways

Text Like an ad on Google Search, display ads include a headline, two lines of text, and a URL.

Gmail Show custom ads in Gmail so people can save, forward, and expand your ad in their inbox.

Banner With images or rich media, these ads let you include customized layouts, interactive elements, animations, and more.

App Create a campaign targeting specific mobile app categories, or track the performance of the in-app ads you're already running.

How to create display add?

1) Pick a format and create your ad.

Whether you're making simple text ads or using images, with the ad gallery included in your account, it can take only minutes.

2) Decide where your ads will run.

Display ads allow you to create highly targeted campaigns based on what you know about your customers, such as interests or demographics.

3) Set your budget.

Decide how much you want to spend to reach your target audience, and start showing your ads to the people who will be most receptive.

4) Check performance and act accordingly

Measure ads' results and figure out which audiences are most receptive. S

Video ads:

Broadcast story. Video ads are shown only to the people advertiser want and he/she only pay when they watch. In other words, he/she won't waste money advertising to people who aren't interested in his/her business. Google AdWords provide facility to advertiser to choose ideal customer suitable for his/her business. YouTube reaches more 18-49 year-olds than any cable network in the U.S. And with over one billion users, you can select the audience you want based on age, gender, location, interests, and more. Plus, you only pay when they engage with your ad. If they skip it before 30 seconds (or the end) you don't pay a cent.

Once advertiser create a video, he/she just need to set up a YouTube account and upload it. Then he/she can use AdWords to start your campaign on YouTube. Your video will appear before or next to related videos or in search results.

How it works

1) Get your ad live.

2) Choose where ad will appear.

Whether advertiser targeting sports fans, music lovers, or anyone else, he/she can choose his/her audience based on age, gender, location, interests, and more.

1) Decide how much want to spend.

Set budget and use YouTube's Analytics tool to see what's working.

2) Check the performance

Use YouTube's Analytics tool to understand who's watching the ads and how they're interacting with them. Advertiser have complete control over his/her daily budget, so he/she can spend as per business need.

Keyword restrictions:

Allowed keywords: Advertisers are restricted from using other companies' trademarks in their advertisement text if the trademark has been registered with Advertising Legal Support team. Google requires certification to run regulated keywords, such as those related to pharmaceuticals keywords. Prohibited keywords: Some keywords, such as those related to hacking, are not allowed at all. Google has a variety of specific keywords and categories that it prohibits that vary by type and by country.

Prohibited content

Counterfeit products -- Google AdWords prohibits the sale or promotion for sale of counterfeit goods. Counterfeit goods contain a trademark or logo that is identical to or substantially indistinguishable from the trademark of another.

Dangerous products or services -- Google AdWords don't allow the promotion of some products or services that cause damage, harm, or injury.

Enabling dishonest behavior -- Google AdWords don't allow the promotion of products or services that are designed to enable dishonest behavior.

Inappropriate content -- Google AdWords don't allow ads or destinations that display shocking content or promote hatred, intolerance, discrimination, or violence.

Prohibited practices:

Abusing the ad network -- Google AdWords don't allow ads, content, or destinations that are malicious or attempt to trick or circumvent our ad review processes. We take this issue very seriously, so play fair.

Examples of abuse of the ad network: promoting content that contains malware;

Data collection and use -- Google AdWords want users to trust that information about them will be respected and handled with appropriate care. As such, our advertising partners should not misuse this information, nor collect it for unclear purposes or without appropriate security measures.

Misrepresentation:

Google AdWords don't want users to feel misled by ads that we deliver, so Google AdWords don't allow ads or destinations that intend to deceive users by excluding relevant information or giving misleading information about products, services, or businesses.

Examples of misrepresentation: omitting or obscuring billing details such as how, what, and when users will be charged;

Restricted content:

The policies below cover content that is sometimes legally or culturally sensitive. Online advertising can be a powerful way to reach customers, but in sensitive areas, Google AdWords also work hard to avoid showing these ads when and where they might be inappropriate.

For that reason, Google AdWords allow the promotion of the content below, but on a limited basis. These promotions may not show to every user in every location, and advertisers may need to meet additional requirements before their ads are eligible to run.

Adult content -- Ads should respect user preferences and comply with legal regulations, so Google AdWords don't allow certain kinds of adult content in ads and destinations. Some kinds of adult-oriented ads and destinations are allowed if they comply with the policies below and don't target minors, but they will only show in limited scenarios based on user search queries, user age, and local laws where the ad is being served.

Examples of restricted adult content: strip clubs, erotic cinemas, adult magazines,

Alcohol -- Google AdWords abide by local alcohol laws and industry standards, so we don't allow certain kinds of alcohol-related advertising, both for alcohol and drinks that resemble

alcohol. Some types of alcohol-related ads are allowed if they meet the policies below, don't target minors, and target only countries that are explicitly allowed to show alcohol ads.

Examples of restricted alcoholic beverages: beer, wine, sake, spirits or hard alcohol, Champagne, fortified wine, non-alcoholic beer, non-alcoholic wine, and non-alcoholic distilled spirits

Copyrights -- Google AdWords abide by local copyright laws and protect the rights of copyright holders, so Google AdWords don't allow ads that are unauthorized to use copyrighted content.

Gambling and games -- Google AdWords support responsible gambling advertising and abide by local gambling laws and industry standards, so Google AdWords don't allow certain kinds of gambling-related advertising. Gambling-related ads are allowed if they comply with the policies below and the advertiser has received the proper AdWords certification

Examples of restricted gambling-related content: physical casinos; sites where users can bet on poker, etc.

Healthcare and medicines:

Google AdWords are dedicated to following advertising regulations for healthcare and medicine, so Google AdWords expect that ads and destinations follow appropriate laws and industry standards. Some healthcare-related content can't be advertised at all, while others can only be advertised if the advertiser is certified with Google and targets only approved countries.

Political content:

Google AdWords expect all political ads and destinations to comply with the local campaign and election laws for any area the ads target.

Examples of political content: promotion of political parties or candidates, political issue advocacy

Trademarks:

There are multiple factors that determine when trademarks can be used in AdWords ads. Along with the factors described in our Policy Center, these policies apply only when a trademark owner has submitted a valid complaint to Google.

Legal requirements:

Advertiser always responsible for ensuring that you comply with all applicable laws and regulations, in addition to Google's advertising policies, for all of the locations where advertiser ads are showing.

ADVANTAGES

1. Reach. Adwords claims that about 80% of internet users alone and uncountable browsers abroad can be reached through its advertising on the Google Search Engine. This is a powerful advantage when on a budget but need to reach as many people as possible to get the fastest returns.
2. Cost. The cost of using Adwords is, in a word, manageable. Cost is a primary concern for companies, and here Google's strategy makes it easy for the user to control their costs. Google only charges clients of Adwords for every click on the client website. There is no minimum cost for usage and the client can specify how much their budget is per day between 1 US cent to \$100 dollars per click.
3. Timing. Google Adwords places the advertiser in the right place at the right time. The customer is on Google looking for something to answer a question or to find out something about an item. This places the browser in a mood that is open to selling offers. Adverts are where selling decisions are constantly being made.

DISADVANTAGES

1. Every click to the company website is a charge to the company – even if the visitor makes a purchase or not from the site. Depending on the product, sometimes your visitors can be varied ranging from your competition to researchers, to kids having a ball.
2. Failure to make payments for Adwords can immediately remove your presence from Google.
3. No competitor data comparison is shared by Google Adwords. As a company policy, Google does not disclose the performance of other companies that may have the same service or product as yours.

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DIGITAL MARKETING AND DIGITAL PAYMENT GATEWAY

Covering: Data Science

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ABSTRACT

With the fast progress the way technology has changed, there has been a change in buying habits. Along with the buying habits there have been innovative path breaking ways in which the marketing field has also evolved. This evolution has changed the complete outlook of the world and how things were sold or designed. In spite of changes in the technology and online marketplace the basics of marketing have not changed however the marketers are just seeing it in a new light. As the technology progressed the need to physically go to the locations decreased and the shift changed from “Push marketing to Pull Marketing” where in organizations started using web as a platform to attract customers to their websites and products they were selling in the market place.

KEYWORDS

Push and Pull Marketing, Psychology and Data Science, Cash cows, Web tools, underperforming product.

OBJECTIVES

1. To understand the relationship between Data Science and Digital Marketing.
2. To find out the influence of Digital payment gateways in Digital Marketing.
3. To understand how Push marketing change into Pull marketing
4. To find out the 4 Ps of marketing and how the data science and psychology come into picture.

RESEARCH METHODOLOGY

My research design is based on Exploratory Research and my data collection is purely based on Primary data and the method of data collection is ‘Schedule through Enumerators’.

INTRODUCTION

Since the ancient times mankind has always felt the need to perform better than other. However if we look at instances where there was only barter in the world traders or farmers used to do mouth publicity to get their products noticed so that they could exchange it for goods which are not produced by him.

As human beings progressed through the ages the concept of publicity changed according to time. Earlier it was limited to locality then it graduated to town then state then country and now the Globe. Moreover the hunger to do more sales was always there.

As the technology progressed the need to physically go to the locations decreased and the shift changed from “Push marketing to Pull Marketing” where in organizations started using web as a platform to attract customers to their websites and products they were selling in the market place.

There is a huge amount of psychology and preferences which are mapped basis person to person in one of the largest game called “Data Science” or big data. There have been great thinkers like Mr. John W Tukey, Peter Naur, Gregory Piatetsky-Shapiro etc this was all prior to 1994 and in Sept 1994 Business week covered a story on how companies are collecting information about how likely a customer is able to buy a product. The concept of collecting data and then using it for increasing the productive reach is Data science according to me, the statistics definitely gives you an insight of how quickly you can move across your products and services which gave statistics a complete different angle to advance the products to consumer who are most likely to use your products and services.

To gain sustainable competitive edge over the competition all the “sellers” in the sphere of the online selling are using this Data science. The concept of segmenting targeting and positioning are seeing more accurate targeted potential buyers.

What is data science?

It is scientific method whereby data is collected and used in the most appropriate way where an organization can use it towards the improvement in the reach to the correct potential buyers. This has branched out of physical and statistical data collection which the statisticians of the old times used. Although the method is same it has eliminated certain flaws which first hand surveys had. In the first hand surveys one would try to derive to the conclusion by asking related questions. Here too the only information or mapping of a person is used to derive at conclusions however this is also solely dependent upon the footprints an individual is creating online. For eg: if someone is looking for Hindi Movies on a search engine the search engine captures the data that you have looked for and in the advertisement pop ups shows you the results which are same or around your results besides this it also gives you suggestions that people who bought movie tickets also bought cold drinks popcorns etc. Apart from the pop ups the main page where you book the movie ticket will also try and bundle the best possible deal along with the tickets you purchase the tickets. In a nutshell it is using mathematics technology and business strategy for leveraging to the business.

Who can use data science?

It can be used by anyone or any organization which wants to better it reach and improve the way it has been functioning. The list is almost endless who can use it completely depends on the discretion of the organization how it can be used. The job of the data scientist or analyst is to play around the data which is available and collected by simple online methods. The data collected can be used to map exactly what a specific person requires it is so minute and accurate that it can predict the buyer behaviour in the same family. More often you will ponder that how and why your social media page your email your advertisements in the search are often attributed to the searches you have made recently. This means it directly targets the potential buyer who hypothetically has the greatest requirement for it. The management therefore now spends exclusively on data scientist who can accurately do analysis for the organization.

How business houses use it few methods:

The business house research department is always looking for how to develop the 4p's effectively (Product, Price, Promotion and Place mix). However in the recent times please observe the each mix can also be dealt with the information which is now readily available. The only thing that needs to be done is mine information in such a way that it will help them understand which P requires improvement I would like to present this in the light of the 4 Ps of marketing and how the data science and psychology come into picture.

Product Mix:

This denotes the number of products which a company has to offer i.e. it is also the portfolio the company has to offer. In light of the offline business the capacity of the analyst to measure the success of a product was very limited and was always driven by a "Cash cow products" which sometimes did ignore the other offerings that the company had to offer. The reach too was not that wide. Now a product which is a "Cash cow" in some region could be question mark or a dog in some other region. Similarly an underperforming product could do extremely well in any other region. However the boundary of a region is unlimited and any product can be sold anywhere. It also helps derive at a hard call to stop production betterment or enhancement of the product it helps organizations look at the products in comparison with the other organizations product mix.

Price Mix:

The price mix the correct price of the product it also determines the discount an organization can offer. Whenever one goes online to shop for a product the most shopped places on a web page are the highest discounted items. Besides this the online community of sellers is in a way building a perception that the goods available online are cheaper. I am sure most of the readers here have at least once seen a product with an x price however the x is cancelled and then the seller shows an new

discounted price stating the % of discount that is been offered along with it. This is one the most effective way where the online sellers are able to sell across the products. Please note that the methods and tactics online and offline differ when it comes to determining the price. In an online scenario the consumer has a ready comparison with the other sellers and can make a choice either on the product mix or the price mix. Well it is difficult to say that the price is the only differentiating factor which can help buyer take the decision. However when the price mix combined with the other mix can also be used. The data scientist has an insight of the all the mixes of other sellers and which can be then used as an improvement platform.

Promotion Mix:

This mix consists of public relations advertising sales promotion personal selling. Please note how the online market differentiates this as the single most effective tool to get a lead in the domain of sales. The web is the gateway of information collection or the first hand surveys which an organization does. Whatever one does online leaves behind footprints your name your age your gender your preferences your city. The web tools which are not seen to us have a constant job to capture minutest of information which we are sharing online and the backend analyst and scientist have the job to analyze it. The parody situation is the web knows it all. For example if you are looking for wedding suits the web will give you results related to that. Apart from this the information captures is that you are getting married. Now the web will start giving you advertisements which are more related to you honey moon destinations hotels, wedding photographers, wedding venues, shoes, jewellers etc. the list could be exhaustive however this was just an example of how minutely the information could be used. This could be labelled as personal selling.

The public relations too are used in the domain of web the amalgamation of the information that the web knows about you can be used in a way which was unprecedented before. Social media knows who your friends are and would then suggest to your friends the same information which friends can suggest.

The advertisements too were very random and country specific earlier now the advertisements too that pop up are relevant only to that person the groom would see groom related advertisements and sales promotions only. The advertising companies are charging the clients differently also which is a revenue share model in the PPC (pay per click) concept.

Place Mix:

The process of moving products from producer to the consumer is product mix. The online market place has made it simpler for organizations to stock their inventory. The process of booking online suggests you the number of days it would require you to get the product. If the requirement is earlier the consumer has to pay extra for it, well here too the data scientist plot which region would require how much inventory and in how many days. Using this predictive table the goods are already shipped to centralized locations which in-turn can ship the products easily and quickly. The idea of holding huge inventory is a passé now the data scientists can predict the production and supply for the products location specific making logistic far more cost effective than it used to be. The place per say is not a physical place any more it is more targeted towards the consumer directly and the plotting is made on those basis.

CONCLUSION

The scope of doing a large scale business to any one is not a distant dream anyone. This is a far safer and a calculated game if one has an absolute grip on the data. The data and the science behind it has given everyone an opportunity to break the tradition rudimentary methods. All one needs to do is study deeply how a person or demography behaves online and present with our products and services. The competitive edge to existing seller's weather online or offline can be derived out of the data science. This science has shortened the boundaries; the limitation of country boundaries do not exist, a person in Mexico can sell to a person in India. The exclusively available concept now seems

to be invalid and soon be obsolete every consumer now has a grab on the product which is launched in the parent country. To cover this up the online domain has also given consumers an option of online instant loans and EMIs. Whilst we seem to be on the growth stage of the online market sphere soon it will see greater heights where only buyer and seller exist elimination all middle men.

DIGITAL MARKETING

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ABSTRACT

In today's digital world marketers are facing some new challenges, new technologies and opportunities in the market. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is to attract more and more customers and allow them to interact with the various brands available in the market through digital media. This article focuses on the importance of digital marketing in today's world. Additionally advantages of digital marketing, effectiveness, some latest developments and strategies and ways to further increase the effectiveness of digital marketing are also presented in this paper.

KEYWORDS

Digital marketing, Effectiveness, sCRM (social customer relationship management), E-Commerce.

INTRODUCTION

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. In fact, digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), call back, and on-hold mobile ring tones. With the help of digital media, consumer can access the information anytime and anywhere they want.

HISTORY

The term digital marketing was first used in the 1990s. But was being used in the mid-1980s by the Soft Ad Group for automobile companies' advertisement where people received floppy disks that contained multimedia content promoting various cars and free test drives.

Digital marketing became more sophisticated in the 2000s and the 2010s. Statistics produced in 2012 and 2013 showed that digital marketing was still a growing field.

Digital marketing is often referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term digital marketing has grown in popularity over time all over the world. Digital marketing has become the most common term, especially after the year 2013.

Use in the digital era

There are a number of ways brands can use digital marketing to benefit their marketing efforts. The use of digital marketing in the digital era allows for brands to market their products and services, and also provides online customer support through 24/7 services to make customers feel supported and valued. The use of social media interaction allows brands to receive both positive and negative feedback from their customers as well as determining what media platforms work well for them. As such, digital marketing has become an increased advantage for brands and businesses. It is now common for consumers to post feedback online through social media sources, blogs and websites on their experience with a product or brand.

Ease of access

A main objective of digital marketing is engaging customers and allowing them to interact with the brand through servicing and delivery of digital media. Information is easy to access at a fast rate through the use of digital communications. Users with access to the Internet can use many digital mediums, such as Facebook, YouTube, Forums, and Email etc. Through Digital communications it creates a Multi-communication channel where information can be quickly exchanged around the world by anyone

Competitive Advantage

By using Internet platforms, businesses can create competitive advantage through various means. To reach the maximum potential of digital marketing, firms use social media as its main tool to create a channel of information. Through this a business can create a system in which they are able to notice the needs of clients and feedback on their needs. This means of content make an impression on those who have a long-standing relationship with the firm and with consumers who are relatively active social media users. Relative to this, creating a social media page will further increase relation quality between new consumers and existing consumers Effective use of digital marketing can result in relatively lowered costs in relation to traditional means of marketing; Lowered external service costs, advertising costs, promotion costs, processing costs, interface design costs and control costs.

Effectiveness

Social media marketing works more effectively in the countries where brand awareness is uncertainty avoidance. Yet brands must be careful while using this type of marketing, as it may negatively harm their image. Since social media use can enhance the knowledge of the brand and thus decrease the uncertainty, it is possible that people with high uncertainty avoidance will particularly appreciate the high social media interaction with the brand. Moreover, digital platform provides an ease to the brand and its customers to interact directly and exchange their motives virtually.

Latest Developments and Strategies

As digital marketing is dependent on technology which is ever-evolving and fast-changing, the same features should be expected from digital marketing developments and strategies. This portion is an attempt to segregate the notable highlights existing and being used as of press time.

1) Segmentation: More focus has been placed on segmentation within digital marketing, in order to target specific markets in both business-to-business and business-to-consumer sectors.

2) Influencer marketing: Important nodes are identified within related communities, known as influencers. It is possible to reach influencers via paid advertising, such as Facebook Advertising or Google Adwords campaigns, or through sophisticated sCRM (social customer relationship management) software, such as SAP C4C, Microsoft Dynamics, Sage CRM and Salesforce CRM. Many universities now focus on these strategies at Masters Level.

There are two types of digital marketing - Pull digital marketing is characterized by consumers actively seeking marketing content and Push digital marketing occurs when marketers send messages and content being actively sought by the recipients.

3) Online behavioural advertising is the practice of collecting information about a user's online activity over time, "on a particular device and across different, unrelated websites, in order to deliver advertisements tailored to that user's interests and preferences.

4) Collaborative Environment: A collaborative environment can be set up between the organization, the technology service provider, and the digital agencies to optimize effort, resource sharing, reusability and communications. Additionally, organizations are inviting their customers to help them better understand how to service them. This source of data is called User Generated Content. Much of this is acquired via company websites where the organization invites people to share ideas that are then evaluated by other users of the site. The most popular ideas are evaluated and implemented in some form.

5) Data-driven advertising: Users generate a lot of data in every step they take on the path of customer journey and Brands can now use that data to activate their known audience with data-driven programmatic media buying. Without exposing customers' privacy, users' Data can be collected from digital channels (e.g.: when customer visits a website, reads an e-mail, or launches and interact with brand's mobile app), brands can also collect data from real world customer interactions, such as brick and mortar stores visits and from CRM and Sales engines datasets.

6) Remarketing: Remarketing plays a major role in digital marketing. This tactic allows marketers to publish targeted ads in front of an interest category or a defined audience, generally called searchers

in web speak, they have either searched for particular products or services or visited a website for some purpose.

7) **Game advertising:** Game ads are advertisements that exist within computer or video games. In-game ads also might appear as brand-name products like guns, cars, or clothing that exist as gaming status symbols.

The new digital era has enabled brands to selectively target their customers that may potentially be interested in their brand or based on previous browsing interests. Businesses can now use social media to select the age range, location, gender and interests of whom they would like their targeted post to be seen by. Furthermore, based on a customer's recent search history they can be 'followed' on the internet so they see advertisements from similar brands, products and services.

Ways to further increase the effectiveness of Digital Marketing

A strategy that is linked into the effectiveness of digital marketing is **content marketing**. Content marketing can be briefly described as "delivering the content that your audience is seeking in the places that they are searching for it". It is found that content marketing is highly present in digital marketing and becomes highly successful when content marketing is involved.

Marketers also find email an effective strategy when it comes to digital marketing as it is another way to build a long term relationship with the consumer. Listed below are some aspects that need to be considered to have an effective digital media campaign and aspects that help create an effective email system.

1) **Interesting mail titles** differentiate one advertisement from the other. Differentiation is one factor that can make an advertisement successful in digital marketing because consumers are drawn to it and are more likely to view the advertisement.

2) **Establishment of customer exclusivity:** A list of customers and customer's details should be kept on a database for follow up and selected customers can be sent selected offers and promotions of deals related to the customer's previous buyer behaviour

3) **Low Technical Requirements:** In order to get the full use out of digital marketing it is useful to make you advertising campaigns with low technical requirements. This prevents some consumers not being able to understand or view the advertising campaign.

4) **Rewards:** The lucrative offers would always help in making your digital campaign a success. Give some reward in the end of the campaign. This would definitely invite more engagement and word of mouth publicity.

CONCLUSION

Digital channel in marketing has become essential part of strategy of many companies. Nowadays, even for small business owner there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries. Company can use any devices such as smartphones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority. Digital marketing results won't come without attempt, without trial (and error). The watchwords "test, learn and evolve" should be at the heart of all digital marketing initiatives. Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance.

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DEMONETIZATION AND DIGITIZATION OF TRANSACTIONS: A SURVEY FROM MAHARASHTRA

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KEY WORDS

Demonetisation, Digital Banking, Digital transactions, Behavioural changes, Indian Economy

INTRODUCTION

On 8th November 2016, the Government of India placed a ban on the then “Rupee 1000” and “Rupee 500” bearer notes. (Reserve Bank of India, 2016) In the declaration. Prime Minister Narendra Modi announced that these currencies shall cease to be legal tender and shall be withdrawn from circulation among public. These currencies were meant to be replaced by the phenomenon came to be known as “Demonetization. (Mali, 2016) One of the reasons for the demonetization process was put in place was that, among other reasons, was the Government of India wanted to induce behavioural changes among the Indian population an encourage them to conduct more cashless transactions. (Jaitley, 2016) Cashless Transactions are transactions of goods and services wherein the compensation does not require the physical exchange of cash but a digital exchange of cash. (Baker, 2017) This is not to be confused with the barter system of exchange.

Cashless transactions help in several ways. There is an indirect impact as there is no or minimal leakage of cash from the economy i.e. all cashless transactions are usually done through legitimate banking channel. (Jaitley, 2016) Additionally, digitalization of financial services helps save consumer’s time and effort but reducing their time in “transit, banking and retail transactions”. It is also hoped that digitization of money will help reduce crime associated with physical transfer of money such as robbery and looting. It is also expected to have several side effects such as reduction of illegal activities such as reducing funding of terrorist activities, funding to drug cartels. (Xinhua, 2017) Overall, it is expected that a move towards the cashless economy will help reduce the size of the parallel economy of the country which was estimated to be at 20% in 2016 by Ambit capital. (Ambit Capital Research, 2016) Arun Jaitley, has stated that one of the main objectives of demonetization was to “improve the tax base” and induce behavioural changes among the people of India (Jaitley, A Year After Demonetization, 2017)

RESEARCH METHODOLOGY

In order to understand the impact of the decision and how it contributed to bringing about behavioural changes in the way transactions were conducted, a survey was conducted among middle and low income group of people. The middle and low income group is not defined but simply to be assumed to be as “people who have earnings that are significantly higher than the minimum wages”. Participants were sampled from all over Maharashtra and were aged between 25-40 years. Primary data, in the form of a questionnaire” was collected from thirty six people and sought to understand the access and usage of digital channels that the participants of the survey already had and the increase in the level of the digital channels among the same participants. People who were perceived as belonging to “low income groups” were not considered since the level of digitization is limited by other barriers such as smart phones, language barriers etc. and may not but only related to behavioural preferences. All the people surveyed were people from urban areas who owned a phone with an internet access. (Mali, 2016). Digital channels are defined as all avenues that allow transfer of money such as Credit Card, Debit card, Net banking, digital payment apps such as Paytm, Airtel Money, MPesa etc. The responses of the participants were simply aggregated to calculate the simple percentage

FINDINGS

Out of the 36 people surveyed all 36 participants had a bank account prior to “demonetization” with everyone reporting to possess at least one debit card. Out of all the participants, 8.5 %people ordered

a new account following the execution of demonetization. 58.3 % of the participants had a credit card prior to demonetization while the rest responded negative on that count. Yet, not a single participant was reported to have ordered a credit card. 91% of the participants owned a cheque that they had used at least once in the year prior to the announcement of demonetization and 13 % participants ordered a new cheque book. Approximately, 75 % participants had a net banking facility, while the rest 25 % participants reported negatively on that question. Approximately, 22% participants ordered a net banking facility post the announcement of demonetization. The biggest change came in the category of mobile apps that facilitated financial transactions. 44% of the responders had some mobile app to transfer payments to complete transactions and 52.8% of the responders reported downloading at least one mobile app in order to facilitate cashless payments. 58.3 % also responded that they started using mobile applications more frequently due to the process of demonetization while 44% responders confirmed that they had started using cashless avenues for transaction slightly more frequently, following the period of demonetization. 8% of the participants confirmed they were “mostly using cashless avenues” following the announcement of demonetization.

Demonetization would have also had other side effects such as the use of credit cards (which could result in greater debt). However, since no participant ordered any new credit cards, the positive or negative impact of the usage of credit cards cannot said to be have increased significantly due to the process of demonetization. Another unintended consequence of the process of demonetization that could be imagined would the increase in shopping on digital avenues or online shopping by participants. 72.2 % of participants denied any increase in shopping activities online due to the process of demonetization with only 16.7 % reporting that their frequency of shopping online had “slightly increased”. 8% of participants reported that they mostly shop online currently. 41.7 % of the participants reported that they had increasingly started to use cashless avenues for government transactions such as electricity and tax bill payment. This may have the unintended consequence of less cash handling by employees at government offices.

CONCLUSION

It is evident that participants of the study used digital banking services fairly frequently prior to the execution of demonetization and started using those services more frequently due to the period of participation, in an overall sense. Some participants were induced into changing their behaviour and did not report using any cashless transaction prior to demonetization but were forced to start using some form of cashless avenues due to the process of demonetization. Interestingly, participants did not choose to increase their digital transactions through the “cashless” means such as cheque book or debit card but through the more evolved platforms of net banking and phone applications. The role of phone applications seems to stand out in the process. However, the process of demonetization did not seem to induce them to spend more which could be an unwanted effect of a large number of cashless transactions.

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CYBER AND OPERATING SYSTEM SECURITY

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ABSTRACT

Despite all visible dividers, the Internet is getting us closer and closer, but with a great price. Our security is the price. The international community is fully aware of the urgent need to secure the cyberspace.

The standards impose security best practices and system specifications for the development of information security management systems. In order to clean our society from cybercrimes and cyber terrorism we need to impose strict security policies and enforce them in a cooperative manner. The paper discusses the cooperative effort to fight cyber terrorism (i.e. Security for Operating System)

KEYWORDS : OS Security, Password, Hashed Password, Human Element, Biometrics, Trojan horse, Login Spoofing, Sandboxes, Race Condition, Trusted Path, Viruses and Worms.

INTRODUCTION

Cyber security, computer security or IT security is the protection of computer systems from the theft and damage to their hardware, software or information, as well as from disruption or misdirection of the services they provide.

Cyber security includes controlling physical access to the hardware, as well as protecting against harm that may come via network access, data and code injection. Also, due to malpractice by operators, whether intentional or accidental, **IT security** is susceptible to being tricked into deviating from secure procedures through various methods.

The field is of growing importance due to the increasing reliance on computer systems and the Internet, wireless networks such as Bluetooth and Wi-Fi, the growth of "smart" devices, including smart phones, televisions and tiny devices as part of the Internet of Things.

Operating System Security (OS Security) what does Operating System Security (OS Security) mean?

Operating system security (OS security) is the process of ensuring OS integrity, confidentiality and availability. OS security refers to specified steps or measures used to protect the OS from threats, viruses, worms, malware or remote hacker intrusions. OS security encompasses all preventive-control techniques, which safeguard any computer assets capable of being stolen, edited or deleted if OS security is compromised.

Operating System Security (OS Security)

OS security encompasses many different techniques and methods which ensure safety from threats and attacks. OS security allows different applications and programs to perform required tasks and stop unauthorized interference.

OS security may be approached in many ways, including adherence to the following:

- Performing regular OS patch updates
- Installing updated antivirus engines and software
- Scrutinizing all incoming and outgoing network traffic through a firewall
- Creating secure accounts with required privileges only (i.e., user management)

As we have studied many File access permission, Memory access protection etc. File Protection Protects user and (OS) against other user but it's not enough. Following points should be covered when we talk about Operating System security.

AUTHENTICATION

User Authentication

- File permissions are based on user identity, which is based on authentication.
- How does an OS authenticate users?

- Many methods: something you know, something you have, something you are.

1) Password

- Very common
- Very easily guessed
- Originally stored in plaintext, but that's a very bad idea
- Today, passwords are usually stored hashed
- However — some network authentication schemes, such as challenge/response, require plaintext (or equivalent).

2) Hashed Password

- Store $f(\text{PW})$, where f is not invertible
- When user enters PW, calculate $f(\text{PW})$ and compare
- To guard against precomputation attacks, assign a random salt at password change time and store $h_{\text{salt}}, f(\text{PW}, \text{salt})$
- Attackers can still run password-guessing programs, so most operating systems use access control to protect the hashed passwords.

3) Challenges / Response Authentication

- Ask the user questions no one else would know the answer to.
- Note: your mother's maiden name doesn't qualify!
- If the user has calculating ability, do it cryptographically
- The server knows PW and sends a random number N
- Both sides calculate $f(\text{PW}, N)$, where f is something like an encryption algorithm
- Note that an eavesdropper who sees N and $f(\text{PW}, N)$ can still do password-guessing.

4) Human Elements

- “Humans are incapable of securely storing high-quality cryptographic keys, and they have unacceptable speed and accuracy when performing cryptographic operations. They are also large, expensive to maintain, difficult to manage, and they pollute the environment. It is astonishing that these devices continue to be manufactured and deployed, but they are sufficiently pervasive that we must design our protocols around their limitations.”
- Network Security: Private Communication in a Public world

5) Something You Have: Tokens

- Some sort of (generally tamper-resistant) device .
- Perhaps it does the challenge/response.
- A very popular one has a cryptographic (is the practice and study of techniques for secure communication in the presence of third parties called adversaries.) secret and the time of day, and calculates $f(K, T)$
- Often combined with a PIN, to guard against loss or theft.

6) Something You Have: Biometrics

- Fingerprint readers are becoming common
- Iris scans are probably more secure
- Biometrics generally has a fail positive rate and a false negative rate — be careful how you set your parameters!
- Biometrics works best if stored locally-over the network, all that's seen is a string of bits
- Watch out for spoofing attacks.

Attack Techniques

- Trojan horses — “come and get it” attack
- Login spoofing
- Buggy software — the big one

1) Trojan horses

- Trick someone into executing a program that does nasty things
- (Many viruses and worms spread that way)
- How can the OS protect users?
- Unix-type file permissions don't help — the attack program can change permissions
- Need mandatory access control (MAC)

2) SandBoxes

- A better idea is for the OS to provide sandboxes — an environment where the program can execute but can't affect the rest of the machine
- Strong isolation is conceptually pretty easy — run the program on a separate machine, or under VMware or the like
- There are other, more elegant mechanisms that attempt to provide the same feature at lower cost; most are limited to root
- The trick — and it's a very difficult one — is permitting limited interaction with the outside world while still protecting security.

3) Race Condition

- Race conditions can be a security issue
- Consider a privileged program that checks if a file is readable and then tries to open it as root
- The attacker can pass it a symlink; in the interval between the two operations, the attacker removes the symlink and replaces it with a link to a protected file
- The OS must provide (and the application must use) atomic operations to open the file as that user.

4) Login Spoofing

- Is that the real login prompt?
- A fake one could capture your login and password
- (We see similar things today with fake ATMs!)

5) Trusted Paths

- A trusted path is a user-initiated sequence that is guaranteed to get you to the real OS
- Example: `ctrl+alt+delete` on Windows
- Well, it was supposed to be one. . .
- But — you have to train people not to log in unless they've initiated the sequence .
- Must protect all password prompts that way.

6) Viruses and Worms

- Viruses spread by themselves within a machine, but require human intervention to infect other machines
- Worms spread between machines, though they may require human assistance (i.e., opening an attachment) to infect another machine
- What can the OS do to stop these?

7) Access Controls Won't Do It

- One sometimes hears that “Windows is infested with these things because it has no (effective) file protection”
- File protection would prevent OS contamination, but worms can and do spread with user permissions
- The IBM Christmas Card “Virus” (1987) relied on a Trojan Horse emailed shell script
- The Morris Internet Worm (1988) was multi-exploit, multi-platform and didn't violate any OS protections.

8) Blocking Executable

- Operating systems can try to block suspicious content
- It's very hard to do — lots of ways to sneak stuff in
- Windows XP SP2 “tags” downloaded files — anything that's tagged is deemed non-executable
- But what about things like bug fixes that you should permit to be downloaded?

9) Certified Systems

- In the early 1980s, the U.S. Defense Department created the so-called Orange Book (DoD Trusted Computer System Evaluation Criteria) and its companions
- The Orange Book described a set of secure system levels, from D (no security) to A1 (formally verified)
- The higher levels had more features; more importantly, they had higher assurance.

10) Military Classification Model

- Documents are classified at a certain level .
- People have certain clearances.
- You're only allowed to see documents that you're cleared for.

11) Classifications.

- Levels: Confidential, Secret, Top Secret
- Compartments: Crypto, Subs, NoForn
- (“NoForn” is “No foreign nationals”)
- To read a document, you must have at least as high a clearance level and you must be cleared for each compartment
- Systems that support this are known as multi-level security systems.

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DIGITIZATION OF THE INDIAN STOCK EXCHANGE MARKETS IN THE LAST DECADE:

THE GAME CHANGING FACTOR TO MAKE INDIAN MARKETS MORE EFFICIENT

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INTRODUCTION

The Indian stock markets are trying to become increasingly more and more efficient. The two primary stock exchanges of the country, the Bombay Stock Exchange and the National Stock Exchange have taken several steps forward in this regard. (Bombay Stock Exchange, 2017) (National Stock Exchange of India Limited, 2017). In this scenario, the digitization of the stock exchanges has been a key factor in increasing the efficiency of Indian Stock Exchanges

INDIAN STOCK MARKETS AND THE EFFICIENT MARKET HYPOTHESIS

According to the efficient market hypothesis, all investors are rational and by that correctly adjust their perception and beliefs based on the new information that is available to them.

The Efficient Market Hypothesis implies that efficiency of prices on any given stock exchange is a highly correlated to the amount of information available to the participants of the stock market, among other factors, and that the sophistication of the channels that are available to all the participants of the market in order to provide information to them about all the stocks trading. According to the Efficient Market Hypothesis, price distortions in a market are a result of mis-information or due to the failure of the market regulators to provide all information related to a stock to all participants, not just a select few. (Fama, 1970) Additionally, the speed of this information is an important factor as time lags in the information provided to participants influences their decision making and therefore, leads to price distortions. (Fama, 1970)

Based on the Efficient Market Hypothesis, “Strong Efficiency is where all information is public, personal, and confidential, and is reflected in share prices. Therefore, investors are able to achieve a competitive advantage and deter trading.” (Nath, 2015)

The Indian Stock Markets have been cited as “weakly efficient”, at least in once case. (Gupta & Gedam, 2014) This paper argues that digitization is the key to improving the efficiency of Indian stock market and reviews the current status of the digitization of Indian Stock Markets viz the Bombay Stock Exchange (BSE) and National Stock Exchange. (NSE) on the basis of dissemination of information.

A Review of the Digitization of Stock Exchanges in India: 2006 -2016

There are several aspects to digitization of stock exchange such as up time, the maximum number of transactions possible in a day, web based and mobile based trading, digital settlement of transactions, cost barriers for trading etc. However, following a single theme of dissemination of information, the analysis presented here tackles three basic aspects: The availability of website, availability of information in regional or vernacular languages and the availability of historical data and analysis.

The National Stock Exchange and Bombay Stock Exchange both have a website as well as web based trading. A problem that is unique to India that can present challenges in India. Language acts as a significant barrier to access to information in India due to the dominance of several regional or vernacular languages. In order to ensure that information is easily accessible to those who have invested or wish to invest at the stock exchange, the exchange must provide information in regional languages.

The Bombay Stock exchange, through its website, provides real time information in English, Hindi and Gujarati about the market. The Bombay Stock Exchange launched its Hindi and Gujarati websites in 2006 and its Marathi website in 2009, thereby improving its score on the parameter of “making information more public” (Bombay Stock Exchange, 2017). The website provides real time

information on all products offered by the market including equities, futures and options, allowing any investor access to information in any corner of the country. Additionally, the website provides limited relevant news such as earnings and corporate announcements made by Companies that are trading on the exchange. (BomBay Stock Exchange, 2017). However, the National Stock Exchange lags significantly, in terms of reducing language barriers to information. The National stock Exchange is only available in English

The National Stock Exchange and the Bombay Stock Exchange both have tutorials made available online that provide the most basic information on trading. (BomBay Stock Exchange, 2017) (National Stock Exchange of India Limited, 2017) Additionally, these videos are usually available in the two major languages of the country: English and Hindi, making it easier for participants of the stock exchange to comprehend information and be invest with greater ease. This, in turn, helps in the education of stocks which increases the chances of direct participation of traders at the stock exchange. In theory, as the number of participant's increases, the influence of individual or institutional investors decreases.

In addition to provide more information to investors to help their decision making, stock exchanges also provide data on all the products that are traded. One way to make this information public is to provide it on the website. The two websites provide significant amount of data on each product. Both the websites provide a variety of data such as top gaining and losing equities, funds, derivatives, commodities and other products. Both websites also, provide easy access to historical data for every product traded on the exchange as well as generic information on the exchange as a whole. The two exchanges have a library of daily reports, news announcements and myriad information that may be required by an investor in order to be able to trade on the exchange.

The two exchanges, also periodically, publish white papers and research material for investors to be able to gain more information

CONCLUSION

Given that both stock exchange can be easily accessed using the internet. There has been considerable growth in the digitalization of the Indian Stock Exchanges in the last decade and this has certainly helped in providing the investors all the relevant information. Digitization has helped expand the reach of the two stock exchanges. However, there is further scope for improvement. The National Stock Exchange scores less on making information public since it does not have any regional languages website, relying upon English as the sole language of information to investors or relying on brokers as a medium of providing information to the general public. This also, leads to the creation of an inherent bias in the trading of stocks.

The Bombay Stock Exchange would score higher on this parameter. However, the Bombay Stock Exchange has websites in three languages in addition to English. There is still room for scope of improvement since there are several other regional languages that need representation. The provision of vernacular languages will help in reducing several biases in trading, thereby improving the efficiency of the price of any stock or commodity traded on the exchanges.

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SECURED PAYMENT GATEWAY WITH SPECIAL REFERENCE TO -- EVOLUTION OF GREEN BANKING IN THE INDIAN BANKS.

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ABSTRACT

Now a day's global warming is an issue which is faced by the world since last few years. Global warming is affecting badly. To overcome it or to reduce its effects, people should take some steps. Go Green concept is discussed nowadays everywhere. It will help us to reduce the affects of global warming. This paper consist of applying and introducing the green revolution in all the sectors of the society, especially in banks and economic sectors. The concept of green banking is adopted by how different banks is covered here.

KEY WORDS

Green Banking, Green Banking Strategies, Indian Banks Initiatives, Green Building, and Banking, Environmental and social norms. Customer satisfaction, environment.

INTRODUCTION

Now a day's society is facing lot of environmental issues because of Global Warming. Environmental factors internal as well as external affects it. So to overcome from those factors, we should adopt the concept of Go Green. This concept is applicable to all the parts of the society.

The study of this paper consist of applying and introducing the green revolution in all the sectors of the society, with special effect to the banking sector.

Recently Banks have started this concept of Green Banking. It is a revolution in the banking sector. Banks started paperless working / Banking in their field. Environmental Program (UNEP, 2014) defines green economy as "one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities."

Institutions such as banks, which are playing a fundamental role in the development of the society .Banks are the major economic agents influencing the industrial sector for lending and financing the projects. They are playing an important role in promoting a sustainable environment. They persuade the economic development and growth of the country. As society is now more concerned and aware about the environmental issues, there is need for banks to adopt green strategies into their operations. Currently, in India, the concept of green banking is new but banks are actively looking for the ways to portray themselves as a Green Bank.

GREEN BANK AND BANKING

Green is becoming a symbol of Eco consciousness in the world. According to Indian Banks Association (IBA, 2014) "Green Bank is like a normal bank, which considers all the social and environmental / ecological factors with an aim to protect the environment and conserve natural resources". It is also known as ethical bank or sustainable bank. Their purpose is to perform banking activities but with an additional plan towards taking care of earth's ecology, environment, and natural resources including biodiversity.

Green banking is making technological improvements, operational improvements and changing client habits in the banking sector. It means to promote environmental friendly practices and to reduce the carbon foot print from banking operations. It is a smart and proactive way of thinking with a vision of future sustainability. Banking activities are not physically related to the environment, but the external impact of their customer activities is substantial. Banks should promote those products, process and technology which substantially reduce the carbon footprint from the environment. Study by Hart & Ahuja (1996) is showing a positive correlation between environmental performance and financial performance. Initially, banks were doing analysis of their financial performance only, but

now it is a time to do analysis of social and environmental performance as well. Green Banking is not only a CSR activity of an organization, but also it is about making the society habitable without any considerable damage.

RESEARCH METHODOLOGY

This paper reviews the literature on the basis of secondary data collected from the sources such as articles, research papers, annual reports, sustainability reports, company's official websites, etc. For analyzing the green banking

LITERATURE REVIEW

According to RBI (IRDBT, 2014), green banking is to make internal bank processes, physical infrastructure and IT infrastructure as effective and efficient as possible, with zero or minimal impact on the environment. They had introduced green rating standards for Indian banks, which are termed as 'Green Coin Ratings'. Under this rating system, banks are judged on the basis of carbon emissions from their operations and on the amount of recycling, refurbishment and reuse material being used in their building furnishings and in the systems used by them like servers, computers, printers, networks, etc. They are also being judged on the amount of green projects finance by them and rewards or recognitions given to borrowers for turning their businesses greener. According to a recent study by Javelin Strategy and Research, bank customers loved this idea. 43% of customers polled said they would rather do business with a bank that seems more "green."

ORIGIN:

First Green Bank is a commercial bank based in Mt. Dora, Florida, United States commenced its operations in 2009. The company is known for its focus on environmentally friendly banking practices. The Bank staffed with employees who have attained the LEED accredited professional designation, meaning they understand green building practices and provides incentives to consumers purchasing high efficiency vehicles like hybrid automobiles and has a hybrid Toyota Prius as its own courier car.

According to Clark Schultz

(2012) Green banking means promoting environmental friendly Practices and reducing your carbon footprint from your banking activities.

Concept of Green Banking in India-SBI

To elucidate the concept of green banking in India, the initiatives taken by the largest public sector bank i.e. State Bank of India (SBI) and largest private sector bank i.e. ICICI are listed.

Green Initiatives by SBI

- Introduced Green Channel Counters and no queue banking in over 5000 branches across India
- Supporting the construction of wind farms in India
- Making a commitment that new building will adopt green building standard including utilizing natural lighting and recycled water.
- Implementing policies aimed at achieving carbon neutrality
- Online money transfers between United States and India from branch banks net banking, the customers need not fill up any pay-in slip or cheque for depositing or withdrawing money from their account. Instead they could access the services of ATMs.

STEPS IN GREEN BANKING

Go online

It includes the following things. Pay Bills Online. Online fund transfers. Remote Deposits

Use Green checking Accounts

With the help of ATM machines customers can check their accounts. This can be called Green checking of account. Uses of debit and credit cards help the environment from detritions.

Use Green loans for home improvements

Some commercial banks are taking initiative to go green by allowing low interest loans to the customers who would like to buy solar equipment.

Use Green credit cards

Use of plastic money in state of currency notes will save environment.

CONCLUSION

Green banking is new and time saving concept.

Green banking is still a major issue and can take an important for development of our country in India.

Green banking is making technological improvements, operational improvements and changing client habits in the banking sector.

The banks should change traditional methods and encourage their routine operations through the adoption of paperless banking, online banking, mobile banking, mass transportation system, green cards made up of recycled plastic and efficient use of resources.

The banks should start investing in low carbon technologies and develop new sustainable products and services.

The bank should motivate customers to adopt environmental standards for the lending and financing principles, so that borrowers could direct themselves towards reducing the carbon footprint by using the appropriate technologies. They can go for discounted loan rates for the hybrid products, adoption of Equators Principles, green mortgages, green loans, etc.

India should take some strict steps to harness these banks and financial institution to adopt the principle equator guideline so that they can contribute in the protection of environment in future.

Green banking is a smart and proactive way of thinking with a vision of future sustainability.

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A STUDY ON THE FACTORS AFFECTING CRITICAL SUCCESS AND FAILURE OF THE ENTREPRENEURS

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ABSTRACT

For the past couple of years entrepreneurship development is considered as the priority area in the development policy in many countries, especially in India. Entrepreneurs and entrepreneurship are significantly correlated with the economic development of a country. The objective of this study is to investigate the impact of entrepreneur's characteristics on SMEs in India. In literature about entrepreneurship, the behavioural, psychological, and demographic characteristics of entrepreneurs are usually mentioned as the most influential factors in the performance of small and medium-sized enterprises (SME).

KEYWORDS: entrepreneur, entrepreneurship, economic development, growth

INTRODUCTION

The small and medium-sized enterprises (SMEs) have given much attention in the recent entrepreneurship researches due to their vital contributions in the economy of every country. The appearance of SMEs is very important especially in all developing countries where they assist economic growth; improve income distribution, productivity, efficiency and economic structure during the economic downturn.

According to Schumpeter, an entrepreneur is willing and able to convert a new idea or invention into a successful innovation. Entrepreneurship employs what Schumpeter called "the gale of creative destruction" to replace in whole or in part inferior offerings across markets and industries, simultaneously creating new products and new business models. Thus, creative destruction is largely responsible for long-term economic growth. The idea that entrepreneurship leads to economic growth is an interpretation of the residual in endogenous growth theory and as such continues to be debated in academic economics. Entrepreneurship has become increasingly important in sustaining India's rapid growth. Researchers indicate that generally low success rate of new ventures happens due to the lack of personal traits, and motivating factor of entrepreneur. Gallup research indicates that the personality of the entrepreneur has a direct relationship with business success.

OBJECTIVE OF THE STUDY

1. To analyze the factors affecting the growth of SME entrepreneurs
2. To identify the critical success characteristics of entrepreneurs that may influence the career success of SME entrepreneur.

RESEARCH METHODOLOGY

The data is collected through various journals, articles, magazines and websites.

LITERATURE REVIEW

An entrepreneur is an ambitious leader who combines the resources available to create and market new goods or services (Sullivan and Sheffrin, 2003). The leader is concerned with inventing a product or service, establishing a market niche, attracting new customers, and Arawati Agus and Za'faran Hassan¹⁴ manufacturing and marketing the product (Flamholtz, 1986). Rosete and Ciarrochi (2005) exhibited that entrepreneurs higher on understanding their own feelings and that of their subordinates are more likely to achieve business outcomes and be considered as effective leaders by their employees and direct manager. Accordingly, leadership has emerged as one of the most important elements of any business, large or small. During these challenging times, when the rules of business seem to be constantly changing, people increasingly look to their leaders for authentic direction and

guidance. Entrepreneurs must be capable of exploring new ideas so that their businesses could survive and grow in the modern, constantly changing world. Having communication and negotiation skills are the qualities needed for a successful entrepreneur. Most entrepreneurship studies these days contain some sort of statement alluding to the need for the entrepreneurs to possess excellent communication and negotiation skills.

The conceptual model in this paper utilized entrepreneurial characteristics dimensions derived from studies and documented references (Hisrich & Peters, 2002; Shane, 2003; Johnson, 2001). Four entrepreneurial characteristics identified from several sources, were considered to relate to distinctive features of entrepreneurial characteristics and are therefore incorporated in the conceptual model. These entrepreneurial characteristics dimensions include: determination, communication skills, leadership and motivation. The entrepreneur's demographic, psychological and behavioral characteristics as well as his or her managerial skills and technical know-how are often cited as the most influential factors related to the performance of a small and medium sized enterprise (SME). The relationship with firm performance is also affected by industrial, environmental and firm characteristics (Chandler and Hanks, 1994; Cooper, 1993). The performance is based on two pertinent dimensions namely sales performance and customer satisfaction (Kotler 1994, McGaughey, 1991).

FACTORS IMPACTING ENTREPRENEURSHIP

Various researchers world over have identified the factors that contribute to the development of entrepreneurship. Economists agree that the lack of entrepreneurs is not caused by economic conditions alone as was the earlier feeling. It is also due to the whole set of socio-cultural and institutional environment prevailing in the less developed countries. Various environmental factors influencing the entrepreneurship are as follows:

I. Economic Factors: Economic environment exercises the most direct and immediate influence on entrepreneurship. The economic factors that affect the growth of entrepreneurship are the following:

1. Capital: Capital is one of the most important perquisites to establish an enterprise. Availability of capital facilitates for the entrepreneur to bring together the land of one, machine of another and raw material of yet another to combine them to produce goods. Capital is therefore, regarded as lubricant to the process of production. Our accumulated experience suggests that with an increase in capital investment, capital-output ratio also tends to increase.

2. Labour: The quality rather quantity of labour is another factor which influences the emergence of entrepreneurship. Most less developed countries are labour rich nations owing to a dense and even increasing population. But entrepreneurship is encouraged if there is a mobile and flexible labour force. And, the potential advantages of low-cost labour are regulated by the deleterious effects of labour immobility. The considerations of economic and emotional security inhibit labour mobility. Entrepreneurs, therefore, often find difficulty to secure sufficient labour.

3. Raw Materials: The necessity of raw materials hardly needs any emphasis for establishing any industrial activity and its influence in the emergence of entrepreneurship. In the absence of raw materials, neither any enterprise can be established nor can an entrepreneur be emerged. Of course, in some cases, technological innovations can compensate for raw material inadequacies.

4. Market: The fact remains that the potential of the market constitutes the major determinant of probable rewards from entrepreneurial function. Frankly speaking, if the proof of pudding lies in eating, the proof of all production lies in consumption, i.e., marketing. The size and composition of market both influence entrepreneurship in their own ways. Practically, monopoly in a particular product in a market becomes more influential for entrepreneurship than a competitive market.

5. Infrastructure: Expansion of entrepreneurship presupposes properly developed communication and transportation facilities. It not only helps to enlarge the market, but expand the horizons of business too. Take for instance, the establishment of post and telegraph system and construction of roads and highways in India. It helped considerable entrepreneurial activities which took place in the 1850s. Apart from the above factors, institutions like trade/ business associations, business schools,

libraries, etc. also make valuable contribution towards promoting and sustaining entrepreneurship' in the economy. You can gather all the information you want from these bodies. They also act as a forum for communication and joint action.

II. Social Factors: Social factors can go a long way in encouraging entrepreneurship. In fact it was the highly helpful society that made the industrial revolution a glorious success in Europe. The main components of social environment are as follows:

1. Caste Factor: There are certain cultural practices and values in every society which influence the actions of individuals. These practices and value have evolved over hundreds of years. For instance, consider the caste system (the varna system) among the Hindus in India. It has divided the population on the basis of caste into four divisions. The Brahmana (priest), the Kshatriya (warrior), the Vaishya (trade) and the Shudra (artisan): It has also defined limits to the social mobility of individuals. By social mobility' we mean the freedom to move from one caste to another.

2. Family background: This factor includes size of family, type of family and economic status of family. In a study by Hadimani, it has been revealed that Zamindar family helped to gain access to political power and exhibit higher level of entrepreneurship. Background of a family in manufacturing provided a source of industrial entrepreneurship. Occupational and social status of the family influenced mobility.

3. Education: Education enables one to understand the outside world and equips him with the basic knowledge and skills to deal with day-to-day problems. In any society, the system of education has a significant role to play in inculcating entrepreneurial values.

In India, the system of education prior to the 20th century was based on religion. In this rigid system, critical and questioning attitudes towards society were discouraged. The caste system and the resultant occupational structure were reinforced by such education. It promoted the idea that business is not a respectable occupation.

4. Attitude of the Society: A related aspect to these is the attitude of the society towards entrepreneurship. Certain societies encourage innovations and novelties, and thus approve entrepreneurs' actions and rewards like profits. Certain others do not tolerate changes and in such circumstances, entrepreneurship cannot take root and grow.

5. Cultural Value: Motives impel men to action. Entrepreneurial growth requires proper motives like profit-making, acquisition of prestige and attainment of social status. Ambitious and talented men would take risks and innovate if these motives are strong. The strength of these motives depends upon the culture of the society. If the culture is economically or monetarily oriented, entrepreneurship would be applauded and praised; wealth accumulation as a way of life would be appreciated. In the less developed countries, people are not economically motivated.

III. Psychological Factors: Many entrepreneurial theorists have propounded theories of entrepreneurship that concentrate especially upon psychological factors. These are as follows:

Other psychological theories of entrepreneurship stress the motives or goals of the entrepreneur. Cole is of the opinion that besides wealth, entrepreneurs seek power, prestige, security and service to society. Stepanek points particularly to non-monetary aspects such as independence, persons' self-esteem, power and regard of the society.

On the same subject, Evans distinguishes motive by three kinds of entrepreneurs:

- (a) Managing entrepreneurs whose chief motive is security.
- (b) Innovating entrepreneurs, who are interested only in excitement.
- (c) Controlling entrepreneurs, who above all other motives- want power and authority.

IV. Political Factors: A football player might possess exceptional talent. But, his contribution to the nation and the world of sports would remain negligible, if his performance is restricted to the courtyard of his own house. He needs a football ground to practice on and resources to buy the accessories. He also requires encouragement and support from those in authority so that he could freely play with others and prove his talent.

Critical Success Characteristics:

To be a successful entrepreneur, you must have -- or develop -- certain personality traits. There are entrepreneurs who are extremely successful and everything they touch seems to turn to gold, and there are some that do not see as much success. While the majority of entrepreneurs have no problem working hard, not all work smart and possess the following entrepreneurial qualities responsible for driving success.

1. Need for achievement: The need to achieve is the motive to do well and to achieve a goal to a set of standards. The inclusion of measures of achievement orientation within the framework of entrepreneurs' personal characteristics is consistent with research (e.g. Johnson 1994; Shanthakumar 1992; Solymossy 1998).

2. Risk tolerance: Risk taking presents individuals' disposition towards how much they will subject themselves to potential personal or financial loss or damage when confronted with uncertain circumstances or conditions.

3. Need for autonomy/Independence: The need for autonomy reflects a tendency towards being free of the influence, authority, and control of others, whether in relation to authoritative organizational structures, personal dependency, or procedural constraints.

4. Self-esteem and self-efficacy: Self-esteem has further been found to be task-specific and socially influenced (Korman 1970). Self-esteem and self-efficacy reveal individuals' disposition towards how much they will subject themselves to potential personal or financial loss or damage when confronted with uncertain circumstances or conditions.

5. Locus of control: Rotter's (1966) theories of control emphasize an individual's perception of the outcomes of events as being either within or beyond his or her control and understanding.

CONCLUSION

Entrepreneurs cannot easily succeed in doing successful business venture without facing risk that arises from internal and external conditions. Need for the achievement, Need for independence, and locus of control are influencing more on the success of the entrepreneurs other than risk tolerance and self-efficacy which is also main characteristic, contribute to the career success of entrepreneur.

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A STUDY OF IMPACTS OF SOCIAL MEDIA ON CONSUMER BEHAVIOR

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ABSTRACT

The advent of social media has created a new landscape which lays out a new grid of personal connections. Businesses see enormous opportunities and are eager to tap into the trend, whereas consumers are put back to the center in the business world because of social media. There are many studies explaining reasons to tap into social media and to help companies to gain a better position in the transition; yet a few intends to study from the perspective of consumers. Oftentimes, consumers feel differently from what marketers think, for instance what “brand engagement” via social media looks like to consumers may not be quite what marketers thinks. The objective of the research is to explain why, when, and how social media has impacted on consumer decision process. The theoretical framework rests on literature of consumer decision making process, social media, as well as previous studies relating to social media marketing. This paper is an attempt to knowhow individuals are attending, processing, and selecting the information on social media before a purchase. The findings indicated that individuals pursue an active role in information search on social media comparing to mass media, yet information exposure is selective and subjective during the course of information search.

KEY WORDS

Social media, brand engagement, decision making process, social media marketing

INTRODUCTION

In recent years the online environment is viewed by users from a new perspective, in a commercial way. Its development and the emergence of online stores have turned users into consumers. Also the most important role of social media has changed the way of how consumers and marketers communicate. Informational society influences affects the consumer decision processes and product evaluations. Social media provides a new channel to acquire product information through peer communication. Moreover, by using social media, consumers have the power to influence other buyers through reviews of products or services used. Consumers are also influenced by other psychosocial characteristics like: income, purchase motivation, company presentation, company or brand's presence on social networks, demographic variable (age, sex, disposable income etc.), workplace method of payment, type of stores (online or physical), etc.

Internet and virtual communities have transformed consumers, societies, and corporations with wide spread access to information, better social networking and enhanced communication abilities, Therefore social networks are defined to be websites which link millions of users from all over the world with same interests, views and hobbies. Whatsup, Blogs, YouTube, MySpace, Facebook are examples of social media that are popular among all level of consumers. Users are using several online formats to communicate, (e.g., blogs, podcasts, social networks, bulletin boards, and wikis) to share ideas about a given product, service, or brand and contact other consumers, who are seen as more objective information sources. The unique aspects of social media and its immense popularity have revolutionized marketing practices such as advertising and promotion Social media has also influenced consumer behaviour from information acquisition to post-purchase behaviour such as dissatisfaction statements or behaviours about a product or a company.

LITERATURE REVIEW

Based on the findings from McKinsey (2011), it has revealed that when companies go about their business and interact with individuals, they are generating a tremendous amount of digital “exhaust data,” i.e., data that are created as a by-product of other activities. Social media sites, smartphones,

and other consumer devices have allowed billions of individuals around the world to contribute to the amount of big data available. (McKinsey 2011.)By looking at the enormous amount of social media campaigns, e-commerce websites, sales emails, forums, etc., it appears that companies of all sizes have been translating their marketing approaches to the Internet because of its accessibility to their target audience and the money required to do so. (Chui and Manyika 2012.) By contrast, the traditional advertising approach of mass media communication, for instance newspaper, magazines, and televisions, aims at conveying messages to a broader group of audience in the hope of reaching the few interested ones.

Organizations need to differentiate by the company or brand image through which to communicate distinctive advantages and positioning of the product. Many marketers believe that the organizations should aggressively promote only one advantage in the market concerned (Moise, 2011) and social networks in the online environment allows them to appear more attractive to consumers.

The much higher level of efficiency of social media compared to other traditional communication channels prompted industry leaders to state that companies must participate in Facebook, Twitter, Myspace, and others, in order to succeed in online environments (Kaplan and Haenlein, 2010). Thus, more managing others' strategy or follow others' directions (Williams and Williams, 2008)

Corporate presence in social networks and granting likes by users or inclusion in circles, lead posting a variable number of both positive and negative messages. A study made in 2009 shows that large majorities of the top 100 companies according to Internet Retailer had a profile on Facebook 79%, Twitter 69% or both 59%.

CONSUMER DECISION PROCESS

Inevitably, businesses encounter bottlenecks where the message is not reaching their consumers and prospects, with the fact that, at times, consumers and prospects are facing significant blocks in their decision process. If not, each of them should be fully committed, loyal, enthusiastic, repeated consumers; however, this is not the case. Today the accessibility and transparency of information has profoundly influenced the decision making process; therefore, it is important to examine what are the hurdles and fiction points that hold prospects becoming consumers, or keeps consumers hesitating from repurchasing. (Silverman 2001.)



Figure 1. The 5-Stage Decision Making Model (Silverman 2001.)

Engel, Kollat, and Blackwell (EKB) have presents a comprehensive model dealing with ultimate consumer's behavior in 1978, which attempts to capture the critical aspects of individuals' consumption behavior. As the figure (Figure 1) shows, the model has interpreted consumer behavior into five stages – 1) Problem recognition, 2) search of information, 3) evaluation of alternatives, 4) final decision, and 5) post purchase decisions. (Sternthal and Craig 1982)

Information Process Theory

For the purpose of this research, information processing theory regarding the consumer choice has denoted how information is preformed, evaluated, and post-evaluated during the course of the decision process. The framework is interpreted into six dominant components – processing capacity, motivation, and attention and perceptual encoding, information acquisition and evaluation, decision processes, and effects of consumption and learning.

Effects of Consumption and Learning

The consumption of the purchased products will most likely serve as a source of information to the individual on future purchase decisions. Depending upon how consumers interpret the outcomes they experienced,

different inferences may developed accordingly regarding the cause of the outcome, which can result in differing actions on future purchases (Bettman 1979).

SOCIAL MEDIA

What is Social Media?

According to figure 3, Dann and Dann have demonstrated how social media is formed based upon the interconnected elements – social interaction, content, and communication media. Social media has created a new landscape in supporting the socialization of information, as a result it has facilitated and enhanced communication flow by making it easier and to more people, and to spread useful information with potentially vast online audiences, in which the conversation may be taken place on media locally but lead to a global impact.

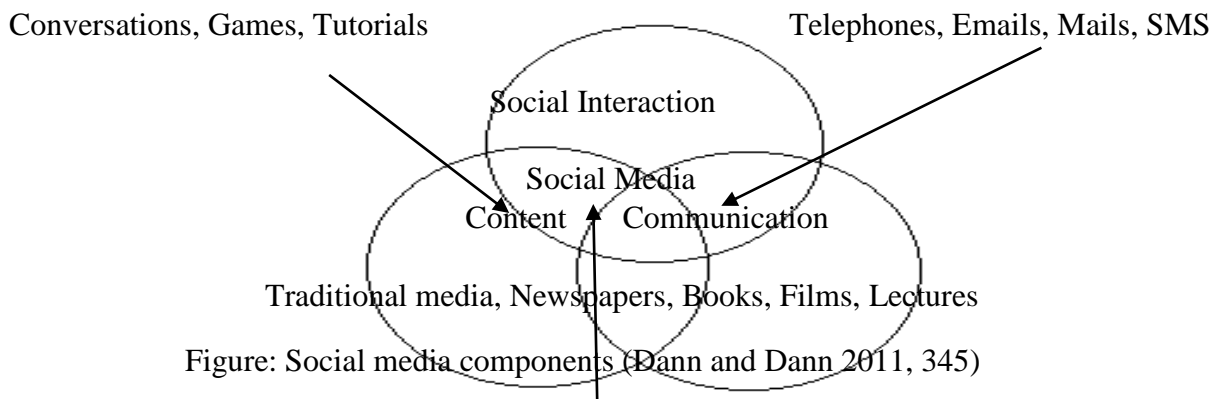


Figure: Social media components (Dann and Dann 2011, 345)

At its essence, social media describes the powerful new ways individuals are engaging with content on the Internet, and vice versa; that is, as many have observed, social media is user-centric in which it emphasizes and facilitates the process of creating, commenting, editing and sharing. More importantly, social media is the democratization of content.

Social Media and Marketing

Social Media Marketing is an umbrella term that can be described as the utilization of social media platforms as marketing tools. According to Weinberg, he refers social media marketing as leveraging the ‘social’ through the ‘media’ to ‘market’ businesses’ constituents; in other words, it is a process in empowering individuals to promote their websites, products, and/or services through online social channels, to interact with and to tap into a much larger community that may not have been available via traditional advertising channels.

It is no longer a striking fact that most of the advertisements via mass media are not as efficient as in the past, because by advertising through the mass, the message is generally reaching far more people than the potential customer intended to reach. Social web is where people with a common interest can gather to share thoughts, comments, and ideas; hence, instead of continuing as broadcasters, marketers should become aggregators of customer communities; that is, the Web should not be considered as a mere advertising channel, it is a place where marketers can listen and respond to communities, review contents, as well as promote a particular piece of content within the vast social sphere (community building).

What makes social media marketing special?

Upon the insufficient advertising budget that companies oftentimes encounter via the traditional channels, social media marketing might be, particularly, easier and more effective for small and medium-size companies to take maximum advantage of it. While social media marketing is an evolving technology with much potential, yet marketing’s role still reminds the same – defining the target market, communicating with prospects, building loyalty, customer engagement and so on.

Weinberg has proposed few reasons to tap into a solid social media strategy in addition to (or instead of) the traditional ones, which are – facilitation in natural discovery of new content, boost up in traffic numbers, strong relationship building, as well as a cheap alternative to traditional marketing. Unlike the traditional advertising, individuals in the social media era have access to contents that are not necessarily associated with commercial intent (neutral); consequently, if a person like a content, he/she is likely to pass it on to their peers, families, and so on via social sites, then content will be spread out quickly without interfering with traditional marketing. Social media offers opportunities to achieve communities, once company has established its presence as a community participant worth following, eventually others will be likely interested in what it shares and pass to the relevant ones. Besides, in the phase of the new marketing era, bringing the brand to alive depends solely upon the engagement within communities, as a result if company is genuinely paying attention to the members of the community, a strong relationship can be built upon investing time in responding on feedbacks and concerns.

Social Media: The New Mindset

In order to gain a better position in the transition from traditional marketing approach to social media marketing, marketers will have to, firstly, change their marketing mindset. Social media platforms has radically changed the approach of segmentation in implanting marketing strategy, instead of easily identified demographics, such as age, gender, or income are relatively less important, it groups people by what they do, think, like, and dislike, and more importantly by their behaviors, also known as behavioral targeting.

Many marketing experts have always emphasized that since marketing via social media is rather about receiving and exchanging perceptions and ideas, which makes social media marketing no longer one dimensional but a two-way process engaging a brand and an audience as well as a creation of increasingly visualize contents. Oftentimes, content is a critical factor in achieving an effective marketing via social media; however, according to Curata's "B2B Marketing Trends Survey 2013 Report", companies seem to encounter challenges in creating original content, having time to create it, and finding high-quality content.

SOCIAL MEDIA AND CONSUMER

Social media as a mean of giving consumers a voice

Having explained the possible components involved in the consumer decision process, the nature and the essence of social media, as well as having a brief discussion of the prominent features in different social media outlets, the researcher believes that social media is an essential touch point in today's consumer decision process, from stage quo to the stage of post purchase; likewise, companies are engaging with the purpose of creating brand awareness, engaging their existing customers, driving traffic to other marketing properties and growing channel number. The following section discusses on how consumers are affected by social media, and identify which would be the considerate phase of the purchase process that marketers should tap into.

The Influences on Decision Making Process

As the business world re-centers around serving and delighting customers, CMOs are confident that social media impacts sales, brand awareness, and loyalty; as a result, social media data impacts their decisions while making predictions or forecasts. According to social media marketing industry report, the social media realm is not a mere fad in which marketers are increasingly attracted and 83% of them place high value high value on social media of their businesses. Social media, as a new component, has further complicated the time-honored buying behavior process theory wherein the buying attitudes are not impacted merely by the traditional channels but extend to the online platforms. Preferences and decision marking are prompted depend upon the inputs provided by parties beyond the control of online marketers, such as peer reviews, referrals, blogs, social networks, and other forms of user-generated content.

DATA ANALYSIS

Background

This following section presents analysis made on the data collected from the questionnaire. The set of questions based on the theories discussed in preceding chapters were sent to all possible individuals. Each question and response option associates with components of theories, and they have been modified in order to allow respondents to understand easily and to avoid any potential error in misunderstanding.

Since the survey was sent out to approximately 150 individuals, and the number of participants was 108, therefore the total percentage of responses was 72 %. Questions are divided into 6 stages according to the course of decision making process: exposure, problem/ need recognition, search for alternatives, evaluation of alternatives, final decision, and post purchase evaluation. In the upcoming sections, analysis and the findings are presented

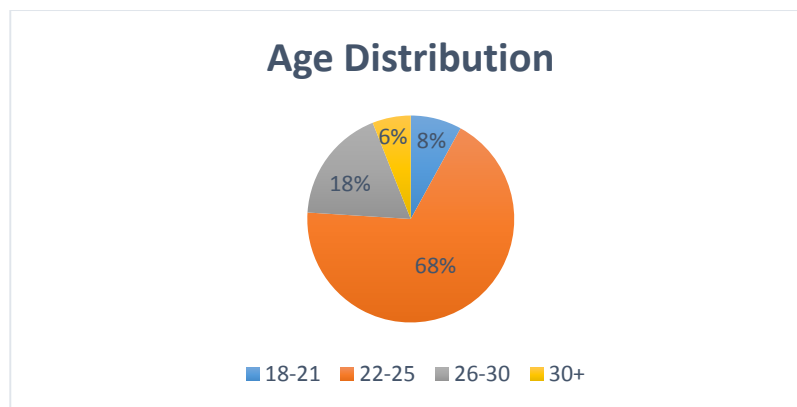


Figure: Age Distribution

By asking these two general questions – gender and age may help to identify whether social media has impacted the decision making processes differently based on these two segmentations. From the received 108 questionnaires, 62 % of the respondents were female, and 38 % were male.

Exposure

Questions in this section were aimed to find out how individuals are exposed to information on social media platforms in comparison to mass media channels.

With the third question, it was identified that, among 4 age groups, social networking sites are being used most 98%, and microblogging is being used least 11%: the rest were: blogs/

Forums with 32%, social news with 12%, and photos and videos sharing with 63%. The choice of the social platforms are narrowed down into 5 categories, and the reason of doing so has already indicated in the above chapter. As the responses are illustrated in the following chart, it shows that the pattern of using different social media platforms among different age groups are similar that social networking sites are mostly used on daily basis.

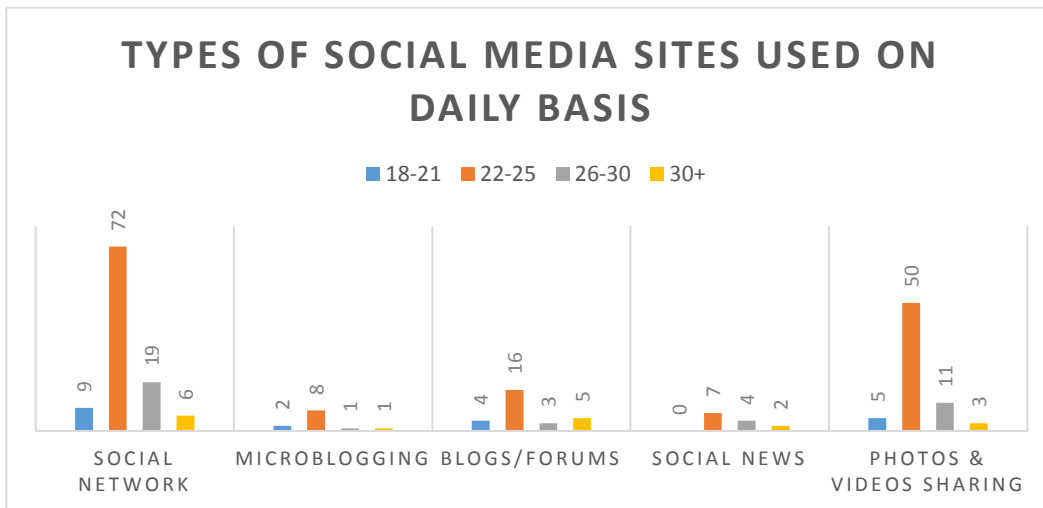


Figure: Types of social media sites used on daily basis

In the following questions respondents were asked how much time they spend on social media platforms and mass media channels per week. The reason is to examine whether the time of exposure to information via social media platforms comparing to mass media channels may imply to one of the reason that advertising via mass media may not be as effective as it was before.

Figure above have demonstrated that only 16% of respondents tend to spend 10 hours or more per week on mass media whereas 27% of respondents spend on social media platforms. As it is seen, there is a sudden drop in between 4-6 hours 30% and 7-9 hours 15% usage in mass media channels per week. Despite the age groups, in combination of the answers, an individual spends an average of 6.2 hours on social media sites per week.

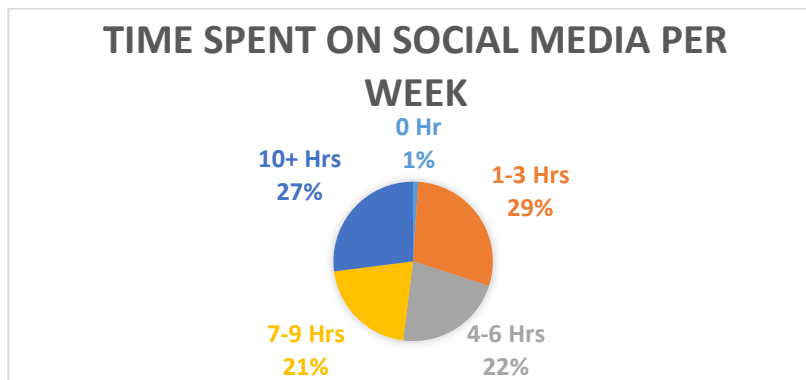


Figure: Time spent on social media per week

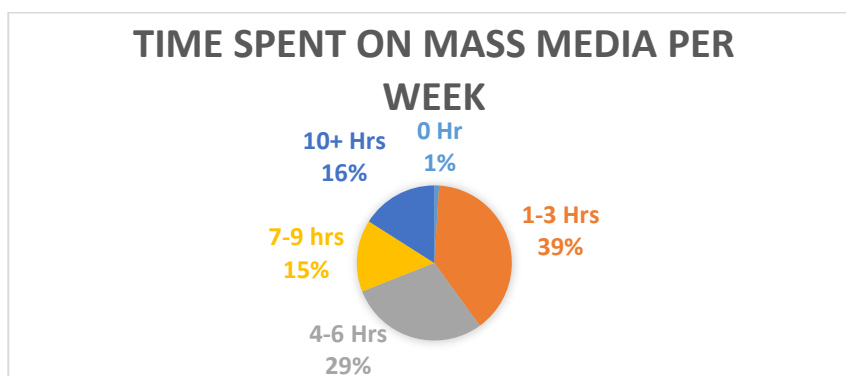


Figure: Time spent on mass media per week

58% of the respondents had shown agreement that they are able to seek out information initiatively with the social media sites.

Attitude

Besides taking the type, duration, and method of exposure into consideration, attitude of individuals is one of the critical factors in associate with the buying model. In order to understand better the factors which cause attitude, and how attitudes affects and altered during the course of decision making process, several questions were asked. Answers were combined into the figure

With 48%, 44% and 4% of the respondents claimed that they sometimes, often, or always have prejudgment towards products or services before any actual consumption. An actual consumption in this case refers as trying or using the particular product or service. As a matter of fact, the responses has shown similar results as the tendency of having prejudgment before a consumption.

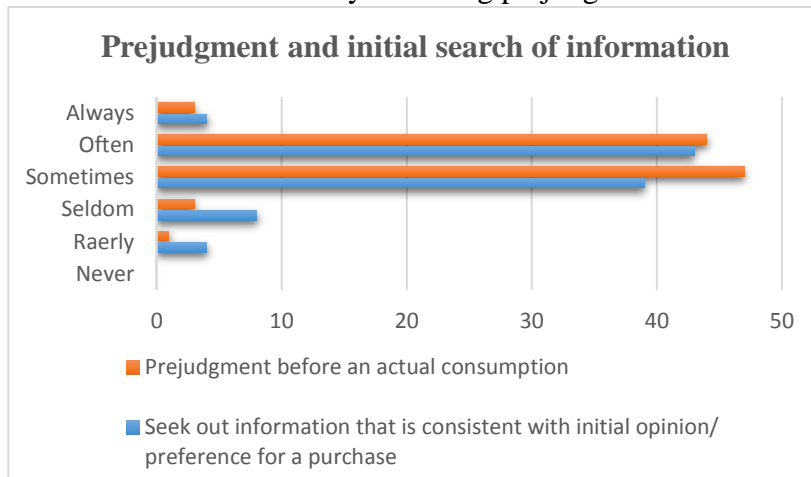


Figure: Prejudgment and initial search of information

There are many factors causing the individuals’ attitudes regarding particular products and services, thus the selection of cause in question 10 was narrowed down into 6 factors, both including direct and indirect experiences. Figure 16, below, indicates that besides “information from mass media” 28%, the rest of the factors are fairly speeded.

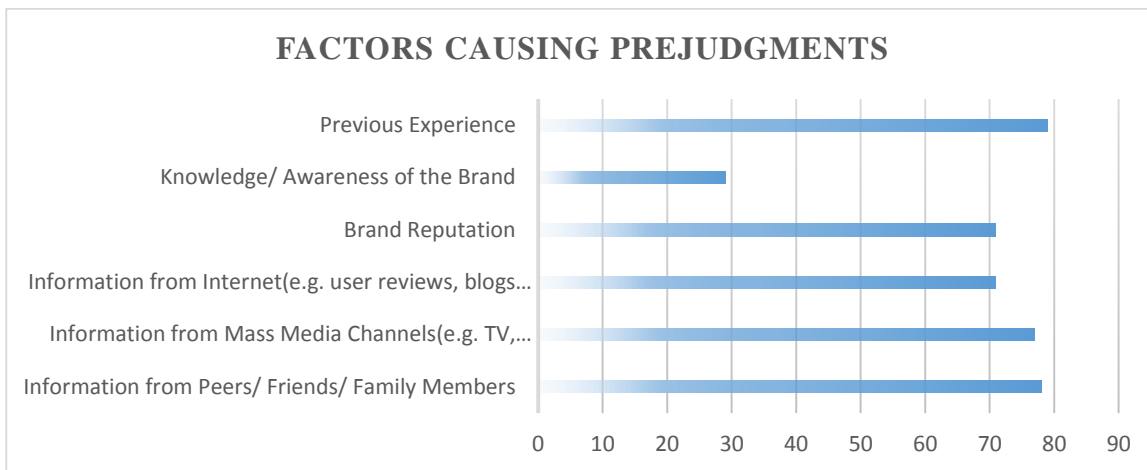


Figure: Factors causing prejudgments

Among the list of factors, 79 % of respondents expressed that information from peers, friends, and family members are the cause of their prejudgment, in which the credibility of source of information is high. In contrary to the source of information from mass media, 70 % of the respondents claimed that information from the internet (such as user reviews, blog posts, forums, and so on) are one of the factors that influenced their attitudes towards a product or service. The reasons of causing this phenomenon are discussed in the upcoming sections in associating with the relevant questions.

Problem Recognition

In the stage of problem recognition, an individual may be triggered by an internal or external stimuli; that is, in this research, social media sites and mass media channels are considered as the external stimuli. By looking at the gathered data from the survey, there were 32 % and 35 % of respondents

were not sure and doubted about social media as a trigger to purchase; whereas, 32 % of respondents believed it is a trigger to perform a purchase. On the other hand, the responses regarding the attractiveness of advertisements on mass media channels were proportionally spread, with a 45 % no, and a 55 % yes. Besides, advertisements on television are still considered as the most attention drawing approach, in which 39 % of the respondents pointed out.

Search for Alternatives

As the data shows, social media allows individuals to seek out information actively instead of receiving information passively; therefore, it is important to identify how information is accessed with the mentioned platforms, types of social media platforms are used during the search of information, as well as how it can be beneficial to companies at this stage via the available outlets.

A majority of respondents (in total 72%) has indicated that information searching is easier through social media comparing to mass media, which has proven that social media has created a new landscape in supporting the socialization of information. However, information searching does not necessarily mean the search is relating to products or services. Therefore, in responding to this question, respondents were asked about the frequency of performing a search via the social media before a purchase; as a result, “sometimes” was chosen the most 37% in comparing to “often” 25% and “always” 8%. This indicates that there are certain reasons which keep individuals in performing a search via social media before a purchase, such as the credibility of the source, the available time, the available information, etc.

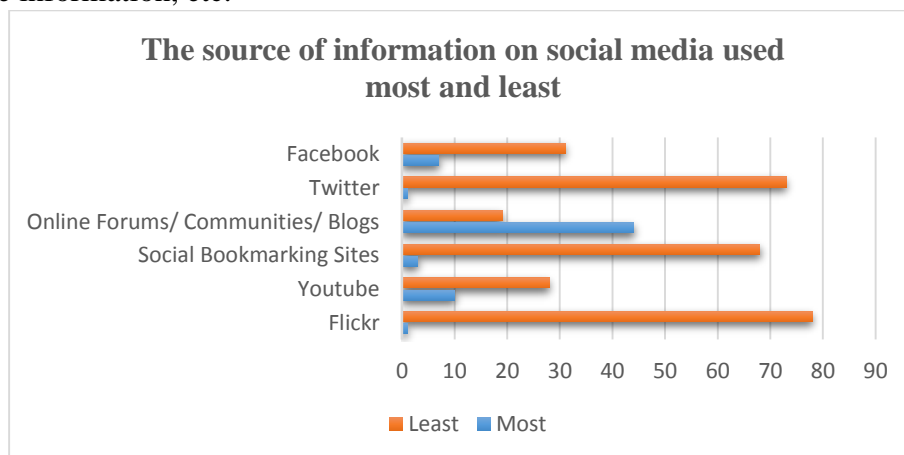


Figure: The source of information on social media used most and least

Respondents were inquired the source of information on social media which they use before a purchase base on the frequency. Among the 5 categories of social media, “online forums/ communities/ blogs” 44% is the source of information being used most before a purchase; whereas most of the respondents 78% have used the photo sharing platforms least.

Due to the decline in the effectiveness in traditional mass media, it is noticeable that new products, services, or brands are oftentimes neglected and are not able to overcome consumers’ filter. However, social media at this point helps these young products, services, or brands to deliver their presence to individuals. 68% of the respondents has expressed that new products, services, and brands are able to draw attention via social media sites comparing to mass media; whereas there was only 9 % of respondents who has taken an opposite stand.

Evaluation of Alternatives

As in previous section, the findings have shown that social media has provided a more powerful platforms where new products, services, or even new brands to be noticed in the marketplace. However, this does not imply that social media could influence consumers to actually try these products and services. In the gathered data, it reflects that individuals (64 %) are indeed influenced to try new products, services, or brands because of the user-generated contents (blog posts, Facebook status, user reviews, and so on) available on the social media. According to the data, it reveals that

contents available on the social media have a different degree of effect on different age groups, which is presented in the following table.

Table: Influence of social media on age groups to try new products/ services/ brands

brands Group	Age	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
18-21		0%	67%	33%	0%	0%
22-25		12%	58%	19%	10%	1%
26-30		0%	58%	16%	21%	5%
30+		14%	14%	57%	14%	0%

Respondents were inquired to mention their beliefs in how credible and reputable the information on social media is comparing to those on mass media. 58% of respondents believe that contents available on social media have a higher credibility than those on mass media.

Then, respondents were asked to express their opinion. Regarding the statement "contents available on social media have a higher credibility than those on mass media", 60 % of the respondents who has agreed, or strongly agreed upon the statement have expressed their point of view - contents available on social media are believed to be "unbiased, more critical, trust-worthy, real experience, and with less commercial basis", and one even pointed out that "blogger who (s)he has followed for a period of time allows him/her to know what the person (blogger) is like and makes her/him to respect the blogger's opinion rather than opinion from random people in advertisements".

On the other hand, 18% of the respondents have hold a disagreement upon the credibility that social media has comparing to traditional media. In summary of their opinions behind the disagreement, 55% of the disagreements has reflected the concern about the possibility of the false information, because "information on blogs is mostly opinions of people but not fact" and user-generated contents can also be paid editorials and with commercial basis.

Final Decision

The data in Figur have revealed that the percentage of respondents that has reflected "sometimes", "often", and "always" as the frequency of pursuing an initial preference before a purchase is 48%, 44%, and 4%; whereas, 57% of the respondents sometimes encounter changes in their initial preference after searching relevant information on social media. 55% of the respondents have stated that they are likely to change their attitudes towards a certain brand or product or service after reading positive contents on social media sites, yet there are 36% of the respondents expressed uncertainty regarding the issue.

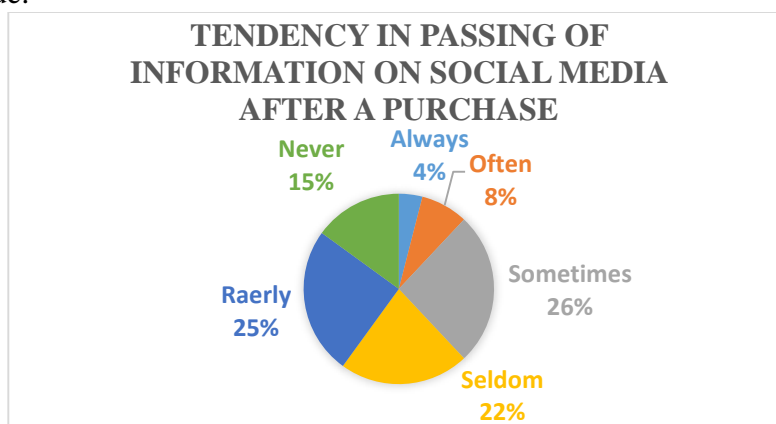


Figure: Tendency in passing of information on social media after a purchase

Then, the following questions were asked "do you agree that social media has provided an effective and powerful platform for consumers to communicate with each other and with the companies", and the answers were within expectation that majority of the respondents 78% have agreed or strongly agreed upon the statement, while 3% of them have shown disagreement. However, when they were

inquired whether they feel encouraged to voice their opinion after a purchase via social media platforms or not, the data has revealed that many of the respondents do not feel the encouragement even if there is available platforms on social media.

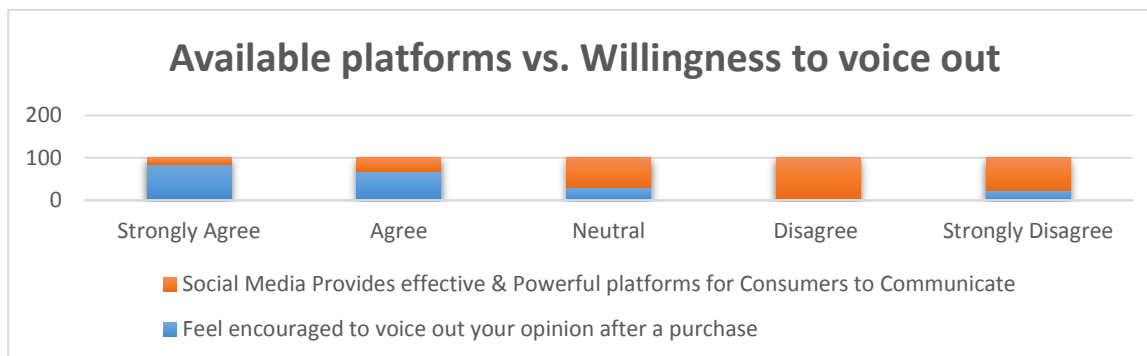


Figure: Available platforms vs. Willingness to voice out

As Figure has shown the comparison in percentage between two variables – available of effective communication platforms and whether individuals are encouraged or not. It is observed that even social media has provided an effective communication platform to consumers, yet individuals do not feel encouraged to join the conversation. In this circumstance, as a purchase validation tool (Evans 2008), social media cannot be used to the fullest in promoting consumers to “talk” and linking these “talks” back to the *consideration stage* of the decision process among the respondents.

Big Picture of the Entire Process

As a consumer, the researcher has always realized that social media has affected his decision making processes without paying much attention to it; thus, the last two questions were based on the researcher’s personal interest that to find out whether individuals are well-aware of the degree of impact that social media has brought to the stages involved in their buying decision, and their opinions regarding the biggest difference in making a buying decision between using information from the social media and information from the mass media, the findings are demonstrated in below table 2.

Table: Impact on stages in decision making process

Response	Exposure	Problem Recognition	Search for Alternatives	Evaluation of Information	Post Purchase Evaluation
Most Affected	21%	11%	17%	13%	11%
Affected	31%	34%	34%	38%	27%
Neutral	23%	24%	27%	27%	27%
Less Affected	15%	19%	12%	15%	13%
Least Affected	10%	11%	11%	7%	22%

After comprehending the results, one can notice that the stage of exposure is the most affected while the stage of problem recognition is less affected; in which corresponding to the previous question of asking whether respondents are triggered to make a purchase because of social media and the result has shown that only 32% of the respondents have answered “yes”.

The data un-favours to conclude a statement regarding the stages of search of alternatives, evaluation of information, and post-purchase evaluation, due to the findings have yielded to the same percentage 27% in the category of “I don’t know”. However, considering that there were 38 % of the respondents have chosen the degree of impact as “affected” which is slightly higher than those who have chosen “I don’t know” 27% during the stage of evaluation of information; therefore, this may also refer to the degree of influence that social media has in this particular stage.

Last but not least, respondents were given a chance to express their opinions freely regarding the usage of information from social media and those delivered through mass media before making a purchase decision, which researcher believes it as a profound factor of differing social media from

mass media and eventually has created a new landscape in today's marketing; thus, it hereby implies a support of all the above findings of how social media has impacted consumer decision making process at each stage.

CONCLUSION

The objective of the research was to evaluate why, when, and how social media has impacted on consumer decision making process. Research questions were designed to narrow down the subject and to help the researcher to identify the explanations of the issue. The three research questions for this thesis were as follow:

1. How do consumers attend, process, and select the information before a purchase?
2. What are the differences between marketing on social media and through mass media?
3. What are the changes social media has brought to consumers in different stages of their decision making?

After the analysis of the collected information from the 108 subjects, we can conclude the fact that most consumers who buy online are indeed young, between 25-29 years. As a result, the hypothesis can be entirely verified, 47% of the subjects who buy online products are between 25-29 years. From this research we could do a consumer profile of the people who buy online. The consumers that usually buy from online are young, working in a company, with salary over 35000 Rs. monthly, most of them are females and has at least an account on social network. Before purchasing a product on online they usually inform themselves from forums, company's websites, Facebook accounts or peer reviews.

Even more, among the reasons which most consumers prefer online transactions are convenience (42%) and the fact that the product is readily delivered home (39%)

Most consumers are not exactly secretive regarding information posted by other clients who had bought the same product which they wish to purchase, yet they are fairly indifferent, they only consider them to be relevant, they don't influence their purchasing habits and they read them in a hurry. The most purchased products online by the subjects are electronic products, followed by clothing.

To conclude, we can say that social networks have a role in influencing the behavior of consumers in the virtual environment, particularly when the degree of exposure of messages and the relation created between the variety of information given and the consumer who is about to make a purchase.

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PAYMENT GATEWAY INTEGRATION

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ABSTRACT

A payment gateway integration is the new technology .I n this research paper efforts have made to get understanding about concept, different types of payment gateways available. Also it has got advantages & disadvantages of the popular payment gateways in india.

KEYWORD

Payment gateway, transaction settlement, payment processor, issuing bank.

INTRODUCTION -

A payment gateway is a merchant service provided by an e-commerce application service provider that authorizes credit card or direct payments processing for e-businesses, online retailers, bricks and clicks, or traditional brick and mortar. It is an ecommerce service that processes credit card payments for online and traditional brick and mortar stores. ... Payment gateways fulfil a vital role in the ecommerce process, authorizing the payment between merchant and customer. A payment gateway allows your online store to accept card payments from customers. Payment gateways cost money and charge per transactions, and there are a lot of them to choose from. Picking the right gateway can help save you money and keep your business running smoothly. Once you've chosen your payment gateway, integrating it into your online store software is a snap.

It authorizes electronic credit card and Automated Clearing House (ACH) payments to provide seamless payment processing for businesses. It is similar to a POS terminal found in many retail establishments. ... Payment gateways reduce a business' liability and ensure that payments are processed securely. Merchant accounts are contracts between a retailer and a credit card processing company. They allow you to offer your customers fast, flexible and secure options when making payments. A credit card payment gateway is a crucial component to e-commerce. A payment processor also typically provides the credit card machines and other equipment you use to accept credit card payments. So What Is a Payment Gateway? A payment gateway securely authorizes payments for e-commerce websites. Think of it as an online point-of-sale terminal for your business. There are some terms associated with the concept of payment gateway.-

1) Transaction settlement: The process through which a Merchant receives funds for a transaction with a customer. Once a buyer purchases goods or services, his or her Issuing Bank sends funds to the seller's Payment Processor, which disperses said funds to the Merchant. The term 'settlement' is also used to refer to the specific amount of funds transferred by an Acquirer to a Merchant for the acceptance of a card transaction.

2) Issuing bank: Any bank or financial institution that grants Credit Cards and/or lines of credit through card associations. An Issuing Bank is responsible for any card holder's ability to pay off the debt he or she accumulates with the Credit Card or line of credit given by the bank. The Issuing Bank initially writes a letter of credit, which ensures the payment of interest and principal on any purchase made by the card holder.

Understand what the gateway does. The payment gateway processes the customer's credit card information by sending the data to the gateway's web server, which then makes the sale and sends the confirmation back to the website. You can quickly integrate your gateway into your website's shopping cart software.

What Is a Payment Processor?

To accept credit cards at your business, you'll set up an account with a merchant service provider like BluePay. The payment processor executes the transaction by transmitting data between you, the merchant; the issuing bank (i.e., the bank that issued your customer's credit card); and the acquiring

bank (i.e., your bank). A payment processor also typically provides the credit card machines and other equipment you use to accept credit card payments.

So What Is a Payment Gateway?

A payment gateway securely authorizes payments for e-commerce websites. Think of it as an online point-of-sale terminal for your business. When you sign up for a merchant account, your provider may or may not offer a payment gateway. Payment gateway is an application on an e-commerce website that allows the website to link the client payment account with the website's account. Payment gateways allows for the credit account details to be secure instead being sent online. That notwithstanding transfer of money is far much faster and eases the hassle involved. Online shopping has become a breeze with payment gateways. There are various payment gateways that exist out there and it takes a discerning eye to know the best option out there. Currently, PayPal and WorldPay are some of the most popular payment gateways.

Categories of payment gateways:

There are two major categories of payment gateways:

Hosted Payment Gateways:

Hosted Payment Gateways are those that direct your user away from your ecommerce website. While making payments, the customer is redirected to the real gateway page by clicking the gateway link. This leaves your website for some time before returning back. The benefit of these gateways is that you do not need a Merchant ID since no confidential details are needed from your website. Examples here include PayPal, WorldPay and Nochex.

Shared Payment Gateway:

While making the payments, a customer is directed to the payment page and not out of your website. Here, a Post form is used once one clicks on a payment link/button. The payment page is maintained securely by the payment gateway. After all details about credit card and other required fields are complete, the user fully gets back to the main website. The main benefit is that one does not get away from your website thus fast and easy to use.

Example of a gateway is eWay

A Customer (Let's Call Him **Mr Vinay**)_Purchases an Item -

1. Vinay stops by your ecommerce website, finds the perfect gift to buy a friend and punches in his credit card information. He clicks the Buy button and waits a few seconds. As those seconds pass, the following steps are rapidly occurring.

2. Vinay's Transaction Details are sent to the Payment Gateway

Vinay's personal and credit card information are sent over to the payment gateway. This gateway is kind of like the guard, or middle man, between the customer's information and the banks. The transaction details are securely passed from the gateway through the payment processor, referencing the merchant's ID number and passing along the transaction details to the merchant account.

3. The Merchant's (Your) Payment Processor Also Gets the Transaction Details

Besides sending the transaction details to the Merchant Account, the Payment Processors also has the job of contacting the issuing bank of the credit card used. So, Vinay's bank would be sent a quick message to see if he hasn't gone over his limit and to see if it's a legitimate card.

To be more exact, there's actually a Credit Card Network that serves as an intermediary between the Payment Processor and the issuing bank. The Credit Card Network is what locates the bank needed.

4. Vinay's Card Issuing Bank Accepts or Declines the Purchase

Regardless of whether the payment is accepted or denied, this information goes back through the Credit Card Network and to the Payment Processor.

5. The Merchant's Payment Processor Sends the Results Back to the Payment Gateway

Let's say Vinay's transaction was approved. The payment processor relays that information to the payment gateway, which then stores the results so that the merchant's website can complete the

transaction.

6. If Vinay is approved, the Sale Can Move On

Once the merchant finds out about the approval, they can ship out products.

7. The Merchant Gets Paid

The bank that issued Vinay's card releases funds to the merchant's bank. After a short settlement period, the merchant's bank drops that money into the merchant account.

5 Things to consider before setting up a payment gateway as a seller -

- Payment gateway cost (Setup fee, TDR, Annual free, etc.)
- Time to setup everything
- User Interface of the gateway
- Payment options (Credit/Debit Cards, Net banking, Mobile Wallets, UPI, etc.)
- Aftersales Support

Here is the list of some popular payment gateways and the advantage and disadvantages of the gateways.-

PayPal Inc.

PayPal is a well-known online payment processor. It connects people and businesses on an online platform to enable in the purchase of goods and service. The company which was started in San Jose, California was acquired by eBay in early 2000. The positive for PayPal is that it is easy to use and has easy access as it has no strict registration requirements.

With PayPal you can be assured against unauthorised transactions from your account. In normal circumstances, your financial information is not always secure while shopping online. Some uncertified e-commerce websites can take advantage of your financial details to perform unauthorised transactions. This may ultimately result in you losing a lot of money. PayPal ensures double-checked details before a transaction is authorised.

PayPal in cooperates a very important feature called payment tokenisation. Payment tokenisation is the representation of customers' details and payment transactions as a code. In the scenario that there is a breach in the network security, PayPal guarantees a business of its customers' personal information. The above feature described is one of the modern data encryption methods employed by PayPal to guarantee data security.

PayPal supports over 24 international currencies and therefore enables easy currency exchange. The currency exchange rate is supplied at the prevailing market rates; hence you save money and time. PayPal is also available in many countries and still has a growing list of supported countries. This international appeal favours global business transaction at reduced cost and in good time.

Requirements that are needed to register with PayPal are few and non-involving. The graphical user interface does not require training and is user friendly. PayPal has real-time payment processing updates. PayPal offers fast and reliable services.

Sending and receiving money across borders could be costly. PayPal has been popular due to its cheap payment transfer plans and offers.

Disadvantages

PayPal can freeze your money and account at will:

Being a private company, PayPal is not subject to the federal banking regulations. PayPal simply does not require your consent in order to freeze your account. In the process PayPal can also withhold your money until they deem fit to reactive your account. Although PayPal may be global not all online businesses have adopted it.

2. WorldPay

Founded in the United Kingdom in the year 2000, it is a major payment gateway provider. Affordability being an important feature of this payment gateway provider, it has competitive rates for accounts. WorldPay is popular for its debit and credit facilities, as it is backed by the Royal Bank

of Scotland.

Advantages

WorldPay is backed by the Royal Bank of Scotland hence authenticity guaranteed:

One can rest assured of secure money transfer using WorldPay. Through their services, people can transact online and be sure to get paid. Since the payment gateway is under a bank, all transactions and payment processing are thoroughly scrutinised.

WorldPay is known for favourable money transfer rates:

The Royal Bank of Scotland has facilitated in establishing very affordable money transfer charges. Using WorldPay is really economical since their transfer rates are flexible. The rates favour large, small and medium sized businesses.

Multicurrency enabled:

Users from different countries can use WorldPay services without worrying about exchange rates. WorldPay is located in most countries globally, enabling international transactions with ease.

Has good fraud screening mechanisms:

WorldPay has put in place appropriate mechanisms against unauthorised access to customers' data or information. Transactions are thoroughly verified before they are authorised to avoid malicious payments.

Offers specialised/Customised Features:

Apart from offering the basic payment processing services WorldPay has gone an extra mile to offer miscellaneous services. Some of the services under this category include: account reconciliation, custom branding and online management.

Disadvantages

High Account Setup Cost:

Initial cost of setting up a merchant account is relatively high and this discourages new user from partnering with WorldPay. Compared to other payment processing gateway providers, one would be charged more to setup an account.

There is a waiting phase during money transactions:

Ideally a user should get their money in real time but the practical case is that one is forced to wait for four to six weeks for their money. In the case that an individual needs the money urgently WorldPay may be inconveniencing.

Fluctuating and discriminative rates:

The contract terms do not remain fixed. Once one has become a member, the initial attractive rates are not upheld. WorldPay keeps on renegotiating the rates depending on the financial status of their clients. Consequently, the rates end up favouring the most successful clients.

Advantages

Easy and quick access:

Starting to work with 2Checkout is utterly instant. One is required to have a \$49.97 one-time payment. This implies simplicity of their use of services. There are no application fees, monthly or even statement fees. The clients also have a 30-day money back guarantee. This offers some level of flexibility and thus favourable to new businesses.

2checkout also offers integration with shopping carts:

This payment processing gateway ensures their clients of quality services by having the latest shopping cart solutions. This guarantees optimized shopping activities. A shopping cart gives the shopper the ability to select the desired items and finally pay for them all at once. This hastens the speed of purchasing goods and services online thus high profits per unit time.

International credit card acceptance:

Users of 2checkout are given a wide variety of payment options given that payment is in dollars. In a nutshell, this implies that a user with a major card either a Visa. MasterCard or even PayPal can conveniently make payment to bought goods. This convenience greatly decreases the likelihood of

abandoning an order due to unavailability of payment options.

User-friendly management control panel:

Merchants would find it easy to navigate and use the administration features in their accounts. The administration panel requires no extensive technical knowhow to manage the account transactions.

Effective fraud prevention:

In 2checkout, the processing system screens and flags suspicious orders and first verifies them before they are processed. In case a hacker tries to carry out illegal payments, the system would detect these attempts and carry out various measures.

Quick refunding:

They refund within 48 hours of any payment. One can get back his or her money without any charges in case a transaction is reversed within two days.

Disadvantages

Even though 2checkout has cheap setup costs, the processing system has a high processing fee of 5.5%+\$0.45 per transaction. These charges always affect merchants who have a small profit margin. Therefore, a business's return on income is limited.

Limitation in terms of geographical coverage:

Potential users from other continents other than Europe, Asia and America are not well catered for. 2checkout does not cover every country and this makes it difficult to carry out international money transfers without worrying about availability.

Poor technical proficiency:

In case of a server failure, some on-demand services may not be available. Their technical team is not well equipped to readily handle such hurdles. This brings unreliability to their services.

Recurring billing:

Through 2checkout, clients can be billed for payments that were already cleared in the past. This may consequently lead to double payment or loss of payment. As a result, many businesses do not fully trust the reliability of 2checkout's payment processing gateway services.

4. MoneyBookers:

Also known as Skrill, MoneyBookers has established itself as a reputable online payment gateway. It serves a large number of merchant accounts. Dealing with various geographical regions, MoneyBookers today transacts multi-currency payments. To get started, a user must first have an account. It is important to note that funds are uploaded from one's bank account and no credit cards are accepted.

MoneyBookers has impacted both positively and negatively to the financial status of its users. Some of the main advantages and drawbacks of using MoneyBookers to process online payments are as outlined below.

Advantages

1) No credit card processing charges:

Since MoneyBookers does not accept credit cards, there are no charges for making payments through credit cards. Users can also avert credit card fraud.

2) Availability of their services in many countries:

Already adopted in over 35 countries, MoneyBookers is one of the world's leading payment gateways. Unlike most payment gateways, Skrill has gone outside western countries to establish local bank relations in various continents. This has made MoneyBookers one of the most reliable payment gateway giants in the modern ecommerce world.

3) Convenient withdrawal:

Since MoneyBookers is linked with many local bank accounts, one can easily withdraw at any time to his or her bank account from MoneyBookers. Moreover, Skrill does not specify any account reserves. Therefore businesses find this attractive as it doesn't eat into their profit margins.

4) Fewer restrictions:

Unlike other online payment gateway providers that use credit cards, MoneyBookers has limited

restrictions in terms of security clearance. This makes transaction times to be short thus saving time in the long run.

5) Relatively better charges per transaction:-

Compared to other giant online payment gateways like PayPal, MoneyBookers charges a maximum of \$0.5 per transaction. New businesses find this attractive and it does not have bad impacts on return figures.

Disadvantages

Lack of Acceptance:

MoneyBookers is still not a major payment gateway in North America. This is a great drawback especially for those members interested in making overseas transactions.

Lack of financial backing:

MoneyBookers is not backed by any bank in terms of administration and financial support. This therefore does not give users the guarantee that their funds are safe with the company.

Check with your web host. Your web host or online shop software provider may provide payment gateway services that you can quickly implement on your suite. Check your website's control panel or your online shop's admin page to see if there are payment gateway options.

Browse your options. There are a lot of different payment gateways out there, and they can get a bit confusing. Before you start looking, check which gateways your shopping cart software supports. Your shopping cart software's support site should have a list of compatible payment gateways. Some of the more widely supported gateways include:

PayPal, Payza, Perfect Money, EgoPay, SecurePay, Authorize.net, Verify Braintree, SecurePay

Pick between an external or a direct gateway. External gateways (also known as "redirect") send your customers to another website to process the payment. Direct gateways (also known as "transparent") do the processing within your store, keeping the customer on your site. If possible, choose a direct gateway, as they look more professional.

Sign up for a merchant account. You will need to sign up for a merchant account, which you then link to your payment gateway. This will allow you to receive payments from the customer. Merchant accounts will typically charge you per transaction as well.

Sign up for your chosen payment gateway. Once you sign up for your gateway, you will be provided the necessary information that you will need to provide to your online store software.

This could be a login name and password, or it could be an ID and an authorization file.

CONCLUSION

Even though there are a number of options in terms of online payment processing gateways, one should be careful to consider some key factors. Among the most significant considerations are setup fee, security of customer information and transactions, time taken to process payments, flexibility of currencies and various countries. Another important factor to consider is transaction rates. This includes withdrawal and transfer charges as well as exchange charges.

A good factor that should also be considered is the ease of use and accessibility of the payment gateway. Always make sure you do your due diligence on the gateway of interest. Always consult the experts and do your own research on the internet. Referrals are the only sure way as you will know the best payment gateway to invest in.

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ECOMMERCE STRATEGIES OPPORTUNITY & CHALLENGES

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ABSTRACT

E-commerce stands for electronic commerce commonly written as e-commerce. Ecommerce is buying and selling of products and services by businesses and consumers over the Internet. Now-a-days it has become the virtual main street of the world. This online business refers to the E-commerce. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction Processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. E-commerce is performing business online and electronically. Today, e-commerce has grown into a huge industry. This paper is outcome of the present study has been undertaken to analyze the present trends of e-commerce & examine the Challenges & opportunities of e-commerce. This paper also explains the concept of e-commerce, business models for e-commerce, differences between traditional commerce and electronic commerce. It also highlights various trends and challenges of e-commerce and also with the essential opportunity and growth factors required for e-commerce.

KEYWORDS E-Commerce, E-commerce strategies, Opportunity, Challenges

INTRODUCTION

The buying and selling of products and services by businesses and consumers through an electronic medium without using any paper documents, E-commerce is widely considered the buying and selling of products over the internet, but any transaction that is completed solely electronic measures can be considered e-commerce. E-Commerce is a concept covering any form of business transactions or information exchange executed using information and communication technology between companies and public administration. E-commerce is anything that involves an online transaction. E-commerce makes consumers together the goods at lower cost, wider choice and saves time. E-merchandise and E-finance are the two branches of e-commerce. The sharing of business information, maintaining business relationships, and the conducting business transactions by means of telecommunications networks”E commerce involves conducting business using Internet. Online businesses like financial services, travel, entertainment, and groceries etc. are provided to the customers. Growth of e-commerce is affected by economic factors, political factors, cultural factors and supranational institutions The benefits of e-commerce include its around the clock availability, the speed of access, the wide availability of goods and services for the consumer, easy accessibility, and international reach.

ECOMMERCE STRATEGIES

There are three classes of e-commerce applications Customer to business, business to business and Intra-organizational. Types of information technology are converging to create the discipline of e-commerce are electronic messages, email and fax sharing a corporate digital library electronic document interchange utilizing EDI and electronic funds transfer electronic publish.

E-Commerce gives solution on Product management, order management, inventory management, catalog management, search services, payment services, user management, MIS report & data Analysis.

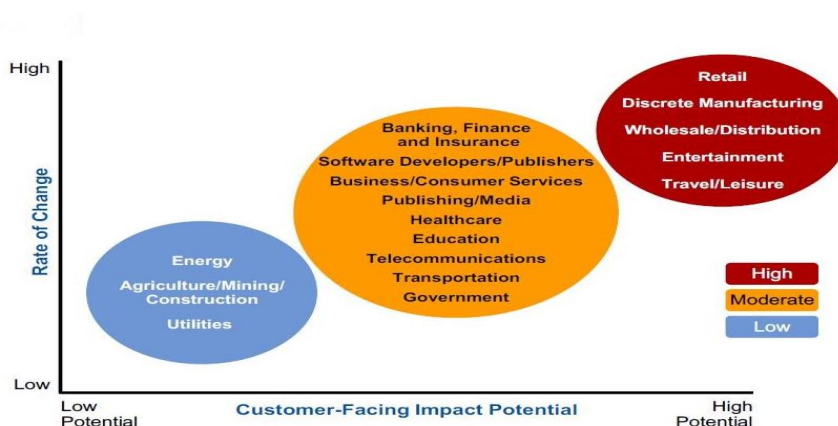


The rise of e-commerce forces IT personnel to move beyond infrastructure design and maintenance and consider numerous customer-facing aspects such as consumer data privacy and security. When developing IT systems and applications to accommodate e-commerce activities, data governance related regulatory compliance mandates, personally identifiable information privacy rules and information protection protocols must be considered.

Opportunity of Ecommerce

Ecommerce could provide your business with some excellent opportunities. You can:

- Tap into a wider range of customers who may currently not be able to source your products;
- Deliver a high quality buying experience which provides a high level of service and point of difference in your marketplace;
- Diversify your businesses & model - particularly true of B2B;
- Access global export opportunities and widen your geographic reach;



Marketplace: Amazon or eBay can also be highly useful to small businesses by providing a platform for them to sell products via their websites. Although not suitable for all industries, companies can list products on these sites and access their millions of registered customers, thereby providing a fast track route to sales. There are some important considerations for selling on these marketplaces.

Improving convenience for customers: B2B buyers are recognizing the convenience Ecommerce offers them in their personal life and demanding the same quality of service in their professional lives. Brands like Viking Direct, the office supplies company, have been well ahead of the curve on this. There's great potential for B2B businesses to take advantage of this new customer expectation and create a real point of difference by offering a high quality online ordering experience. Opportunity to stand out, particularly if you operate in a crowded market.

Reaching a Global Market: The key opportunities that ecommerce in businesses are the chance to easily sell their products and services globally. If you have a product or service that could appeal to customers outside of your home country, then ecommerce is an efficient and cost effective way to significantly expand the geographic reach of your brand.

Ecommerce in agricultural history: Access to the internet and mobile phones help **improve the livelihood of the poor** through better communications and greater access to information. Many **poor farmers** are now able to **receive better prices for their crops** because they have access to information on market prices. When farmers have access to information about prices and stocks, **it helps them to reduce the risk of under-selling** and of either over or under-supplying their crops in a given market.

E commerce construction industry: The Company sought to address these challenges with a mobile site to complement its transactional web site. The mobile site lets buyers browse among more product categories including fasteners, building materials, electrical supplies and power tools and arrange for delivery at specific job site locations and times, and arrange for copies of orders and order confirmations to be routed to supervisors and accounts payable personnel at the customer's company. The site also routes those documents to account managers and Supplier who can check if the customer ordered all that it needed.

Opportunities of ecommerce in wholesale and distributors

E-commerce market is rapidly growing more a year and is expected to reach. Moreover, the volume of retail sales during holiday season has reached new heights (with online holiday retail sales). Even though wholesalers and distributors do not directly interact with end customers, it's important that they match the service of business-to-consumer retailers when it comes to the quality of an e-commerce platform. It is usual for retailers to sell products on their websites without necessarily having these items in their distribution centers. Instead, the orders are passed on to a network of wholesale distributors. As a wholesaler or distributor, you will want to make sure that you are within the network of as many retailers as possible.

Challenges in the e-commerce sector

- **Infrastructural Problems:** Internet is the backbone of e-commerce. The quality of connectivity is poor in several regions. But both these are real threats for the growth e-commerce market in India.
- **Incorrect postal address:** When the customer places an online order, he will get a call from the company, asking about his exact location. The given address is not enough because there is always a little standardization while writing post addresses. It is also one of the biggest challenges that faced by e-commerce in India.
- **Privacy and Security Concern:** In case of start up and small business owners fail to take the initial steps to secure and protect their online business through installation of authentic protection services like antivirus and firewall protection, which indeed a crucial step for successful online business players. Usage of unauthorized software's will not protect the customer.
- **Payment and Tax Related Issues:** Tax rate system of Indian market is another factor for lesser growth rate of e-commerce in India in comparison to other developed countries like USA. In those countries, tax rate is uniform for all sectors whereas tax structure of India varies from sector to sector. This factor creates accounting problems for the Indian online business companies. The Government of India is committed to replace all the indirect taxes levied on goods and services by the Centre and States and implement Goods and Services Tax
- **Shipping Challenges:** Issues related to lack of supply chain integration, high delivery charges for products, delay in delivery and lack of proper courier services in some areas also make customers frustrated.
- **Product Return, Refund:** Product which is not satisfactory for the customers tends to get replaced or returned. This is another major issue which leads into overall loss in revenue, loss of shipment costs and more than all these loss of your reputation
- **Customer Service:** E- Marketers focuses on the website performance ignoring customer relationship and in-personal assistance.

- Overfunded competitors are driving up cost of customer acquisition: The long-term prospects for ecommerce companies are so exciting that some investors are willing to spend irrationally high amounts of money to acquire market share today. Naturally the Indian consumer is spoiled for choice. However, this trend has reversed as investors are getting worried about slipping further down a slippery slope.
- Payment gateways have a high failure rate: As if the preference for cash on delivery was not bad enough, Indian payment gateways have an unusually high failure rate by global standards. Ecommerce companies using Indian payment gateways are losing out on business, as several customers do not reattempt payment after a transaction fails.

Application

E-commerce is conducted using a variety of applications, such as email, online catalogs and shopping carts, EDI, File Transfer Protocol, and web services. This includes business-to-business activities and outreach such as using email for unsolicited ads (usually viewed as spam) to consumers and other business prospects, as well as to send out e-newsletters to subscribers. More companies now try to entice consumers directly online, using tools such as digital coupons, social media marketing and targeted advertisements. subscribers. More companies now try to entice consumers directly online, using tools such as digital coupons, social media marketing and targeted advertisements. The benefits of e-commerce include its around-the-clock availability, the speed of access, the wide availability of goods and services for the consumer, easy accessibility, and international reach.

Limitation factors:

It's perceived downsides include sometimes-limited customer service, consumers not being able to see or touch a product prior to purchase, and the necessitated wait time for product shipping. Some barrier in using e-commerce including security problems, lack of skills, Cost, Technology, Transition Time, Strategy etc. e-commerce has its disadvantages including consumer uncertainties, but nothing that not be resolved or avoided by good decision-making and business practices. There are several factors and variables that need to be considered and decided upon when starting an e-commerce business. Some of these include: types of e-commerce, marketing strategies, and countless more. If the correct methods and practices are followed, a business will prosper in an e-commerce setting with much success and profitability.

CONCLUSION

Today's businesses must always strive to create the next best thing that consumers will want because consumers continue to desire their products, services etc. to continuously be better, faster, and cheaper. In this world of new technology, businesses need to accommodate to the new types of consumer needs and trends because it will prove to be vital to their business' success and survival. E-commerce is continuously progressing and is becoming more and more important to businesses as technology continues to advance and is something that should be taken advantage of and implemented. The inception of the Internet and e-commerce, the possibilities have become endless for both businesses and consumers. This Create more opportunities and profit and advancements in businesses for creating more options for consumers.

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DIGITAL MARKETING: INITIATIVE & FUTURE NEED”

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ABSTRACT

Digital delineate to electronic technology that generates, stores and processes data, so that it is stored in a virtual central repository and is easy to access anytime, anywhere. It is a well-known fact that digital India is the outcome of many innovations and technological advancements. The Digital India drive is a dream project of the Indian Government to remodel India into a knowledgeable economy and digitally empowered society, with good governance for citizens by bringing synchronization and co-ordination in public accountability, digitally connecting and delivering the government programs and services to mobilize the capability of information technology across government departments. Digital India imagines, universal digital literacy and approachability for all digital resources for citizens by ensuring that the resources and services are accessible in regional languages and providing digital scaffold to participatory governance ensuring convenience, like making all government certificates and documents available on the Cloud with portability. The motive behind the concept is to build participative, transparent and responsive system. An attempt has been made in this paper to understand Digital India – as a campaign where technologies will bring the world together and make an impact on all aspects of governance and improve the quality of life of citizens.

KEY WORDS : Digital, Technology, e-Governance, Paperless.

1) Introduction:

The digital world that we live in today is that where every civilian has a bright prospect to transform the lives in many ways that were hard to envision just a couple of years ago. It is the outcome of several innovations and technology advances. Today, the world has transformed from a knowledge savvy to techno knowledge savvy. Think of something and it is available in one click. Every nation wants to be fully digitalized that will empower society in a better manner. The 'Digital India' programme, an initiative of honourable Prime Minister Mr. Narendra Modi, will emerge new progressions in every sector and generates innovative endeavours for geNext. The motive behind the concept is to build participative, transparent and responsive system. So, Digital India is a step by the government to inspire and connect Indian Economy to such a knowledge savvy world. The program targets to make Government services available to people digitally and enjoy the benefit of the newest information and technological innovations. Digital India will provide all services electronically and promote digital literacy. Digital Technologies which includes the concept of cloud computing and mobile applications have emerged as the catalysts for express economic growth and citizen empowerment. Companies all over the world desire to invest in Digital India- the 21st century India, as a growth opportunity. It brings out various schemes like E-Health Digital Locker, E-Sign, E-Education etc. and nationwide scholarship portal. Digital India is a great plan but its improper implementation due to inaccessibility & inflexibility to requisite can lead to its failure. The program strives to provide equal benefit to the user and service provider. The consumers will be benefited by way of saving time, money, physical & cognitive energy spent in lengthy government processes. For e.g. digital ticketing will lead to reduction in queue at ticket counter with online resources for booking, online tax-return filing etc. The aim of Digital India to give a Unique ID and e-Pramaan based on authentic and standard based interoperable and integrated government applications and data basis. This program will also lead to paperless work and reduction in cost to the government expenses. Government services will be available to every citizen electronically. Global investors like Sundar Pichai, Satya Nadella, Elon Musk have supported Modi's Digital India initiative. Hence, present paper has made an attempt to understand Digital India concept – with the objectives - as a campaign where technologies and connectivity will come together to make an impact on all aspects of governance and

improve the quality of life of citizens. To find out how the government services can work effectively with practical solutions and innovative ideas to accomplish the vision of a digital India-a reality.

The secondary data has been collected. For this purpose, various magazines, journals and websites articles have been used as it is a conceptual paper. Thus, the focus is to know more about the concept, its application and the impact on economy via other parameters. Therefore, qualitative and quantitative data have been used.

2) Is India Ready For Digitally:

There is no doubt in it. India is ready for this. Immediately with the introduction of this campaign, many organizations came forward to lend their hands for achieving India a digitally equipped country. Organizations like BSNL, Reliance Ltd. are coming forward to spread digitalization among rural areas. And over 42000 villages all over India will be having seamless mobile connectivity by 2018. The Internet Saathi initiative aims to cover 4,500 villages over the next 18 months, starting with Gujarat, Rajasthan and Jharkhand. India is aiming to achieve universal digital literacy across the country. The prime importance is to make sure every individual can be able to leverage the potential of Digital India. The focus is at least one person in a household should transform into an e-literate. This can be achieved by BBNL which is planning to connect 2, 50,000 panchayats under the scheme. This will ensure the digitization and connectivity of local institutions like panchayats offices, schools, other government offices and libraries etc. India is reforming its government through technology in the name of E-Governance with the advancement of technology and digitalization. Under the e-governance programme, out of 252 schemes planned, 222 services have been provided in short span of time. The nine pillars of Digital India programme clearly confirms that India as a nation is at its nascent stage. One can easily assure that India will be digitally ready in the next three years.

3) Digital Marketing:

The programme contains tasks that target to make sure that govt. services are available to people digitally and people get advantage of the newest information and connections technological innovation. Mahatma Gandhi felt that 'India resides in its villages,' and technology will help the villages to grow and prosper. Digital libraries, online magazines, e-books can be made available for free which will further help in knowledge sharing. PM Modi rightly said in his speech in San Jose, "*I see technology as a means to empower and as a tool that bridges the distance between hope and opportunity. Social media is reducing social barriers. It connects people on the strength of human values, not identities.*" Technology is a bridge indeed, a bridge that connects the hope that India's villages will be educated and aware to the opportunity of internet and access to information from across the world. 'Digital India' is not just an initiative but a need for this country, where majority of population still does not have access to the world of internet. The Digital India initiative seeks to lay emphasis on e-governance and transform India into a digitally empowered society. It is to ensure that government services are available to citizens electronically. Digital India also aims to transform ease of doing business in the country. The Department of Electronics and Information Technology anticipates that this program will have a huge impact on the Ministry of Communication and IT. It will focus on providing high speed internet services to its citizens and make services available in real time for both online and mobile platform.

4) Vision Areas:

The vision is focused on three key areas:

➤ Infrastructure as Utility to Every Citizen

- High speed internet, as a core utility, shall be made available with Public cloud sharable on private space.
- Bank account and Mobile phone would enable participation in digital and financial space at individual level.
- Smooth access to a Common Service Centre within their surroundings.
- Cradle to grave digital identity –lifelong, unique, authenticable and online.

- Secure and Safe Cyber-space in the country.
- **Digital Empowerment of Citizens**
 - Universal digital literacy.
 - Transportability of all entitlements through the Cloud for individuals.
 - All digital resources available universally.
 - All Government certificates /documents to be available on the Cloud.
 - Collaborative participative governance for digital platforms.
- **Government Services**
 - Availability of digital services / resources in Indian languages.
 - Harmlessly integrated across departments or jurisdictions to provide easy and a single window access to all persons.
 - Government services digitally transformed for improving comfort of Doing Business.
 - Government ministrations available in real time from online and mobile platforms.
 - Every citizen entitlements to be available on the Cloud to assure easy access.
 - Making financial transactions above a threshold, electronic and cashless.
 - Edge of GIS for decision support systems and development.

1) Major Projects and Scope of Digital India:

Digital India comprises of various initiatives under the single programme each targeted to prepare India for becoming a knowledge economy and for bringing good governance to citizens through synchronized and co-ordinated engagement of the entire Government. Nine projects have been undertaken. These are as follows:

- a) **Highways to have broadband services:** Government aims to lay national optical fibre network in all 2.5 lakh gram panchayats. Broadband for the rural will be laid by December 2016 and broadband for all urban will mandate communication infrastructure in new urban development and buildings. By March 2017, the government aims to provide nationwide information infrastructure.
- b) **Easy access to mobile connectivity:** The government is taking steps to ensure that by 2018 all villages are covered through mobile connectivity. The aim is to increase network penetration and cover gaps in all 44,000 villages.
- c) **IT Training for Jobs:** This initiative seeks to train 10 million people in towns and villages for IT sector jobs in five years. It also aims to train 0.3 million agents to run viable businesses delivering IT services. Additionally, the project involves training of 0.5 million rural IT workforce in five years and setting up of BPOs in each North-eastern state.
- d) **Manufacturing of electronics:** The government is focusing on zero imports of electronics. In order to achieve this, the government aims to put up smart energy meters, micro ATMs, mobile, consumer and medical electronics.
- e) **Provide public access to internet:** The government aims to provide internet services to 2.5 lakh villages which comprises of one in every panchayat by March 2017 and 1.5 lakh post offices in the next two years. These post offices will become Multi-Service centres for the people.
- f) **E-Governance:** The government aims to improve processes and delivery of services through e-Governance with UIDAI, payment gateway, EDI and mobile platforms. School certificates, voter ID cards will be provided online. This aims for a faster examination of data.
- g) **E-Kranti:** This service aims to deliver electronic services to people which deals with health, education, farmers, justice, security and financial inclusion.
- h) **Global Information:** Hosting data online and engaging social media platforms for governance is the aim of the government. Information is also easily available for the citizens.

- i) **MyGov.in** is a website launched by the government for a 2-way communication between citizens and the government. People can send in their suggestions and comment on various issues raised by the government, like net neutrality.
- j) **Early harvest programs:** Government plans to set up Wi-Fi facilities in all universities across the country. Email will be made the primary mode of communication. Aadhar Enabled Biometric Attendance System will be deployed in all central government offices where recording of attendance will be made online. The scope of overall programme is:
 - To develop India for a knowledgeable future by Developing central technology for allowing revolution which Covers many departments under one umbrella programme
 - On being transformative, that is to realize IT (Indian Talent) + IT (Information Technology) = IT (India Tomorrow). The programme weaves together a large number of thoughts and ideas into a single, extensive vision, and making the mission transformative in totality
 - The Digital India Programme will pull together many existing schemes which would be re-focused restructured and implemented in a synchronized manner for their transformative impact.
 - Digital India targets to provide the much needed sense to the following nine pillars of growth areas.

2) Conclusion:

The outcome of Digital India is to produce Wi-Fi locations for people, creating job, universal phone connection, High speed internet , Digital Inclusion, e-Services, e-Governance, Digitally motivated people, National Scholarships Portal , Digital Lockers System, e-education and e-health making India to be pioneer in IT use solution. The idea of Digital India is to bring abroad commitments to invest towards this initiative and investments would be utilized towards making internet devices and smartphones at an affordable price in India which would help generate jobs , reduce the time and cost of importing them from abroad.

There are 9 Key points of Digital India Programme which are as follows: Broadband Highways, Universal Access to Phones, Public Internet Access Programme, Reforming government through Technology-E-Governance, Electronic delivery of services- E-Kranti, Information for All, Electronics Manufacturing, IT for Jobs, Early Harvest Programmes. Some of the aforementioned projects are under various stages of implementation which may require some transformational process reengineering, refinements and adjustment of scoping and implementation strategy to achieve the desired service level objectives by the concerned line Ministries/Departments at the Central, State and Local Government levels. The Digital India program is just the beginning of a digital revolution, once implemented properly it will open various new opportunities for the citizens.

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SECURITY IN DIGITAL PAYMENTS

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INTRODUCTION Are digital payments secure enough for the Indian economy to go cashless?

In the current technological era, the world is welcoming the new and innovative concept of making payments i.e. Digital payments. More and more people are embracing digital payments across the globe. In India, with the extant government great focus on digital India and making the country a cashless economy, millions of people are now entering into the digital payments arena. There are so many people who are making payments via Net-banking and mobile banking for the first time even they have been maintaining their bank accounts since years.

With the world second largest population, the volume and the number of transactions have been increasing by leaps and bounds. The cash transactions in such an economy lead to a lot of black money tracking of which is not possible in reality. The cost of a transaction through a physical bank branch is around fifty times costlier than a digital transaction. Also, a lot of time and manpower can be saved through digital payments rather than payments through a physical bank branch. The digital payments are very convenient. The people need not carry any cash with them. Just a mobile or computer with internet service is required to make digital payments. The government can also track all the digital payments and ensure that no corrupt activity happens. The people also get automatic accounting records of their cash inflows and outflows and therefore can manage their budgets accordingly. Across the globe, it has been estimated that eighty five percent of the transactions happen through cash. This shows that Cash is a very important aspect of daily life which can't be removed completely inspite of the various benefits of digital payments over the cash payments.

The recent bold move of demonetization by the government created a spur in the economy. With the general public going cashless, the people started resorting to cashless modes of payments so quickly. Now even a kirana shopkeeper has the machine to accept payments through credit and debit cards. Paytm app has become almost universal in the mobile phones.

The digital payments are safe and secure if the people follow all the rules and guidelines. The people tend to ignore some small points mentioned in the guidelines which creates space for breach of security for the digital payments. All the payment banks, the wallet owners, mobile banking apps manufacturers keep researching to make the payments secure. So it is necessary that the people upgrade all these apps time to time. There is no need of panicking if the people remain alert while making these payments.

However, the digital payments are so risky that one can lose millions of rupees in seconds. In 2013, in US retail chain shopping spree, the hackers stole data of around forty million credit and debit cards. These hackers generally do not use all this data for their use. They sell it to the other companies and earn big profits. It has been found that a lot of banking apps in India have low hardware security. These apps operate on the Android versions and thus the passwords are prone to be stolen. The hackers are everywhere and keep trying to breach the security functions of the digital payment services. In India, the people are mostly ignorant and tend to click on the items which breach their security mechanisms. A lot of people are using the smartphones for the first time. These people tend to check everything on the phone and fall into the traps. Some people may be having the bank account number and similar related data of a banking customer. Since this much data is not enough to commit fraud, they check the social media sites of those customers and try to find out the answers for the security questions like your best friend name, your school name etc. and then get the password of the customer. The prime minister has requested the digitally literate people to teach others regarding the online payment procedures. But sometimes, this might create a lot of space for the corrupt activities. The people might take undue advantage of the innocent people. The safety of the digital payment depends on the awareness of the users also. The people should not update sensitive information on their social media sites which might become handy for the hackers. The people should keep the access to their account information quite secret. Sometimes, we get some mails asking for account

information and other confidential details. The people should not respond to such fake mails. There are a lot of malwares hidden which lead to unsecure websites and thus the data get compromised.

India is a country where majority of the transactions happen through cash, the transition from cash to cashless economy is not a cakewalk. Since the government is laying so much emphasis on the digital payments, it is the need of the hour that the government should implement the strategy very wisely giving enough time to the existing structure to change gradually. The government should first make the laws so strict and severe so that the people are afraid of doing frauds of even very small amounts. The government needs to invest heavily to make the cyber infrastructure secure and risk free. There is a hidden war between the bankers and the government where the success of the former will decide the future of the cash to cashless economy. Since a lot of people depend on others to teach them to use the digital payment services, the government should take initiatives to educate the people in this regard. The reserve bank of India should quantify the minimum standards for the infrastructure required to maintain risk free payment mechanisms. The push for a cashless economy should not be at the cost of unsecure payment methods.

Objectives of driving digital payments

- 1) Convenience and ease of transaction and is more secure compared to making transactions involving cash withdrawal.
- 2) Drive the development and modernisation of the payment system, promote transparency and accountability, reduce transaction costs, and decrease the size of the grey or informal economy.
- 3) Help business people grow their customer base and resource pool, far beyond the limitations of their immediate geographic area.
- 4) Adds up to environment as no tree will be cut for printing paper money.
- 5) Reduces Corruption
- 6) Overall they boost the rural economy and enables better development of the rural masses.

Cyber Security for Digital Payments

- 1) CERT-In Advisory for Secure Mobile Banking - CAID-2016-0071
- 2) CERT-In Advisory for Secure Mobile Banking - CAID-2016-0070
- 3) CERT-In Advisory for Safeguarding Smart phones against Cyber Attacks - CAID-2016-0069
- 4) RBI eases 2-step card validation for payments
- 5) RBI Notification on Security and Risk Mitigation measure - Technical Audit of Prepaid Payment Instrument issuers (e-Wallets)

Modes of Digital Payment

- Banking Cards (Credit, Debit, Stored value/prepaid)
 - Used in conjunction with PoS machines, ATMs, Online
- Unified Payment Interface (UPI)
 - authenticates the identity of the user like a debit card does using the phone as a tool instead of a separate card
 - Smart phone & bank account
- e-Wallets
 - a type of electronic card which is used for transactions made online through a computer or a smart-phone
 - Utility of e-wallet is same as a credit or debit card
 - Make paperless money transaction easier.
- Unstructured Supplementary Service Data (USSD)
 - Mobile banking for feature phones
 - Offered through a National Unified USSD Platform (NUUP) on a short code *99#.

- AADHAR Enabled Payments

Digital payment / Credit card / Mobile / online banking threats & best practices

Recently Indian Computer Emergency Team (CERT-In), the national incident

Response centre for computer security incidents of the Indian cyber community,

Published a series of advisories regarding the best practices to be followed in relation to security of:

- Point of Sale (PoS) systems,
- Micro ATMs,
- eWallets,
- online banking,
- smart phone,
- mobile banking,
- online payment through UPI,
- biometric devices,
- web browsers,
- mobile ransom-ware,
- USSD based mobile banking and
- Preventing social engineering attacks.

Boosting cyber security

There are several methods adopted to boost cyber security. In the tokenisation method, the system or device does not store any account or card number details on the device, but relies on tokens to undertake transactions.

- When any transaction takes place, the device will transmit two sets of data to the payment terminal. The first set will be a 16-digit token representing the credit or debit card number. The second set will be a one-time cryptogram or code generated by the encryption key of the smartphone. The third safety element, authentication, is self-explanatory, with the user being identified by the user ID, fingerprint, or other code.
- Today, SFA (Single-Factor Authentication) is clearly not as safe as TFA (Two-Factor Authentication). Password-based authentication is the most common form of SFA. In TFA, an extra layer of security is added to the standard log-in procedure, whereby the person accessing an account verifies their identity through a second question, or check-in procedure.
- Another benefit of such security systems is that even if a person's smartphone is stolen, payments cannot be made from the device unless authorised through a fingerprint or the specific PIN put down during the setup procedure.
- The diverse range of payment technologies makes robust security critical. Two of these payment technologies are NFC (Near Field Communication), and MST (Magnetic Secure Transmission) and for both, users need to upload credit card details into the mobile payment app on their smartphone. Purchases can then be made in physical retail stores.
- Since the card data is encrypted on the phone, one-time authorisation tokens are provided for every separate purchase. As NFC and MST are contactless payment solutions, the mobile phone typically does not need manual interaction with the PoS terminal. Only physical proximity and the customer's approval are needed to permit a transaction.
- Although the demonetisation drive has fast-forwarded India's digital transition, issues of payment safety and security have not kept pace with these developments.

If repeated security breaches occur, apprehension in people's mind will slow down the pace of digital transactions in India.

- It is therefore, critical that the issue of security is given due importance by all stakeholders. It is important that the digital payments industry also upgrades its systems to ensure the security of its customers. If that happens, everyone will benefit – including the Government, the digital payments industry, and customers.
- The proliferation of mobile devices (smartphone, tablets) gives consumers more choice. Current digital card-based systems - be it credit or debit payment - assume that physical cards are available and card virtualisations are done. The traditional role of banks in issuing physical cards that are dispatched to users could be substituted by new forms of intermediaries, such as Trusted Service Managers, that make mobile devices capable of over-the-air provisioning. The time is now ripe to drive digital payments across India using financial instruments that are backed by robust security solutions.

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BEST PRACTICES IN DIGITAL PAYMENTS TO MINIMIZE SECURITY THREATS

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INTRODUCTION

Adoption of digital payments has increased significantly with the move towards a cashless economy. Digital payments comprise transactions carried out using a variety of electronic modes such as cards, mobile phones or an internet-based set-up to send and receive money.

According to the survey, a barrier to the growth of digital payments is security concerns. Lack of awareness is also a barrier. The unprecedented push for cashless payments has enabled the growth of several FinTech and digital payments platforms alike. However, while e-wallets have gained traction and the utility of credit cards and net-banking has increased, the need for cyber-security has also received mainstream attention.

In the case of offline thefts, the damages are subject to the amount of cash the person is carrying at that point in time. However, in digital transactions, the damages can be huge and oftentimes, irrevocable. For instance, when a group of hackers breached the security of British Mobile Company, they had at their disposal, the private information of over six million users. The stolen data was then used for purchasing mobile accessories, the expenses of which were borne by the unsuspecting users. In addition to covert sales, the stolen data has been leveraged for identity thefts and extortion.

Given such high implications, when it comes to online transactions, is India safe?

Back in October 2016, barely a few days before the demonetization announcement that would go on to rock the nation, a malware had infected the network of Hitachi ATMs. The attack had compromised the sanctity of data and allowed hackers to access login credentials and engage in covert transactions. The company could only do damage control by asking its users to terminate using ATMs and issued fresh cards.

Currently, private players, as a first step, have started building skill sets for risk management and anti-fraud solution inside their organizations. For instance, most of the leading e-wallets and payment gateways carry the certification of PCI DSS (Payment Card Industry Data Security Standard) 2.0. Furthermore, following a 128-bit encryption has also become an industry norm. However, while these standards lay the foundation for securing digital payments, together, the trifecta of Government Bodies, Private Players and Users need to synergize and ensure the security of online transactions. The automation and updation of the database of fraudsters on real time basis is the need of the hour. Manual processes have to be done away with, as the number of online transactions exceed 200 million transactions per month for the mature players in the country.

Just like the nationwide demonetization drive, we today need a crusade to spread awareness on cyber-security. The Reserve Bank of India has already made it mandatory for the FinTech and Payments Solution Providers to authenticate online transactions with 2-way SMS authentication. Further showing its commitment towards securing online transaction, in the Union Budget of 2017, the Government of India had announced setting up CERT (Computer Emergency Response Team) in order safeguard online transactions and thwart possible chances of cyber-attacks and hacks. In near future, the government may also issue strict policies against online counterfeiting and guidelines for cyber-security, along with penalizing companies that don't match to the security and hence, put the sensitive information of their users to jeopardy.

Online payment gateway companies, particularly the payment aggregators of multiple payment methods of credit cards and debit cards, online banking, UPI, wallets etc. should build their own proprietary risk management and antifraud solutions. They should innovate and not outsource this critical solution to third parties in US or UK or other parts of the world entirely.

This will help sharpen the monitoring and tracking of online fraudulent behaviour and decrease the blocked rate of transactions, thereby increasing the revenue for the online sellers. Online sellers should be intimated at the earliest following any unusual activity on their accounts. Besides, we may

use interactive online seller dashboard for communication. The government may join in the campaign by imposing an incentive and disincentive framework.

Users of today are perhaps the weakest link in the chain of cyber security. As per the study conducted by IBM and the Pnemon Institute in 2015, India ended up topping the charts for the country facing the most targeted data breaches. Furthermore, the latest Norton Cyber Security Insights Report reveals that Indians would not adhere to the right procedures and modules imperative for securing online transactions. Furthermore, Indians are the leading victims of Ransomware attacks and yet, for some reason, they cannot stop opening links coming from unidentified or seemingly unauthentic sources. This behaviour pattern definitely needs to change. Users must always transact through secure and authentic websites and apps. While the security of websites is reflected via the padlock icon of the 's' suffixed to HTTP in the beginning of the URL, apps must only be downloaded from authentic sources. Besides, the importance of having an anti-virus and cyber-security app in their mobile and PCs cannot be overstated. These apps not only keep a tab on malware, ransomware and phishing app but also block the activity of any other app extracting details, while a user is transacting via net-banking, e-wallets or other such digital payments platforms.

Lastly, it is paramount for users to keep their emails secured. While India is increasingly going digital, emails become simply a single gateway for every bit of sensitive user information. Most users maintain a single email account for multiple purposes. Hence, by simply cracking that one email account, hackers would be able to access every detail, from their account number and password to their passport number, age and more. Periodically changing the password or keeping different accounts with different service providers for different activities would make emails more secured.

CYBER SECURITY

General perspective

- National security, economic prosperity, innovation and social well-being are critically dependent upon the **availability, integrity and confidentiality** of a range of Information and Communications Technologies (ICT).
- Nearly every aspect of citizen's daily life has been considerably transformed by the information revolution and modern life depends upon the timely, adequate and confidential performance of cyberspace.
- The security issues in the physical world have been well understood and the mechanism and processes/procedures for protecting the physical space is in place.
- However, cyberspace has evolved in the last decade and is rapidly evolving.
- The problem gets compounded by the fact that cyberspace is border-less and there is no need for substantial resource/expertise for carrying out attacks.
- Therefore, protection of national cyberspace needs to be a continuous activity.
- The rapid change in technology, in terms of flexibility and ubiquitous use across the globe, necessitates that the country be up-to-date in Technology, both for products & security along with trained & dedicated manpower (People), and Policies/Procedures/Guidelines

Indicative lists of threats

- Defacement of web sites / applications, content modification.
- Unauthorized access to system resources through network or system interfaces.
- Visiting malicious websites or Internet applications may lead to system compromise.
- Sensitive data may be lost during data transfer or during storage on the system.
- Malicious programs may get installed unknowingly.
- Sensitive data may be lost during disposal or replacement of storage media.
- In critical / sensitive ministry, there may be targeted attack on the systems.

- Attempt to send out sensitive data from the system.
- Malicious user may attempt to get unauthorized access to the system.

Most talked about ones

- Phishing
- Ransomware
- Smart cities / IoT (security and privacy issues)
- Cyber Espionage
- Distributed Denial of Service (DDoS)

Smart cities / IoT

- The world (and our country also) is experiencing an evolution of **Smart Cities**. These emerge from innovations in information technology that, while they create new economic and social opportunities, pose challenges to security and expectations of privacy.
- Humans are already interconnected via smart phones and gadgets. Smart energy meters, security devices and smart appliances are being used in many cities.
- Homes, cars, public venues and other social systems are now on their path to the full connectivity known as the '**Internet of Things (IoT)**'.
- Standards are evolving for all of these potentially connected systems. They will lead to unprecedented improvements in the quality of life.
- To benefit from them, city infrastructures and services are changing with new interconnected systems for monitoring, control and automation.
- Intelligent transportation, public and private, will access a web of interconnected data from GPS location to weather and traffic updates. Integrated systems will aid public safety, emergency responders and in disaster recovery.
- **Security includes illegal access to information and attacks causing physical disruptions in service availability.**
- As digital citizens are more and more instrumented with data available about their location and activities, privacy seems to disappear.
- Privacy protecting systems that gather data and trigger emergency response when needed are technological challenges that go hand-in-hand with the continuous security challenges. Their implementation is essential for a Smart City in which we would wish to live.
- The major element in the Smart City and their interactions are what we need to protect.
- As the number of IoT manufacturers and users proliferate, and as the devices become mainstream household appliances, it seems probable we'll see even more high-profile security issues.

Maintaining cyber hygiene

1. As a responsible cyber citizen, practice basic preventative measures /precautions cyber hygiene (as an end user, as an administrator, as a security specialist, or any other role.....)
2. Regularly update anti-virus / anti-malware software and applications.
3. Avoid the use of public Wi-Fi networks, which are target-rich for cyber thieves.
4. Turning off the devices when not in use.
5. Regularly change passwords, choose strong password and separate passwords for different site one frequent.
6. Try to recognize and avoid phishing scams and other malware intrusions.

7. Install dual-factor authentication/tokens, biometric solutions (e.g., fingerprint, facial recognition and iris scanning software) and other data encryption software onto electronic devices.
8. Get a security audit or risk assessment by a qualified professional who can point out areas of vulnerability & available attack surface.
9. Backing up files onto external drive (to safely restore, in case of eventuality).
10. Prepare a strategy in advance to respond to a security incident, put it into practice and conduct a root-cause analysis.
11. Only engage with verified social media pages and use official mobile apps linked from a official web site.

DOs & DON'Ts

- **DOs**
 - Password protect the mobile phone / device.
 - It is recommended to set the maximum number of incorrect password submissions no more than three.
 - Choose a strong password to keep the account and data safe.
 - Review the account statements frequently to check for any unauthorized transactions.
 - Change the PIN regularly.
 - Report a lost or stolen phone / device immediately to the service provider and law enforcement authorities.
- **DON'Ts**
 - Never give the PIN or confidential information over the phone or internet. Never share these details with anyone.
 - Don't click on links embedded in emails/social networking sites claiming to be from the bank or financial institutions.
 - Don't transfer funds without due validation of the recipient, as funds once transferred cannot be reversed.
 - Don't store sensitive information such as credit card details, mobile banking password and user ID in a separate folder on your phone.
 - Don't forget to inform the bank of changes in the mobile number to ensure that SMS notifications are not sent to someone else.
 - Never reveal or write down PINs or retain any email or paper communication from the bank with regard to the PIN or password.
 - Be cautious while accepting offers such as caller tunes or dialer tunes or open/download emails or attachments from known or unknown sources.
 - Be cautious while using Bluetooth in public places as someone may access the confidential data/information. Similarly with using public WiFi.

Prevention is better than cure...

- Prevent account data from being intercepted when entered into a mobile device.
- Prevent account data from compromise while processed or stored within the mobile device.
- Prevent account data from interception upon transmission out of the mobile device.
- Prevent unauthorized logical device access.
- Create server-side controls and report unauthorized access.
- Prevent escalation of privileges.
- Create the ability to remotely disable the payment • application.
- Detect theft or loss.
- Harden supporting systems.

- Conform to secure coding, engineering, and testing.
- Protect against known vulnerabilities.
- Protect the mobile device from unauthorized applications.
- Protect the mobile device from malware.
- Protect the mobile device from unauthorized attachments.
- Create instructional materials for implementation and use – user awareness
- Support secure merchant receipts.
- Provide an indication of secure state(https) Lastly – think simple steps...
- **Be Vigilant**
 - If an email looks too good to be true, it probably is.
 - Be cautious when opening attachments and clicking links.
 - While connecting to web sites make sure it is a secure connection (<https://www.site.in>)
- **Backup Data**
 - Plan and maintain regular backup routines.
 - Ensure that backups are secure, and not constantly connected or mapped to the live network.
 - Test the backups regularly to verify their integrity and usability in case of emergency.
- **Disable Macros**
 - Document macros have been a common infection vector for ransomware in 2016.
 - Macros from email and documents should be disabled by default to avoid infection.
- **Patch and Purge**
 - Maintain regular software updates for all devices, including operating systems and apps.
 - Update any software you use often and delete applications you rarely access.

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INTERNET MARKETING

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INTRODUCTION

Internet marketing, or online marketing, refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to sales leads from websites or emails. Internet marketing and online advertising efforts are typically used in conjunction with traditional types of advertising such as radio, television, newspapers and magazines. Regardless of the size, majority of businesses nowadays are practicing Internet marketing. That's because it is the most inexpensive way for them to reach millions of their target market. But what is Internet marketing really?

Also called online marketing, it is the process of promoting a brand, products or services over the Internet. Its broad scope includes email marketing, electronic customer relationship management and any promotional activities that are done via wireless media. It also combines the technical and creative aspects of the World Wide Web such as advertising, designing, development and sales. Moreover, Internet Marketing also deals with creating and placing ads throughout the various stages of customer engagement cycle.

Types of Internet Marketing:

1. *Affiliate Marketing*

It is a marketing practice wherein a business pays an online retailer, e-commerce site or blog for each visitor or sales that these websites make for their brand.

2. *Display Advertising*

This refers to advertisement banners that are displayed on other websites or blogs to boost traffic for their own content. This, in turn, can increase product awareness.

3. *Email Marketing*

From the name itself, this is a marketing process that involves reaching out to your customers via email.

4. *Inbound Marketing*

This type of Internet marketing involves sharing of free valuable content to your target market to convince them to become your loyal customer. This could be done by setting up a business blog.

5. *Search Engine Marketing*

This is a form of marketing that promotes a business through paid advertisement that appears on search engine result pages. This includes paid placement, contextual advertising, paid inclusion or through search engine optimization.

6. *Search Engine Optimization*

Contrary to SEM, SEO uses the unpaid and natural process of promoting content on SERPs. This includes keyword research and placement, link building and social media marketing.

7. *Social Media Marketing*

Based on its name, social media marketing is the process of promoting a website through various social networks like Facebook, Twitter, Google+, LinkedIn, Pinterest and more.

Why Internet Marketing is Important?

The Internet has the power to connect millions of people from around the world. Thus, it also has the capabilities to bring your business to millions of your target market worldwide. What makes this process a best inclusion to your promotional effort is the fact that you don't need to shell out plenty of money. In addition, the effectiveness of your campaign can be easily measured using web analytics and cost-volume-profit analysis tools. However, it requires you to learn the many facets of Internet

marketing so that you'll know whether your efforts are giving the return on investment that you want for your business.

Search engines – SEM and SEO

Search engines are a powerful channel for connecting with new audiences. Companies like Google and Bing look to connect their customers with the best user experience possible. Step one of a strong SEO strategy is to make sure that your website content and products are the best that they can be. Step 2 is to communicate that user experience information to search engines so that you rank in the right place. SEO is competitive and has a reputation of being a black art. Here's how to get started the right way.

SEM - SEM is short for search engine marketing. SEM is a type of Internet marketing associated with the researching, submitting and positioning of a website within search engines to achieve maximum visibility and increase your share of paid and/or organic traffic referrals from search engines. SEM involves things such as search engine optimization (SEO), keyword research, competitive analysis, paid listings and other search engine services that will increase search traffic to your site.

SEO - SEM is a broader term than SEO. Where SEO aims to provide better organic search results, SEM helps you successfully target users of search engines via advertising (paid) links in search results in addition to organic search to send targeted traffic to your website.

- SEO and SEM are not competing services. SEO is considered a subset of SEM services. Today, if you want to conduct business on the Internet you need to be visible in both organic and advertised links, which means you need both SEO and SEM.
- The phrases SEO (search engine optimization) and SEM (search engine marketing) are similar and sometimes used interchangeably, but SEO and SEM are different services.
- Most small businesses owners and marketers know a little something about SEO (search engine optimization) and the different tactics to help your website rank well in organic search engine results. Another important tactic for any Internet business to know about is SEM (search engine marketing), which includes things such as search engine optimization, paid listings and other search engine related services.
- While the two phrases are similar and sometimes used interchangeably, **SEO** and **SEM** are different services.

What exactly is Search Engine Optimization (SEO)?

Search engine optimization (SEO) can be described as strategies and tactics used to ensure that a site is accessible to a search engine and improves the chances that the site will be found by the search engine. - Advertisement

The goal of successful SEO is to obtain a high-ranking placement in the search results page of a search engine (e.g. Google, Bing, Yahoo and other search engines). Internet users often do not click through pages and pages of search results, so where a site ranks in a search results page is essential for directing more traffic toward the site. The higher a website naturally ranks in organic results of a search, the greater the chance that that site will be visited by a user.

SEO is typically a set of white hat best practices that webmasters and Web content producers follow to help them achieve a better ranking in search engine results. Some of these best practices include:

- Creating and publishing excellent content.
- Using keywords and keyword analysis.
- Link building to improve link popularity.
- Using social media links on sites such as Facebook and Twitter.
- Improving your site's navigation to provide an excellent user experience.

What Does Search Engine Marketing (SEM) Mean?

Many people start with a good Web site and invest in SEO, but don't necessarily follow through with another very important component; and that is search engine marketing.

SEM is a broader term than SEO, and is used to encompass different options available to use a search engine's technology, including paid ads. SEM is often used to describe acts associated with researching, submitting and positioning a website within search engines. It includes things such as search engine optimization, paid listings and other search-engine related services and functions that will increase exposure and traffic to your Web site.

Some of the most common SEM best practices include:

- Using keywords and keyword analysis.
- Search engine optimization (SEO).
- Building ads and content for local listings and geo-targeted ads.
- Pay-per-click (PPC) advertising campaigns.

SEM offers you the opportunity to pay based on clicks (you pay only for each click through from the advertisement to your website or landing page). Ads in a successful SEM campaign will be shown to those consumers specifically looking for your products or services, resulting in a higher conversion rate.

The Difference between SEM and SEO

SEM is a broader term than SEO. Where SEO aims to provide better organic search results, SEM uses the search engines to advertise your website or business to Internet customers and send a more targeted traffic to your Web site.

For example, when people use a search engine to query "fashion handbags," the organic search engine results is where SEO technologies can assist your website in being more visible. The paid advertising, or sponsored links are the ones prominently displayed above or beside the organic search results is a product of SEM.

SEO and SEM are not competing services. SEO is considered a subset of SEM services. If you want to conduct business on the Internet you need to be visible in both organic and advertised links, which means a small business needs both SEO and SEM.

In SEO and SEM terms, rank (or ranking, position) refers to where a website or page is ranked within search engine results. For example, if your Web site is about microphones, when a person queries "microphones" in a search engine, your ranking indicates where in the search results your Web page is listed (e.g. within the top 5 results, on the first page, the 300th page and so on). A webpage rank within a search engine is also commonly called a *position*.

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E-COMMERCE PAYMENT SYSTEM

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An e-commerce payment system facilitates the acceptance of electronic payment for online transactions. Also known as a sample of Electronic Data Interchange (EDI), e-commerce payment systems have become increasingly popular due to the widespread use of the internet-based shopping and banking.

Over the years, credit cards have become one of the most common forms of payment for e-commerce transactions. In North America almost 90% of online retail transactions were made with this payment type. Turban et al. goes on to explain that it would be difficult for an online retailer to operate without supporting credit and debit cards due to their widespread use. Increased security measures include use of the card verification number (CVN) which detects fraud by comparing the verification number printed on the signature strip on the back of the card with the information on file with the cardholder's issuing bank.^[2] Also online merchants have to comply with stringent rules stipulated by the credit and debit card issuers (Visa and MasterCard)^[3] this means that merchants must have security protocol and procedures in place to ensure transactions are more secure. This can also include having a certificate from an authorized certification authority (CA) who provides PKI (Public-Key infrastructure) for securing credit and debit card transactions.

Despite widespread use in North America, there are still a large number of countries such as China and India that have some problems to overcome in regard to credit card security. In the meantime, the use of smartcards has become extremely popular. A smartcard is similar to a credit card; however it contains an embedded 8-bit microprocessor and uses electronic cash which transfers from the consumers' card to the sellers' device. A popular smartcard initiative is the VISA Smartcard^[4]. Using the VISA smartcard you can transfer electronic cash to your card from your bank account, and you can then use your card at various retailers and on the internet. There are companies that enable financial transactions to take place over the internet, such as PayPal. Many of the mediaries permit consumers to establish an account quickly, and to transfer funds into their on-line accounts from a traditional bank account (typically via ACH transactions), and vice versa, after verification of the consumer's identity and authority to access such bank accounts. Also, the larger mediaries further allow transactions to and from credit card accounts, although such credit card transactions are usually assessed a fee (either to the recipient or the sender) to recoup the transaction fees charged to the mediary.

The speed and simplicity with which cyber-mediary accounts can be established and used have contributed to their widespread use, although the risk of abuse, theft and other problems—with disgruntled users frequently accusing the mediaries themselves of wrongful behavior is associated with them. A payment gateway is a merchant service provided by an e-commerce application service provider that authorizes credit card or direct payments processing for e-businesses, online retailers, bricks and clicks, or traditional brick and mortar.^[1] The payment gateway may be provided by a bank to its customers, but can be provided by a specialised financial service provider as a separate service, such as a payment service provider.

A payment gateway facilitates a payment transaction by the transfer of information between a payment portal (such as a website, mobile phone or interactive voice response service) and the front end processor or acquiring bank.

Methods of online payment

Credit cards constitute a popular method of online payment but can be expensive for the merchant to accept because of transaction fees primarily. Debit cards constitute an excellent alternative with similar security but usually much cheaper charges. Besides card-based payments, alternative payment methods have emerged and sometimes even claimed market leadership. Wallets like PayPal and

Alipay are playing major roles in the ecosystem. Bitcoin payment processors are a cheaper alternative for accepting payments online which also offer better protection from fraud.

Bank payments

This is a system that does not involve any sort of physical card. It is used by customers who have accounts enabled with Internet banking. Instead of entering card details on the purchaser's site, in this system the payment gateway allows one to specify which bank they wish to pay from. Then the user is redirected to the bank's website, where one can authenticate oneself and then approve the payment. Typically there will also be some form of two-factor authentication. Some services, like Trustly, let merchants embed its iframe on their website so consumers can pay without being redirected away from the original site.

It is typically seen as being safer than using credit cards, with the result that nearly all merchant accounts in India offer it as an option.

A very similar system, known as iDEAL, is popular in the Netherlands.

PayPal

PayPal is a global e-commerce business allowing payments and money transfers to be made through the Internet. Online money transfers serve as electronic alternatives to paying with traditional paper methods, such as cheques and money orders. It is subject to the US economic sanction list and other rules and interventions required by US laws or government. PayPal is an acquirer, a performing payment processing for online vendors, auction sites, and other commercial users, for which it charges a fee. It may also charge a fee for receiving money, proportional to the amount received. The fees depend on the currency used, the payment option used, the country of the sender, the country of the recipient, the amount sent and the recipient's account type. In addition, eBay purchases made by credit card through PayPal may incur extra fees if the buyer and seller use different currencies. On October 3, 2002, PayPal became a wholly owned subsidiary of eBay. Its corporate headquarters are in San Jose, California, United States at eBay's North First Street satellite office campus. The company also has significant operations in Omaha, Scottsdale, Charlotte and Austin in the United States; Chennai in India; Dublin in Ireland; Berlin in Germany; and Tel Aviv in Israel. From July 2007, PayPal has operated across the European Union as a Luxembourg-based bank.

Paymentwall

Paymentwall, an e-commerce solutions providing company launched in 2010, offers a wide range of online payment methods that its clients can integrate on their website.^[51]

Google Wallet

Google Wallet was launched in 2011, serving a similar function as PayPal to facilitate payments and transfer money online. It also features a security that has not been cracked to date, and the ability to send payments as attachments via email.

Mobile Money Wallets

In developing countries many people don't have access to banking facilities, especially in tier II and tier III cities. Taking the example of India, there are more mobile phone users than there are people with active bank accounts. Telecom operators, in such locations, have started offering mobile money wallets which allow adding funds easily through their existing mobile subscription number, by visiting physical recharge points close to their homes and offices and converting their cash into mobile wallet currency. This can be used for online transaction and eCommerce purchases. Many payment options such as Zaad Services by Telecoms Company in Somaliland (Independent State in Northern Somalia), Airtel Money and M-Pesa in Kenya, ATW are being accepted as alternate payment options on various eCommerce websites.

Comparison of payment systems

Comparison of payment systems (also known as comparison of payment processing services, comparison of payment processors, or comparison of merchant services) is a list displaying comparative information and fee rates on various payment systems (also payment processing services, payment processor, or merchant services). Information such as these are compared and shown:

seller's/merchant's fees, buyer's fees, banking transfer fees, clearing-house fees, interchange fees, chargeback/return fees, currency conversion fees, monthly fees, usage, verification time, deposit time, technology support, customer-service quality, etc.

There are too many payment systems and services providers (see List of online payment service providers) to list in detail or in brief all on the same page. This article will focus mainly on the payment/merchant systems and services that are the most popular among majority of sellers and buyers, have comparatively lowest fee rate or free options, and which have comparatively most features for sellers/merchants and buyers, lowest cost or free payment receiving (card readers, Payment terminal (PTà, Point of sale (POS) & printing equipments, and which have good or better track record, (good or better) customer service quality, etc according to BBB and similar credible rating services.

Displayed fees and rates can change anytime. Displayed fee-data and rate info may not be actual fee or rate in use currently right now. Fee-rates also vary, based on volumes/quantities of sale, for different seller/business, i.e. sellers/merchants can negotiate with payment-system or merchant-service provider to obtain a comparatively lower & better rate, when their selling volume is comparatively very high. When this page is edited by Wikipedia editors, then they will usually add at-that-moment minimum-fee or flat-rate info, for the section which they are editing. Visit payment-system's referenced linked webpage (shown at bottom-side), for payment service provider's current information.

Forms of Payment for Ecommerce

Naturally, we must mention the three biggest forms of online payment that have been at the forefront of ecommerce since the beginning:

- Credit card
- Debit card
- Bank transfer

Paying by bank transfer or by credit card or debit card – pulling out the plastic, so to speak – is straightforward for customers. For online businesses, however, there are a variety of ways to accept these types of payment. The services that process credit card and bank card payments are referred to as payment gateways or gateway systems. Besides the ‘classic’ payment methods, there are a number of other great payment options for ecommerce:

- BitCoin
- Google Wallet
- Dwolla
- Amazon Payments
- Intuit PaymentNetwork
- Amazons trade-in

Security Considerations

Data security is a hot topic these days, especially when it comes to credit cards and banking. Target experienced a very high-profile theft of customer credit card data in 2013, reminding us that even the big guys can lapse when it comes to their data security.

All payment processors claim that they use top-notch security. As a small or medium-sized ecommerce shop, how can you make sure that your customer’s sensitive information is handled properly?

- **Security for Online Card Transactions**

In the US, the PCI Security Standards Council has established guidelines for secure processing of credit card data that “[provide] an actionable framework for developing a robust payment card data security process — including prevention, detection and appropriate reaction to security incidents.” When choosing a payment gateway, make sure that they are adhering to the industry standards. PCI

DSS certification is required for all payment gateways that handle Visa and Mastercard, and all respectable credit card processors will indicate that they are in compliance.

- **Bitcoin Security**

Bitcoin's security is a bit more complicated. While Bitcoin transactions themselves (the transfer from one wallet to another) are assumed to be secure, there is risk involved with holding Bitcoin accounts. Like your physical wallet, Bitcoins actually live in a digital wallet on a particular computer or device (which may be managed online, but still exists on a physical hard drive somewhere). If your hard drive fails and you don't have a backup, or if you lose your wallet password, or if something else unfortunate happens to your hardware on the device(s) where Bitcoins are stored, you're really out of luck.

Even Bitcoins held in online wallets can (and have in the past) been hacked, resulting in the permanent loss of Bitcoins from people's accounts. There is no way to recover lost Bitcoins. Therefore, Bitcoin wallets should be treated like real cash-filled wallets – that is, with care and attention, being mindful of their security at all times.

- **Google Wallet Security**

Since Google Wallet is about easy log-in and not about actually processing transactions, the only security concern is that of the customer's Google account. Any online account should have a secure password, especially those tied to online purchases.

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CONSUMER'S PERCEPTION TOWARDS E-MAIL MARKETING

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ABSTRACT

Internet is one of the most influential inventions of the present times. It has a profound effect in almost every domain of our life. One of the key applications of internet is an email which is a simple yet very powerful tool and has become one of the most widespread forms of communication. The marketers are always seeking new and innovative ways reaching out the masses and the email marketing is one of the highly sustainable promotional marketing tool because of its vast usage, simplicity, awareness, etc. Marketers can tap the diverse database of enormous strength in form of internet users via various digital marketing strategies among which email marketing is the most prominent. Business organizations have found email marketing to be an effective tool as it reaches the existing as well as the future consumers in a cost and time effective way. This has resulted in consumer's inboxes being flooded with marketing emails.

KEYWORDS

Marketer Centric, Celebrity Endorsement, Smart Phones, Welcome Emails, Relationship, Content Email, and Brand Builders.

OBJECTIVES

1. The main objective of my research paper is to find out the consumers perception towards Email Marketing.
2. To find out whether people buy smart phones only to check mails.
3. To check the effectiveness of Email marketing.

RESEARCH METHODOLOGY

My research is based on exploratory research design and data collection is entirely based on secondary data. I collected my data from different websites.

INTRODUCTION

Internet is one of the most influential inventions of the present times. It has a profound effect in almost every domain of our life. One of the key applications of internet is an email which is a simple yet very powerful tool and has become one of the most widespread forms of communication. The marketers are always seeking new and innovative ways reaching out the masses and the email marketing is one of the highly sustainable promotional marketing tool because of its vast usage, simplicity, awareness, etc. Marketers can tap the diverse database of enormous strength in form of internet users via various digital marketing strategies among which email marketing is the most prominent. Business organizations have found email marketing to be an effective tool as it reaches the existing as well as the future consumers in a cost and time effective way. This has resulted in consumer's inboxes being flooded with marketing emails.

EMAIL MARKETING: AN OVERVIEW

The boom of internet in the 21st century has surfaced way for various new forms of digital marketing techniques such as SMS (short message service), websites, search engines, social media and email. Email marketing is a form of digital marketing in which a commercial text or multimedia message is sent through an email to a target group of people. In general, any email sent by a business to present or prospective customers could be seen as email marketing (Jones, 2009). From a consumer's perspective, marketing email can be broadly categorized as the ones consumer has opted for by providing email address called as signup emails/permission based email and the ones where consumer's email address was shared or even sold amongst companies for marketing purpose. Companies drive various strategies to build a database of email addresses of present and future

customers. One of the best strategies has been luring customers to provide their email addresses in exchange of discounts and special offers. Where companies fail in collecting email addresses by direct means, the indirect approach is adopted where prospective consumer's email address list is purchased.

Email marketing can be carried out through different types of emails:

Transactional emails

Transactional emails are usually triggered based on a customer's action with a company. To be qualified as transactional or relationship messages, these communications' primary purpose must be "to facilitate, complete, or confirm a commercial transaction that the recipient has previously agreed to enter into with the sender" along with a few other narrow definitions of transactional messaging. Triggered transactional messages include dropped basket messages, password reset emails, purchase or order confirmation emails, order status emails, reorder emails, and email receipts.

Direct emails

Direct email involves sending an email solely to communicate a promotional message (for example, a special offer or a product catalog). Companies usually collect a list of customer or prospect email addresses to send direct promotional messages to, or they rent a list of email addresses from service companies. Safe mail marketing is also used.

Mobile email marketing

Email marketing develops large amounts of traffic through smartphones and tablets. Marketers are researching ways to advertise to more users and to make them view advertising for longer. However, the rate of delivery is still relatively low due to better filtering-out of advertising and users having multiple email accounts for different purposes. Because emails are generated according to the tracked behavior of consumers, it is possible to send advertising which is based on the recipient's behavior. Because of this, modern email marketing is perceived more often as a pull strategy rather than a push strategy.

Advantages of Email Marketing

The two big advantages of email marketing are **price** and **ease**. Emailing is an inexpensive way to advertise your company and its products and/or services compared to many other types of marketing. It's also extremely easy to set up and track an email marketing campaign, making it a very accessible type of marketing for small businesses.

Newsletters can be sent to the email list you've built from the people who provided the necessary information on your website, for instance, providing these potential customers with news updates about your company, upcoming events and/or special offers – and, of course, reminding them that your business exists and that maybe it's time for another visit.

Disadvantages of Email Marketing

Spam: Unsolicited commercial email or 'spam' irritates consumers. If e-newsletters aren't sent to the correct audiences, it may result in the recipient deleting the email or even unsubscribing from the database. This can have a detrimental effect on the company's 'reach' in regards to their e-newsletters.

Undelivered Emails: There are a number of things that businesses need to take into account when sending out an e-newsletter to their database due to the risk of it not being delivered. One of which would be the use of certain spam words. If these are used, email software and Internet service providers will filter the email and prevent it from arriving in the user's inbox, which therefore has a negative impact on the purpose of email marketing campaigns.

Design Issues: E-newsletters must be designed in such a way that enables it to be viewed on a number of devices, ranging from laptops, tablets and smartphones. If the emails aren't formatted correctly, users won't be able to view the email, therefore deeming the e-newsletter useless. File sizes are also

something that needs to be considered, due to the fact that if the images embedded in the e-newsletter are of a large size, the email will take significantly longer to load, therefore losing the interest of the recipient.

Resources & Skills: For successful email campaigns, businesses must ensure that they have the right copy, design and database. If organizations don't have the resources and skills in-house, they would need to outsource some of these elements, which would result in an extra cost.

Consumer's perception towards E-mail Marketing

- Consumers are comfortable sharing their email addresses with companies via a variety of online and offline channels. Consider adding additional methods of acquisition to your program or try replacing labor intensive point-of-sale collection efforts with a cost-effective and easily implemented text-to-join SMS program.
- In exchange for their email address, consumers expect value, often in the form of a special offer. However, remember that your email program is an extension of your brand persona—not simply a coupon distribution channel. Make sure there is a strategy behind the discounts that you offer, use discounts to elicit a specific strategic customer behaviour, and always keep the strategy in alignment with your brand.
- Consumers want email to be on their terms. Avoid making “marketer-centric” assumptions whenever possible, whether they're related to celebrity endorsements, email opt in, or other aspects of your program. A/B testing and customer surveys are better bets than assumptions.
- Almost 85% of respondents own a mobile device such as a smart phone that is enabled to receive email. Many cite their mobile device as the method they use most often for reading emails and managing their inbox. Consumer sentiment around mobile coupons and purchasing from mobile emails is generally favourable. However, tolerance for poor mobile design or rendering is very low
- Once consumers subscribe to your email program, they expect to receive a welcome email from you. In return, you can expect access to their eyeballs throughout the day, and sometimes access to their social networks. Consumers are most likely to open emails when the subject line is aligned with their purchase behavior. They're most likely to buy from your email if the price is right and they've done business with you in the past. consumers' email usage, sentiment, and purchase behavior point clearly to one thing: the value of a strong relationship between your brand and your customers.
- The relationship starts early. Send a welcome email that sets expectations you're willing and able to meet or exceed.
- The relationship might be serious. Our survey respondents didn't take to fun or overly personal subject lines, but yours might. Be sure to test often.
- The relationship should be unique. While only 15% of the consumers we surveyed picked content emails as the ones they're most likely to open, those types of emails can be valuable relationship and brand builders. Consider adding a content-specific offering to your email preference center. • The relationship wins you business. Develop targeting strategies based on purchase recency, frequency, and monetary value.

CONCLUSION

- Over 80% of people check their email before they start work.
- Over 80% of consumers report that discounts are the number one reason they sign up to receive emails. A reduced dollar amount is the most attractive type of offer.
- The second most appealing discount is a percentage off when consumers are 18 to 45 years old while free shipping hits the mark for 46 to 75 year olds.

- Nearly 45% of consumers will wait to make a purchase until they receive a discount.
- Just over 87% of consumers say they will either delete or unsubscribe altogether from an email list if mobile email messages don't display properly.
- Given the choice, almost 70% of consumers want to communicate with brands via email rather than direct mail or text messages.

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GOOGLE ADWORDS AND GOOGLE ADSENSE

Neeraj Lalwani, SYBCA



DIGITAL MARKETING and E-COMMERCE is booming like anything. It is very vast concept but for now in this Write Up I will focus on the most popular way of making money on internet. I will cover the topic which has highest potential while it comes for making online industries. That is advertising.

Most of the contain available online is free and if you love to stream free you tube funny video and listen to free music online then I am sure you will love this concept too. Most of the contain available online is free because they make money from displaying ads and banner on their website. you tube is free because they show ads while we stream video.

Let's now come to more specific point, that is Adsense and Adwords. At least 95% of Google's total revenue comes from advertising. Adwords and Adsence is program by google. In Adwords you can give advertise to be displayed around the world on various website and search result on google. Where as in Adsense you monetize your website with google ads that means google with display ads on yours contain and pay for that. if you dint got what it is don't worry lets see example.

Adsense if you have contain which people watch for free example some funny video or any tutorial then you can make money from it by monetizing it with Adsense that simply means showing ads on your website or video with the help of google Adsense . you will find example below for youtube ads, search engine ads and website ads.

Example of ads on YouTube



Examples of ads on website




Example of ads on search engine



So with the help of Adsence you can monetize your online contain and in Adwords you can give advertise to be displayed in search engine and various advertising partners (sites, video ETC.) according to www.seachengineland.com At least 95% of Google's total revenue comes from

advertising. So let's explore some facts and figures about Google's earnings. You would be surprised Google makes more than 40,000 every single second. In 2016, gross profit (89.46 US billion dollars) is more than GDP of several countries. If this does not shock you, you are dead.

If Google is a scissor  then Adwords and AdSense are blades of it. If you have a good sense of humor or knowledge to share, you can make blogs, videos, websites, and monetize with AdSense. It can give a lot of money. I have listed some popular websites and YouTubers who make a lot of money from AdSense.

- 1 AIB 
- 2 TVF 
- 3 BB KI VINES 
- 4 Olx 
- 5 Wikihow
- 6 E-how
- 7 www.statics.com
- 8 Nisha madulika (YouTube channel for cooking)
- 9 Way2sm (free SMS sites)

The list will go on and on.

Advantages

There are tons of advantages which I would not be able to write here, so I will focus on advantages which I considered to share.

AdSense

- Easy to monetize.
- Customized ads.
- Lots of help available online.

Adwords

- It's easy to create campaigns and you can see the results.
- If you have no budget, your ads will stop; no credit is given.

Disadvantage

- Adwords
 - You pay for each click.
 - If you have no budget, your ads will stop; no credit is given.
- AdSense
 - Advertising impressions are not fully in our control.
 - Price is not controlled by user.

CONCLUSION

If AdSense is removed from this world, a lot of things will not move further. We are directly or indirectly dependent on AdSense and Adwords. Google Ad programs are part and parcel of digital marketing, so if you like digital marketing, you should have knowledge about Adwords and AdSense.

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SEARCH ENGINE OPTIMISATION

Adarsh kumar & Yash Shinde SYBCA

SEARCH ENGINE OPTIMISATION

SEO is the active practice of optimizing a web site by improving internal and external aspects in order to increase the traffic the site receives from search engines.

Search engine optimization (SEO for short) is simply the process of obtaining website visitors (or traffic) from “free” or “organic” search results in search engines like Google or Bing.

All major search engines have primary search results that are ranked based on what the search engine considers most relevant to users. We call these organic results, because they are free and not driven by paid advertisements.

Search engine optimization helps maximize the number of visitors to a particular website or page by ensuring that the site appears high on the list of organic results returned by a given search engine.

(SEO Basics, introduction to Search Engine Optimisation)

Search Engine Optimisation (SEO) is the on-going process of making sure that your web site performs as well as possible on specific search engine searches. This article aims to explain the SEO basics that every SEO expert, website designer, developer, or owner should know.

Search Engine Optimization (SEO) is arguably the most difficult task for website creators. We make these awesome websites, and we have no solid way to share them with people. We also do not have Search Engine Optimization (SEO) is arguably the most difficult task for website creators. We make these awesome websites, and we have no solid way to share them with people. We also do not have the luxury of a massive marketing budget. Do not get too down on yourself. There is hope for the small developers like us. Google actively works to bring users to the best website for their search terms. That means Google loves websites with great content that are closely related to the user's search terms

How Search Engines Work

When you get to the really sharp end of SEO, with lots of sites vying for the top places on highly competitive terms, SEO professionals invest a great deal of time running tests and analysing data to try and work out how the search engine algorithms work (from week to week). That specific time-based intelligence doesn't concern us here, but obviously it pays to have some insight into how search engines in general work, and it's actually fairly straightforward!

The important thing to do is simply to understand the goal of a search engine, which is simply to provide the best possible match of results for a search term. And imagine that there's a team of people somewhere trying to tweak the system to produce better results than yesterday.

Search engines use robots/spiders/crawlers to scan the internet, indexing the pages in a large database usually relational or BigTable. These crawlers go from site to site following the links on each site, both internal and external. These sites are then sorted by their content, usability and other factors.

Why Your Website or Blog Needs Search Engine Optimization

If you're like most website owners, at one time or another, you've asked if your website really needs SEO. It's a fair question, but one I can quickly dismiss.

Search engines are powerful because they provide targeted traffic. Or in other words, search engines bring users that are seeking what you offer or sell. Targeted website traffic provides revenue and exposure like no other channel of marketing. Investing in SEO can have a much higher rate of return when compared to other types of marketing efforts.

(The Main Limitations Associated with SEO)

Search Engine Optimisation 'SEO' is a great tool to use as a blogger as it a significantly increase your website's traffic and the overall healthiness of it too. Already on TweaksForGeeks.com, we have

many articles which explain SEO and how someone can go about implementing SEO onto a website. However, we have never really gone into detail of the main limitations of SEO – by this, the drawbacks or negative points to SEO because, at the end of the day, if SEO is that good, it would be used as the main source of traffic generation instead of others such as PPC advertising. Therefore, without further ado, here are the main limitations associated with SEO.

For eg:-----

#1 Results take Months

#2 SEO is Risky

#3 You Can't Make Quick SEO Changes

(SEO has lots of limitations :-)

- You likely won't get any results until about 3 months after launching an SEO campaign. And you probably won't realize a return on investment until 6+ months.
- Search engines such as Google are continually revising their algorithms so there is nothing permanent about any success you do achieve. You may have to continually revise your SEO strategies.
- You're competing with companies that likely have bigger budgets...for a limited number of spots. Moreover, it's believed that search engines favour big brands anyways, regardless of quality.
- It's very difficult to make changes once you've started with SEO. If you ranked your homepage for a particular keyword, you can't -- all of a sudden -- decide to rank a particular service page for that keyword. In other words, it's difficult to refine your marketing because there are huge delays.
- There is little certainty in getting desirable results.

(SEO Resources)

Google's SEO Starter's Guide

For anyone new to SEO, this is a must read.

Google Webmaster Central Blog

Information straight from the horse's mouth. A great place to find out what is new with search.

Google Webmaster Central YouTube Channel

Videos from the Google team that help webmasters understand how Google works.

Matt Cutts Website

The head of Google's Search Spam fighting division's personal blog.

Moz Blog

A fantastic resource for SEO. The Moz team regularly pushes out great content to their blogs.

Search Engine Land

A site with the latest updates in search.

(How has the SEO job changed?)

We would argue that it has changed enormously

Very page on a site should have a defined purpose

Digital PR and inbound link strategies

User interaction and user generated and social comment

Geographical targeting and geo search

Off-site high quality back link building

Use of tools for measuring and comparison becoming more plentiful and useful

Personalization of internet use and non-standard search results

Diversity of media and the technical implications of this e.g. video, blended search, social search, mobile

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