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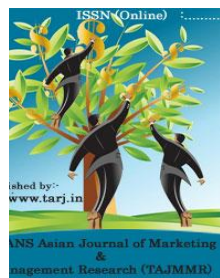
# TRANS Asian Journal of Marketing Management Research (TAJMMR)

(Double Blind Refereed & Peer Reviewed Journal)



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# TRANS Asian Journal of Marketing Management Research (TAJMMR)

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## "MEDIA TRANSITION - THE IMPACT OF THE DIGITAL PLATFORMS ON NEWS AND JOURNALISTIC CONTENT IN INDIA

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### ABSTRACT

*The various media sources that are available to us are an excellent medium that was created to establish a transition space where people can communicate from various areas at a common platform, where they can gather the news, developments, and suitable events that are conducted around the globe. With the constant shift in the sector of research and technology, communication has stepped into the area of marketing where major and minor firms and organizations can set up a place to start interactions with the public and attract the potential consumers that can help to build up the business to face the competition easily. If we glance at a generation where the reach and usage of technology have rapidly expanded daily and have helped to do the complex tasks in a very easy and convenient manner that consumes much less time where the wastage of important resources has been reduced. Many entrepreneurs, marketers have to ensure that they can keep up with the fast pace of alterations in the enterprise as the public (end - users) of the markets are dynamic and they lead a challenge to adapt with their preferences to increase the sales of their products or services. These businesses don't want to fall into the risk of being out of fashion, which may lead to a drastic decrease in the number of consumers if their needs are not completed. These developments have helped to create an interactive medium to get responses which has become quite impossible to design a market strategy without the involvement of various platforms in social platforms. The emerging different innovative social media has gained a source as an important component in the marketing mix that also covers the promotional mix that helps to make advertisements that are different and unique from the competitors to gather the tension of the people who come across these mediums. A being that usually tends to join and be active to get all the updates in a less time-bound manner due to its low cost, quick services, and connections between senders and receivers.*

*These features help to disseminate information that the users want to consume with an interactive mode of communication. Due to this, it has also given a platform to people that are used as a way to misinform the public that creates rumours and enables them widespread of “ Fake news ” that they tend to do intentionally to confuse their audience without giving many contexts to the users that tamper their perspective to the situation and confuse them into believing facts that might have hold truth or not hold any accuracy. Fake news can be stated as disseminating erroneous and inaccurate statistics that include statements, facts, and figures which are not correct and misleading in nature but as showcased as legitimate news. It is highly noticed in online origin that leads to significant consequences - the mindset of the spectators. Fabricated news is not something that has emerged in recent years as the designation has been cast off by users often and they are aware of it. It has been disseminating for a long period. It is the people who have fallen into this trap of getting false information that accordingly determines their response and actions. People have suddenly realized the upsurge of wrong data which is being spread across various platforms online. This also brings light to the failures of the authorized bodies and their drawbacks to building strong walls to protect information from being manipulated by unseen sources according to their likings that overall misinterpret the purpose of having the equitable to raise opinions to the facts that are based on truth in this new age of the internet. Detecting duplicated news on social platforms is very challenging and takes its course to ensure that all the data is cross-checked before declaring it as fake news to the public. To bring purpose to this subject matter, we have contemplated bringing light on the research of the complications that aids to cover and discuss the various important areas that help to detect the transition in media during the years of constant development in this sector.*

**KEYWORDS:** *News and Journalistic Content, Media, News Trends, Digital Platforms, Quality and Extraction of News.*

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Thanking You,

**N.NANDINEE**

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## INTRODUCTION

The advancement of transmission in recent years has been very crucial that shows how much development has taken place to engage people in a similar platform where they can share their opinions and create a better platform for the audience.

A vast section of onlookers are daily users in the internet networks that most of our time is spent online through platforms of the developed public networks. There has been a momentous shift in the way people now consume information has transformed from traditional news media to social media platforms over the years.

In recent studies, it is divulged that social sources and platforms have overhauled the traditional media houses that include Television, Radio, Newspapers, etc. Some of the important and major motives that created media special are it social media, television, radio, etc, always surpass the rest of the platforms are because of the following reasons:

- 1) When compared to other platforms i.e. traditional media social media is less expensive and puts forward a vast spectrum of collections - to the preference of the users.
- 2) It is timelier to get news on social media that provides information at that point of time when the event has happened.
- 3) It is easy to access and share the stories among your followers, friends, and family on social media where they can comment, like, and have discussions about the news to draw their points and conclusions.

The various media stages have appreciable advantages; they also have some drawbacks that tend to open a gateway for some users to manipulate data that is being shared with the public in a large number.

Orchestration of statements is the most increasing and negative aspect of these accessible networks that cause disagreement of principles among the users that leads to confusion among the individuals to convert the right from the wrong. It is also noted that the quality of news that is published online usually lacks the quality which traditional media houses focus more on.

They ensure to include every point the readers should know and be aware of. This helps to eliminate the confusion and bring clarity to their perspective which should not be controlled by other user's opinions.

## OBJECTIVES

- 1) To understand how the media has transitioned over the years in India.
- 2) To study the difference between consumers' expectations from journalistic content and its outcome.
- 3) To understand the Impact of Technology and Digitalisation.
- 4) Evaluating the quality in News And Journalistic Content

5) To analyse the research in the relevant topic related to the subject matter in detail.

### THE PURVIEW OF THE STUDY

To get constructive and error-free results for the research paper the extent of the subject material has been limited to social media marketing only. The study has been done in the region of **Delhi NCR** as this area tends to have a much greater internet penetration as compared to others. Due to an enormous number of institutions and schools, youngsters require social sources and platforms to be up to date about the events and happenings around them. Moreover, these areas have a high number of social media users, so that outcome will be more accurate to get the desired results.

### REVIEW OF LITERATURE

Kaplan and Hoenlein (2010, 61) define social media as “a group of Internet-based on

Applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user-generated content”

- *This implies the advancements in social media have helped in engaging consumers that can exchange ideas and create unique content that attracts an audience.*

“Technology-related developments such as the rise of powerful search engines, advanced mobile devices and interfaces, peer-to-peer communication vehicles, and online social networks have extended marketers’ ability to reach shoppers through new touchpoints” (Shankar et al. 2011, 30).

- *This simply states that developments in technology can be used to create an effective interface for the consumers in terms of online media that helps to extend the market and leads to benefits.*

“While social media provides never-ending avenues for communicating, it is the individuals who serve as the influencers, not the technology” (Gonzalez 2010, 23).

- *Social media is a platform that helps to influence the decision-making procedure of the consumers and can help to make their choices better.*

Sorescue et al. (2011), stress that a retailer must go beyond the advertising aspect of

Social networking sites and finds ground-breaking ways to use them as a way to conduct conversations with consumers, instead of a one-way communication network.

### RESEARCH METHODOLOGY

To examine and analyse the research data for this study - it is designed based on descriptive research where a questionnaire has been prepared. A questionnaire helps to know the perspective of the respondents regarding the views on social media sources and its utilization as a platform that helps consumers in deciding whether they want to secure the by-products and different services for which they want to invest their money and get the benefits from those products. 65 respondents ably surveyed whereas the outcome has been based on the options that they have chosen appropriately to their preference that has played a crucial part for the accomplishment of the survey in time and to structure the results to study the result of this paper.



The examination of the form has been fractionated into two parts. The first part of the questionnaire discusses the information that consists of the details regarding the demographics and usage pattern of the various topics discussed in chronological order about the platforms by the respondents. This helps us to know about the perspective of the various people of different age groups and ideologies.

The second part has a series of direct questions that classify the impression of social media platforms on consumers that helps them to decide if they want to buy a particular product and services of the numerous negotiating - business units. This also helps to know if their expectations from the different platforms were met productively and how they wanted them i.e. in terms of quality and quantity.

### **ROLE OF THE PLATFORM - HYBRID MODE**

One of the most complex changes involves the different ways in which the relationship started to shift between the audience and the journalist that interact with each other. It is observed that the transaction between the spectators and the journalists has not been straightforward all the time. In recent years, it has been noted that there is a two-sided market between journalistic capacity with the advertisers and the viewers.

In an era of digital transformation, the platforms have become a multi-sided market to have entered the frame, to a tremendous effect on the work. This association has become crowded over the years due to the rise in the number of markets that want to be promoted.

Example: Ipsos recently conducted a survey for the age group of 16-74 in 27 countries. The total number of candidates was 19,541 and it sampled about 500 upskills and developed urban people with higher incomes from India for the thesis. The survey was to find out how much people Trust in Media to gather news.

According to the survey, the results showed that Newspapers and magazines (82%) are the most preferred form of media to get information by those surveyed by IPSO's. Personal relationships (79%) take second place to get relevant information. In the third place of the survey, Television and radio (75%) followed by Online news platforms (72%), and the last spot was (62%) by people that they know via the Internet.

On the other hand, Participatory journalism is a new concept that has suddenly risen over the years where it compromises citizen journalism, discussion forums, and expanding the universe of blogs, Reddit, etc.

Consumers are becoming more active and they filter the contents of the news that helps to create and understand the materials somewhat than being submissive and not analyzing what they receive.

An interactive environment is the only way to observe and understand the new media sources which to this day take account of the dynamic aspects of the outdated matter. Due to the digital platforms news consumption has gradually increased and is accessible to people where the news reached earlier was predominantly passive.

In some ways, the various digital platforms became an access point, fulfilling a function formerly performed by distinguished media corporations in specific sectors. Indeed, one emerging influence of programmed platforms is that the roles and authorities that the story producers hold are separated and vary widely from the role of story distributor.

In many cases, news producers make the news while digital platforms distribute it, as we detail below. This permits digitally accessible mediums like Google, Twitter, and Face book to sell advertising generated on the rear of diverse content, including news content produced off-site. In some ways, digital platforms became an access point, fulfilling a function formerly performed by media companies.

One emerging impact of digital platforms is that the role of story producers is usually separated from the role of distributors. In many cases, news producers make the news while digital platforms distribute it, as we detail below. This permits digital platforms like YouTube, Twitter, Google, and Face book to sell advertising generated on the hindmost of diverse content, including news content produced off-site.

The various platforms for traditional media are a medium that has been longer than new mediums of data assemblage and propagating around the globe. It is an efficient and robust gate keeping tool and helps to set the agenda and the goals of the roles. News organizations help to retain very significant power over the way the media collects news selection which creates and helps to play a significant role in news distribution.

The performance of the hybrid role involves delivering the necessary information that helps to produce a media commodity from it even though it is entirely composed of the digital agenda of the news that is controlled both by news companies and these various digital platforms that play a crucial part and embody news distribution to the masses.

## **A CONTESTED OUTLOOK**

### **Definitions**

#### **The Rise of Digital Platforms**

The sudden upsurge in digital platforms has evolved all the non - identical approaches the news is trans missioned, distributed, and the way it is produced. The process should be stated that news is still being mediated and this stage has shifted dramatically and the way consumers take the news data in understanding and developing their perspective about it.

The digital platforms are called intermediaries in a multi-sided venture, helping to connect the set of users in two sides i.e. web users and advertisers. Here, the potential customers in large numbers are the main aspect that offers commercial uniqueness to the different advertisers available.

#### **News and Journalism Norms**

To understand the impact of platform service providers on the extent of choice and quality of 'news and journalistic content' – the main target of the present inquiry – for consumers, we must agree on what constitutes news and journalism. The law struggles to define news and journalism.

This is often evident within some ways various legal protections and privileges afforded to journalists are enacted.

They reveal considerable uncertainty over what should be protected and the way to define expressions, including the true meaning of news. It's going to be the action of news convocation and convention that's protected or the act of publication; protected content could also be limited to news or it's going to reach comment and opinion; the protection could also be limited to professional journalists and news organizations, or it's going to reach bloggers; in some cases, commitment to media standards is required, in others, it's not.

For instance, there are different ways various shield laws define who may be a journalist. Under the Commonwealth Act, 'journalist' means 'a one that is engaged and active within the declaration of plots and stories and who could also be given information through an informant/informer within the prediction that the comprehension could also be published in the course of a news medium'.

For the needs of this account, we analyze and explain '**News**' as the following:

A wide range of enlightening contentment about matters is important. It can be termed by its distinguished traits including swiftness, singularity, conflict, proximity, prominence, relevance, and scale.

We incorporate the political reports, sports results, and celebrity updates; we don't, however, comprise social media posts by peers, colleagues, and family about personal and inclusive business.

And we define '**Journalism**' as:

- The practice of manufacturing news by a collection of gathering data and information and using effective narrative and recital techniques. This includes, but isn't restricted to, bring about the watchdog role and therefore the practice of 'public interest journalism'. We also incorporate present affairs, contemporary comments, and analyses that appear in journalism. We believe and welcome that not all such content is created by journalists, but note that this examination helps to create a crystal clear approach that seeks to enclose 'journalistic catalogued content'.

So, we describe '**News And Journalistic Content**' as the following:

- A various approach of approvable content about different matters important will be defined by characteristics like concise, consistent, and timeliness. This translated the extent beyond the roles and 'public notice journalism contents' which encompasses current affairs, comments, and examination. It far exceeds the content which is efficiently composed by professionals and journalists. However, this definition doesn't reach social media content in its context about inclusive business.

### **Public Benefits of Journalism - Audience Gathering Data**

The main aspect that states journalism remains an indispensable part of the society that helps to diffuse the informative context and data for the overall development of the country and the consumers. The main points to be noted are as follows -

- 1) It is the most crucial fourth branch of government.
- 2) It also helps to produce original content and stories that matter.
- 3) Overall maintenance of the code of ethics.
- 4) Helps to promote and configure your judgment about the different content that is poised to the people and helps to make the consumer's lives better and informed.

The stated strands are significant as it helps to seek the truth and report it to be up to date and minimize the unethical code of conduct and helps to act independently to be accountable and in being transparent in nature to the audience who gathers news data.

### **The Impact of Technology and Digitalization**

The importance of the influence of innovation leads to rapid growth in digitalization where the consumers of these mediums can gather data effectively. In this report, we pay attention to the media, especially news as a channel to the spectrum of technology. The main factors that are crucial to be stated for digitalization are to surge and enhance the way of accessibility and improve the overall performance.

The Information and Transmission Innovation with Advanced Technology introduces the conceptualization and the developmental areas in the technicalities and transformation that started from print to digital media for enhancing the way communication is conducted and to transmit it to a much larger audience.

By this process, knowledge has been given a platform to expand more because of being produced, communicated, and processed into a digital form. Digitalization also allows officials and governmental bodies to operate with greater effectiveness and remain transparent in nature to maintain the overall dignity of the process.

By digitization of their assets, the heritage corporate can make information approvable that was previously only limited to a specific group of users. For digitization, a range of archives, museums, and publishers are inspecting their older files and documents and rare images for several years and categorized them to make available through the planet Wide Web.

However, the method of digitization isn't only safeguarding data materials, but also protecting these unique and rare files and delicate documents from unavoidable wear and tear - presenting to an outsized society.

The access to the digitized item online, institutions enable the users everywhere on the planet to apprehend at different time sequels or concurrently. Also, the usage by the varied users did not have sufficient period and money to go to the physical destination of an item.

### **FAKE NEWS ON MEDIA TRANSITION**

#### **Fake news**

In this segment, we will address the attributes that can be identified to know about fake news that is available on these various social media networks. These are the important aspects that are

authorized on these social media networks and platforms. The main aspects highlighted are as follows -

### **Malevolent Accounts Active On Social Platforms For Propaganda**

There are studies done that show that there are authentic social media platform participants i.e. active on these platforms but some are legitimate users that are malicious in nature as they tend to spread content that holds no value to the truth and statistic and can hide in the crowd among other users in the form of trolls, social bots, etc.

Social bots are accounts that are generated by computer algorithms to be self-sufficient in creating content and interacting with other users on various platforms. These bots have a great potential of causing harm on purpose by spreading content that is fake in nature and targets to exploit the thinking and judgment of the users.

When addressing “Trolls” it is evident that the purpose of trolling is to erupt people’s inner pessimistic emotions that later may lead to behavioural changes and mistrust towards others. The other methods are Cyborg users that blend themselves to activities with human input to spread fake news across the platforms.

### **Echo Chamber Effect**

The network platforms are a way for people to provide equal platforms where they help to incline and increase opinions and doubts. Participants are exposed to certain types of news that generally go to search so their news feed is filled with related topics and content which they want to know about. This helps the users to connect to groups that have a similar mind set and share things on which are contradictory. In consequence of the discussions among them that lead to the creation of a reverberation i.e. the echo chamber effect. Social credibility and frequency heuristic are the aspects that determine this effect. So chamber effect tends to create a homogenous community with similar and restricted details in the company of users and reduces exposure to additional news and information.

### **Fake News Extraction**

#### **Visual-Based Factor**

These features are taken from elements that are images and videos to identify the different features of fake content. Visuals have been identified as one of the main exploiters for fake news in terms of propaganda. The content is tampered with red and converted into something completely out of context that is a normal difficulty in distinguishing.

#### **Linguistic Based**

In simple words, they usually contain opinionated language that is based on conveying the message of both parties involved. It’s usually a favourable side over the other that reflects its drawbacks more to the readers. “Clickbait” is a method used to entice the readers to click further to know about the articles.



### User-Based

It is the content created by computer-generated users that automatically creates content and has engagements of news to other users on social media platforms the cause of the spread of fake news. They target the audience based on the search engine and try to increase engagement.

Example: To understand how fake news can harm the public. We have observed the recent battle against COVID-19 we are in a situation of awareness; misinformation is being spread on various platforms in this situation that may cause panic to the public.

It is observed in the last few months around the world there is misinformation that is easily accessed by users stating to opt for unsubstantiated chemicals. Due to such messages, these social platforms have taken steps to connect their users to credible channels in their news feed to stop any manipulated information from reaching their audience.

One such platform i.e. WhatsApp is widely used in India with 2 billion users worldwide, WHO has asked to investigate such applications that may spread harmful facts to its users that hold on to the accuracy in its elements.

As it aids to minimize the circulation of unwanted information. Moreover, Google has set funds of around \$6.5 Million that will help to examine and verify data and figures by non-profits and users and know about that piece of information in search engines to know about its accuracy.

### A STUDY OF UPSURGE IN FAKE NEWS AS A PART OF MEDIA TRANSITION

To analyse research data that has been evaluated and composed for the study is designed based on quantitative research where a questionnaire has been prepared. A questionnaire helps to know the perspective of the respondents regarding the views on social media networks as an increasing alternative form where fake news is being spread like a forest fire.

65 respondents ably filled the survey circulated and the outcome have been based on the options that they have chosen according to their preference that has played a crucial part in the completion of the survey in time and to structure the results to study the result of this paper. The examination poll has been parted into two parts which are as follows:

- 1) The first part of the questionnaire discusses the detailed evidence that comprises the details regarding the demographics and usage pattern of the different public media platforms by the respondents.
- 2) This helps us to know about the perspective of the various people of different age groups and ideologies.
- 3) The second part has a series of direct questions that states the subject matter of the interpretation i.e. research paper and the relevant points that the respondents might or might not be aware of.
- 4) This also helps to know if their expectations from the platform were met effectively and how they desired them to be in relation-concerning and quality.

The evaluation achieved its results by 65 respondents within the administered period. The demographics of the respondents were as follows:

**Part – 1**

From the stated category of age groups (72.7%) were the age set - group of 18-20 years and (27.3%) within the age group of 40-49 years. The stated genders (36.4%) were male respondents and (63.6%) were female respondents. The highest degrees of education completed by the respondent from the options given are as follows: about (45.5%) have completed Secondary education and about (27.3%) are Undergraduate and completed Masters in the same ratio.

**Part - 2**

The respondents get their information through both online and traditional platforms that are obtained from the convenience of the most used platforms as stated and identified: Firstly, about 25 respondents i.e. (100%) use the Internet as the best platform to get information about current happenings.

Secondly, Social media is the second most used platform about 64 respondents selected this option i.e. (90.9%). Thirdly, respondents find Friends/family as a good source of information about 63 respondents selected this option out of 65 respondents. About (72.7%) respondents selected Television and about (36.4%) for Radio as a medium to get news.

All the 65 respondents are aware of fake news that is spread on social media platforms and all the respondents have come across such misleading content in the form of important news that does not hold any truth to its facts daily. About (54.5%) of the people i.e. participants have come across into the trap of fake news that I spread on various social media platforms to manipulate the perspective of the audience.

Followed by (36.4%) of the respondents who never changed their opinion just by any matter and fell into the trap of fake news. Whereas about (9.1%) of the participants may or may not have fallen into the circle of false and forged news on these platforms.

About (72.7%) of the respondents have taken proper measures to verify the facts of the news before reaching any conclusion without any manipulation by possible fake content. Followed by about (9.1%) of the participants in the poll who have never taken any measures to cross-check the facts that they read on social platforms.

Lastly, around (18.2%) of the respondents have at some point of time made sure to take measures to protect themselves from being exposed to possible fake news sources in platforms that tend to tamper with the psychology of the readers to confuse their thoughts.

About all the 65 respondents agree that it is crucial to fight false news spread that's been going on and increasing day by day on various platforms to minimize the negative effect it has on the mind of the readers that leads to confusion and conflicts with their thoughts with the truth.

They also admit these new media sources have a high rate of exposure to such unethical practices of fake news in collation to the traditional forms of news that are available to the readers to gather and consume their facts about the occurrence which are happening around the world.

Due to the increasing spread of fake news across platforms, people tend to lose their trust for receiving news from online sources and this does reflect in the replies of the respondent as about

(72.7%) of the participants do not rely on the operative platforms to get their news. On the other hand about (18.2%) of the participants haven't given up on social platforms to gather news.

Whereas about (9.1%) of the respondents may or may not have lost their trust in such sources. In this research, it is also identified that about (54.5%) of the audience can recognize fake news when they read content online and don't completely rely upon such mediums whereas about (45.5%) of participants do not know if they are fully able to spot out such content at first read on such platforms.

The respondents access news from digital sources i.e. about (81.8%) spends 1 to 3 hours consuming news and information through social media whereas about (9.1%) of the respondents spend about 4 to 8 hours and 9 or more hours respectively on the social media platforms.

The research study also indicates that the number of respondents also tend to share news headlines and stories that are published on various social media platforms where about (54.5%) of them share such stories a few times a week and (18.2%) of them share such content daily and less often respectively as per the ratio distributed in the chart.

Whereas about (9.1%) of the respondents never share such stories with their peers, colleagues, family, and friends via social media. People should take time to cross-check the figures and particulars that they receive from the internet as it clearly shows that these platforms have become a source for manipulators to generate fake content.

About (63.6%) of the respondents ensure to cross-check their information before reaching any conclusion whereas (27.3%) may or may not check the content to know the facts and about (9.1%) of the respondents don't take time to cross-check the data to ensure if it holds any truth to the story.

It is as well observed that such misleading information tends to cause a sudden shift in the narrative of the story and leads to a change in the perspective of the readers to the event that has happened. About (63.6%) are not sure if such facts have caused any change to their opinions. Whereas about (18.2%) don't let their opinions change completely due to the new spread on media sources.

Lastly, about (9.1%) of the readers agree to such information that causes a change in their perspective of the event and how they might react to such news. It is common for individuals to forward messages in various messaging applications of various articles and posts that are published on different social media sources to their acquaintances. But the survey shows that respondents about (72.7%) never forward messages that may lead to any misinformation to other users.

Whereas about (36.4%) of the respondents don't agree that the authorized bodies should be up to fully minimize such activities in social platforms and individuals who tend to participate in such unethical implementations that escalate the spread of tampered false and inaccurate content.

About (81.8%) respondents consider that the government should introduce more strict laws to identify the individuals who participate in such activities of spreading fake news that leads to public misinformation.

## A STUDY ON THE IMPACT OF TECHNOLOGY - DIGITAL PLATFORMS

The research data comprising the study is designed based on descriptive research where a questionnaire has been prepared. A questionnaire helps to know the perspective of the respondents regarding the views on social networks and media and its significance as a platform that helps consumers in deciding whether they want to purchase the by-products and services for which they want to invest their money and get the benefits from those products.

About 65 respondents ably done the poll and the outcome has been based on the options that they have selected to their preference which has a crucial part in the completion of the survey in time and to structure the results to study the result of this paper.

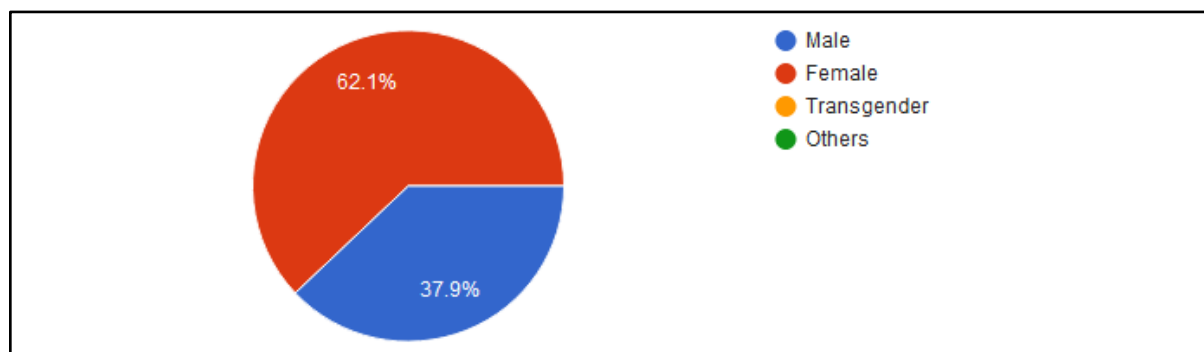
The examination poll has been classified into two parts. The first part of the questionnaire discusses the information that has the details regarding the demographics and usage pattern of the various social media networks used by the respondents. This helps us to know the standpoint of the various people of different age groups and ideologies.

The second part has a series of indirect questions that classify the influence and rise of social media on consumers that helps them to decide if they desire to purchase a particular product along with its services i.e. of the various business units. This also helps to know if their expectations from the platform were met effectively and how they wanted them to be in terms of quality and quantity.

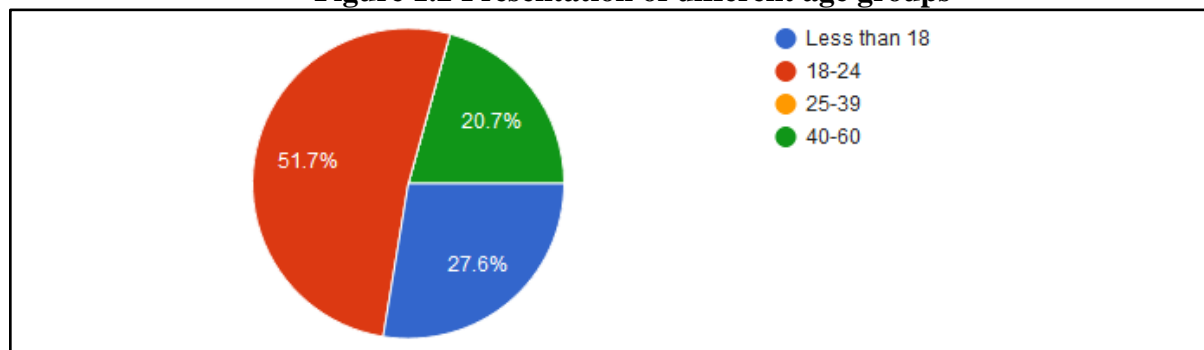
**TABLE 1.1 DESCRIPTIONS OF THE RESPONDENTS ACCORDING TO THE POLL OUTCOMES**

Variable	Classification	Total percentage (%)
Gender	Male	37.9
	Female	62.1
	Transgender	0
	Others	0
Age	Less than 18	27.6
	19-24	51.7
	25-39	0
	40-60	20.7

**Figure 1.1 Representation Of Gender Of The Respondents.**



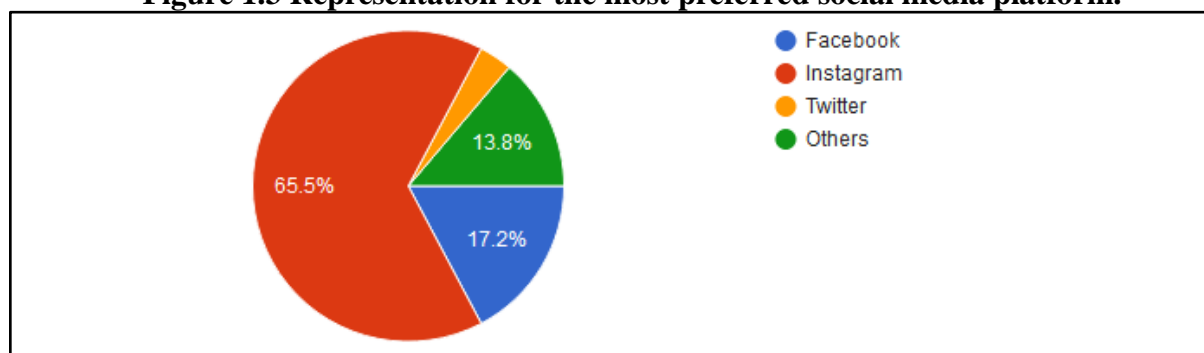
**Figure 1.2 Presentation of different age groups**



The above respondents for the poll show the ratio of female respondents is more than the male respondents. Whereas the outcome for the various classified age groups shows that the second categories i.e. 18-24 years (51.7%) have responded in the majority for this survey.

It is followed by the second category i.e. less than 18 years (27.6%) and the fourth category i.e. 40-60 years have responded the least (20.7%) as compared to the other two categories stated above. It can also be observed that the third category of the pie chart is not indicated in the pie chart that implies that this age classification did not respond to the survey hence the data collected does not reflect this group of people.

**Figure 1.3 Representation for the most preferred social media platform.**



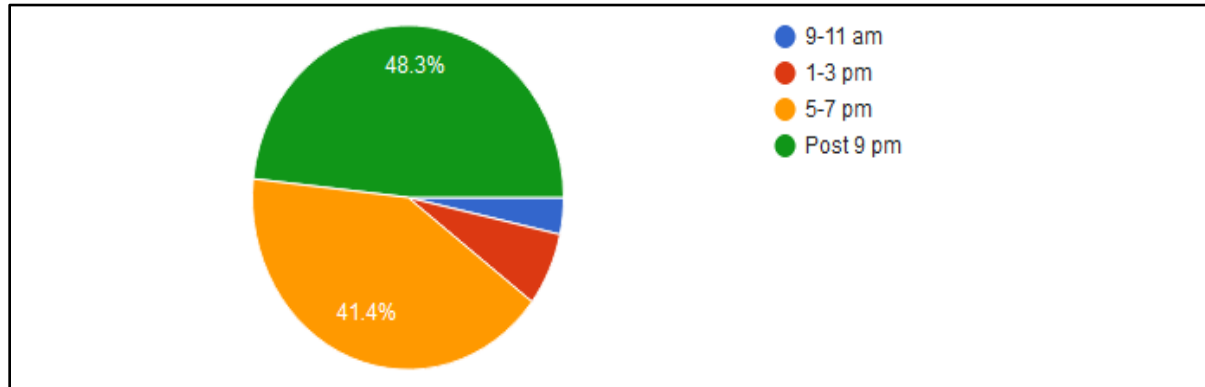
Understanding the above statement and figure, it is clear to know which platform is most preferred the respondents, it is highlighted that Instagram has the most ratio on the chart, i.e. 65.5%, where Face book holds second place, i.e. 17.2%, followed by others which can include



sites like Orkut, YouTube, Gmail, etc, the stated less preferred site is Twitter with a 5% compared to the other sites listed in this survey.

The data indicated that the participants of the poll chose the time slot of Post 9 pm i.e. 48.3%, followed by 5-7 pm time slot i.e. 41.4%. The other time slot of 1-3 pm and 9-11 am holds about 10.3% of respondents as compared to the other two categories.

**Figure 1.4 Representation for the preferred time slot by respondents to use social media**



**TABLE 1.2 REGARDING THE INTEREST OF RESPONDENTS IN SOCIAL MEDIA**

Interests of the consumers	Variable	Percentage (%)
	Products and services	20.7
	Promotions and offers	13.8
	General chats	62.1
	Support groups	3.4

The survey was conducted through an online social networking site which complements the work done on this research paper and hence shows the reach of social media in terms of the multitude of data from the sites that the customers can access easily.

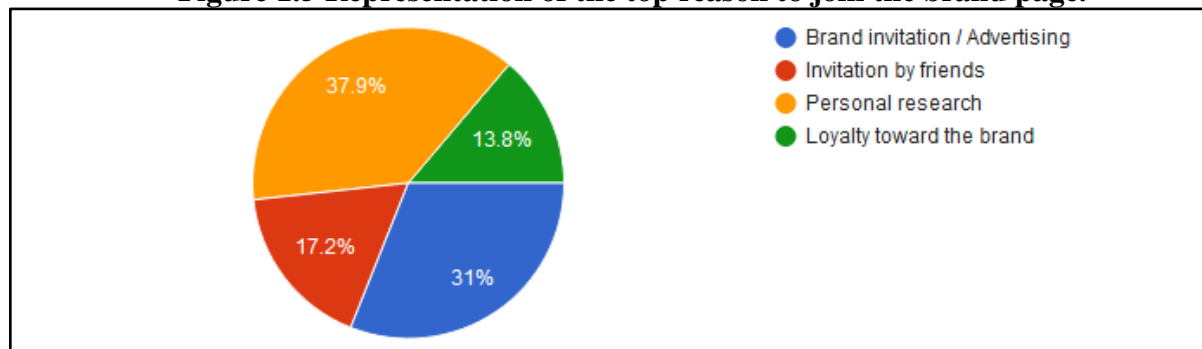
The survey is put together on Google forms and circulated through the source and mediums of social media applications and sites that people use daily to transmit their messages to one another i.e. WhatsApp, Gmail, Facebook messenger, etc.

The poll questionnaire with the help of respondents was circulated further into different social media networks to reach a mass audience promptly and bring awareness about the topic of this research paper.

Moreover, they were requested to post the link from their profile to the respective favourable forms to get quick responses. For the presentation of findings and results bar charts, pie charts, and tables used to provide a visual aid to the readers for effective comprehension of the content and to memorize the details quickly.

**TABLE 1.3 REASONS BEHIND JOINING THE BRAND PAGE**

Motivation/Reasons to follow a brand page	Variable	Total Percentage (%)
	Personal research	37.9
	Invitation by brands / Advertising	31
	Friend's Invitation	17.2
	Loyalty towards the brand	13.8

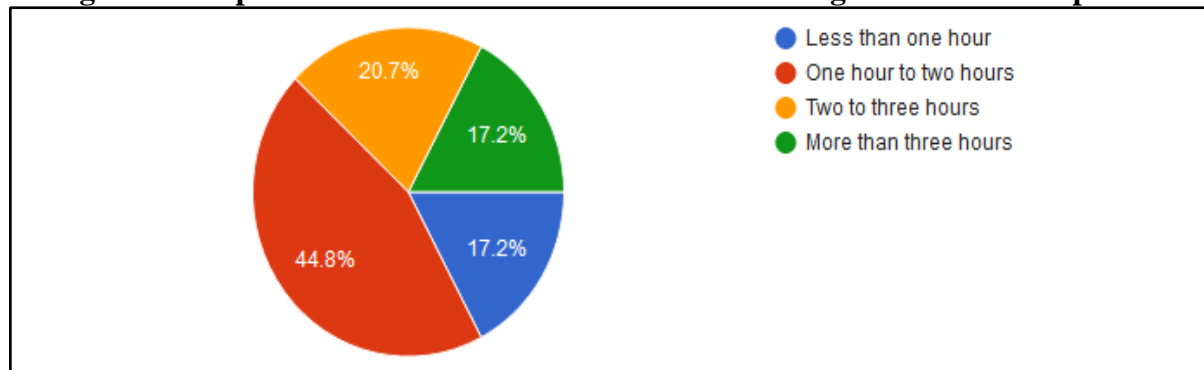
**Figure 1.5 Representation of the top reason to join the brand page.**

The sectors which encouraged the audience for joining the brand pages differ from each other according to their needs and preferences. The main outcome that was clear was that many respondents joined the brand page through the medium of Personal research i.e. 37.9%. This method allows an individual to gather details about the brand on their own, usually according to their preference the individuals get attracted to the page which provides products and services which an individual wants to get and the one which gives them more satisfaction and results.

Personal research is the best way to get information that suits the consumers and avoids any conflicts of ideas and opinions due to others and their preferences. The second reason is due to Brand invitations/Advertising i.e. 31% that shows that the efforts and money that a company puts into their promotional activities to gather the attention of the potential consumers paid off. The respondents are motivated to join a brand page by advertising as they help to decide consumer's minds if they want to buy a product or not. This mostly works in favor of the company as they showcase the foremost great that they offer to the consumers with effective support and necessary suggestions.

The third reason is due to Invitation by friends i.e. 17.2% as an individual tends to get influenced by the company products that have been used by someone close to them and they give it a try to test out the results by themselves. Also, they get an assurance that the product and services must be good if they are preferred by the others. Here others overpower an individual's own ability to make a decision.

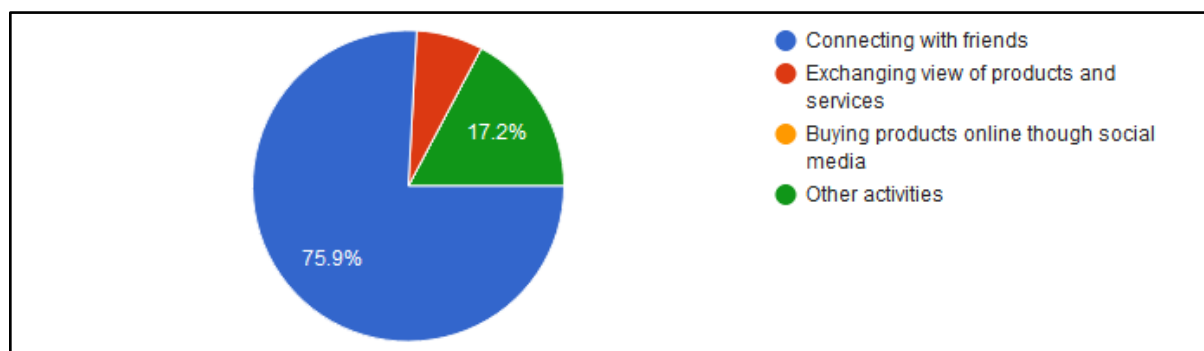
The last reason is loyalty towards the brand i.e. 13.8%, which shows that a consumer tends to hold on to the baby products they have been using for a prolonged period and have helped in giving out the best results to them. Hence, they stay loyal towards them.

**Figure 1.6 Representation of time dedicated for socializing on social media platforms.**

Social media have been classified as a common means that regulate the users to interact with various functional sources, as stated to their needs and it has become a crucial aspect of the lives of the spectators. The data collected above clearly states that respondents spend socializing for an average of one hour to two hours i.e. 44.8% daily.

**TABLE 1.3 REPRESENTATIONS FOR UTILIZING THE SOCIAL MEDIA PLATFORMS**

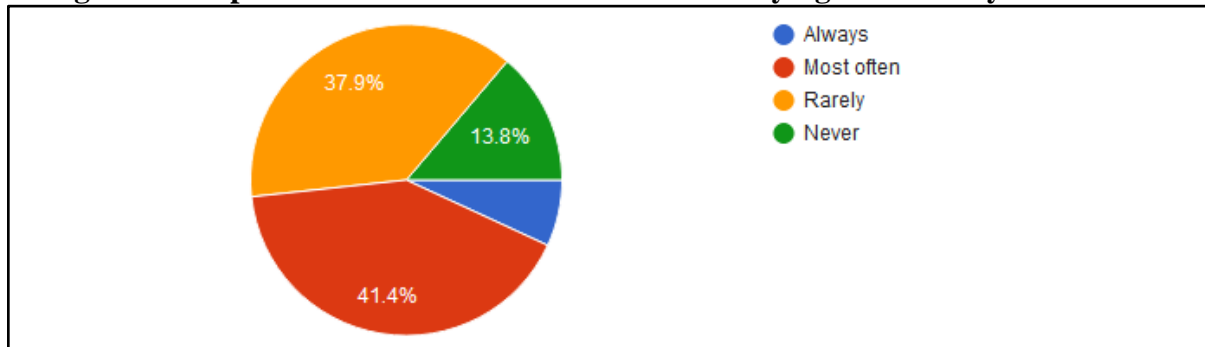
Purpose to use social media	Variable	Percentage (%)
	Connecting with friends	75.9
	Other activities	17.2
	Exchanging view of products and services	3.4 (Approx.)
	Buying products online through social media	3.4 (Approx.)

**Figure 1.7 Representation of the various reasons to use social media**

From the above data, it is shown that the audience of the poll uses social media as a medium to connect to peers i.e. 75.9%, which then considers it as a medium to check up on additional activities or tasks that help them to achieve their results desired for their necessary sectors.

The second reason to avail oneself of social media is to complete other activities, i.e. 17.2% of the data that can include Research work, mailing, etc. About 6.9% consists of exchanging products and buying products online in this section of the survey.

**Figure 1.8 Representation of social media to make buying decisions by the consumers.**

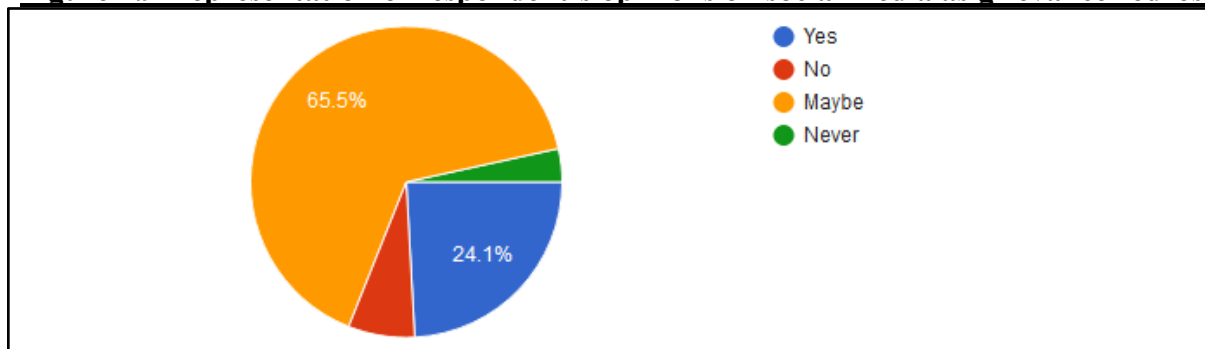


From the above data, it can be stated that respondents mostly considered social media as an objective to construct a buying decision to get a product or services of the distinguished business firms. 37.9% of respondents consider it rarely as a suitable platform and 13.8% do not consider it as a suitable platform at all. This highlights that the merchandiser should put a good amount of details concerning the issue and services which they stimulate to build the trust of the spectators that may be considering investing their resources and assets in it. This also helps to assemble an affirmative image for the business to run for a long period and stay in the competition.

**TABLE 1.4 BEING CONSIDERED AS A GRIEVANCE REDRESSAL PLATFORM.**

Grievance redressal	Variable	Percentage (%)
	Yes	24.1
	No	6.9
	Maybe	65.5
	Never	3.4

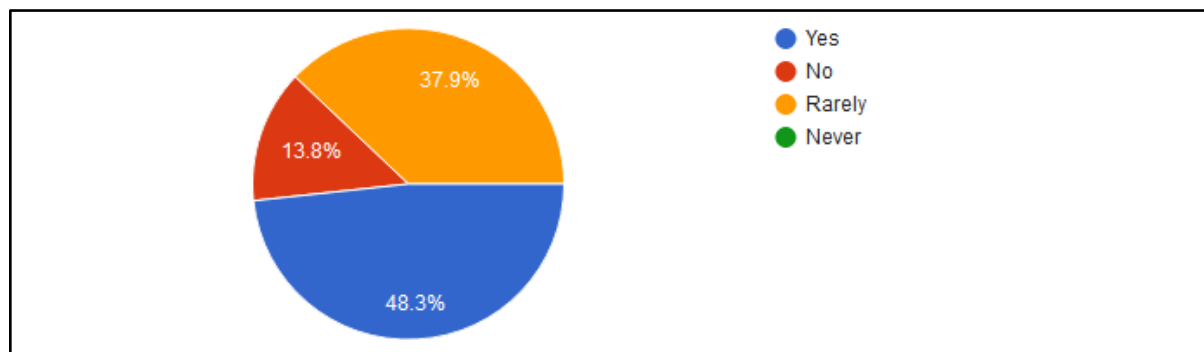
**Figure 1.9 Representation of respondent's opinions on social media as grievance redressal**



**Figure 1.10 Representation of Responses of complaints of the users in social media.**

Respondents consider social media as a preferable platform that ensures that response to consumer complaints or feedback is responded to punctually to make certain that the customer

trust is carried on and they can connect to the business more and buy their by-products and services through the means of social media as seen in the below chart.



### The Discovery - Final Outcomes

It is evident from the survey of this research material that female spectators are much more in number as compared to males who have replied to the survey. The age group that consists of the most social media users is 19-24 years; this implies and states that the youth of the classified audience are more attracted and adapting to social media, which is gradually growing over the years to get effective results for their respective work. The respondents are most active during the time slot of post 9 pm where they engage to have general chats among their friends and relatives. The maximum time devoted to socializing by the respondents is around 1 hour to 2 hours daily to daily out the ceremony which is happening around them. They gather information, through inclusive examination which is made by the respondents on their preferences, and to get details about the distinct services in which they are captivated to invest. The respondents also consider social media as an effective platform to get responses to their complaints and to give criticism to aid the business to improve their interaction with the customers for the pets to avoid any conflicts.

This implication states that the existence of social media is very important to the consumers to be able to interact with others that can help to set up organizations and get work done effectively and efficiently to reduce the wastage of time. This also helps to improve the buying decisions of the consumers to help companies to gather data that helps them to provide them with preferable recommendations that justify their previous orders and searches about the stated and needed products.

### EVALUATING THE QUALITY OF NEWS AND JOURNALISTIC CONTENT

Quality journalism is a concept that has been subjected to constant discussions among professional journalists and academic researchers that helps to measure the quality of news in the designation of the contents that define journalistic codes to be scheduled after. The host of issues that were overworked by the adjustments in the new media sources over the years.

In this section, it should be considered a range in which the concepts are being approached in disclosure of quality over quantity to convey the targeted message to the audience. The quality of journalism concerning norms and regulatory code of conduct should be formal and apply to the industry.



### **The digital challenge in the development of mediums**

The influence of greater developments and technologies has played a huge significance in the quality of news being generated that is found in the printed versions i.e. magazines, newspapers, etc. Due to high reach in all parts of the country has more in demand than online mediums. It is also observed that the increase in online networks has caused a disastrous change to and depletion of accurate and illuminating news.

The constant cycle of being up to date in the digital platforms reflects the seriousness of being up to date and initially conveying the message. The digital challenges have led to a fast-paced environment that may lead to uncertain delays in the authentic content that the audience wants to know about.

### **Audience engagements quality indicators**

In this era of digitalization, there is an increase in the number of academic scholars who are turning their attention to the crucial engagements that have encouraged them to participate in the audience and increase the progress interactively while trying to aid and to upgrade the standard grade being projected.

Respondents say they consider the independence of journalism to be crucial. Analysing the subject the audiences are categorized into two groups: the higher educated and lower educated groups. Each has different demands for journalism. The better-educated audience has more 'civic demands' for quality news that combine audience expectations on traditional information and therefore the democratic role of the media. The lower-educated audience has more 'citizen demands'. They need journalists to require under consideration their experiences, contributions, desires, and wishes.

### **Content quality indicators**

- 1) High-quality journalism incorporates presentation quality along with accuracy and ways to determine credibility.
- 2) In-Depth Research and trustworthiness nature of the content.
- 3) Indulgence of diversity threads to generate the notion of crucial information, data, and topics to be discussed in the news materials.
- 4) Geographical references and Public interest affairs should be highlighted to ensure the quality of resources gathered on a publication.
- 5) The presentation and comprehensive nature of this make it accessible to the community and easily approachable and connected in rural areas to enhance the dissemination of the different crucial messages helps to spread awareness.

### **CONCLUSION**

The digital platforms and various other mediums have progressed and developed over the years by including subsidiaries and the distributors of news are often the mediators of this relationship across the platforms in context to the media outlets and its core audience. As projected in this study, the opportunities and obstacles are effortlessly distinguishable in the analytics to show the

great amount of influence it has in the journalistic content in India and the consumers how to gather data from it.

Positive effects stemmed from the platform's ability to efficiently distribute, filter, and curate news for consumers; negative effects include the platform's influence on the types of news being produced. The increase of social media has its own affirmative and diminishing aspects that depend on the end-clients and how much they want to rely on such information present on these platforms. There is a shift of audience from traditional news media to online social media platforms. In this article, we study how such fake news impacts the audience, how it is increasing, and how an individual can identify such inaccurate information through the means of credible sources.

We also reviewed the problem on these platforms and how measures should be taken to reduce its contact with the opinion and psychology of the spectators that are active in a large number on these platforms that may cause a conflict of ideas. We also stated the ways new applications can be developed to filter such data and how to expand its awareness to the public eye. The conclusion of the second study implies, businesses that used to be based on face-to-face interactions for monetary purposes have now transformed into social interactions with the benefit to get more profits in terms of resources and money.

Social media platforms have transformed the way the business works and business firms can seize with the audience i.e. 24/7 services and customer services to address their complaints and queries in a convenient manner that helps to build the business with each passing year. Due to a wide range of assets and commodities brought together in one place to increase the involvement of the users from throughout the globe which helps to reach the target audience that needs goods to their preference. This also points out that new mediums of networked media can be used more than just a platform to engage with friends as it opens a lane to creativity and huge potential for a successful business.

### **LIMITATIONS**

Some of the limitations that have been observed during the survey are as follows:

1. The main problem that occurred was the collection of data from the survey as some respondents did not attempt to complete the form on time.
2. In completing the form, some of the respondents tend to fill the survey without reading the questions briefly and choose the wrong options that lead to the collection of outcomes and affect the survey in terms of accuracy.

### **RECOMMENDATIONS**

Social media may be advanced in many ways, but can be improved in terms of interaction with the consumers by linking channels to give them a variety of products and services according to their preference.

The customer-business relations can be balanced and improved on many levels so that a smooth transmission of messages takes place.

Some of the recommendations that can be adapted to create a better platform as listed below:

1. Modifying the web pages of the organizations to support Social Media Strategy.
2. Creating content that the users want to meet their requirements.
3. Maintain a balance in a communication pattern with the consumers and business.
4. Develop a long-lasting relationship with various sources to create an interactive platform with fewer investments to utilize the resources.
5. Promoting advertisements.
6. Ensure to be up to date and follow up with the events.
7. Be dynamic in nature that helps to adapt to the changing needs of the consumers.
8. Improve the connectivity to the large consumers in the world that helps them to be aware of the changes in the policies of the company.
9. Ensure effective feedback and Grievance Redressal system is allotted.
10. Effective usage of Web Properties to drive people to take the actions you are targeting.

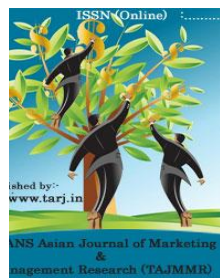
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# TRANS Asian Journal of Marketing Management Research (TAJMMR)

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## PRINCIPLES AND METHODS OF STUDYING THE MODERN HISTORY OF UZBEKISTAN

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### ABSTRACT

*Our society needs to create predictive models, the most important component of which in understanding the patterns of modern development can be the modern history of Uzbekistan. In addition, historical science contributes to the development of multi variant, synergetic and pluralistic thinking, which is one of the most important conditions for human freedom, democratization and tolerance of society.*

**KEYWORDS:** *Methodology, History of Uzbekistan, Synergetic, Objectivity, Nonlinearity, Interdisciplinary.*

### INTRODUCTION

#### The Principle of Historicism

According to this principle, historical events and processes should be considered in a strict concrete historical context from the point of view of how these events and processes arose, how they developed and what they led to.

The requirement of historicism as a methodological principle arises and develops in the age of Enlightenment (Vico, Voltaire, Rousseau, Diderot) as an opposition to the teleologism of the Middle Ages, and then in German classical philosophy (Hegel, Marx), philosophy of life (Dilthey) and other areas of philosophical and historical thought. In the modern interpretation, the principle of historicism is directed against a very frequent phenomenon in historical science



and journalism, when authors apply worldview concepts, behavioral stereotypes and moral norms of their time to the assessment of past events, forgetting or deliberately ignoring the specific historical context of the era in which the events under study took place.

It should be noted that the methodological significance of the principle of historicism is not recognized in all historical directions. Thus, in **presentism** - one of the trends of Western historiography-historical reality cannot be reconstructed in principle as it was "in reality", it is interpreted and constructed anew by each historian and each epoch, based on the needs of this epoch. In other words, the present (concepts, assessments, etc.) not only can, but also constantly invades the description of the past.

**The principle of multiple consideration of history:** For a long time, many historical studies have been characterized by binary radicalism or dichotomism (it is still found today), when historical processes are evaluated according to the "either-or" principle, through the prism of "black-and - white" perception, where there are only two assessments-either positive or negative; either true or false. This method of evaluative perception was inherent in all historical epochs. In the twentieth century, it became an expression of the confrontation between two world socio-political systems - the thinking of the "cold war" is inherently dichotomous.

This type of thinking is based on the formal-logical concepts of contradiction and the excluded third, formulated by Aristotle. However, back in the XVIII century. Kant showed that with the transition of reason (empirical thinking) to the sphere of reason (theoretical thinking), the subject of knowledge encounters antinomies.

Thinking like "either-or" is not able to explain the complexity of historical processes. The answers to the question of what is true and what is not, as well as the answers to the question of what is good and what is bad, from the point of view of modern methodology can be different, depending on the coordinate system (epistemological, value and social) this issue is discussed, on the scale of historical time, mega - and micro-trends. We are talking about the principle of multiple consideration of history and the principle of contradictory perspectives. The ideas of relativity and multivalued logic have long penetrated into foreign social and humanitarian sciences. Social scientists also need to abandon outdated dichotomous thinking.

**The principle of objectivity:** Can historical science be objective? In the USSR, objective historical knowledge was the ideal of science, ultimately coinciding with Soviet science, while in Western historical science throughout the twentieth century there was an awareness of the problematic nature of achieving objectivity. First, different historians work in different methodological paradigms: Marxist, positivist, postmodern, etc. Secondly, it is fundamentally impossible to conduct an objective (comprehensive) study within the framework of a separate work. And thirdly, objectivity implies going beyond the national, geographical, religious and state paradigms, while most studies are based on them.

The principle of objectivity is closely related to dichotomous thinking, which requires an assessment of any historical statement from the point of view of a correspondent and two - valued theory of truth ("truth" - "lie"), which contradicts the modern understanding of truth in science. The consequence of these two principles was such a feature of a number of domestic works on the history of Uzbekistan as the desire for its unified presentation from the standpoint

of methodological monism. Most Western historians stand on the positions of the fundamental problemativeness of the objectivity of a separate historical study. As he wrote in the twentieth century. the famous French historian R. Aron, " nothing proves that there is only one interpretation of a person, sect, society, epoch, that only it is acceptable or more acceptable than the others." Even today, the American historian A. Megill notes: "objectivity is not a single concept, but a set of concepts that cannot be completely reduced to one basic one. How many concepts of objectivity actually exist? Or, at least, how many concepts of objectivity are there that are applicable to historical knowledge? " And, as the modern German historian K. Schlegel, "we can say that there are as many stories and historical narratives as there are historians or historiographers. In other words, the set of methods of narration and presentation of history is, in principle, infinitely diverse. Today we can talk about total pluralization, in which there is no longer any place for the position of the hegemon." This point of view is currently dominant in foreign historical works based on the principles of relativity and methodological pluralism. In the works of historians of the Marxist orientation and some other directions (this is also typical for many modern works), the principle of objectivity is initially postulated as one of the fundamental principles of scientific research. It is enough to refer to the introductions of the corresponding dissertations on social sciences (section "Methodological basis of research"). However, the analysis of texts shows that, as a rule, the ideas implemented in them are the personal point of view of the author (often very subjective). It should be borne in mind that objectivity cannot be achieved in principle within the framework of a separate work or concept (it is impossible to embrace the immensity), its achievement is identical to the entire long process of the development of historical knowledge.

**The principle of non-linearity:** For a long time, the historical process was considered as linear or linear - in the form of a straight ascending line, where each stage is a natural consequence of the previous one. The twentieth century introduced the concept of nonlinear development-first in the natural sciences, and then in relation to the social sciences, including history. Therefore, foreign historians are increasingly talking about nonlinear (synergetic) historical dynamics. Today, the historical process is considered in a zigzag manner, where each next reference point is represented in the form of a bush, where each branch is an alternative vector of development. Moreover, even a small micro-event (fluctuation) can affect the transition of a system from one state to another (and there may be several such states). In Russian historical research, it is necessary to move away from the principle of linear development and, based on new methodological requirements, adopt the principles of synergetic.

Such principles as the principle of universal connection, the principle of determinism, the principle of unity of historical and logical, etc. should play an important role in the study of the modern history of Uzbekistan.

### **Methods of research of the modern history of Uzbekistan:**

In his practical and cognitive activity, a person could not help but think about the ways, techniques and methods by which he achieves certain results. Human activity itself, which is initially characterized by purposefulness, assumes methodicality as its universal feature. In other words, we are talking about the fact that the most important place in a person's life is occupied by various methods, understood in the broadest sense as a set of generalized techniques, methods

and principles used to solve various kinds of problems (everyday, theoretical, pedagogical, technical, etc.).

The simplest methodological schemes appeared at the very dawn of mankind as methods of practical activity. At a certain stage, methods of cognition arise, and later-methods of scientific cognition. As they are systematized, their role, effectiveness and limits of application are understood, a methodology of scientific cognition arises - a system of principles and methods of organizing and constructing scientific cognitive activity, as well as the doctrine of this system.

According to the sphere of generality, private scientific, general scientific and general methods are distinguished in the scientific literature. The latter include philosophy.

In historical science, both general and general scientific methods of cognition are used, as well as the methods of historical research themselves. The latter can be both general historical and specialized.

The general scientific methods of research are induction, deduction, analogy, abstraction, classification, analysis, synthesis, mathematical modeling method, complex and systematic approaches, etc.

If we talk about the methods of historical research, then they include historical-genetic, historical-comparative and historical-typological methods.

The historical-genetic method is aimed at identifying the historical dynamics, the sequence of historical processes and phenomena, and their cause-and-effect relationship.

The historical-comparative method is based on such a general scientific method as analogy. Comparison of historical phenomena and processes can occur from the point of view of a time or vertical scale (diachronic approach) and from the point of view of spatial or horizontal comparison (synchronous approach).

The historical and typological method is based on such a general scientific method as typologization, when certain historical phenomena and processes are divided into certain types based on common essential properties. Typologization is a special case of classification; in the latter, the division into classes can be carried out on any basis.

One of the significant problems of the methodology of historical research is that the above general scientific and general historical methods are very often used by historians in different ways, on an intuitive, subjective-individual level. The essence of the problem is that between the general formulation of the method and its application to the solution of a particular research problem there are a number of intermediary links that need to be determined. In other words, the use of methods of general significance is not direct, but indirect. In addition, there is a need to develop procedures for using these methods, their capabilities and limitations when working with historical facts or theoretical constructions.

Along with these general methods of historical research, there are methods used in specialized fields of historical knowledge - in archeology, source studies, historiography, etc. Speaking about Uzbekistan, it should be noted that the theoretical and methodological level in the research conducted in various historical disciplines is not the same.

### **The modern history of Uzbekistan in the system of social sciences Interdisciplinary approaches:**

The fact of the relationship of historical science with other scientific disciplines (geography, philosophy, economic and legal sciences, linguistics, etc.) has been repeatedly mentioned in the course of world history and the history of Uzbekistan. This fully applies to the modern history of Uzbekistan. In addition, we can also talk about interdisciplinary connections within historical knowledge itself. Thus, the modern history of Uzbekistan is connected with all historical disciplines - world history, historiography and source studies, ethnology, etc.

Today, people often talk about interdisciplinary approaches and their application in historical science.

Inter disciplinarity is the most important feature of science of the XX-XXI centuries. This is due to integrative trends in modern science, the formation of the unity of scientific knowledge, and is due to the fact that the objects of scientific knowledge themselves are a complex, undifferentiated unity of various elements and processes. For example, if we take the historical stage of a particular society, for example, the period of independence in the history of Uzbekistan, then economic processes in it do not exist by themselves, in isolation from political or social ones. It is believed that if a historian uses statistical data in his research, refers to the results of economic research or concerns cultural phenomena, then this is an interdisciplinary study. This is partly true. The fact is that any historical research is fundamentally interdisciplinary in nature, since the events and processes that the historian studies do not have their own special "historical" nature, which would be the sphere of exclusive competence of historical science. Any processes and events that have taken place in history relate either to nature, or to the public or personal life of people, which means that it is the area of competence of the disciplines that study them. Therefore, history as a science is fundamentally doomed to use data from other sciences - geography, climatology, soil science, economics, psychology, linguistics, cultural studies, military science, etc.

### **CONCLUSION**

However, in the modern methodology of science, interdisciplinary approaches are understood as the application of methods developed in one science for research in another science. In many cases, the result of such a symbiosis was so fruitful and organic that it gave rise to a number of new, borderline or hybrid disciplines. In natural science, these are biophysics, biochemistry, geochemistry, geophysics, bionics, etc. In the social sciences, these are socio - and psycholinguistics, economic geography, econometrics, economic psychology, ethnopsychology, political anthropology, artificial intelligence theory, etc. There are also interdisciplinary areas in historical science - historical anthropology, military-historical anthropology, historical sociology, quantitative history, historical geography, historical demography, philosophy of history, historical cartography, historical anthropometry, etc. In modern historical research, the methods and conceptual apparatus of psychology, semiotics, hermeneutics, simulation modeling, statistics, mathematics, synergetics, and other sciences are actively used.

An important place in the interdisciplinary approaches used in modern history is occupied by oral history, based on the method of interviews - testimonies, stories, memories of various people

about local events and processes that they witnessed or participated in, or about the era itself. Within the framework of this method, micro-stories are developed, and the floor is often given to ordinary people, whose opinion usually turns out to be outside the framework of traditional methods of historical research.

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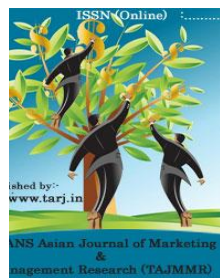
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# TRANS Asian Journal of Marketing Management Research (TAJMMR)

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## DEVELOPMENT OF CARPET WEAVING IN UZBEKISTAN

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### ABSTRACT

*The article describes the specific traditions and weaving methods of the Kashkadarya and Surkhandarya regions, where the traditions of carpet weaving are preserved in the field of carpet weaving of traditional crafts. Short carpet types were analyzed. Skilled carpet weavers cover the activities of this type of craft. It was noted that the role of women in the development of tourism in Uzbekistan, as well as the exchange of experiences with foreign experts. The article provides an analysis of the active participation of women, as well as a systematic analysis of the case of Kashkadarya and Surkhandarya regions, where women have won state awards and achieved great success.*

**KEYWORDS:** *Uzbekistan, Southern Regions, Carpet Weaving, Industry, Women, Handicrafts, Types Of Carpets, Competition, Village, Territorial Reform, Women, Award, And Competition.*

### INTRODUCTION

The art of carpet weaving has long been popular in Uzbekistan. Carpet weaving is an art. It has long been valued as a common occupation among women and has spread among nomadic peoples engaged in animal husbandry.

During the twentieth century, with the development of science and technology, the art of carpet weaving, along with all other applied arts, declined for a while, and it gradually collapsed, and women began to forget the secrets of carpet weaving.

During the years of independence, one of the most popular types of national applied art is carpet weaving, and the main carpets of Uzbekistan are woven in Kashkadarya, Surkhandarya regions and Khorezm. In this regard, each region of Kashkadarya and Surkhandarya regions has its own traditions and weaving methods. Carpet weaving has been re-established as an integral part of

our ancient values, and the opportunities for the development of the industry have been expanded. Because in the Kashkadarya and Surkhandarya oases, national values are one of the most well-preserved ethnic areas. Over the past period, carpet weaving in these areas has been enriched with new traditions and has changed radically in terms of quality. Although the carpet weaving of Kashkadarya and Surkhandarya oases is not completely different from the carpet weaving of other regions of the region, it is distinguished by its unique production, color rendering, weaving style and technique, and even its name.

In Uzbekistan, more than 150 types of folk handicrafts, such as carpet weaving, are widespread. Saltanat Kuldashева, Dilorom Kurbanova, Mahfuza Ochilova, Sanobar Khodjakulova, Oyshahar Turaeva from Kashkadarya, Hanifa Salimova, Uldona Khudoyorova, Kholida Bobokhonova, Aliya Imomberdieva from Surkhandarya contributed to the development of carpet weaving.

In Chirakchi, Yakkabag, Kitab, Guzar, Shahrisabz, Kamashi, Kasan, Kasbi and other districts of Kashkadarya region, skilled carpet weavers are famous for their art. "Arabi", "shal", "kokma", "ghajari" types of carpets are widespread. In the markets of the oasis there are special "teams" for carpet products.

Carpet weaving in the oasis has developed over the centuries and has its own traditions. Livestock Uzbek, Turkmen and Arab women were mainly engaged in carpet weaving. Types of carpet weaving include "bazaar carpet", "girl carpet", "olacha carpet", "julkhirs", "joynomoz", grass ribbons ("belpi", "tezik", "network"), tablecloths, "sacks" ( "Comb bag"), "bugjoma" "napramach" ("maprach"), bread bag, glass bag, salt bag, spoon bag, ayron bag, chakmon, men, mainly horsemen's trousers (cholvor), horse juli, ail also included.

The village of Chiyal in the Chirakchi district of the oasis is one of the areas where the traditions of carpet weaving are well preserved. In this village, wool and cotton carpets are woven, and woven carpets are made of natural raw materials, so they are normal in hot summers and winters. Kirkshahli, "Arabi", "Julkhirs", "Kholi" carpets are distinguished by their color and pattern. If there was no carpet in the dowry of the village girls, the dowry was not counted. Therefore, the house with the daughter was woven with good intentions from camel and sheep wool and added to the dowry<sup>1</sup>.

The population of the villages of Qarluq, Kamashi and Jeynov in Kashkadarya was famous for their "Arab" feathers. These carpets were popular not only in the oasis, but also in neighboring regions and countries. Today, in the large villages of Lower Kashkadarya, Patron, Kojor, Denov, Fazli, Kamashi, Moglan, Mirishkor, Jeynov, Chandir, Pomuq, Khojahayron, Qatagan, Obron, Polati, the unique traditions of carpet weaving have been preserved for centuries.

The "Arab" carpets in the village of Jeynov are especially famous. In this village, the "jihozi" and "girl carpet" woven by future brides are distinguished by their grace and elegance. It was not possible to sell the carpet or give it as a gift to anyone. In the houses of the villages of Kamashi and Jeynov you can still find "girl carpets" inherited from 3-4 ancestors.

In every district of Kashkadarya and Surkhandarya oases, young girls are still taught the secrets of carpet weaving. In doing so, he first learns to spin wool and gradually masters the complex secrets of the work. He learns to spin wool, comb, spin, spin, weave, weave carpets, press felt,

and so on.

Livestock Arabs and Turkmens living in the Karshi desert of the Kashkadarya oasis live in the villages of Kamashi, Jeynov, Chandir and continue these traditions to this day. The rugs they weave can include market rugs, maiden rugs, rugs, rugs, bags, sacks, bags, and more.

Older women are also actively involved in the carpet weaving process. Attention is paid to the number, type, size and complexity of patterns of carpets and felts, as well as the color of embroidery, the value and quality of sewing fabrics and yarns. The decoration of the bride's house is based on the number of pillows and blankets, beautiful flowers, the quantity and size of the pillows, the price and quality of the nightgown fabric for the beds, tablecloths, grooms and mothers-in-law. Such traditions are still preserved today.<sup>2</sup>

The lamp is a place where crafts have flourished since time immemorial. The arts that have been revered and refined over the centuries have returned to the world precisely because of independence. The carpet industry is also developed. Chirakchilik Saltanat Kuldashaeva's woven ghajari, "Arabi", julkhurs, terma, kokma, girls' carpets, footwear, prayer rugs, bags, various decorative gifts, yaktak and other clothes were delivered to tourists in cooperation with tourism companies in Tashkent, Samarkand, Bukhara and Khorezm regions. In addition, a number of talented craftsmen, such as Sofiya Dollieva and Hanifa Hidirova, taught carpet weaving to young people and spread its fame around the world<sup>2</sup>.

Saltanat Kuldashaeva was one of the businesswomen who employed several girls in her village and contributed to the development of national traditional arts. He expanded his activities, effectively using the opportunities and benefits provided by the state to professionals. S. Ghajari, "Arabi", judkhurs, terma, qokma, and girl carpets woven by Koldosheva and her students are highly valued among the population, and some types of carpets are delivered to Samarkand and Shahrisabz travel companies. Foreigners look with great interest at the products they weave and see the process of carpet making with their own eyes. Demand for carpets woven from natural, pure yarns was high. S.Kuldashaeva was awarded the Medal of Fame by the government for her contribution to the development of folk arts. He even exchanged experiences with foreign experts. For example, Fumoto, a researcher at Kyoto University in Japan, conducted research on the art of Oriental carpet weaving.<sup>3</sup>

In the Surkhandarya oasis, the art of carpet weaving has developed in a unique way, and today it is enriched with new traditions. In every district of the oasis, from printed felt to bald carpets to thick carpets.

Even today, carpets are woven in the oasis. Olacha is called by the same name because it is woven with a 0.6-0.7 mm loom made of hard mulberry or apricot wood. Forms such as "Lock-key", "Lamb's tooth", "Mayizgul", "Dagger's tip", "Dry flower", "Tumorgul", "Fish-eye", "Ittovon" were used in weaving in the oasis. Each form of decoration had its own symbolic meaning. For example, the "lock-key" is a form reminiscent of the horned ram's head, which is lowered in opposite directions, a symbol that the door from the room is open to a friend, closed to the enemy. The "dry flower" is reminiscent of the twisted horns of a mountain goat, which are intertwined in a chain. This ornament is woven with the intention of adding two years to the carpet. In the Ittovon version, four dots are placed on the four corners of the carpet, used to

protect the chilled bride and baby from the evil eye. The carpets are beautifully woven, forming a white, black border 3-4 meters wide in a single turn. The chiroz serves as a protection against the weaving yarn from being woven<sup>4</sup>.

Bald carpets are also woven in many districts of Surkhandarya oasis. These rugs got the name bald because of their lack of texture. Boysun carpets differ from other carpets woven in other parts of Surkhandarya in terms of weaving. They had a special way of coloring carpets and laying flowers. They attracted attention with their elegance and color. This feature was presented at the Boysun Spring Festival. Foreign guests also acknowledged

In the Surkhandarya oasis, such types of carpets as "chimchiki", "Kurgimchiki", "Bibishak", "silk", "gajari" are woven. The woven rugs had up to 10 throne stripes, the top and bottom of which were the same.

The technique of weaving "national" carpets is complex and patterned. There are such types of bald carpets as "Kokchor raisin", "Imam Sultani", "Terma", "Tuya boyi", "Kol saldi", "Oq enli"<sup>5</sup>.

The Jainovs were mainly four tribes of Arabs, who lived in the neighborhoods of Avvona, Bavvora, Harruk, Anhui, and in which the pure national traditions of the Arabs were fully preserved in many respects. The gizzi (women's headdress) worn by Arab women, the hatabak (taqinchochq), the buhnak (ornamental type), and the natti (baldok) worn on the nose are not found in any other nation in Central Asia.

Residents of the village of Jeynov in Mirishkor district are known in the country for their skillful cattle-breeding, where not only meat but also wool was used. That is why carpet weaving has been highly developed here since ancient times. There are such types of carpets as "bazaar", "yaglovi", "khishti haram", "paritovus", "tayir boyi", "jihezi". Today, there are few people who continue the values, traditions and customs of the indigenous people of the village, and most of them are elderly. Young people are trying to fully explore their rich spiritual heritage. One of the skilled carpet weavers was Izzatoy Mahmadvazirova, who worked hard to teach her art to young people. According to him, to make a 2x4 size carpet, you will need 18-20 kilograms of sheep's wool, as well as specially prepared colors such as red, yellow, green, blue, white, black, red.

First of all, wool is spun by means of wool duk (in Jeynov it is called "mugzul" in Arabic) and "darja" (kalava) is made. After three or four days of spinning, some of the yarn is dyed a different color. The unpainted part is called "shat" and it is hardened on a "wheel" and run to the "shop" (special mold). Colored yarns are woven using a "comb". The carpet is covered with "rugs", "branches", "sunflowers", "letters", "quarters", "thirty pairs of branches", "mirrors", "prayers", "roses", "kaldaraht", "childirez", "hats". Patterns of different shapes, called "buttons". It takes three to four days to a week for three or four people to finish weaving a single rug together<sup>6</sup>.

The famous and expensive, serjilo, at the same time, labor-intensive carpet is called "jihezi" in Jeynov. It is difficult to find this carpet not only in the region, but also in other parts of the country. Jihezi has long been woven for brides and grooms. Next to the carpet are woven "jihezi patxurjun" (for the groom), "jihezi oynadon" (mirror is put) and "nondon" (bread is stuffed). The

four most skilled weavers worked tirelessly together for a month, sometimes even longer, to weave this rug. Fifty to sixty pounds of clean, fine sheep's wool will be needed for the rug. It is decorated with intricate patterns such as "kaldaraht", "childirez", "kalpak", "tugma"<sup>7</sup>.

According to Izzatoy Mahmadnazarova, the people of Jeynov once made a living from this carpet weaving. Carpets woven by women were sold by men in Bukhara, Chorjoi and Ashgabat. To do this, he traveled for a week, ten days, a month with donkeys and horses. The population celebrated in this way. He built a house and made a living. Neighboring women helped each other in carpet weaving. Weaving carpets through hashar is called kifa, and weaving for money is called mikri.<sup>8</sup>

There are unfamiliar words for many in the names of carpet weaving equipment, patterns, types of carpets, and even in the yar-yar piece. Because Jeynov's indigenous population is related to the Arabs, special terms and words are based on the Arabic dialect.

Therefore, these carpets, the patterns on them, have a history of several thousand years. Among the patterns are images of the sun, moon, stars, and, in general, unique astronomical tables that have been passed down from generation to generation for centuries. In this way, carpet weavers also had a deeper understanding of the universe.

The peoples living in every corner of the province strive to preserve the values inherited from their ancestors and pass them on to the next generation.

Thus, in Uzbekistan, including in our oasis, the traditions of carpet weaving, associated with the birth of culture and traditions, today show their new prospects.

In conclusion, the decrees and resolutions of the head of our state in this area are important guidelines for the preservation, improvement and transmission to future generations of the invaluable spiritual heritage of our people, polished for centuries. Particular attention is paid to increasing the activity of women in this area.

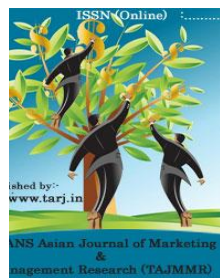
Although carpet weaving in the Kashkadarya oasis is not completely different from carpet weaving in other regions of the region, it has its own production, color, weaving style and technique, and even its name. Comprehensive understanding of national cultural heritage and national traditions, objective coverage plays an important role in the upbringing of the younger generation, the rise of national spirituality.

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# TRANS Asian Journal of Marketing Management Research (TAJMMR)

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## REWARD MANAGEMENT STRATEGIES AND EMPLOYEE SATISFACTION IN THE COLLEGES OF KATHMANDU VALLEY

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### ABSTRACT

**Background:** Educational institutions set up a reward management system with the hope that it makes the employees perform their activities to the satisfaction of all concerned stakeholders. However, there are many contradictions and complaints about the performance of employees in colleges, compelling the undertaking the studies.

**Objectives:** This study aims to examine the impact of reward management strategies on employee satisfaction in colleges of Kathmandu valley.

**Methods:** This paper uses a questionnaire survey method of 300 respondents of different 30 colleges/campuses of Kathmandu valley and descriptive statistics and multiple regression models are used to analyze the data.

**Results:** The beta coefficients are positive and significant for promotion, compensation, recognition, learning opportunities, and career development opportunity with employee satisfaction which indicates these variables have a positive impact on employee satisfaction.

**Conclusion:** It is found that reward management is positively related to employee satisfaction and it is a powerful motivational factor that leads to job satisfaction.

**Implications:** College management including universities may focus on identifying better reward management strategies to motivate the employees to enhance better productivity.

**KEYWORDS:** *Promotion, Compensation, Recognition, Learning opportunities, Career development opportunities.*

## INTRODUCTION

Employee satisfaction, a major asset, is an important factor to achieve strategic goals by increasing productivity and performance level of employees in the modern competitive business world for an organization; therefore, it is a researchable issue for practitioners and academicians for the last few decades. Various researches show that there are different dimensions of employee satisfaction. Among them, reward management strategy is an important factor that affects employee satisfaction. Jiang, Xiao, and Xiao (2009) focused that rewards management strategies that are used to manage transformation in organizations. Management needs to receive the reward policies to enhance employee performance because inadequate reward policies have significant relation with employee performance (Danish et al., 2019). Effective reward management is not only concerned with pay and employee benefits but it is also equally concerned with non-financial rewards such as promotion, compensation, recognition, learning opportunity and training, job responsibility, and career development opportunity. There is a positive relationship between promotion and employee performance and satisfaction (Schuler & Jackson, 2005). Similarly, Tessema and Soeters (2006) argued that when employees are provided fair promotion in their organization for their better performance, the level of satisfaction eventually rises. Besides financial rewards, the employees also expect non-financial rewards i. e. job recognition, decision making, and appreciation from the organization which instrumental in improving the morale of employees and enhance their satisfaction level (Haider, Aamir, Abdulhamid, & Hashim, 2015)

Compensation is one of the most influencing factors affecting employees' satisfaction that drives organizational productivity (Okpara, 2004). It includes both direct financial payments and indirect payments. Pay is direct financial payment and Tella and Ibinaiye (2020) observed that employees are highly motivated with regular pay. Recognition is an important component of employees' satisfaction so that they consider recognition as their feelings of value and appreciation. There is a statistically significant relationship between employee satisfaction and recognition (Ali & Ahemed, 2009) and recognition with job quality (Freedman, 1978). It is among the function of managers to motivate the employees successfully and influence their behaviour to achieve greater organizational efficiency (Galletta, 2011). Rewards and recognition play an imperative role in motivating employees and improving performance (Chepkwony & Oloko, 2014). Similarly, Arokiasamy, Tat, and Abdullah (2013) argued that the commitment of all employees is based on rewards and recognition; there is a significant association exists between pay, promotion, and fringe benefits on job satisfaction among academic staff. Skilled manpower is essential to increase productivity and to reduce wastage and for this training and development (learning opportunity) helps to expand and polish the abilities and skills of employees which helps them to cope with problems in an organization. Khan, Nawaz, Alleem, and Hamed (2012) stated that training helps employees to be more specific with their job and organization which increases employee job satisfaction and make them work better. There is a positive relationship between employee job satisfaction and training and development (Gilbert & Ivancevich, 2000).

Career development opportunity also plays a significant role to satisfy the employees. Mee-Edoiyee (2015) stated organizations that empower management of career are more likely to enlarge employee's job satisfaction. There are a strong and positive relationship and influence of total reward on retention (Akhtar, Aamir, Khurshid, Abro, & Hussain 2015). Likewise, Baniya (2004) concluded that the positive consequences of providing development opportunities to employees are improved performance, increased productivity, enhanced loyalty towards the organization, and increased motivation among employees. However, the negative consequences are demand for increment in salary, additional incentives and facilities, promotion, and demonstration of overconfidence in work, and the tendency to leave the job. Emuron (2020) concluded a positive and significant relationship between reward management system (RMS) and cost of living (COL), a significant relationship between the cost of living and performance of academic staffs, and a moderate and significant relationship between RMS and performance.

According to Torlak and Kuzey (2019), contingent rewards had no significant relation with employee job satisfaction and weak positive significant association with employee job performance. Rewards dimensions have a significant and positive impact on employee motivation (Muhammed, 2016; Rashmi & Umesh, 2017; Aktar & Muhammed, 2013; Gyawali, 2016; Thapa, 2016). Similarly, failure in designing an appropriate reward system has continued to hurt employees' job satisfaction and the overall effectiveness of many organizations (Neo, Gerhar, & Wright 2006). Therefore, the above discussions show that studies dealing with reward management strategies and employee satisfaction are of greater significance. Moreover, research has been done concerning these issues in the western context; however, there are very little research has been done in the Nepalese context. Hence, this paper attempts to examine the impact of reward management strategies on employee satisfaction in colleges of Kathmandu valley. The remainder part of this paper is organized as follows: research hypotheses, methods, results and discussions, conclusion and references respectively.

### **Objectives of the Study**

The main objective of the study is to analyze the impact of reward management strategies on employee satisfaction in colleges of Kathmandu valley.

The other specific objectives are:

- a. To examine the relation between promotion with employee satisfaction
- b. To examine the relation between compensation with employee satisfaction
- c. To examine the relation between recognition with employee satisfaction
- d. To examine the relation between learning opportunities with employee satisfaction

### **Research Hypotheses**

This paper has set the following alternative hypotheses:

*H<sub>1</sub>: There is a positive relationship between promotion and employee satisfaction.*

*H<sub>2</sub>: There is a positive relationship between compensation and employee satisfaction.*

*H<sub>3</sub>: There is a positive relationship between recognition and employee satisfaction.*

*H<sub>4</sub>: There is a positive relationship between learning opportunities and employee satisfaction.*

*H<sub>5</sub>: There is a positive relationship between career development opportunities and employee satisfaction.*

### **Limitations of the Study**

The following are the limitations of the study.

1. This research has examined the relationship between reward management and the employee satisfaction only.
2. This research has examine the four components of reward management only i.e. promotion, compensation, recognition and learning opportunity.
3. Only selected statistical tools & techniques have been used as demanded by the objectives of the study, e.g. averages, correlation and regression for the purpose of the research.
4. Only 300 respondents from 30 colleges from Kathmandu Valley have been selected for the studies.
5. Only employee satisfaction has been analyzed through reward management

### **Methodolgy Used**

Descriptive research design has been used to search for adequate information to analyze the relationship between reward management strategies towards employee satisfaction. Similarly, causal-comparative research design has also adapted to establish the cause and effect relationship of promotion, recognition, compensation, learning opportunities, and career development opportunities with employee satisfaction. Out of total employees from total colleges of Kathmandu Valley only 300 employees from 30 colleges have taken as sample. Sampling was done using convenience and judgemental sampling techniques.

Data are collected through the structured questionnaire which contains the respondent related information, and five-point Likert scale i.e. 1 represent strongly agree to 5 represent strongly disagree has been used for the analysis. The relationship between the dependent and independent variables are analyzed in multi-step regression analysis. The model is:

$$EP = \alpha + \beta_1 P + \beta_2 C + \beta_3 R + \beta_4 LO + \beta_5 CDO + \epsilon$$

Where,  $P$ =Promotion,  $C$ =Compensation,  $R$ =Recognition,  $LO$ =Learning opportunities,  $CDO$  = Career development opportunities,  $\epsilon$  = error term,  $\alpha$  = constant term  $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$  are the beta coefficient of the explanatory variables to be estimated.

### **Results and Discussions**

#### ***Descriptive analysis***

The mean value of promotion ranges from a minimum value of 2.22 to a maximum value of 2.51 and the weighted average is 2.39 that states promotion is better to reward management strategies for employee satisfaction in colleges. Similarly, the mean value of compensation ranges from a minimum value of 1.73 to a maximum value of 2.49 and, the weighted average is 2.14 that

indicates compensation is a better reward management strategy for employee satisfaction. Likewise, the mean value of recognition ranges from a minimum value of 2.21 to a maximum value of 2.51 and the weighted average is 2.31 which reveals recognition is better to reward management strategy for employee satisfaction. Additionally, the mean value of learning opportunities ranges from a minimum value of 1.79 to a maximum value of 2.42 and the weighted average is 2.20 which means learning opportunities are better reward management strategies for employee satisfaction.

Similarly, the mean value of career development opportunities ranges from a minimum value of 1.72 to a maximum value of 2.52 and the weighted average is 2.19 that exhibits career development opportunities are better reward management strategies for employee satisfaction. Moreover, the mean value of employee satisfaction ranges from a minimum value of 1.87 to a maximum value of 2.65 and the weighted average is 2.38 that indicates employees are satisfied.

### Correlation analysis

Table 1 Correlation Matrix

*This table presents Kendal's tau correlation coefficient between the dependent variable (employee satisfaction) with the independent variables (promotion, compensation, recognition, learning opportunities, career development opportunities). The correlation coefficients are based on 300 observations.*

Variables	Mean	SD	P	C	R	LO	CDO	ES
P	2.31	0.698	1					
C	2.14	0.671	0.501**	1				
R	2.31	0.587	0.512**	0.516**	1			
LO	2.20	0.599	0.556**	0.472**	0.521**	1		
CDO	2.19	0.698	0.497**	0.511**	0.502**	0.527**	1	
ES	2.38	0.662	0.531**	0.487**	0.587**	0.528**	0.538**	1

Notes: \*\*sign indicates that correlation is significant at 1 percent level.

\*sign indicates that correlation is significant at 5 percent levels.

The results reveal that all independent variables are positively correlated with employee satisfaction which means a higher level of promotion, higher would be the employee satisfaction; a higher level of compensation, higher would be employee satisfaction; more the employees are recognized for better performance, the higher would be employee satisfaction; increase in learning opportunities leads to increase in employee satisfaction; and more the employees are provided the career development opportunities, higher would be employee satisfaction.

### Regression analysis

Table 2 Regression Results



The table presents regression results based on the model:  $EP = \alpha + \beta_1 P + \beta_2 C + \beta_3 R + \beta_4 LO + \beta_5 CDO + \varepsilon$  where,  $P$  = Promotion,  $C$  = Compensation,  $R$  = Recognition,  $LO$  = Learning opportunities,  $CDO$  = Career development opportunities,  $\varepsilon$  = error term,  $\alpha$  = constant term  $\beta_1$ ,

Model	Interc ept	Regression coefficient					Adj. $R^2$	SEE	F- value
		P	C	R	LO	CDO			
1	0.897 (5.395) )**	0.843 (9.213) )**					0.762	0.47 6	83.34 6
	0.789 (4.298) )**		0.765 (0.8643) )**				0.654	0.52 2	92.78 4
2	0.565 (2.873) )*			0.865 (11.276) )**			0.708	0.48 7	123.6 39
	0.98 (4.517) )**				0.785 (8.234) )**		0.602	0.87 1	66.98 3
3	1.003 (5.915) )**					0.876 (9.498) )**	0.653	0.67 1	89.93 6
	0.539 (2.713) )*	0.564 (4.567) )**	0.614 (5.116) )**				0.543	0.52 1	67.12 9
4	0.245 1.136	0.218 (2.685) *	0.345 (2.781) *	0.521 (4.330) )**			0.632	0.54 3	55.23 4
	0.198 1.156	0.212 (2.211) *	0.332 (2.618) *	0.385 (4.132) )**	0.088 0.985		0.675	0.51 1	41.38 2
5	0.316 1.312		0.299 (2.343) *	0.563 (3.867) )**	0.084 0.936	0.412 (2.534) )*	0.765	0.46 2	42.28
	0.23 1.214	0.205 1.776	0.432 1.876	0.512 (3.597) )**	0.022 0.311	0.216 (0.199) )*	0.672	0.65 2	35.09 2
10									

$\beta_2, \beta_3, \beta_4, \beta_5$  are the beta coefficient of the explanatory variables.

Notes:

- Figures in parentheses are t-values.
- The asterisk signs (\*\*) and (\*) indicate that the results are significant at 1 percent and 5 percent level respectively.

Table 2 shows that the beta coefficients are positive and significant for promotion with employee satisfaction which indicates promotion has a positive impact on employee satisfaction and the result is similar to the result of Tessema and Soeters (2006). Similarly, the positive beta for compensation reveals that it has a positive impact on employee satisfaction and it is consistent with the findings of Kelly and Hoffman (1997). Likewise, a positive beta for recognition states that it has a positive impact on employee satisfaction and this finding is consistent with the finding of Andrew (2004). Furthermore, the beta coefficients for learning opportunities are positive with employee satisfaction that means learning opportunities have a positive impact on employee satisfaction and this result is same as the findings of Gilbert and Ivancevich (2000). Additionally, the beta coefficients for career development opportunities are positive with employee satisfaction which indicates CDO has a positive impact on employee satisfaction and it is similar to the findings of Appelbaum, Ayre, and Shapiro (2002).

## CONCLUSION

Employee satisfaction is an important factor to achieve strategic goals by increasing productivity and performance level of employees in every organization and reward management strategy is an important tool for influencing employee satisfaction.

It is observed that reward management is strongly related to employee satisfaction and it is a powerful motivational factor that leads to job satisfaction. It is found that promotion, compensation, recognition, learning opportunities, and career development opportunities have a positive impact on employee satisfaction in colleges of Kathmandu valley.

## IMPLICATIONS

The following are the implications of the study:

- i. The future researcher should extend the other appropriate approaches for satisfying the employee.
- ii. Large number of samples of employees should be taken so that the findings would be more authentic and reliable.
- iii. They are advised to include other stakeholders like faculties, students, employers and entrepreneurs' too.
- iv. More sophisticated statistical & mathematical models can be used to analyze and interpret data further.

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