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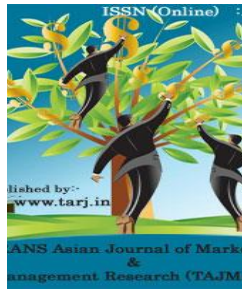


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NEW TRENDS IN HEALTH CARE SUPPLY CHAIN

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ABSTRACT

This paper focuses on the impacts of health care on operating costs, patient care and new trends in healthcare supply chain process, use of RFID technologies. How the application of RFID techniques can provide affordable healthcare solutions in developing countries was discussed.

KEYWORDS: Healthcare supply chain.

INTRODUCTION

In the present world no industry can survive without considering much about reducing expenditures. The same is true for health care industry, which is witnessing sharp rise in price in almost all its products and services. The alarmingly high pace of upward movement of cost is making the produce of the industry beyond the reach of the mass. Supply chain in this industry being a significant driver of cost is therefore grabbing all the attention from industry stakeholders. This paper also talks about the new strategy emerging in this sector and is contributing towards efficient SCM practices is RFID. The RFID helps attaining inventory visibility and accurate counts at every stage of the supply chain and also helps reducing shrinkage and shipping errors.

REVIEW LITERATURE

The following literature reviews showcases the current status of the healthcare sector relative to

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barriers and practices for implementation of SCM principles.

Heinbuch described an approach for meeting the challenge of healthcare cost reduction through hospital material management function. This highlights the value of taking a proactive reaction to meet the challenge of transferring technology across industry sectors.

Alverson discussed the importance of disciplined inventory management for hospitals, and suggested some consequences for the lack of inventory control, missed contract compliance, frequent stock-outs and costly emergency deliveries, workflow interruptions, expensive rework, and increased health system labor requirements.

Burns discussed aggregation of suppliers and their products through electronic catalogues, visibility of orders, materials, and efficiency in procurement.

Schneller and Smeltzer suggested to reduce purchasing costs through the supplier networks and creation of supplier partnerships. And also suggested that transaction, administration costs can be reduced through the use of ERP systems, which provide an autonomous information flow throughout an organization.

HEALTHCARE SUPPLY CHAIN PROCESS

1. In the hospital, when GSI bar coded materials are used in scanning by which auto update of the product will be done in the inventory system. As the GSI system allows secondary information to be appended to the GTINs, the hospital can easily determine the inventory in the hospital and also in each supply cabinet on every floor.
2. When a inventory threshold is reached on a particular item, the hospital's inventory system can automatically create an electronic order that is sent to the hospital's purchasing department to initiate a reorder.
3. Once the order is released from the hospital, it is sent electronically to distributors and manufacturers. Additionally appended to the electronic order- such as order fulfillment, location and pricing.
4. A quick scan of the bar coded products as they are picked, packed, shipped and delivered on their journey through the healthcare supply chain enables rapid and accurate processing of shipments.
5. When the shipment is delivered to the hospital, a quick scan of the GSI bar codes allows instant and automatic reconciliations of the order, complete with granular 'put-away' information the specific location inside the hospital walls where the item should be stored.



FIGURE 1: HEALTHCARE SUPPLY CHAIN PROCESS

THE IMPACT ON HEALTHCARE SUPPLY CHAIN COSTS

Inconsistent data standards for product, trading partner and customer locations translate into substantial inefficiencies in the healthcare supply chain, where manual data processing is typically required as orders and product shipments travel through as many as 17 different locations. Inefficiencies may start inside the hospital at the beginning of the demand cycle, where inventory management procedures require workers to collect information on paper that must then be entered into the computer a double touch of data that introduces ample opportunity for errors. Orders are compiled using product identifiers from the first distributor in the supply chain. As the order continues its journey, lack of standardized identifiers forces distributors and manufacturers in any particular 'order chain' to manually translate the

incoming product numeric identifiers to their own legacy identifiers. Time, cost and errors are added into the end-to-end order fulfillment process- from pricing discrepancies that delay payments, to the delivery of wrong products, or address errors that result in costly mis-shipments and late deliveries.

THE IMPACT ON PATIENT CARE

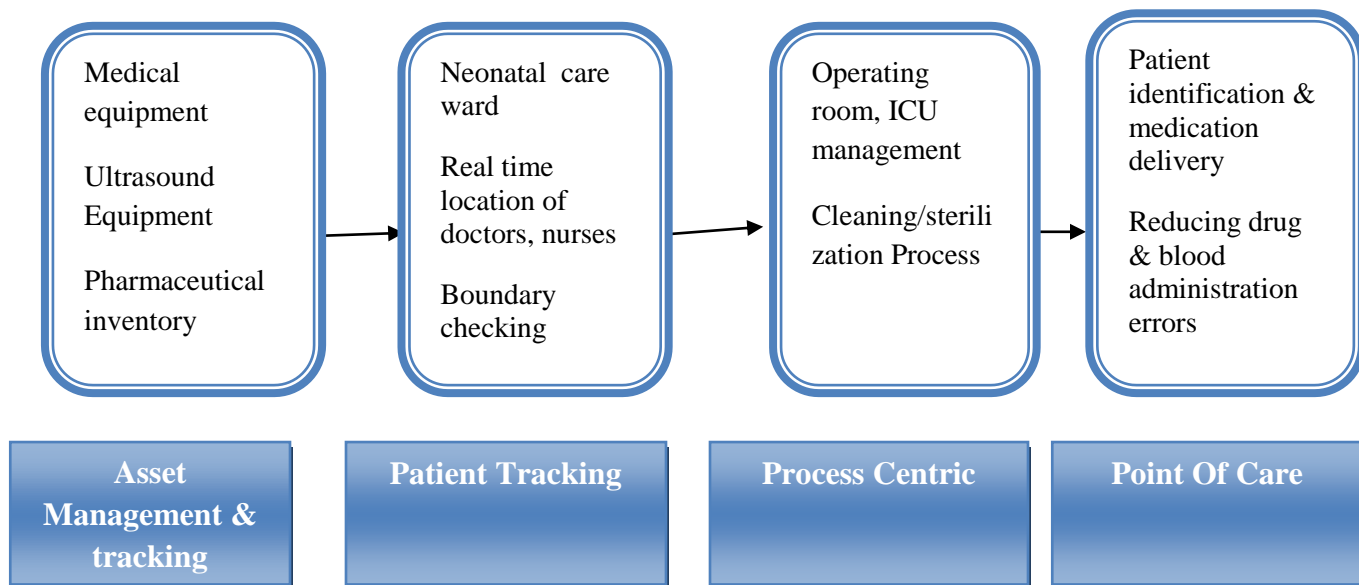
The paper based processes and the lack of data standards related to office operations are affecting the quality of patient care by making them stand in queues, identification of products that should be retrieved from the medical device for medication. The delay in process is directly related to the delay in transferring information between manufacture and the healthcare provider resulting in use of tainted medication which again creating health hazards.

RFID APPLICATIONS IN HEALTHCARE

Radio Frequency Identification (RFID) is a technology that connects objects to the Internet, by which products can be traced and companies can share data about them. In contrast to bar codes application, RFID tags are robust and do not require line-of-sight identification, so man power required can be reduced. The tags are programmable and contain information regarding destination, weight, and a time stamp which allow automation throughout the supply chain including warehouse space optimization and efficient goods tracking in order to bring down the cost.

The tracking of goods throughout the supply chain can improve customer service. The real-time information on delivery time supports Just-in-Time (JIT) manufacturing and retailing, enabling organizations to make strategic decisions. By using RFID, the following can be achieved:

- Tracking value of items/assets.
- We can reduce shipping and shrinkage errors in the supply chain inventory visibility, accuracy and efficiency at each stage.
- We can Improve production planning and recalls for effective scheduling and technology standards to drive down costs.

**FIGURE:2 RFID APPLICATIONS****CONCLUSIONS**

Due to increasing competition, government rules and regulations, increasing costs, demand for high quality of service etc hospitals are in higher pressure zone as they should maintain the collaboration between the locations. Healthcare organizations must strive for value addition across entire supply chain by monitoring supply chain performance. The specific benefits that RFID tags offer over bar codes present an entirely new way of working in the competitive business environment.

To summarize: the health care industry is highly interdependent and only one part can't attain efficiency leaving behind others. So the industry has to look forward to each and every minute development in the supply chain of related industries to reap the benefit of being alert and quick to adapt to.

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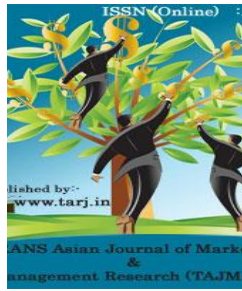
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SECURING DNS USING ECC

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ABSTRACT

The paper presents the concept of securing Domain Name System, DNS. Digital Signatures being very secure helps in providing good security to DNS. Software like BIND, OpenDNSSEC, Secure64 etc. involve signing of DNS using cryptographic algorithms (e.g., RSA, DSA etc.)[1]. Also, ECDSA is one way that provides same level of security, as provided by RSA for low power and portable devices[2]. So, proposing a new ECDSA implementation that can be used in securing DNS.

KEYWORDS: *DNS; Cryptography; ECC; ECDSA; ECDLP.*

I. INTRODUCTION

A. DOMAIN NAME SYSTEM

DNS, Domain Name System is a protocol that resolves hostnames to IP Addresses. Since, human can easily grasp hostnames but to learn IP Addresses in a large amount is a difficult task for human, which is therefore, is performed by DNS[3].



FIG. 1 BASIC DNS FUNCTIONALITY**B. ELLIPTIC CURVE CRYPTOGRAPHY**

1) Definition: Elliptic Curve Cryptography (ECC) is a kind of public key cryptography, based on the concept of elliptic curves. Elliptic curves are basically cubic equations of two variables, with coefficients. ECC uses only those elliptic curves, wherein the variables and coefficients are restricted to elements of a finite field[4].

In prime curves over F_p , the cubic equation has variables and coefficients in the set of integers from 0 to $p-1$, where p is prime number. Prime curves are good for software applications since it doesn't require any operations of bits[5].

Using the concept of Elliptic Curves over F_p as described in [5] to secure DNS.

2) Elliptic Curve Discrete Logarithm Problem (ECDLP): The ECDLP is the basis for the security[5].

Given a point $R = k \cdot P$, where R and P are known, then there is no way to find out what the value of ' k ' is. Since, there is no point subtraction or point division, to resolve $k = R/P$.

Also, computing k requires roughly $2^{n/2}$ operations. If the key size is 192 bits, then 2^{96} operations are to be done which would take millions of years.

This thing where the multiplicand can't be found even when the original and destination points are known is the whole basis of the security behind the ECDSA algorithm, and the principle is called a trap door function or ECDLP.

II. DNS SECURITY**A. NEED OF SECURITY**

Since DNS is an open source system, there can be fakers who can change the information served by the DNS to the clients. This attack is known as DNS Spoofing. The Scenario is as follows: when the client sends a request to the DNS server to know the IP Address, it sends its ID with the Query. By identifying that ID, an Attacker can send malicious data to the client or redirect the client to an unwanted site[4].

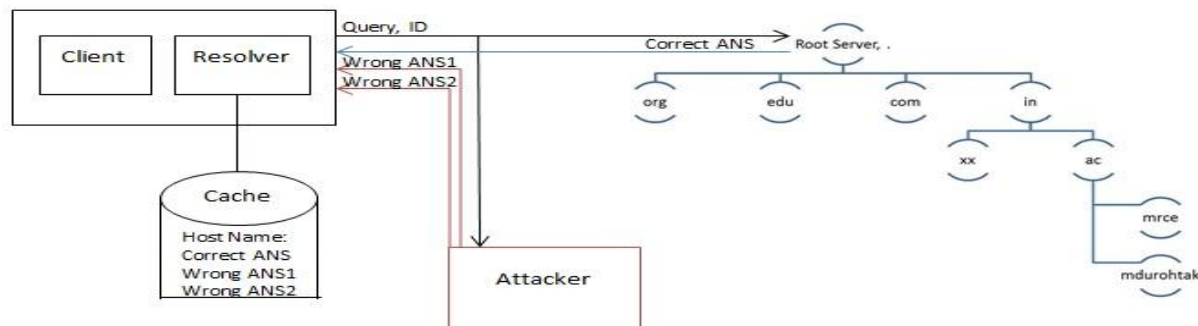


FIG. 2 SCENARIO OF DNS SPOOFING

The Idea behind it is that every node in Domain Name Space has a Public Key and each message from DNS Servers is signed using Private Key. Since DNS is Public, Authenticated DNS root Public Keys are known to all, which are used to generate Certificates/Signatures to combine the identity information of Top Level Domain. So, in Domain Name Space each parent signs the Public Keys of all its Children in the DNS tree[6].

B. SECURING DNS WITH ECC

Securing DNS means providing- Data Authentication (Origin is authentic) and Data Integrity (Information is not modified). Confidentiality is not required since DNS is public.

The public key algorithms used for authentication in DNSSEC are MD5/RSA (Rivest Shamir Adelman Algorithm) and DSA (Digital Signature Algorithm). The digital signatures generated with public key algorithms have the advantage that anyone having the public key can verify them. Also, ECDSA is growing in industry[5] for security purpose.

With the technology growing faster everyone accesses internet through mobile phones whether it is used to check E-Mails or visiting any secure sites, ECC (Elliptic Curve Cryptography) can be implemented. ECC provides same level of Security as RSA with benefits of small key sizes, faster computation, and memory and energy savings[7].

- 1. SMALL KEY SIZE AND FASTER COMPUTATION:** The security level of 160-bit ECC and 1024-bit RSA is same[8]. RSA operations are based on modular exponentiations of large integers and security is based on factoring these large integers. On the other hand, ECC operations are based on groups of points over elliptic curves and security is based on discrete logarithm problem (ECDLP). This allows ECC to have the same level of security with smaller key sizes and higher computational efficiency.
- 2. MEMORY AND ENERGY SAVINGS:** ECC requires less power for its functioning so it is more suitable for low power applications such as handheld and mobile devices[8]. On small processors, multiple-precision multiplication of large integers (done in RSA) not only involves arithmetic operations, but also a significant amount of data transport to and from

memory due to limited registers space. While in ECC, the scalar multiplications involve additions with no intermediate results to be stored, thereby requiring less use of registers. So, ECC provides less memory space and also energy required to perform additions is much less than performing multiplications, done in RSA.

TABLE 1 RSA VS. ECDSA

Parameters	RSA	ECDSA
Key Size (same security)	1024 bit length Bigger	192 bit length Smaller
Signature Generation	Slow	Fast
Signature Verification	Fast	Slow
Encryption	Fast	Slow
Decryption	Slow	Fast
Key Exchange	Slow	Slow

III. ECDSA IMPLEMENTATION OVERVIEW

The key parameters are the same as recommended by NIST but there is a change in signing and verifying process.

A. KEY PARAMETERS

For the ECDSA implementation, there are some predefined parameters used, as follows:

1. Select a prime number (p) of large size.
2. Choose constants (a and b) such that $(4a^3 + 27b^2)$ modulo p is not equal to 0.
3. Generate elliptic curve points $E_p(a, b)$, where $E_p(a, b)$ is a generalized term for elliptic curve points (x, y).
4. Choose generator point (G) of order n, where order is number of points in the elliptic curve.
5. Select d such that $1 < d < n-1$. This is used as private key.

These parameters are recommended by NIST for federal government use and includes elliptic curves of various bit lengths (e.g., 192, 224, 256, 384, 521 etc.)[9].

6. Generate public key Q such that $Q = d.G$, where ‘.’ Is point multiplication for ECDSA and is represented as $G+G+G+....d$ times which can be calculated using elliptic curve arithmetic.

B. SIGNATURE GENERATION

1. Select a random number k to be used only once, that is, for every new signature generation of a message, a new k is selected, such that $1 < k < n-1$.

2. Generate (r, s) component of signature such that

$$a. k.G = (x, y)$$

$$r = x \text{ modulo } n$$

if $r = 0$ then repeat 2 again

- b. Calculate hash of message (M) whose signature is to be generated, i.e., $e = h(M)$.

$$c. s = d(r*k - e)^{-1} \text{ modulo } n // \text{ changed}$$

C. SIGNATURE VERIFICATION

1. Calculate $u1 = e*r^{-1} \text{ modulo } n // \text{ changed}$
2. Calculate $u2 = (r*s)^{-1} \text{ modulo } n // \text{ changed}$
3. Calculate $T = u1.G + u2.Q = (x1, y1)$, where ‘.’ is point multiplication and ‘+’ is point addition and can be calculated using elliptic curve arithmetic.
4. Calculate $v = x1 \text{ modulo } n$
5. If $v = r$, signature is valid.

The above proposed algorithm is a variant of the algorithms as described in [10], providing less complexity in signing.

There is software that provides security to DNS, such as:

1. OpenDNSSEC is a DNS zone signer[11].
2. Secure64 is a complete DNS and DNSSEC appliance for security purpose and is automatic[12].

3. BIND is for zone signing[13].

The ECDSA algorithm can also be implemented in software to provide a security system for DNS with relatively small key sizes.

D. COMPARISON OF ALGORITHMS

The complexity comparison of four ECDSAs is shown in table 2[10]. The four ECDSA are:-

1. Original ECDSA
2. ECDSA by Hu Junru[10] (I.E. 1)
3. ECDSA by Hu Junru[10] (I.E. 2)
4. ECDSA proposed implementation

TABLE 2 ALGORITHM COMPLEXITY COMPARISON

Algorithm		Point Doubling $O(n^2 \log n)$	Point multiplication $O(n^2)$	Inverse $O(n^2)$	Total
ECDSA	Sign	1	2	1	$(\log n + 11)n^2$
	Verify	2	2	1	$(2\log n + 11)n^2$
I.E. 1	Sign	1	2	1	$(2\log n + 3)n^2$
	Verify	2	2	1	$(2\log n + 11)n^2$
I.E. 2	Sign	1	2	1	$(\log n + 11)n^2$
	Verify	2	2	0	$(2\log n + 2)n^2$
ECDSA proposed implementation	Sign	1	1	1	$(\log n + 2)n^2$
	Verify	2	2	2	$(2\log n + 4)n^2$

IV. CONCLUSION

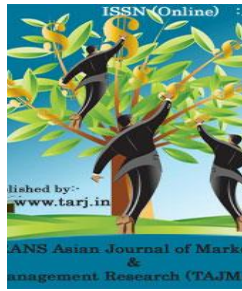
There are various security measures adopted in DNS using public key cryptography, which includes RSA and DSA. With the technology growing day by day, there is a need of same level of security with smaller key sizes. Now, everyone uses mobile to retrieve data from internet and mobile being small and portable device needs security with less power consumption. This can be done with the help of ECC by implementing ECDSA in DNS.

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**E-TAILING IN INDIA – TRENDS, CHALLENGES AND OPPORTUNITIES****Dr. Badiuddin Ahmed*; Mrs. Syeda Ikrama****

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ABSTRACT

Internet has changed the way we work, study, and live, in the retailing sector too it has changed the whole kaleidoscope. The two major concepts continuously evolving and making an impact in every day customer life are: E-commerce and E-tailing. The retailing sector has become an exciting sector both for the consumers as well as the producers.

Though the E-tailing market is just a small portion of the total retail market of India, there are business opportunities which are driven by various factors like increasing smart phones usage, internet penetration, Cash-on-delivery payment option, growing role of working women, demographical changes, venture capital funding and others.

Marketing has become one of the core strategic areas where the E-tailing enterprise's success can be leveraged. Thus marketing will play like a juggernaut in deciding the biggest E-tailer in the sub-continent of growing internet and mobile user base.

KEYWORDS: *E-tailing, Retailing, online retail India, trends, challenges, opportunities.*

INTRODUCTION

Internet has not only reformed the way we communicate, it has transformed the whole business environment. It changed the way we shop where in retailing it has changed the whole kaleidoscope. According to a report by IBEF the retail industry is growing at a tremendous pace where, the compounded annual growth rate (CAGR) is increasing by 13 per cent every year to reach US\$ 950 billion by the year 2018¹. Relaxing the foreign direct investment (FDI) norms by the government of India has also attracted many foreign investors into the booming Indian retail sector. Increased internet usage among the Indian customers mostly from second and third tier cities has christened the concept of E-tailing in India.

The factors that has enabled E-tailing in India are many like the decreasing communication costs, the changing demographic factors, increasing household incomes, increasing usage of debit and credit card transactions, dynamic marketing strategies, consumer enthusiasm to buy online, etc... Marketing has become one of the core strategic areas where the enterprise's success has been leveraged.

The competitive environment has been redefined with huge investment going into the subhead of marketing expenses. From content marketing to social marketing, the pool of marketing strategies used by retailers to get the online customers to their online stores is getting wider day by day. The challenge lies in sustaining the E-tailing concept. They have to be well-grounded as their business stands on the core values of business – honesty, integrity, selflessness and reliability. To accomplish such a challenge is itself a conjuring journey.

LITERATURE REVIEW

With the advent of internet and various technological advancements, there has been a myriad effect on the business and marketing activities. The two major concepts continuously evolving and making an impact in every day's customer life are: E-commerce and E-tailing. E-commerce is a broader concept which refers to commerce conducted through internet. E-tailing is nothing but internet retailing or electronic retailing. E-tailing is a significant part of E-commerce. E-tailing revolves only around the sale of product merchandise. CRISIL Research's (India's largest independent and integrated research house) definition for E-tailing includes standalone online retailers and marketplaces, but excludes segments such as online ticketing and online deals, which do not compete directly with traditional brick-and-mortar retailers².

There were conceptual evaluations as to how the concept of E-tailing has developed. According to Meeker (1997) the new shopping paradigm the retailers have to face is that as premium customers begin to accept the e-tail alternative in larger numbers. Bharat Rao (1999) said that E-commerce offers increased market activity for retailers in the form of growing market access and information and decreased operating and procurement costs. The consumers can gain better prices due to the competition and also can enrich their knowledge on goods and services.

Zhang and von Dran (2000) have found that certain aesthetic elements of a web-site are considered as purchase motivators, while other aesthetic elements serve as hygienic factors (i.e., necessities) in purchase decisions from e-retailers. The colour and background images of webpage are also found to affect consumer choice. Ratchford (2001) have told that through Internet, consumers can gather information about merchandise and they compare a product across suppliers at a low cost.

Wang (2002) has provided a broad definition of e-tailing by defining it as the selling of goods and services to the consumer market via the internet. Doolin (2004) has specifically pointed out that e-tailing is the sale of products and services to individual customers. According to him, the definition of e-tailing encompasses the sales of products or services online. Rabinovich (2004) and Cao and Zhao (2004) have identified the challenges of e-tailing industry. This challenge begins with the response time of the web-server; moves to the amount of time the customer must wait until the order ships, and also includes the time the shipping process takes. According to Turban (2006), e-tailing is defined as retailing conducted online, over the internet.

RESEARCH OBJECTIVES

The research study is conducted to explore the trends, challenges and opportunities in marketing E-tailing in India. The objectives of the study are not limited to but encompass the following:

- To study the trends of E-tailing in India and understanding how marketing helps the E-tailing segment.
- To discover the marketing opportunities that could propel the E-tailing phenomenon in India.
- To apprehend the challenges that E-tailers are facing in their marketing efforts to achieve the organizational objectives.

This research paper is entirely based on secondary data. The secondary methods of data collection includes websites, journals (both online and offline), research articles, reference books, and other sources from internet.

TRENDS OF E-TAILING IN INDIA

The retailing sector has become an exciting sector both for the consumers as well as the traders. During the year 2012, with the Indian Government's dynamic decision to allow 100 per cent FDI investment in single branded stores and 51 percent in multi-brand stores, the retail sector in India got an impulse.

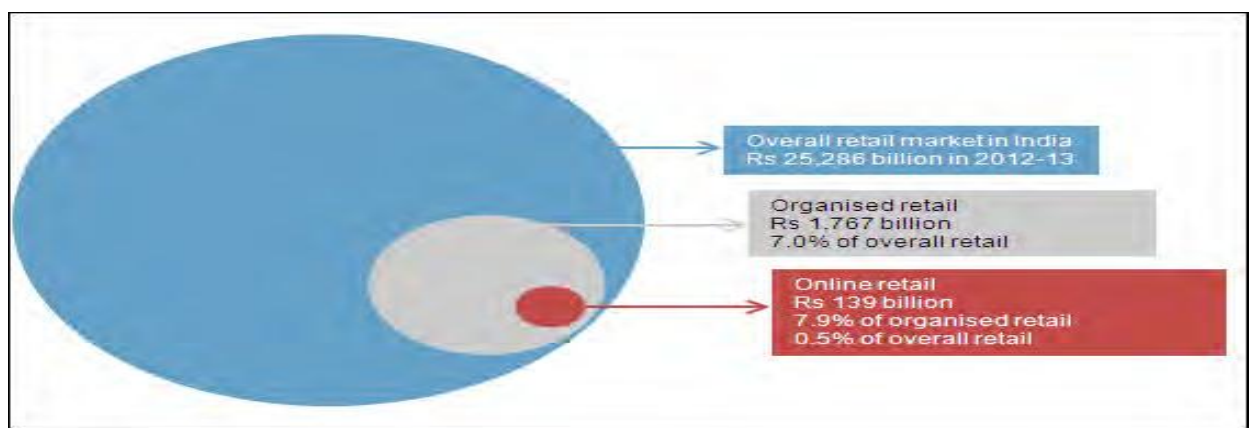
A recent report by Tata BSS Ltd on "India Retail Trends 2014" discusses some key statistics and key enablers that have made the Indian customer spoilt for choice. The key highlights of the report are:

- The forecasted growth of the India retail market which accounts for 1 billion plus population is 13-16% with the contribution being USD700bn to USD750bn.
- More than 30 % of online consumers prefer online payments or cash on delivery as their payment methods.
- A surge will be seen in the annual household incomes also where in 2005 it was estimated at USD2632 and expected to increase to USD3823 by the year 2015 and finally to USD6790 by 2025.
- Increasing credit (CC) and debit card (DC) penetration with higher value limits for spending. The values being 18mn (CC), 228mn(DC) in 2011 to 73m(CC), 350m(DC) in 2015.
- Internet user base is expected to increase from 5.5mn in 2000 to 300mn in 2015.

A report titled "Indian Online Retail (E-Tailing) Market: Trends & Opportunities (2014-2019)"³ published by Market Reports online has described the online retail market with huge potential for growth. Though the E-tailing market is just a small portion of the total retail market of India, there are business opportunities which are driven by various factors like increasing smart phones usage, internet penetration, Cash-on-delivery payment option, growing role of working women, demographical changes, venture capital funding and others.

E-tailing firms like Flipkart, Snapdeal, Amazon, etc adopted business models based on the industry's requirements paving an innovative approach towards stream-lining the E-tailing sector in India. The Indian retail industry is divided into two segments - organized and unorganized. During the year 20012-13 it was observed that the organized retail accounts to only 7 % of the total retail industry. In the organized retail segment the online retail segment only sums up to 7.9% and 0.5 % of the total retail industry.⁴ There is a lot of potential to be tapped. The following graph would validate the discussion.

FIGURE 1 – COMPARATIVE PICTURE (2012-13)



Source: www.crisil.com

According to another report⁵ recently conducted in the year 2014, the technology and consulting giant Google Inc. and Forrester consulting, the following research insights were revealed.

- By the year 2016, 100 million customers of India would go online with an estimated E-commerce market to increase to USD 15 billion.
- Among the 100 million online shoppers, about 40 million are expected to be women and in some cities they have outnumbered men by two times.
- The research was conducted across 6,859 respondents who did online shopping across categories like apparel, beauty and skincare, home furnishing, baby products and jewelry.
- The major reasons for respondents to shop online were convenience and discounts.
- By December 2014 the online user base of India would overtake the US online user base.

Adding to that Managing Director of Google India briefed in the report that, “The online shopper base will grow 3X by 2016 and over 50 million new buyers will come from tier I and II cities. The confidence to shop online is on the rise as 71 per cent non-buyers (respondents) from tier I and II cities said they plan to shop online in the next 12 months.”

MARKETING THE E-TAIL SEGMENT

Internet has not only changed the E-commerce segment but it has also changed the marketing strategies. Marketing as defined by Investopedia.com, “The activities of a company associated with buying and selling a product or service. It includes advertising, selling and delivering products to people. People who work in marketing departments of companies try to get the attention of target audiences by using slogans, packaging design, celebrity endorsements and general media exposure. The four 'Ps' of marketing are product, place, price and promotion.”⁶

But here marketing in the E-tailing segment is a bit different where the marketer has to capture the customers through only one medium and preferably the online medium. The most important P of marketing here Place refers to online platform.

In a book titled “Marketing Your Retail Store in the Internet Age” by Bob and Susen Negenthe authors have described marketing to be a more focused and systematic approach where following only the following four steps would lead to higher sales turnover and satisfying customers.

STEP ONE: How to Get New Customers without Going Broke – To avail a steady stream of customers, the authors has discussed 12 marketing tactics to get their marketing right with half tactics being low-tech and the other half low-tech.

STEP TWO: Turn a First-Time Buyer into a Regular Customer – This step revolves around 5 tactics to insure your first time customer into a long-term customer.

STEP THREE: Get Your Customers to Shop More Often – Building customer relationship as your competitive advantage using four low-tech and four high-tech tactics.

STEP FOUR: Keep Your Customers for Life – Three terrific tactics are shown in this step to make your customer buy from you until he/she dies or moves away.

In the Indian online retail market the E-tailing giants like Flipkart, Snapdeal, Amazon, etc, has been enhancing their business models. That's the reason how Flipkart could generate USD160 million in its latest round of funding from venture capital investors and enthusiasts. Finally according to some analysts a couple of marketing strategies that could enable an online retailer to convert the website visitors to lifelong customers are listed below:

- a) Affiliate Marketing
- b) News-letter and E-Mail Marketing
- c) Merchandising And Designing
- d) Online Marketplaces targeting
- e) Search Engine Marketing
- f) Search Engine Optimization
- g) Social-network marketing
- h) Video Advertising through Youtube
- i) Knowledge sharing through blogging and article writing

OPPORTUNITIES TO EXPLORE

It has been found in a recent study by Technopak that “the key reason for this disruptive growth lies in the fact that the market-enabling conditions and ecosystem creation for e-tailing will outpace the same for corporatized brick & mortar retail.” And also it adds that “In India, e-tailing has the potential to grow more than hundredfold in the next 9 years to reach a value of USD 76 billion by 2021. The country's growing Internet-habituated consumer base, which will comprise ~180 million broadband users by 2020, along with a burgeoning class of mobile Internet users, will drive the e-tailing story”⁷ which shows the tremendous potential in this market.

The E-tailing segment on the whole has a tremendous set of opportunities to be explored in the Indian context mostly in the operations and marketing domains. In marketing framework, the E-

tailers biggest trial is that the customer is only available online and as such the visitor to its website has to be converted into a loyal customer. According to an industry insider it has been found that more than USD200 million has been spent on advertising like print, television and digital by top e-commerce websites in India.

- **THE GROWING RURBAN CONSUMERS**

As discussed in various insights put in by various reports the Tier-II cities of India constitute the Rurban community who has both the urban and rural population. The marketing instinct lies here, to tap the customers among rurban consumers who are brand conscious but their cities lack physical stores. The marketing predisposition is to fuel the innate desire of the E-tail website visitors to ultimately become a loyal customer.

- **PRO-TECH CONSUMER AWARENESS PROGRAMS**

Various consumer awareness programs can be strategized by marketers to influence the mass media, policy framers, and customers to instill trust, transparency and confidence among the customers. The myth about privacy and security can also be distance off from the mindset of customers. To emphasize on this myth clear and truthful statistics can be placed before the customer to reach them appropriate time and place.

- **INCREASING CONVERSION OF LIKE HITTERS INTO CUSTOMERS**

All through the shopping experiences a normal shopper share the prior ones is that it's a time-consuming and fussy process, thus there is a likeliness that they may move to online shopping. According to Frost & Sullivan Study on Impact of Social Media on Online Shopping Behavior in India, over 60 percent of net users in urban India spend over four hours per day and surf the internet mainly for entertainment, networking, business, education, and shopping. More than 130 million people in the country are linked to the internet through fixed and mobile broadband, while over 80 million are on Facebook and 20 million on LinkedIn in India.⁸ And through proper internet penetration and smart phones accessibility, marketers can target them on these platforms and frame a well-grounded marketing strategy that is fully protected from the problems carried off by this segment.

- **IMPULSE PURCHASING BEHAVIOR**

According to a recent study in the US it was found that more than 78% of shoppers buy 3-6 products just impulse that is they are not on the shopping list of the customers. Apart from the essentials which customers buy the marketing strategy for the E-tailers is to create an impulse purchasing behavior among the customers which has a strong marketing potential. Impulse buying could put extra sales to the E-tailers sales revenues besides the usual essentials list provided that impulse is created through proper website content and advertising gimmicks. The marketer has to properly use the time spent by each customer on the E-tailer's website to let him/her add a few more products thereof.

- **CUSTOMER CENTRIC MARKETING**

The marketer has to move away from the traditional product-centric marketing to customer centric marketing. The focus has to be on the customer's choice and preferences rather than promoting your own product. Though marketing phenomenon's main focus till date is customer, the cliché has to be revisited. The marketer should see to it that the E-tailer is there with the customer through the entire of purchasing the product online. The trick lies in making the customer's purchase an enjoyable experience where he would share it through word-of-mouth, ratings and reviews.

- **OMNICHANNEL MARKETING**

Omnichannel marketing is to use digital media to market, thus E-tailers should use this medium constructively to reinforce the confidence in customers by refining the E-tailer's digital brand presence; developing optimizing search engine strategies; multi-faceted digital campaigns to retarget your existing customers; personalizing ad-campaigns; using the mobile web to target customers.

CHALLENGES AHEAD

However, with immense growth opportunities comes the responsibility to sustain in a competitive environment of the E-tailing sector. No doubt, the challenges include increased internet penetration to not only Tier-I and Tier-II cities but also to the rural areas; clarity in policies at macro level; logistics and infrastructure bottlenecks; lack of qualified and skilled manpower; forecasting demand patterns, etc.

Following are a few challenges summed up by the author that lie ahead for an E-tailer to market them profoundly in the Indian business environment.

- **BRAND CREATION AND MANAGEMENT**

Accessing all the brands is always a logistic problem even for the customer and also for the retailer, so the E-tailers have to create a brand management strategy which would increase the attention span of the customer through personalized marketing, effective online brand positioning, customer experience management, brand management and brand experience.

- **ADVERTISING THROUGH SOCIAL MEDIA**

Increased internet penetration rate in India has resulted in booming social networking sites where the account holders are interested to shop online. The various social media networks like Facebook, Twitter, linkedin, etc are the online platforms for the marketers to grab the customers. They are the strata of the society who are ready to purchase products online if properly influenced by advertisement gimmicks.

- **CUSTOMER EXPERIENCE MANAGEMENT**

Customer experience management is a process where the marketer has to see that the customer is experiencing a delightful journey shopping from your website. It is the key differentiator where from the time the customer visits your website to the time the customer becomes a loyal one, the website and the interactions would add value to the marketing campaign. Novel customer engagement strategies can also be chalked out through emails, newsletters, campaigns, contests, etc which can be seen readily acceptable by the youth. The customer has to be empowered with a right decision making process by boosting their morale in the purchasing decision. The method may require for the marketer to penetrate into the flavor of the region and tradition.

- **M-MARKETING**

According to the study conducted by Technopak, M-marketing will be a key challenge to marketers as it was found that the smart phone mobile users are continuously increasing in the urban population of India. The number of smart phone users in India which stood at 45million in 2012 will accentuate to 450 million in 2020, so there is a true potential in it. The marketers trick here is to create campaigns and marketing ads using user friendly mobile applications of the E-tailers to tap the customers.

- **MANAGING AFFILIATE MARKETING**

Another important method is affiliate marketing efforts where the task lies in creating leads into customers using online blogspots, websites, etc by creating banners, buttons, news feeds on them. Managing them is a tricky decision process where sometime the affiliate marketing program is outsourced to a third party and sometimes it is managed by the marketers themselves.

- **COMPETING WITH INTERNATIONAL PLAYERS**

Various research studies are conducted to display the potential which is lying in the E-tailing sector of India, thus attracting the international players like Amazon, ebay, etc. For the Indian players to compete with them they have to be equally equipped with latest developments in research, industry and technology. The international players bring in world-class business applications and techniques to which the Indian counterparts have to be prepared.

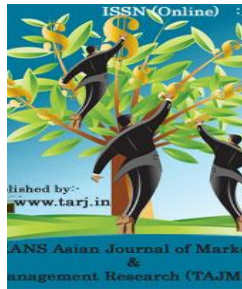
CONCLUSIONS

E-tailing is nothing but a convergence of good technology, logistics and efficient marketing both for the sellers and buyers in the market. It is not just a passing fad as discussed by some analysts but it has created a gigantic wave around all the aspects of business, from marketing, logistics, to customer service management.

Marketing not just entails its traditional format of product centric marketing, but it has to access towards creating a customer centric campaigns that would mollify the critics of this E-tail boom. Thus marketing will play like a juggernaut in deciding the biggest E-tailer in the sub-continent of growing internet and mobile user base.

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**CORPORATE SOCIAL RESPONSIBILITY AND CONSUMER BEHAVIOR****Vandanamunjal***

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ABSTRACT

This piece of research paper is a conceptual study basically to provide consumer with a deeper insight into the much hyped concept of corporate social responsibility and how consumers react and behave with respect to socially responsible products. This article provide a review of all the studies that have taken place in this area and come out with conclusions that how being socially responsible is everyone's business being a part of the society; be it consumer, employees or employers. This paper ends with few suggestions for marketers as to how the gap between consumer beliefs and actual behavior can be narrowed down.

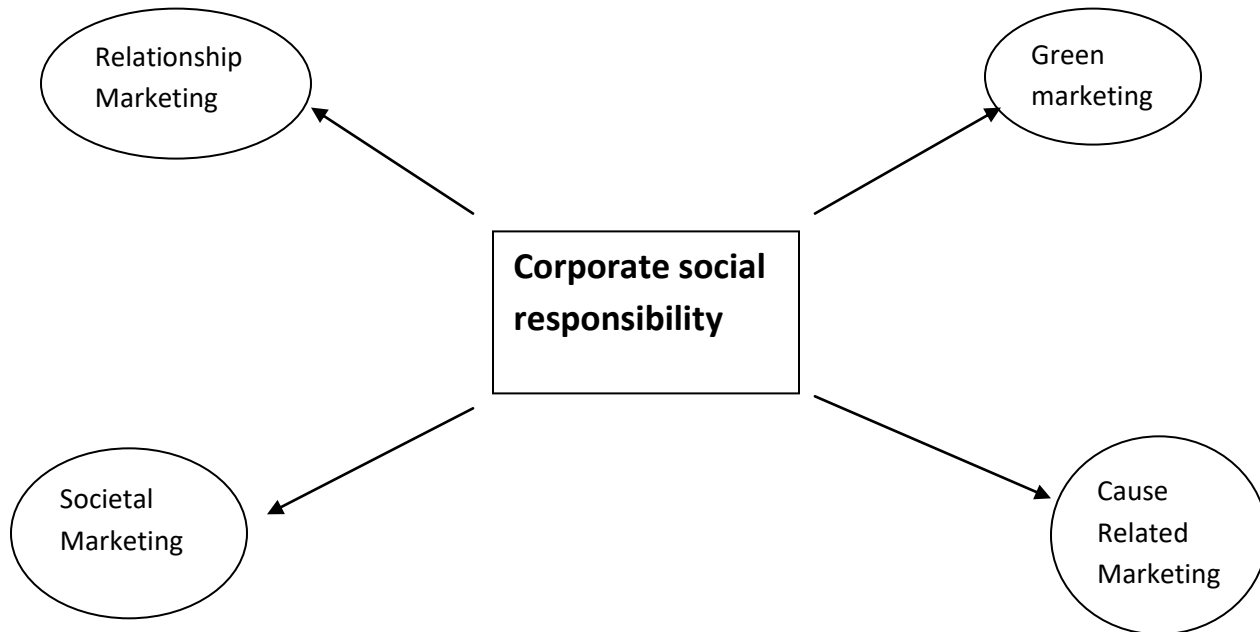
KEYWORDS: *Corporate social responsibility, Green purchase behavior, Consumer buying behavior, Ethical consumerism.*

INTRODUCTION

With the advent of technology, opening up of national boundaries, increasing multinational fever-Environment and natural resources of developing countries have received a setback. So the concerns about protection of environment, natural resources have come into limelight. Development with sustainability has become the agenda of all countries. The main responsibility of which has been put on businesses in the name of corporate social responsibility. Corporate social responsibility can be defined as the extent to which business meet the economic, legal, ethical and discretionary responsibilities imposed on them by their stakeholders. The term has gained attention due to various scandals all over the world (world.com, Enron, Satyam) causing a huge loss to society at large. Government has undertaken the responsibility of improving the performance of the corporate by making it a legal compliance (companies act, 2013 in India) rather than a voluntary act. With these changes businesses are wondering how to balance their financial performances and social performance as trade-off exists between the two. As a solution

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to this problem corporate social responsibility is being performed through various disciplines like HR, Accounting, and Marketing etc. It is not being seen as an act of charity rather a source of competitive advantage by businesses. In the present study we will concentrate on marketing as a part of corporate social responsibility.



When we look at the consumer side, we see consumers are becoming more and more aware about environment and they have positive attitude for the companies' active in CSR activities. The transition is mainly a shift from traditional marketing concept of consumer sovereignty to a shared responsibility between corporate and consumers for sustainable development. Consumer attitudes, beliefs and perceptions are changing with more and more awareness and they are engaging themselves in what we call as responsible behavior. In this paper we will study consumer behaviors with respect to companies fulfilling their corporate social responsibility.

OBJECTIVES OF THE STUDY

- To study the consumer attitude towards green corporate social responsible initiatives by company.
- To study the gap between consumer purchase intention and actual purchase behavior and responsible factors with regard to same.
- To study the potential role of responsible behavior on part of corporate and consumers in sustainable development.

CORPORATE SOCIAL RESPONSIBILITY

Corporate social responsibility refers to all the activities of companies either done intentionally or lawfully but with a purpose to support society at large by addressing various ethical and environmental issues. Over a period of time concept of CSR has been defined by various authors.

The conceptualization of CSR began in 1953, when Bowen (father of corporate social responsibility) conceptualized CSR as social obligation – i.e. the obligation ‘to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society’ (Bowen in Maignan & Ferrell 2004, p. 4). After that concept was defined and redefined by many authors over a period of time.

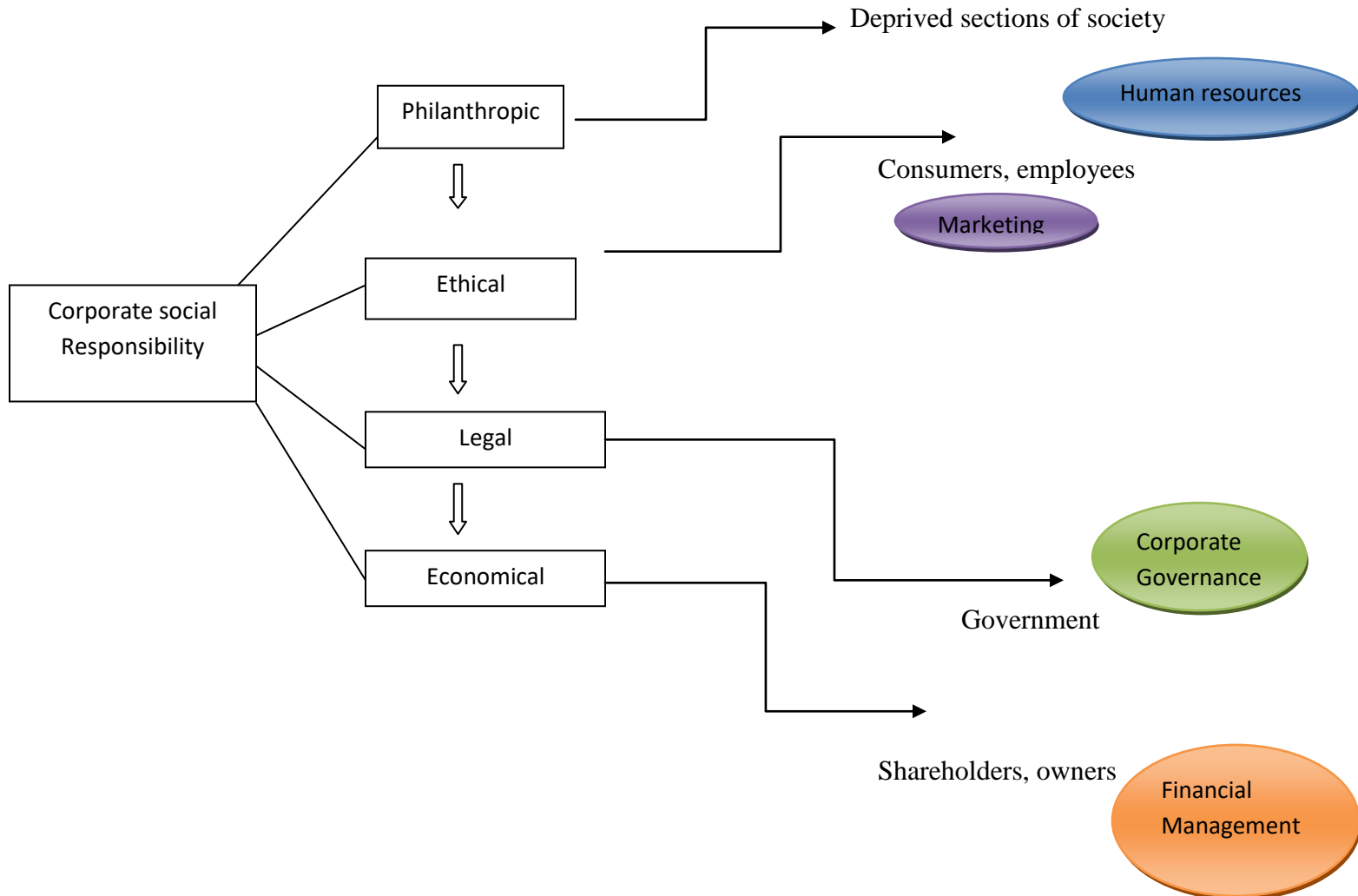
The literature of the 1960s was dominated by some of the most prominent writers during that time like Keith Davis, Joseph W McGuire, William C Frederick and Clarence C Walton. All of them stated that area of company’s obligation is not restricted to economic and legal compliance but also to certain responsibilities towards society as a whole. Like Keith Davis argued that social responsibility referred to ‘businessmen’s decisions and actions taken for reasons at least partially beyond the firm’s direct economic or technical interest’ (Davis 1960, p. 70).

1970s was the decade of oppositions to earlier views on social responsibility as part of business. Some of the famous theorists such as Milton Friedman said that business of the business is to do business only. The only responsibility of business which can also be called as “social responsibility” is utilization of resources in most effective and efficient manner with a purpose to earn profits and anything which is ethical; is to fulfill this responsibility without resorting to deception and fraud. Levitt supporting this view expressed his fear that attention to social responsibilities would detract business from the profit motive that was so essential for its success.

Decade of 1970s resulted in important realization that profit is essential for long term success of business. It is necessary for its survival. Therefore 1980s was identified as period of research in CSR, because lots of researchers at that time tried to analyze the relationship between CSR initiatives and profitability.

In 1990s A. Carroll, defined CSR in terms of pyramid of activities. He referred to CSR as public expectations for a particular organization in four different areas: economic, legal, ethical, philanthropic. CSR model initially seemed to them like a pyramid, the base of which is economic responsibility. Economic responsibility for Carroll is a basic duty of the organization to carry out its functions in the market for the provision of services / products to society and profit. Legal responsibility is the need for the organization to exist in law and the legal field. Ethical responsibility implies the need to correlate the actions of firms with moral norms specific to a particular cultural environment. Philanthropic responsibility, as per Carol is the highest point of the pyramid and the need to participate in social programs.

With all these definitions and concepts we can summarize our understanding of CSR through this model:



Above model shows that corporate social responsibility arises at four levels. First is economic responsibility towards shareholders which is dealt in financial management; vested in concepts such as wealth maximization etc. At second level corporates are accountable to government and legal authorities for their actions. It is to be noted that laws are moral codes of conduct for a business, violation of which is punishable. It is dealt under corporate governance. At the third level, it is ethical responsibility of business which is towards employees and consumers. Disciplines which dealt with them in organization are marketing and human resources. In marketing, marketing ethics, green products, cause related marketing are very popular. In human resources we generally talk about labor rights, women empowerment, equal opportunities to all, suitable working conditions as part of corporate social responsibility. At the very last we have broadest scope of responsibility which is done irrespective of want of any return, called

philanthropy. At this level corporate social responsibility is directed towards all those portions of society which are deprived and victims of one or more uncontrollable issues. There is no business case for such kind of responsibility. Thus above model help in understanding the concept of CSR thoroughly and its linkage to various other disciplines.

We now move on to our next section to explain consumer behavior with respect to CSR activities of the company.

CONSUMER BUYING BEHAVIOR

Consumer buying behavior is a stimulus response model. It is a process which starts with consumer coming in contact with a stimulus which may be internal (need, desire, state of deprivation etc.) or external stimuli (advertisement, family and friends). On coming into contact with these stimuli's, consumer starts to prepare a response through a psychological process where he organizes his personal beliefs, memories and associations with the products and on the basis of which he formulate an attitude with respect to product which further leads to purchase intentions and hence final behavior which may be either positive (results in buying the product) or which may be either negative (results in avoiding the product). Between the intentions and final behavior there are various situational factors that consumer has to take into account and they are the deciding points whether the consumer will buy the product or not? This whole process comes into play when we analyze the effects of company's CSR initiatives on consumer behavior. But how??? This we will see in our next sections by linking various studies that have taken place in this area.

LITERATURE REVIEW

(Lombardo, 2011) in his research paper shed some light on the concept of corporate social responsibility and analyzed the gap that exists between consumer perceptions towards corporate social responsibility and their actual behavior towards the products of those companies. They tried to resolve a paradox which exists in consumer buying behavior. With concepts like consumer sovereignty, consumer has emerged as the king of the market whereas marketers by satisfying those needs are in race of increasing their profitability. All this process generates externalities which are usually negative for example when consumer demand for laptops increased there was lots of E-waste in the form of computers at the disposal of companies. Market mechanism generally fails to account for such externalities and hence role of government becomes important. But the concept which has been raised in this paper is that rules of game should be similar for everyone i.e. everyone should be accountable for the results of their own actions and should make an effort to compensate the society for the same. Thus not only corporate social responsibility but also consumer social responsibility should also be talked about equally. But consumers are not aware of their roles. According to Simon (1972) consumers generally tend to sacrifice behaviors that are most effective (buying ethically) in favor of less challenging behavior such as switching off lights. This kills the incentives on part of corporates to develop socially responsible products. For example: Pepsi has shifted its production from lots of healthy drinks to unhealthy ones because people were not buying the former. Thus this paper

states that as society gives rights to corporates to do business similarly it gives license to each individual to live as free citizens therefor consumer has equal responsibility. Consumer willingness to responsibilities is a function of information available to them about CSR activities and degree to which they agree to the information. At the same time consumer demographics such as age, income and his value system also play the role of key moderating variables in the process.

(Smith, 2007) in his study stated that there are two ways consumer can be drivers of corporate social responsibility. 1) Is through positive ethical consumerism and 2) Is through negative ethical consumerism. Positive ethical consumerism is when consumer preferences are favorably influenced by the perception that company is socially responsible. It is reflected in direct (buying socially responsible products, paying price premium etc.) and indirect (positive word of mouth communication, consumer loyalty etc.) effects on consumer behavior. Findings of this study show that generally direct effects are less visible than indirect effects. In negative ethical consumerism, consumers go for boycotting the socially undesirable product. This tendency arises because consumers are more sensitive to negative information than positive information (Sen& Bhattacharya, 2001). In analyzing the reasons that whether the consumer will go for negative side or positive one will depend upon certain mediating factors such as the degree to which consumer thinks that firm's behavior is wrong (Klien et. al., 2004). Further the degree to which he perceives boycott to be successful (Canli&Marwitz, 2001). Positive and negative consumerism both serve as drivers of corporate social responsibility. Negative ethical consumerism may not always lead to company's downfall unless company corrects the mistakes it has committed. In fact positive and negative consumerism is the two sides of the same coin. As boycotting one product shift the demand to ethically responsible product permanently. But through desired behavior modifications companies can create a sense of shared responsibility among consumers as the following study suggests that companies CSR activities do affect certain aspects of consumer behavior.

(Xu et. al., 2012) in their study dealt with the how company image in CSR activities can lead consumer to buy its products. This study shows that when consumer evaluates a product, his evaluations are based on company's image. Company's image is based on its CSR activities. In this study consumer behavior was analyzed on four aspects—consumer loyalty, consumer attitude, product evaluation, word of mouth. The findings of this study suggest that CSR initiative have positive influence on all these aspects. Company's CSR effort leads to development of favorable attitude towards product and further leads to positive evaluations of products belonging to that company. It helps in developing consumer loyalty and positive word of mouth communications. But this study also point towards a very important thing that all above factors does not result in purchase of products. Consumer firstly considers functional attributes such as price, quality, design etc. and then they will consider other factors. Consumer will not be loyal for a product which is lower in quality and just satisfies CSR dimensions. They are also not ready to pay price premium for these products. This is because consumers are concerned with the satisfaction of their current and immediate desires whereas CSR dimensions do not give benefit to consumer directly and in short duration, so generally consumers are not willing to buy them. Thus there is a gap between beliefs, intentions and actual behaviors.

In a recent study by (Madar et. al., 2013) not only tried to analyze the gap but also the reason with regard to same. They tried to analyzed consumer behavior with respect to animal testing issues in shampoo. We have already seen that company's CSR initiatives have positive effect on consumer attitudes, beliefs and intentions. So companies are watching CSR as an emerging area of competitive advantage. But over the time various researchers have found that although positive but there is no significant relationship between the financial performance and company's CSR initiatives. This is because there is a gap between intentions and consumer behavior. Ajzen (1991) in his theory of planned action stated that positive intentions emerge from positive beliefs and these positive intentions leads to positive behaviors given that situational factors are controlled for. In case of CSR, consumer ethical beliefs creates positive intentions with respect to product but there are lot of factors which intervene in between strength of which may or may not lead to desired behavior. In this study consumer awareness with respect to company's CSR activities was taken as moderating variable. This study was conducted on undergraduate students of England to analyze their opinions and behaviors with respect to animal testing issues in shampoo. The findings of this study suggest that intentions are not correlated with behavior. Further consumers in general are not aware about company's CSR activities. But yes, availability of information alone is not a guarantee that consumer will buy the product. It is one of the necessary but not sufficient conditions. The other conditions are consumer's habitual buying behavior, his interest and his value system.

(Pelsmacker et. al., 2005) in their study tried to analyze consumer behavior in terms of willingness to pay for fair trade products and how this willingness differs from consumer to consumer. They have measures consumer behavior in terms of willingness to pay because generally in attitude surveys people give socially desirable answer. In this study consumer behavior with respect to fair trade labels in coffee buying decision was investigated. As fair trade labels are subject to third party certification, fair trade labeled coffee is expensive than non-fair trade coffee. This study was conducted on Belgian consumers. The findings of this study suggested that in terms of product attributes brand is the most sought after and then flavor. In this study in order to avoid socially desirable bias on part of respondents, firstly consumer preferences has been noted and then they are correlated with their willingness to buy. This study further segmented consumers on the basis of their preferences as fair trade lovers, fair trade likers, flavor lovers and lastly brand lovers. Findings of this study showed that fair trade lovers account for only 11% of the respondents whereas fair trade likers constituted the majority. In terms of willingness to pay premium, brand lovers and flavor lovers did not show support whereas fair trade lovers and to an extent likers were ready to pay premium. When these clusters were analyzed on the basis of demographics it was found that brand lovers mostly constituted women, whereas fair trade lovers mostly constituted by old age people generally from 31-45. By segmenting the consumers this study has given a way to locating niche section of fair trade lovers on whom a marketer can concentrate its efforts.

(Gielissen, 2011) in his study analyzed the fact that what suitable factors can encourage the purchase consumers to buy socially responsible products. They conducted 25 in-depth interviews with Dutch consumers in order to study their behavior with respect to socially responsible products- like organic meat, chocolate sprinkles, free range eggs. The findings of this

study suggest that consumers are motivated to buy socially responsible products when they connect strongly with the issue, the product is promoting. Generally this feeling comes from their personal experiences or the extent to which consumer is sympathetic to the plight of suffered ones. Secondly, they should firmly believe in effectiveness of CSR initiative taken by company in alleviating the problem. But above two reasons does not constitute good arguments for buying the product. Conditions which lead to an argument for buying CSR product is that 1) their quality should be either equal or better than non-CSR products. 2) They should not be over-priced. 3) They should be easily available. Findings further suggest that once the consumer is satisfied with the all above arguments he will not only buy one CSR product but will demand other CSR products too.

On the basis of study we can divide the buying behavior of consumers as follows:

SELF-ORIENTED BUYING BEHAVIOR: In this type, consumer generally show preference towards products which are suitable for immediate satisfaction of his needs and wants irrespective of the fact that they are green or socially desirable or not. This type of buying is generally related to an impulse buying behavior or habitual buying behavior like that of smoking and alcohol. This behavior has lead marketers to design products keeping in mind the needs and wants of consumers, this is called consumer sovereignty in market place and a more comprehensive term where products are designed as per the specific requirements of each individual called consumerism or customization. In this type of behavior there is no place for ethical and environmental values.

GREEN BUYING BEHAVIOR: In this buying behavior consumer generally tends to buy products which are green. Green products are those, production and consumption of which have minimal impact on environment and natural resources such as organic products, recycled products etc. when consumer make choice amongst the products keeping in mind each products repercussions on environmental health, they can be said to be indulging in green buying behavior. For example buying energy saving devices, demanding paper or jute bag instead of plastic bags for carrying goods is also what we call as green buying behavior.

ETHICAL BUYING BEHAVIOR: In this buying behavior consumer tends to buy product which are not only naturally safe but which also address various social concerns as well such as protection of human rights, women empowerment, child labor etc. Ethical behavior on part of companies in this regard is shown by way of donating a certain sum of money to that specific cause or by associating itself with a non-profit organization supporting that cause or by way of completely banning the business practices which give rise to such problems such as employing child as labor etc. when consumers sees to all these information while buying the product or actively search for information about ethical companies before going to market to buy the product are called ethical consumers. Sometimes this sense of ethics becomes so strong that consumer may even boycott the product and may run a campaign with regard to same.

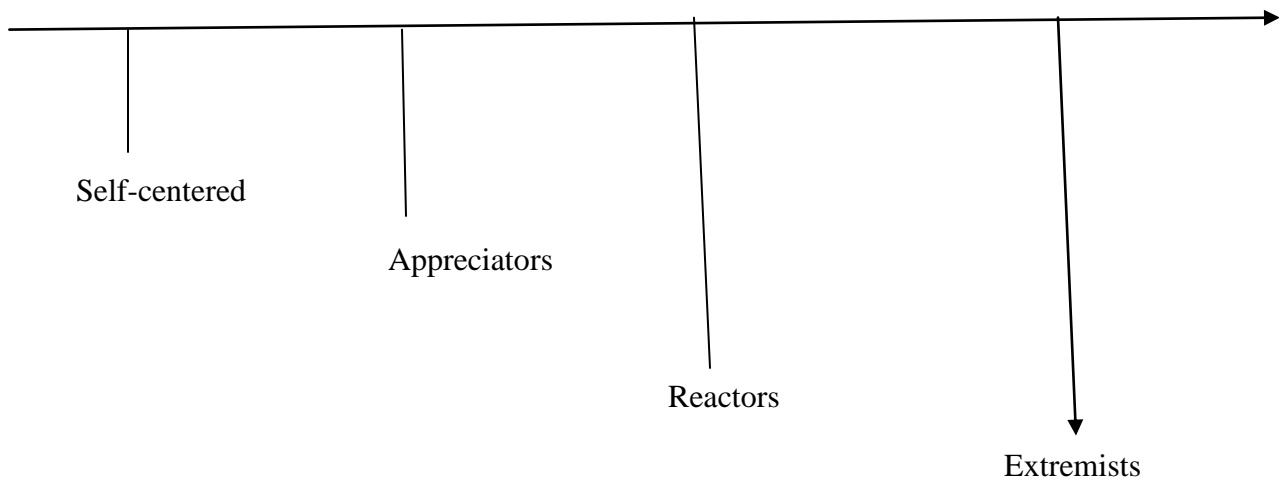
CORPORATE SOCIALLY RESPONSIBLE BEHAVIOR: In this behavior consumer not only buys green and ethically correct products, but they take a shared responsibility with

government and corporates in solving environmental and social issues. These consumers are called socially responsible consumers. They do not take corporates as the sole agents of change in society in the name of corporate social responsibility rather they themselves take part in the process. This behavior is not only reflected in consumer's choice but also in their willingness to pay premium prices for socially responsible products thereby expressing their concern for the cause and a belief in company's initiatives.

CONTINUUM OF RESPONSIBLE CONSUMERISM

Based on studies so far we can say that consumer behavior with regard to company's CSR initiatives is highly heterogeneous. It depends on consumer to consumer. So there is a continuum which we can create here to distinguish their behavior.

CONSUMER RESPONSIBLE CONTINUUM



SELF- CENTERED: These are the consumers who are concerned with the satisfaction of their own needs irrespective of the consequences of their choices. They feel that protecting environment and society at large is the responsibility of government and they feel highly skeptical about company claims with regard to CSR initiatives. They have firm belief that their individual effort is not going to make any difference and hence it's not worthy of giving a thought.

APPRECIATORS: These consumers know and express concerns about environmental issues and they really appreciate company's efforts with respect to same. But they are passive in nature i.e. they do not show their appreciation in their purchase decision. This gap may be because they are either deprived of resources or they are not sufficiently motivated enough to buy the product because of lack of awareness and availability.

REACTORS: These consumers not only appreciate but also make their conscious effort to buy the products which are green or ethically viable. They are ethical consumers. In case of these

consumers there is no gap between attitude and behavior. Generally they are well endowed with resources and are young and innovative in nature.

EXTREMISTS: These consumers are very enthusiastic with respect to their ethical responsibilities such as human right activists, trade unions, and women right activists etc. These consumers not only purchase ethically but they raise voice whenever necessary, it can be in the form of personal boycotts or social campaigns or may be filing a complaint legally. These consumers can be said to be more active against those “doing bad”. They show an extreme form of consumer attitudes generally constituting minority.

CONCLUSIONS

From above conceptual study we can conclude that protecting environment, natural resources and supporting social cause is responsibility of everyone who is a part of that society where the problem prevails whether as consumer or producer or government. Improving society and preserving the natural resources for the use of future generation is a coordinated work. It is not an individual work but of a whole. It is not a short run but a long run thing. The way all actors in this regard like consumers, employees, government are interconnected they can only achieve their social goals by supporting each other in one way or the other.

- Government should try to promote information with regard to social issues and environmental health concern to as many people as possible. Rather than just simply defining the laws it can indulge in dialogues with corporates to listen to the problems and dilemmas they face in fulfilling their social responsibility. As an independent entity it can publish data assigning rank to companies according to the degree of greenness in operations each company have. It can also provide assistance to them in the form of subsidies and tax concessions to make this area more lucrative for them.
- Secondly on part of consumers, with increasing education and awareness although consumers have become more vigilant towards all the social issues but as all the study states that there is gap between their beliefs and their actual purchase behavior. Unless they will act, it is not going to improve the situation. Thus concepts like consumer sovereignty need to be redefined in the light of changing environment. Along with this all the shackles which prevents consumer from buying an ethically viable product should be broken. This can be done by either marketers or government or consumer realizing on their own.
- Thirdly corporates who face the real trade-offs. Basic question is when we define a business as production and exchange goods and services with a primary motive to earn profit. Then if the business is earning profit what is wrong with that? As an individual entity it has the right to use its resources as per its own discretion. But now a day this definition needs refinement. Business is no longer in the form of a sole proprietorship rather it is a corporate with the involvement of so many separate entities. All these entities have different interests, often in conflict with each other. So now business of the business is to serve all these entities well. Profitability is a mean to it not an end in itself. Here comes the relevance of CSR, Which is

not about charity but is basically about fulfilling responsibility towards two layers of society internal and external. Internal society of a corporation includes its shareholders, employees, its suppliers, and workers etc. who help in its functions in one way or other. On the other hand its external society includes consumers, government and non-consumers as well.

IMPLICATIONS FOR MARKETERS

As in this paper we basically dealt with relationship between consumer buying behavior towards corporate social responsibility, here are some implications for marketers we can provide as follows:

- Consumer behavior with respect to ethical products is heterogeneous. So a thorough market research is needed in this regard.
- Research will be fruitful only when it is conducted in the right direction. As various studies suggests that there is a gap between beliefs and behavior. So a judgment about a consumer buying behavior in market place should not be determined according to attitude and opinion surveys.
- Consumer awareness about ethical issues needs to be raised. Most of the times consumers are not aware company's performance in CSR field. So a proper arrangement to provide them with all the information and that through a reliable source is very important.
- There should be a congruence between the cause, a company is supporting and the business company is in. the stronger the association, stronger the influence it will have on consumer. For example: a warning that "smoking is injurious to health" serve no good when it is on the pack of ciggrattes itself. So a company should maintain a fit in its business and CSR activities.
- Marketer should not compromise basic attributes of a product in favor CSR activities. CSR can only give you an edge over competitors but it cannot compensate you for sacrifice of basis product attributes.
- Lastly, all P's of marketing should be in coordination with each other. Ethics should not only be in product but it should also be in price and advertisements of that product.

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