

ISSN (Online) : 2279-0667



Editor-in-Chief : Dr. Karun Kant Uppal

Impact Factor : SJIF 2021 = 7.263

Frequency : Monthly

Country : India

Language : English

Start Year : 2012

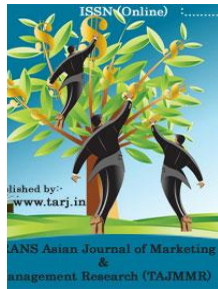
Published by : www.tarj.in

Indexed/ Listed at : Ulrich's Periodicals
Directory, ProQuest, U.S.A.

E-mail ID: tarjournals@gmail.com

VISION

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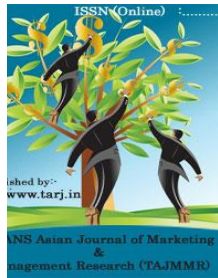


TRANS Asian Journal of Marketing Management Research (TAJMMR)

(Double Blind Refereed & Peer Reviewed Journal)



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(Double Blind Refereed & Peer Reviewed International Journal)



DOI: **10.5958/2279-0667.2021.00004.3**

A STUDY IN THE ASSOCIATION BETWEEN SOCIAL CAPITAL AND PEOPLE'S INVOLVEMENT IN THE TOURISM CONTEXT: A WORKING PAPER

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ABSTRACT

The purpose of the study was to identify the instrument of the social capital in the tourism context and to examine whether the social capital influences on people's involvement in the tourism context. A literature survey was carried out, and expert consultation was employed to develop this working paper. The study focuses on the association between Social Capital and People's Involvement in the tourism context. With the help of the literature survey and experts' consultation, the association between social capital and people's involvement was investigated. Accordingly, there were four indicators of social capital identified in the literature namely; Bonding Social Capital (BSC), Social Bridging Capital (SBC), Social Linking Capital (SLC), and Social Harmful Capital (SHC). In addition, two independent variables were identified such as People's Involvement (PEI) and involvement in the Decision Making and Problem Solving

(DMPS). The literature evidenced that there are associations between SC and PI in the tourism context. This includes BSC, SBC, SLC, and SHC having a positive association with PEI and DMPS of tourism involvers. Accordingly, this study suggested a conceptual model for testing eight hypotheses to examine the association between social capital and people's involvement. Further, this study recommends an empirical study through Explorative Factor Analysis and Confirmatory Factor Analysis to develop valid and reliable instruments to measure the SC in the tourism context. A path model is suggested to examine whether social capital influences people's involvement in the tourism context.

KEYWORDS: *Social Capital, People's Involvement, Tourism Context.*

INTRODUCTION

The concept of Social Capital (SC) has been analyzed in many study areas in the social sciences (Hwang, 2012). SC is a scientific study of human interaction, a body of knowledge of human behavior, human involvement, and sharing information to achieve the predetermined objectives (Bourdieu, 1986; Coleman, 1988). The concept of local tourism initiated through residents was abundant in past researches (Goodwin and Jasper, 2009). Besides, few studies have explored the relationship between social capital and people's involvement in the local tourism industries (Thammanjinda, 2013). Further, the participation of the residents in tourism development was not thoroughly studied, but there is a growing pattern of the participatory approach towards community-based tourism development (Baksh et al., 2013). Accordingly, this study on the association between social capital and people's involvement will help to a deeper understanding of the social capital and its influence on people's involvement in tourism activities at the community level. This study will also promote empirical research on social capital and people's involvement in tourism development in the future and will be one of the useful guidance to stakeholders, owners of the tourism industry, or policymakers for preparing appropriate strategies to enhance their involvement in the tourism activities which leads towards sustainable tourism development.

RESEARCH PROBLEM

In the past, many scholars studied the SC (Hanifan, 1916; Bourdieu and Richardson, 1986; Coleman, 1988; Ekanayake, 2006; Hunt, Durham, and Menke, 2015; Jensen and Svendsen, 2016; Field, 2008; Nunez, 2016; Putnam, 1995; Putnam, Leonardi, and Nanetti, 1994; Sabatini, 2009; Woolcock, 2000; Woolcock, 1998). However, there is insufficient empirical evidence to convict the dimensions with valid and reliable instruments of SC. Consequently, many researchers tried to conceptualize SC and used various dimensions of SC inside the tourism context in particular; bonding, bridging, linking (Hunt et al., 2015; Claiborne, 2010; Sabatini, 2009; KC et al., 2018), SC, and political capital (Macbeth et al., 2004). Notably, SC is trusting human beings over others and, unharmed, the people of a resident (Jensen and Svendsen, 2016). Moreover, many researchers tried to conceptualize SC and used different measurement instruments in the tourism context namely; bonding, bridging, and linking capital (Hunt et al., 2015; Claiborne, 2010; Sabatini, 2009), social capital, political capital, and cultural capital

(Macbeth et al., 2004), bonding and bridging capital (KC et al., 2018). Importantly, there were not common understandings amongst researchers on the dimensions and measurement instruments of SC. Moreover, the lack of a reliable and valid instrument to measure social capital in the tourism context has resulted in a limited understanding of its role and community involvement. Therefore, to the understanding of broader range SC in the tourism context, a need has emerged to develop scale on SC through the valid and reliable instruments to measure it and its influence on PI in the tourism context. Based on the research problems, research questions and objectives are developed as below;

1. What are the valid and reliable instruments that can be used to measure social capital in the Tourism context?
2. Does social capital influence people's involvement in the tourism context?

The proposed research objectives are as follows;

1. To develop valid and reliable instruments that can be used to measure social capital in the tourism context?
2. To examining the influence of social capital on people's involvement in the tourism context

LITERATURE REVIEW

SOCIAL CAPITAL

Hanifan(1916) explained the term Social Capital (SC)as the relationship among people, interconnection, mutual help, and social intercourse among the group of people in a living place. Further, SC has been explained in various ways: close bonding (Hawkins and Katherine, 2009) and community connection and relationship (Lynn 2006; Farrell 2007).In addition, Shiani et al., (2017) explained five constructs of SC: relationship, norms, social trust, social bonding, and social cohesion. Furthermore, Andriani (2016) explained four constructs of SC namely: Bonding Social Capital (BSC), Social Bridging Capital (SBC), Social Linking Capital (SLC), and Dark Side of Social Capital (DSSC). In addition, the DSSC was called as negative aspect of social capital (Olson, 1982; Coleman, 1988; Porter, 1998). However, when interviewed on 25thMarch 2019 by Mr. S.Senthuraja, it was suggested that we can convert the term DSSC to Social Harmful Capital (SHC) in this study. In addition, Bourdieu (1983 and 1986) underlines that SC is the social network that is built up by social institutions through which local people collectively involve for using the potential resources to achieve the common goals. Further, elements of social structure such as bond/ties, network relationships, social trust, social norms, and common sense understanding are considered as the fundamental SC (Burt, 2001;Coleman, 1988; Pretty and Ward, 2001; Putnam, 1993).

BONDING SOCIAL CAPITAL

Bonding SocialCapital (BSC) refers to the life quality of a group of people in a residential area in terms of mutual help, relationship, empathy, goodwill, trusteeship, and other social intercourse and reciprocity engagement (Macbeth et al.,2004; Andriani,2016; Putnam et al., 1993, and Putnam, 2001).BSC is the concept that connects people in a community based on a sense of common identities such as family, close friends, and people who share their culture or ethnicity.

In addition, bonding connections are related to family ties that have trust reciprocity (Narayan and Woolcock, 2000). BSC has social relationships (Jones, 2005 and Putnam, 2000), social networks, reciprocity norms, and trust (Coleman, 1990). Thammanjida (2013 cited in Putnam, 1993) noted that SC is necessary to get involved with the local community in the development activities.

SOCIAL BRIDGING CAPITAL

According to Jim and Dean (2014), Social Bridging Capital (SBC) refers to generalized ties in which the local community connects with the outside people. In addition, Hawkins and Katherine (2009 cited in Szreter and Woolcock, 2004) pointed out that SBC refers to relationships among people who are dissimilar in a demonstrable fashion, such as age, socio-economic status, race/ethnicity, and education. There is a common understanding among the previous scholars that SBC is one of the important components of the SC and related with the trust in outside friends, strangers, and organizations that are involved in development activities in the particular geographical area (Andriani, 2016; Guiso et al., 2004; Putnam et al., 1993; Sabatini, 2005 and KC et al., 2018) When interviewed on 25th March 2019, Mr. S.Senthuraja confirmed that if local people trust external organizations that offer tourism development-related assistance, people would like to get assistance like finance, consultation and capacity building from outside organizations.

SOCIAL LINKING CAPITAL

Social Linking Capital (SLC) is one of the attributes of SC, and it links the local community with outside social institutions to get support for their economic activities (Sabatini 2009; Putnam, 2001). Claiborne (2010 cited in Pretty, 2003; Okazaki, 2008) explained that SLC refers to society's connection with external service organizations, and the ability of an individual or social group to engage with external agencies to bring resources for economic activities. In addition, SLC refers to local people creating a relationship with outside social organizations to get the benefits and new ideas about the development (Woolcock, 2001, Szreter and Woolcock, 2004). According to Putnam (2000) the social link of a community with external institutions would provide access to the resources of community development. Further, SLC influences the sustainability of community development since it facilitates obtaining more resources for the local community (Hawkins and Katherine, 2009). According to Lollo (2012), SLC has good coordination among the actors involved in economic activities. Further linking ties include connections with civil society organizations (NGOs, voluntary groups), government agencies (service providers, police), the public representative (elected politicians, political parties), and the private sector (Babaei et al., 2012 cited in Grant, 2001).

SOCIAL HARMFUL CAPITAL

The literature revealed that negative aspects of the SC that is Social Harmful Capital (SHC) focus on whether the local community follows the social norms, social ethics, avoid violation and crime, peaceful life, avoid threatening, fearless life, and effective social behavioral control among the individuals (Lollo, 2012; Coleman, 1988; Woolcock, 1998). Thus, failing to ensure trust among the community members, the social network breaks down social unity (Jim and Dean, 2014). In addition, lack of SC in a community creates negative impacts in a community,

notably, there are four negative consequences that were denoted by Agnitsch(2006): (1) the exclusion of outsiders, (2) benefits are shared among limited group members, (3) restrictions on individual freedom, where group participation demands conformity, and (4) downward leveling norms. In addition, Thammanjinda (2013) used the crime rate in the local areas to evaluate bonding connection and argued that lack of crime in the local destinations promotes trust that promotes collective action in tourism. Further, the dark side of the SC refers to certain actions of individuals of an area affecting other people and this hinders smooth functions of social and economic operations (Coleman 1988;Portes 1998; Knack and Keefer, 1997). Further, the dark side of the SC is explained by many researchers in different ways; it is social exclusion (Woolcock, 1998), the disadvantage in receiving common goods (Portes,1998) and also it induces the individuals to isolate/themselves from social activities, creating the social distrust and it is about being influenced by Marfia gangs while getting advantages (Sciarrone, 2002).Further, the negative side of SC can be re-named Social Harmful Capital as proposed by S.Senthurajawhen interviewed on 25th March 2019.

PERSONAL INVOLVEMENT AND DECISION MAKING AND PROBLEM-SOLVING

Four types of Personal Involvement (PI) could be observed in community development: involvement in decision making, planning, implementation, monitoring, and evaluation (Thammajinda, 2013; Hwang, 2012; Cohen and Uphoff, 1980). Further, the terms participation and involvement are the same and from a community development point of view, collective action or individual participation is called PI which is the most suitable term rather than the term people's participation (Mayoorathan). Furthermore, when interviewed on 25th March 2019 and 28th March 2019 Mr.S.Senthuraja and J. Jude Walton confirmed that the term participation had been modified for citizen participation, PI, and public participation. According to the World Bank development frameworks, participation means PI in the development activities (Paul, 1987). Further, involvement means the collective actions of the community members to achieve the objectives of the development activities. Further, PI in tourism activities was measured through individuals' involvement in decision making, planning, and operation (Mowforth and Munt, 2009). Michael (2009) argued that community participation in tourism development could be evaluated through community involvement with decision-taking meetings or discussion in the development planning, and or the selection of the development committee members. The operational involvement of the local people was used as a variable to measure community participation in the tourism development project. Thus, the operational activities including managerial administration should be carried out by local community members or general committee selected from the community (Mitchell and Eagles, 2001). Baksh et al (2013) used five variables to measure community participation; people's participation in planning, decision making, implementation, utilization, and evaluation, and concluded that participation strongly affects tourism development. Furthermore, community participation in tourism development is the PI in tourism decision making and resource sharing (Havel, 1996). Li (2004) and Tosun (2000) further argued that the community must be recognized as the key decision-makers and planners of the tourism initiative in local areas because they could evaluate the advantages and disadvantages of tourism activities

SOCIAL CAPITAL AND PEOPLE'S INVOLVEMENT IN TOURISM CONTEXT

Baksh et al (2013) found that SC enhances the PI in tourism activities, and social networks strongly influence the PI. Further, visible security like police and army (which are some of the elements of SHC) creates a negative image in the mind of the tourists and they feel that the particular destination is not safe for them (Jensen and Svendsen, 2016). It has been further argued that SC is essential for the individuals' link with social groups, social institutions, and organizations that are enhancing people's engagement towards the collective actions in the destination (Shiani et al., 2017). According to Hwang (2012), PI in tourism activities is strongly (positively) influenced by SC; social network, people's interaction, and group relationships in the community. In addition, trust among the people involved in tourism activities has an impact on the level of participation in tourism activities. Further, Rachmawati (2014) argued that PI is affected by communication networks among the community members. Based on the literature survey, the researchers proposed the conceptual model as shown in figure 1.

Proposed Conceptual Model to Measure SC and its influence on PI

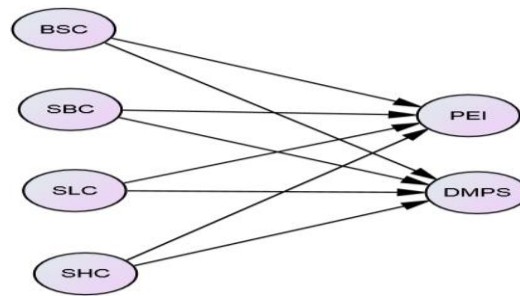


Figure 1: Proposed model to measure social capital and its influence on people's involvement

ASSOCIATION BETWEEN BSC AND PEI IN THE TOURISM CONTEXT

BSC refers to the relationship among the individuals, family relatives, trusteeship, unity, and mutual help among the community members (Woolcock, 1998). Therefore, bonding connection among the tourism involvers creates the social environment in which people can get together and work for common objectives. It was argued that the strong bonding connection, which is also referred to as 'strong-tie' (Putnam, 1993) has a positive influence on PEI. The involvement of the individual in the collective action is influenced by community ties, relationships, and quality of social interaction in tourism activities (Hwang and Steward, 2017; McGehee et al., 2010). Further, Jones (2005) argued that an individual's involvement in tourism activities is influenced by the bonding social relationship. In addition, Thammajinda (2013) found that elements of BSC namely trust, social cohesion, and norms of reciprocity significantly influence PEI in tourism activities. Moreover, Hwang and Steward (2017) found that community bonding was strengthened through communication exchange among tourism involvers. In addition, a high degree of BSC enhances the PEI in many tourism activities such as cooperative actions in food delivery, transport, accommodation, and other tourism business (Hwang and Steward, 2017). Trust level among the individual indirectly affects the eco-tourism development and the degree

of trust determines the level of the social network in the involvement of tourism activities (Baksh et al., 2013). Fukuyaman (2001) and Pongponrat and Chantradoan (2012) argued that elements of SC such as trust, cooperation, and honesty among the individuals engaged the PEI in tourism activities. Besides, BSC which includes respect for people, a sense of belongingness, and trusts highly influence in PEI (Example, tourism business). McCool and Martin (1994) found that the strong bonding of the community members positively influences PEI. Further, Claiborne (2010 cited in Pretty 2003) explained that in communities where BSC is high and well-established, people tend to have more confidence to invest in collective engagements, collaboration, and trust. Based on the above discussion, the study proposes to test that there is an association between BSC and PEI in the tourism context.

ASSOCIATION BETWEEN BSC AND DMPS

BSC is denoted by a strong sense of belonging, respect for others, and mutual understanding among individuals (Rachmawati, 2014; Putnam, 2003; Sabatini, 2008) and it affects the individual's involvement in DMPS. Good relationship among the individuals, mutual understanding, trust, and respect for others are important elements of social cohesion which encourage people to get-together in DMPS in the community. Therefore, it can be argued that DMPS is influenced by BSC. In addition, Social bonding means relationship, trust, mutual help, empathy, commence sense, and "We thoughts" or ownership mind of the people living in an area. Therefore, a strong bonding connection among people encourages unity, mutual understanding, trust, and respect among the individuals involved in tourism activities (Putnam, 1998). This harmonized and peaceful social environment encourages local people to collectively get involved in tourism activities (Base et al., 2017). Besides, if there is any tourism-related problem, people do not hesitate to get-together and explain their views and ideas to solve that problem (Thammajinda, 2013). Accordingly, if people want to decide tourism development in the village, they collectively get involved since they have cooperation, respect for other's ideas, and mutual understanding. In addition, if the social bonding connection is weak, people would not be involved in DMPS" (Karthigan, 2019). This statement is evidenced through the previous studies in SC and PI in tourism activities as discussed below. Hwang and Steward (2016 cited in Burt 2001; Lin 2001; Kline et al., 2013) and explained that residents' interest in decision making is influenced by relationships with others getting involved in tourism activities. Furthermore, Rachmawati (2014) found that social network quality in terms of communication affects the PI in decision making. Furthermore, if the BSC is high in the community, then PEI is also high in terms of decision making, implementation, and monitoring. Besides, Thammanjida (2013 cited in Macbeth et al., 2004; Putnam, 1993) asserted that BSC facilitates coordination and allows people to resolve problems efficiently. Besides, Wool cock and Narayan (2000) found that BSC motivates the local people in the collective decision-making of the development activities. Consequently, strong ties that are the trust and relationship among local people encourage individuals to participate in common activities (Putnam, 2001; Grant. 2001). Therefore, it is proposed to test that there is a strong positive association between BSC and PEI

ASSOCIATION BETWEEN SBC AND PEI IN THE TOURISM CONTEXT

SBC represents the trust of local people living in an area with strangers, outsiders, visitors, and tourists, and members of outside organizations (Lollo, 2012). Therefore, if local people trust

outsiders like tourists or visitors they would like to provide hospitality service in the destination. Moreover, the trust of the local community with outside institutions like government departments, NGOs, and relevant companies is important to the PEI in tourism activities (Baksh et al., 2013). Karlsson (2005) stated that SBC is a new and appropriate initiative that helps the local people to get involved in tourism activities. "In community-based tourism in Sri Lanka, village people had a lack of trust in the service providers (Local tourism authorities, NGOs, hoteliers, and tourism ministry). Therefore, they hesitated to get support from outside organizations or deal with outsiders, including tourists" (Manogaran, 2014, p, 67). For example, "a community-based tourism village in Thalaimannar in Sri Lanka where community-based tourism started in 2018. Local people in this area did not show much interest in providing hospitality services or tourism business. Therefore, an investigation regarding the above issues proved that PEI in tourism activities was low since they had a lack of trust in accepting outsiders, visitors, and tourists. In contrast, survey results revealed at Habarana in Sri Lanka where people trusted hoteliers, local tourism authorities, government departments, tourists, and strangers. Therefore, PEI in the tourism business and enterprises like a homestay, wildlife tourism, and tourism business were at a high level" (Karthigan, 2019). Therefore, this study proposes to test that there is an association between SBC and PEI in the tourism context.

ASSOCIATION BETWEEN SBC AND DMPS IN THE TOURISM CONTEXT

If the local people trust strangers or visitors, they would like to get involved with them in DMPS at the community level. On the other hand, lack of trust in external organizations and officers, people are reluctant to collaborate with others in DMPS (Thammajinda, 2013; Hwang, 2012). For example, PI in North East Agriculture Irrigated Project (NEIAP which was the World Bank-funded project) was very low in DMPS in the village development because the people had a bad experience that the officers of the government-dominated DMPS in the village development. Furthermore, even though government officers invited the local people to participate in the general meeting to prepare the village development plan, the people's participation was limited (Manogaran, 2009). The survey results highlighted that local people's involvement at DMPS was low due to a lack of trust in government officers and other stakeholders. Therefore, to ensure sustainable tourism development, PEI is important in DMPS (Bakse et al., 2013) Therefore, the North East Irrigated and Agriculture Project (NEIAP) was redesigned as a re-awakening project which empowered the people to get involved in DMPS through social mobilization which confirmed and facilitated the trust among the stakeholders and local community (Manogaran 2009). Further, "In Sri Lanka at Haputale, people are keenly getting involved in a home stay program and tourism businesses. They have formed an association that included local people involved in tourism, tourism police, and officers of NGOs, hoteliers, and government authorities. In this area, local people's involvement is very high in decision making regarding price determination, common fund creation, and in solving tourism-related disputes, because they trust outsiders and external organizations and maintain good relations as well. Further, it is obvious that if the local people trust outsiders, their involvement would be high in DMPS" (Karthigan, 2019). Therefore, it is proposed to test that there is an association between SBC and DPMS in the tourism context.

ASSOCIATION BETWEEN SHC AND PEI IN THE TOURISM CONTEXT

Based on the expert consultations and literature survey, the researchers proposed that PEI in tourism activities are influenced by SHC. Lack of social violation, social crime, and respect/obedience to social norms determine social cohesion which in return influences PEI in development activities at the community level (Lollo, 2012; Putnam et al, 1994). Hwang (2012) further found that social norms have a positive relationship with PEI and trust has a negative relationship with PEI in tourism development. Therefore, a peaceful and harmonized social environment encourages individuals to get involved in tourism activities like homestay and tourism business without fear and also they get involved in tourism activities in their areas. Further, Thammajinda(2013) found that corruption or unfair practices in the community development process, let people withdraw from the involvement, and this situation questions the trust among the people and hinders the PEI. Also, social norms that assert community trust are important to PEI in DMPS since social norms regulate people's behavior. Putnam(1993) found that social norms influence PEI in tourism activities and some other advocates also supported the argument(Gould, 1993; Ostrom, 2000). Rachmawati(2014) found that there is no relationship between norms and eco-tourism development. However, the rules of social institutions that work for tourism activities encourage the individuals to get involved in tourism activities such as accommodation and other tourism business (Hwang and Steward, 2016), and social norms ensured the individual's involvement together to achieve a common objective (Putnam, 1993). Based on the above findings and arguments, it is proposed to test that there is an association between SHC and PEI in the tourism context.

ASSOCIATION BETWEEN SHC AND DMPS IN THE TOURISM CONTEXT

Negative social events are hindering the social cohesion that affects the PI in DMPS. For example, murder cases, revenge against the expression of opinions about the development activities, and lack of freedom to start tourism activities influence in PI in DMPS of tourism activities (Hwang, 2012). Besides, a peaceful social environment allows the local people to express the ideas openly, have counter-arguments, and come to collective DMPS of the local tourism activities (Manogaran, 2009). On the other hand, we can argue that if the crime rate and social violation are high in a community, people think that getting involved in tourism activities, DMPS, being open, and expressing ideas freely is much riskier for them, and hesitate to get involved in tourism activities (Karthigan, 2019). Further, if the social violation is high, local people are reluctant to get involved in DMPS since they feel that they might be victimized by someone involved in the tourism activities (Muhunthan, 2019). "Social harmful means unwanted/unaccepted events occur in the community. For example, internal conflicts among community members, cheating, hiding information, threatening, lack of transference and openness, murder, and other forms of social violation and injustice are affecting PI in the tourism activities in the Northern and Eastern provinces of Sri Lanka. Therefore, SHC implies less or no such social events or occurrences in the community. People would like to get involved in DMPS in development activities like tourism if they are happy in a peaceful social environment. On the other hand, if the SHC is high, PI in DMPS would also be high" (Karthigan, 2019). Therefore, this study proposes to test that there is an association between SHC and DPMS in the tourism context.

ASSOCIATION BETWEEN SLC AND PEI IN THE TOURISM CONTEXT

Hawkins and Maurer (2009) found that SLC is the interconnection between community members and outside social institutions that provide information and assistance to the economic activities of the community (Woolcock, 1998; Putnam, 1999). In general, a high level of community links with outside organizations like government organizations and NGOs that encourage the community members to get involved in community development activities since they can get much help; such as skill development, human resources, technical and financial assistance (Manogaran, 2009; Woolcock, 1998; Woolcock, 2000). Thus, Asley and Roe (1998) pointed out that SLC helps local people to get many advantages like skill development and motivation to get involved in tourism activities. Therefore, it is the responsibility of the development agencies to ensure the linkage between members of the local community members and outside organizations. Hwang (2012) stated that PEI is low in development activities since the government link was perceived by the local community as the dominating factor in their activities. Rachmawati (2014) pointed out that the social linking of the local community with external social institutions encourages PEI in tourism development because those institutions provide much support to strengthen the PEI in tourism activities. For example, while the local people have a link with NGOs or government institutions, they can get financial support, technical support, and clear ideas about environmental safety. Previous researchers have found that social linking of the community with external organizations which included NGOs, public organizations, and political parties encourages individuals to get involved in tourism development (Claiborne, 2010). Therefore, this study proposed to test that there is an association between SLC and PEI in tourism activities.

ASSOCIATION BETWEEN SLC AND DMPS

The mid-term progress review committee of the World Bank found that the involvement of the local people in the development activities of the project (Re-awakening project) was low in the DMPS of the village. Further, the committee observed that the local people were not properly mobilized through the community mobilization process to enhance their linkage with stakeholders like government departments (agriculture department, Pradesha saba, and NGOs) to find the problem at the community level and decision making in the development plan. Later, the lack of links between local people and relevant stakeholders created many issues in the activities related to the project. Besides, in the decision-making meeting, PEI was low, and less than 35% of the people got involved in the general meeting in which the village development plans were finalized. Therefore, the committee recommended for developing an appropriate mechanism to enhance local people's links with stakeholders to ensure the sustainability of the project" (Manogaran, 2014, p, 47). Further, Thammajinda (2013) stated that in most of the tourism development activities, local people get involved in selling local products and they did not participate in the decision-making of the tourism development since other stakeholders provide limited opportunity to the local people to get involved in tourism development. When the researchers interviewed (about the importance of people's link in DMPS), Mr.S.Yugandra, who was the district director of Sarvodaya, Jaffna, Sri Lanka on 24th April 2019, pointed out that "social link is very important to sustainable development. He further added that when the level of the social link increases, people get many advantages from stakeholders like financial resources

and training to get involved in development activities. Therefore, people would like to get involved in DMPS of the village development". Based on the above facts, the researchers suggested testing whether there is an association between SLC and DMPS in community-based tourism.

SIGNIFICANCE OF THE STUDY

Studies in SC and its influence on PI in tourism activities were rarely conducted in the past and therefore, this is an important quantitative study for the tourism sector. Many researchers studied SC and its impacts on tourism development. However, most of the studies were qualitative, and also the researchers used various indicators to measure the SC, and the validity and reliability test were not sufficient to accept the dimensions of SC. Therefore, this study is most significant since its objectives were to identify the valid and reliable measurement instruments of the SC, and to examine its influences on people's involvement in the tourism context through the quantitative study. Importantly, this study addresses four research gaps in the literature. First, developed the scales to measure SC in the tourism context, since the previous studies were insufficient to prove the instruments to measure SC in the tourism context through empirical tests. Second, it examines whether SC influences People's Involvement in tourism, and expands the knowledge of the relationship between the SC and PI in the tourism context. Third, in addition to the BSC, SBC, SLC, this study introduces the new construct of SC is called SHC to the tourism context. Consequently, from a community point of view, this study is important to enhance the community bond, community relationship, trust-building, community bridging with outsiders and external social institutions, and create a harmonized social environment in tourism activities. According to the tourism marketers, this study can be useful guidance to have a comprehensive understanding of SC, and its influence on PI in the context of tourism. Thus, this study is practically a good reference to the tourism policymakers and stakeholders to assess and design the tourism development framework through the appropriate strategies to build up BSC, SBC, SLC, and SHC to ensure the sustainability of tourism in the local areas.

FUTURE RESEARCH DIRECTION

A deeper literature survey should be carried out to identify the dimensions of social capital and the indicators of the dimensions. Importantly, with the help of experts in the social sciences and tourism development, appropriate dimensions of social capital should be developed in the tourism context. Further, a quantitative study is proposed to measure valid and reliable instruments to measure the social capital in the tourism context. Accordingly, the following procedures are recommended to test our model using survey research methods. Concerning the data collection, the questionnaire method (self-administrated) has been proposed with a 1 to 7 Likert scale. For data analysis, Explorative Factor Analyze (EFA) is recommended to be used in identifying the dimensions of the social capital in the tourism context. After that, Confirmatory Factor Analysis is recommended to test the reliability and validity of the dimensions. Thereafter, the path model is suggested to identify the significant relationship between social capital and people's involvement.

CONCLUSIONS

This paper proposes a conceptual framework to improve the understanding of SC and its influences on PI in the tourism context. Consistent with the literature, it predicts that there are associations between the SC namely; BSC, SBC, SLC,SHC with the PI namely; Personal Involvement and Decision Making and Problem Solving of the tourism context. As far as the empirical test of the model is concerned, the study is expected to be positioned in both the positivist functionalist and interpretive research paradigms. Explorative Factory Analysis is proposed to identify the measurement tools and Confirmatory Factor Analysis is proposed to ensure the reliability and validity of the constructs. Finally, the Path model is proposed to test the hypothesis to find the level of significance in the relationship between independent (SC) and dependent (PI) variables.

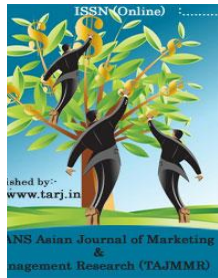
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TRANS Asian Journal of Marketing Management Research (TAJMMR)

(Double Blind Refereed & Peer Reviewed International Journal)



DOI: **10.5958/2279-0667.2021.00003.1**

THE ROLE OF DIGITAL TECHNOLOGIES IN AGRICULTURAL DEVELOPMENT AND FOREIGN EXPERIENCE

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ABSTRACT

This article substantiates the need for the transition to the digitaleconomy, provides a brief overview of the definitions of the concepts of "digital economy" and "digital agriculture" and discloses their essence. The measures taken by the government of the republic to introduce the digital economy are analyzed, and the factors that hinder the development of digital technologies in agriculture are noted. Directions for enhancing the development of the digital economy in the Republic of Uzbekistan are proposed. Agriculture is one of the leading sectors of the economy of Uzbekistan, where deep structural changes are taking place. The favourable natural and climatic conditions that Uzbekistan has, the selfless and hardworking people, as well as the carefully thought-out strategy of the state in this direction, contribute to the dynamic development of the agricultural sector: our land is grown beautiful, delicious, environmentally friendly the fruits of the earth and the sun, which are very popular in the world markets. The state of economic potential, the level of food security of the state and the socio-economic situation in a society largely depend on the level of development of the agro-industrial complex (AIC). The main task of the agro-industrial complex is to maximize the standard of living of the population, the growth of employment and income of rural residents.

KEYWORDS: *Digital Agriculture, Food System, Electronic Services, Information And Communication Technologies, Agriculture, Digital Economy.*

INTRODUCTION

"Smart" agriculture significantly increases productivity and livestock productivity, reducing costs and production costs. The rapid development of this industry in the world As the President of the Republic of Uzbekistan Shavkat Mirziyoyev said in his Address to the Oliy Majlis on January 24, 2020, "In order to achieve development, we must acquire digital knowledge and modern information technologies. This allows us to take the shortest path to the ascent.

After all, today all areas of the world have information technology going deep. Digital technologies not only improve the quality of products and services but also reduce unnecessary costs. At the same time, they are also an effective tool in overcoming the most serious scourge of corruption that worries and annoys me so much. We all need to understand this. "[1]

It poses serious challenges for the agricultural sector of Uzbekistan because, despite the favourable natural conditions, we are still not competitive enough in the production and sale of our products. This problem is very serious for the economy of Uzbekistan as a whole, as half of the country's population lives in rural areas, more than a quarter of the working population is engaged in agriculture, which contributes to the gross domestic product.

In the context of the strengthening of the global competitiveness of countries and the technological development of the world economy, there is a need to form economic relations based on the use of digital information and communication technologies.

As the world experience shows, digitalization today is a key factor of economic growth, development and well-being of the nation. If the development of the digital economy was necessary, so to speak, in a "quiet time", then today, in the context of the COVID-19 coronavirus pandemic that has engulfed the whole world, the relevance and importance of digital services is becoming even more important pronounced character.

In conditions of quarantine and self-isolation, it is the digital components of the economy that make it possible to continue working, provide various services, provide the population with food and other essential goods, study, improve their skills, get new professions, etc.

In this regard, today the digital transformation of all sectors of the economy, including the agricultural sector, is one of the priority directions of the development of Uzbekistan.

Agriculture is one of the leading sectors of the economy of Uzbekistan, where deep structural changes are taking place. The favourable natural and climatic conditions that Uzbekistan has, the selfless and hardworking people, as well as the carefully thought-out strategy of the state in this direction, contribute to the dynamic development of the agricultural sector: our land is grown beautiful, delicious, environmentally friendly the fruits of the earth and the sun, which are very popular in the world markets.

The state of economic potential, the level of food security of the state and the socio-economic situation in a society largely depend on the level of development of the agro-industrial complex (AIC). The main task of the agro-industrial complex is to maximize the standard of living of the population, the growth of employment and income of rural residents.

That is why the first President of the Republic of Uzbekistan, I. A. Karimov, and the

current President Sh. M. Mirziyoyev is one of the priorities to further deepen economic reforms, the task was set "to implement a wide range of long-term, deeply interrelated measures aimed at radically improving the quality of life and the appearance of the village, accelerated development of social and industrial infrastructure, radical revision of the status, role and importance of the owner, entrepreneurship and small business, full support for the development of the farm".

If in the early 90s Uzbekistan exported food products to only five countries, today to more than 80, only in the last 10 years the volume of exports of fruit juice has doubled, food products on average 1.5 times.

The implemented program measures for the modernization and diversification of agriculture provided an increase in the volume of agricultural products by 6.6 per cent, including fruit and vegetable products by 11.2 per cent, potatoes — by 9.7 per cent, melons by 10.4 per cent.

LITERATURE REVIEW

There are many terms that are identical to the digital economy (Digital Economy): "Information Economy" (Information Economy), "knowledge Economy" (Knowledge Economy), "creative economy" (Creative Economy), "Internet Economy" (Internet Economy), "network economy" (Network Economy), "electronic economy" (E-economy), "Digital agriculture" (Digital agriculture), etc.

These terminologies are often used as synonyms to refer to new phenomena in the post-industrial economy that arose with the formation of the global information network, the universal spread of personal computers, the development and continuous improvement of software, the promotion of digital technologies, the production of intangible products and services of information and communication companies. [5]

As a generalizing concept today, the term "digital economy" is most often used, which contains not only the features of all the listed economies but also a number of more general distinguishing features that characterize its qualitative certainty. The World Bank defines the digital economy as a system of economic, social and cultural relations based on the use of digital information and communication technologies. The report of the United Nations Conference on Trade and Development (UNCTAD) noted that "the digital economy—the use of digital Internet technologies in the process of production of goods and services and trade in them" [7].

OECD researchers write: "The digital economy is the result of transformational effects of new general-purpose technologies in the field of information and communication" [10]. Some foreign and Russian scientists characterize the digital economy as a worldwide network of economic activities that have become available thanks to information and communication technologies (ICTs).

In other words, the digital economy can be defined as an economy based on digital technologies; [TechTarget, 2016] a set of banks and databases, technologies, and their support and use of information telecommunication systems based on common principles and provides communication of organizations and citizens, as well as meeting their information needs; [6] the automated management of the economy based on advanced information technologies; new economic order based on the effective information management system of production as

partcities, regions, countries, economic communities of several states; [6] the communication environment of economic activity on the internet, aswell as the forms, methods, tools and results of its implementation. [7]

A brief review of the definitions of the economic category "digitalization" by Russian scientists shows that it has a different interpretation associated with the reformatting of technologies and business processes to improve the working environment, the interaction between participants in the process of modern enterprises.

In this case, the prerequisite is digitalization is the electronic implementation of an activity that assumes the presence of corporate automated systems as a base for digitalization; the presence and use of an electronic repository of reliable data; the availability of reliable information and technologies for processing them; the use of new technologies for processing data and transmitting information, new methods of decision-making based on the digital transformation of information; the use of personal computers and the internet information and telecommunications network, etc.

As can be seen from most of the above definitions of the digital economy, their integral part is the recognition of the leading role of digital technologies, information and communication technologies. In fact, all spheres of human life have changed in one way or other thanks to the opening of networks and the development of ICT, however, it is the changes of recent years that allow us to say that a new stage of informatization is beginning the name "digital agriculture".

In Uzbekistan, the development of the digital economy as an integral part of all spheres (economic, social, political, cultural, etc.) of everyday life has been given special attention with the adoption of the Decree of the President of the Republic of Uzbekistan "On the Strategy of Actions for the further development of the Republic of Uzbekistan" No. 4947 dated February 7, 2017. [1]

The next step towards the creation, implementation and development of digitalization as a new innovative component of the economy was the adoption of the presidential decree of the Republic of Uzbekistan dated July 3, 2018, № PP-3832 "About measures for the development of digital economy in the Republic of Uzbekistan" of the President of the Republic of Uzbekistan PD-5598 from 13 December 2018 "On additional measures for the implementation of the digital economy, e-government and the information systems in public administration Republic of Uzbekistan". [2,3]

RESEARCH RESULTS

In recent years, Uzbekistan has been taking very serious and effective measures to develop agriculture, the introduction of modern innovative technologies in agriculture. Subsequent advances in this area will increase the competitiveness of the sector and turn existing problems into new opportunities.

However, this requires the development and implementation of agricultural technologies and innovations that are currently used in other countries around the world. The following is a foreign experience in this area [4]. The following are the indicators achieved in agriculture in the

countries that have achieved a high level of overall technological development in the leading sectors of the economy [2].

"Smart" warehouses for vegetables and fruits in real-time (storage)temperature, humidity level, carbon dioxide content) allows you to monitor the condition of the product during storage using specially stored algorithms, which helps to make the right decision. If the conditions are violated, the system will correct the situation and notify the warehouse owner of the change.

Technological solutions for processing and storage of agricultural products, automation of these processes reduce staff costs and improve the storage conditions of the harvested crop.

TABLE 1. COUNTRIES THAT HAVE ACHIEVED A HIGH LEVEL OF OVERALL TECHNOLOGICAL DEVELOPMENT IN THE LEADING SECTORS OF THE ECONOMY

Technological field	Ranking of leading countries				
	1	2	3	4	5
<i>Agriculture</i>	USA	China	India	Brazil	Japan
<i>Medicine, biotechnology</i>	USA	United Kingdom	Germany	Japan	China
<i>Nanotechnologies, New materials</i>	USA	Japan	Germany	China	United Kingdom
<i>Energy</i>	USA	Germany	Japan	China	United Kingdom
<i>Defence, Security</i>	USA	Russia	China	Israel	United Kingdom
<i>Electronics, computer memory</i>	USA	Japan	China	South Korea	Germany
<i>Information management</i>	USA	India	China	Japan	Germany
<i>Auto industry</i>	Japan	USA	Germany	China	South Korea
<i>Aviation, railway transport</i>	USA	Japan	China	Germany	France

"Smart" agricultural technologies. "Internet of Things - IoT" - is the interaction between different devices and machines, which allows you to automate management and control processes through various "smart devices" and significantly reduce human participation in them. is an information exchange system. Areas of application of IoT technologies in agriculture include:

- ✚ Smart farming;
- ✚ Smart Farms;

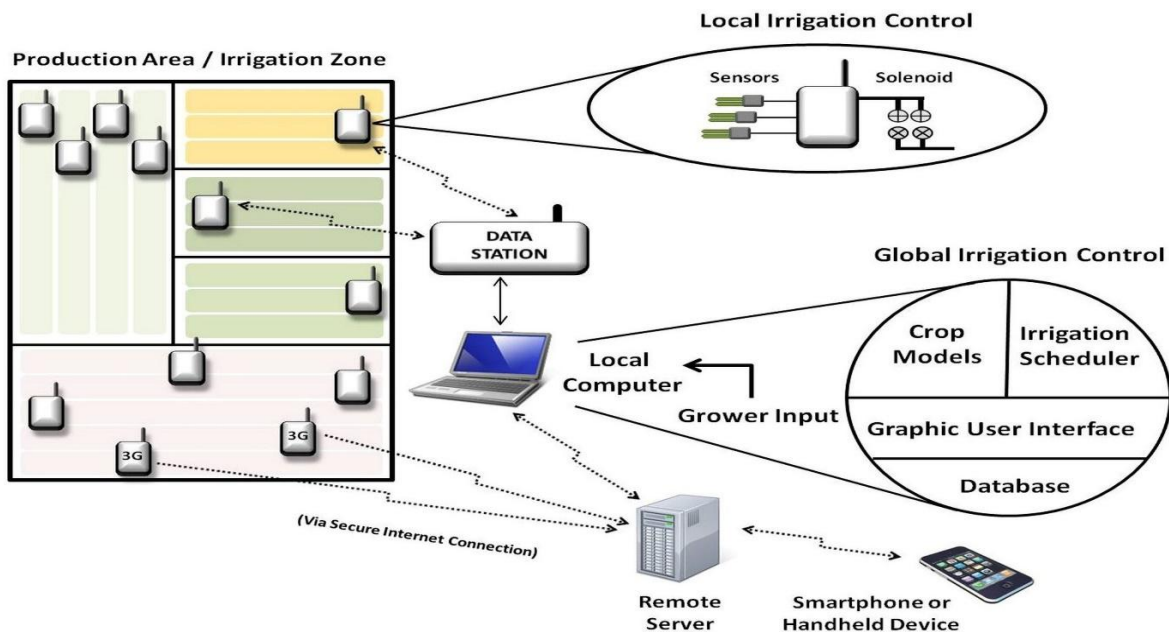
- + Smart greenhouses;
- + raw material management;
- + storage of agricultural products;
- + management of agricultural transport;
- + "Big Data" and others [4].

"Smart" greenhouses allow more efficient use of fertilizers, chemicals, water, as well as optimize the number of staff needed to care for crops and reduce losses due to human factors. According to experts, the global market for "smart" greenhouses does not exceed 3% of the total number of greenhouse facilities, but their number is growing by 9% annually.

"Smart" greenhouses are all for you allows you to control the irrigation process and the microclimate. In addition, it is possible to monitor the profitability and quality of all systems, which can increase the yield by 20-40% by improving the quality of the product and reducing costs.

Smart farms can improve pet productivity and product quality, as well as reduce costs. According to scientists, animal husbandry based on traditional methods is less effective in its current form not because one-third of the planet's land is grazed by livestock, and in the crop, animals eat most of the grain grown.

FIG 1. PROPOSED ARCHITECTURE FOR MULTIDISCIPLINARY MODEL FOR SMART AGRICULTURE



The use of automated systems for feeding, milking and monitoring the health of animals, according to experts, will increase milk production by 30-40% and make efficient use of the existing feed base. There are also technological solutions to increase the efficiency of veterinary

services, which allows you to keep personal veterinary records, a single database of animals and records of animal owners.

For example, on the basis of the chip is created "electronic passport" of the animal, the data obtained during the reading provides a database of modern veterinary control.

Our country has a huge potential in agriculture. Many issues are related to this sector, from the abundance of our markets to the abundance of food for our people to the extra income from exports.

Ground-mounted sensors at control points are the basis of a soil properties detection system, for example, to inform the user immediately to detect and make decisions on, for example, land heterogeneity, soil types, lighting, weather, weeds, parasites.

Thus, sensors placed at a considerable distance into the field and integrated into the network allow to obtain crop conditions, in particular, humidity, temperature, weed dispersal rate, plant growth phases, etc., without leaving the site.

Wireless sensors that measure the physical and chemical properties of the soil, along with terrestrial devices, as well as autonomous weather stations can create a system that provides the farmer or agronomist and modern "smart" machines with the complete set of data needed to make the right decision.

Multi-task robots (robotic machines) are gaining popularity at a rapid pace in agriculture. According to the consulting company by 2024, the supply of agricultural robots will increase from 32,000 at the end of 2016 to 594,000. As of early 2017, there were more than 150 robot suppliers for the agro-industrial complex in the world.

However, the following main directions of the use of robots in the agro-industrial complex are noted:

- ✚ unmanned tractors and aircraft;
- ✚ Automated crop production systems;
- ✚ Automated systems for managing dairy farms, as well as "smart" tractors and combines can work autonomously, without the need for human intervention, which allows them to be used at any time of the day.

In addition, they can be equipped with many additional features, for example, with systems installed against pests. In recent years, a number of measures have been taken to reform agriculture and introduce market mechanisms. Interest has increased as a result of public procurement prices almost tripled.

In order to introduce new technologies and innovations, increase labor productivity and wages, 76 cotton and textile clusters have been established. This year alone, a new water-saving irrigation system has been introduced on 25,000 hectares of cotton fields. Efforts have been launched to rehabilitate 1.1 million hectares of decommissioned land.

These are certainly good results, but this work is the first stage of reforms. Our President has set a task to take reforms to a new level with a long-term vision, thinking not only of today but also

of tomorrow. To this end, a strategy for agricultural development for 2020-2030 is being developed. This will be the main growth point, the “driver” of our economy.

Thousands of jobs will be created, people's incomes will increase. According to the World Water Institute, by 2040, and Uzbekistan could be among the 33 countries with the worst water shortages. Therefore, the head of our state paid special attention to this issue, emphasizing the need to increase the efficiency of water use and its accounting, the introduction of water-saving technologies on 200,000 hectares annually.

It was noted that these directions should be reflected in the strategy being developed. While discussing the issues of state support of agriculture and improvement of the public procurement system, it was noted that the bulk of budget funds should be spent on improving land productivity, the introduction of water-saving technologies, the development of science. Special attention was paid to increasing the export potential of the industry and increasing the production of value-added products, and the world experience in this area was analyzed.

TABLE 2 THE MAIN INDICATORS OF AGRICULTURE

	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	January-December 2020
Arable land for agricultural crops, thousand hectares	3778,3	3744,5	3750,8	3769,1	3769,5	3777,4	3780,3	3786,7	3790,8	3798,4	3806,6	3815,1	3824,6	3834,2	3844,7	3855,2	3866,7	3878,2	3890,7	3903,2	3373,1
Agricultural production, bln. som	1387,2	2104,8	3205,3	4408,3	4691,8	5978,3	7358,8	9134,9	11360,7	13682,5	16250,9	19136,7	22364,3	26049,3	29999,3	34449,9	39488,1	45174,9	51699,5	59125,6	249754,5

																	2	3				
including:																						
farming	696,88	108,68	106,88	212,21	224,22	323,33	424,44	525,55	626,66	828,88	181,81	282,82	383,83	484,84	585,85	686,86	888,88	989,89	191,91	111,11	123556,00	
animal husbandry	690,48	101,88	106,65	199,13	218,37	226,52	333,38	441,44	449,06	553,96	127,73	194,13	251,77	308,90	447,54	538,41	644,91	895,92	100,23	104,83	126198,55	
Growth rate of agricultural production in percent to last year	103,1	104,2	106,0	107,3	108,9	110,4	111,6	112,5	113,8	115,5	116,3	117,2	118,6	119,6	120,6	121,3	123,0	125,2	126,3	128,3	102,8	
including:																						
farming	103,1	106,5	109,6	113,4	116,6	120,4	124,2	128,3	131,4	135,9	140,9	146,1	151,1	156,9	162,5	168,7	175,2	181,8	188,8	195,8	103,4	
animal husbandry	103,0	101,9	102,1	101,3	100,5	100,3	100,4	100,5	100,8	100,9	100,0	100,4	100,7	100,3	100,6	100,7	100,1	100,4	100,5	100,6	102,1	

Prepared independently by the author based on state statistics. <https://stat.uz/uz/rasmiy-statistika/agriculture-2> [9]

There are also shortcomings in terms of service. For example, because there is no competition in this system, the cost of services is high, and the product manufacturer has no choice.

Therefore, it was noted the need to increase the range of services on the basis of public-private partnership in the supply of mineral fertilizers, plant protection, technical and other services, the establishment of private enterprises. The rapid and reliable assessment of the actual condition of soils and crops through space probing, which began this year, should be completed by the end of 2020.

This system allows increasing the yield by 25-30%, giving complete information about the vegetation process, the reclamation condition of the soil and the amount of mineralization, the level of moisture. Officials were instructed to introduce a system of full digitization of processes from crop placement to sales.

In order to effectively organize the implementation of the above tasks, first of all, qualified personnel are needed. It was noted the importance of introducing new teaching methods in higher education institutions specializing in the field on the basis of international experience, the organization of mobile training courses and seminars with the participation of professors and teachers.

The research institutes were also instructed to create early-maturing products and livestock breeds suitable for the climate of the regions, to commercialize scientific developments.

In general, the new strategy is to ensure food security, increase exports, and increases the volume of products per capita through the introduction of market mechanisms in agriculture and the establishment of science-based production. Serves to multiply;

The reforms have already shown their results, and in a short period of time, significant progress has been made in providing the country's population with agricultural products, increasing rural incomes, sustainable development of small business and private entrepreneurship, and strengthening the cotton market.

From the first days of independence, agriculture was radically changed the agrarian policy of the government of the republic pays great attention to the issues of renewal and development, the abolition of cotton monopoly, the improvement of work in the field of self-sufficiency in food, the development of processing industries.

The agricultural sector is an important sector of the Uzbek economy, providing a guaranteed market for agricultural machinery, chemicals and other industrial products, along with the supply of all types of food products and raw materials needed for the agricultural market [8].

Therefore, ensuring the sustainable development of the sector and improving the living standards of the rural population is one of the priorities in the implementation and deepening of economic reforms in agriculture.

The strategy of economic reforms in agriculture, an increase of efficiency and productivity of forms of management in the restructuring of institutional and organizational structures of the

economy, legal-regulatory, structural, financial-credit, tax and price systems required a profound change.

CONCLUSION

Today, the use of digital technologies in almost all areas of human activity is growing rapidly on a global scale. Agriculture is no exception, including in the Republic of Uzbekistan.

In the years of development of the digital economy, a number of Presidential decrees and resolutions were adopted. Experts in the field say that due to digital transformations, the overall productivity of agriculture will reach 2030 should increase by about 60% so that there is no shortage of food.

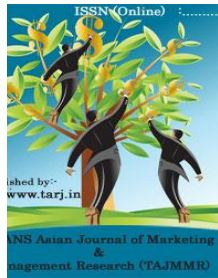
In connection with these trends and innovations in the field of digital agro-technologies, the draft concept of "Smart Agriculture" in the agricultural environment of Uzbekistan was published on the portal of normative legal acts of the Cabinet of Ministers of the Republic of Uzbekistan for general consideration and discussion.

The main purpose of this concept is to increase the productivity of agricultural crops, increase livestock productivity, protect crops and lands from pests and various insects, eliminate the impact of external crops on the yield of different crops, as well as the introduction of modern agricultural methods and the development of a culture of production.

Particular attention is paid to the introduction of high technologies and digital management in agriculture of the Republic of Uzbekistan.

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TRANS Asian Journal of Marketing Management Research (TAJMMR)

(Double Blind Refereed & Peer Reviewed International Journal)



DOI: **10.5958/2279-0667.2021.00006.7**

AGROCLUSTER SYSTEM AND ITS FINANCIAL PROPERTIES IN THE DEVELOPMENT OF FRUIT AND VEGETABLE AND VITICULTURE IN ANDIZHAN REGION OF THE REPUBLIC OF UZBEKISTAN

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ABSTRACT

One of the most pressing issues today is to ensure economic growth through the uninterrupted supply of food to the population of Uzbekistan and the export of fruits and vegetables to world markets. This article describes the main features, importance, procedure and financial features of the cluster system in the development of fruit and vegetable growing and viticulture in our country, as well as the importance of legal and regulatory documents adopted by the state for the development of the industry.

KEYWORDS: *Fruits and Vegetables, Food Security, Export, Investment, Cluster, Greenhouse Farms, Farms, Dehkan Farms, Leasing, Lending, Financial Support.*

INTRODUCTION

Uzbekistan has 20 million 236.3 thousand hectares of agricultural land, which is the main source of fruit and vegetable production and food security. In order to ensure food security in the country, special attention needs to be paid to the harmonious development of agriculture and processing industry. To effectively address these challenges, there is a need to organize and develop industrial clusters based on the experience of developed foreign countries, ie the principles of cooperation and integration between the sectors of the agro-industrial complex.

The organizational-economic and financing mechanisms of agro-industrial firms did not yield the expected results due to lack of thought, their complete non-compliance with market principles and other subjective reasons. Their financial and logistical situation was extremely unsatisfactory.

Therefore, the President of the Republic of Uzbekistan Sh. Mirziyoyev called for improving the management system in the horticulture sector and greenhouses, introducing effective mechanisms of state support, establishing cooperation in agriculture, increasing the production of high quality, competitive and export-oriented products based on modern resource-saving technologies, accelerating the food industry. A number of decrees and decisions have been adopted and are being introduced into production.

PF-5388 of the President of the Republic of Uzbekistan dated March 29, 2018 "On additional measures for the accelerated development of fruit and vegetable production in the Republic of Uzbekistan" in order to ensure the effective development of fruit and vegetable production in Uzbekistan, expand the production of high quality and competitive finished products In Surkhandarya region, an experiment was launched to support the creation of a cluster approach in agricultural production in the field of fruit and vegetable production. However, at a time when sales of fruits and vegetables in the world market amounted to \$ 205 billion, our share is less than one percent.

It is expected to increase fruit and vegetable exports to \$ 2.5 billion by 2020 and \$ 5 billion over the next three years. The head of state stressed that in order to achieve this, it is necessary to choose the right crops and varieties, increase productivity and income by at least two or three times, prevent waste, store products, logistics, and properly organize exports [3].

Today, the world markets have a high demand for products such as cherries, apricots, plums, pomegranates, grapes, almonds, citrus fruits, and these products make up the bulk of export earnings.

The cluster model (cluster - "growth together") is widely used in world practice as a tool to increase the competitiveness of the economic group, region and the country as a whole. The main features of the cluster model are: the ability of the group to increase its share in foreign markets; availability of favorable conditions (raw materials, qualified personnel, infrastructure, training centers, scientific institutions, etc.) in the area; the group is distinguished by the breadth of opportunities for participants to participate effectively in the group and other similar positive features in return for strong support from the state.

In order to meet the food demand of the population and increase exports, it is necessary to increase fruit and vegetable production by 8-10% per year and produce more than 1 million tons of additional products. Therefore, measures have been taken to ensure the planting of food crops on 77,000 hectares of land, which will be re-used in 2020, and vegetables on 200,000 hectares for the cultivation of tomorrow's crops [4].

According to foreign economists, regions and regions that are building their economies on the basis of a cluster approach are taking the lead in economic development in the current context of globalization and intensification of competition, the current climate change, environmental and coronavirus pandemics. Such a region and prospects determine the level of competitiveness of the state and national economy in which they are located. Regions that do not use the cluster approach to economic development, that is, those that use the traditional approach, are failing to achieve significant results and are becoming secondary areas.

The organization of clusters in the processing industry creates a number of competitive advantages in the development of entrepreneurship and increase their competitiveness: firstly, to increase productivity of firms and industry enterprises in the cluster, secondly, increase opportunities for innovative development, thirdly expand new types of entrepreneurship and cluster activities.

No. PP-4406 of July 29, 2019 of the President of the Republic of Uzbekistan "On additional measures for deep processing of agricultural products and further development of the food industry", "On further development of the fruit and vegetable and viticulture sector, the creation of value chains in the industry" In order to ensure the implementation of the Resolution No. PP-4549 of December 11, 2019 "On additional measures" and additional financial support for horticulture and greenhouses and fruit and vegetable clusters in the country, the Cabinet of Ministers of February 19, 2020 No. 102 "On horticulture and greenhouses and Ministry of Agriculture of the Republic of Uzbekistan, Ministry of Finance, Ministry of Investment and Foreign Trade, Council of Ministers of the Republic of Karakalpakstan and regional khokimiyats of horticulture and horticulture, as well as fruit and vegetable growing by the Resolution "On additional financial support of fruit and vegetable clusters" The proposals of the Republic of Uzbekistan on the establishment of loans from international financial institutions and foreign government financial institutions, funds of the Direct Investment Fund of the Republic of Uzbekistan, as additional sources of support for horse clusters were approved.

In this regard, in order to consistently implement the decisions of the President and the Cabinet of Ministers of the Republic of Uzbekistan in Andijan region through the establishment of fruit and vegetable agro-clusters to ensure food security and increase export potential in the country. The organization of fruit and vegetable agro-clusters in the region was carried out in two stages. Initially, in Bulakbashi, Khojaabad, Andijan, Asaka, Jalal-Abad, Altynkul and Balikchi districts, 9,469 hectares out of 22,764 hectares of arable land, "Navigul HK", DX "Andijan vegetables", "Prosperity dream", "Agro asia cluster", " Pearl sprouts "were attached to agroclusters. In the second stage, agro-clusters were established on 2,463 hectares of 10,484 hectares of arable land in Boston, Marhamat, Ulugnor, Shahrikhan, Kurgantepa and Izbaskan districts.

In general, 11,932 hectares of land in Andijan region have been attached to agro-clusters specializing in fruit and vegetable growing. As a result, in 2020, the agro-cluster system will be able to process 62,900 tons of fruits and vegetables and store 27,200 tons of products in refrigerators. As a result of the implementation of new projects planned for 2021, it will be possible to process 71,900 tons of products, store 33,800 tons of products in refrigerators and deliver them to the population throughout the year.

The agro-clusters specializing in fruits and vegetables in the region require 409,426 million soums for cultivation and purchase of products, 286,652 million soums for the establishment of intensive orchards and vineyards, 42,197 million soums for the operation of processing and storage facilities. Funding is provided by domestic resources and bank loans. [9]

Intensive gardens and greenhouses built for project initiators Establishment of intensive gardens and vineyards, approved by the Cabinet of Ministers of the Republic of Uzbekistan on January 30, 2020 No 52 "On measures to develop horticulture, viticulture and greenhouses in the framework of family business support programs." , on the basis of leasing and credit terms in accordance with the Regulations on the construction of greenhouses and their provision to the population on lease and credit terms.

Intensive orchards and vineyards, greenhouses will be financed from the following sources:

- Family business support programs of commercial banks, including loans provided under the program "Every family is an entrepreneur" on the basis of the Decree of the President of the Republic of Uzbekistan dated June 7, 2018 No PP-3777 "On the implementation of the program" Every family is an entrepreneur ";
- Funds of the Horticulture and Greenhouse Development Fund of the Agency for Horticulture and Greenhouse Development under the Ministry of Agriculture of the Republic of Uzbekistan;
- Funds of the Support of Grape Growers and Winemakers of the Agency for the Development of Viticulture and Enology under the Ministry of Agriculture of the Republic of Uzbekistan;
- Funds of the Fund for Support of Farmers, Dehkan Farms and Landowners under the Council of Farmers, Dehkan Farms and Landowners of Uzbekistan;
- Funds of the State Fund for Employment Promotion of the Republic of Uzbekistan;
- Other sources not prohibited by law.

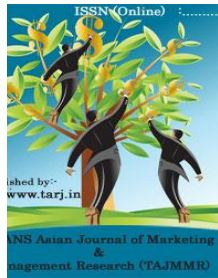
There is also a procedure for the organization and leasing of intensive gardens, vineyards or greenhouses.

Commercial banks may provide loans to entrepreneurs for a period of up to 7 years with a grace period of 1 year to finance projects for the establishment of intensive orchards and vineyards - with a grace period before they enter the crop (by type), to finance greenhouse construction projects.

To finance intensive garden and vineyard construction and greenhouse construction projects, loans are issued by commercial banks in the prescribed manner on terms such as purpose, urgency, and overpayment.

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TRANS Asian Journal of Marketing Management Research (TAJMMR)

(Double Blind Refereed & Peer Reviewed International Journal)



DOI: **10.5958/2279-0667.2021.00005.5**

COMMUNICATION DRIVES IN CASE OF GREEN MARKETING

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ABSTRACT

The important bridge is communication that transmits and activates the limbs of green marketing. The blood flow is important for the vital organs of the body to function and thereby restore the health welfare. Similarly, the communication is the blood of the functioning of the firm. The author submits that the future trend of business growth will focus on economic, social and environmental planks of any firm. The firm's business growth depends on the millennial crowd that is the productive segment with deep pocket and the net workers. This population has its own heart and mind and this can be bridged to the mass and micro of 4.0 marketing through communication. The communication has the task to address specific to green and this requires a minimal of wastage of the communication. Thus focused address that is informational and transformational is essential. One finds that Direct Marketing because of this is taking place and disintermediation is the call of the day. It is more so when one is in normative marketing spree, yet customization and personalization both are required in order to be relevant with the offer. Thus social media marketing is the in thing and the social websites are relevant.)

KEYWORDS: *Trend Setters , Rational Buyers, Net Workers, Radical Trust, Trad-Digital Marketing, Digital Marketing, Green Product, Green Marketing, Search Advertising, Green Wash.*

INTRODUCTION

The researcher is penning down this title looking at the trends and concern for the consumer behaviour trends for the year 2021 that are important for the planet, people and profit. The 'planet, people and profit' platform of green marketing. The survey as appeared in brand equity

titled 'How 2020 changed the Indian Consumers' shows that "the 2020 shoppers- 70% said their spending habits have changed with more focus on bringing value to both themselves and the society said that they have been actively seeking to purchase more from small businesses. While 72% also said that they do not mind paying extra if the product is environmental friendly¹, again " people are willing to pay a premium for healthier and cleaner alternatives in food"². The above non personal form of communication brings forth two things elements a) Informational and b) transformational. It is true but in the process is hitting at three elements, i) innovation, ii) differentiation and iii) disruption.³ Therefore, the issue at hand is quite pertinent as a topic to be delved in.

- 1) The importance of going green and consuming green products.
- 2) The eagerness to pay higher price for such products.
- 3) The small shops or specialised doing the business.

The finding was an outcome of survey among 3000 Indian millennial who gave their opinion. None the less, it brings forth the core issues that are important for communicating the age group of millennial. The author understands that the process of communication is informational and the other transformational. Again the task crafted for the communication are either to present an image of innovation or differentiation or disruption in delivering the offerings. In deliberations following, one will portray the generation to be addressed and their nature of data expectation, then the nature of the precise offering and then building the livewire.

Generation this communication will address:

The three generic group of customers to whom the corporate or the firm should address based on the values that are sought by customers, are namely the three segments: a) Trend Setters, b) Rational Buyers and c) Net Workers.

TABLE: THREE GENERIC SEGMENTS ⁴

Trend Setters	Rational Buyers	Net Workers
a) State –of-the art Product	a) Re-engineering	a) Nurture a culture of commitment and trust.
b) Speed to the market.	b) Bench marking	b) Market focus.
c) Re-invent the industry.	c) Cost-cutting	c) Customisation.
d) Get different	d) Excellent services	d) Build relationship.

To relevance of the readers', the focus group of the millennial are the 'Net Workers'. The net workers are presently also showing the tendency to deviate from bench or desk viewing to their personal exclusiveness and orientations of capsules of their own world. The private viewing or personal discrete viewing is their pattern of behavior. The millennial irrespective of their ideologies have to be addressed replacing the traditional 4 P's and the marketing mix has been redefined to four C's⁵, namely, co- creation, currency, communal activation, and conversion.

Individuals and firms are doing so in order to over ride the disruptions created by digital marketing and the forthcoming 'Internet of Things' (IOT), traditional temper of communication of trad-digital has in 4.0 led to digital marketing infused with Artificial intelligence. In this connected world, the idea is to have both sides actively obtain value.

The Challenging Task

The task is phenomenal the acceptance of IOT and the digital economy is in tune to the Blue Ocean Strategy⁶ where-in the authors stated that success of innovation occurs when 'Value Delivered' increases and the 'Cost of Access and Creation' reduces. Of course the authors gave the example of synthesizers of the music world replacing the traditional piano. We have to acknowledge that the cost of creating 1G.B content was Rs 152/- some five years back and today the same 1 G.B content is Rs 10/-. In reference to five principal metros of India 50% of the customer are below the age group of 35 years or less. In 2019 the average consumption of the user was 16 GB per month and this is projected to increase to 25GB per user per month in 2025, then again it has to be accepted that 4% of the household have fixed broad band therefore the growth of the GB usage will be based on access through smartphones⁷. The web pages view year on year has declined lately between 2019 and 2020 by 13% and on mobile content viewing year on year in same period has increased by 33% and similarly through seeing contents have increased by 20% . This change is more pertinent for the rural growth of the Indian economy. Under the circumstance, 'Ethics' and rolling out of 'Content' are becoming important.

The phenomenon to handle for the green industry and marketer is "When Media is cheap attention is costly"⁸. The mobile gave passage to a new member 'thumb', the gatekeeper 'thumb'. The thumb scrolls through 300 feet of content every day as it scrolls through them fast giving merely 8 seconds of time to each piece of content, before moving to the next item. The content has to be good enough for the thumb to stop and give us those precious extra seconds where one gets to say a bit of the mind and heart.

The Green Product:

According to Ellington, Hailes and Makower⁹, the following are the characteristics of green product:

- Are not dangerous to people or animals.
- Do not damage the environment in manufacture, use or disposal.
- Do not consume a disproportionate amount of energy in manufacture, use or disposal.
- Do not cause unnecessary waste.
- Do not involve unnecessary cruelty to animals.
- Do not use materials from threatened species or environment.

At the same time it has to be kept in mind that the greenness of a product is a matter of degree, relative to the competing alternatives available, and that considerable variance can exist regarding acceptable levels of greenness across countries [Ottman¹⁰] Again it is a fact that this

green product lead us to the concept of 'Green Consumerism' which in years to follow will be backed by symptomatic 'Ecomark- Labelling'¹¹.

The genesis of the concept of Green Product is in the *Green Marketing*. The terminology entered in the business lexicon in the late 1980's. It can be defined as an integrated management process responsible for identifying, forecasting and satisfying the needs of individuals and groups in profitable and sustainable ways. In addressing the needs of Green Marketing- organizations , institutions and firms have responded with 'Green Products'. The focus of Green Marketing are two:

- 1) Using natural resources at a rate at which it could be replenished or could be suitably substituted.
- 2) Producing pollution and wastes at a rate which can be absorbed within the environmental system without bringing much disharmony in the natural environment.

What is it that need to be communicated based on present day needs?

In the case of green product marketing the following points are to be noted in this respect:

- a) Substantial enhanced value in the product is expected.
- b) Image that recycled products and recycling technology will have on consumers is same as that of virgin.
- c) Government regulations and taxation may that are encouraging .
- d) Public Issues and Green Products.
- e) Capital cost involved in recycling set-up of production process.
- f) Fast changing rules on such green products.

Having stated the purpose of communication and orientation in case of Green Marketing, one looking at the millennial group is talking on social media for two reasons the output diffusion of communication at the cheapest of the cost with more precision and becoming informational as well as transformational. This will brings in two caveats. One is the 'Content' and the other the 'Ethics' of doing it. We are presently finding firms accepting the 'Radical Trust'¹². The term 'Radical Trust' refers to trust bestowed on others when organization shift control to their customer and users.

Content

Jonah Berger has been a pioneer in suggesting the ingredients within the communication. He has developed 6 principles¹³. The principles are being stated below:

Principle 1: Social Currency: The tern 'Social Currency' involves sharing of messages. The sharing is crafting the message that helps one to desired impressions. One needs to find inner remark ability and make people feel like insiders. The content writer needs to leverage game mechanics to give people ways to achieve and provide visible symbol of status that they can show to others. Sharing could involve the three:

- 1) Sharing secret has social currency.
- 2) Sharing personal experiences or information of self.
- 3) Sharing things that are entertaining than boring.

Overarching the three is desire for social approval which is fundamental human motivation. The inner-remark ability is achieved by being interesting, surprising or novel., curiosity that creeps in brings the added element of standing out from the rest. Therefore, the scarcity and exclusivity boost the content element and makes one feel he is an insider.

Principle 2: Trigger: What is top of mind is a good starting point. If something is available or accessible, it's usually relevant to the situation on hand. Triggers are the maximum frequency or most dominant word or phrase. Triggers could be the drummer or bassists. One need to design products and ideas that are frequently triggered by environment and create new triggers by linking green products and ideas to prevalent cues in that environment. Top of mind leads to tip of the pen or tongue.

Principle 3: Emotion: When we care we share. The purpose is arousal of the drive. Sometimes it is High Arousal or Low Arousal. The emotions are two Positive and Negative. Building a matrix we get the matrix stated below:

	HIGH AROUSAL	LOW AROUSAL
POSITIVE	Cell 1 Awe Excitement Amusement	Cell 2 Contentment
NEGATIVE	Cell 4 Anger Anxiety	Cell 3 Sadness

(the table is modified and adopted from Jonathan Berger Pg109)

The author is a marketing academic and professional, therefore, it is advised that one should operate in or between Cell(s) 1, 2, and 4.

Principle 4: Public: A key factor in driving products to catch on is public visibility. If something is built to Show, its built to grow. This phenomena play out all the time in social media communication. In other word the 'Herd' mentality is followed. The audience adhere to it resolve to uncertainty. Social proof even plays a role of some kind of testimony. This idea convergence is remarkable. It states that it is difficult to copy what cannot be seen. Making things more observable makes them easier to imitate, which makes them more likely to become popular.

Under the circumstance, one has to make the product and ideas more public. One needs to obtrusively present and demonstrate along with subtle questions and answers, thereby create behavioral residues that stick around even after one espoused the idea.

Principle 5: Practical Value: The issue at hand is whether the product or idea help the person or others.

One has to craft the content looking at the usefulness. The issue could be any from idea generation to health or saving money. The billion dollar question is how to make the content and

its execution seem to the audience a good deal. The value generated should be incredible both monetarily or otherwise. The knowledge and its subjective nature need to be packaged, such that it is discreetly shift able and usable.

Principle 6: Stories : One need to build a psychological cover that allows the audiences to talk about a product or idea with no trace of that being an advertisement. It should have components which have lesser components of contradictions or conflict and more of agreement with the target audiences and along with it elements of dramatization. Information travels under the guise of what may seem like idle chatter. One needs to make it more than a story by installing in it the 'Virality' . One need to make the message so integral as people cannot tell without it.

The author humbly submits that since 'Radical Trust' is the call of the day, simply stating the content generation to be the way towards the emancipation of thoughts and passage therefore towards 'Search Advertising' for the firm, which the firm looks as an opportunity one has to be careful that 'Ethics' should not be underplayed while such trust in consumers and the advertising search process is carried. Before one deliberates on 'Ethics' in the communication high way, it is important that the term 'Search Advertising ' be stated as a concept for the readers. 'Search Advertising' is a concept in reference trad- digital marketing that is built on the ' interruption-disruption' model and now also in the digital marketing where in firm finds its opportunity for online advertising to target both mass and niche audiences. Keeping oneself brief one thinks that the 'Ethics' part of the communication be explored the modern world.

Ethics in content development

The challenge of the author is to bring out the nuances in acceptable and unacceptable with reference to radical trust and thereby their domain of 'discuss, contribute, collaborate and share', that impacts the content. The farmer agitation saw it and then the republic day celebration saw the nadir of the content creation. This bled the nationalist hearts and therefore, the author is addressing it as a section of reckoning in the research exercise. The researcher uses epidiascope to unravel the nature and extent of the bearing of ethical theory on the practical life of human beings. Candidly one submits that one group advocates that the aim of Ethics is practical throughout. While others contend an opposite view of stating it has no bearing on practical life just as astronomy or chemistry or metaphysics and therefore is a purely theoretical study. The middle course, holds that its aim is not directly practical, yet believe that it has important practical bearings, as much as it makes clear to us the ideals involved in life. One has to beckon his mind to state that earlier thinkers up to Plato, to the medieval Casuists, to Bentham and most of modern Utilitarian and on the whole till Herbert Spencer, have stated it to have practical implications. The researcher argues that all knowledge effect practice, but not all knowledge guides it. Few important views be acknowledged in this regard of discussion namely, 'The Moral View', 'The Intuitionist View', 'The Utilitarian View', 'The Evolutionist View' and ' The Idealistic View'. Mackenzie has summarized them and these are enumerated below.

The summary has classified the views of the many to three¹⁴ in reference to their bearing on practical life:-

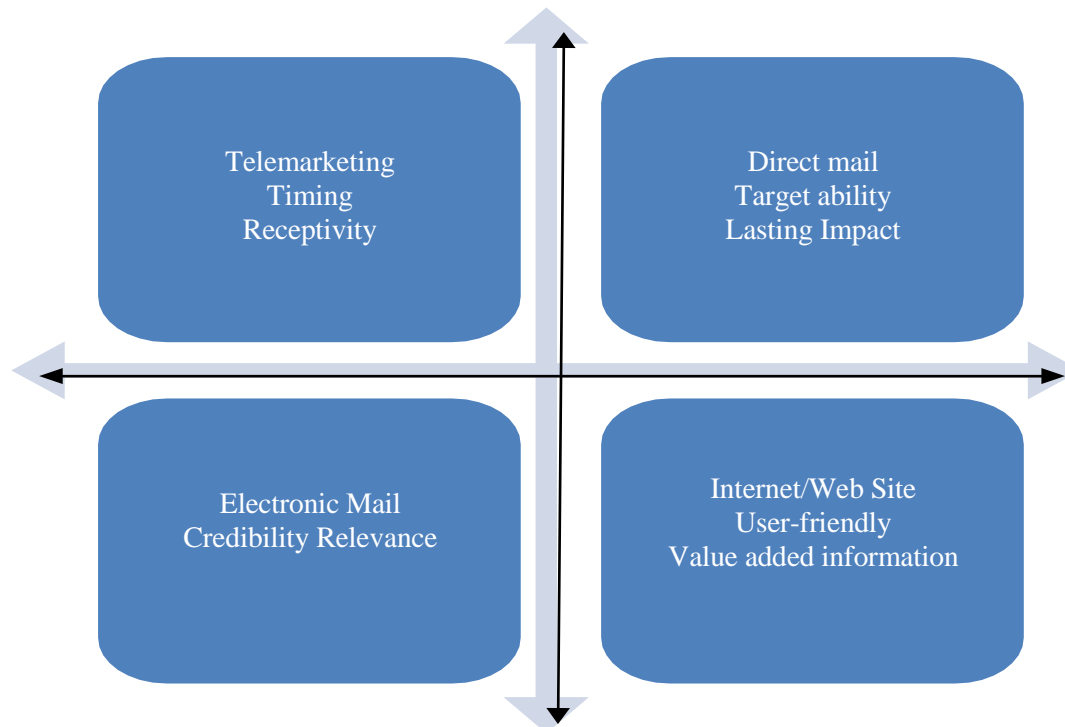
1. One view that it has evolved states that there is no bearing upon practical life at all. This is the view of extreme intuitionists, whether perceptual or rational, while again the

evolutionists have stated that nor end can be discovered in the process of development and the similar view is corroborated by the idealists also.

2. The second classified view states that Ethics is directly practical. The Utilitarian's advocate this view mainly. However, there are also those who think that some definite end can be formulated for mankind, which is not involved in the process of human development.
3. The third classified group view that Ethics as its primary function brings out the significance of moral life in relation to the ideal that is involved in it, and that this process is at the same time a criticism of it.

Examples will make the above deliberation clear, say, let us take a jibe at this reflection. It is important for the Central Government to have a set up of linguistics who are apolitical and will neutrally write the three amended laws on green and agricultural marketing without adding flavour since the country has defined literacy in terms of the linguistic enablement. Second example, while being creative they depict a narrative of Green Marketing while knowing fully well that it is a case of 'Green Wash'. Green Wash term is used when one overstating his or her case and getting found out, or not being able to deliver on promises and having to back out. Greenwash¹⁵ is a noun defined "disinformation disseminated by an organisation to present an environmentally responsible public image." Investopedia states Greenwashing¹⁶ is the process of conveying a false impression or providing misleading information about how a company's products are more environmentally sound. Green washing is considered an unsubstantiated claim to deceive consumers into believing that a company's products are environmentally friendly. 'Intuitionist View' therefore has an ethical problem.

Having deliberated on this issue, in a critical manner one will be tempted to state that Direct Channel to which is now the 'Tradigital', a 'Digital' marketing which is forth coming more to stay in Artificial Intelligence communication will be having a communication overload as depicted in discussion to follow.

Key to Successful Direct Marketing Channel Trad-digital marketing

Digital Marketing

Source: Modified from Direct Marketing In Action, Edited by Thomas et al pp134¹⁷

The researcher is more bothered about the bottom two the Electronic Mail and the Internet/Web site since radical trust is the 'in-thing' in 'B to C' and even 'C to B'. Let us delve a bit into these two. Using e-mail means creating credibility and relevance. Credibility can be derived simply by 1) simply identifying the institution and 2) sending the mail out irrespective of the size of the mail since individuals or group hate the 'spam'. Recipient in digital marketing want identification and trust worthiness of the communication. Secondly, it is imperative that the firm's offer be clear, obvious and explicit to have a unique customer response (UCR).

Again in internet the social media network has become strong and the face book pages are twitters and you-tubes have brought in focused communications and interactive human centric discussions which are significant for the micro-market and finding a customer within a customer. The preliminary form of discovering a customer within a customer is the appearance of 'Permission Marketing'. It helps both the consumer and the marketers in a symbiotic exchange. This has been stated in the book, Permission Marketing by Seth Godin. Marketing is anticipated, personal and relevant¹⁸. through the OTT (over- the- top) since one can now seek his communication not on bench-viewing and at his discretion carrying the mobile and viewing or recalling the view this is one form of permission marketing. The platform of 'Amazon-Prime' gives one the liberty and the streaming quality is also good. On the internet through Podcast , and

via the text messages , markets are getting more connected and becoming more vocal every day. The marketer and the consumer is interacting and has made the term 'market' a verb.

Grass root social media for cause of Green

There are most probably an array of atleast more than 50 popular social websites. To refer a few that are at top of mind recall are, 'Pinterest', 'Twitter', 'Facebook', 'Instagram', 'Google+' and 'Linked in'. The field of Green Marketing as stated above is normative yet the imperative of time states that the population to be addressed to develop the Green Products and Green Services is the generation which is 'Me-Generation' yet discerning and well acquainted with best of their interest. 'Twitter' and 'Linked in' are sites that stands out from the above named few. 'Twitter' is a micro blogging site with a limitation of 140 characters total as the blog size. 'Linked in' is basically a business oriented social networking site but the population is above the age of 35 or higher and has around 740 million at present users less than a million. Facebook is a social sharing site with largest opportunity to be heard it had 2.8 billion users till 2020 of whom the maximum users are in the age of 24-35. The other two sites Instagram and and Google + are social sites the nuances need to be observed. Instagram is one in which photograph and even videos (of 15 seconds) can be seen, Google+ is social network site where the Brands and Users go tango.

The cut out job of the green firms and advocates are three namely, 1) engaging 2) building credibility and 3) the compelling story, that tell the need and the specific firm's response¹⁹. Engaging is the most crucial work as the target population of 18 to 35 may not be making major financial gifts but are socially conscious young adults and can be ideal volunteers and request membership status, therefore organisations or institutions that induct them as indirect donors could develop this habit and build long- term relationships. People who do not know what the firm or institution does cannot be passionate to the green cause and without passion, it is much more difficult to engage people as supporters, volunteers and donors.

Building credibility is imperative, the millennial are quite wary of online scams and news stories recounting the action of unscrupulous charities. The donors know what to ask to the Non-Profit Organization(NPO)/Institution or the Social Purpose Organisation(SPO). They of are careful in demanding and critically evaluating that fund donated are spent for the focussed purpose or area and not on marketing and administrative cost/capital asset creation.

The firms in the field of green marketing are required to be responsive, adaptive and entrepreneurial²⁰ and here in the role of social media marketing is very important. They therefore need to build stories to engage donors , volunteers, stakeholders and supporters with the need to awaken in them the passion to solve the problem or cause at hand. This will help the NPO or SPO to heart (action, passion) as well as the head (credibility, awareness). Social Multi-Media Marketing brings the capability that makes it easier than ever to use photos, videos, audio and short vignettes to capture attention, educate and make an emotional connection and reach millions by becoming viral online. Let us become a bit more precise and focal.

Case for Specific Usage of Pinterest, Twitter, Facebook, and Linked in.

Experience shows that Linked in has been effective in generating donors that make sense. Getting these donors, board members, supporters and volunteers into through conversation and sharing not so known secrets through story building into the problem solving in reference to need and the cause to be addressed is very effective in generating revenue. Further getting into networks through snowballing with these virtual acquaintances a good number of volunteers and donors are created for credibility and awareness. Community engagement in first step is stretched towards a committed individual engagement. In the process using photos and videos are optimally used and then the benefits of win - win is acknowledged through thanks giving and widely circulated appreciations. Creating share worthy posts are doors that open up endorsement for the firm by all stakeholders.

The second is Pinterest where one on green can talk about the green, designs and the green documents generated. In experimental stage where demonstration projects or the outreach programs with field executions of knowledge and skill can be tried and attention and diffusion of knowledge and skills are ventured in return. This brings into boost of one's own knowledge and refurbished knowledge and skills at least of cost, thereby the indirect market testing becomes possible which otherwise would have been costly at the same time the experimental knowledge, experiential knowledge and skill in due course gets validated on others sharing, money and labour also. The triumph as the outcome should be shared among the interested and involved parties with a promise of virtual lab for further growth.

Face book is akin to a virtual party which helps to search the spectators who would like to be the firm's audiences and could be qualified to become the members and donors. The reach of facebook is unlimited. On firm's face book page, one can even conduct some sort of interviews that could be quite discerning to gauge the drive and then combine it with some triggering cues to get the desired response yet look quite open and deliberative for being collaborative and using the creations at later stage for long term green marketing avenues.

Twitters are blogs that are short but filtered and are navigational bends. They can be used to share in the -moment urgent needs that can be met by regular people while disaster or quick response and reflection of action is to be initiated and popularized. Emergency helpers and special skill providers in marketing of green product or services could be located and called for action.

The goal of the above referred social websites should be monitoring the brand, cultivating the discussion and engagement, sharing the information and ultimately enjoying the benefits of social validation.

Summary: The trend of 2020 shoppers have shown the importance of going green and consuming green products. The eagerness to pay higher price for such products along with preference for small shops or specialised shops doing the business. As one talks about this the underlining, is that about which target population is the firm bothered. The target population is the millennial, the productive group which is largely composed of Net Workers. The paper has astutely and adroitly crafted the communication imperative by stating that it is likely to be more suitable for direct marketing backed by social media sites executing it.

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Website : www.tarj.in

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ISSN (online) : 2278-4853