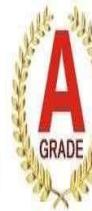




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NATIONAL CONFERENCE

On

“FUTURE TRENDS IN COMMERCE: CHALLENGES AND SUSTAINABILITY”

30th Nov, 2022

Organized by

DEPARTMENT OF COMMERCE

In Association With

PG & Research Department of Commerce and Management

**Vivekanandha College of Arts and Sciences for Women,
(Autonomous), Tiruchengode.**

&



**FACULTY OF ARTS & SCIENCE
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We are delighted to say that National Conference On“ FUTURE TRENDS IN COMMERCE: CHALLENGES AND SUSTAINABILITY” is being organized by Departments of Commerce, Faculty of Arts and Science, BIHER. Rapid changes are taking place in every sphere of Commerce and Management. In India, the government makes economical changes like Demonetization & GST. Today, Commerce and Management have become highly technology oriented and sophisticated. Information technology is influencing in every walk of business. Corporate are adopting new strategies. New ideas, trends, technologies and methods are rising for addressing new issues and problems that the commerce world is facing in the context of globalised and digitalized market scenario. This conference aims to provide a platform for deliberations on issues mentioned above as sharing and updating their knowledge on the Recent Trends in Commerce and Management.

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Finally, we thank the support provided by all the authorities, authors, reviewers, faculty and students for making the conference a grand success.

Dr. J KANNAN
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S.NO	TITLE	PAGE NO
1.	A MICRO STUDY ON ECO CONSUMERISM EVENTUALITIES IN INDIA Dr. Mekala Lecturer in Commerce, Government Polytechnic College for Women, Coimbatore	1
2.	A STUDY ON CONSUMERS BUYING PERSPECTIVE WITH RELATES TO ELECTRONIC APPLIANCES IN COIMBATORE REGION Dr. M. Arumugam Lecturer, Government Polytechnic College for Women, Coimbatore	4
3.	THE INFLUENCE OF „DEMOGRAPHIC CHARACTERISTICS ON INVESTMENT PATTERN AMONG PROFESSIONALS MrVishakh V T Research Scholar (Part Time) Bharath Institute of Higher Education Selaiyur, Chennai Dr.Kannan J Associate Professor & HOD, Bharath Institute of Higher Education Selaiyur, Chennai	8
4.	DEVELOPMENT OF WOMEN ENTREPRENEURSHIP IN INDIA R.Balaji Assistant Professor of Commerce (SF), VHNSN College (Autonomous), Virudhunaga	11
5.	The Impact of Human Resource Management Practices on Employee Retention GiridharRao P.M Corresponding Author: Dr. M. NirmalDev, (Ph.D. Research Scholar), **Associate Professor and Research Supervisor, Department of Commerce, VELS Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Chennai-600117	15
6.	A COMPARATIVE STUDY TO ANALYSE THE EFFECTS OF STRESS ON WOMEN WORKING FROM HOME AND WORKING FROM OFFICE J.SINDHU, Ph.D. Research Scholar, Department of Commerce, VELS Institute of Science, Technology and Advanced Studies, Pallavaram , Chennai – 600117, Dr.T.SUJATHA, Assistant professor, Department of Commerce, VELS Institute of Science, Technology and Advanced Studies, Pallavaram , Chennai – 600117	20
7.	A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ORGANIC PRODUCTS WITH REFERENCE TO CHENNAI CITY Mr. A. Badrinath, Part Time Research Scholar, Jaya GovindHarigopalAgarsen, College, Madhavaram, Chennai – 600 060 Supervisor :Dr. P.G. LathaMaheswari, Assistant Professor , Department of Commerce, Jaya GovindHarigopalAgarwalAgarsen College, Madhavaram, Chennai – 600 060	24
8.	SIGNIFICANCE OF EMPLOYEE MOTIVATION& JOB SATISFACTION FOR ORGANIZATIONAL PERFORMANCE MsAswathy S A Research Scholar (Part Time) Bharath Institute of Higher Education Selaiyur, Chennai Dr.Kannan J Associate Professor & HOD Bharath Institute of Higher Education Selaiyur, Chennai	33
9.	IMPACT OF EMPLOYEE DEVELOPMENT ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR AND TURNOVER INTENTIONS IN AUTOMOBILE INDUSTRY, TAMILNADU Mrs. R. Velanganni, Ph.D. (Part-Time) Research Scholar, Department of Business Administration, Annamalai University, Chidambaram, Tamilnadu, India	37
10.	CASHLESS PAYEMNT SYSTEM IN INDIA Dr. Rekha rani Assistant Professor, J.C.M.M, Assandh , Karnal,Haryana	41
11.	EMERGING TRENDS OF E-COMMERCE IN INDIA: CHALLENGES AND OPPORTUNITIES Dr.G. Anandhi, Assistant Professor in Commerce, Bharath Institute Of Higher	43

	Education And Research	
12.	A STUDY ON DIGITALPLATFORMS USAGE IN BUSINESS WITH SPECIAL REFERENCE TO CHENNAI CITY Dr. P. Duraisamy, M.Com.,M.Phil.,SET.,Ph.D., Principal Incharge, Dhivya Arts and Science College, (Affiliated to Thiruvalluvar University) Chetpet, Tiruvannamalai District - 606 801	47
13.	FINANCIAL TECHNOLOGY AND ITS IMPACT ON BANKING SECTORS Dr. D. MURUGAN, Department of B. Com (BM & CS), School of Business Studies, Hindustan College of Arts and Science, Padur, Chennai -603 103,	53
14.	A STUDY OF GREEN HRM PRACTICES IN THE INFORMATION TECHNOLOGY SECTOR WITH SPECIAL REFERENCE TO CHENNAI CITY MS. SHRUTHI. K, Assistant professor, Department of commerce, Vels University, Corresponding author. Dr.M.KAVITHA, Professor & research supervisor, Department of commerce, Vels University,	56
15.	HUMAN RESOURCE MANAGEMENT PRACTICE IN EDUCATIONAL INSTITUIONS J.Albinjoe 1, 1 Research Scholar, VISTAS Pallavaram and Lecturer, Dept of (BM&CS) HCAS Padur Dr.V.Suganya 2, 2Assistant Professor & Research Supervisor Dept of Commerce, VISTAS	63
16.	IMPACT OF TRAINING ON INSTITUTIONAL PROFIT WITH REFERENCE TO ITS INDUSTRIES IN CHENNAI REGION Dr.T.Sujatha, Assistant Professor, Vels Institute of Science, Technology and Advanced Studies	66
17.	A STUDY ON E-HRM TECHNIQUES IN IT COMPANIES M.M.Shanmugapriya, Assistant Professor, Department of commerce, Bharath Institute of Higher Education and Research, Chennai-73.	69
18.	CRADLE TO GRAVE SUSTAINABILITY THROUGH GREEN MARKETING HAJRA.H Research Scholar (Part Time) Bharath Institute of Higher Education Selaiyur, Chennai Dr.Kannan J Associate Professor & HOD, Bharath Institute of Higher Education Selaiyur, Chennai	72
19.	A STUDY ON PERCEPTION OF INVESTORS TOWARDS GOLD WITH SPECIAL REFERENCE TOTIRUNELVELI DISTRICT Dr.J.A.M. Omeray Farook1 , Assistant professor of Commerce, Department of Commerce, SadakathullahAppa College,Tirunelveli-627011 Dr.S.M.A. Syed Mohamed Khaja2 2.Assistant Professor and Head, Department of Commerce, SadakathullahAppa College,Tirunelveli-627011 Dr.A. Hamil3i 3.Associate Professor and Head, Department of Commerce, SadakathullahAppa College,Tirunelveli-627011	75
20.	A STUDY ON EFFECTIVENESS OF RECRUITMENT AND SELECTION PROCESS IN STRING INFO, CHENNAI R.Thanigaiyarasu, Assistant Professor, Department of Commerce, College of Science and Humanities SRM Institute of Science and Technology, Vadapalani.	79
21.	A STUDY ON CONSUMER AWARENESS TOWARDS THEIR LEGAL RIGHTS WITH REFERENCE TO CHENNAI AND KANCHIPURAM DISTRICTS G.SANTHOSHKUMAR, Assistant Professor Department of Commerce College of Science and Humanities SRM Institute of Science and Technology Vadapalani.	83
22.	IMPACT OF EMPLOYER BRANDING ON JOB EMBEDDEDNESS (WITH SPECIAL REFERENCE TO PUDUCHERRY REGION) Dr.K.Karpagam, Associate Professor of Commerce, KanchiMamunivar Govt. Institute KanchiMamunivar Govt. Institute for PG Studies & Research,, Puducherry	88

	K.Revathi PhD, Research Scholar, KanchiMamunivar Govt. Institute KanchiMamunivar Govt. Institute for PG Studies & Research, Puducherry.	
23.	POSITIVE AND NEGATIVE IMPACT OF SOCIAL MEDIA ON BUSINESS PRIYA.M Research Scholar (Part Time) Bharath Institute of Higher Education Selaiyur, Chennai Dr.Kannan J Associate Professor & HOD, Bharath Institute of Higher Education Selaiyur, Chennai	94
24.	SOCIAL MEDIA MARKETING AND CUSTOMER SATISFACTION Dr. KAVITHA M, Professor & Research Supervisor, Department of Commerce, VISTAS, Pallavaram, Chennai S. PRATIKSHA, Research Scholar, Department of Commerce, VISTAS Pallavaram, Chennai	96
25.	THE USE OF ICT TOOLS IN DIGITAL MARKETING B. Karthikeyan1, 1Research Scholar in Commerce, VISTAS Pallavaram, Chennai Dr. T. Sujatha2* Corresponding Author, Assistant Professor & Research Supervisor, Department of Commerce, VISTAS, Pallavaram, Chennai	98
26.	TOURISM DEVELOPMENT ROLE OF HOSPITALITY INDUSTRY Dr.Aarcha.S.S, Assistant professor in Commerce, S.N.College,Kollam Kerala..	100
27.	A STUDY ON "CONSUMER PREFERENCES AND SATISFACTION TOWARDS LED TV" IN CHITTOOR. Dr.K. JAYANTH, Associate Professor, Mother Theresa Institute of Management Palamaner	104
28.	A STUDY OF EMPLOYEE JOB SATISFACTIONIN GANGA FOOD PRODUCTS (P) LTD, VELLORE Dr. A. VenkatRao, Prinicpal Mother Theresa Institute of Management, Palamaner	108
29.	A STUDY ON EMPLOYEE ABSENTEEISM IN PRIVATE SECTOR BANKS AT BANGALORE CITY P. Niranjani baby, Associate Professor Mother Theresa Institute of Management, Palamaner	110
30.	A STUDY OF PERFORMANCE APPRAISAL SYSTEM IN PUBLIC SECTOR BANKS AT BANGALORE CITY N. Veena, Associate Professor Mother Theresa Institute of Management, Palamaner	113
31.	ORGANIZATIONAL STRESS AMONG WORKING WOMEN IN IT SECTOR M.R.Kanimozhi ., Assistant Professor, Department of commerce, Christ College of Arts and Science Kilachery, Thiruvallur	116
32.	A STUDY ON IMPACT OF SOCIAL MEDIA ADVERTISING AMONG YOUTH WITH SPECIAL REFERENCE TO TRIVANDRUM CITY Shameema R, Research Scholar, Bharath Institute of Higher Education and Research Dr.G. Anandhi, Research Supervisor &Guide, Department of Commerce, Bharath Instituteof Higher Education and Research	121
33.	ASTUDY ON PSYCHOLOGICAL STRESS OF WORKING WOMEN Dr.S. AMBIKA-Assistant Professor Dr.N. SUDHAKARAN-Assistant Professor Department Of Commerce-A.M. JAIN COLLEGE	124
34.	AWARENESS AND IMPACT OF GST AMONG SMALL SCALE INDUSTRIES IN AMBATTUR INDUSTRIAL ESTATE, CHENNAI. KAVITHA.M , Assistant Professor, Department of Business Administration , Dwaraka Doss Goverdhan.DossVaishnav College. Chennai-106.	128
35.	ASOCIO-ECONOMIC IMPACT ON SMALL ENTREPRENEURS IN THE CURRENT SCENARIO N. Pradeepa,, Ph. D (Registered) - Research Scholar, Hindustan College of Arts	133

	&Science	
36.	JOB STRESS AND ITS IMPACT ON JOB SATISFACTION AMONGCOLLEGE TEACHERS Dr. R. Priya, Assistant Professor, Department of Management Studies, B.S.AbdurRahman Crescent Institute of Science and Technology, Vandalur, Chennai -600048	137
37.	CORPORATE SOCIAL RESPONSIBILITY AND IT COMPANIES AT CHENNAI Dr.T.Sujatha Assistant Professor, Dr.V.Andal Associate Professor &Dr.M.ThaiyalNayaki Professor Department of Commerce (A & F) VISTAS	141
38.	DAIRY INDUSTRY: MARKET ANALYSIS AND MARKETING STRATEGIES Dr.D.Murugesan, Associate professor, Vels Univesity Mr.V.S.Sudharsan, AssistantProfessor, St.Thomas College of arts and science	145
39.	“A STUDY ON THE OCCUPATIONAL STRESS OF INFORMATION TECHNOLOGY EMPLOYEES” *Author: Ms.S.Dhanalakshmi **Corresponding Author: Dr.M.NirmalDev, *(Ph.D. Research Scholar), **Associate Professor and Research Supervisor, Department of Commerce, VELS Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Chennai-600117	147
40.	A STUDY ON CHALLENGES AND IMPORTANCE OF CUSTOMER RETAINING STRATEGY IN E-COMMERCE Dr.J.Arul, HOD, Department of Business Administration,Vivekanandha College of Arts and Sciences for Women (Autonomous),Tiruchengode.	151
41.	A LOOK AT THE EFFECTS OF COVID-19 ON THE ORGANIC FOOD SECTOR Mr.K.MOHAN,HOD I/c, Department of Business Administration,Vivekanandha College of Arts and Sciences for Women (Autonomous),Tiruchengode. Mrs.S.Megalatha,Assistant Professor, Vivekanandha College of Arts and Sciences for Women (Autonomous), Tiruchengode.	154
42.	AN EVALUATION ON FINANCIAL PERFORMANCE OF EXIM BANK OF INDIA Dr.R.Senthilkumaran, Assistant Professor, Vivekanandha College of Arts and Sciences for Women (Autonomous), Tiruchengode Ms.S.PonPrathisha, Assistant Professor, Vivekanandha College of Arts and Sciences for Women (Autonomous), Tiruchengode	157
43.	CUSTOMERS" SATISFACTION IN INDIAN BANKS: PROBLEMS AND SOLUTIONS Mrs.S.Pavithra, Assistant Professor, Vivekanandha College of Arts and Sciences for Women (Autonomous), Tiruchengode Mrs.D.Pavithra, Assistant Professor, Vivekanandha College of Arts and Sciences for Women (Autonomous), Tiruchengode	161
44.	BENEFITS AND IMPACT OF E-COMMERCE ON MARKETING Dr.S.Alwarappan,Associate Professor, Department of Business Administration, Vivekanandha College of Arts and Sciences for Women (Autonomous) Mrs.S.Suja, Assistant Professor, Department of Business Administration, Vivekanandha College of Arts and Sciences for Women (Autonomous)	163
45.	SOCIAL MEDIA'S IMPACT ON BUSINESS 1. Dr. B. Rajnarayanan, Associate Professor & Head, Department of Management Studies,Vinayaka Mission's KirupanandaVariyar Engineering College, Salem. 2. Mr. V. Ramesh, Assistant Professor,Department of Commerce,Vinayaka Mission's KirupanandaVariyar Arts & Science College, Salem.	167
46.	20 Top E-Commerce Trends for 2022 1. Mr. S. Maniraj, Assistant Professor & Head, Department of Commerce,Vinayaka Mission's KirupanandaVariyar Arts & Science College,	172

	Salem. 2. Mr. C. KamaleshKanna, Assistant Professor & Head, Department of Commerce (CA),Vinayaka Mission's KirupanandaVariyar Arts & Science College, Salem.	
47.	Analysing social and economic conditions of India through novels of Bhabani Bhattacharya's So Many Hungers, Bankim Chandra Chatterjee's Anandmath, Aravind Adiga's The White Tiger 1. A. Divya, Assistant Professor, Department of English, Vinayaka Mission's KirupanandaVariyar Arts & Science College, Salem. 2. Mrs. G. Nalini, Assistant Professor, Department of Commerce, Vinayaka Mission's KirupanandaVariyar Arts & Science College, Salem. 3. Ms. S. Priyadarshini, Assistant Professor, Department of English, Vinayaka Mission's KirupanandaVariyar Arts & Science College, Salem.	178
48.	MICRO CREDIT FOR ENTREPRENEURSHIP DEVELOPMENT AND ITS CHALLENGES Dr. K. MANIKANDAN, Professor and Head, Vinayaka Mission's Research Foundation, School of Arts and Science, Avit Campus, Paiyanoor. R. Lenin, Assistant Professor, Vinayaka Mission's Research Foundation, School of Arts and Science, Avit Campus, Paiyanoor.	181
49.	A STUDY ON PEOPLE USING SOCIAL MEDIA AND ITS IMPACT ON POSITIVE AND NEGATIVE EFFECTS OF COIMBATORE YOUTH Dr. S. Jaishree, Assistant Professor, Department of Management, Hindusthan College of Arts and Science, Coimbatore, Tamilnadu, India. Dr. R. V. Palanivel, Professor, Berlin School of Business and Innovative, Berlin, Germany	190
50.	BUDDING PATTERN SUSTAINABLE DEVELOPMENT OF GREEN ENTREPRENEURSHIP Dr. R. Sabitha Professor & Head, Department of Management, Hindusthan College of Arts and Science, Coimbatore, Tamilnadu, India. Mrs. J. Joseline Famila Assistant Professor, Department of Management, Hindusthan College of Arts and Science, Coimbatore, Tamilnadu, India.	194
51.	STUDENT AND FACULTY FAMILIARITY WITH MOOCS AND SWAYAM *Dr. M. VETRIVEL, Associate Professor, Department of Commerce, VELS University (VISTAS), Pallavaram, Chennai. Mail Id: vetrivel.sms@velsuniv.ac.in Mobile: 9688602879: 9585178221. **Dr. R. V. SUGANYA, Assistant Professor, Department of Commerce, VELS University (VISTAS), Pallavaram, Chennai. Mail Id: suanya.sms@velsuniv.ac.in	199
52.	A LITERATURE ANALYSIS ON THE BENEFITS OF ONLINE LEARNING *Dr. R. V. SUGANYA, Assistant Professor, Department of Commerce, VELS University (VISTAS), Pallavaram, Chennai. Mail Id: suganya.sms@velsuniv.ac.in **Dr. M. VETRIVEL, Associate Professor, Department of Commerce, VELS University (VISTAS), Pallavaram, Chennai. Mail Id: vetrivel.sms@velsuniv.ac.in Mobile: 9688602879: 9585178221	205
53.	A STUDY ON DIGITAL FINANCIAL INCLUSION IMPLEMENTATION IN INDIA *Joshya Gerhrd, Ph.D Research Scholar, Department of Commerce, VELS University (VISTAS), Pallavaram, Chennai. **Dr. M. VETRIVEL, Associate Professor, Department of Commerce, VELS University (VISTAS), Pallavaram, Chennai. Mail Id: vetrivel.sms@velsuniv.ac.in	212
54.	RECOVERY STRATEGIES FOR BUSINESS SUSTAINABILITY - POST	217

	COVID-19" E-COMMERCE – MARKETING Dr.B.Kabaleeswaran , HOD, Department of Commerce, Mohamed sathak college of Arts and Science B.Venkata srilatha , Assistant Professor, Department of Commerce, Mohamed sathak college of Arts and Science	
55.	THE STUDY ON MARKET POTENTIAL TOWARDS WHIRLPOOL REFRIGERATORS IN SALEM DISTRICT Mrs.A.Asha , Asst. Professor, Dept of Commerce, Sona College Of Arts & Science, Salem – 5 Dr.S.Gnanalakshmi , Asst Professor & Head, Dept of Commerce, Sona College Of Arts & Science, Salem – 5	223
56.	ANANALYSIS OF PHYSICAL PROBLEMS FACED BY THE EMPLOYEES DUE TO PEER RELATIONSHIP IN PUBLIC SETOR BANKS *Dr.M.Vetrivel , Associate Professor & Research Guide, Department of Commerce, VISTAS, Chennai-600117, E-Mail: vetrivel.sms@velsuniv.ac.in , Cell: 9688602879. Dr. Chinniah Anbalagan , Professor of Accounting & Finance, College of Business and Economics. Samara University, Ethipia, East Africa.	233
57.	, Cell- 9688602879, 9585178221 AN ANALYSIS ON JOB STRESS OF EMPLOYEES IN INDIAN OVERSEAS BANK, VILLUPURAM DISTRICT *Dina Joseph , Ph.D Research Scholar, Department of Commerce, VELS University (VISTAS),Pallavaram, Chennai. **Dr.M. VETRIVEL , Associate Professor, Department of Commerce, VELS University (VISTAS), Pallavaram, Chennai. Mail Id : vetrivel.sms@velsuniv.ac.in	238
58.	A STUDY ON CONSUMER PERCEPTION TOWARDS THE GREEN MARKETING SPECIAL REFERENCE TO CHENNAI CITY *R. SUNDARESAN , Ph.D Research Scholar, Department of Commerce, VELS University (VISTAS), Pallavaram, Chennai. & **Dr.M.VETRIVEL , Associate Professor, Department of Commerce, VELS University (VISTAS), Pallavaram, Chennai. Mail Id: vetrivel.sms@velsuniv.ac.in Mobile: 9688602879.	247
59.	IMPACT ON BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS IN TIRUNELVELI CITY *Dr.G.S DHANASHREE , Assistant Professor , Department of Commerce, VELS University(VISTAS), Pallavaram-Chennai. **Dr.M.VETRIVEL , Associate Professor, Department of Commerce , VELS University (VISTAS), Pallavaram, Chennai.	255
60.	PRACTICAL EXECUTION OF INTERNATIONAL FINANCIAL REPORTING STANDARDS Dr.Jagadeesh.B , Assistant professor, department of commerce, university college mangalore, karnataka, india.	262
61.	A STUDYON DIGITAL MARKETIN GANDITS IMPACT Mrs.U.Karthigai Selvi , Assistant Professor, Department of Commerce, SRM Institute of Science and Technology, Ramapuram, Chennai – 89.	267
62.	A STUDY ON SERVICE QUALITY AND PASSENGERS SATISFACTION OF PRIVATE OMNI BUS SERVICES IN TENKASI DISTRICT. Dr. J A S Mohamed EHAYA¹ , ¹ Assistant professor, Department of Commerce (un-aided, Thiruvalluvar College, Tirunelveli. Dr. S M A Syed Mohamed Khaja¹ , ¹ Assistant professor & Head, Department of Commerce (un-aided), Sadakathullah Appa College, Tirunelveli Dr. A Hamil¹ , ¹ Associate Professor & Head, PG & / Research Department of Commerce, Sadakathullah Appa College, Tirunelveli.	273

63.	ROLE OF SELF HELP GROUPS IN DEVELOPMENT OF WOMEN IN TAMILNADU Dr. K. Ayyappan , Assistant Professor in Cooperation, Dhanraj Baid Jain College, Chennai – 600 097. e-Mail: drayyapps2017@gmail.com Mrs. M. Jayabharathi , Assistant Professor, Faculty of Arts & Science, Bharath Institute of Arts & Science, Selaiyur. Chennai - 600 073., E-Mail. Bharathijaya477@gmail.com	277
64.	SOCIAL MEDIA INFLUENCE IN BUSINESS Ms. N.SubhaDharsini , Asst.Professor, BIHER. Chennai.	284
65.	MEGA BANK MERGER-2019: A CASE STUDY ON INDIAN PSBs Mrs. Poojari Jayashree Muddu¹ , ¹ Research Scholar, Department of Management &Commerce, Srinivas University, India., OrcidID: 0000-0002-2672-5240, Email ID: jayashreebharathnew@gmail.com, Ph. No.:9901184686 Dr. C. K. Hebbar² , Research Professor, Srinivas University, India. OrcidID: 0000-0002-3711-9246.	286
66.	CONSUMER BUYING BEHAVIOUR TOWARDS COSMETIC PRODUCTS * Dr.A.Krishnan , Associate Professor& Research Supervisor, Department of Commerce,Vels Institute of Science, Technology &Advanced Studies (VISTAS), Pallavaram, Chennai-117. ** P. Vanitha ,Assistant Professor, Department of Commerce, Vels Institute of Science Technology And Advanced Studies (VISTAS), Pallavaram, Chennai-117.	298
67.	A STUDY ON MOTIVATION OF EMPLOYEES IN RAMCO SYSTEM IN CHENNAI * Dr. K. Kalaiselvi ,Assistant Professor & Research Supervisor, Department of Commerce, Vels Institute of Science Technology And Advanced Studies (VISTAS), Pallavaram, Chennai-117. E – Mail : k.kalaiselvislm@gmail.com ** Dr.A.Krishnan , Associate Professor& Research Supervisor, Department of Commerce, Vels Institute of Science, Technology &Advanced Studies (VISTAS), Pallavaram, Chennai-117. E-Mail : krishnansibi74@gmail.com	301
68.	A STUDY ON MOTIVATION OF EMPLOYEES IN RAMCO SYSTEM IN CHENNAI * Dr. K. Kalaiselvi ,Assistant Professor & Research Supervisor, Department of Commerce, Vels Institute of Science Technology And Advanced Studies (VISTAS), Pallavaram, Chennai-117. E – Mail : k.kalaiselvislm@gmail.com ** Dr.A.Krishnan , Associate Professor& Research Supervisor, Department of Commerce, Vels Institute of Science, Technology &Advanced Studies (VISTAS), Pallavaram, Chennai-117. E-Mail : krishnansibi74@gmail.com	305
69.	COVID-19 IMPACT ON INDIA'S FOREIGN TRADE COMPOSITION AND DIRECTION P.Pandidurai , Assistant Professor, Department of Economics, Agurchand Manmull Jain College, Meenambakkam, Chennai-600061	309
70.	A STUDY ON SKILL AND PERFORMANCE OF CUSTOMER RELATIONSHIP MANAGEMENT C. NIRMALA RANI Ph.D Research Scholar (Full-Time), PG and Research Department of Commerce, St.Joseph's College of Arts and Science(Autonomous) - Cuddalore-607001, Tamil Nadu. Emil id: nirmalarani20@gmail.com DR.I.SAVARIMUTHU , M.Com., M.Phil., MBA., M.Ed., Ph.D., Research Supervisor, Associate Professor and Head, PG and Research Department of Commerce, St.Joseph's College of Arts and Science(Autonomous) - Cuddalore-607001, Tamil Nadu, Emil id: savarimuthu@sjctnc.ed.in	314
71.	SOCIAL MEDIA AND BUSINESS Ms.A.Renita Nathan , Assistant professor, DhanrajBaid Jain College, Chennai. Mrs.S.Kalpan , Assistant professo, DhanrajBaid Jain College, Chennai.	321

72.	E-LEARNING – AN UNMISSABLE FUTURE EDUCATION SYSTEM Dr.C.CHITRA , Assistant Professor, Department of Commerce,, VISTAS, Pallavaram, Chennai	324
73.	A STUDY ON EMERGING TRENDS OF E-COMMERCE IN INDIA S. Ezilarasi , Research Scholar, Department of Commerce, Vels Institute of Science, technology and advanced studies, Pallavaram, Chennai Corresponding Author. Dr. M. Kavitha , PG Professor& Research supervisor, Department of Commerce, Vels Institute of Science, technology and advanced studies, Pallavaram, Chennai, Email-Id-kavitha.sms@velsuniv.ac.in	327
74.	ENTREPRENEURSHIP DEVELOPMENT Dr. V.V.Padmaja Veturi , Assistant Professor, SRM Institute of Science & Technology, Vadapalani, Chennai .	336
75.	ETHICS IN ADVERTISEMENTS Swathi Pradeeba P , Ph.D., Research Scholar, Department of Commerce, Vels Institute of Science, Technology and Advanced Studies, Chennai. Dr. Murugesan D , Associate Professor & Research Supervisor, Department of Commerce, Vels Institute of Science, Technology and Advanced Studies, Chennai	340
76.	HYBRID WORK MODEL: IMPACT ON EMPLOYEE'S JOB SATISFACTION K. Sai Padmini , Student, Department of Management [BBA], Sri Balaji Educational Society, Adoni, Andhra Pradesh. B. Pawni , Research Scholar, Department of Commerce and Management, Sri Krishnadevaraya University, Ananthapuramu.	344
77.	FOREIGN EXCHANGE RISK MANAGEMENT: ACRITICALREVIEWOFLITERATURE Dr.A.Juliet -Assistant Professor, Department of Economics-A.M. JAIN COLLEGE, CHENNAI.	349
78.	ROLE AND IMPORTANCE OF RURAL WOMEN ENTREPRENEURS - AN OVERVIEW T.Kamaladevi , assistant professor, department of bba (ca), Hindusthan college of arts and science, coimbatore, tamilnadu., email id: kamalaadevi.t@gmail.com, contact number: 9952785222 DR.R.Vijayalakshmi , professor, department of bba (ca), hindusthan college of arts and science, coimbatore, tamilnadu., email id: vijiravimba@gmail.com, contact number: 9865649523	351
79.	ROLEOFINNOVATIONANDTECHNOLOGYINENTREPRENEURSHIP DE Dr.R.Kuraloviyen , Assistant Professor, Department of commerce, Agurchand Manmull Jain College, Meenambakkam, Chennai 61. Venkatesh , Assistant Professor, Department of Commerce, Agurchand Manmull Jain College, Chennai.	358
80.	IMPACT OF ADVERTISING ON SALE OF PERFORMANCES. BARANI CHELVI , Assistant Professor , Department Of Commerce Bharath Institute Of Higher Education And Research(Biher).	363
81.	IMPACT OF SOCIAL MEDIA ON ENTREPRENEURSHIP Sudha S , Assistant Professor, Department Of Management Studies, Dhanraj Baid Jain College, Chennai, sudhawebinar@gmail.com	366
82.	THE MONTESSORI CONCEPT ORIENTED TEACHER FOR BETTER TRADITIONAL WAY TEACHING METHOD – A STUDY Dr. D. Elumalai , Assistant Professor, Department of Commerce, Vels Institute of Science, Technology & Advanced Studies	369

ETHICS IN ADVERTISEMENTS

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ABSTRACT

Modern age is the age of advertisement and advertising has become a necessity for commercial success. The business can demonstrate their commercial ability through advertisement. Advertisement is an impersonal presentation where a standard or common message regarding the merits, price and availability of product or service is given by the producer or marketer. It is a paid form of non personal presentation and promotion of ideas goods or services by an identified sponsor. The advertisement builds pull effect as advertising tries to pull the product by directly appealing to customer to buy it. Every part of advertising is mode of satisfaction of human needs and wants.

Key Words: Advertising, Ethics, Ambiguity, Consumer, Promotion.

INTRODUCTION

Every day and everywhere in our life we see hear and feel a number of products at home, in a shop while travelling in the bus or train and many talk about their qualities. It is therefore anything that turns attention to an article or service might be called advertising .The term advertising originates from the Latin word advert means towards and veto means I turn. The advertising means to turn attention towards a specific thing. Advertising may be defined as a process of buying sponsor identified media space o time of a product o an idea to promote their sales in present and future. Advertising consists of those activities by which visual or oral messages are addressed to select publics for the purpose of informing and influencing them to buy products and services. The requirement is that the advertisement should capture the attention of its audience. In other words the advertisement has to go through the attention filter of the target audience. It may be given the new information or it may support the information they already have or it may attempt to alter their existing views or beliefs. It is essential that advertisement should appeal to them and influence their attitude through process and purchase behavior in favor of the advertised brand. Advertising can be defined a paid form of non personal presentation and promotion of ideas goods or services by an identified sponsor.

ETHICAL ADVERTISING

–Advertising is about norms and values, aspirations and prejudices. It is about culture says Anil Ambani. Advertising is a concept that is very dynamic in nature and when we add the ethics in advertising, it becomes even more complex, as both of these have a variable character and are based on perspectives of the individuals or groups of individuals. The creativity in advertising is the essence which is nothing, but a human based characteristic and may vary from person to person. Also, ethics as said before may not be same for every individual. So when the principles

of righteousness and morality are added to advertising, it takes a form of ethical advertising. Though, the meaning of ethics may be different for a consumer and a marketer, because there are different economic motives underlying. The marketer running a business will always try to maximize company's profits and the consumer will always try to maximize his/her level of satisfaction. When the company resides on the principles of customer satisfaction along with the motive of earning profits, it adopts an ethical way of gaining customer loyalty and building up a strong brand image and convinces the consumers to try and retain their product. Here, the ethical advertising comes into picture. The marketers following ethical advertising basically base their advertisements on the true characteristics of the product and do not mislead the consumers by exaggerating the claims and also do not take advantage of any fear of consumers (like low confidence due to obesity, dark complexion etc).

ISSUES IN ETHICAL ADVERTISING

Advertising to children: Marketers should not target the innocence of children and utilize it to their benefit as children do not have the ability to evaluate or judge the right and wrong for themselves. So, it is important for marketers to shift their focus from the children to other people in the society that can understand well and evaluate the effectiveness of their advertising. So, we can say that it is absolutely unethical to view children as their potential customers for products which may not favour them rather they should focus on the upper age segment.

Disputable products: It is very important for consumers to identify and understand their needs and weaknesses. It is easy for the marketers to target the weaknesses like cigarettes, tobacco, gambling etc. which are not good for health, if consumed. Advertising of such products is banned in many countries including India.

Emotional advertising: In a culture which encourages human behaviour and relationships, the majority of population in India is more sensitive towards emotional acts especially women. So it becomes easier for the marketers to base their advertisements on emotional values to direct a link between the consumer and the brand.

Materiality: Advertisements which link success and materiality tends to mislead consumers and persuade them to buy the products which may not be affordable by them to enhance their lifestyle. This creates an image of happiness linked to material goods which is not tangent with our values.

Puffery: Sometimes marketers tend to exaggerate about the products to manipulate consumer buying behaviour. It is considered to be highly unethical as the product may not possess such qualities claimed by the seller. This is known as puffery.

CONCERNS OF ETHICS IN ADVERTISING AFFECTING CONSUMER

BUYING BEHAVIOUR

Content of the advertisement: The whole structure including the message in the advertisement and also the storyline created for the presentation in case of television advertisements may affect the buying behaviour of the consumer as it is the first impression of the brand. An innovative and lively idea based advertisement is likely to retain in the minds as compared to the dull and boring advertisements. Ethical behaviour in this regard would be not to exaggerate and mislead the consumers and show the true picture of the product.

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Celebrity Endorsement: Hiring a well established celebrity to market a product is the best possible way for marketers to acquire the interest of the consumers. This is because the brand name gets recognized with the name of the celebrity and it captures the market share equal to the fan following of such celebrity. Ethical behaviour in this regard would be to create a picture of the product in the minds of consumers and not the celebrity. Also, this is unfair to the small companies which are not able to afford such celebrity endorsements and are not able to capture the market even after having a useful product.

Sex Appeal: Marketers these days tend to attract the youth by incorporating sex based appeals which instantly catches the attention of the target market. Like for example, women wearing lesser clothes or showing some intimacy between the actors may influence the sale of certain products which is highly unethical as such advertisements are not suitable for children.

Social Issues: Incorporating social issues in advertisements is the latest trend in the Indian markets. Such ads portray an image of a responsible brand which along with marketing its product also gives a message to the society which creates a positive brand image and hence the customer willingly adopts the brand. These are the kind of advertisers who voluntarily adopt the ethical norms of the society.

Laws And Regulations: On one hand where advertisers tend to voluntarily adopt ethical behaviour, others are to be controlled by the government not to follow unethical behaviour. There are laws in the country which protects rights of the consumers and other related companies and shields them from the unethical conduct in advertising.

The Product Itself: Sometimes the product itself is in a question of being unethical. So advertising of such products in itself is misleading. Products like alcohol, cigarettes, tobacco are highly unethical to be advertised. Advertising such products is banned in India and many other countries.

REVIEW OF LITERATURE

Ajzen (2002), Consumers buying behaviour has always been given so much importance in the literature study of impact of advertising regarding its effectiveness.

Smith et al., (2002), It was found that most of the time consumers buying behaviour is influenced by liking or disliking of consumer towards the advertisement of the product, advertised.

CONCLUSION

Just as the media of social communication themselves have enormous influence everywhere, so advertising, using media as its vehicle, is a pervasive, powerful force shaping attitudes and behaviour in today's world. People in advertising spend a lot of their time dealing with ethical choices, and those choices are almost never black and white. A lot of people question the ethics of selling consumer things they don't need - which presupposes that we shouldn't have the things we don't need but want anyway.

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CHALLENGES AND SUSTAINABILITY” ISBN -978-93-5768-450-7**

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