

SAJMMR

ISSN (online) : 2249-877X

# South Asian Journal of Marketing & Management Research



Published by

**South Asian Academic Research Journals**

A Publication of CDL College of Education, Jagadhri

(Affiliated to Kurukshetra University, Kurukshetra, India)

**SAJMMR**

ISSN (online) : 2249 -877X

Editor-in-Chief : Dr. Dalbir Singh

Impact Factor : SJIF 2020 = 7.11

Frequency : Monthly

Country : India

Language : English

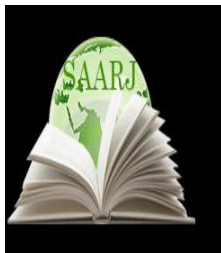
Start Year : 2011

Indexed/ Abstracted : Scientific Journal Impact Factor(SJIF 2020 - 7.11 ), Google Scholar, CNKI Scholar, EBSCO Discovery, Summon(ProQuest), ISC IRAN, Primo and Primo Central, I2OR, ESJI, IJIF, DRJI, Indian Science and ISRA-JIF.

E-mail id: saarjournal@gmail.com

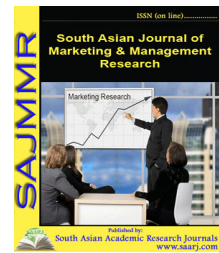
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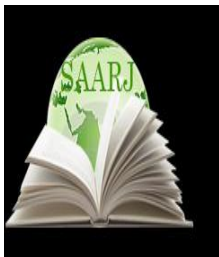
(Double Blind Refereed & Peer Reviewed International Journal)



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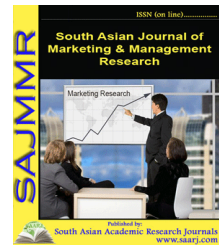
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# South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Peer Reviewed International Journal)



DOI: **10.5958/2249-877X.2020.00066.1**

## MEDIA CONSUMPTION PATTERNS: A CASE OF UPPER A2 CAR SEGMENT

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### ABSTRACT

*Consumer consumption of media content is fragmented across all media platforms at an accelerating rate. While this multi-platform behaviour provides advertisers, promoters and third-party dealers more opportunities to reach consumers facilitating communication with the consumers at a place and time that they prefer, it also creates a pressing need for automobile companies to accurately measure how content is being consumed across platforms. This case examines the Media consumption patterns of prospective buyers and owners of Upper A2 segment, factors leading to importance and influence of Media channels in consumer buying behaviour, criteria to determine feasibility of conditions under which prospective buyers and owners consume Media, outlines the opportunities for Dealers and car Manufacturers in this field and also highlights key success factors and challenges faced by consumers dealers and car Manufacturers in communicating through various Media channels. This case gives an insight about market dynamics of the changes and innovations in the Media consumption patterns and their consequent effect on Purchase decision and post purchase cognitive dissonance as well as it highlights the gaining importance of social media in car purchasing process and sheds light on the Push Your Limits campaign promoting Maruti Suzuki Swift.*

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**KEYWORDS:** *Consumer, Automobile Industry, Passenger Vehicle, Media Consumption, A2 Segment.*

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## INTRODUCTION

India turned into the fifth-biggest auto market in 2019 with deals arriving at 3.81 million units. It was the seventh-biggest manufacturer of commercial vehicles in the year 2019. India is additionally an unmistakable auto exporter and has strong export growth desires for the not so distant future. Also, a few activities by the Government of India and significant players of the vehicle industry in the Indian market are relied upon to make India a pioneer in the bike and four-wheeler market in the world by 2020.

Domestic Automobile manufacturing expanded at 2.36 percent CAGR between FY16-20 with 26.36 million vehicles being fabricated in the nation in FY20. Generally speaking, domestic automobile sales expanded at 1.29 percent CAGR between FY16-FY20 with 21.55 million vehicles being sold in FY20.

Two wheelers and passenger vehicles rule the domestic Indian automobile market. Passenger vehicle sales are overwhelmed by little and medium sized vehicles. Bikes and passenger vehicles represented 80.8 percent and 12.9 percent piece of the pie, individually, representing a consolidated offer of over 20.1 million vehicles in FY20.

In general, car trade arrived at 4.77 million vehicles in FY20, developing at a CAGR of 6.94 percent during FY16-FY20. Bikes made up 73.9 percent of the vehicles sent out, trailed by traveler vehicles at 14.2 percent, three-wheelers at 10.5 percent, and business vehicles at 1.3 percent.

SIAM (Society of Indian Automobile Manufacturers) has forecasted that the potential size of the Indian vehicle market (PV + CV) by the Financial Year 2018-19 will be as large as ~5.8 million vehicles (current size is 3.8 million vehicles) which is an annual growth rate of 11%. SIAM or Society of Indian Automobile Manufacturers divides the Indian passenger vehicles in the segments A1, A2, A3, A4, A5, A6, B1, B2 and SUV. The classification is done solely based on the length of the automobiles. The PV segment is forecast to grow in high single digits ranging between 7-9 percent during 2017-18 according to industry body SIAM, on the back of better Pay Commission pay-outs and a better agricultural crop sowing.

## ATTRIBUTES OF THE NEW AGE CONSUMERS

The new age consumer is about INFORMATION

1. The Internet turns shopping into an anywhere, anytime activity. Virtually all consumers use the Internet for car shopping, especially to research vehicle features and ratings, OEM and dealer reputations for fairness and customer care, and drivers' satisfaction levels. Although analysis of the survey respondents indicates that the dealer is still one of the most important information sources. Not surprisingly, the appreciation of dealers ranks higher in mature markets (with their well-established industry model) and among older consumers (aged 34+) as it can be seen with the help of a graph.
2. Social media matters. For the entire car shopping/ owning lifecycle, the new age consumer consumers turn to interactive websites for information gathering and sharing. A growing number of consumers (especially the young) trust user-generated content (up from 66% in 2010 to 72% in 2014). More than 50% of car shoppers in every market said that positive

comments on social media would make them more likely to buy a specific brand.

The new age consumer is about CHOICES

1. Interest in buying a car online is increasing (but with conditions). Among this year's survey participants, enthusiasm for completing a car purchase online is highest in growth markets: The top two enablers of an online purchase are the "ability to test drive a vehicle at the location of my choice" and the "possibility of viewing, touching and getting inside the car" — both traditional and still prevalent reasons for visiting a dealer's showroom.
2. The idea of not owning a car remains attractive among consumers. The willingness to consider alternatives to car ownership (such as car sharing) is holding steady across all respondents. The two main reasons behind the interest in alternatives to car ownership vary significantly by age group: The perceived lower financial burden is especially strong among buyers aged 50+, whilst more flexibility is the reason cited most by consumers aged 28-34.

The new age consumer is about COMMUNICATION

1. Familiarity breeds desire for connected cars. As consumer become more familiar with the idea of a connected car, their interests in owning one, increases. Two types of consumer know about connected cars: the young and those in developing markets such as India. To turn these consumers into loyal customers, OEMs and dealers should understand consumer preferences.
2. The new age consumer has a big appetite for contact – throughout the lifecycle. Today's car shopper wants access to, and interactions with, OEMs and dealers. Desire for communication that's authentic and personal is apparent in every phase of the customer lifecycle, although it varies significantly at different times, and between socio- demographic groups. OEMs and dealers need to design and implement consumer- centric lifecycle dialogue programs that support specific shopper segments and markets.

### **ANALYSIS ON THE UPPER A2 SEGMENT**

The research tries to explore the Media consumption habits of prospect buyers and owners for the upper A2 Segment. The case examines digital media channels such as web based reviews, YouTube and expert reviews which provide in depth analysis of various product features, attributes and highlights furthermore they also influence customer perception of the product and the brand. For instance, Expert reviews on auto portals and websites often trumpet the quality, convenience and differentiable attribute of a product or service, hoping to foster a consumer perception of high value, which can pay off with increased sales.

Product Attributes can be divided into broad categories such as monetary, non-monetary, socio economic and environmental attributes the survey conducted lists attributes such as Design and Style Engine Refinement, Exterior Design, Features and Equipment, performance and interior quality along with driving experience. Also, the respondents have categorized Swift into genres that they associate with the car such as sporty, family car and adventurous and youthful which indicate the corresponding attributes the customer evaluate for swift.

Media channels such as YouTube, Auto Portals and Expert Reviews on websites which cater to the consumers need for inquiring, comparing and prioritizing product attributes mentioned above. Following are the Media channels that respondents find most useful, intuitive and

engaging to browse and collect information. The survey indicates that respondents have categorized Maruti Suzuki Swift's attributes in the following order;

- 32% of the respondents perceive Swift as a family car associating practicality, space and comfort with the product. Swift has class leading boot space, lots of storage spaces for bottles and other nick nacks which the competition lacks furthermore rear seat leg room and under thigh support coupled with good cushioning of the seats makes Swift a versatile car that families can take on long journeys as well.
- 17% of the respondents associate sportiness as an attribute with Swift given its benchmark engine performance and refinement, dynamic handling and cornering ability because of the wide and low proportions of the car and the excellent suspension set up which absorbs most of the uneven roads that Indian roads have. Lastly unlike its competition Swift offers great steering feedback and can corner flat with minimal body roll.
- Keeping in sync with the sporty nature of Swift about 13% respondents have associated Swift with performance attribute highlighting, by prioritizing such attributes customers are able to differentiate between Swift and its competition.

Once the customer has collected large sums of information about the product/product category the next stage in the buying process are dealership's wherein the customer looks for the car buyers seek a personal touch. The study indicated around 20.7% participants agrees that dealership contacts can influence their purchase decision among other forms of non-digital media communication channels.

For every purchase, customers visit the dealer only two to three times, including to sign the contract and to handover the vehicle. When customers visit a dealer, they're looking for true consultation: a "customer genius" who can provide the specific, individually tailored advice they can't find online combined with deep product knowledge also most customers who are in the later stages of purchase decision process are already aware and up to date with what product they want and how they would like to configure.

However, customers don't believe that in-person interaction is necessary at every step: 47.16% percent of respondents would use (or would strongly prefer to use) a digital channel for purchase advice, if it was "neutral" although the analysis of the respondent's data also indicated that 49.36% of respondents find reference groups and social groups such as family/friends and associates a key contributor inducing positive or negative conformation while making a purchase decision.

The survey indicates that respondents have given 21% preference to dealership contacts as a medium that directly influences their purchase decision and the above graph also suggests that 63.6% respondents who have opted for dealership contact as their preference are above the age of 34 years which is greater than the mean age of the sample population (32 years). Also, a notable point is that 81.8% of the respondents who have opted for dealership contact are males. Dealership contacts comes in the top three Media channels that influence the purchase decision of the buyer among reference groups and prior knowledge of the product and service.

## **DISCUSSION**

Digitally connected customers look for specific discounts, offers and value proposition that the salesperson can offer furthermore affinity towards one dealership is low as customers try to



explore more options from dealers to choose from. Digital Media channels also act as medium for opinion leaders to engage with customers for instance expert reviews, write ups, blogs, auto portals and social media act agent who are active media users and who interpret the meaning of media messages or content for lower-end media users.

Digital Media platforms such as Auto portals, websites catering to Expert reviews, YouTube and social media simplify information for the customer. Moreover, they are a reliable source for customers and prospective buyers to eliminate products or brands within the evoked set based on their preferences. Naturally these mediums also play a key role in influencing and promoting specific product highlights and as they take the role of opinion leaders such mediums are also able to promote awareness of a brand or product and thereby generate need recognition. Digital platforms such as Auto portals and YouTube which are very popular among users (22%, 8%) do tend to take a neutral stance about product reviews although they may advocate certain key product features or common perception about the Product/Brand.

The survey also indicates that in Indian market most respondents above the age 33 have given reference groups such as Family/friends and associates change the attitude, values and perception about the product and brand. They can achieve this by acting as a credible source of information, addressing the values and reaction of group members and consequently users get rewarded and affiliated from the group members in the process.

The chart below also indicates the popularity of various Media channels with search engine Google contributing to about 25% of the total responses followed by YouTube at 14%, Auto portals at 14%, social media at 13% and newspapers 14% respectively<sup>8</sup>. Convenience and one-stop shopping matter more too digitally connected respondents allowing them the Possibility to save time by combining search, comparison, configuration and purchase all in one place.

A comprehensive Analysis of the respondent data also indicated that reference groups such as friends/family and associates play a key role in purchase decision process and other crucial factors that customers take into consideration are Prior Knowledge of the Brand/Product and Dealership contact. As far as digital mediums are concerned the respondents have given top preferences to Expert reviews, Auto Magazines, YouTube and Newspapers that they perceive affects their purchase decision process with contribution ranging from 12%, 6.7%, 4% and 4% respectively.

Despite their online enthusiasm, car buyers still seek a personal touch. Sixty percent of all digital natives visit the dealership more than twice before making a purchase. Only 47 percent of digital laggards do the same. However, customers don't believe that in-person interaction is the dealer only two to three times, including to sign the contract and to handover the vehicle. Digital buyers are more as per survey conducted and hence they follow (respondents would use (or would strongly prefer to use) a digital channel for purchase advice, if it was "neutral").

Prospective buyers and owners use digital media platform as a part of their buying decision making process still rate dealership contacts a higher preference among factors that influence their purchase decision making behaviour.

## **CONCLUSION**

The Indian car buyer is quite rational when looking to buy a car, was established in the previous report. This buyer looks for value and features. As the young buyers tend to spend less time, it is important to provide them information through the sources that they trust to get into their

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consideration set. It is apparent there is a clear hierarchy of information sources in terms of credibility and the manufacturers may want to direct their promotional budgets suitably. Further, it is also clear that the dominant social media presence alone is not sufficient to win customers. It is apparent that the number of products in the consideration set determines the buying process of the customer. It may be important for the manufacturer to think of different ways to stay in consideration. Therefore, it may be worthwhile to understand what the buyer is considering and how much time has already been spent on the buying process to determine the probability of closing the sale. Focus on reference from existing customers. Given the influence they can have over their friends/ relatives, getting them to be the brand ambassadors would be of critical importance. Lost customers may be recommending the brand. Therefore, continued engagement with a lost customer even for a short time is likely to be profitable. Dealership represents limited influence in the buying process and the customers desire to spend limited time there. Therefore, the way to endear to the customer is to be highly efficient about the processes. Further, it is important to be on the final shortlist set by the time the buyer is ready to test-drive.

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(Double Blind Refereed & Peer Reviewed International Journal)



DOI: **10.5958/2249-877X.2020.00067.3**

## TRENDS AND PROSPECTS FOR AGRICULTURE DEVELOPMENT IN UZBEKISTAN

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### ABSTRACT

*This article is devoted to the results and trends in the development of agriculture in Uzbekistan, organizational and economic conditions created in this sector of the economy. Particular attention is paid to the priority areas and tasks for their implementation, established in the Strategy for the Development of Agriculture of the Republic of Uzbekistan for 2020 - 2030, issues of ensuring the achievement of forecast development parameters, participation of international financial institutions in turning the industry into the main driving force of economic growth, creating new jobs and increasing the income of the population of the republic. The aspects of the impact of the coronavirus pandemic on agriculture in the world and Uzbekistan are considered, and the measures taken to reduce its consequences are disclosed. The results of the study are formed in the conclusions and recommendations for further ensuring the development of agriculture in Uzbekistan.*

**KEYWORDS:** *Agriculture, Agrarian Sector, Agrarian Policy, Agro-Industrial Complex, Development Strategy, Farms, Shirkat Farms, State Support, International Financial Institutions, Coronavirus Pandemic.*

### INTRODUCTION

Agriculture is a backbone branch of the economy of any state, which forms its food, national security and independence. Providing effective agriculture is the basis of the material and social well-being of every person living on its territory. World experience shows countries that have applied scientifically grounded and consistent approaches in agricultural policy, were able to achieve comprehensive progress in the development of agriculture.

Uzbekistan belongs to such countries. From the first days of Independence, a deeply thought-out strategy for the development of agriculture has been consistently implemented in the country,

aimed at ensuring the country's food security. This approach to the production of fruits and vegetables has become an important component of the entire life support system of the population, creating conditions for employment and one of the main vectors of the economic and social policy of our state. Thanks to the radical reforms in agriculture, the volume of agricultural production has more than doubled.

### **Literature review and research objectives**

From the very beginning of the implementation of economic reforms in Uzbekistan, much attention is paid to the development of agriculture and the agro-industrial complex (AIC), their problems. They are reflected in the works of many domestic scientists economists, including: Abdalivov B., Abdivassikov A.A., Abdilov M.M., Akromov K., Berkinov B.B., Gulyamov S.S., Dzhaniybekov I., Dzhuraev B.M., Narbaev N., Nasyrov U.N., Saidakbarov Kh., Pugach I., Tashmatov R.R., Khidirov D., Yusupov Yu. Et al. Today, the issues of improving the working and living conditions of the rural population, employment, social and legal protection, economic well-being and the prevention of poverty are still relevant. The economic theory in the agrarian sphere is designed to track the results of the implementation of agricultural policy, critically evaluate them, and strive to create more competitive methods for solving emerging problems. At the same time, the development potential of the agrarian sector should be accumulated not only due to technology or economic factors, but also in the legal sphere. Therefore, the study of issues of economic growth and overcoming crises in agriculture, its instability and instability is of great importance.

It is a well-known fact that in Uzbekistan, like in other countries, agriculture has long merged with many industries and industries, forming a powerful agro-industrial complex (AIC). It includes not only agriculture with its many branches of agriculture and animal husbandry, but also branches for the production of agricultural machinery, fertilizers, herbicides, electricity, as well as for the transportation, storage, processing and sale of products. In this, agriculture acts as the leading link in the agro-industrial complex, based on large, closely interconnected social production, integration and clustering.

Today it is a whole system of closely interconnected, intertwined and integrated industries, clarification of the laws of development, which requires more and more serious research and the development of constructive solutions to existing specific problems.

In the Action Strategy for the Further Development of the Republic of Uzbekistan, the tasks of modernization and intensive development of agriculture are identified as a priority area for the development and liberalization of the economy [1]. From 2017 to November 2019 alone, 110 regulatory documents were adopted regarding the reform, modernization and intensive development of all spheres of agriculture. Among them: laws, decrees and decisions of the President of the Republic of Uzbekistan Sh.M. Mirziyoyev, resolutions of the Cabinet of Ministers of the country, State Programs for the implementation of Strategies and Development Programs.

These documents enshrine concrete practical measures to solve problems in terms of improving the public administration system, widespread introduction of market relations, strengthening the legal framework for relationships in the chain, producing, processing and selling agricultural products, attracting investments in the industry, introducing resource-saving technologies, providing agricultural producers with modern technique, etc.

Why today in Uzbekistan much attention is focused on the development of agriculture. The republic is a densely populated territory where about 50% of the republic's population lives in rural areas, and 28% are employed in the agricultural sector. The owners of 4.7 million dehkan farms, which produce a large share of fruit and vegetable and livestock products, are also considered to be employed in agriculture, although they are also often employed in other sectors of the economy.

Note that the development of the republic's industry also depends on the development of agriculture, where a large stratum of the population is engaged in the processing of cotton, meat, milk, wool, astrakhan fur, silk cocoons, leather raw materials, etc. Therefore, as the world experience shows, agricultural growth can have a large multiplier effect in stimulating industrial growth. Research shows that \$ 1 growth in agriculture leads to \$ 1 growth in the rest of the economy, while \$ 1 growth in the rest of the economy causes only \$ 0.18 growth in agriculture (De Janvry and Sadoulet, 2010) [2].

Another aspect characterizes the relevance of the development of agriculture - this is the surplus of labor in rural areas. The population of rural areas of the republic is young; more than 55% of them are under 30 years old. Also, the country has a high birth rate (23.3 ppm), respectively; there is a significant number of young younger generations. Therefore, saturation of the domestic market with food products, achieving self-sufficiency in their production and ensuring food security are priority areas in the development of agriculture.

The effective implementation of these areas in the future would allow to fully solve acute social issues, including employment of the population, increasing its well-being, and improvement of cities and villages. In this regard, the analysis of trends and prospects for the further development of agriculture are in the priority of the economic development of Uzbekistan, which made the material of this article relevant.

### **Mainpart**

Uzbekistan began the transition to a market economy and the corresponding institutional reforms in the agricultural sector since the early 90s of the twentieth century, when significant areas of agricultural land were transferred from former collective and state farms to organize personal subsidiary plots of the rural population. However, by 1994 all collective and state farms were transformed into cooperative farms - shirkats. Structural changes in land use, following the restructuring of large collective and state farms, have led to the formation of private farms and the expansion of small household plots.

The introduction of the principle of land distribution and privatization influenced the increase in the number of employed people in agriculture. In addition, crop diversification was introduced. The above and other reforms in agriculture made it possible to ensure further growth in the volume of agricultural products produced with a significant increase in productivity, which, accordingly, led to an increase in the income of the population of the republic. Since 1997, the agriculture of our country has been demonstrating stable positive growth rates, which amount to 6-7% per year. From 1991 to the present, the volume of agricultural production has increased in general more than 2 times.

This made it possible to increase the per capita consumption of meat by 1.3 times, milk and dairy products - 1.6 times, potatoes - 7 times, vegetables - more than 2 times, fruits - almost 4 times. The achievement of such results was facilitated by the vigorous activity of farms, which



are of two types: farms and dekhkan farms. In addition, there are organizations that carry out agricultural activities - these are several agricultural cooperatives (shirkats), agricultural firms and others, they are united by the category of other forms of management.

The vast majority of families in rural areas own dekhkan plots, which are subdivided into household plots. Additional dekhkan plots are allocated specifically for agricultural activities, they are usually located on the outskirts or outside of the settlement. In addition, plots are allocated for the construction of a new house. If the family does not carry out construction, then such plots are often used entirely for growing crops.

Today Uzbekistan almost completely covers the internal consumption of the population with some types of agricultural products. However, the country has the potential to become the largest producer and supplier of agricultural products and products of its processing for many countries of the world in the medium term, especially in terms of fruit and vegetable products and other widely demanded products, for which it is important to increase their production. This is due to the fact that in recent years a course has been taken towards active improvement of the public administration system, widespread introduction of market relations, attraction of investments into the industry, introduction of resource-saving technologies, etc.

At the same time, as practice shows, long-term strategic planning for the development of agriculture is the tool, the use of which will allow the rational use of land and water resources, attract investments in the industry and increase the competitiveness of products. In addition, further sustainable development of agriculture should be ensured by the development and adoption of new approaches in the implementation of state policy aimed at deepening the ongoing reforms in this sector, and aimed at increasing its competitiveness.

For the radical improvement of state policy aimed at deepening the ongoing reforms aimed at increasing the competitiveness of the agri-food sector, the Strategy for the Development of Agriculture of the Republic of Uzbekistan for 2020-2030 was adopted last year [3]. It is built on an integrated approach to the transformation of agriculture. This means that reforms in agriculture are not limited to changes in regulations, but involve significant investments in government programs. This concerns the improvement of public services, infrastructure and the development of domestic science. Thus, it is planned that agribusiness itself will play an important role in determining state policy.

The agriculture development strategy contains nine strategic directions for their implementation: 1) ensuring food security of the population; 2) creating a favorable agribusiness climate and value chains; 3) reducing the role of the state in the management of the sector and increasing investment attractiveness; 4) ensuring the rational use of natural resources and environmental protection; 5) development of modern systems of public administration; 6) phased diversification of public spending in support of the sector; 7) development of science, education, systems of information and consulting services in agriculture; 8) rural development; 9) development of a transparent system of industry statistics.

The consistent implementation of the agrarian reforms in the country, adopted earlier, is confirmed by the growth of a number of indicators (see table) achieved in agriculture, the analysis of which for the period from 2015 to 2019 is given in this article.

Firstly, there is a more or less stable development of the agricultural sector and an increase in agricultural production. The volume of production of agricultural products (services) in

conjunction with forestry and fisheries for the analyzed five-year period increased 2.2 times, from 103.3 trillion. soums (2015) to 224.3 trillion. sum (2019). As the data in the table show, this indicator in 2019 compared to 2018 increased by 2.5%. At the same time, the largest share in the total volume of agricultural production is accounted for by crop products (50.2%), and a smaller one - by livestock products - 48.2%.

**TABLE - INDICATORS OF THE DEVELOPMENT OF AGRICULTURE, FORESTRY AND FISHERIES IN UZBEKISTAN FOR 2010-2019**

In fact. Prices; billion soums

Index	2015 y.	2016 y.	2017 y.	2018 y.	2019 y.*
Volume of production of goods (services), total	103302,0	119726,7	154369,4	195095,6	224288,8
Growth rate, in% to the previous year	106,1	106,1	100,3	101,5	102,5
Including:					
Plantgrowing	55429,2	61755,1	83303,4	98414,5	108240,1
Growth rate, in% to the previous year	105,5	105,7	98,2	95,8	108,7
Livestock	44175,4	53844,1	64895,9	89019,2	107432,5
Growth rate, in% to the previous year	106,9	107,0	104,1	105,7	101,7
Agricultural production per capita, thousand soums	3182,4	3629,7	4575,7	5687,5	6328,5
Fixed capital investments	4515,4	4795,3	6110,6	7997,9	13482,9
Specific weight,%	10,1	9,4	8,5	6,4	7,1
Number of employed thousand people	3601,7	3646,7	3671,3	3537,2	3896,1
Export of fruits and vegetables, in% of the total volume	9,5	4,6	5,1	6,3	6,3
Sown area of agricultural crops, thousand hectares	3694,2	3706,7	3474,5	3396,0	3309,4

\* Data for 2019 from the website of the State Statistics Committee of the Republic of UzbekistanSource: compiled according to the data of the State Committee of the Republic of Uzbekistan from the source "Agriculture of Uzbekistan for 2015-2018"

Corresponding to the growth of agricultural production volumes, the volume of these products per one inhabitant of the republic also increased. So, for five years (2015-2019) this indicator increased by 2.2 times and amounted to 6328.5 thousand soums.

Secondly, the annual increase in the production of crop and livestock products speaks of the annual saturation of the country's domestic market with some types of products of these agricultural sectors. Thus, the adoption and subsequent implementation of measures to further increase the potential of the livestock industry, as well as the systemic state support provided, contributed to the growth of livestock, the saturation of the domestic consumer market with livestock products in the republic. The production of all livestock products over the past five years has grown 2.4 times, from 44,175.4 thousand soums (2015) to 107.4 trillion. soums (2019), and crop production doubled, which amounted to 108.2 trillion in 2019. sum.

Thirdly, the growth in production is typical for almost all types of agricultural crops. The average annual growth rate of the production of fruits and vegetables amounted to 8.5%, meat and dairy products 6.7%, grain - 2.2%. Poultry farming developed at a high rate - 12% of the annual growth and fish farming 5.1 times, and the production of raw cotton due to the reduction of sown areas decreased by 16.2%. In 2019, all categories of farms: produced 7187.4 thousand tons. grain crops, potatoes 2950.9 thousand tons; collected vegetables - 9945.5 thousand tons, melons and gourds - 1922.2 thousand tons, fruits and berries - 2 739.6 thousand tons, grapes - 1595.2 thousand tons.

Fourth, the analysis of agricultural production by categories of farms showed that dekhkan (personal subsidiary) farms are most actively involved. This applies to both crop and livestock production. In the structure of farms operating in agriculture, most of the production (70.1%) falls on dekhkan (personal subsidiary) farms, 26.9% - on farms, 3.0% - on organizations engaged in agricultural activities.

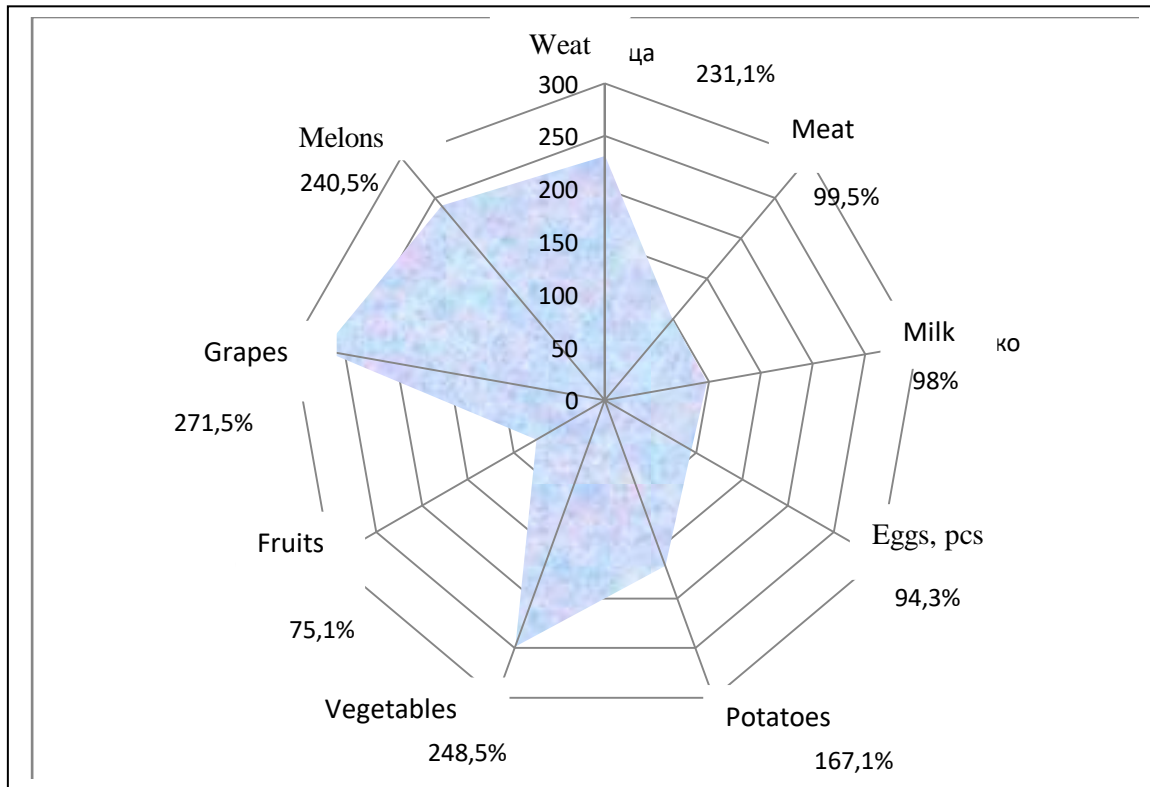
The share of the distribution of farms in 2019 in agricultural production is as follows. In the products (services) of animal husbandry, its largest share (91.9%) is produced by dekhkan (personal subsidiary) farms. Organizations engaged in agricultural activities account for 3.1% and farms 5%. As for the production of crop products in 2019, the situation is the following. The shares of farms and dekhkan (personal subsidiary) farms in crop production are practically the same and amount to 48.7% and 48.4%, and only a small part of other organizations amounted to about 3%.

Fifthly, the export of agricultural products of the republic brings about 20-25% of the total export income to the republic. The geography of exports of horticultural and viticulture products is also expanding. If earlier the republic traditionally supplied it mainly to Russia, Kazakhstan and other CIS countries, today it exports from Uzbekistan to 120 countries of the world. In particular, the geography of supplies has expanded due to the establishment of exports to Indonesia, Norway, Mongolia, Saudi Arabia, Slovakia, the USA, Thailand and Japan.

However, there are significant changes in the structure of agricultural exports. In particular, in the period 2000 - 2018, the export of cotton fiber decreased by more than 7 times - from 1.58 billion dollars in 2010 to 0.22 billion dollars by 2018. On the contrary, the export of fresh and dried fruit and vegetable production grew 13 times - from 68.7 million dollars in 2000 to 900 million dollars by 2018.

Sixth, thanks to the implementation of measures to further increase production volumes and expand the range of food crops grown in the republic, the provision of the fullest satisfaction of the population's needs for food products is observed (Fig. 1). The Strategy for the Development of Agriculture by 2030 [3] sets the task to ensure a balance and high quality of nutrition in the required amounts with access to all segments of the population, especially socially vulnerable segments of the population, including infants, with year-round access to vital and safe food.

Already today, for the first necessary, vital food products, the republic fully satisfies the internal need for such products as grain, salt, vegetable oil, eggs, sugar, potatoes, fruits, melons and grapes. Of these: due to our own production, over 70% - grain and eggs; over 100% - vegetable oil, milk, potatoes, vegetables, fruits, melons, grapes, salt, sugar [4].



Source: compiled on the basis of the data of calculations by IMPI [4]

**Figure: 1. The level of coverage of the needs for the main types of food agricultural products through domestic production in Uzbekistan in 2019**

Seventh, the development of agriculture in Uzbekistan is facilitated by the cluster method of organizing agricultural production, which has already been widely adopted. President of the country Sh.M. Mirziyoyev pays serious attention to the transfer of land to its real owners, especially a complete transition to a cluster model and a cooperative system that will cover the entire agribusiness chain - from growing to selling products [5].

Cluster - a single technological chain unites a complex of enterprises, and makes it possible to deepen the integration of science, education and production, to introduce new technologies into practice. As a result of the introduction of a cluster model of agricultural production in recent years, cooperatives operate on 125 thousand hectares, or 12 percent of the sown area of cotton, and clusters on 908 thousand hectares, or 88 percent. High results have been achieved in the Republic of Karakalpakstan, Fergana, Andijan, Khorezm, Namangan, Tashkent, Bukhara regions. Thus, the effectiveness of this system has been proven in practice. In dozens of districts, a rich cotton crop was grown on the basis of this system. In the future, cotton will be grown entirely using the cluster method, and emphasis will be placed on creating clusters in grain growing, horticulture, poultry farming, livestock farming, fish farming, and silkworm breeding.

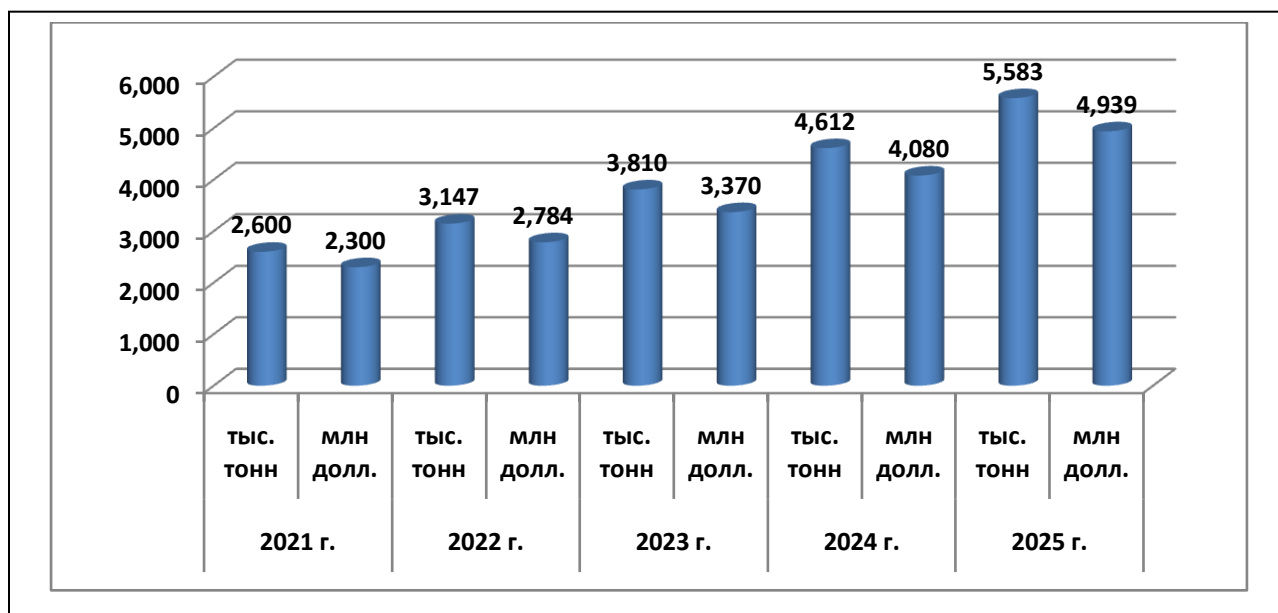
International financial institutions (International Bank for Reconstruction and Development (IBRD), Asian Development Bank (ADB), IFAD, Japan International Cooperation Agency (JICA), etc.) are assisting in the implementation of priority areas for the development of agriculture in Uzbekistan. Nine investment projects in the field of agriculture Currently, the

World Bank is assisting the republic in the implementation of the Agriculture Development Strategy for 2020-2030. In particular, with the participation of the International Bank for Reconstruction and Development and the International Association, a project for the modernization of agriculture [6] will be implemented, the purpose of which is to ensure the transition to a market-oriented and inclusive agriculture in Uzbekistan.

To achieve the goal of this project, four components are being implemented. The first component is "Support to agricultural crop productivity programs", which aims to expand knowledge and human capital to support productive agricultural transformation through direct financing of public agricultural research, creating conditions for attracting additional private investment in agricultural research and development for more efficient services farmers.

The objectives of the second pillar, Supporting Investment in Horticultural Value Chains, are to: support investment in the value chain for products; promoting farmer participation in investment opportunities created by economic liberalization and agricultural diversification; creating productive partnerships in the form of clusters between farming groups and agribusiness.

The third component is Trade and Marketing Facilitation, which aims to improve the access of Uzbekistan's fruit and vegetable products to domestic and foreign markets by improving agrology, plant protection and phytosanitary measures, and collecting and disseminating market information. The fourth component, Project Management Support, will support project management and coordination, monitoring and evaluation, and the implementation of environmental and social measures within the World Bank's environmental and social framework. Due to the implementation of the entire component of the Agricultural Modernization project, with the confluence of all favorable opportunities, by 2025 the volume of export of fruits and vegetables of the republic in 5583 thousand tons for 4939 million US dollars will be provided (Fig. 2).



**Figure 2. Forecasted indicators of export volumes of fruit and vegetable products for 2021-2025 within the framework of the project "Modernization agriculture of the Republic"**



The study of publications of domestic authors - researchers, recommendations of the World Bank and other international financial institutions made it possible to determine the range of problems of farmers and farmers that affect the development of agriculture in Uzbekistan and require an early solution. Today, almost all farmers engaged in entrepreneurship have ready-made business plans to expand their investments in various agricultural sectors, which they can introduce and need loans.

These loans are not yet available to many of these farmers, since, firstly, the current interest rates of existing commercial bank loans are too high for them; second, the short-term nature of current loans makes it increasingly difficult for agribusiness entrepreneurs and owners of large intensive gardens to repay loans on time; thirdly, the bank is required to pledge their property as collateral for farmers, but it takes about 6 months for fruit and vegetable products to be ready for sale. Farmers in most cases are unable to repay loans during this period.

To solve this problem, it is advisable to provide farmers-entrepreneurs with loans with a longer maturity and lower interest rates. In addition, information on concessional loans in agriculture, including horticulture, provided by the International Financial Institutions should be disseminated in a more transparent manner, including using various social media channels.

Also one of the main obstacles for farms and farmer is the low provision or lack of adequate infrastructure, including energy supply (natural gas) for horticulture. This applies to owners of private home greenhouses. In addition, in a number of regions of the republic, especially in mountainous regions, farmers have difficulties in accessing water. For this reason, it becomes necessary to apply drip irrigation and hydroponics in horticulture.

However, farmers and dehkans alone cannot afford to invest in technology and specialists from abroad to launch such alternatives to traditional irrigation. Therefore, in such conditions, the solution may be to unite farms and dekhkan farms into cooperatives.

Today, farms and farmers can sell their products only on the local market, as they are poorly oriented about the external market due to a lack of information. In order to export fruits and vegetables, farmers must provide certificates confirming the origin of plants and seeds. However, small farmers and dehkans cannot buy these certificates due to their high cost. This is also the reason why they cannot export their grown produce. Therefore, for farmers who produce a large amount of horticultural products and actively export them, a mechanism for rewarding them should be created and developed, which will become a kind of motivating factor for farmers.

In addition, the very procedure for processing documents for bank loan applications is too cumbersome and difficult. Farmers face a very large number of formalities because they do not have sufficient security and creditworthiness. Therefore, it is necessary to develop public services to solve these problems for farmers and dehkans. These include advisory services on credit and support to farmer cooperatives, which can help small farmers improve production quality and gain access to finance through cooperation.

One more problem should be noted, but it concerns the bank's specialists. According to the World Bank, the low experience of bank employees in assessing the reliability of business projects in agriculture, mainly related to horticulture, is one of the main obstacles to the availability of financing, both entrepreneurs in general and, in particular, farmers engaged in entrepreneurship. ... If it is planned to issue a loan through International Financial Institutions, then additional requirements are imposed on the personnel of a commercial bank to prepare and

comply with internal systems of environmental and social management. Therefore, proper training of bank employees is more relevant than ever to ensure the efficient provision of bank loans and borrowings in agriculture.

Today, states in the world are concerned about avoiding food shortages due to quarantine restrictions associated with the negative impact of the coronavirus pandemic on agriculture. In these conditions, Uzbekistan is successfully mobilizing its agri-food sector and providing the population with food. The main risks for agriculture in the world are restrictions on international trade in agricultural products imposed by individual governments, difficulties with logistics, leading to the interruption of its supply chains to end consumers in domestic and foreign markets. In addition, restrictions on the mobility of agricultural labor within countries due to the quarantine measures taken.

Further work to reduce the regulatory role of the state in the agricultural sector of the republic, the introduction of market mechanisms, its further diversification and modernization, the attraction of domestic investments will further, in comparison with other countries of the world, reduce the impact of the coronavirus pandemic on agriculture, i.e. get less problems and consequences from this. For this in the republic, the President of our state Sh.M. Mirziyoyev adopted a set of measures.

Here it would be appropriate to quote his following words: "The high goals that we have set for ourselves today in order to bring Uzbekistan to a new stage of development, as well as the growing demand for food products throughout the world, require a radical reform of the agricultural sector, the widespread introduction of market mechanisms, especially innovative technologies and investments "[5].

## CONCLUSION

Based on the results of the analysis and the identified trends in the development of agriculture in Uzbekistan, it is necessary to pay special attention to a number of key aspects that are reflected in this article, and are important for solving existing problems in this industry.

Today the republic is the leading producer of fresh fruit and vegetable products in the world, has great potential for the development of this industry, providing not only the needs of the population, but also exports of agricultural products. Despite the decline in the share of agriculture in the economy of Uzbekistan, this industry remains important for the welfare of its inhabitants.

Studies have shown that the production of the main types of agricultural products (except cotton) is increasing from year to year. This is especially true of fruit and vegetable products, in which processing and export are growing along with production. There is a significant growth in the production of livestock products.

In 2015–2019 the sectoral structure of gross agricultural output has changed. The share of crop production in total agricultural production amounted to 50.2% in 2019, and the share of livestock, on the contrary, was 49.8%.

Modernization and intensive development of agriculture is one of the priority areas identified in the Action Strategy for the Further Development of the Republic of Uzbekistan for 2017-2021. The Strategy for the Development of Agriculture of the Republic of Uzbekistan for 2020-2030, adopted last year, established nine strategic priorities, the implementation of which will

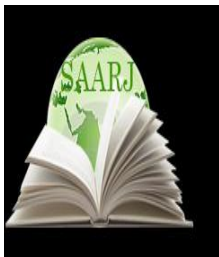
contribute to the sustainable development of the country's agri-food sector in the future through the implementation of state policy in this area based on new approaches.

It has been determined that today, in modern conditions, the urgent direction of the development of agriculture is the stimulation of cluster policy in the agricultural sector. Stimulation can be represented by a system of measures in the field of formation and support of agricultural clusters based on balancing national interests in order to create competitive advantages in the agricultural sector. One of the promising directions for the development of cluster policy in the agricultural sector of the economy may be the development of a network form of agricultural clusters (their associations, etc.), as well as the formation of a brand of domestic agricultural clusters. The main directions of the development of cluster policy in the agricultural sector of the economy should be: development of an effective legislative framework for the functioning of cluster structures; the use of selective methods of state support for the backbone enterprises of the agro-industrial complex; taking into account the natural and climatic features of the regions of Uzbekistan when forming agricultural clusters.

The necessary measures for the further transformation of Uzbekistan's agriculture into a competitive industry working in the interests of the private sector, citizens and the state are identified. These include: balancing the use of agricultural land, increasing crop yields, maximizing the use of export opportunities for the development of agriculture, as well as increasing the efficiency of using budget funds to finance this industry.

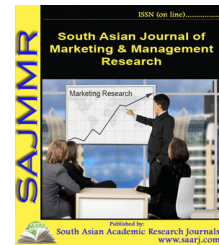
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# South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Peer Reviewed International Journal)



DOI: **10.5958/2249-877X.2020.00068.5**

## MEASURING THE IMPACT AND BENEFITS OF THE GLOBAL DEMOGRAPHIC CHANGES ON THE TOURISM INDUSTRY "WITH APPLICATION ON INDIA"

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### ABSTRACT

*The success of a tourist country would depend heavily on the accurate evaluation of the developments affecting the tourist demand process, among these developments the tourist country must consider, are the continuous demographic changes which are one of the scarcest studies globally and are being dealt with on the current study theoretically and statistically by using the descriptive analytical approach in order to put a clear vision about these significant changes which could be of great importance to the tourist country "INDIA" to make use of its tourist resources and enhance its competitive position in the global tourism market.*

**KEYWORDS:** *Demography, Changes, Tourism, Impact, India*

### 1 INTRODUCTION

The tourism industry consists of two main parts: the supply side, and the demand side, the first side, the supply, represents that product offered to satisfy the customer's desires, it includes the natural, human resources in addition to the facilities offered to the tourists. The product is a term which takes the meaning of any goods, service or idea through which the needs and desires of the costumers are satisfied, and hence this term is much broader than the term: Goods, which is only a tangible object (Abo Roman&Aldiwa, 2000, P.13). The second side, the demand, includes that demand of those tourists on the product offered within the destination during their visit and even before their departure. A variety of basic changes, including the economic, political, social, cultural and technological development, affected the tourist demand taking into consideration that such a process gets into the core of shaping the tourist consumer. The tourist demand is intense at the present, and this is proved with increasingly higher records of international tourist arrival. International tourist arrivals (overnight visitors) worldwide increased 6% in 2018 to 1.4 billion, based on data reported by destinations around the world. Given the remarkable growth of international arrivals in recent years, the 1.4 billion mark has been reached

two years ahead of UNWTO's long term forecast issued in 2010. Based on current trends, economic prospects and the UNWTO Confidence Index, UNWTO forecasts a growth of 3% to 4% in international tourist arrivals worldwide in 2019, more in line with the historical growth trends (WTO,2019).

India registered a big improvement in the Travel & Tourism Competitiveness Report 2019, by jumping from 40th rank in 2017 to 34th for 2019. The said report was published by the World Economic Forum (WEF), which mentioned that India registered the greatest percentage improvement to its overall score, thereby helping it to become the only lower-middle income country in the top 35. As per the report, Thailand, Brazil and India, which don't fall under high-income economies, but rank in the top 35 in the list stand out in this list because of their combination of the rich natural and cultural resources, and strong price competitiveness (timestravel.2019). India also achieved a remarkable advance in terms of the international tourism visitors in 2018, according to the World Tourism rankings "2018" compiled by the United Nations World Tourism Organization, India received 17.4 million international tourist arrival with an increase of 12.1% over 2017 " 15.5 million".

The demographic changes made a tremendous changes in the world structure at all levels "population ,education ,households, migration....etc", and there must be great accordance between the offered tourist product and the changing nature of this demographic phenomenon, hence, it seems important to find out what could be offered due to these above-mentioned changes, but before this, there is a big need to reveal the significance of these changes and determine the most important categories so as to offer the proper tourist product depending on them. The study of the phenomenon of " demographic changes" is considered to be one of the scarcest studies globally which needs the adaption of " the analytic approach theoretically and statistically " in facts and figures in order to put a clear vision about them in order to present some useful recommendations which could be of great importance to the tourist country " INDIA" or the other stakeholders as a pillar to make the most of them and reinforce the tourist position within the market.

## **2 LITERATURE REVIEW:**

A few studies have been conducted on the phenomenon of demography and its relation with tourism, not only due to the difficulty of going through into this kind of studies, but also because it requires a lot of time, effort and funding, and also requires the acquisition of many excellent statistical qualifications. These demographic changes has become a focus of attention in tourism research and it has to be stressed that knowing customer demands is essential for planning a target group aligned service (Boksberger et al : 2009) as it has been proved that these demographic changes may contribute to introduce new tourism patterns along with many other factors ( Grimm et al :2009). An important survey has been conducted where questions related to the impact of demographic trends on changing the demand for tourism and the available workforce has been set out,( Ian Yoeman et al: 2010) A conducted survey ( WTO,ETC:2010) has been achieved through the renowned publication "Demographic Change and Tourism"as a reference for many tourist destinations and the tourism industry to achieve a better understanding of current and future demographic changes and to anticipate and react upon them in the most competitive way. the impact of different demographic potentials on the tourist economy through the understanding of many demographic indicators like age ,identity, religion was reviewed by (Gjorgievsk:2011). There has been some literatures which discussed the possibilities and limits of today's tourism industry analyses regarding the predicted future travel



behavior on the basis of socio- demographic changes (Boksberger et al : 2009). The impact of demographic change on tourism and conclusions for tourism policy has been examined to provide a clear description of demographic change in Germany and selected other nations, which are relevant source markets, as well as to identify interfaces with tourism ( Grimm et al :2009). It has been proved through some literatures - by using the most established German tourism survey (Reiseanalyse) which combines the information obtained from statistical data and on demographic trends (quantitative and qualitative) with time series data- that the transfer of socio demographic trends to a future development needs a closer look with no need to over-estimate and the demographic trends affect the future of tourism process along with many other determinants like the trends of the supply process and the consumer behavior in general ( Lohmann & Danielsson:2004).

### 3 General Overview on Global Demographic Changes

#### 3.1 Population Growth And Ageing Changes

Population in the world is currently (2019-2020) 7.7 billion, growing at a rate of around 1.08% per year (down from 1.10% in 2018, 1.12% in 2017 and 1.14% in 2016). The current average population increase is estimated at 82 million people per year. Annual growth rate reached its peak in the late 1960s, when it was at around 2%. The rate of increase has nearly halved since then, and will continue to decline in the coming years. World population will therefore continue to grow in the 21st century, but at a much slower rate compared to the recent past. World population has doubled (100% increase) in 40 years from 1959 (3 billion) to 1999 (6 billion). It is now estimated that the world will increase by another 50% to become 9 billion by 2037. The latest world population projections indicate that world population will increase to reach 10 billion persons in the year 2057 (worldometers,2020).

However, the world's population rate is on a continuous growth, While it was only a billion people in 1800, it rose to 2 billion in 1927, 3 billion in 1960, 4 billion in 1974, 5 billion in 1987, then it continued to increase to reach 6 billion in 1999, and finally reached 7 billion people in 2011, as shown in Table1: (UN,2011).

**TABLE 1 GLOBAL POPULATION GROWTH**

Year	Population "billion"
1800	1
1927	2
1960	3
1974	4
1987	5
1999	6
2011	7

Between 2000 and 2050, the proportion of the world's population aged 60 years and older will double, from about 11% to 22%. The absolute number of people aged 60 years and older is projected to increase from 900 million in 2015 to 1.4 billion by 2030, to 2.1 billion by 2050, and to 3.2 billion in 2100 (WHO, 2016). Between 2025 and 2030, life expectancy in Latin America and the Caribbean (LAC) will increase to a projected 80.7 years for women and 74.9 years for men; in Canada and the United States of America, those numbers are projected to be even higher: 83.3 years for women and 79.3 years for men (Pan American Health Organization,2015). The increase in life expectancy is due to several factors, including a decline in fertility rates and

success in reducing fatal childhood diseases, maternal mortality and mortality in older ages (UN, 2013)

### 3.2 Population location changes

Most population in the world lives in developing countries, and it is noted that the distribution of population around the world is unjust and tends to be crowded in many places with many other places remaining empty.

Asia will remain the main densest region in the world during the twenty-first century, but Africa will also increase in density, as its population will triple, and rise from 1 billion in 2011 to 3.6 billion in 2100, and in 2011, 60 hundred percent of the world's population lived in Asia and 15 percent lived in Africa. Africa's population increases by 2.3 percent annually during the period from 2010 to 2015, a rate that is more than twice the rate of population increase in Asia (1 percent annually). (UN Population Office, 2011).

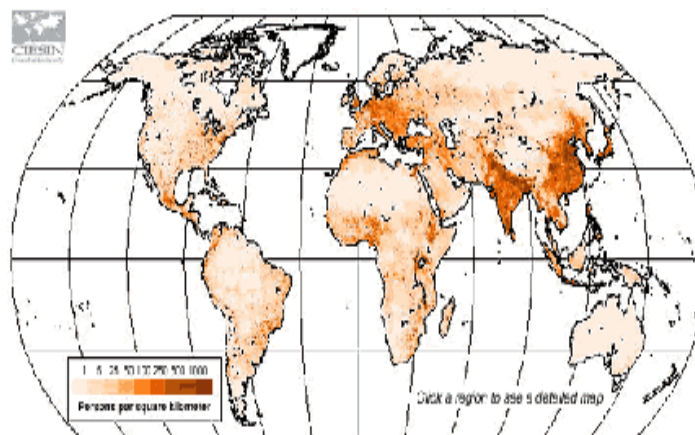


Figure1 **Global** Population Density. From Columbia University's Center for International Earth Science Information Network.

(<http://sedac.ciesin.columbia.edu/plue/gpw/index.html?main.html&2>)

The movement of people has been characterized in recent decades by the trend of moving from rural areas towards civilian areas within the borders of the state, thus, the growing trend for this movement is to settle in more urbanized societies. This has already happened, as the percentage of urban residents exceeded 50% in 2010, as shown in the table 2: (World Population Prospect,2009).

**TABLE 2 GLOBAL URBAN PERCENTAGE**

Year	Urban Percentage
1990	43
1995	45
2000	47
2005	49
2010	51

### 3.3 Income level changes

The fall of global income inequality has been a tremendous development. It shows that the gap income between the advanced and developing countries has begun to narrow. While individual efforts represented in trying to work and achieve better through innovation and venturing an enterprise should be rewarded, the level of global inequality is detected by the place of birth and the socio-economic status of parents, making it less likely for poorer people to get opportunities. For example, a brilliant and hard-working person in sub-Saharan Africa will most likely live a much poorer and shorter life than an average European who does not work so hard. A gradual decline in global income inequality shows that those gaps between the two societies in opportunities has become more less, though there is still a big difference on the current situation (Darvas,2018). the most prominent reshuffle of the global personal incomes since the industrial revolution has been likely achieved during the period between the fall of the Berlin Wall and the Great Recession driven by the big increase in the development rates of populous and the poor or very poor countries in the past such as: China, Indonesia, and India; and also by the stagnation and decline of the economic levels in sub-Saharan Africa and post-communist countries, and also among the poorer individuals in rich countries(Lakner&Milanovic,2014).

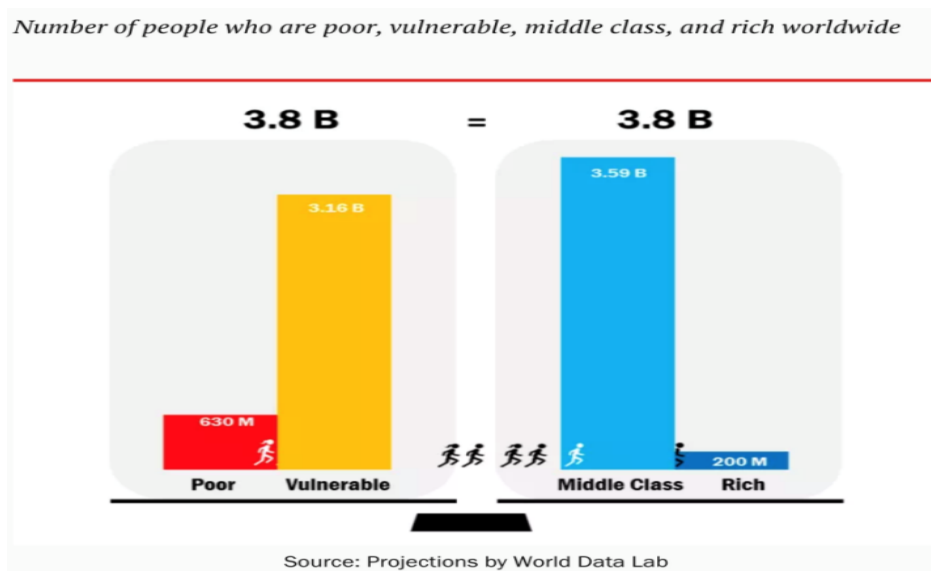


Figure 1 Global Economic Levels. From Projection by World Data Lab (<https://www.weforum.org/agenda/2019/11/the-fourth-industrial-revolution-is-redefining-the-economy-as-we-know-it/>)

Global wealth has grown on an unprecedented scale in the recent period, and this has been accompanied by an increase in the rate of millionaires in the world "especially in countries like Qatar, the United States and Switzerland". The middle classes achieved a great growth in several parts of the world, especially in Asia.

At the present, more than 50% of the world's population stays in middle-class households. Wealth levels and rates of middle-class growth differ from place to place. More developed economies like Europe and Japan witnessed a growth in their middle-class markets by 0.5% each year. Emerging economies, namely China and India, have seen an expansion in the middle classes at the rate of 6% per year. Very surprisingly enough, however, the maturity of Asia's middle class, will reach 88% of the world's entire middle class (Roy,2019).

### 3.4 Educational level changes

The education sector in various parts of the world has a great role in recent periods in changing the structure and nature of societies and creating several better social and economic opportunities for different generations, especially young people. This has been supported by the widespread and significant development of different technological means like mobile, internet and social media.

As mobile technology goes through its fifth stage and digital connectivity is extremely involved in the daily life, challenges like cost, cultural values, and accessibility to an uncensored internet still on the horizon for many people across the world. Technology changes the relationship between teacher and student where teaching and learning methods have turned away from using traditional ways to a digital experience, e-learning contributes to limit the hours students spend with educators (Angeles,2019).

The most important indicator to measure the progress of education in any country or region is the average of children not enrolled in "primary education", globally, from 1999 to 2008 the average of children not enrolled in primary school age decreased by 39 million child. With regard to higher education, it is increasing worldwide, in 2008, 65 million students joined it, more than the number of those enrolled In 1999, a large part of this increase occurred in the East Asia and Pacific region, whereas the number of enrollments in China alone increased by more than 20 million. As for the poorer countries, the increase was less in sub-Saharan Africa, South and West Asia, where they did not register during the decade significant increases in the gross enrollment ratios in educational level (UNESCO,2011)

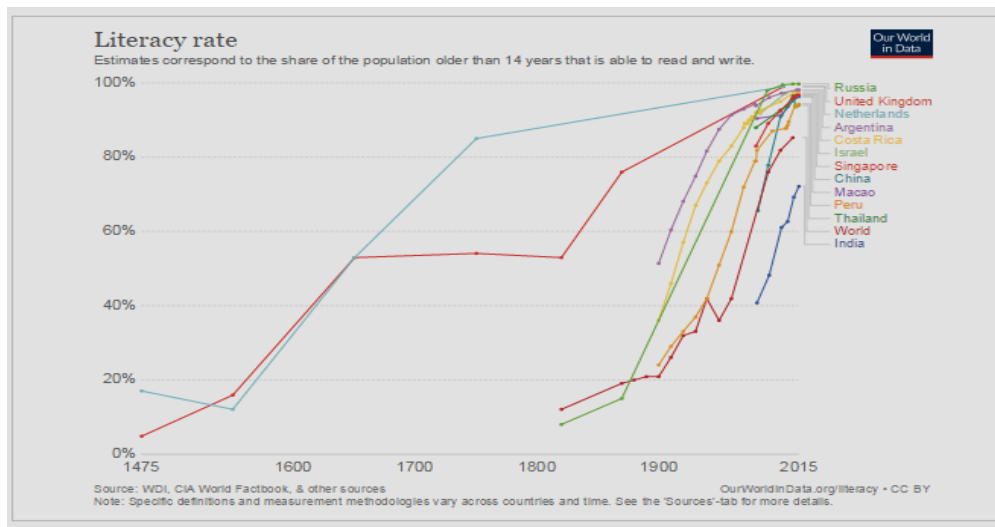


Figure 2 Global education statistics "Literacy rate" an overview. From WDI,CIA World Factbook&other sources(<https://www.upskilled.edu.au/skillstalk/education-statistics-around-the-globe>)

### 3.5 Health level changes

The level of health worldwide is constantly improving and developing, as indicated by the statistics of the World Health Organization, just as the level of health awareness is constantly increasing. This is due to high spending on health care, according to new data released by UNICEF, the World Bank and the United Nations Population Division, the reduction of child

mortalities has been accelerated sharply since 2000. The annual report issued by the Inter-Agency Group of child mortality rate " United Nations" estimates that in 2011 a number of 6.9 million died before reaching the age of five, compared with about 12 million children in 1990( WHO,2011) .

Life expectancy is considered to be a very effective measure to indicate the health conditions of the population. The global life expectancy has been increased drastically on the last century, with unprecedented development in all countries across the world. In fact, recent life expectancy records in developing countries have been particularly important.

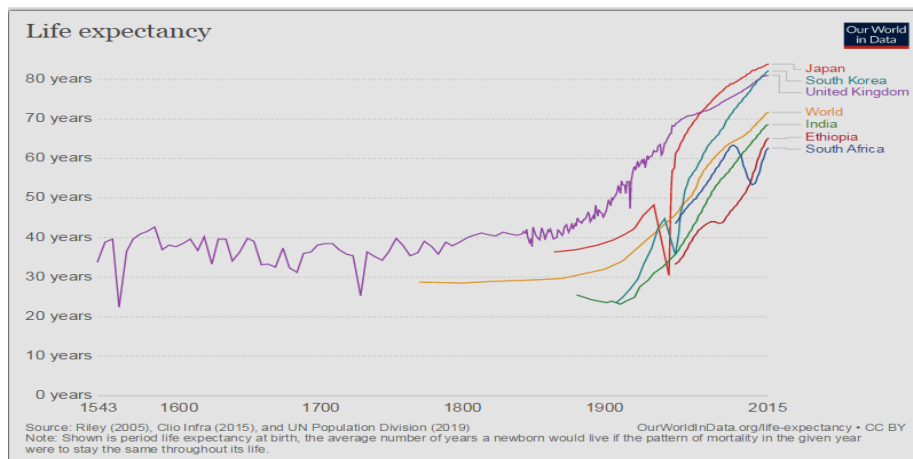


Figure 3 Global Life Expectancy Rates.From Riley(2005),Clio Infra(2015),and UN Population Division(2019) (<https://ourworldindata.org/life-expectancy>)

Figure"4" indicates that the countries -including India- achieved in 1950 a higher life expectancy rate than the year 1800, but with a substantial unequal growth, and this was a result of achieving tremendous improvements in the health conditions around different parts of the world “especially in richer countries like Japan and UK”. Whereas in 2012 " as shown in the figure" the life expectancy records made further advances across all countries and the inequality has been reduced in big rates in the developing countries at the same period.

### 3.6 Immigration level changes

Humans have been in a constant state of movement since ancient times, and there was multiple reasons for this phenomenon including economic, social, religious, cultural, scientific, climatic and tourism reasons. Hence, the movement from one place to another has been a characteristic of human nature from ages. This movement has been increased in modern times after the development of means of communications and transportation, as this period has witnessed an increase in the number of people who live in a place other than the place where they were born. the United Nations statistics show that in 2017 the number of migrants in the world reached 258 million people, which is more than the number recorded in 2000 "173 million people". The statistics have also shown that there has been an increase in the bulk of international migrants equally with that of the global population due to the registration of the refugees ( de Haas et al,2019,pp.888-889).



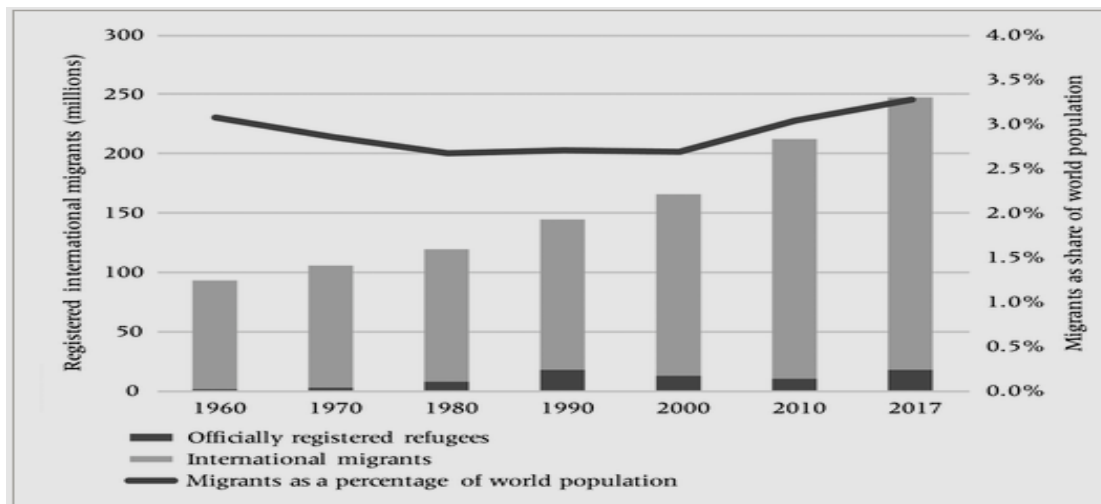


Figure 4 International migrants and registered refugees (1960-2017). From the Global Migrant Origin Database (World Bank) (1960–1980 data) and UN Population Division Trends in International Migrant Stock: The 2017 Revision (1990–2017 data). (<https://onlinelibrary.wiley.com/doi/full/10.1111/padr.12291>)

The migrants characteristics have undergone basic changes in addition to the fact that the main trend of the immigration has become the transformation of Western Europe from a global source to a global destination of migrants. As a result, the education level has been increased globally, and the skillful and talented migrant workers have become a target for the segmented and highly developed markets in the middle and rich countries. Whereas the demand for the less skillful migrant labor in traditional sectors like: agriculture, construction, catering, and domestic and care work remained the same. (Czaika, 2018,pp.1,19).

#### 4 RESULTS AND DISCUSSIONS:

India is considered to be the land of beauty and wonder, it is a country full of tourist places that cannot be easily mentioned or counted, as it contains many superb cities, towns, villages, picturesque beaches, galleries, fortresses, monasteries, lakes, mosques, palaces, museums, monuments, temples, and wild parks. In addition to that, it is a wonderful destination for making shopping through big malls spread across the country. It is worth saying here that India made its tourist fame through the authenticity of its old history and the possession of many sites that have been listed by UNESCO as a World Heritage Site, among which the most prominent site is Taj Mahal. India has succeeded in promoting its tourism fame through cinema and various dramas that highlight the natural scenic regions, which helped to create a great tourism propaganda for the country. India has a very important strategic location as it is bordered by water from three directions, namely the Arabian Sea to the west, the Indian Ocean to the south, and the Bay of Bengal to the east, so, India has won the title of the sub-continent or the peninsula which enabled it to attract a big deal of the inbound tourists and contributed greatly to enhance the tourism sector in the country.

India has a great opportunity to make the most of all of these above mentioned demographic changes and get much benefit from them as a way to strengthen its tourism position which has been improved in recent years by receiving about 17 million tourists in 2018. An increase of 12.1% compared to the previous year in which India received about 15 million tourists, while it

earned an estimated revenues in 2018 of 28 billion dollars. Among the most important of these changes that can positively affect the tourism demand to the Indian state are those population indicators, which are related to global population growth which is increasing steadily, "albeit at lower rates than before". These indicators are of an increased importance for India, especially when it is located in an area of a rapid population growth, according to the latest statistics, the population growth rate in South Asia in 2018 was about 1.2%. Also, the increase in the proportion of the elderly population "especially in the Asian regions surrounding India" due to the large population growth and the increase in health care rates" will also positively affect the rates of tourism demand emanated from these regions for India and help to promote the different and varied tourism activities.

It is also expected that Indian tourism will benefit from the very high population density rates in Asia, especially as it is located to the south of the largest country in the world "China". The number of urban centers in the world in general and in the south and north Asia region in particular due to the economic and social growth and the prosperity of the industrial and technological sectors will also help India to attract and promote many modern patterns of tourism. The big shift in the rates of income per capita and the increase in the global wealth will also help India in promoting the different tourism patterns directed to these groups of people with rich and high incomes "ex: business tourism - special interest tourism". Middle class income rates will also help India to promote travel patterns related to group tourism.

Accelerating educational changes in the world due to the high percentage of school enrollment, different technological developments, will enable India to achieve a big variety of tourism marketing programs to reach the largest possible number of different classes with higher educational and cultural levels. The same thing is applied to global health changes, which are in continuous development in many parts of the world due to the allocation of huge budgets for spending on health care "especially in developed countries" and the improved levels of health awareness, especially after getting access to education and advanced technology, and these changes will contribute heavily to the development of many related tourism products in the country, among which the most important are the therapeutic and medical tourism activities. Finally, migration changes are linked with the presence of segments of consumers belonging to the migrant classes settled in countries other than their home land "India". The tourism patterns associated with this type of changes are mainly confined to visiting relatives & friends' tourism and nostalgic tourism. India would benefit much of this as it has large communities of migrants outside of its borders. It would be crucial for India to monitor and track the most prominent global demographic changes (in particular those changes that have proven to be the most important ones through different indicator) in particular: economic and educational changes that occurred and continue to occur in the future in a manner that stimulates and increases the movement of international tourism demand, and then design tourist programs closely aligned to these global changes, which enable to reach the planned goals set by the marketing experts.

## 5 Study Methods

The study is mainly quantitative one and is focused on collecting figures and facts which illustrate the present situation of the demographic phenomenon with comparison to the past and at the same time reviews the forecast of this situation in the future" with using the state of India as a case study". The data involves collecting statistics from many international sources and is served -albeit is quantitative one- as a qualitative approach to describe many facts related to the current situation of the above mentioned phenomenon. All these data are summarized through

many tables and figures and are obtained from a variety of global reports in addition to a set of some recent references from the tourism literature. The descriptive quantitative approach was used to indicate and establish the relation between the independent and dependent variable through statistics methods mainly used to demonstrate a cause-and-effect relationship between the demographic changes and the effects caused by them "with application on India". The Descriptive Analytical Method is used in order to review all the theoretical ideas and concepts of the study, with using the qualitative and quantitative analysis to get to the most important facts of the study.

## 6 CONCLUSIONS

- Global demographic changes will limit some of the negative influences related to the characteristics of international tourism demand, of which the most important are sensitivity, inconsistency, seasonality and high flexibility, as this may occur in case those tourist consumers are not greatly attracted to the tourist destination because of some unfavorable events or occasions that may affect tourism activity negatively. For example: these demographic changes will reduce the seasonal problem by increasing the movement of tourists, whether in groups or individuals outside the usual period of the tourist trips. Also, these changes "namely those educational and economic ones" will increase the level of the awareness of the tourist and lead to the creation of what is called a "frequent visitor" who is willing to repeat the consumption of the tourism products.
- The big positive changes in the global living standards, the higher percentage of technology use and the access to the various internet technologies, especially the mobile Internet, will certainly cause noticeable positive effects on the tourism demand process in terms of high levels of consumption with the diversity of demand patterns. Consequently, this will support the introduction of new patterns of the tourism experiences, which definitely coincides with the emergence of the so-called "modern tourist consumer" and "multi-tasking tourists" where there is the search of everything new and unfamiliar in the world of tourism "forgetting oneself and being totally immersed in the task at hand".
- The health changes "with its both positive and negative aspects" and consequently the associated increase in the average of the ages will support the participation of the elderly in different tourist activities and the activation of different patterns of medical and therapeutic tourism, with the revitalization of those categories related to the cultural and historical tourism which are mostly preferred by the elderly. Also, those changes related to urbanization and moving from the countryside to the city will cause a great spread of the patterns of rural tourism on a way that provides access to natural tourism products due to the complexity of the city life nature.
- Economic changes related to the upsurge and development of the income per capita and the personal awareness, would cause an increase in individual travel forms on the one hand, and those forms of travel associated with making business and participation on the conferences "business tourism" on the other hand, and these changes "especially among the middle classes in the world" would lead to the activation of the group travel patterns and the tour operator trips with big discounts, these trips are expected to grow at unprecedented rates due to the mentioned changes alongside with the large global population growth, which will also lead to the diversity and intensity of the tourism demand process.
- Demographic changes would give rise to the creation and development of new and high standards of tourism services provided due to the upsurge of the living standards and

expectations of the tourism consumer as a result of the superiority in living, economic and educational levels, and it is expected that there will be development in tourism marketing programs provided to meet the increase in the demand issue and match them accordingly with the tourism offer, which must be approximately at the same level of the demand.

- There would be a greater role "with the acceleration of the role of socio-demographic and cultural educational changes" for informal communication channels: family - relatives - friends - influence groups, with which people are in contact at work and social life, in affecting the consumer's decision to purchase the tourist product. Thus, there is an indirect role for tourism marketing committees in activating the official communication channels "advertising, and promotion channels" which may be a decisive tool to reach these various groups that affect others and push them to make the purchase decision.
- The most important step the destination "India" should adapt is to monitor and track the most prominent global demographic changes (in particular those changes that have been proved to be the most important ones through study, that is, economic, educational and cultural changes that occur and continue to occur in the coming decades) in a way that stimulates and increases the movement of international tourism demand, with the design of some tourist programs in accordance with the most notable changes recorded in the recent decades.
- With all these benefits generated from these accelerating demographic changes within the tourism market, it appears here the significance of the tourist marketing agencies in India in dealing with the price matters related to the volume of sales and the revenues gained by the tourist establishments, as an unavoidable way to follow with the acceleration of these previous changes in case the tourist establishments try to support and back up its position in the tourist market.

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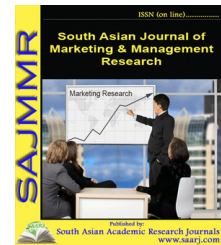
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# South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Peer Reviewed International Journal)



DOI: **10.5958/2249-877X.2020.00069.7**

## FAMILY INCIVILITY AND ENTREPRENEURIAL SUCCESS OF MSMES: MODERATING ROLE OF PSYCHOLOGICAL CAPITAL

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### ABSTRACT

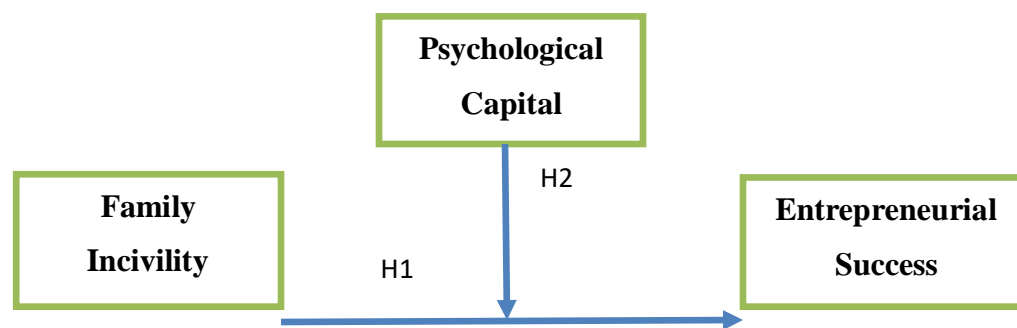
*The purpose of this study is to examine the relationship between family incivility and entrepreneurial success and to examine the moderation effect of psychological capital on this relationship. Data were collected from 260 entrepreneurs of family-owned MSMEs. Combining the “work-home resources model” and “conversation of resources theory,” this study contributes to stress literature by establishing for the first time that family incivility as an emotional home demand negatively impacts entrepreneurial success. The data obtained from this cross-sectional study were analyzed through the SPSS statistical package software. To investigate the moderating role of psychological capital on the family incivility and entrepreneurial success relationship SPSS PROCESS macro was used. The results show that family incivility is negatively and significantly correlated with the entrepreneurial success of family-owned MSMEs. In addition, the result of the moderation analysis supports the moderating effect of psychological capital with regard to the relationship between family incivility and entrepreneurial success at all different levels of psychological capital.*

**KEYWORDS:** Family Incivility, Entrepreneurship, Success, Psychological Capital, MSME, Family Business

## 1. INTRODUCTION

India is a country where the family businesses are much esteemed, better administered and contributes hugely to the country's economic and societal growth (Bakhru et al, 2018; Bang et al., 2017; Mani 2020; Ramachandran 2020). According to the World Bank, in India family businesses control an estimate of 90 per cent of enterprises in India (GEP, 2019). From small Kirana shops to departmental stores to huge MNCs and MSMEs family businesses are embedded in Indian society, example, Tata, Birla, Reliance, Agarwals, Jindals, Times of India and many more. Most of the Micro Small Medium Enterprises (MSMEs) in India are family-owned, making them crucial in determining economic growth and development of the nation. The "Credit Suisse Research Institute (CSRI)" in their report "Credit Suisse family 1000, (2018)", state that India is one of the leading nations in terms of family-run businesses within the Asian continent. International Monetary Fund states that India is the fastest-growing major emerging economy in the world, with an expected growth rate of 7.3-7.5 per cent in the financial year 2019-2020. According to the reports of the family firm institute in 2019, throughout the world family businesses are prevalent in one or other form, they are vital in generating up to 90 per cent of global GDP, creating the majority of 50 per cent global jobs, establishing 85 per cent of start-ups using the family revenue, and accounting for 70 per cent to 90 per cent of all ventures in most countries. Importantly as per the report by "Family Business Network (FBN)" in 2019, the family-owned business contributes 60 per cent to 70 per cent of GDP of most developed & developing countries like India.

In India, the family is considered as the "key-structure" of its cultural heritage and collectivistic nature. Though various psychological studies on the family dynamics have established 'family' as a valuable personal resource and support system for individual well-being (Gokhan Bitmis et. al., 2015; Moyer et al. 2017; Peng et. al., 2013; Rehman et al., 2017). In the case of the family business, the scope for disparity due to the family dynamics gets magnified, for instance, the constant fear of succession, positional advancement, sibling rivalry, access to financing, conflicts between family members and domestic competition. Thus, for entrepreneurs running family businesses, the dynamics between its members can create family incivility, which can have an adverse effect on the entrepreneurial success of the company.



**Fig 1.** Proposed moderation model. Note: H- Hypothesis, H1 denotes direct relationship, H2 indicates moderation effect

This study contributes to the existing literature of entrepreneurship, coping stress and work-home interface in 3 ways. First, although various researchers are studying family incivility, this is the first study, understanding the family incivility as a home demand among entrepreneurs. Second, in the Indian context, where family plays the most crucial role of support (Gokhan Bitmis et. al.,

2015; Moyer et al. 2017; Peng et. al., 2013; Rehman et al., 2017). We investigate family as a stressor linking it to work outcomes by examining the relationship between family incivility and entrepreneurial success. Third, we consider the entrepreneur's psychological capital as a stress-coping mechanism, and we argue that for entrepreneurs having high psychological capital can mitigate the negative effect of family incivility on their entrepreneurial success.

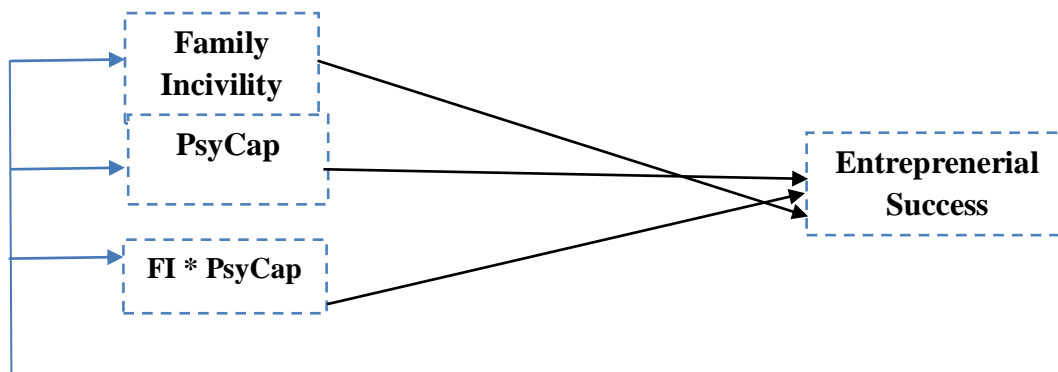
## **2. Theory and Hypotheses**

### *2.1. Family incivility and entrepreneurial success*

Low-intensity negative behaviours steered by family members that have unclear intent and violate the rules of family mutual respect are termed as Family Incivility (Lim & Tai, 2014). Within the family, individuals who are spoken sarcastically, neglected and omitted from family events, those often being unheard of or shown little interest in their views experience family incivility. In the family business, being an entrepreneur the need to express, share their opinion and be a part of the team becomes crucial for entrepreneurial success. To establish oneself as a potential successor to lead the family business, the need to prove oneself among peer family members arises. Entrepreneurial success as a concept of study is complicated in terms of its meaning and means (Dvir et al., 2010; Sisodia et al., 2007; Csikszentmihalyi, 2003). More than just financially termed, entrepreneurial success needs to be re-conceptualized (Gorgievski et al., 2010). This research tried to provide an alternative in describing entrepreneurial success by applying psychology approach as an extension of the previous studies (e.g., Rauch & Frese, 2000). This study approved with a view which says that entrepreneurial success is a set of positive consequences from the utilization of internal human strengths guided by virtue (Seligman and Csikszentmihalyi, 2000). Thus, entrepreneurial success is highlighted to comprise not only financial gains but also psychological measures of success, such as satisfaction, feeling of gratitude, and preparedness (Sisodia et al., 2007; Tang et al., 2010). In regards, reliability of entrepreneurial success with the inclusiveness of psychological measures of success is still under researched. This research argues that entrepreneurial success is a function of the internal strengths of individuals, and is subjective to the psychological state of the entrepreneur. Thus, according to the stress coping and work-home interface, we examine family incivility as an emotional home demand experienced by entrepreneurs in the family business can corrode their entrepreneurial success. Taken together, these arguments suggest that there is a negative relationship between family incivility experienced/suffered and entrepreneurial success.

### *2.2. Moderating effects of psychological capital (PsyCap)*

PsyCap is valuable personal resources critical to small firm success (Paul and Devi, 2018; Paul and Devi, 2018; Runyan et al., 2007) and PsyCap is an established state construct (Carr 2011; Luthans et al., 2004) that is most fundamental at a personal level from the perspective of the resource-based view. Individuals with higher levels of psychological capital could choose a better cope with stress by practising hope, self-efficacy, resilience and optimism in life (Rehman et al., 2017; Moyer et al. 2017; Gokhan Bitmis et. al., 2015; Peng et. al., 2013).



**Figure 2.** Research Model. Where PsyCap = Psychological Capital and FI = Family Incivility.

As per the work-home resources model and conservation of resources (COR) theory, we examine psychological capital as a personal resource, which is utilized by the entrepreneurs as a coping strategy, when faced with the threat of losing other valuable personal resources due to the emotional home stressor family incivility. With a healthier coping strategy, entrepreneurs are more able to deal with home demands (e.g., family incivility). They are more able to resist family situational stressors, and thus their entrepreneurial success would be less susceptible to family incivility. Thus, according to the conservation of resources theory (Hobfoll, 1989) we propose that entrepreneurs who lack psychological capital are less able to deal with emotional home demands, and thus their state life satisfaction is more likely to be diminished by family incivility and vice versa. Accordingly, we hypothesise:

**Hypothesis 1.** *Psychological capital moderates the relationship between family incivility and entrepreneurial success, such that the negative relationship between family incivility and entrepreneurial success is weaker for individuals with higher levels of psychological capital.*

### 3. Methodology

#### 3.1. Participants

The research designed comprised of cross-sectional and positivistic data collection methods. The participants were entrepreneurs, running a family-owned business in Coimbatore district of Tamilnadu, India. The population in this study comprises of entrepreneurs of micro small and medium enterprises registered with District industries Centre, Coimbatore district. Only those entrepreneurs, who fulfilled the following Criteria, were considered for the research: a) Owning family-owned business; b) Formal Business registration with the Indian Companies Act; c) More than 5 years of experience in managing business; and d) manufacturing sector MSME. Total numbers of MSMEs fulfilling all the above conditions and comprising the population are 6435. A sample size of 260 was considered for the study. The sample size of 260 participants considered in this study is deemed to be sufficient to test the proposed hypotheses since it satisfies the minimum requirement criterion of 200 participants recommended by Hair, Black, Babin, and Anderson (2009) for such analysis. Of the 290 respondents, 73.7% were men, and 26.3% were women. The average age of the participants was 33.5 years. 47.8% had a single child at home, and 39.2% had two children, 8% had three children, 5% did not have children.

#### 3.2. Instruments

The questionnaires were in English and had two sections. In the first section, information regarding demographic data was received. In the second part, respondents were asked to record



their responses on Likert scales against research variables. The study reliability was measured using Cronbach's alpha value, and the values are presented in Table 1.

**3.2.1. Family Incivility.** We assessed incivility faced by entrepreneurs in the family using a six-item scale developed by Lim and Tai (2014). Participants were asked to rate the extent to which their family members engage in behaviors on a 5-point scale (1 = Not at all, 5 = Most of the time). An item sample is "Put you down or was condescending to you."

**3.2.2. Entrepreneurial Success.** Consisting of two domains: financial wealth and psychological measures of performance this scale consisted of eighteen items. Financial wealth domain was adopted from Haber and Reichel's (2005) having three items. The psychological performance domain consists of three facets having fifteen items: a) entrepreneurial satisfaction was adopted from Greenhaus's et al. (1990), having five items, and b) feeling of gratitude measure adopted from McCullough et al. (2002) having seven items and c) entrepreneurial preparedness measures was adopted from Tang's et al., (2010) having three items. The responses were collected using a five-point scale (1- Strongly Disagree; 2- Disagree; 3- Neutral; 4- Agree; 5- Strongly Agree).

**3.2.3 Psychological Capital.** We measured psychological capital of entrepreneurs using a shorter 12-item version of the original 24-item Psychological Capital Questionnaire empirically validated by Luthans, Youssef, Avolio, (2007a). The PCQ-12 contains three items to measure Self-efficacy, four items to measure optimism, three items to measure hope, and two items to measure resilience. The responses were collected using a five-point scale (1- Strongly Disagree; 2- Disagree; 3- Neutral; 4- Agree; 5- Strongly Agree).

### 3.3. Data Analysis

All variables were assessed for skewness, kurtosis, and multicollinearity, no violations were found. Two types of analyses were conducted. The first type of analysis consisted of simple correlations to assess the bivariate relationships between variables. The second type of analysis used are a number of moderations examining the moderating effects of personality on the project complexity and project performance relationship. All analyses were conducted using SPSS 20.0. All moderation analyses were conducted using the process macro (Hayes, 2012; Preacher & Hayes, 2004) in SPSS 20.0.

### 3.4. Results

Table 1 presents descriptive statistics, Cronbach's alphas, and bivariate correlations for all study variables. All the variables have internal consistency alphas in the acceptable range of above .70. All predictor variables were standardised before analysis. The correlation analysis results in table 1 depict that family incivility has a statistically significant negative association with entrepreneurial success, supporting the study proposition that family incivility negatively impacts the entrepreneurial success of family business; hence the findings support Hypothesis 1.

**TABLE 1 DESCRIPTIVE STATISTICS**

	Mean (min, max)	SD	1	2	3
1. Family Incivility	4.08 (1,5)	1.28	(.88)		
2. Entrepreneurial Success	3.31 (1,5)	2.15	-.64*	(.86)	
3. Psychological Capital	3.48 (1,5)	1.06	-.54*	.81**	(.83)

Notes: Values at diagonals in parenthesis show Cronbach's  $\alpha$ . \* $p < .05$ . \*\*  $p < .01$

To test our hypothesis, we conducted a series of interaction analyses on SPSS following the Preacher and Hayes method (2008) using their PROCESSmacro (Preacher, Rucker, & Hayes, 2007; Hayes, 2012; Hayes, 2013) on SPSS. The findings are presented in consistence with Fitzsimons's (2008) recommendations. Table 2 presents the moderation results.

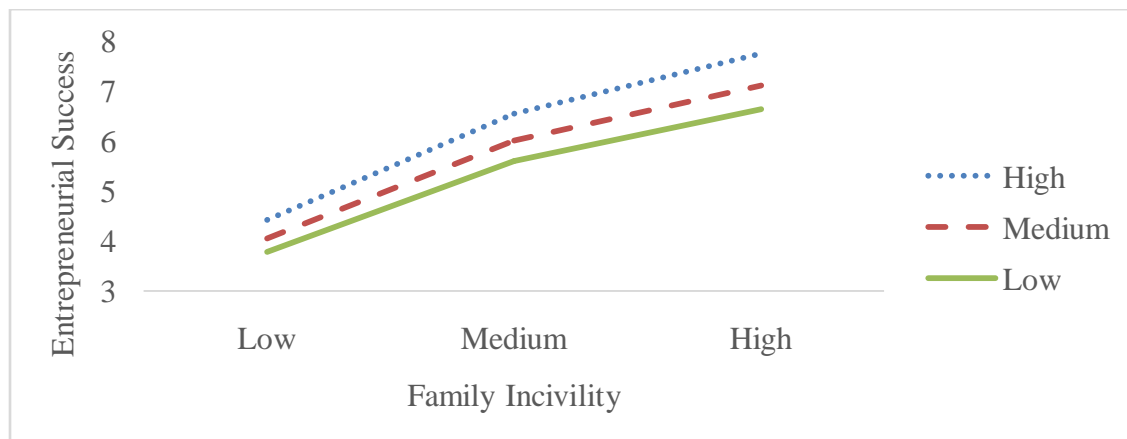
**TABLE 2: PSYCHOLOGICAL CAPITAL'S MODERATING EFFECT.**

Family Incivility	Coefficient	SE	t	p	Model R <sup>2</sup>
Direct effects					
Entrepreneurial success as DV					
Family Incivility	-0.54	0.07	-7.10	0.03	
Psychological Capital	1.05	0.08	13.07	0.00	.35***
Family IncivilityX Psychological Capital	-0.07	0.01	-4.00	0.02	

Note. N = 260 DV = dependent variable. SE = standard error. Conditional effect sizes are +/- 1 SD. Effect size estimates are unstandardized coefficients. \* =  $p < .05$ , \*\* =  $p < .01$ , \*\*\* =  $p < .001$

For moderation, all predictors and moderating variables were mean centered before analysis (Fields, 2009). At step 1 predictor variables were entered, at step 2 the interaction effect of the predictor variables were entered. Moderation was tested using the process model developed by Hayes and Preacher (2011; Hayes, 2012), which uses bootstrapping techniques to create confidence intervals for the moderation effect (Hayes, 2012; Preacher & Hayes, 2004; Preacher, Rucker & Hayes, 2007). In all cases where a moderation effect was tested, moderating effect graph were created to observe at high medium and low level the interaction effect.

**Figure 3:** Psychological capital moderating the family incivility to entrepreneurial success relationship



Note: LLIC = -0.10, ULIC = -0.01, LLCI = lower limit confidence interval. ULCI = upper limit confidence interval

The interaction between family incivility and psychological capital accounted for 3% of the variance in entrepreneurial success. These results show psychological capital moderates family incivility in all levels. These results suggest that entrepreneurs having high psychological capital, even when facing high family incivility are able to experience higher levels of entrepreneurial success than entrepreneurs having low psychological capital. (Figure 3). Thus the

results support Hypothesis 2 that psychological capital moderates the relationship between family incivility and entrepreneurial success, such that the negative relationship between family incivility and entrepreneurial success is weaker for individuals with higher levels of psychological capital.

#### 4. CONCLUSION

This study highlighted the relationship between family incivility and entrepreneurial success. The results revealed that the entrepreneur of family-owned business experience high levels of family incivility with a mean value of 4.08. Also, the family incivility was negatively related to their entrepreneurial success, which supported hypothesis 1. The most prominent result to revealed from the analysis is that the entrepreneur's perceptions of psychological capital affected the relationship between family incivility and their entrepreneurial success. So, hypothesis 2 (psychological capital moderates the family incivility and entrepreneurial success relationship) is fully supported at all levels.

The findings of the study add to the existing literature on entrepreneurship by introducing family incivility as an emotional home demand which negatively impacts entrepreneurial success. Although previous studies have examined the family incivility-job performance (e.g., Lim, Sandy and Tai, Kenneth, 2014); family incivility-workplace incivility (e.g., Naeem, M., Weng, Q., Ali, A. and Hameed, Z., 2019); and family incivility-counterproductive work behaviour (e.g. Qiyu Bai, Weipeng Lin, Lei Wang, 2016) in literature; family incivility-entrepreneurial success relationship and the moderation effect of psychological capital on the relationship between family incivility and entrepreneurial success are examined and revealed for the first time through that study, which differentiates this study from others.

As successful entrepreneurs can add value to the national economy and be more productive, it is critical to understand and enhance entrepreneurial success. Our study showed that entrepreneurs' psychological capital improved their success while their family incivility lessened it. This study has two major implications. Firstly, to increase entrepreneurial success among family-owned businesses, the entrepreneurs should try to practice the four elements of psychological capital, hope, self-efficacy, resilience and optimism daily. Secondly, for family-owned MSMEs, the entrepreneurs should develop systematic conflict management and grievance redressal system to avoid unwanted stressors, thus avoiding family incivility.

In this study, since the data were collected through self-reporting, there was a possibility of common method bias. However, common method bias is not a serious concern, and it may not inflate the relationship among the constructs (Spector, 2006). Another limitation of the study is its cross-sectional nature, due to which causal relationship cannot be established. Thus, it is recommended that further researches can be conducted longitudinal research for establishing a causal relationship. Further research should be conducted on entrepreneurs of large scale industries for generalizability of findings. In addition, future research needs to examine the impact of other potential positive psychological resource capacities on family incivility and entrepreneurial success. Finally, studies need to test whether the findings of this research will hold across cultures.

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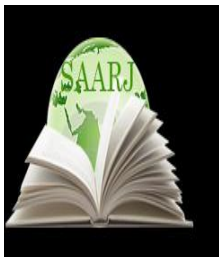
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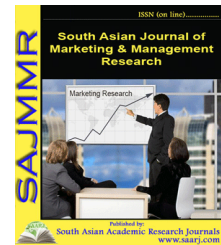
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# South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Peer Reviewed International Journal)



DOI: **10.5958/2249-877X.2020.00071.5**

## PUBLIC-PRIVATE PARTNERSHIP AS A MECHANISM FOR SUSTAINABLE DEVELOPMENT OF THE TOURISM INDUSTRY

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### ABSTRACT

*The article examines and highlights the problems, associated with the pandemic COVID -19 in Uzbekistan. To improve the situation in the pandemic period, the tourist industry's needs state support. Today, various mechanisms for organizing country's interaction at the regional level are adopted. This approach is capable of radically changing the content of the regional economy. The State Committee for Tourism Development, which regulates the development of tourism in the republic, must carry out complex and responsible activities for the comprehensive study and adoption of proposed innovative projects with the obligatory involvement of all possible experts from different sectors of the economy. It is precisely this that can contribute to solving problems such as weak transport and tourism infrastructure, low level of service and poor staffing of the industry, and many others. In general, these problems are typical for any region of Uzbekistan, but in each case they can be solved in different ways.*

**KEYWORDS:** *Pandemic, Marketing, Mechanism, Management, Innovation, Market, Goods.*

### INTRODUCTION

In a book on self-renewal, John Gardner states: "The only possible stability is stability in motion." There is a kind of rhythm in the process: first, a constant search for standard ways to solve problems. It makes life easier. Then deliberate violation of old rules, familiar stereotypes, past experiences; this is the only way to respond to change. The real challenge is finding and maintaining balance. Change is the risk of something. This plunges us into uncertainty. Not changing is taking even more risks, but it rarely feels that way.

In terms of structural modernization of the economy increasing attention on the part of business and government organizations attracted the tourism.

Its peculiarity, as a branch of the economy, lies in its multiplicativity, which is due to the servicing of the industry by enterprises, companies and organizations of various spheres of the economy, and often very distant from each other. The effective functioning of tourism is manifested in synergy effect of the interaction involved in tourist activities of economic entities in the competitive environment of the market.

## LITERATURE REVIEW

There are scientific works of foreign, local economists, scientists on theoretical and methodological foundations of financial accountability, as well as the problems of using international standards in studying the order of financial accounting and reporting in the tourism sector, including: F.Greg Burton, H. R. Roger, Mak Noton, A.P. Barchatov, N.V.Generalova, V.F.Paly, A.Sh.Polishchuk, E.S.Sokolova, L.R. Simirnova, N.P. Kondrakov, A.D. Sheremet, LVUsatova, L. A.Sapolgina, E.N.Ilina, N.Morozova, MAMorozov, M.B.Birjakov, I. Avrova, I.Tuxliev, B. Safarov and others.

### Main part

Strategy for further development of action of the Republic of Uzbekistan in 2017-2021 years, includes five priority areas of development for the next four years, the country and according to this involves effective development of tourism.

In this regard, in accordance with the Decree of the President of the Republic of Uzbekistan dated December 2, 2016 No. PR-4861 "On measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan" and in order to create the necessary organizational conditions for the development of the domestic tourism industry, increase its role and importance in ensuring the accelerated growth of the economy of the republic and the creation of new jobs, taking effective measures to develop domestic tourism as a basis for expanding the tourist potential of the regions and their income base, as well as in order to enhance the promotion of the national tourist product in world markets, fruitful work is underway to adopt and further implementation of the Resolution of the President of the Republic of Uzbekistan "On measures to implement the Concept of tourism development in the Republic of Uzbekistan in the medium term".

To build an effective competitive economy, it is necessary to create a tourism cluster, in which no small attention will be paid to public-private partnerships. It is precisely this that can contribute to solving problems such as weak transport and tourism infrastructure, low level of service and poor staffing of the industry, and many others. In general, these problems are typical for any region of Uzbekistan, but in each case they can be solved in different ways.

In this regard, the emergence of clusters on the tourism market as a form of tourism organization is highly justified, since it is a tourism cluster that unites a community of organizations, closely related industries, mutually complementing each other and contributing to the growth of their competitiveness and, accordingly, tourism in a particular place. Tourist cluster IP fills the role of "point to, and the growth of" domestic tourist market. Their peculiarities, in comparison with other forms of organization, are the large number of participants, their cooperation, as well as the dynamism of activities, since tourist demand changes over time. In space, the tourist cluster has certain geographic boundaries, which can also change depending on demand and market conditions.

A tourist cluster is viewed as a kind of organism capable of creating a special innovative environment conducive to increased competition and the development of tourism in the region and the economy of the region as a whole.

This is all the more necessary when we consider that the resources for the development of the tourism industry, both natural and historical and cultural, are extremely rich. However, the level of infrastructure, the hotel sector, the quality and density of roads, as well as the country's openness to tourism on the part of the authorities and the population does not yet allow them to be used in tourism to the proper extent.

As an example, the organization of tourist cluster in can be deployed in tourist district, which are now established in three regions of Uzbekistan (Samarkand, Bukhara and Khiva). Their creation is based on public-private partnership, when public and private funds are invested in the development of tourism in a specific territory.

Indeed, in the context of a deficit of local budgets, a situation arises when both the state and private business separately are not able to fully invest in new large projects. Hence the need for public-private partnership arises.

Public-private partnership in modern conditions is one of the means of actively leading the domestic economy out of the crisis. In the long term, it is an effective tool for creating an innovative economy, including sustainable development of the tourism industry.

Interaction of the state and private business management, above all, concerned with the design, capital construction and infrastructure development, which is extremely interested in the tourist industry. Now there is not a single region in the country where the problem of improving the tourist infrastructure would not stand.

It is known that there are many forms of public-private partnership, including concession agreements, government contracts, public-private lease relations, and public-private enterprises. But at the same time, this activity still has no legislative support. This indicates the need for the earliest possible development of state laws in relation to this area of activity.

As an example, we can consider how it will be possible financing free- tourist territory in the city of Samarkand . In its allocation of public and private funds will be the following: the creation of the infrastructure of the energy sector, transport network connection, car parks, and the construction of tourist objects on budget funds; shopping and entertainment, sport's complex, spas, hotels - for the expense of private investment .

Another example of a successful ratio of public and private investments is the project of creating a tourist complex at the Samarkand rowing canal. The administration of Samarkand region, together with the private and enterprise -entrepreneurs on the basis of partnership construct "Winter Sports Center " . The purpose of its creation is, along with the development of ecological and educational tourism, as well as improving the socio-economic situation of the region.

As a result of the creation of the center the amount of investment increased, and the number of overnight stays in hotels tourism revenues in will jump three times, also the number of jobs will double due to this increased average monthly salary. All this, ultimately, will improve the socio-economic situation of the region.



These examples show the positive impact of tourist clusters on the regional economy. It seems that public-private partnership at the local level can be successfully carried out under the condition of maintaining a balance of interests, and this can serve as a guarantor of sustainable tourism development.

However, some examples can be cited when the projects created with very high investment volumes may not lead to the expected results. Some projects based on GDP per capita, when forecasting expected volume estimates tourist traffic and revenue from tourism did not consider cost of maintenance and conservation of natural landscapes, which can be violated as a result of irregular tourist activity.

Free tourist zones almost never cover state issues and sustainability of the natural environment. Meanwhile, the recreational pressure can lead to strong changes and degradation.

Such disparities suggest that when making specialized experts should be involved. In this regard, it seems that at the pre-project stage of creating tourist programs, it is necessary to carry out an expert scientific assessment with the involvement of a wide number of specialists from different sectors of the economy.

The State Committee for Tourism Development, which regulates the development of tourism in the republic, must carry out complex and responsible activities for the comprehensive study and adoption of proposed innovative projects with the obligatory involvement of all possible experts from different sectors of the economy. Only then can the tourism industry make a positive contribution to the region's economy and produce a stable effect. And this work requires a public-private partnership as never before.

## **CONCLUSION**

It seems that the most important task of the tourism cluster is to increase the competitiveness of the region in the world tourism market and, above all, through the creation of its image.

This task seems to be the most difficult, which can be solved only with the participation of the administration and specialists of different profiles, since enterprises of different sectors of the economy are involved in cluster tourism projects, which outside tourism may not interact with each other and have different interests. Finding levers for mutually beneficial contacts is often a very difficult task, but it is the basis for the promising and sustainable development of tourism in the region.

The development of tourism in the regions directly depends on the attitude of local government structures to this problem. Where the authorities understand the role and potential of tourism in the economy and in society, targeted programs are developed and implemented; measures are taken to support domestic and inbound tourism. Those territories where they are really engaged in the promotion and development of tourism, today already see positive shifts in the socio-economic situation of their region, in increasing the investment attractiveness of the territory, and, as a result, in improving the living standards of the local population.

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# South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Peer Reviewed International Journal)



DOI: **10.5958/2249-877X.2020.00070.3**

## A STUDY ON CUSTOMER SATISFACTION TOWARDS CREDIT CARDS WITH REFERENCE TO COIMBATORE CITY

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### ABSTRACT

*A credit card is a card that enables you to get cash in little sums at nearby traders. You utilize the card to make your essential exchanges. As consumerism flourished, banks opened their satchels to help clients upscale their way of life. Today the client has a selection of items accessible to him. An advancement in shopper keeping money is the presentation of 'Plastic Money' to encourage electronic installment. One of the types of plastic cash is credit cards. A credit card is a plastic card with an attractive strip on which the required essential data of personality like the name of the card holder, Account number, Credit restrain, Date of legitimacy, Issuing association, example mark of the card holder and so forth is encased. A credit card empowers the holder to the cashless buy of merchandise and enterprises at chosen places. Credit card can be called as a likeness an advance endorsed by the bank to the client. Credit card encourages and makes it conceivable to 'utilize first and pay later'.*

**KEYWORDS:** Credit Card, Plastic Money, Card Holder, Consumerism, Electronic Installment

### INTRODUCTION

A credit card is an installment card issued to clients (cardholders) to empower the cardholder to pay a dealer for products and enterprises in light of the cardholder's guarantee to the card backer to pay them for the sums so paid in addition to the next concurred charges. The card backer (for the most part a bank) makes a rotating record and concedes a credit extension to the cardholder,

from which the cardholder can get cash for installment to a trader or as a loan. The investigation is tied in with breaking down the utilization of credit cards and their adequacy among the clients.

The credit cardholders utilizing card, gets credit for his exchange from the date of buys to the time that he repays the credit to the credit card organization. On the off chance that he chooses to fork over the required funds not long after the month to month proclamation is gotten and inside the predefined time expressed in the announcement, at that point he will get that time of credit without being charged intrigue. The credit time frame is 56 days and no more. He may in any case, assume more praise than this, gave his remarkable obtaining does not surpass the individual credit restrict set down to him by the credit organization.

## **INTRODUCTION TO CUSTOMER SATISFACTION**

Customer Satisfaction is the inclination or state of mind of a customer towards an item or administration after it has been utilized and is by and large portrayed as the gathering of one's desires.

Organizations need to manage numerous customers ordinary and render different kinds of administrations to its customers. No business can exist without customers. Assembling is a customer arranged administration industry, along these lines, the customer is the concentration and customer benefit is the separating factors.

Customer satisfaction is a term as often as possible utilized as a part of promoting. It is a measure of how items and administrations provided by an organization meet or outperform customer desire. Customer satisfaction is characterized as "the quantity of customers, or level of aggregate customers, whose revealed involvement with a firm, its items, or its administrations (appraisals) surpasses indicated satisfaction objectives.

## **STATEMENT OF THE PROBLEM**

The idea of credit card and its use is new to the Indian soil. Despite the fact that it has been presented in India path in 1960, it picked up force just in the '90s. The credit card issuing banks for the most part don't offer credit cards straightforwardly to potential cardholders. It is through the delegates like different banks and private organizations that these issuing banks influence credit to card deals for which the middle people offering the cards are given impetuses by these issuing banks. These offices keeping in mind the end goal to support their credit card deals give just some fundamental data about the cards to the potential card riders. It isn't just the delegates yet in addition the issuing banks, who bomb in this angle. Despite the fact that issuing banks and delegates assert that a great deal of administrations are given to card clients it isn't known whether the clients of credit cards are completely mindful of these administrations and furthermore whether they are happy with the administrations gave. Numerous examinations have been directed abroad concerning credit cards, administrations offered through cards, conduct of cardholders, and so on., yet in India no such investigation has been made up until now. Because of absence of research on the perceptual and attitudinal level, it was felt fundamental and essential to direct such an examination to know the recognitions and fulfillment level of cardholders on the different administrations offered by the issuing banks on cards.

## **OBJECTIVES OF THE STUDY**

1. To study about the demographic variable of the respondents.
2. To know about the usage of credit cards.

3. To investigate the level of acceptance towards product quality of Credit cards is capable of addressing all demands made by customer.
4. To identify the level of satisfaction of customers in product quality offered by different brand credit card companies.

### **SCOPE OF THE STUDY**

This study has within its scope the task of identifying the level of awareness and satisfaction among cardholders towards the various credit card services offered by issuing banks as well as the problems faced by the cardholders in general. It is a specific search on the perceptions and experiences of the credit cardholders and their expectations regarding the utility of the various service offered by the issuing banks. The study includes in its preview credit card issuing banks, whose cards are in wide usage in the city of Coimbatore. Though there are many other types of cards in usage, issued by some other banks and institutions, they are excluded from this study, since the number of such cardholders and usage of the cards are insignificant. For sampling of respondents only Coimbatore city is chosen. since most of the card issuing banks have not yet widely introduced their credit cards in other cities and towns in the state of Tamil Nadu.

### **LIMITATIONS OF THE STUDY**

The following are the limitations of the study

- Credit card has become the most necessary commodity/service, so it was difficult to define the population in a particular place.
- 150 respondents cannot represent the population, as a whole. So the findings may be biased.
- Time plays a havoc role in data collection. So, the sample is restricted to 150.
- Chances of biased responses from the customers

### **RESEARCH METHODOLOGY**

Once the issue has been painstakingly characterized, the analyst needs to build up the arrangement that will layout the examination to be completed. The exploration configuration demonstrates the means that have been taken and in what succession they happened. It is an orderly and purposive Investigation of certainties with a goal of understanding the consumer loyalty for Credit cards. The procedure that will be connected by the examination has been picked keeping in mind the end goal to procure data and reason decisions about the 'Customer fulfillment for Credit cards'. The primary reasons for this investigation is to get an understanding into the issues looked by the Credit cards clients with a specific end goal to propose facilitate suggestions for better consumer loyalty.

#### **Research design**

Research configuration is the course of action of conditions for gathering and break down of information in an efficient way that plans to join significance to inquire about reason with economy in technique. The examination ponder connected here is simply spellbinding.

#### **Sampling technique**

The simple random sampling method was used for the primary data collection. Simple random sampling is the basic sampling technique where we select a group of subjects (a sample) for study from a larger group (a population). Each individual is chosen entirely by chance and each



member of the population has an equal chance of being included in the sample. Every possible sample of a given size has the same chance of selection; i.e. each member of the population is equally to be chosen stage in the sampling process. There are two types of sampling techniques. They are Probability sampling and Non-Probability sampling. The researcher adopted Non-probability sampling.

### **Non-probability sampling**

Non-probability sampling procedure, which does not afford any basis for estimating the probability that each item in the samples has been include in the sample

### **Convenience sampling**

The researcher has adopted convenience sampling method for this study.

### **Sample size**

250 respondents are chosen as a sample size for the study.

### **Data collection**

Target Audience: Credit cards customers in Coimbatore

Area of Study: Coimbatore

### **Primary data**

Information obtained from the original source by research is called Primary Data. They offer much greater accuracy and reliability. The data was collected from the respondents through the questionnaire.

### **Secondary data**

In means data that are already available i.e. it refers to the data which have already been collected and analyzed by someone else. The data was collected from the websites and journals.

## **TOOLS USED FOR THE STUDY**

### **Percentage analysis**

#### **FORMULA:**

$$\text{Percentage} = \frac{\text{No of Respondents}}{\text{Total No of Respondents}} \times 100$$

#### **Total No of Respondents**

All the demographic variables, factors related to level of acceptance and satisfaction were analyzed using percentage analysis.

### **Chi square test**

$$X^2 = \sum \frac{(O-E)^2}{E}$$

### **Factors compared for the study**

Gender and Purpose of getting credit card from the bank

Gender and Duration of using credit card

### **OnewayAnova**

Analysis of variance (ANOVA) is an accumulation of factual models utilized as a part of request to investigate the distinctions among amass implies and their related techniques, (for example, "variety" among and between gatherings), created by analyst and transformative scholar Ronald Fisher.

### **Factors compared for the study**

Comparison between age and satisfaction towards credit card usage

Comparison between educational qualification and satisfaction towards credit card usage

Comparison between place of living and satisfaction towards credit card usage

Comparison between monthly income and satisfaction towards credit card usage

### **Multiple Regression**

Multipleregressionis the subsequent stage up after relationship. It is utilized when the examination need to foresee the estimation of a variable in view of the estimation of another variable.

### **Factors compared for the study**

Comparison between age and acceptance towards service usage of credit card

Comparison between educational qualification and acceptance towards service usage of credit card

Comparison between place of living and acceptance towards service usage of credit card

Comparison between occupational incomeand acceptance towards service usage of credit card

### **Factor analysis**

Factor analysis is a technique for information lessening. It does this by looking for basic imperceptible (dormant) factors that are reflected in the watched factors (show factors). Factor analysis is a method that requires a vast example estimate. The regular factors over 0.500 are gone up against to basic leadership procedure of the examination.

### **SIGNIFICANCE OF THE STUDY**

The credit card industry is in the present situation is blasting and experiencing a quick development. The development of new age private and remote credit card organizations in the Indian credit card showcase has brought the aggressiveness up in the business. The investigation goes for recognizing the reach out to which the item nature of a credit card influences its aggressiveness. The result of the investigation uncovers the current recognition about the credit card organizations established in the brains of the clients which could be helpful in planning the systems in future activities of the organization, for the accomplishment of its objectives in this focused situation.

### **LITERATURE REVIEW**

Mandel, L. (1972) found that essential determinants of Visa utilization were family wage and instruction of the cardholders. Higher pay and better instructed families will probably utilize charge cards than bring down pay families. This is on account of Visa was at first promoted to

higher wage individuals. Another finding of his examination was that families living around the biggest urban communities will probably utilize charge cards. This finding matches with the Greek cardholders' statistic profile, where a high centralization of cardholders is seen in urban territories. He additionally found that families with various earnings saw contrastingly the focal points and weaknesses of Mastercards. Lower and center wage families considered the acknowledge office as a clear preferred standpoint, while high salary families observed wellbeing and comfort to be positive focal points.

Kinsey (1981), tried to distinguish if there was a connection between the monetary and statistic qualities of family units and the quantity of charge card accounts that they kept up. Family units with high salaries were found to hold the biggest number of charge cards. Different attributes, which were found to affect the quantity of cards held, were place of living arrangement, utilization of checking and investment accounts and state of mind towards credit.

Canner and Cyrnak (1986), demonstrated that the real purpose behind Mastercard utilize was accommodation, and this factor was emphatically connected with pay, age, and relative budgetary liquidity. Conversely, a liberal state of mind toward getting is identified with the utilization of rotating credit.

Natarajan and Manohar (1993) endeavored to realize that to what degree the charge cards are used by the cardholders and the variables impacting the usage of Mastercards. The investigation is kept to cards issued by the Canara Bank.

G Devakumar. (2013) In the present circumstance, the client has numerous other options to pick at different Points of Purchase (POP). In this manner, merchants and deals work force need to know the beat of the client and the client's touch focuses by altogether understanding the clients' needs and needs. In this manner, making a better client esteem and courses than increment consumer loyalty is the request of the day amid the buy, preceding buy, and in addition post buy process. Anytime of time if the client has a tendency to be disappointed on any grounds, viz., enthusiastic, mental and individual ground, it will prompt client exchanging conduct. So as to take into account the clients' needs and fulfill them, different methodologies, viz., and client benefit cell with very prepared staff, crisis administrations and snappy after-deals administration and support, and so on., have been recognized. This investigation means to distinguish the level of consumer loyalty rendered through the nature of administration by the merchants, sub-merchants and retailers of the small direct buyers in Coimbatore city. This examination was completed utilizing the info information gathered from 250 respondents at different POP. The result of the investigation uncovered that the dedication by the dealers, speedy aftersales benefit, maintenance agreement terms and state of mind of the business work force assume a huge part in rendering consumer loyalty.

Yeo Jung Sang (1992), in his postulation had concentrated on the state of mind and conduct of credit card holders. The analyst had utilized dichotomous multi ostensible rationale to investigate the statistic factors like age, training level, size of the house hold, pay level, number of bank card property, store card possessions, relative loan cost, and relative enrollment expense. The aftereffects of the examination uncovered that the impacts of the illustrative factors were critical aside from the quantity of store card property.

Punjavat (1993), in his Ph. D. proposal looks at Graduate International Students' information, state of mind, involvement, practices and fulfillment identifying with credit card. This investigation was directed on 261 understudies. Finding demonstrated that the respondents' credit

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card information was low, states of mind were ideal and Pre U.S encounter is constrained. Since living in the U.S respondents had turned out to be consistent client with a mean of 3.3 cards and a dominant part charging more than \$200 every month. They took after usually suggested practices and eight of ten were happy with their credit card utilize, a few factually critical relationship were found among the credit card factors and between this factors and socio-statistic attributes, for example, nation of cause and length of U.S. pre-created and assessed.

## **OVERVIEW OF THE STUDY**

### **INTRODUCTION**

Managing an account in India has made some amazing progress from the pre advancement days when it was a dealers market to the post progression period, where it has turned into a purchasers advertise. Keeping money similarly as in the FMCG segment or the shopper durables merchandise segment has advanced into a promoting diversion. For a considerable length of time, banks in India have been putting forth mass keeping money items, most normal items being Savings Bank, Recurring Account, Fixed Deposits and loaning items being Cash Credit, Overdraft offices and Term Loans. Money markets blast in the mid 90s, the negative consequence on specific banks despite and the budgetary area changes realized an extreme change in the way they structure their portfolios.

### **ADVANTAGES OF CREDIT CARD**

#### **Purchase protection**

This implies on the off chance that you pay for something esteemed amongst Rs.5000 and Rs.50,00,000 with their credit card their buy will be ensured if it's broken or they don't get the merchandise or administrations they've paid for. In such cases, they can guarantee a discount from your card supplier.

#### **Incentives**

A few suppliers will offer impetuses for utilizing your plastic, for example, dedication focuses, money back or gifts to philanthropy.

#### **Flexible credit**

Most cards offer an intrigue free period, which means they can profit by free, here and now credit on the off chance that they clear their adjust in full by the due date. They offer adaptability and comfort, enabling them to make crisis buys or pay for more costly things by portions.

### **Benefits of credit cards**

#### **To the Cardholders**

- It is helpful for him as it empowers money less exchange. In this manner the danger of conveying money is dodged.

#### **To the Member Establishments**

- Increase in deals as a result of expanded obtaining energy of the cardholders because of credit accessible to the cardholder.

#### **To Banks**

- Provides chance to render extra administrations to the current customers.

## DISADVANTAGES OF CREDIT CARDS

### It's easy to run up large debts

While it's anything but difficult to keep running up a substantial obligation on your plastic, it can be significantly harder to reimburse it, and this can take a lot of time.

### Interest charges

In the event that you acquire intrigue charges it can take more time to clear your adjust, and will presumably wind up costing you more.

### No interest-free period for cash advances

Loan fees for pulling back money are normally fundamentally higher than for adjust exchanges or buys and there's no premium free period, which means premium is charged from the date of the withdrawal, paying little mind to whether you clear your adjust in full or not.

### Credit card charges

Most credit card suppliers will charge an expense in the event that you:

#### Fail to make the minimum payment by the due date

Surpass your credit restrain

Have an immediate charge or check returned unpaid

## ANALYSIS AND INTERPRETATION

### FREQUENCY TABLE

**TABLE SHOWING GENDER OF THE RESPONDENTS**

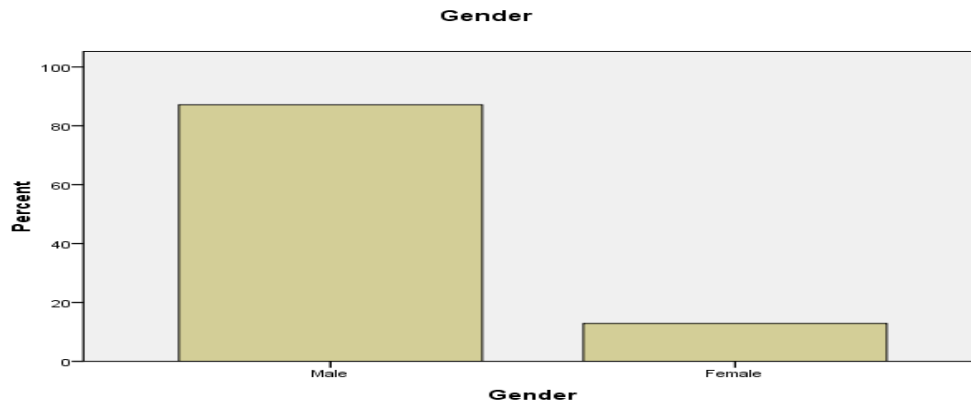
	Frequency	Percent
Male	305	87.1
Female	45	12.9
Total	350	100.0

### Interpretation

The above table depicts about the gender of the respondents. 87.7percent are male and 12.9percent are female. It depicts that maximum of the respondents are male.

### CHART SHOWING GENDER OF THE RESPONDENTS





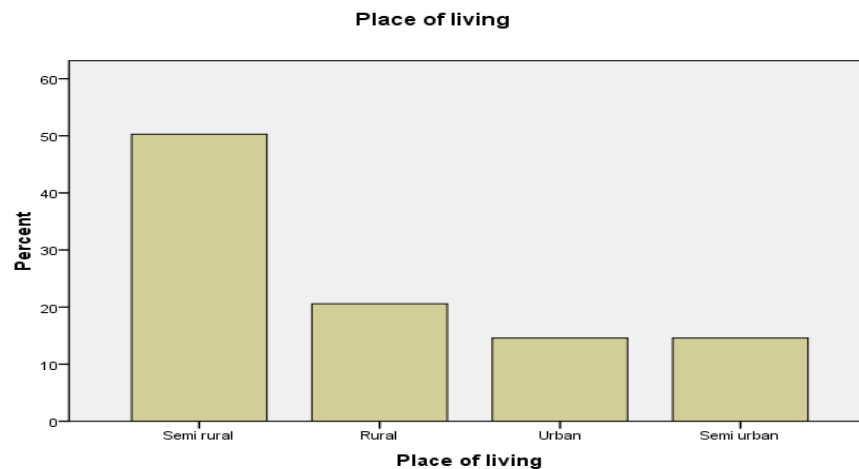
**TABLE SHOWING PLACE OF LIVING OF THE RESPONDENTS**

	Frequency	Percent
Semi rural	176	50.3
Rural	72	20.6
Urban	51	14.6
Semi urban	51	14.6
Total	350	100.0

### Interpretation

The above table depicts about place of living. 50.3 percent are from semi rural area, 20.6 percent are from rural area, 14.6 percent are from urban area and 14.6 percent are from semi urban area. It depicts that maximum of the respondents are from semi rural area.

**CHART SHOWING PLACE OF LIVING OF THE RESPONDENTS**



### FACTOR ANALYSIS FOR ACCEPTANCE TOWARDS SERVICE USAGE OF CREDIT CARD

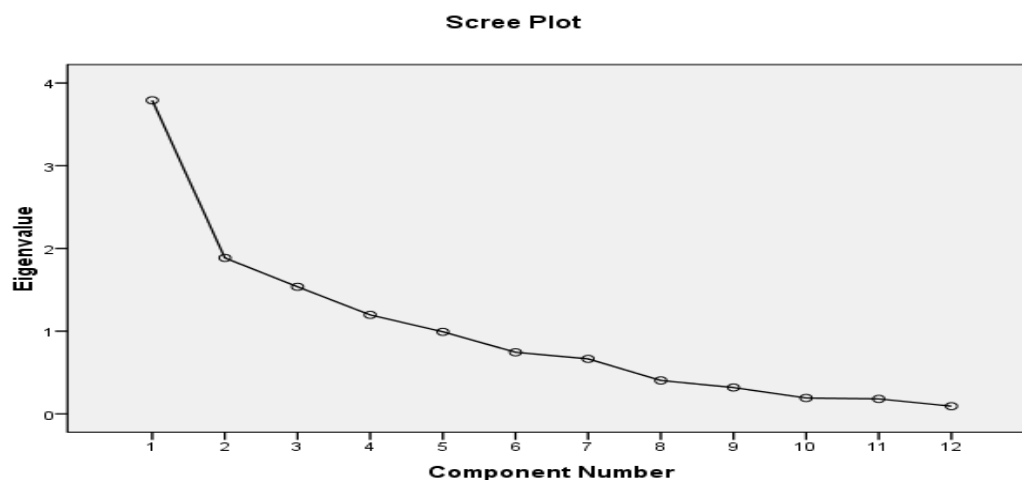
A total of 19 variables were identified for the purpose of collecting acceptance from the service users of credit card. In order to minimize the number of variables and to identify the key factors contributing towards the acceptance from the service users of credit card factor analysis is performed. KMO and Bartlett's test is conducted to identify the sampling adequacy.

### **KMO AND BARTLETT'S TEST FOR ACCEPTANCE TOWARDS SERVICE USAGE OF CREDIT CARD**

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.912
Bartlett's Test of Sphericity	Approx. Chi-Square	1.564E3
	df	66
	Sig.	.000

KMO value for acceptance towards service usage of credit card is 0.912 and it indicates that the samples are normally distributed.

### **CHART SHOWING SCREE PLOT FOR ACCEPTANCE TOWARDS SERVICE USAGE OF CREDIT CARD**



From the above chart become Eightfactors have been shortlisted.

### **COMPARISON BETWEEN PLACE OF LIVING AND SATISFACTION TOWARDS CREDIT CARD USAGE**

H01: There is a significant difference between place of living and satisfaction towards amount of annual fee

H02: There is a significant difference between place of living and satisfaction towards annual percentage rate of interest

**ONEWAY ANOVA****COMPARISON BETWEEN PLACE OF LIVING AND SATISFACTION TOWARDS CREDIT CARD USAGE**

		N	Mean	Std. Deviation	F	Sig
Satisfaction towards amount of annual fee	Semi rural	189	3.02	1.836	2.431	0.069
	Rural	60	2.45	.759		
	Urban	57	3.68	.885		
	Semi urban	54	3.44	1.617		
	Total	350	3.09	1.577		
Satisfaction towards annual percentage rate of interest	Semi rural	189	3.00	1.566	1.829	0.146
	Rural	60	3.85	1.565		
	Urban	57	2.74	1.821		
	Semi urban	54	2.94	1.798		
	Total	350	3.09	1.660		

**Interpretation**

H01: There is a significant difference between place of living and satisfaction towards amount of annual fee as the level of significance is greater than 0.05 at 0.069.

H02: There is a significant difference between place of living and satisfaction towards annual percentage rate of interest as the level of significance is greater than 0.05 at 0.146.

**COMPARISON BETWEEN MONTHLY INCOME AND SATISFACTION TOWARDS CREDIT CARD USAGE**

H01: There is a significant difference between monthly income and Satisfaction towards amount of annual fee

H02: There is a significant difference between monthly income and Satisfaction towards annual percentage rate of interest

**COMPARISON BETWEEN MONTHLY INCOME AND SATISFACTION TOWARDS CREDIT CARD USAGE**

		N	Mean	Std. Deviation	F	Sig
Satisfaction towards amount of annual fee	Below 5000/month	99	3.48	1.523	2.112	0.102
	5000-10000/month	159	2.77	1.527		
	10000-20000/ month	45	2.80	1.568		
	Above 20000/month	57	3.53	1.679		
	Total	350	3.09	1.577		
Satisfaction towards annual	Below 5000/month	99	1.55	1.092	23.281	0.000

percentage rate of interest	5000-10000/month	159	3.98	1.434		
	10000-20000/ month	45	2.93	1.438		
	Above 20000/month	57	3.42	1.305		
	Total	350	3.09	1.660		

### Interpretation

H01: There is a significant difference between monthly income and Satisfaction towards amount of annual fee as the level of significance is greater than 0.05 at 0.102.

H02: There is no significant difference between place of living and satisfaction towards annual percentage rate of interest as the level of significance is less than 0.05 at 0.000.

### MULTIPLE REGRESSIONS

#### MODEL SUMMARY FOR AGE AND ACCEPTANCE TOWARDS SERVICE USAGE OF CREDIT CARD

Model Summary <sup>b</sup>									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. Change
1	.832 <sup>a</sup>	.754	.037	.965	.054	3.317	2	117	.040
a. Predictors: (Constant), Acceptance towards satisfaction in their dealings with them, Acceptance towards providing a useful service to consumers									
b. Dependent Variable: Age									

### Interpretation

The "R Square" column represents the R<sup>2</sup> value, from our value of 0.754 that our independent variables explain 75.4 percent of the variability of our dependent variables Acceptance towards satisfaction in their dealings with them, Acceptance towards providing a useful service to consumers

H0: There is no significant relationship between age and acceptance towards service usage of credit card

H1: There is a significant relationship between age and acceptance towards service usage of credit card

#### ANOVA TABLE FOR AGE AND ACCEPTANCE TOWARDS SERVICE USAGE OF CREDIT CARD

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.181	2	3.091	3.317	.040 <sup>a</sup>
	Residual	109.019	117	.932		

Total	115.200	119			
a. Predictors: (Constant), Acceptance towards satisfaction in their dealings with them, Acceptance towards providing a useful service to consumers					
b. Dependent Variable: Age					

### Hypothesis

To find out the best model fit we identify the dependent variables Acceptance towards satisfaction in their dealings with them, Acceptance towards providing a useful service to consumers predict the dependent variable age. It depicts that there is a significant relationship between age and acceptance towards service usage of credit card as the level of significance is at 0.040 which is lesser than 0.05.

### COEFFICIENTS TABLE FOR AGE AND ACCEPTANCE TOWARDS SERVICE USAGE OF CREDIT CARD

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.607	.278		5.772	.000
	Acceptance towards providing a useful service to consumers	.147	.058	.229	2.529	.013
	Acceptance towards satisfaction in their dealings with them	.046	.056	.074	.820	.414
a. Dependent Variable: Age						

### MODEL SUMMARY FOR OCCUPATIONAL INCOME AND ACCEPTANCE TOWARDS SERVICE USAGE OF CREDIT CARD

Model Summary <sup>b</sup>									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.749 <sup>a</sup>	.691	-.015	1.014	.002	.139	2	117	.870
a. Predictors: (Constant), Acceptance towards satisfaction in their dealings with them, Acceptance towards providing a useful service to consumers									
b. Dependent Variable: Occupational income									

### Interpretation

The "R Square" column represents the R<sup>2</sup> value, from our value of 0.691 that our independent variables explain 69.1percent of the variability of our dependent variables Acceptance towards satisfaction in their dealings with them, Acceptance towards providing a useful service to consumers



H0: There is no significant relationship between occupational income and acceptance towards service usage of credit card

H1: There is a significant relationship between occupational income and acceptance towards service usage of credit card

#### ANOVA TABLE FOR OCCUPATIONAL INCOME AND ACCEPTANCE TOWARDS SERVICE USAGE OF CREDIT CARD

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.286	2	.143	.139	.870 <sup>a</sup>
	Residual	350.380	117	1.029		
	Total	350.667	119			
a. Predictors: (Constant), Acceptance towards satisfaction in their dealings with them, Acceptance towards providing a useful service to consumers						
b. Dependent Variable: Occupational income						

#### Hypothesis

To find out the best model fit we identify the dependent variables Acceptance towards satisfaction in their dealings with them, Acceptance towards providing a useful service to consumers predict the dependent variable educational qualification. It shows that there is no significant relationship between occupational income and acceptance towards service usage of credit card as the level of significance is at 0.870 which is greater than 0.05.

#### COEFFICIENTS TABLE FOR OCCUPATIONAL INCOME AND ACCEPTANCE TOWARDS SERVICE USAGE OF CREDIT CARD

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.219	.293		7.583	.000
	Acceptance towards providing a useful service to consumers	-.028	.061	-.043	-.462	.645
	Acceptance towards satisfaction in their dealings with them	.011	.059	.018	.192	.848
a. Dependent Variable: Occupational income						

#### CHI SQUARE ANALYSIS

##### GENDER \* PURPOSE OF GETTING CREDIT CARD FROM THE BANK

H0: There is no relationship between gender and Purpose of getting credit card from the bank

H1: There is a relationship between gender and Purpose of getting credit card from the bank

### SHOWING COMAPRISION BETWEEN GENDER AND PURPOSE OF GETTING CREDIT CARD FROM THE BANK

Crosstabulation						
Count						
		Purpose of getting credit card from the bank				
		For getting bonus points	For using in the time of emergency	For getting for interest	Other reasons	Total
Gender	Male	81	30	126	63	300
	Female	3	21	22	3	60
Total		84	51	159	66	350

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.775 <sup>a</sup>	3	.003

#### Interpretation

The above table shows about the relationship between gender and Purpose of getting credit card from the bank were the level of significance is at 0.003. It shows that there is a relationship between gender and Purpose of getting credit card from the bank

#### GENDER \* DURATION OF USING CREDIT CARD

H0: There is no relationship between gender and Duration of using credit card

H1: There is a relationship between gender and Duration of using credit card

#### TABLE SHOWING COMAPRISION BETWEEN GENDER AND DURATION OF USING CREDIT CARD

Gender * Duration of using credit card						
Crosstabulation						
Count						
		Duration of using credit card				
		Less than 6 months	1 to 2 years	2 to 4 years	More than 4 years	Total
Gender	Male	81	138	42	39	300
	Female	12	21	9	18	60
Total		93	159	51	57	350

Chi-Square Tests			
	Value	df	Asump. Sig. (2-sided)
Pearson Chi-Square	3.827 <sup>a</sup>	3	.281

## Interpretation

The above table shows about the relationship between gender and Duration of using credit card where the level of significance is at 0.281. It shows that there is a relationship between gender and duration of using credit card.

## FINDINGS

### PERCENTAGE ANALYSIS

- Most of the respondents are male.
- Maximum of the respondents between 25-36 years of age.
- Most of the respondents are from 10<sup>th</sup> standard and have completed other courses.
- Maximum of the respondents are from semi rural area.
- Most of the respondents are earning between 20000-30000/month.
- Maximum of the respondents are using HDFC bank.
- Most of the respondents are between 1 to 2 years.
- Maximum of the respondents said that past relationship is the reason for choosing the bank.

### FACTOR ANALYSIS

The factors acceptance towards reasonable interest rate charged by the banks, acceptance towards credit card companies showing enough concern for protecting consumers privacy, acceptance towards providing a useful service to consumers and acceptance towards satisfaction in their dealings with them are taken for the decision making process of the study.

### ONEWAY ANOVA

- There is no significant difference between age and Satisfaction towards annual percentage rate of interest
- There is no significant difference between educational qualification and satisfaction towards annual percentage rate of interest
- There is a significant difference between monthly income and Satisfaction towards amount of annual fee

### MULTIPLE REGRESSIONS

- The factors acceptance towards providing a useful service to consumers and acceptance towards satisfaction in their dealings with them are directly proportional to age.
- The factor acceptance towards satisfaction in their dealings with them is directly proportional to educational qualification.
- The factor acceptance towards providing a useful service to consumers is directly proportional to place of living.
- The factors acceptance towards satisfaction in their dealings with them is directly proportional to occupational income.

### CHI-SQUARE ANALYSIS

- There is a relationship between gender and Purpose of getting credit card from the bank
- There is a relationship between gender and duration of using credit card.

## SUGGESTIONS

- Banks ought to make environment of trust in every one of the exchanges made through credit card.
- Banks should assume the sole liability to make mindfulness and direct preparing and training programs for more extensive acknowledgment of plastic cash.
- Banks can recognize cards to suit customers' needs.
- Variety of cards ought to be presented by the broker in view of their gaining limit of holders.
- Customer's training is required for expanded mindfulness and to make the best utilization of the card. Banks ought to draw in more customers by making the exchanges more straightforward and furthermore disentangle the procedures.
- Banks may lead periodical overviews and take customers' perspectives and assessments on the effortlessness and simplicity of activities.
- Banks should set up Credit bureau inside the banks to break down the credit value and reimbursement limit of the cardholders.

## CONCLUSION

- Credit card is normally known as plastic cash. It has turned into a need, where it empowers cash change and following of cash spent. It is an option for money with security and accommodation. Credit cards empower buying energy of a person which consequently affects the development of the economy. It is viewed as a materialistic trifle and as a vehicle of consumerism. Credit cards are assuming a noteworthy part in the bustling way of life of the general population, yet they are for the most part observed among urban populace. Consequently steps ought to be assumed to advance acknowledgment cards in the provincial territory also, which will prompt increment in individual wage, business improvement of banks and monetary improvement of a nation.
- Issuing banks endeavor to grow there cardholders base by acquainting new administrations with the cardholders to show their independence and additionally their uniqueness. Fondness cards and co-marked cards have increased significantly more prevalence among the cardholders than some other sort of credit cards. Credit card issuing banks, with a specific end goal to diminish the weight engaged with the rendering of this administration procure private offices who deal with every single related movement ideal from the credit card deals to gathering of sum due from cardholders, for a commission.
- The main objective of the study is that to know about the quality of Credit cards and to investigate whether the product quality of Credit cards is capable of addressing all demands made by customer. For this a sample of 350 was collected from the respondents were percentage analysis, factor analysis, One way Anova, Multiple regression and chi square were used as tools to analyse the data and the conclusion is that credit cards enable purchasing power of an individual which in return has an impact on the growth of the economy. It is seen as a status symbol and as a vehicle of consumerism. Credit cards are playing a major role in the busy life style of the people, but they are mostly seen among urban population. Hence steps should be taken to promote credit cards in the rural area as well, which will lead to increase in personal income, business development of banks as well as economic development of a country.

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## ANNEXURE

### Questionnaire

#### 1. Gender

- a) Male      b) Female

#### 2. Age

- a) Below 18   b) 18-25   c) 26-35   d) Above 35

#### 3. Educational qualification

- a) 10<sup>th</sup>   b) Higher secondary   c) UG   d) PG   e) Others

#### 4. Place of living

- a) Semi rural   b) Rural   c) Urban   d) Semi urban

#### 5. Occupational income

- a) Below 5000/month   b) 5000-10000/month   c) 10000-20000/ month   d) Above 20000/month

### Usage of Credit card

#### 6. Which Bank Credit card you use?

- a) AXIS Bank      b) SBI Bank      c) ICICI Bank      d) HDFC Bank

#### 7. How long have been you using the Credit card?

- a) Less than 6 months      b) 1to 2 years      c) 2 to 4 years      d) More than 4 years

#### 8. Why have you chosen this bank?

- a) Past Relationship      b) Brand name   c) Near to home/office      d) Others

#### 9. What is the purpose of getting credit card from your bank?

- a) For getting bonus points      b) For using in the time of emergency      c) For getting for interest      d) Other reasons

Define your level of acceptance on the following

SA- Strongly Agree    A-Agree      N-Neutral      D-Disagree    SD-Strongly Disagree

S.No	Particulars	SA	A	N	D	SD
10	The interest rates charged on credit cards are reasonable					
11	credit card companies showing enough concern for protecting consumers privacy					
12	accurate credit card billing statements					
13	credit card companies making too much credit available to most people					
14	sending solicitations that offer low rate but only for a short time probably misleads a lot of people					
15	credit card companies making hard for people to get out of					

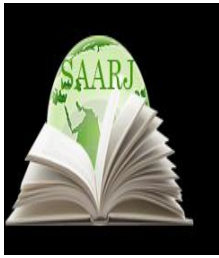


	debt					
16	credit card companies not allowed to issue credit cards to college students					
17	overspending as a fault of consumers, not the credit card companies					
18	satisfaction in their dealings with their credit card companies					
19	credit card companies treat them fairly					
20	easy to get a credit card from other company if they are not treated well					
21	trusting credit card company will keep their personal spending information confidential					
22	credit card companies providing an useful service to consumers					
23	satisfaction in their dealing with credit card companies					
24	consumers a better off if there were no credit cards					
25	information on the statement about duration to pay off the balance if their minimum payment would be very helpful to them					
26	mailingandotheradsthatofferalowrateatfirst followedby ahigherrateisconfusingtothem					
27	providingausefulservicetoconsumers					
28	satisfactionintheirdealingswiththem					

### **Define your level of satisfaction**

HS- Highly Satisfied S-Satisfied N-Neutral D-Dissatisfied HDS-Highly Dissatisfied

S. No	Particulars	HS	S	N	D	HDS
29	Amount of the annual fee					
30	Annual percentage rate of interest					
31	Length of grace period					
32	Amount of the credit limit					
33	Perceptions of information availability					



# South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Peer Reviewed International Journal)



DOI: **10.5958/2249-877X.2020.00072.7**

## INVESTMENT AS A FACTOR OF REGIONAL TOURISM DEVELOPMENT

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### ABSTRACT

*Tourism, a key economic activity, which significantly contributes to the regional economic development of our country. The purpose of this article is to show the importance of tourism industry, indicate the current situation of tourism in Uzbekistan. The significance of investments has been considered in this paper in realizing the potential of this industry. Tourism is closely related to numerous geographical factors and features of regions, such as attractive landscapes and archaeological sightseeing, heritage and cultural assets which serve as necessary condition for tourism development. In other words, investment in tourism is the process of creating new tourist facilities with the help of capital, as well as the modernization or reconstruction of existing ones that can produce and provide certain types of tourist products (tourist services).*

**KEYWORDS:** *Regional Tourism, Regional Economic Development, Public And Private Investments, Strategy.*

### INTRODUCTION

Tourism is considered as one of the most profitable, efficient and intensively developing sector of the world economy. Tourism products and attributes are unique in nature in each countries of the world. Many countries view tourism as an important and integral part of their economic development strategies. The well-recognized economic benefits of tourism such as contribution to the development of enterprises, the creation of new jobs, the growth of the tax potential of the territory, and creation of new economic impulses in the regions, are therefore important reasons to get governments support for the sector. In addition, tourism improves the image of the region as an economically developed territory in the aggregate. So, tourism has a higher spillover and multiplier effects as compared to other sectors of the economy.

Because of investments are crucial ingredients to maximize tourism's contribution to regional economic development of any country, local governments encourage investments in tourism industry.

### **RESEARCH METHODOLOGY**

The research method is applied based on the research content. Descriptive— analytical methods are used, based on secondary data collected from various books, journals, newspapers, and various websites of internet.

### **LITERATURE REVIEW**

Various empirical approaches and methodologies used in the economic literature establish the relationship of investment with sectoral and economic growth.

Foreign direct investment (FDI) is one of the vehicles through which developing countries can develop their tourism sector; but the dynamics of FDI and its implications in this growing sector have been relatively little studied<sup>1</sup>.

Munnell A. H.<sup>2</sup> asserted that the productive capacity of a sector or an area can be expanded by public capital investment, by enhancing the productivity of current resources and adding more resources as well.

Tourism is an activity where capital, infrastructure, knowledge and access to global marketing and distribution chains are critical. FDI is often considered one of the most effective engines for harnessing these elements<sup>3</sup>.

Akama J. S. stated that the direct involvement and investment by the governments play a crucial role in evolution and development of tourism as a major economic sector. Therefore, during the evolution and emerging stage of tourism development, governments in developing countries have taken deliberate measures that favour the development of the tourism sector<sup>4</sup>.

Recent studies show that the greater expansion and significant economic impact of tourism rely on how countries use their tourism potential. Tourism is closely related to numerous geographical factors and features of regions, such as attractive landscapes and archaeological sightseeing, heritage and cultural assets which serve as necessary condition for tourism development.

By paying attention to the regional tourism development, the tourism attractiveness of the whole country can be improved. Growth in popularity and tourist attractiveness of a region and the increase in regional tourist product quality make the regional tourism infrastructure an attractive investment object. Domestic and foreign investment into the regional tourist industry by creating favourable development conditions contributes to a rise in profitability and service quality and promotion of a tourist region domestically and internationally.

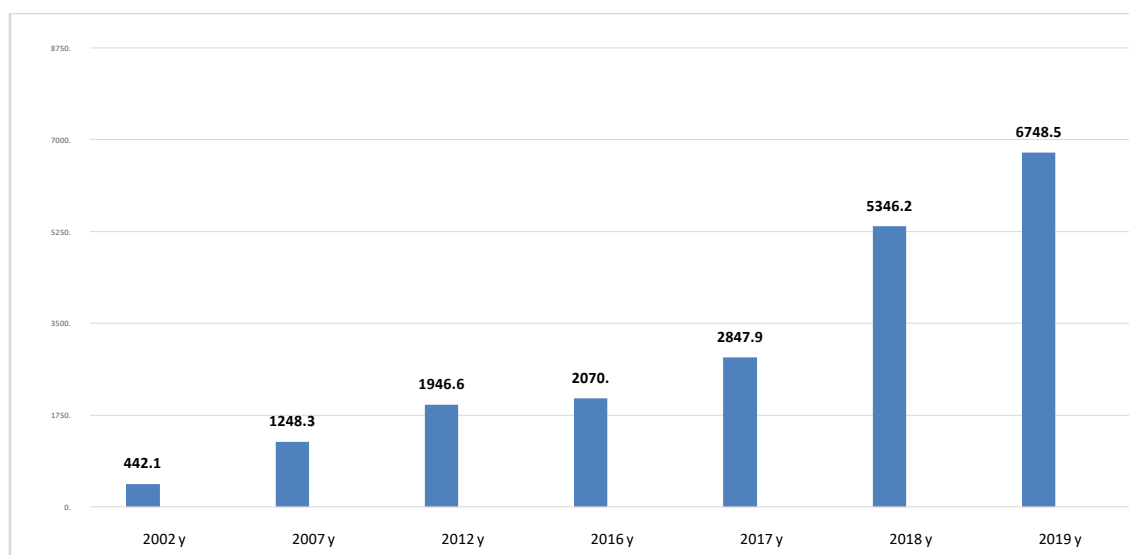
Uzbekistan views tourism to be an important industry providing substantial foreign exchange receipts and employment opportunities. The government has already accepted not only the importance of tourism in economic development but also has played the dominant role in the planning and implementation process as elsewhere in the developing world.

Initiatives taken by the Government to boost tourism include The concept of tourism development in the Republic of Uzbekistan in the period up to 2025 which covers the following issues:

- improvement of the legal framework in the field of tourism activities, aimed at creating favourable conditions for the activities of business entities in the field of tourism
- development of tourism infrastructure and related infrastructure in all regions of the Republic, taking into account the needs and requests of tourists
- development of transport infrastructure, expansion of external and internal transport routes, improvement of the quality of transport services
- development of passenger transport between Central Asian countries
- diversification of tourist products and services aimed at different segments of the tourist market
- development of domestic tourism, which provides incentives for the activity of tourism entities focused on meeting the needs for tourist services within the Republic
- promotion of the tourism product of the Republic of Uzbekistan on the international and domestic tourism markets
- improving the system of training highly qualified specialists for the tourism industry, retraining and advanced training of employees of tourism entities

Uzbekistan has a huge potential and are rich in heritage and cultural assets. Statistics illustrate the nature and scope, the significance of tourism in our country. In 2017-2019, the volume of tourism services exports doubled, amounting to 546.9 million US dollars in 2017, 1 billion 041 million US dollars in 2018, and 1 billion 313 million US dollars in 2019.

The tourism sector in Uzbekistan is flourishing due to an increase in foreign tourist arrivals. Before 2016, the growth rate of the number of foreign visitors averaged 8 % per year; in 2017 it was 7 % and exceeded 2.84 million people. For the Republic of Uzbekistan as well 2019 was a record year – it received over 6.748 million international tourists up from 5.346 million the year before. (Figure 1.)



**Figure 1. International tourist arrivals in Uzbekistan, (thousand people) 2002-2019 yy**

Source: <https://stat.uz>

The largest flow of foreign tourists to Uzbekistan was from the following countries: from Turkey – 108.0 thousand people (1.3 %), China – 61.9 thousand people (0.7 %), South Korea – 40.6 thousand people (0.5 %), India – 32.1 thousand people (0.4 %), Germany – 29.0 thousand people (0.3 %), Japan – 25.2 thousand people (0.3 %), France, Italy and Israel – 21.2, 20.8 and 13.9 thousand people, accordingly.

Investments from the public and private sector are vital for the general economic growth as well as the sectoral growth such as tourism sector, because investment help in stimulating and restructuring economic activities.

In the field of tourism, investment means the use of financial resources in the form of long-term capital investments (for a period of more than one year) both within the country and abroad in order to obtain the desired amount of profit from the invested funds. In other words, investment in tourism is the process of creating new tourist facilities with the help of capital, as well as the modernization or reconstruction of existing ones that can produce and provide certain types of tourist products (tourist services). Investments provide a process of materialization of ideas for creating new tourist facilities that can produce and provide more tourist services while improving the quality of tourist services. It happens when supply and demand for investments, the interests of sellers and buyers, as well as other participants in the investment process coincide. If these conditions are met, investments in the tourism sector will benefit both participants in tourism-related businesses (hotels, restaurants, travel companies) and tourists.<sup>5</sup>

Foreign investments are usually prioritised in the emerging tourism markets of developing countries. Foreign investment in regional tourism also has the following advantages:

- receiving direct capital flows;
- the positive impact of foreign investment on the tourism economy as a whole; increased exports of the host country (increased flow of inbound tourism); stabilization of the demand for imported goods;
- growth of local tourism entrepreneurship; development of local tourism infrastructure enterprises;
- increase of the international competitiveness of the host country (attractiveness of inbound tourism);
- increase in the level of employment (creation of new jobs);
- raise of the standard of living of the population;
- raise of the cultural level of the population (introduction to the cultural and historical heritage of the country);
- professional development of labour resources (system of training tourist personnel);
- ability to attract highly qualified personnel; acquisition of managerial and technological know-how.

Creation of a political and socio-economic environment for rapid development and expansion of tourism industry in the emerging stages requires the direct involvement of the government. It means government should play pioneering role in initial stages of tourism development and in the effective functioning of tourism industry. This is because huge investments are required in the initial stage for the provision of basic facilities and base infrastructure for opening the areas

for tourism. In the beginning, the private sector investors are hesitant to invest, they do not take risks until a climate of confidence is created.

In order to attract investments in the development of tourism infrastructure, by taking into account the specifics of this industry, it is necessary to put into effect organizational and economic mechanisms that encourage investments in the development of the tourism industry. Active attraction of investments in business practices could make a significant contribution to the development of the tourism infrastructure in the region.

The condition for creating an effective management system for investment processes in the tourism industry is to increase the scientific validity of management decisions in the field of investment, ensuring the interaction of such basic elements of the management system as principles, methods, management functions, tools that guide the implementation of investment projects to achieve the necessary results and the level of efficiency. These circumstances determine the need to create such a mechanism for managing the process of investment in the tourism business of economic entities of the national economy, which would ensure the achievement of the goals of investment design, both in the strategic aspect and in the near future.

In addition, the effectiveness of the investment management system in the tourism sector can be significantly increased by state investment instruments to support tourism programs, preferential lending to business entities, ensuring a high level of investment attractiveness of national economic objects for foreign and domestic investors, and promoting the accumulation of funds of small depositors by financial and credit institutions and institutional investors

## CONCLUSION

Developed tourism industry due to the large flow of visitors provides the region, first of all, with export revenues, and additional commodity turnover, job creation which bring long term improvements to the living conditions of the local people.

Even though, private sector primarily sustain the tourism activity, the role of government is crucial in the development of tourism industry at policy level. To attract private, including foreign investment in the tourism industry, it is very important:

- to ensure activity of local authorities in the field of advertising and information activities (promotion of tourist and recreational potential of territory);
- to ensure liberal administrative and tax policies that encourage private investment initiatives;
- to provide assistance and support activities, financial incentives for promoting private investment and collaboration with private investors for the development of tourism and hospitality services,
- to pursue effective antimonopoly policy aimed at maintaining a healthy competitive environment among tourism enterprises which helps to ensure profitability.

Collaboration between private and public investors will result in more funding for tourism and stronger developmental impacts, in development consistent vision and marketing strategy for the local tourism sector.

For a comprehensive development of the existing tourism potential, all the numerous participants in the tourism business and stakeholders should join their efforts in order to create and implement a common concept that is ultimately intended to benefit all participants.



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# South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Peer Reviewed International Journal)



DOI: **10.5958/2249-877X.2020.00073.9**

## WAYS TO INCREASE THE EFFECTIVENESS OF THE USE OF INNOVATIONS IN THE PROVISION OF SERVICES IN THE CONDITIONS OF PANDEMICS

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### ABSTRACT

*In this article, the role of using innovative ideas and works in the development of the sphere of services in the conditions of pandemics, the economic achievements and shortcomings achieved in hotels in this direction, the situation in the Republic are studied and the results are presented.*

**KEYWORDS:** *Sphere Of Services, Innovation, Economy, Sphere Of Services, Stable, Concept, Management, Engineering And Technology, The Process, Activity, Society, Invention, Production, Profitable.*

### INTRODUCTION

At a time when there is currently a very big problem for humanity, it becomes necessary to create new and improve existing service areas in various areas of life, based on demand. In the course of activities in this direction, there is an increase in the need for services. This, in turn, has led to new business opportunities for many service sectors. In other words, technological development has accelerated and is being used to increase funds for research in advanced areas. In other words, people stay at home and conduct scientific activities, look at their child, do household chores, rest in time, protect themselves, family, and loved ones from illness, can satisfy their request to learn a language that they can't do, but can't do for years, as well as exchange contacts with foreign friends, and engage in scientific activities.

### Level of study of the subject

In recent years, in the renewal and radical reform of the economy, on the basis of innovative developments and development of sectors with high volumes of scientific and technical achievements, it has become important to ensure its sustainable growth. The transfer of the economy to an innovative view is one of the most important issues for our country today. And this, of course, can be done only in conditions in which there is an effective and dynamic development of decisive areas of scientific and technical development.

Innovation plays a key role in the development of the economy. Without innovation, the economy will not grow. In the absence of innovation, the level of economic development is low, labor productivity decreases. In turn, the increase in labor productivity is achieved only through the introduction of innovations. On the basis of modernization of Economy, Innovation and development of sectors with high science capacity in our country, its sustainable growth

## RESEARCH METHODOLOGY

The transfer of the economy to an innovative view is one of the most important issues for our country today. And this, of course, will accelerate the effective and dynamic development of decisive areas of scientific and technical development. As a research methodology, analysis, synthesis and forecasting of growth indicators of the services sector in the Republic of Uzbekistan were carried out and shown in the tables.

### Analysis and results

The transfer of the economy to an innovative view is one of the most important issues for our country today. And this, of course, will accelerate the effective and dynamic development of decisive areas of scientific and technical development. World experience shows that the growth of the services sector is one of the important areas of development of the modern economy. It is worth noting that the share of services in developed countries is from 2/3 of 3/4 of the gross domestic product (GDP). At the same time, the stable growth of the service sector has a sharp impact on the level of employment of the population. We will discuss the growth indicators of the services sector in Uzbekistan over the years on the basis of the table:

**TABLE 1. GROWTH INDICATORS OF THE SERVICES SECTOR IN UZBEKISTAN (1989-2019 YEARS) [15]**

Years	GDP			Jobs		
	total billion.unit of any currency	at the same time in the field of services		Total million. on account of someone	at the same time in the field of services	
		in billion	comparative weight in %		Volume, billion soums	comparative weight in %
1989	30,2	2,5	8,2	5045,7	2281,8	45,2
1996	559,1	205,8	36,8	8561,0	3052,0	35,6
2000	3255,6	1201,9	37,0	8983,0	3657,0	41,1
2005	15923,4	5871,7	37,7	10196,3	4544,0	44,6
2006	20759,3	8197,7	39,5	10467,0	4745,0	45,4
2007	28186,2	11979,1	42,5	10735,4	5381,6	50,1
2008	38969,8	17646,6	45,2	11035,4	5563,8	45,4
2009	48097,0	22680,2	47,1	11328,1	5930,9	50,1
2010	61831,2	30397,2	49,0	11628,4	6104,9	52,5
2011	78764,2	40951,5	51,9	11919,1	6022,6	50,5
2012	97929,3	51121,1	52,0	12223,8	6242,8	51,1
2013	120861,5	64056,5	53,0	12523,3	6339,9	50,6
2014	145846,4	78757,0	54,0	12818,4	6436,2	50,2
2015	171369,0	93396,1	54,5	13058,3	6568,3	50,3

2016	199325,1	90202,9	54,0	10667,8	5275,0	49,5
2017	116795,7	63054,3	53,9	11423,2	6227,7	47,3
2018	91460,0	44123,5	48,2	11547,0	6305,3	54,4
2019	54133,3	28689,1	52,9	11929,3	6343,8	56,1

The table shows the growth indicators of the service sector in Uzbekistan, and provides a comparative analysis by year. In the service sector in modern economic development, up to 2/3 of GDP, and in some cases up to 2/3 of GDP. In the developed world, services account for 70-76% of the total GDP and 66-76% of the country's employed population in the service sector. The total share of the service sector in Russia's GDP is 58.6%, and the share of the service sector in Uzbekistan's GDP is 56.1%. Today, an important condition for the development of the service sector in Uzbekistan is its innovative development. This leads the country to take a strong position in the world market and increases the competitiveness of services, diversifies the economy. Without innovation, it is impossible to meet the growing needs of society on the basis of geometric progression. This is not only about developing the service sector, but also about creating gross sectors of the economy. Directly linking a country's sustainable development with its competitiveness on the world market, it is impossible to achieve this without scientific and technological progress. This will determine the need for a continuous and growing flow of technological innovation and innovation. To ensure the innovation process, the following steps must be completed. Personnel support, financial support, informational organizational support. Socio-economic efficiency is achieved as a result of innovation and reflects the effectiveness of commercialization of the application of research results.

**TABLE 2. INNOVATIVE POTENTIAL OF THE ECONOMIC SYSTEM [16]**

Innovative potential					
Personnel potential		Production capacity		Investment potential	
Volume of research and development		Volume of special design developments		Innovative product development capacity	
Personnel options	Personnel Reserve	Production capacity	Development reserves	Investment opportunities	Investment reserve
Volume of scientific research work, results that can be used at the stage of experimental design developments	Volume of scientific research work, the remaining results at the level of scientific research	Innovative product development capacity	The volume of samples taken in the experiment	Volume of realization of innovative products	Volume of non-realization of innovative products

The table shows the innovation potential of the economic system, and the mechanisms of innovation potential are developed. The service sector plays an important role in meeting the needs of society in the current economic environment. With the formation of a post-industrial information society in our country, the role of the service sector is also increasing, and their diversity is constantly expanding. The development of the service sector is directly related to

innovation. The modern economy is a complex economic mechanism that can be influenced by various elements of a commercial, industrial, informational, and financial nature. The success of this mechanism must be modified to reflect the interests of society as a whole. This is what science-based news helps us do. Science-based news every year, more and more attention is paid to the wide use of innovative ideas and developments, the accelerated and promising development of society and the state, and the country's conquest of the world's leading economic positions in this direction. As proof of this, we can cite the creation of the Ministry of innovative development of the Republic of Uzbekistan, the Fund for support of innovative and innovative ideas, centers for innovative ideas, developments and technologies, and the emphasis on science. Innovation is one of the most pressing issues in recent years

And this is due to the fact that it is becoming increasingly difficult to imagine the production of all spheres of life of society, the country, the provision of services, management, financing without the introduction of innovations. The same innovation leads to the renewal of the market, the improvement of the quality of the goods, the increase in color uniformity, the improvement of the service.

### **CONCLUSION AND RECOMMENDATION**

Proceeding from the above information, as a conclusion, I note that it is necessary to raise the national economy to a fundamentally new level of quality through tireless electoral actions, bringing it to the level of development. Since the innovative development of the services industry depends on several factors: the provision of high-quality and competitive services based on modern technologies, as well as the development and financing of effective innovative projects that ensure the production of quality products, we must have a clear strategic goal, the formation of innovative personnel, increasing the demand for resources that provide the innovative

Thanks to these factors, the innovative economic system achieves socio-economic efficiency, increases the frequency of scientific and technological changes, accelerates the developed process, increases production efficiency, and forms the necessary level of equipment and technologies. Thanks to these mechanisms, the quality of services in the country will be improved and will be provided at a high level, and the quality of service in recent years, the hotel business in Uzbekistan is developing very rapidly. The majority of entrepreneurs are interested and begin to open hotels. But, as in every industry, there are subtle aspects of the hotel business that are not visible from the outside, are not engaged in this business, and can go unnoticed by a person. Ignoring such features from the start can be costly after the hotel finishes. Therefore, with responsibility for each issue.

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# South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Peer Reviewed International Journal)



**DOI: 10.5958/2249-877X.2020.00074.0**

## MANAGEMENT IN STOMATOLOGY

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### ABSTRACT

*For any operating enterprise, whether it is production or services, management is an important component. This rule is fully applicable to modern dentistry, since today dentistry is not only a part of medicine, but also a developed network of commercial clinics and dental offices.*

South Asian Journal of Marketing & Management Research (SAJMMR)

<https://saarj.com>

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**KEYWORDS:** *Management, Stomatology, Dentistry, Commercial Clinic, Dental Office.*

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## INTRODUCTION

"Innovative management is not every new thing in management, but only one that provides a reliable positive result, which is reflected in the most important indicators of the organization's performance. Innovative medical management is a combination of the deepest and broadest professional knowledge, the art of managing people, the ability to system strategic thinking, the need to accumulate new knowledge, high ability to work and self-discipline, sociability, responsibility, integrity and duty. But these are only burdock, the most important criteria for compliance, since many other qualities can be cited, perhaps less significant in standard, regular situations, but updated when special non-standard circumstances arise.

For a long time, the idea prevailed in healthcare that an experienced, highly qualified specialist who previously provided successful activities of a structural division of a medical organization, if there is a need for it, can be appointed its head (Manager – chief doctor, clinic Director, etc.), which in many cases happened in the past, and is happening now. But the management of a medical organization is not a multi-fold management format. Often such an appointment leads to the fact that a good surgeon" dies "and a mediocre Manager is" born". And for this conclusion, the author has very good reasons: his own managerial experience from managing a hospital Department to the head of a large scientific and clinical center, as well as training of heads of medical organizations in previous years, including over the past three years more than two thousand remotely using innovative technology, awarded in 2015 by the Ministry of education and science and the Ministry of health of Uzbekistan as the best educational and methodological development among universities in Uzbekistan.

But unlike "career diplomats", it is impossible to train effective" career managers" for medical organizations in the same way as they do. One thing remains – additional professional education in the field of modern innovation management, but not all, but mainly those that meet the above criteria.

## Main Part

Innovative management in a medical organization involves simultaneous systematic work in many areas, but the leading ones are the following:

- + HR management (HR management and training);
- + medical technology management-organization and monitoring of medical and diagnostic processes;
- + resource management (staffing of staff positions, Economics and Finance, medicine and technical support-equipment);
- + economic management (construction, reconstruction, repair, transport, communications, logistics);
- + information and communication management;
- + environmental management (representation, interaction with management and other organizations);
- + forward-looking management-situational, tactical and strategic design and planning;

Of course, there are many more General and specific areas of management that are characteristic of the profile and internal needs of the organization itself, and the peculiarities of the external environment in which the work of a medical organization is carried out.

It is important to define areas that are not subject to management (administrative regulation and administrative intervention), which primarily concerns the professional activity of a doctor during the provision of medical care to a patient (professional autonomy of a doctor with the right to make independent decisions and carry out independent actions, guided solely by the interests of the patient), but provides for subsequent analysis and management decisions if necessary.

Unlike "career diplomats", it is impossible to train effective "career managers" for medical organizations in the same way as they do. One thing remains – additional professional education in the field of modern innovation management, but not all, but mainly those that meet the above criteria.

### **Professional competencies (with conditional index codes)**

**I. "Interaction with higher-level and partner organizations"** - the ability to communicate clearly and concisely with internal and external partners in order to solve a specific problem, establish and maintain relationships, and promote constructive interaction with individuals and groups:

**- Communication skills**

**- Negotiation**

**- Customer and partner relationship management**

**II. "Leadership"** - the ability to inspire staff and others to achieve the best results of the medical organization, as well as successfully manage changes to achieve strategically important goals:

**- Implementation of the philosophy, strategy and mission of the organization**

**-change control**

**- Demonstration of leadership skills and behavior of the leader**

**III. "Professionalism"** - the ability to carry out professional activities in accordance with ethical and professional standards, including responsibility to the patient, colleagues and society, with a focus on the quality of services; the duty of continuing education and professional development:

**- Professional development and continuing education**

**- Contribution to the development of the profession and society**

**- Implementation of personal and professional responsibility**

**IV. "Knowledge of the health environment"** - the ability to understand the features of the health system and the external environment of a medical organization and to understand their role in it:

**- Knowledge of the healthcare system**

**- Knowledge of patient needs**

**- Knowledge of the structure of the staff and the specifics of the activities of certain categories of employees**

V. "Business administration Skills" - the ability to carry out business administration taking into account the knowledge of the health environment:

- **General management skills**
- **Financial management skills**
- **Information resource management skills**
- **Personnel management skills**
- **Strategic management skills**
- **risk management skills**
- **Product/service quality management skills**

These competencies are included in the main programs of additional professional education and professional retraining of managerial personnel in the specialty "health organization and public health", as well as in the system of knowledge test control (final computer certification) for remote-trained specialists on the Moodle educational platform.

Innovative management in a medical organization provides priority in the sequence of formulating the philosophy, strategy and mission of the organization. In Russian and foreign scientific and practical literature, such a three-step fundamental basis of a medical organization is not always recommended. The last two terms are often specified – strategy and mission. However, the mission is often considered a higher priority than the strategy.

In the educational and methodological manuals "organization Theory" and "Fundamentals of medical innovation management" for full-time and distance learning of managers in the cycles of improvement and professional retraining, we have justified a three-tier hierarchical platform of medical organizations, in which philosophy is considered as the dominant one. And not only because philosophy is "the science of all Sciences". Underestimating the significance of the formulation of these three provisions for innovation management, which is the task of the chief Manager (head) of a medical organization, entails great difficulties in implementing the second most important task. But before we name it and consider it, we should probably focus on the definitions.

The philosophy of the organization is very brief (a few words or less, which is very difficult – in one word) expression of a target entity, a kind of motto, slogan, business card organization, label, logo, the development of which we have in the country ahead of all, perhaps, the only successful non-medical commercial organizations. In order to make it clearer, as an arbitrary solution formulated by the author, for example, for a maternity hospital, we will give the following philosophy-the organization's motto - " wehelp to give life!". Perhaps someone will formulate it even shorter, more precisely and better...

But why is this so important? Not only because this slogan, which reflects the organization's philosophy, will have a certain positive impact on the relatives accompanying the pregnant woman who is preparing to become a mother, and thereby increase the social significance of the organization, but also because it will have a strong psychological impact on the staff. As cutting off all the preceding when approaching the highest responsibility, as awareness of their own importance, which is now so lacking in unfairly low-paid state doctors and midwives, as a call to the heart and hands-to do everything to make a new life happen...

But this is even more important in the next innovative task for the Manager – Manager) - transforming the team of employees in the organization into a team that works for a common end result. About the benefits of team working method, the principles, technology, management team, positioning of the leader-Manager in the team's written many books and articles in domestic and so many foreign scientific-practical literature. Within the very narrow scope of this article, it is impossible to consider this issue in depth, and it seems that it should not be considered superficially...»

Management in dentistry should be aimed at developing not only the business as a whole, but also each medical worker. Healthcare is an area where new methods of diagnosis and treatment of diseases and more modern equipment are constantly appearing.

Today, management is the art of managing intellectual, financial, raw materials, and material resources for the most efficient production activities [1, 2].

The increasingly widespread introduction of market relations into the practice of dental institutions has shown that the former administrative and command management methods are gradually fading into the background and they are being replaced by economic management and management methods. However, for the most part, dental institutions are still focused on the old management style in terms of their structure, staffing, specifics of on-farm relationships of structural divisions, and even in terms of admission standards for doctors of various specialties.

Thus, the former structure seems to contradict the new functions and the introduction of a system of paid medical services to the population is not supported by new organizational forms of dental institutions.

Evaluating the effectiveness of dentistry is not an easy process. First of all, you need to choose the right criteria for evaluating the quality of services provided and the functioning of the medical institution as a whole. Management in dentistry performs the task of monitoring the effectiveness and motivation of employees, which is quite difficult due to the specifics of this type of activity. Objectivity in evaluating the work of doctors contributes to the emergence of principles of evidence-based medicine and quality standards, which are used to select the most optimal methods of diagnosis and treatment in terms of effectiveness and cost.

It is most widely and successfully used abroad. In this regard, it is probably necessary to consider the introduction of the position of Manager in the nomenclature of specialties of dental institutions. Its tasks should include not only the development and implementation of the mechanism for tracking and implementing new relationships between structural divisions, ensuring more coordinated work, but also optimizing the reception of dental patients. This makes it fundamentally different in its purpose, for example, from the chief doctor, who is now increasingly acquiring the features of a business Executive, and it would be more correct to call him the Director, top Manager of a dental institution. But its first task is to ensure that all doctors work evenly and build it in such a way that the best way to increase the impact of each doctor and make it dependent on the level of their qualifications, work experience, as well as psychological characteristics. In this regard, it significantly exceeds the capabilities of the current registry, which now works the old-fashioned way and is extremely inefficient. This is understandable: currently, people of pre - and retirement age who are not interested in the final results of dental institutions work there [6,7].

The relevance of the problem is that management issues in dentistry have become increasingly relevant in the last decade, due to the new orientation of the economy to the development of the market and market relations. These processes significantly change the role of managers, leading to an increase in their independence in solving issues of functioning and development of managed objects. At the same time, management's responsibility for achieving the set goals and objectives increases [5,7, 10].

It is possible that a feature of the modern dental business is that the organization's managers are often doctors themselves, that is, people who have higher medical education, but, as a rule, do not have sufficient knowledge and practical skills of entrepreneurial and managerial activities [4,5].

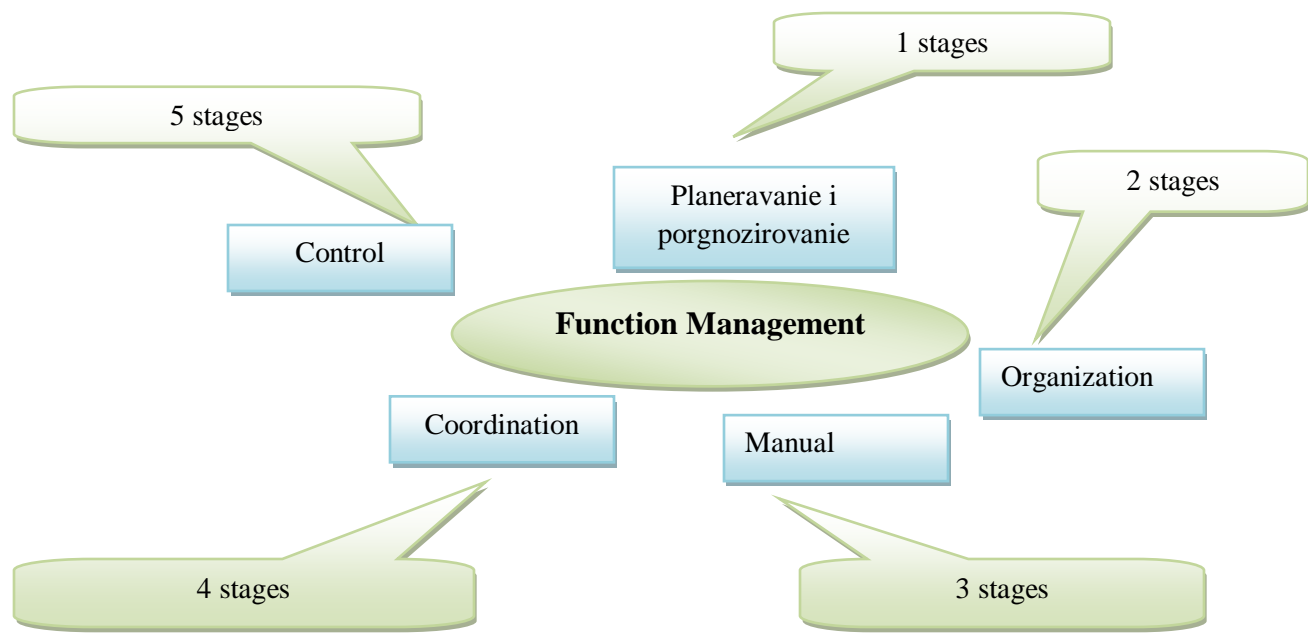
The problems of clinic managers are as follows: lack of understanding of the meaning of the term "organization Management": its functions and structures, substitution of management; lack of an algorithm for business thinking (thinking of a Manager, entrepreneur); inability to correctly set and formulate business tasks (for themselves, for the team, for external partners and consultants, inability to plan and achieve goals, the problem of "self-management" and delegation of authority). The goal of management is to make a profit for the organization of the clinic's activities today and its development tomorrow [6,7]. Therefore, when forming the management of a dental organization, there is an urgent need to create a new Manager's position [4]. Therefore, the tasks of dental organizations are:

- 1) Creating a single management block for the dental organization network;
- 2) Division of the administrative apparatus of the organization into 2 parts: the management block (Manager, chief administrators, managers); the block of organization of medical activities (heads. doctor, primary medical officer, senior nurse);
- 3) Creating new positions: HR Manager; advertising Manager; customer service Manager.

For example, in economically developed countries, management has been developed in commercial structures that operate both in the areas of production and in industries that produce services, which include healthcare and the rapidly developing system of dental care for the population in recent years[6]. Today, domestic management experts are increasingly talking about the onset of the "era of management" in which the "quiet management revolution" is taking place. Management radically changes the entire management system. Today, a dental institution is a Central part of the system, an independent subject of management, and not part of any hierarchical pyramid [5,6,7].

It should be noted that management as a constructive management concept is characterized, first of all, by the possibility of choosing which allows you to find specific and real ways and methods of management. In an effort to find and develop tools that would contribute to the most effective achievement of goals, management has led to the emergence and development of various approaches to management, focused on internal and external factors. At different stages of management formation, target and system approaches have been developed that are successfully applied in management practice, and the most modern one is situational, the application of which is extremely promising [2,4].





### Planning and forecasting in the framework of functional management improvement

The dental services market is one of the most dynamically developing sectors of the medical services market. It is characterized by an increase in the number of dental organizations and, above all, non-governmental organizations, the emergence of elements of competition, changes in the medical organizations themselves, their structure and size. In the new economic conditions, an integral part of the work of any dental organization is the development of practical management and marketing [5,6,10]. The interpretation of management as a process that represents an integral set of functions has a long history. In fact, since the beginning of the formation of the foundations of management in the 20s of the last century, when Henri Fayol developed the first list, and before the psych-por, various classifications have been created, differing only in the number and name of management functions. But now we should be talking not so much about classifications, but about the content and implementation of these functions in the management of a dental institution [4,6,7]. The area of functional improvement of management is planning and forecasting.

### CONCLUSION

Thus, knowledge of the structure of the health care system as a whole, dental medical institutions, and technological processes can allow us to constantly improve these processes, and this is the only predictable way to improve the results of activities in dentistry [1,2].

Based on the above, we can draw the following conclusion: a modern Manager of a dental organization must have an entrepreneur's thinking algorithm, the necessary amount of knowledge and practical skills of a Manager in this field of activity.

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1. Each research paper/article will be initially evaluated by the editor to check the quality of the research article for the journal. The editor may make use of iThenticate/Viper software to examine the originality of research articles received.
2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
4. The review process may take three/four working days.
5. In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal's standard and requirement.

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