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A Study on Roadside Food Cart Business: A Challenges, Opportunities and Growth Potential with Reference to Vijayapura City

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Abstract

The food cart vendors along the road serve as a critical component of the informal sector, offer low-cost eating options and create employment opportunities, and are key to the livelihoods of many people in Vijayapura City. These businesses can be found near markets, bus stops, schools, and tourist centers and provide services to a high volume of customers on a daily basis. This study is designed to analyze the problems, opportunities and development prospects about roadside food cart business in Vijayapura city. Roadside food cart vendors were selected using suitable sampling technique and primary data were collected from them by using a structured questionnaire. Data were analyzed using statistical tools like frequency analysis, descriptive statistics, reliability analysis, correlation analysis, and one-way ANOVA. The results suggest that the side food stalls have been a great source of income generation and self-employment opportunities to the vendors, but, they also have a lot of problems like less infrastructure availability, financial constraints, large competition, regulatory problems, and seasonal fluctuations in demand. The study finds that policy support, availability of loans, better infrastructure and training can make roadside food cart business more sustainable and sustainable in Vijayapura City.

Keywords: *Business Growth, Roadside Food Cart Business, Street Vendors, Growth Potential*

Introduction

Food carts have now become an integral part of daily life in Vijayapura City. This type of small business serves ready-to-eat food at affordable prices and the needs of students, employees, travelers and local residents. The large number of such individuals in places where a lot of people trade and sell food makes it readily available to a significant portion of the population. The food cart business is an important source of employment for the people who have less opportunity in formal employment and less investment.

Review of Literature

Kumar and Kumar (2019)

The authors explored future prospects of street food business in Chandigarh. The study revealed that the growth of towns and changing lifestyles have boosted the demand for street food. Infrastructure, food quality and competition among vendors were also noted as challenges in the study.

Peimani and Kamalipour (2022)

It carried out a systematic review on informal street vending activities. The study found significant role of street vendors in improving the livelihoods and employment but they face legal issues, access to public amenities, policy issues etc. and are facing difficulties in getting noticed.

Salamandane, Malfeito-Ferreira, and Brito (2023)

The researchers analysed the socioeconomic significance of street food vending in developing countries. The study highlighted the importance of street food businesses in livelihood improvement and food accessibility, and identified the challenges faced by these traders, including limited education and training, and concerns about food safety

Manoharan and Rangaswamy (2024)

The authors did a Bibliometric review on the studies of food vendors. Their study revealed an increasing number of studies relating to food security, consumer preferences, sustainability, and the economic value of street vendors.

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The study also revealed that the use of digital technologies in the sector is on the rise.

Panghal et al. (2024)

The challenges encountered by Indian food entrepreneurs was the focus of this study. The key barriers that were identified by the researchers include financial constraints, limited market access, lack of business support and operational problems and difficulties.

Research Gap:

Existing studies are focused mainly on large metropolitan cities and general street vending activities. There is not much empirical research that deals explicitly with the challenges, opportunities and growth potential of food carts that sell their food from the roadside in Vijayapura city.

Objectives of the study:

1. To explore the nature and working practice of food carts on roadside in Vijayapura city.
2. To study the prominent challenges and hurdles faced by the food cart vendors in the operation of their business.
3. To measure the job creation and income generation potential of roadside food cart businesses.
4. To determine the influencing factors for food cart growth and development in the study area.
5. To assess the preference and satisfaction of customers with food carts and their products and services

Hypothesis of the study:

Null Hypothesis (H_0)

There is no noticeable relation depends on the problems and opportunities of Food Cart Vendors along the road and the possibilities of their business growth at Vijayapura City.

Alternative Hypothesis (H_1)

The challenges and opportunities of roadside food cart vendors, and the potential of their businesses in Vijayapura City are closely related.

Research Design

The study uses descriptive research design to describe and analyze the characteristics of the study.

Sources of Data

1. **Primary Data:** Information collected directly from respondents through surveys, or questionnaires.
2. **Secondary Data:** Information gathered from existing sources such as books.

Research Methodology:

Data Collection Method

Structured Questionnaire and Personal Interviews.

Sampling Technique

Convenience Sampling.

Sample Size

The study consists of 59 roadside food cart vendors operating in Vijayapura City.

Study Area

The study was conducted among roadside food cart vendors around Vijayapura city namely on the bus stand, market, educational institutions, tourist places and commercial areas.

Statistical Tools Used

1. Reliability Analysis using Cronbach's Alpha
2. Descriptive Statistics Analysis
3. Correlation Analysis
4. Multiple Linear Regression Analysis

Data Analysis and Interpretation

Reliability Test

Reliability			
Scale: ALL VARIABLES			
Case Processing Summary			
		N	%
Cases	Valid	59	72.0
	Excluded	23	28.0
	Total	82	100.0
a. List wise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
0.674	24

Reliability Analysis:

Out of 82 total cases, 59 (72%) are valid and included in the analysis. This indicates that most of the data collected is usable. However, 23 cases (28%) were excluded from the study. The excluded data may be due to missing or incomplete responses. Overall, the results are fairly reliable but should be interpreted with some caution.

Cronbach's Alpha was used to determine the reliability of the survey instrument. Cronbach's Alpha coefficient obtained was 0.674. This score indicates a reasonable internal consistency of this questionnaire, which is appropriate for further analysis.

1. **Demographic Profile: 1. AGE**

Age group					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	below 20	2	3.4	3.4	**3.4**
	21-30	21	35.6	35.6	39
	31-40	22	37.3	37.3	76.3
	above 40	14	23.7	23.7	100
	Total	59	100	100	

Table 1

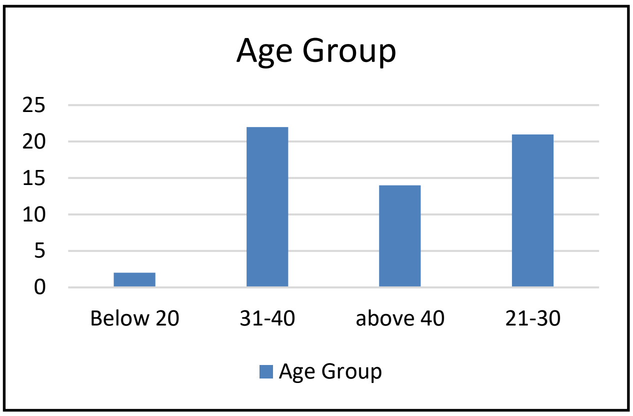


Figure 1

Interpretation: The table and chart show that the majority of the respondents are aged 31–40 years (37.3%), followed by those aged 21–30 years (35.6%). Respondents above 40 years constitute 23.7% of the total sample, while respondents below 20 years account for 3.4%. Thus, the findings indicate that most respondents (72.9%) are in the 21–40 years age group, showing that young and middle-aged adults constitute the major proportion of the respondents.

2. Gender of Respondent

Gender Of Respondent		**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Female	12	20.3	20.3	20.3
	Male	47	79.7	79.7	100
	Total	59	100	100	

Table 2

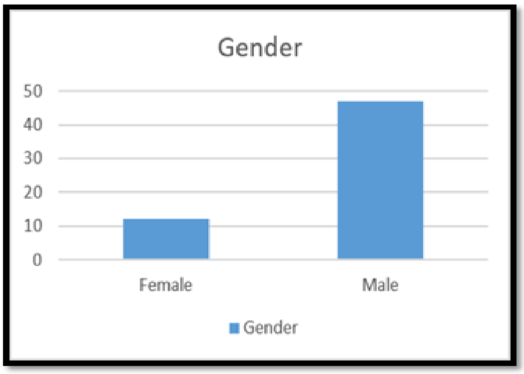


Figure 2

Interpretation: The table and chart indicate that there are 59 respondents, of whom 47 are male (79.7%) and 12 are female (20.3%). The findings show that male respondents constitute the majority of the sample, while female respondents represent a smaller proportion. Thus, the study is male-dominated in terms of respondent gender, with males accounting for nearly four-fifths of the total respondents.

		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Beverages	8	13.6	13.6	13.6
	Meals	9	15.3	15.3	28.8
	Other	12	20.3	20.3	49.2
	Snacks	30	50.8	50.8	100
	Total	59	100	100	

Type Of Food Cart

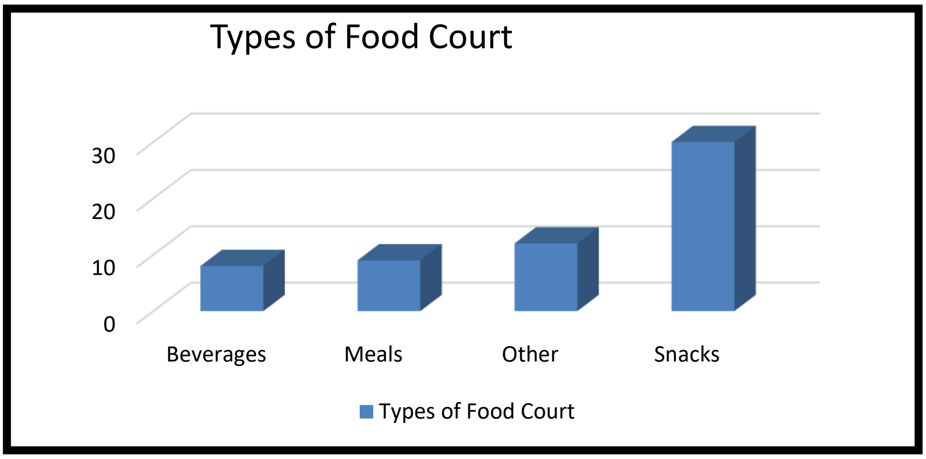
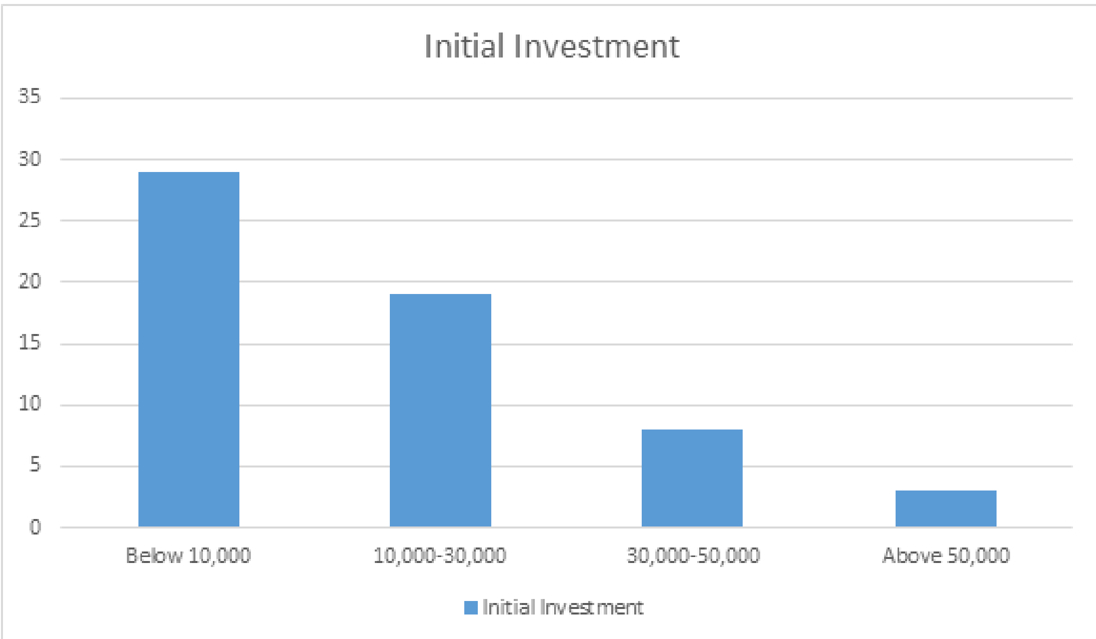


Figure 4.5

Interpretation
The table and chart show that snacks are the most common type of food court, with 30 respondents (50.8%). This is followed by the "Other" category, with 12 respondents (20.3%), while 9 respondents (15.3%) selected meals and 8 respondents (13.6%) selected beverages. Thus, the findings indicate that snacks are the predominant food court category among the respondents, accounting for more than half of the total sample.

Initial Investment

		Frequency	Percent	Valid Percent	Cumulative Percent
	Below 10,000	29	49.2	49.2	49.2
Valid	10,000-30,000	19	32.2	32.2	81.4
	30,000-50,000	8	13.6	13.6	94.9
	Above 50,000	3	5.1	5.1	100
	Total	59	100	100	



Interpretation
The table and chart indicate that the majority of respondents, 29 (49.2%), started their business with an initial investment of below ₹10,000. This is followed by 19 respondents (32.2%) who invested between ₹10,000 and ₹30,000. A further 8

respondents (13.6%) reported an initial investment of ₹30,000–₹50,000, while only 3 respondents (5.1%) invested above ₹50,000. Thus, the findings indicate that the majority of respondents (81.4%) started their businesses with an initial investment of less than ₹30,000, suggesting that most businesses were established with relatively low initial capital.

Correlation

Correlations

		difficulty inobtaining licenses abd permits	competition affects bussiness	easy access to financial support	daily income in sufficient	customer demand in consistent	customer preference change frequently	government policy support vendors	receive regular customers daily	business has grown over the years	able to expand business	business can servive longterm	handle risks effectively
difficulty inobtaining licenses abd permits	Pearson Correlation	1	.222	.431***	.171	.320*	-.015	.166	.127	.352**	.275*	.366**	.280*
	Sig. (2-tailed)		.091	<.001	.194	.013	.910	.210	.338	.006	.035	.004	.031
	N	59	59	59	59	59	59	59	59	59	59	59	59
competition affects bussiness	Pearson Correlation	.222	1	.009	.176	.275*	-.050	.216	.036	.100	.241	.331*	.383**
	Sig. (2-tailed)	.091		.944	.182	.035	.707	.100	.789	.449	.066	.010	.003
	N	59	59	59	59	59	59	59	59	59	59	59	59
easy access to financial support	Pearson Correlation	.431***	.009	1	-.134	.245	.183	.166	-.042	.473***	-.019	.342**	.189
	Sig. (2-tailed)	<.001	.944		.311	.062	.165	.209	.753	<.001	.887	.008	.153
	N	59	59	59	59	59	59	59	59	59	59	59	59
daily income in sufficient	Pearson Correlation	.171	.176	-.134	1	-.305*	-.053	-.070	.181	.279*	.212	-.049	.056
	Sig. (2-tailed)	.194	.182	.311		.019	.691	.598	.170	.032	.106	.715	.676
	N	59	59	59	59	59	59	59	59	59	59	59	59
customer demand in consistent	Pearson Correlation	.320*	.275*	.245	-.305*	1	.092	.085	.138	.017	.188	.245	.148
	Sig. (2-tailed)	.013	.035	.062	.019		.488	.520	.297	.901	.153	.062	.264
	N	59	59	59	59	59	59	59	59	59	59	59	59
customer preference change frequently	Pearson Correlation	-.015	-.050	.183	-.053	.092	1	-.007	-.168	.119	.185	.198	-.153
	Sig. (2-tailed)	.910	.707	.165	.691	.488		.959	.204	.370	.161	.132	.246
	N	59	59	59	59	59	59	59	59	59	59	59	59
government policy support vendors	Pearson Correlation	.166	.216	.166	-.070	.085	-.007	1	.044	-.006	.234	.106	.091
	Sig. (2-tailed)	.210	.100	.209	.598	.520	.959		.740	.966	.074	.423	.494
	N	59	59	59	59	59	59	59	59	59	59	59	59
receive regular customers daily	Pearson Correlation	.127	.036	-.042	.181	.138	-.168	.044	1	.047	.148	-.148	.242
	Sig. (2-tailed)	.338	.789	.753	.170	.297	.204	.740		.724	.265	.263	.065
	N	59	59	59	59	59	59	59	59	59	59	59	59
business has grown over the years	Pearson Correlation	.352**	.100	.473***	.279*	.017	.119	-.006	.047	1	-.014	.218	.106
	Sig. (2-tailed)	.006	.449	<.001	.032	.901	.370	.966	.724		.917	.098	.424
	N	59	59	59	59	59	59	59	59	59	59	59	59
able to expand business	Pearson Correlation	.275*	.241	-.019	.212	.188	.185	.234	.148	-.014	1	.150	.064
	Sig. (2-tailed)	.035	.066	.887	.106	.153	.161	.074	.265	.917		.256	.632
	N	59	59	59	59	59	59	59	59	59	59	59	59
business can servive longterm	Pearson Correlation	.366**	.331*	.342**	-.049	.245	.198	.106	-.148	.218	.150	1	.139
	Sig. (2-tailed)	.004	.010	.008	.715	.062	.132	.423	.263	.098	.256		.295
	N	59	59	59	59	59	59	59	59	59	59	59	59
handle risks effectively	Pearson Correlation	.280*	.383**	.189	.056	.148	-.153	.091	.242	.106	.064	.139	1
	Sig. (2-tailed)	.031	.003	.153	.676	.264	.246	.494	.065	.424	.632	.295	
	N	59	59	59	59	59	59	59	59	59	59	59	59

***. Correlation is significant at the 0.001 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Interpretation

The correlation table shows how different business factors move together. Easy access to financial support links strongly with business growth over years, r=0.473, and with fewer license problems, r=0.431. Businesses that struggle with licenses also find it harder to survive long term, r=0.366, and to expand, r=0.275. Competition is most tied to handling risks well, r=0.383, and to long term survival, r=0.331. Daily income being sufficient actually drops a bit when customer demand is inconsistent, r=-0.305. So money access, licenses, and competition seem to matter most for growth and survive.

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	152.370	4	38.092	12.073	<.001[b]
	Residual	170.376	54	3.155		
	Total	322.746	58			
a. Dependent Variable: BUSINESSGROWTH						
b. Predictors: (Constant), GOVERNMENTANDREGULATORYSUPPORT, CUSTOMERMARKETFACTORS, Challenges faced by food cart venders, Financial Factor						

Interpretation

This ANOVA table checks if the model as a whole is meaningful. The F value is 12.073 and the significance is less than 0.001, which is very small. That means the model is statistically significant and not due to chance. The regression sum of squares is 152.37 with 4 degrees of freedom, showing the part explained by the 4 predictors. Residual sum of squares is 170.37, which is the part left unexplained. So overall, government support, market factors, financial factors, and vendor challenges together have a real impact on business growth.

Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.687[a]	0.472	0.433	1.77626
a. Predictors: (Constant), GOVERNMENTANDREGULATORYSUPPORT, CUSTOMERMARKETFACTORS, Challenes faced by food cartv enders, Financial factor				

Interpretation

This model summary tells how well the four factors explain business growth. The R value is 0.687, which shows a strong relationship between the predictors and growth. R Square is 0.472, meaning about 47% of the changes in business growth can be explained by government support, market factors, financial factors, and vendor challenges. Adjusted R Square is 0.433, so after adjusting for extra variables, it's still around 43%. The standard error is 1.77, which tells us the average prediction error. Overall, the model explains nearly half of business growth.

Results and findings:

Findings:

1. The age group of most of the vendors is 21-40 years.
2. The roadside food cart business is mostly male dominated.
3. The majority of the respondents have primary or secondary level education.

Statistical Findings:

1. The reliability analysis showed that the Cronbach's Alpha coefficient for the variables used in the study is 0.674, which indicates that the reliability of the variables used in the study is in the acceptable range.
2. 59 respondents were considered and used for statistical analysis.
3. In terms of gender, the male gender represented the largest proportion of the sample suggesting high involvement of males in the business of food carts at the roadside.
4. The primary level of education in most vendors' education reflects the accessibility of this career to people with low educational qualifications.
5. The ANOVA result ($F = 12.073$, $p < 0.001$) confirmed that the overall the regression model was found to be statistically significant.
6. The coefficient of determination ($R^2 = 0.472$) showed that 47.2 percent of the variation in business growth could be accounted for by financial, customer and market, government support and business challenges.
7. Knowledge of the nature and operation of food cart business at road-side in Vijayapura.

Discussion

1. To come up with the primary problems of roadside food cart venders.
2. To examine the employment and income opportunities created by roadside food cart businesses.
3. To understand the factors affecting the development and expansion of food carts on the roadsides.
4. To investigate the customer preference and satisfaction of the roadside food cart services.
5. To propose appropriate solutions to enhance the performance and sustainability of the food cart position at the roadside.

Suggestions and Recommendation:

1. Supply designated vending areas with basic facilities.
2. Expand the availability of credit schemes and low interest loans.
3. Organize food safety and hygiene training sessions.
4. Make licensing and registration procedures easier for vendors.
5. Offer entrepreneurship development programmes.

Conclusion:

Vijayapura City has its share of food carts along the roads which form a vital part of the city's informal sector. They offer cheap food service, job creation and contribute to local economy. While there are various operational and financial challenges in the business, skill development programs can be adopted to improve the sustainability and profitability of the business. This sector holds potential to support inclusive economic development and livelihoods, thus enhanced efforts to strengthen this sector can support this.

Limitations of the study

1. The research is only conducted in Vijayapura city.
2. The number of respondents is 59.
3. Results are conclusions based on the opinions and perceptions of the respondents.

4. Wider coverage was not possible due to time and resource constraints.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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Impact of Goods and Services Tax (GST) on the Performance of Micro, Small and Medium Enterprises (MSMEs): A Primary Data Study in Vijayapura City

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Abstract

The Goods and Services Tax (GST) is one of the most important indirect tax reforms launched in India to streamline the tax regime and eliminate the cascading effect of taxes. The present study deals with the effect of GST on Micro, Small and Medium Enterprises (MSMEs) of Vijayapura City. The research uses primary data obtained from 63 MSMEs who have been selected using convenience sampling technique by using a structured questionnaire. The research design of this study was descriptive research and data analysis was carried out by percentage analysis, descriptive statistics, reliability analysis and correlation analysis which was assisted by SPSS. High internal consistency was obtained from the questionnaire with a Cronbach's alpha value of 0.886. The results show that GST has positively affected business transparency, competition, management of working capital and sales growth. But, challenges persist for MSMEs with tax compliance, return filing, and regular changes in the GST regulations. The study finds that though the GST has had a moderate positive impact on the performance of MSMEs, ongoing awareness campaigns, and streamlined compliance processes are crucial for greater impact.

Keywords: *Goods and Services Tax , MSMEs ,Tax Compliance ,Business Performance*

Introduction

The Goods and Services Tax (GST), introduced in India on 1 July 2017, is a comprehensive indirect tax reform designed to simplify the taxation system by replacing multiple indirect taxes with a single unified tax. The introduction of GST has improved transparency, promoted tax compliance, and facilitated easier movement of goods and services across the country. However, it has also created compliance and technological challenges, particularly for Micro, Small and Medium Enterprises (MSMEs).

Review of literature:

1. **Singh (2018):** Examined the effect of GST on SMEs in India. The study revealed that GST brought about smoothness in inter-state trade and made businesses more efficient. But the issues of compliance like return filing and digital record maintenance continued to be concerns for many MSMEs.
2. **Sharma (2018):** Studied the effects of Goods and Services Tax (GST) on Micro, Small and Medium Enterprises (MSMEs) and concluded that the new tax regime will bring together various indirect taxes and replace them with a single taxation system. The study revealed that GST made tax procedures easier, transparent and also made the tax administration more efficient for MSMEs
3. **Patel (2018):** studied the economic impact of GST on small business units and found that there was a reduction in the overall economic burden after the cascading effect of tax was removed. The study also observed that greater ease of cross-border trade of goods opened up wider market avenues for MSMEs.
4. **Kumar and Sharma (2019):** Analyzed the effect of GST on the operational performance of MSMEs. The study showed that formalization of business and better accounting were promoted as a result of the GST. Meanwhile, smaller companies faced technology adoption and working capital management issues.
5. **Kumar and Reddy (2019):** conducted a study on the impact of GST on digitalization among Small and Medium Businesses.

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They found that implementing e-filing requirements led to greater tax compliance and better record-keeping by enterprises, all the while promoting the use of digital accounting systems.

Research Gap:
While several studies have studied the impact of GST at the national and state level, research has been limited on the district level effect of GST on MSMEs in Vijayapura City. This study fills this gap by analyzing the perceptions of MSME owners using primary data.

Objectives of the study:
1. To understand the level of awareness of MSME regarding GST.
2. To discuss how GST affects business performance.
3. To analyze the compliance of GST by MSMEs.
4. To recognize the issues encountered in GST.
5. To make appropriate recommendation.

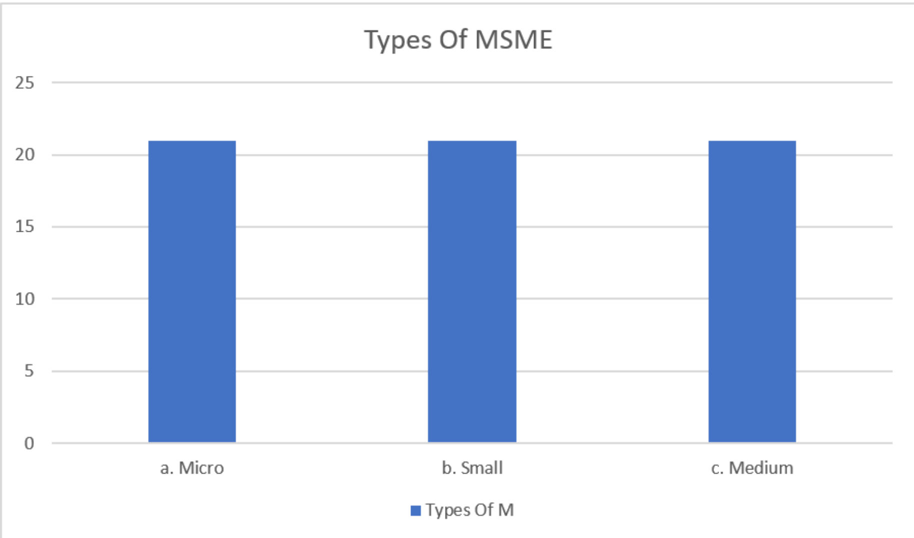
Hypotheses of the study:
H01: GST has no significant impact on MSME business performance.
H1: GST has a significant impact on MSME business performance.

Research Methodology:
1. **Research Design**: Descriptive and analytical research.
2. **Sources of Data:** Primary and secondary.
3. **Primary Data:** Structured questionnaire.
4. **Sampling Technique:** Convenience Sampling
5. **Sample Size:** 63 MSMEs
6. **Study Area:** The study was conducted among MSME owners operating in Vijayapura City, Karnataka.
7. **Statistical Tools:** Percentage Analysis, Mean, Standard Deviation, Reliability Analysis Correlation Analysis

Data analysis and interpretation:
Demographic Profile: Type of MSME, Years in Business, Nature of Business Employees, GST Registration.
Types of MSME

Types of MSME					
		Frequency	Percent	Valid Percent	Cumulative Percent
	a. Micro	21	33.3	33.3	33.3
	b. Small	21	33.3	33.3	66.7
	c. Medium	21	33.3	33.3	100
	Total	63	100	100	

Graph showing types of MSME

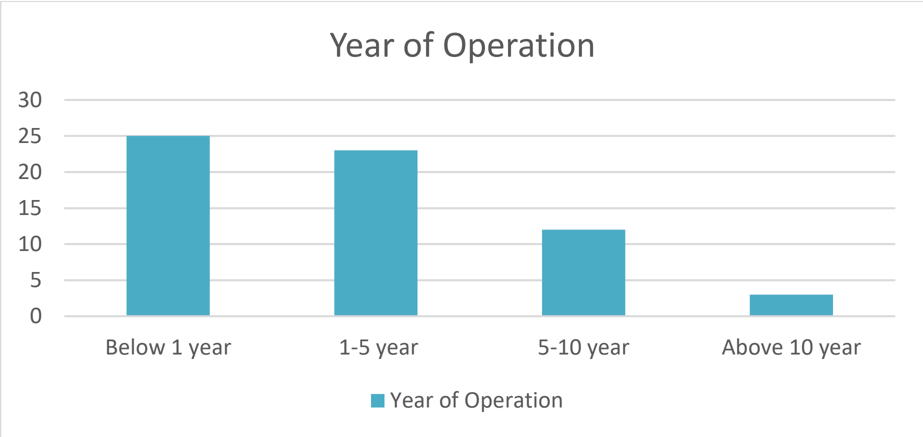


Interpretation:
The table and graph show that a total of 63 MSMEs were surveyed. The respondents are equally distributed among the three categories of MSMEs: Micro, Small, and Medium, with 21 respondents (33.3%) in each category. Thus, each category represents an equal share of the sample, indicating that no particular MSME category dominates the study.

Table 2 showing year of operation

Year of operation					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Below 1 year	25	39.7	39.7	39.7
	1-5 year	23	36.5	36.5	76.2
	5-10 year	12	19	19	95.2
	Above 10 year	3	4.8	4.8	100
	Total	63	100	100	

Graph showing year of operation



Interpretation

The above table shows the distribution of respondents based on the number of years their MSMEs have been in operation. Out of the total 63 respondents, 25 (39.7%) have been operating for below 1 year, representing the highest proportion. This is followed by 23 respondents (36.5%) who have been operating for 1–5 years. Further, 12 respondents (19.0%) have been operating for 5–10 years, while 3 respondents (4.8%) have been operating for above 10 years. Overall, 76.2% of the MSMEs have been in operation for less than 5 years, indicating that the majority of the businesses in the study are relatively new.

Table – 3 - Descriptive Statistics:

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Tax system	62	1	4	2.34	1.241
Compliance	62	1	5	2.79	1.175
Transparency	62	1	5	2.81	1.143
Tax evasion	62	1	5	2.81	1.329
Return filing	62	1	5	2.89	1.103
Operation cost	62	1	5	2.82	1.222
Ease of business	62	1	5	2.71	1.22
MSME benefits	62	1	5	2.77	1.247
Sales growth	62	1	5	2.98	1.194
Business profits	62	1	5	2.77	1.26
Working capital	62	1	5	3.02	1.194
Competition	62	1	5	3.11	1.161
Business expansion	62	1	5	2.74	1.292
Fair trade	62	1	5	2.9	1.277
GST knowledge	62	1	5	2.76	1.21
	62	1	5	2.81	1.353
B17	62	1	5	2.53	1.141
B18	62	1	5	2.89	1.161
Valid N (listwise)	62				

Interpretation:

The descriptive statistics of the study shows the perception of the 62 respondents of MSME's towards the impact of GST on their businesses. The mean scores of the variables are ranging from 2.34 to 3.11 which shows that people have neutral (or positive) attitude towards GST. When it comes to all the factors, Competition earned the highest mean score (3.11), indicating that the respondents feel GST has played a major role in creating a more competitive business environment.

Reliability Analysis:

Reliability Statistics	
Cronbach's Alpha	N of Items
0.886	18

Interpretation:

The reliability test for the survey tool gave a Cronbach's Alpha of 0.886 across 18 items. This score points to strong internal consistency among the questionnaire statements. Since the value is well above the 0.80 threshold, the scale is considered highly dependable for measuring the variables related to GST and MSMEs. It means the items in the questionnaire are measuring the same concept in a consistent way, and respondents answered them uniformly.

Correlation Analysis:

Correlations

		B1	B2	B3	B5	B7	B11	B12	B14	B17	B18
B1	Pearson Correlation	1	.443***	.290*	0.244	.478***	.494***	.280*	.280*	.531***	0.129
	Sig. (2-tailed)		0.000	0.022	0.056	0.000	0.000	0.027	0.028	0.000	0.316
	N	62	62	62	62	62	62	62	62	62	62
B2	Pearson Correlation	.443***	1	0.079	0.247	.254*	.388**	.258*	0.150	.586***	0.163
	Sig. (2-tailed)	0.000		0.541	0.053	0.046	0.002	0.043	0.244	0.000	0.207
	N	62	62	62	62	62	62	62	62	62	62
B3	Pearson Correlation	.290*	0.079	1	.321*	.324*	0.110	0.128	0.122	0.055	.317*
	Sig. (2-tailed)	0.022	0.541		0.011	0.010	0.393	0.322	0.346	0.670	0.012
	N	62	62	62	62	62	62	62	62	62	62
B5	Pearson Correlation	0.244	0.247	.321*	1	.304*	.275*	.317*	.365**	-0.004	.425***
	Sig. (2-tailed)	0.056	0.053	0.011		0.016	0.030	0.012	0.004	0.978	0.001
	N	62	62	62	62	62	62	62	62	62	62
B7	Pearson Correlation	.478***	.254*	.324*	.304*	1	.397**	.452***	.424***	.395**	.509***
	Sig. (2-tailed)	0.000	0.046	0.010	0.016		0.001	0.000	0.001	0.001	0.000
	N	62	62	62	62	62	62	62	62	62	62
B11	Pearson Correlation	.494***	.388**	0.110	.275*	.397**	1	.543***	0.205	.571***	.285*
	Sig. (2-tailed)	0.000	0.002	0.393	0.030	0.001		0.000	0.109	0.000	0.025
	N	62	62	62	62	62	62	62	62	62	62
B12	Pearson Correlation	.280*	.258*	0.128	.317*	.452***	.543***	1	0.184	.486***	.448***
	Sig. (2-tailed)	0.027	0.043	0.322	0.012	0.000	0.000		0.151	0.000	0.000
	N	62	62	62	62	62	62	62	62	62	62
B14	Pearson Correlation	.280*	0.150	0.122	.365**	.424***	0.205	0.184	1	0.171	.535***
	Sig. (2-tailed)	0.028	0.244	0.346	0.004	0.001	0.109	0.151		0.184	0.000
	N	62	62	62	62	62	62	62	62	62	62
B17	Pearson Correlation	.531***	.586***	0.055	-0.004	.395**	.571***	.486***	0.171	1	0.145
	Sig. (2-tailed)	0.000	0.000	0.670	0.978	0.001	0.000	0.000	0.184		0.260
	N	62	62	62	62	62	62	62	62	62	62
B18	Pearson Correlation	0.129	0.163	.317*	.425***	.509***	.285*	.448***	.535***	0.145	1
	Sig. (2-tailed)	0.316	0.207	0.012	0.001	0.000	0.025	0.000	0.000	0.260	
	N	62	62	62	62	62	62	62	62	62	62

Interpretation:

The Pearson correlation analysis was carried out to check the correlation between different dimensions of GST and its impact on the MSMEs. The findings show a number of statistically significant positive correlations between the variables. The Tax System (B1) has a significant positive relationship with GST Compliance Burden ($r = 0.443$, $p < 0.001$), Transparency in Business ($r = 0.290$, $p < 0.05$), Ease of Doing Business ($r = 0.478$, $p < 0.001$), Working Capital Requirement ($r = 0.494$, $p < 0.001$), GST Increased Market Competition ($r = 0.280$, $p < 0.05$), GST has Reduced Unfair Trade ($r = 0.280$, $p < 0.05$), and Overall Satisfaction with GST ($r = 0.531$, $p < 0.001$). But there is no statistically significant relationship between its relationship with GST Return Filing and its Overall impact on MSMEs. The GST Compliance Burden (B2) is positively associated with Ease of Doing Business ($r = 0.254$, $p < 0.05$), Working Capital Requirement ($r = 0.388$, $p < 0.01$), GST Increased Market Competition ($r = 0.258$, $p < 0.05$), and Overall Satisfaction with GST ($r = 0.586$, $p < 0.001$). No significant correlation is seen with Transparency in Business, GST Return Filing, GST has Reduced Unfair Trade and Overall Impact of GST on MSMEs. The variable Transparency in Business (B3) has high positive correlation with GST Return Filing ($r = 0.321$, $p<0.05$), Ease of Doing Business ($r = 0.324$, $p<0.05$) and Overall Impact of GST on MSMEs ($r = 0.317$, $p<0.05$). It does not have a statistically significant association with WCR, Market Competition, Reduction in Unfair Trade, and Overall Satisfaction with GST. The GST Return Filing (B5) variable has significant positive relationships with Ease of Doing Business ($r = 0.304$, $p < 0.05$), Working Capital Requirement ($r = 0.275$, $p < 0.05$), GST Increased Market Competition ($r = 0.317$, $p < 0.05$), GST has Reduced Unfair Trade ($r = 0.365$, $p < 0.01$), and the Overall Impact of GST on MSMEs ($r = 0.425$, $p < 0.001$). However, it is not significantly related to Overall Satisfaction with GST. The Ease of Doing Business (B7) demonstrates significant positive correlations with Working Capital Requirement ($r = 0.397$, $p < 0.01$), GST Increased Market Competition ($r = 0.452$, $p < 0.001$), GST has Reduced Unfair Trade ($r = 0.424$, $p < 0.001$), Overall Satisfaction with GST ($r = 0.395$, $p < 0.01$), and the Overall Impact of GST on MSMEs ($r = 0.509$, $p < 0.001$). This suggests that there is a correlation between the perception of GST as facilitating ease of doing business and the perception of the positive impacts of GST from the perspective of MSMEs. The Working Capital Requirement (B11) shows significant positive correlation with GST Increased Market Competition ($r = 0.543$, $p < 0.001$), Overall Satisfaction with GST ($r = 0.571$, $p < 0.001$) and Overall Impact of GST on MSMEs ($r = 0.285$, $p < 0.05$). Its association with GST has Reduced Unfair Trade is not significant. The overall satisfaction of GST and overall impact of GST on MSMEs is significantly and positively related with market competition under GST ($r = 0.486$, $p < 0.001$) and ($r = 0.448$, $p < 0.001$) respectively which indicates that increased competition in the market under GST is perceived as positive for MSMEs. The perception that GST has Reduced Unfair Trade (B14) is significantly associated with GST Return Filing ($r = 0.365$, $p < 0.01$), Ease of Doing Business ($r = 0.424$, $p < 0.001$), and the Overall Impact of GST on MSMEs ($r = 0.535$, $p < 0.001$). But there is not a strong relationship with Overall Satisfaction with GST. Overall Satisfaction with GST (B17) shows strong positive correlation with Tax System, GST Compliance Burden, Working Capital Requirement, Market Competition and Ease of Doing Business and there is no significant correlation with Overall Impact of GST on MSMEs ($r = 0.145$, $p = 0.260$).

Results and findings:

1. The results of the reliability analysis were obtained Cronbach's alpha value of 0.886 which shows that the questionnaire has high level of internal consistency and reliability.
2. The highest mean score was achieved by the Competition factor with 3.11 which implied that respondents moderately agreed that the competition has a great influence on business performance.
3. Working Capital factor received a mean score of 3.02, it shows that working capital is an important factor in business activities.
4. The mean score for the Sales Growth factor was 2.98, signifying moderate level of agreement from the respondents on the growth of sales.
5. Correlation analysis showed that the variables of the study were positively correlated with each other with significant positive relationship, meaning that an improvement in one variable is correlated with an improvement in the other variables.
6. Correlation analysis showed that the variables of the study were positively correlated with each other with significant positive relationship, meaning that an improvement in one variable is correlated with an improvement in the other variables.

Suggestions:

1. The government should streamline the GST process to ensure that MSMEs, especially small businesses and startups, can comply with it easily
2. Regular awareness and training programmes regarding GST should be conducted to enhance understanding and knowledge of the provisions of GST amongst entrepreneurs.
3. Making the GST return filing process simpler by providing user friendly digital platforms and technical assistance services.
4. Authorities should give timely guidance and assistance to MSMEs who are struggling with the registration process, filing and compliance of GST.
5. Measures should be taken to reduce the compliance cost associated with GST, especially for micro and small enterprises.
6. Financial assistance and incentives can be given to MSMEs for their digital accounting and technology related to GST.

Conclusion:

The study findings conclude that the performance of MSMEs in Vijayapura City has moderately improved after implementing GST in the city, which has brought about transparency, business competition and formalization. Compliance complexity, digital challenges and the constant changes in policy remain a factor for smaller businesses, however. To achieve maximum benefits of GST in MSMEs, continuous government support and policy simplifications are essential.

Limitations of the study:

1. The findings of the study are limited to only 63 MSMEs, which could constrain the ability to generalize results to other MSMEs.
2. The study was limited to Vijayapura city only so the data may not reflect the condition of MSMEs in other areas.
3. The study used a convenience sampling method that could be considered a sampling bias and affect the representativeness of the sample.
4. The results were derived from the perceptions of the respondents, which may be biased and may be based on opinions of the respondents.
5. The study is a cross section in nature, meaning that it cannot capture changes or trends over time.

Scope for future research:

1. The impact of GST can be studied separately for micro, small, and medium enterprises.
2. Researchers can compare the impact of GST on manufacturing, trading, and service sectors.
3. Future studies can examine the long-term impact of GST on MSME growth, profitability, and employment.
4. The role of digital GST compliance, e-invoicing, and technology adoption can be explored.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

Reference

Books

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Journal articles

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A Study on Determinants of Consumer Purchase Intention for Cosmetic Products on E-Commerce Platforms in Vijayapur City

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Abstract

The present study deals with the factors which influence consumers purchasing intention for Cosmetics through online commerce in Vijayapur City. With the continuous expansion of online shopping, it is essential to acknowledge the factors that influence consumers' purchase decisions in the cosmetic industry. The study has been based on primary data gathered by using structured questionnaire. Product quality, price, brand image, online reviews, website quality, and shopping convenience were analyzed as key factors to understand their effects on purchase intention. It explains that when consumers see positive reviews, they feel trusted by the brand, get good deals and are pleased with the site's design, they are more likely to purchase cosmetic products online. Convenience of product information and simple purchasing process also induce online purchasing behavior. The findings of the study indicate that by improving the quality of the product, building a brand image and boosting online shopping experience, customer satisfaction and the likelihood of purchase can be augmented. The results provide helpful insights for cosmetic brands and e-commerce companies looking to optimize their marketing efforts and online presence.

Keywords: *Consumer Purchase Intention, Cosmetic Products, E-Commerce, Online Reviews, Website Quality*

1. Introduction

The cosmetics industry has experienced significant growth due to increasing internet usage and the popularity of online shopping platforms. Nowadays the consumers are so fond of shopping online for cosmetics due to convenience, diversity, offers, and information about the products. But quality, authenticity and trust are still a problem with respect to buying. It is crucial for businesses to be aware of these factors and leverage them to their advantage in the highly competitive digital landscape in order to attract and keep customers.

2. Review of Literature

According to Akar and Nasir (2015), online purchase intention is affected by consumer behavior, product characteristics, seller characteristics and social media. They discovered that customer reviews and trust are paramount in online purchasing and website quality is a key factor. Tajeddini and El Joueidi (2020) reported that consumers who had a favorable attitude toward new products and received support from their social network were more inclined toward the purchase of cosmetics online. According to Upadhyaya & Sijoria (2021), awareness about environmental issues and positive attitude towards eco-friendly products has the potential to drive the purchase of green cosmetics by the consumers. According to Testa et al. (2021), sustainability, product safety, ethical values, and trust are factoring that impact consumers' purchase of environmentally friendly cosmetic products. Goel and Sharma (2021) found that the factors which affect cosmetic purchase intention are the brand image, product quality, brand loyalty and knowledge about products. Singh et al. (2023) revealed that environmental awareness, health consciousness and product safety are positively correlated with consumers' purchase intention of green cosmetic products.

Research Gap

Previous studies have focused on the factors influencing general online purchase intention towards cosmetics. But limited research has been done on the consumers of the Vijayapura City and the factors like product quality, brand image, online reviews, price, trust and website quality has been done individually on how they impact the intention to purchase cosmetic products through e-commerce platform.

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This is why this study explores this gap to contribute evidence from the local context.

3. The aims of the study are to:

1. To find out the main factors that influence consumers to buy cosmetic products through e-commerce platforms.
2. To get an understanding of how product quality influences consumers' choices to buy cosmetics online.
3. To explore the impact of brand image on the online cosmetic purchasing behavior.
4. To explore the impact of customer reviews and ratings on the purchase decision of consumers.
5. To evaluate the effect of price, discount and promotional offers on the intention to buy cosmetic products online.
6. To know the relevance of trust and security while buying cosmetic products online.

4. The following are the hypotheses of the study:

Hypotheses of the study

Null Hypothesis (H_0):

There is no meaningful relationship between the quality of cosmetic products and consumers' willingness to purchase them through e-commerce platforms.

Alternative Hypothesis (H_1):

The quality of cosmetic products has a significant influence on consumers' willingness to purchase them through e-commerce platforms.

5. Research Methodology

5.1 Research Design: In this study descriptive research design was used.

5.2 Data Source: It is a study based on primary data.

5.3 Data Collection Method: Structured questionnaire was used for data collection.

5.4 The sampling technique: used was Convenience sampling method.

5.5 Sample Size: 61 respondents were studied.

5.6 Study Area: Vijayapura City was the area of the study.

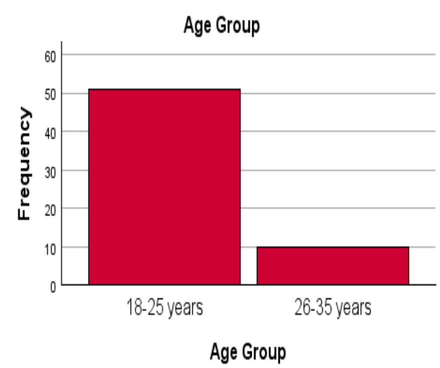
5.7 Statistical tools used: reliability analysis, frequency analysis, descriptive statistics, correlation analysis and regression analysis.

6. Data Analysis and Interpretation

6.1 Demographic Profile:

Table: 6.1.1: Age group

Age Group					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 years	51	83.6	83.6	83.6
	26-35 years	10	16.4	16.4	100.0
	Total	61	100.0	100.0	

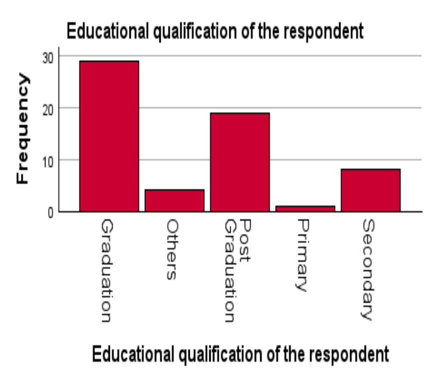


Interpretation:

The majority of the respondents (51 of 61, 83.6%) were aged 18–25 years. Less than 1/6 (16.4%) of respondents were in the age group 26-35 years. This indicates that the study is largely representative of younger adults' viewpoints.

Table: 6.1.2: Educational qualification of the respondent

Educational qualification of the respondent					
		Frequency	Percent	Valid Percent	Cumulative percent
Valid	Graduation	29	47.5	47.5	47.5
	Others	4	6.6	6.6	54.1
	Post-Graduation	19	31.1	31.1	85.2
	Primary	1	1.6	1.6	86.9
	Secondary	8	13.1	13.1	100.0
	Total	61	100.0	100.0	

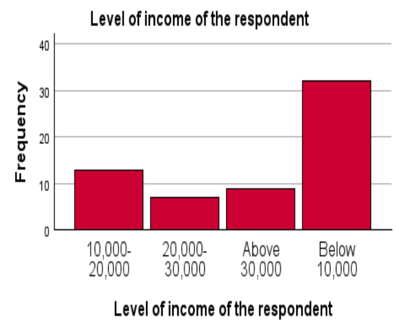


Interpretation:

This indicates that most of the respondents had higher educational attainment. Postgraduates made up the second largest group (31.1%) while graduates made up the largest group (47.5%). Fewer had secondary education (13.1%) or other qualifications (6.6%) and only 1.6% had primary education. This means that the majority of participants were highly educated.

Table: 6.1.3 Level of income of the respondent

Level of income of the respondent						
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10,000-20,000	13	21.3	21.3	21.3
	20,000-30,000	7	11.5	11.5	32.8
	Above 30,000	9	14.8	14.8	47.5
	Below 10,000	32	52.5	52.5	100.0
	Total	61	100.0	100.0	



Interpretation:

The income information reveals that the majority of the respondents have a monthly income of less than ₹10,000. Out of 61 respondents, 32 people (52.5%) fall under this category. Around 21.3% of the respondents earn between ₹10,000 and ₹20,000, while 11.5% have a monthly income between ₹20,000 and ₹30,000. 14.8% of the respondents said they have an income in excess of ₹30,000 monthly. This means the bulk of the respondents are from low-income group.

6.2 Regression

Table: 6.2.1 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.815[a]	0.665	0.613	0.704
a.Predictors: (Constant) Brand image reflects product reliability, products high quality, process is smooth, Brand reputation affects, Prices of cosmetics, The website design enhance, online cosmetics good value for money, Positive reviews				

Table: 6.2.2 Anova

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	51.014	8	6.377	12.882	<.001[b]
	Residual	25.740	52	0.495		
	Total	76.754	60			
a. Dependent Variable: from e-commerce platforms						
b. Predictors: (Constant), Brand image reflects product reliability, products high quality, process is smooth, Brand reputation affects, Prices of cosmetics, The website design enhance, online cosmetics good value for money, Positive reviews						

Table: 6.2.3 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	-0.439	0.485		-0.904	0.370	-1.412	0.535		
	The website design enhance	0.336	0.112	0.337	2.991	0.004	0.110	0.561	0.509	1.965
	products	0.128	0.092	0.120	1.395	0.169	-0.056	0.313	0.873	1.145
	Prices of	0.040	0.128	0.036	0.309	0.759	-0.218	0.297	0.478	2.092
	online cosmetics good value	0.197	0.122	0.181	1.622	0.111	-0.047	0.441	0.517	1.935
	Brand	-0.137	0.112	-0.126	-1.222	0.227	-0.362	0.088	0.608	1.645
	process is	0.305	0.141	0.234	2.169	0.035	0.023	0.587	0.556	1.798
	Positive	0.169	0.122	0.174	1.392	0.170	-0.075	0.413	0.414	2.414
	Brand image reflects	0.136	0.143	0.119	0.949	0.347	-0.151	0.422	0.410	2.436

Interpretation:

The coefficient analysis reveals that certain factors are more influential in the purchasing of cosmetics online than others. The use of a simple and user-friendly website, as well as a hassle-free buying process, especially factor, contributes to the motivation of consumers to buy online. Factors like product quality, price, brand image, brand reputation, value for money and customers' reviews are important to consumers, but the effect of these factors was not strong enough in this analysis. This means that when the shopping process is easy, convenient and user friendly, consumers are more inclined to purchase cosmetic products online.

Hypothesis Testing

Hypothesis	Decision	Result
H_0 (Null Hypothesis): There is no significant relationship between the determinants (product quality, price, brand image, online reviews, website quality, value for money, and shopping process) and consumers' purchase intention for cosmetic products on e-commerce platforms.	Rejected	Since the significance value ($p < 0.001$) is less than 0.05, the null hypothesis is rejected.
H_1 (Alternative Hypothesis): There is a significant relationship between the determinants (product quality, price, brand image, online reviews, website quality, value for money, and shopping process) and consumers' purchase intention for cosmetic products on e-commerce platforms.	Accepted	The regression model is statistically significant, indicating that these determinants influence consumers' purchase intention.

Interpretation:

The regression analysis showed that the overall model is statistically significant ($F = 12.882$, $p < 0.001$), which means that the selected factors collectively influence consumers' intention to purchase cosmetic products through e-commerce platforms. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. The model explains 66.5% ($R^2 = 0.665$) of the variation in consumers' purchase intention, indicating that factors such as product quality, price, brand image, online reviews, website design, value for money, and a smooth shopping process play an important role in shaping online purchase intentions. Among these, the shopping process and website usability showed the strongest influence on consumers' buying decisions.

Results and Findings

Objective-wise Findings

1. The study revealed that product quality, price, brand image, customer reviews, website design and overall shopping experience are all factors that impact consumers' purchasing decisions.
2. The majority of respondents believed the quality of cosmetic products is important when deciding to purchase a product online.
3. Brands that are known, trusted, and well reputed in the market had greater preference among the

consumers for their cosmetic products. To study the impact of online reviews and ratings.

4. A significant number of respondents said they have read the reviews and ratings before making a purchase, as they help them to assess the product.
5. The results show that the products that will have good quality at a reasonable price and will give value for the money spent attract consumers.

Statistical Findings

1. The internal consistency of the questionnaire was established by obtaining a Cronbach's Alpha value of 0.951 in the reliability test.
2. The percentage of female respondents was 55.7% and male 44.3% of the sample. 83.6% of the respondents were in the age group 18-25.
3. A majority of the respondents (47.5%) were graduates followed by postgraduates (31.1%).
4. The second largest occupational group among the respondents was students (67.2%).
5. The majority of the respondents (52.5%) reported monthly income of less than ₹10,000.

Discussion

The results indicate that the digital information plays a crucial role in the purchasing process of modern consumers and they are well-informed. For boosting purchase intention, it is vital to adopt trust-building tactics, including sincere feedback, clear product details, and safe payment methods. A business that enables customers with a smooth online shopping process will have a greater chance at retaining customers.

Suggestions and Recommendations

1. Companies making cosmetics should pay more attention to improving the quality of product, because many respondents indicated concern on product quality of cosmetics they bought online.
2. The e-commerce platforms should include information regarding ingredients and instructions for use so that consumers can be properly informed.
3. Companies should get real customer reviews and ratings—online feedback is a significant factor in purchase intention.
4. Consistent quality, transparency and marketing strategies to improve brand image and reputation of cosmetic brands are required.
5. For the price conscious customers, attractive discounts, promotion offers, and bundle deal should be offered on regular basis.

Conclusion

The study findings indicate that factors related to product, brand, and website all affect the consumer's purchase intention for cosmetic products on e-commerce platforms. Brand perceptions, trust and shopping experience on the website are also important factors in online purchases. By prioritizing these factors, companies can enhance their customer engagement and ensure long-term success.

Limitations of the Study

1. Use Cosmetic Products Only- The study only applies to cosmetic products bought online. Not applicable to other products that are offered online.
2. A reliance on Respondents' Opinions - The results reflect the opinions and answers of the respondents. The information in some responses may be biased or inaccurate.
3. Limited Variables Considered - Selected factors included were product quality, price, brand image, online reviews, trust and website quality. Other factors that could potentially affect purchase intention were not provided.
4. Small Sample Size - Only 61 respondents were used in the research. More detailed and accurate results might have been obtained from a larger sample.
5. Time Constraints - The study was conducted in a short time. It is possible that a more in-depth investigation and analysis of consumer behavior could have been carried out with more time.

Scope for Future Research

The present study was conducted only in Vijayapur City and a small number respondents were taken. Further research could involve more participant numbers from various locations to have a wider understanding of consumer behavior. Other variables that could impact on the decision to buy cosmetics online can also be examined, like social media ads, social media influencers, product authenticity, delivery experience and customer satisfaction. Moreover, the comparison of online vs offline cosmetic buying behavior could be meaningful in comprehending consumer preferences better.

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The authors declare that there are no conflicts of interest regarding the publication of this paper.

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A study on awareness of Income Tax Provisions among Salaried Employees with reference Vijayapura District

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Abstract

Income tax is one of the most important sources of income for the Government and helps to achieve the objectives of public welfare and development activities. Salaried employees are a significant group of taxpayers as tax is usually deducted from their earnings by employers. But that is not always the case with deduction of tax from salary; workers do not always have proper information regarding the tax rules, exemptions, deductions, and tax return processing methods. Understanding tax provisions properly helps employees to manage their money and utilize tax benefits properly. The present study is aimed at evaluating the awareness of Income tax provisions among the employees on salary status in Vijayapura District. It reviews staff's knowledge of the payment of taxes, deductions, exemptions, tax saving options and tax sources. Demographic factors' influence on tax awareness is also taken into consideration during the study. Primary data is gathered by using a structured questionnaire and analyzed with appropriate statistical methods. It is suggested from the study that tax awareness helps in the effective financial planning, proper tax compliance, and better decisions making.

Keywords: *Income Tax Awareness, Salaried Employees, Tax Provisions, Tax Deductions, Tax Exemptions, Tax Planning, Tax Compliance.*

Introduction

The collection of income tax forms an integral part of the government's revenues and helps in developing the country. Income tax collection and administration in India is done as per the provisions of Income-tax Act, 1961. One of the most significant taxpayer groups is employees paid a salary, as the tax generally is withheld from their salaries by their employers. Tax provisions are crucial for effective financial management, and it is essential to be aware of them. Tax awareness is the awareness that a person has on different aspects of Tax like tax provisions, tax deductions, tax exemptions, filing of tax returns etc. Knowing about these elements is beneficial in financial managing and maximising tax advantages. Therefore, tax awareness among the salaried employees needs to be studied.

Review Of Literature

1. Jayakumar (2015) studied the effect of tax reforms on salaried taxpayers. The research noted that their knowledge on income tax provisions varies across people according to their age, education and income.
2. 2.Gupta (2017): The researcher analysed the relationship between tax awareness and financial conduct of EWF's (Employees with Wages). The results found that tax awareness was directly associated with the making of effective savings and investment decisions among the employees.
3. Arora and Rathi (2018): The study covered awareness of tax saving provisions with salaried employees. It was determined that the employees were aware of basic deductions but not much of advanced tax planning techniques.
4. The research focused on the level of knowledge of the employees regarding income tax deductions and exemptions as done by Patel (2018). It found that those who looked for financial information actively were better able to take advantage of tax benefits available.
5. Bardoli Region Study (2019): This study was conducted on the effect of tax awareness on investment decisions. Findings revealed that more the better known about tax provisions, more people would favor long-term savings and financial security plans.

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The study studied taxpayer problems during understanding the tax rules, (2019). It found that complex tax procedures pose difficulties when trying to claim available benefits.

6. Reddy (2020): The researcher examined the tax awareness level among the employees of various age groups. It was concluded that those employees who were older and experienced were better acquainted with tax provisions.

Research Gap

There are a few studies regarding awareness of income tax, tax planning and tax compliance among the taxpayers in various parts of India. The majority of these studies have been conducted among city dwellers, business owners, professionals and/or taxpayers in metropolitan areas. These studies are useful to understand taxpayers' knowledge and practices but failed to cover the awareness of income tax provisions among the salaried employees in the District level. Further, results of studies which have been carried out in the other districts might not be applicable in Vijayapura District as there are differences in socio-economic conditions, educational level of people and employment pattern in the studied district. It is noted that there is very little specific study done in Vijayapura District, to obtain the awareness of income tax provisions in the employees who are getting salary. It is imperative to review employees' understanding of tax laws, tax regimes and the many deductions and exemptions due to tax law changes. Hence the present study aims to meet this void and assess the awareness of income tax provisions among the salary earners in Vijayapura district and scope of further tax education and awareness programmes.

Objectives of the study

1. To assess the knowledge and understanding of the income tax provisions to the employees who are on the salary sheet in Vijayapura District.
2. To assess employees' knowledge of Tax Payment Procedures, Deductions and Exemptions.
3. To pinpoint the primary sources where salaried employees get information on income tax.
4. To know about the awareness level regarding tax saving scheme and tax benefits to the salaried employees.

Hypothesis of the Study

H0 (Null Hypothesis): There is no significant association between demographic attributes of salaried employees and their knowledge about income tax laws.

H1 (Alternative Hypothesis): There is a significant association between demographic attributes of salaried employees and their knowledge about income tax laws.

Research Methodology

Research Design - Descriptive Research design has been used for this study.

Source of Data

Primary Data: Primary data are the information that is collected directly from the source that is the salaried persons from which information related to awareness of income tax is collected using the questionnaire and personal discussion method.

Secondary Data: Secondary data have been gathered from other sources such as books, journal papers, government papers, internet, other income tax report papers.

Data Collection Method

Microsoft Excel

SPSS (Statistic Package for the Social Sciences)

Sampling Technique - Convenience sampling is used.

Sample Size: A sample of 55 employees who get paid was chosen to be analyzed.

Study Area: Vijayapura city of Karnataka.

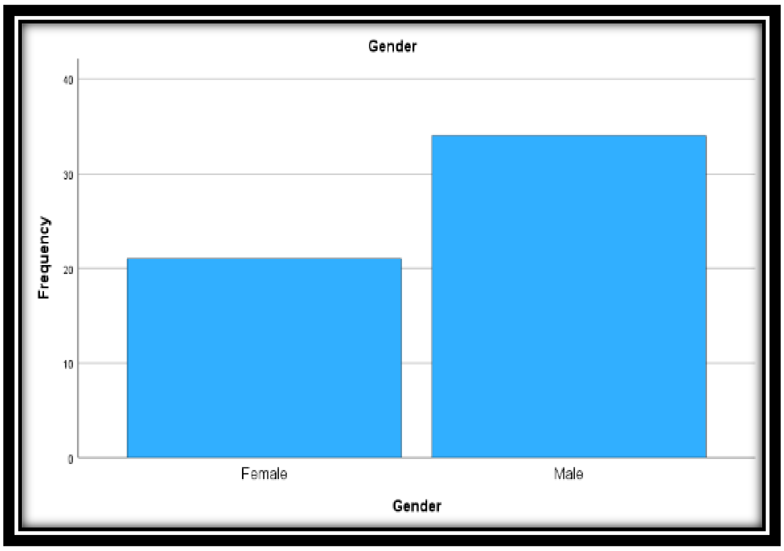
Statistical tools used

• Reliability Analysis

Data Analysis and Interpretation

Table 1 Showing Gender

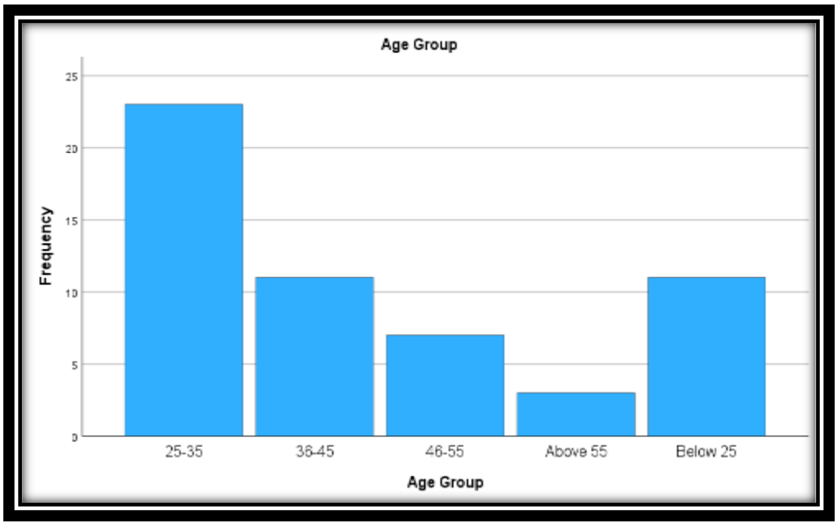
Gender					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	**Female**	21	38.2	38.2	38.2
	Male	34	61.8	61.8	100
	Total	55	100	100	



Interpretation:
The gender-wise distribution of respondents reveals that out of the total 55 respondents, 34 (61.8%) were male and 21 (38.2%) were female. This indicates that the proportion of males is higher than the females in the sample.

Table 2 Showing Age Group

Age Group					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	**25-35**	23	41.8	41.8	41.8
	36-45	11	20	20	61.8
	46-55	7	12.7	12.7	74.5
	Above 55	3	5.5	5.5	80
	Below 25	11	20	20	100
	Total	55	100	100	



Interpretation
There are many respondents in the 25 to 35 age group (41.8%), and equal number in the below 25 age group (20%) as well as in the 36 to 45 age group (20%). The number of people belong to 46-55 years (12.7%) and above 55 years (5.5%) is not so many. Overall, the sample is mainly composed ofyounger and middle-aged participants.

Table 2 Showing Monthly Income

Monthly Income					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	**Below 25000**	14	25.5	25.5	25.5
	25001-50000	22	40	40	65.5
	50001-100000	14	25.5	25.5	90.9
	Above 100000	5	9.1	9.1	100
	Total	55	100	100	

Interpretation: As per the income distribution, the maximum number of respondents belong to the income range of ₹25,001-₹50,000 (40%), followed by the respondents with an income range below ₹25,000 (25.5%) and ₹50,000-₹1,00,000(25.5%). Respondents earning above ₹1,00,000 account for 9.1% of the total sample. Thus, the majority of the respondents (40%) have a monthly income between ₹25,001 and ₹50.000.

Table 4 Reliability Analysis

Reliability Statistics	
Cronbach's Alpha	**N of Items**
0.918	18

Interpretation:
The reliability test presents a valid response rate of 98.2% and a Cronbach's alpha value of 0.918, which indicate good internal consistency. This indicates that the scale is highly reliable and has 18 items. The value is greater than 0.70, so the instrument is considered reliable and can be used for further analysis.

Table showing one way ANOVA of Gender Table 5

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.[a]**
Knowledge of IT Provisions	Between Groups	4.239	1	4.239	0.28	0.599
	Within Groups	801.143	53	15.116		
	Total	805.382	54			
Awareness of	Between	2.156	1	2.156	0.163	0.688

tax deductions and exemptions	Groups					
	Within Groups	701.189	53	13.23		
	Total	703.345	54			
Awareness of tax saving plans and benefits	Between Groups	0.006	1	0.006	0	0.985
	Within Groups	860.903	53	16.243		
	Total	860.909	54			
a. Confidence Interval: 95%						

Interpretation: All P values (0.599, 0.688, 0.985) are higher than 0.05, which suggests that there is no significant difference among the respondents in terms of their awareness of income tax provisions, awareness of tax deductions and exemptions and awareness of tax saving plans and benefits. Thus, it is concluded that H_0 is accepted and the demographic factor does not have any significant effect on the awareness of income tax.

Table 5.1 showing one way ANOVA of Age Group

		Sum of Squares	df	Mean Square	F	Sig.[a]
Knowledge of IT Provisions	Between Groups	173.234	5	34.647	2.686	0.032
	Within Groups	632.148	49	12.901		
	Total	805.382	54			
Awareness of tax deductions and exemptions	Between Groups	96.359	5	19.272	1.556	0.190
	Within Groups	606.986	49	12.387		
	Total	703.345	54			
Awareness of tax saving plans and benefits	Between Groups	137.431	5	27.486	1.862	0.118
	Within Groups	723.478	49	14.765		
	Total	860.909	54			
a. Confidence Interval: 95%						

Interpretation: The results of one-way ANOVA showed that there were no significant differences between the groups in their knowledge of income tax provisions, awareness of tax deductions and exemptions, and awareness of tax saving plans and benefits. All of the p-values (0.200, 0.360, and 0.294) were above the level of significance (0.05) so that the differences between groups were not statistically significant.

Table 5.2 Showing One way ANOVA of Monthly Income

		Sum of Squares	df	Mean Square	F	Sig.[a]
Knowledge of IT Provisions	Between Groups	173.234	5	34.647	2.686	0.032
	Within Groups	632.148	49	12.901		
	Total	805.382	54			
Awareness of tax deductions and exemptions	Between Groups	96.359	5	19.272	1.556	0.190
	Within Groups	606.986	49	12.387		
	Total	703.345	54			
Awareness of tax saving plans and benefits	Between Groups	137.431	5	27.486	1.862	0.118
	Within Groups	723.478	49	14.765		
	Total	860.909	54			
a. Confidence Interval: 95%						

Interpretation: One-way ANOVA showed that there was a significant difference of knowledge of income tax provisions ($p = 0.032 < 0.05$), suggesting that there was a difference in knowledge between groups. The p values for awareness of tax deductions and exemptions ($p = 0.190$) and tax-saving plans and benefits ($p = 0.118$) were higher than 0.05, and did not show any significant difference.

Results and Findings

Results

The study has shown that the income tax provisions are moderate to good with the employees who work on salaries in Vijayapura district. The awareness of TDS, tax slabs, e-filing was relatively high, while some deductions and exemptions lacked awareness. The results also showed that the age and gender of the respondents showed little effect on tax awareness and tax related knowledge was affected by income level of the respondents.

Generally, improving tax education and awareness programs can enable employees to better utilise available tax benefits and hence better plan their finances.

Discussion

The study shows that the people who have salaried income in Vijayapura District have a good knowledge about provisions and procedure of income tax. The majority of respondents knew some basic tax concepts and tax-saving advantages, but some tax deductions and exemptions were known to a lesser extent. Earnings sources for tax information primarily were from employers, online sources and tax professionals. The results indicate that there is a need for more awareness programmes to enhance tax knowledge and tax planning.

Objective-wise findings

The income tax awareness among the Salaried employees in Vijayapura District is satisfactory. Most of the respondents are familiar with the basic tax procedures, deductions and exemptions. Tax information is primarily collected by the employer, online, and tax professionals.

Overall awareness of tax saving schemes is reasonably good, with varying degrees of understanding of certain aspects.

Statistical Findings

The questionnaire was highly reliable as the Cronbach's Alpha value was 0.918, indicating good internal consistency. The individuals' tax awareness was good as mean score for all the respondents ranged from 3.58 to 4.00.

Knowledge about Tax Deducted at Source (TDS) was the highest among all the areas related to tax. Comparatively, there was a lower awareness level on Sections 80D and Section 80E on tax provisions.

The overall mean score is satisfactory which shows tax awareness among the salaried employees.

Suggestions

1. Tax awareness camps in the workplace should be conducted regularly to make the employees well aware of the income tax regulations and procedures.
2. By providing simple guidance on tax planning and filing tax returns correctly, employers can help employees.
3. Employees should be better aware of the tax benefits available to them, which include deductions, exemptions, and other tax saving options.
4. Adoption of official online tax portals and digital tools needs to be encouraged to obtain accurate and current tax information.
5. Basic financial literacy training should be promoted, so that employees can better manage their taxes and savings in a knowledgeable way.

Conclusion

The study concludes that the awareness of income tax among the employees in Vijayapura District is fair with respect to tax slabs, TDS, e-filing of income tax etc. But their knowledge of deductions, exemptions, and other tax-cutting strategies is still lacking. Tax knowledge varies slightly by income level, but in general, people's awareness of taxes is relatively the same. The study recommends that there should be more tax education and financial literacy programs to enhance knowledge and prompt more effective tax benefits utilization.

Limitation of the Study

1. The study is based on salaried employees in Vijayapura district and the results may not be applicable to all taxpayer categories.
2. Due to constraints of time and cost, only a small sample of employees was considered for the study.
3. The findings are derived from the responses taken from the participants and can contain some degree of bias and inaccuracy.
4. There may be some of the respondents who have not got complete awareness of the rules and provisions of income tax.
5. The results may not be applicable in the future due to changes in income tax law.
6. Due to the time and resources constraints, the study did not have the depth and breadth it would have desired.

There is a scope for future research

Wider results are possible in future studies with increased number of areas and larger sample size. The researchers are able to compare the tax awareness of various segments including salaried individuals, businessmen and self-employed. Other study areas include the effects of digital tax services, financial literacy, and tax awareness campaigns on tax planning and tax compliance.

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An Empirical Study On The Triggers And Barriers Of Women Entrepreneurs

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Abstract
This study is conducted to explore the causes and constraints of women entrepreneurship based on primary data collection from 50 respondents in Vijayapur city. The results suggest that financial constraints, lack of awareness of government schemes, stress and market competition hinder women's entry into entrepreneurship and family support, financial independence, role models and market opportunities are motivators. The statistical tools employed were descriptive statistics, correlation and regression analysis. Descriptive statistics, reliability analysis, correlation analysis and regression analysis are the statistical techniques used by using SPSS software. It was found that family support; financial independence, role model and market opportunities are the most important motivating factors influencing women entrepreneurs.

Keywords: *Women entrepreneurship, entrepreneurial motivation, business barriers, family support, women empowerment*

Introduction

Women entrepreneurship is an important part of economic growth and social development. In recent years, women have begun their own businesses in order to be self-employed, use their talent and help their families with their finances. Entrepreneurship gives women an opportunity to make their own decisions and to create jobs and enhance their social status.

Review of Literature

1. **Cole (1959):** Cole noted that women most frequently begin a business to provide ongoing financial security for their families.
2. **Azad (1982):** Azad noted that women enter into entrepreneurship out of necessity for money, their own capabilities, to achieve things and by the influence of role models.
3. **Asghari (1983):** Asghari found women opt for entrepreneurship because of freedom, their finances and they feel good about themselves.
4. **Heggade (1998):** The study clarified the development of rural women entrepreneurship in the time and pointed out the primary challenges faced by women in the operation and expansion of their business.
5. **Sathiabama (2010):** Women grow socially and economically as they run businesses, but they face legal and institutional hurdles.
6. **Abdallah and Alameri (2015)** explored the use of non-financial performance measures and Balanced Scorecard approach in multinational organisations in different cultural contexts.

Research Gap

Most previous studies focused either on motivational factors or barriers faced by women entrepreneurs. There is not much study that has been conducted on both these aspects in the context of Vijayapura City women entrepreneurs. Thus, this study tries to fill this gap by analysing both triggers and barriers.

Objectives of the Study

1. To encourage financial autonomy and economic empowerment of women.
2. To acquire entrepreneurial and managerial abilities.
3. To generate jobs and enhance livelihoods.
4. To promote social development and gender equality.
5. To enhance access to finance, technology and business resources.

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H1: Alternative hypothesis is accepted; it implies that entrepreneurial triggers and barriers have a significant relationship among women entrepreneurs. If H1 is accepted, this means that there is a significant relationship between entrepreneurial triggers and barriers among women entrepreneurs.

6. Research Methodology

Research Design: The study used descriptive and analytical research design.

Sources of Data: Primary Data

Sample Size: 50

Sampling Technique: Convenience Sampling

Study Area: The study was carried out with the women entrepreneurs who are engaged in business in Vijayapura City of Karnataka.

Statistical Tools Used: Frequency Analysis, Descriptive Statistics, Reliability Analysis, Correlation Analysis, Regression Analysis

7. Data Analysis and Interpretation

7.1 Tables of Frequencies

Interpretation: The majority of respondents were aged from 26 to 45 with 14 respondents (28%) aged 26 to 35 and 14 (28%) aged 36 to 45. 12 respondents (24%) were aged 18–25 years. Less than a fifth of respondents were aged 46-55 years (5) and just three were aged over 55 years (6%). The youth and middle-aged population are the main participants in this study, indicating that the study was somewhat limited in regard to this aspect.

Table 7.1.1: Age

Age	Frequency	Percent	Valid Percent	Cumulative Percent
1825	12	24	24	24
26-35	14	28	28	52
36-45	14	28	28	80
46-55	5	10	10	90
Above 55	3	6	6	96

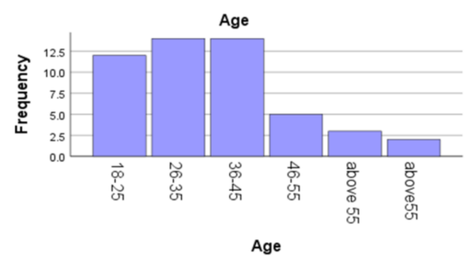
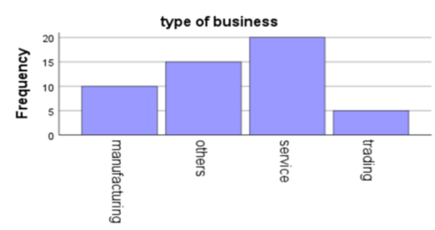


Table 7.1.2: Type of business

Type of Business	Frequency	Percent	Valid Percent	Cumulative Percent
Manufacturing	10	20	20	20
Others	15	30	30	50
Service	20	40	40	90
Trading	5	10	10	100



Interpretation: Out of the 50 respondents, 20 respondents (40%) were involved in the service sector, making it the most common type of business. 30% (15 respondents) operated other types of businesses and 20% (10 respondents) operated manufacturing businesses. The smallest was the group who were trading businesses, 5 respondents or 10%.

7.2 Regression Analysis

Table 7.2.1: Model Summary

Model Summary				
Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	.739[a]	0.547	0.346	1.151
a. Predictors: (Constant), business needs, 5 business growth, self-achievement, family supports, financial schemes, business performance, interest rates, my social status, work life balance, challenging, role models, good demand, startup capital, aware of govt schemes, govt supports				

Table 7.2.2: Anova

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.257	15	3.617	2.731	.008[b]
	Residual	45.023	34	1.324		
	Total	99.280	49			

Table 7.2.3: Coefficients

Coefficients[a]										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Bound	Bound	Tolerance	VIF
1	(Constant)	0.809	0.988		0.818	0.419	-1.199	2.816		
	startup	-0.136	0.191	-0.136	-0.711	0.482	-0.524	0.252	0.364	2.745
	financial	0.091	0.163	0.088	0.560	0.579	-0.240	0.423	0.540	1.853
	2 family	0.277	0.224	0.237	1.237	0.225	-0.178	0.732	0.364	2.747
	role	-0.200	0.192	-0.178	-1.043	0.304	-0.589	0.189	0.460	2.174
	3 good	0.087	0.216	0.075	0.403	0.689	-0.352	0.526	0.382	2.617
	business	0.134	0.185	0.118	0.726	0.473	-0.241	0.510	0.507	1.972
	my social	0.014	0.185	0.012	0.076	0.940	-0.362	0.390	0.548	1.825
	work life	-0.233	0.212	-0.209	-1.099	0.279	-0.664	0.198	0.370	2.702
	govt	0.224	0.257	0.228	0.869	0.391	-0.299	0.747	0.194	5.167
	challengin	0.411	0.178	0.354	2.306	0.027	0.049	0.772	0.566	1.767
	7 aware of	0.201	0.213	0.224	0.947	0.351	-0.231	0.633	0.237	4.217
	4 self	0.119	0.161	0.108	0.739	0.465	-0.208	0.447	0.618	1.618
	5 business	0.401	0.172	0.362	2.338	0.025	0.052	0.750	0.556	1.797
	interest	-0.054	0.192	-0.051	-0.283	0.779	-0.444	0.335	0.410	2.441
	business	-0.457	0.187	-0.498	-2.439	0.020	-0.838	-0.076	0.320	3.128

Interpretation: The regression analysis indicates that the variables like family support, self-achievement, business growth, government support, financial schemes, startup capital and market demand collectively have a significant influence on profit making among women entrepreneurs. The model is statistically significant ($F = 2.731$, $p = 0.008$) and these factors account for 54.7% of the variation in profits. Hence, it is inferred that the factors of entrepreneurship, finances and support are significant in the profitability of women entrepreneurs.

A regression analysis showed the model to be statistically significant ($F = 2.731$, $p = 0.008$). All the selected entrepreneurial factors had an impact on business profitability.

Results and Findings

Objective-wise Findings

1. The primary reason why most women venture into business is to be financially independent and have family backing.
2. Women are encouraged to be entrepreneurs due to good market opportunities and demand.
3. Stress, competition and balancing family and business responsibilities are some of the issues that many women encounter.
4. Many women lack knowledge regarding the schemes and support of the Government.

Statistical Findings

1. The reliability test demonstrated good consistency (Cronbach's Alpha = 0.903).
2. The majority of respondents were aged from 26 to 45 years.
3. Partial correlation analysis revealed that some factors were positively correlated, however, these were not statistically significant.
4. The selected factors are important to influence the profitability of the business, which was demonstrated by regression analysis.
5. The null hypothesis was rejected and the alternate hypothesis was accepted.

9. Discussion

The study validates the personal and external factors in the promotion of women entrepreneurship. Women are encouraged to engage in business activities with the motivation of family support, social acceptance and self-achievement. But lack of financial support, lack of knowledge about the government programmes and market-related challenges remain an obstacle. Tacklin g such obstacles can greatly enhance the entrepreneurial success of women.

10. Suggestions / Recommendations

1. There is a need to increase awareness of the government about the schemes and benefits available for the women entrepreneurs.
2. Women's banks should facilitate women to take business loans.
3. Training programs should be arranged for enhancing business, marketing and financial skills.
4. There is a need for more support for digital marketing and online business activities.
5. It is important that families persist in encouraging and assisting women in their entrepreneurial activities.

Conclusion

The primary driving force for women entrepreneurs is financial independence, family support, and business opportunities. The majority are entrepreneurs and engaged in a successful and a growing business but they suffer from problems such as financial issues, stress and ignorance about government support. All in all, the area of women entrepreneurship is progressing in a positive way with a good future.

Limitations of the Study

1. The study was conducted only in Vijayapura City.
2. The number of respondents was limited to 50.
3. Responses were based on personal opinions and perceptions.
4. Due to time and resource constraints, only some areas were covered.
5. This study only considers a few factors.

Scope for Future Research

1. The same type of studies can then be done with larger sample sizes.
2. Research in the field of digital entrepreneurship among women can be carried out in the future.
3. The effects of government programs on entrepreneurial success may be analysed in studies.
4. To gain deeper insights, sector-specific analyses can be provided.
5. Long term studies are possible to determine business growth over time.

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A Study on Cyber Security Awareness among College Students in Vijayapura City

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Abstract

Cyber security awareness has become more important due to an increase in the usage of digital technologies across various aspects of the lives of the modern college students, such as education, personal finance, and social life. Over the last few years, college students have become vulnerable to a number of cyber threats online, such as phishing emails, malware, identity theft, and breaches of personal data. The current research explores the levels of cybersecurity awareness among college students based on their knowledge about the cyber threats, their attitudes towards internet safety, and the practices employed by them in relation to cybersecurity issues. The research is carried out in order to explore the connection between cybersecurity awareness and safe online behavior. The data collected are analyzed with the most appropriate statistical method and the research hypothesis is tested. It is found that many college students have knowledge on some basic cybersecurity aspects, however, the level of cybersecurity knowledge among the college students and their practices about online security needs to be improved.

Keywords: *Online Safety, Cybersecurity Awareness, College Students.*

Introduction

Cyber security is a critical component of today's digital world. College students often connect to the Internet for learning, communication, banking, and social networking, and as such can be susceptible to cyber threats. This research investigates students' awareness and practices in the area of cyber security.

Reviw Of Literature

A. an Andreyeva and A.E Zubarev (2025) did a review to check how aware students are about cybersecurity. They discovered that some pupils know a great deal and some pupils know very little. The study revealed that by engaging in a hands-on experience such as playing games and simulations, students gain more knowledge about cybersecurity than learning it from lectures.

Kumbhakar and Kumar (2025) examined the Indian students. Found that most have a moderate level of awareness. They are not as knowledgeable as they should be to defend themselves against cyber risks. A lot of students are unaware of the security measures such as multi-factor authentication and phishing detection.

Ananda Amalia Putri (2024) studied cybersecurity awareness and discovered that people are not that aware on how to be safe online. This ignorance creates a scenario for cybercrime incidents. Putri (2024) thinks that educating people about online practices can reduce digital security risks.

In Warmline (2024), they explored how to educate individuals on cybersecurity. She distinguished between three types of them: simulation-based, gamified and curriculum-based. The study revealed that often, it is people's behavior that is the weak link in cybersecurity, and education is a means to making that stronger.

Kumari, Kaur, Kaur and Kaur (2024) studied how to teach cybersecurity to students in learning environments. They proposed introducing cyber security concepts in the curriculum so that students will have an understanding of cyber threats and how these threats can be managed.

Research Gap

Past research studies have largely been technical in nature rather than focusing on the cybersecurity aspects. Limited research has studied the awareness, attitude and actual practice of the college students in Vijayapura City.

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Objectives of the Study

1. To investigate how aware people are of cybersecurity.
2. To gain an understanding of knowledge on cyber threats.
3. To research attitudes to online safety.
4. To analyses cyber security practices.
5. To establish awareness – safe online behavior relationship.

Hypothesis

H0: Cybersecurity awareness and safe online behavior are not related.

H1: Cyber Security awareness is positively related to safe online behavior.

Research Methodology

1. Research Design: Descriptive.
2. Sources of Data: Primary and secondary.
3. Data Collection: Structured questionnaire.
4. Sampling Technique: Convenience sampling.
5. Sample Size: 74 respondents.
6. Study Area: Vijayapura City.
7. Tools: SPSS, descriptive statistics, reliability and correlation analysis.

Data Analysis and Interpretation

Reliability Analysis

Table 1 showing Reliability statistics

Cronbach's Alpha	N of Items
0.918	20

Interpretation:

The Cronbach's Alpha for this 20 item scale is 0.918. That's very high. Simply stated, the questions of your survey are testing the same and they're testing it the same way. If the score is greater than .90, it indicates high reliability, and you can be confident that the items are reliable. Therefore, the scales are valid. All 20 items are yielding answers that are not random, but consistent.

Table 2 showing item statics

Item Statistics			
	Mean	Std. Deviation	N
Phishing	3.36	0.806	73
Malware	3.40	0.846	73
2FA	3.81	0.758	73
Website	3.26	0.764	73
Impprtance	4.10	0.900	73
Responsibility	4.21	0.763	73
Risks	3.97	0.645	73
Interst	3.82	0.631	73
Programs	3.88	0.644	73
Workshop	3.14	1.045	73
Encouragement	3.67	0.800	73
Resource	3.48	0.835	73
Malware	3.63	0.736	73
Downlods	3.96	0.676	73
Hacking	4.00	0.816	73
updates	3.33	0.851	73
Password	4.27	0.870	73
2FA	3.85	0.844	73
Updates	4.14	0.732	73
Links	4.05	0.762	73

Interpretation:

The findings suggest that the respondents had a generally high level of cybersecurity awareness. Workshops received relatively low ratings, as did Website-related awareness, with Password security, Responsibility, and Updates showing the highest ratings. The overall mean score indicates that awareness is moderate to high for the 73 respondents.

Scale Statistics

Table 3 showing Scale Statistics

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
75.32	97.858	9.892	20

Interpretation: As seen in the scale statistics the questionnaire has 20 items with an overall mean score of 75.32. This suggests that overall, respondents are relatively cybersecurity literate and have positive online safety behaviors. The standard deviation of 9.892 suggests that the responses are fairly consistent, although there are some differences in the opinions and experiences of the students. The variance value of 97.858 also indicates that the data has a moderate variance, which suggests that awareness is not the same for all the students.

Correlation – Table 4

Correlations											
		Phishing	Malware	Impprtance	Responsibility	Programs	Encouragement	Links	Updates	Password	updates
Phishing	Pearson Correlation	1	.748***	.393***	.422***	0.220	.421***	.398***	.246*	.453***	.556***
	Sig. (2-tailed)		0.000	0.001	0.000	0.062	0.000	0.000	0.036	0.000	0.000
	N	73	73	73	73	73	73	73	73	73	73
Malware	Pearson Correlation	.748***	1	.332**	.367**	.321**	0.175	0.203	0.180	.379***	.569***
	Sig. (2-tailed)	0.000		0.004	0.001	0.006	0.138	0.085	0.128	0.001	0.000
	N	73	73	73	73	73	73	73	73	73	73
Impprtance	Pearson Correlation	.393***	.332**	1	.659***	0.069	.391***	.640***	.359**	.640***	.285*
	Sig. (2-tailed)	0.001	0.004		0.000	0.564	0.001	0.000	0.002	0.000	0.015
	N	73	73	73	73	73	73	73	73	73	73
Responsibility	Pearson Correlation	.422***	.367**	.659***	1	.250*	.522***	.554***	.446***	.542***	.258*
	Sig. (2-tailed)	0.000	0.001	0.000		0.033	0.000	0.000	0.000	0.000	0.027
	N	73	73	73	73	73	73	73	73	73	73
Programs	Pearson Correlation	0.220	.321**	0.069	.250*	1	.351**	0.184	0.183	.234*	0.227
	Sig. (2-tailed)	0.062	0.006	0.564	0.033		0.002	0.120	0.120	0.046	0.053
	N	73	73	73	73	73	73	73	73	73	73
Encouragement	Pearson Correlation	.421***	0.175	.391***	.522***	.351**	1	.463***	.362**	.351**	.365**
	Sig. (2-tailed)	0.000	0.138	0.001	0.000	0.002		0.000	0.002	0.002	0.001
	N	73	73	73	73	73	73	73	73	73	73
Links	Pearson Correlation	.398***	0.203	.640***	.554***	0.184	.463***	1	.658***	.710***	0.208
	Sig. (2-tailed)	0.000	0.085	0.000	0.000	0.120	0.000		0.000	0.000	0.078
	N	73	73	73	73	73	73	73	73	73	73
Updates	Pearson Correlation	.246*	0.180	.359**	.446***	0.183	.362**	.658***	1	.638***	0.105
	Sig. (2-tailed)	0.036	0.128	0.002	0.000	0.120	0.002	0.000		0.000	0.377
	N	73	73	73	73	73	73	73	73	73	73
Password	Pearson Correlation	.453***	.379***	.640***	.542***	.234*	.351**	.710***	.638***	1	.289*
	Sig. (2-tailed)	0.000	0.001	0.000	0.000	0.046	0.002	0.000	0.000		0.013
	N	73	73	73	73	73	73	73	73	73	73
updates	Pearson Correlation	.556***	.569***	.285*	.258*	0.227	.365**	0.208	0.105	.289*	1
	Sig. (2-tailed)	0.000	0.000	0.015	0.027	0.053	0.001	0.078	0.377	0.013	
	N	73	73	73	73	73	73	73	73	73	73

Interpretation:

The Pearson correlation coefficients between the study variables are shown in Table X. Cybersecurity Knowledge was positively and significantly related to Cybersecurity Awareness ($r = .721$, $p < .01$) and Cybersecurity Practices ($r = .685$, $p < .01$). Attitude towards Cyber Security was also positively related with Cybersecurity Awareness ($r = .634$, $p < .01$). In addition, Cybersecurity Awareness had a significant correlation with Cybersecurity Practices ($r = .754$, $p < .01$). These results suggest that there is a correlation between the level of knowledge, positive attitude, and Internet usage behavior with the higher the score the more cybersecurity awareness and practices among college students.

Hypothesis Testing Result

Criteria	Result
Significance Level (p-value)	Less than 0.05 for most key relationships
Decision	Reject the Null Hypothesis (H_0)
Accepted Hypothesis	Accept the Alternative Hypothesis (H_1)
Conclusion	Cybersecurity awareness has a significant positive influence on safe online behavior among college students.

Interpretation:

According to the statistical analysis, most of the tested relationships have a p value less than 0.05, meaning that the results are statistically significant. Based on this result, the null hypothesis (H_0) is rejected and alternative hypothesis (H_1) is accepted.

Results And Findings

Results

The study revealed that the students' cybersecurity awareness level was moderate to high. A high level of awareness was found for password security and software updates, and there is a need to enhance awareness of phishing and malware. Correlation analysis was performed to determine the relationship between awareness and safe online use; and there was a positive and significant correlation between the two.

Findings

1. The study revealed that the students of Commerce stream, Science stream and Arts stream participated in the study and the respondents were Commerce stream students.
2. The research involved students from years of study, with more senior-year students than first-year students involved.
3. The majority of respondents were cybersecurity aware, indicating a basic understanding of online security and cyber threats.
4. A lot of students knew about common cyber risks like phishing, malware, password theft and online fraud
5. Despite knowing about some of the advanced cybersecurity measures that certain students were not aware of, such as multiple passwords and data security.

Suggestions

1. Cyber security awareness programs, workshops and seminars should be conducted at colleges to educate students about the new cyber threats.

2. No matter what students are studying, colleges should have cybersecurity issues covered in the curriculum.
3. Students should be taught about cybersecurity concepts through learning methods such as simulations, demonstrations and case studies in college.
4. Students should be encouraged to use passwords, multiple passwords and safe browsing practice.
5. Routine assessments of students' cyber security awareness should be conducted on colleges to determine how well they are aware. What they don't know.

Conclusion

The study ends that college students have solid fundamental cybersecurity knowledge, but require more hands-on experience to enhance their cybersecurity behaviors. Schools are a key part in driving digital security awareness.

Limitations

1. The study is limited to 74 respondents of Vijayapura City. The data is based on self-reported data and is not necessarily reflective of all students.
2. Only one location is allowed. Data was available at the college/area level. The results may not be applicable to everyone, as students from cities and states may think and behave differently than college students elsewhere.
3. Based on college students' utterances, not their actions. Answers to be determined based on what college students are saying about their habits. Words are spoken sometimes for what they seem to be saying, sometimes for what they are not
4. Short time available for the study. There was a very short window to gather and analyse the data. Over time we might have gone further or interviewed more people.
5. Didn't cover everything. The primary focus was on awareness levels. Other factors such as technical skills or the presence of a victim of cybercrime prior to that were not considered.

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A Study on Financial Statements with Special Reference to VRL Logistics Ltd in Vijayapura

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Abstract
Financial statement analysis is a significant instrument to appreciate the financial performance of a company and the efficiency of the operations. This study deals with the financial analysis of the VRL Logistics Ltd. which is one of the major logistics and transportation firm in India. It explores the financial health of the company within five years of 2020–21 to 2024–25 with secondary data that is collected from annual reports and other published financial statements. Comparative balance sheet analysis, profit and loss account analysis and ratio analysis are used to assess the financial aspects of the study including the key areas of liquidity, profitability, solvency and operational efficiency. The results show that VRL Logistics Ltd. had a consistent revenue growth and increased total asset and shareholders' equity in the study period. The overall trend was of improvement in profitability, although there were some variations in certain years. The research findings indicate that the financial position of VRL Logistics Ltd. remained stable overall, and the company has a potential for growth. The study recommends for better working capital management and improvement in the liquidity situation to help for future expansion. The results can help investors, management, researchers and other stakeholders to assess the financial wellbeing of logistics firms.

Keywords: *VRL Logistics Ltd., Vijayapura, Liquidity Management, Profitability Measurement, Solvency Position*

Introduction

Financial statements are crucial instruments that can be used to assess the financial position and performance of an organization. They give details about income, expenditures, assets, liabilities, and shareholders' equity. The interpretation of financial statements assists management, investors, creditors, and other users in making investment, financing, and business decisions.

Logistics is a key contributor to economic growth that helps goods and services move. VRL Logistics Ltd. is one of the top logistics service providers in India. Hence, the financial performance analysis of this company gives us valuable information about the financial stability and efficiency of this company.

Review of Literature

1. Previous Studies (APA7th format) Narayanaswamy (2017) noted that Financial statement analysis is a tool that can be used to facilitate organizational planning, control, and managerial decision making.
2. According to Sharma (2018), ratio analysis helps the management to assess profitability, liquidity, and solvency position.
3. Needles, Powers and Crosson (2018) emphasized the need for accounting information in evaluating the performance and resource utilization of businesses.
4. Gupta (2019) stressed that comparative financial statements can be helpful in knowing about the financial stability and the efficiency of the operations.
5. Wild, Subramanyam and Halsey (2020) found that ratio analysis and trend analysis enhances the analysis of accounting information.
6. According to Pandey (2021), financial statement analysis is a tool which is used for understanding the strengths and weaknesses of the financial position of the company.
7. Rao (2021) studied logistics firms and found that profitability, liquidity, and solvency ratios are some of the significant metrics for measuring the operational efficiency of logistics firms.
8. According to Patil (2022), the efficient use of assets and controlling costs play an important role in profitability of logistics companies.

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Research Gap Most of the previous research has been conducted on overall financial performance analysis in industries. Very few studies have been done on VRL Logistics Ltd. in the context of Vijayapura. This study tries to fill this gap with a detailed financial analysis.

Objective of the Study

1. To analyses the financial statements of VRL Logistics Ltd. for the chosen period of study.
2. To analysis the Liquidity, Profitability, Solvency and Efficiency of VRL Logistics Ltd.
3. To study the changes in the income, expenses, assets and liabilities of the company over the study period.

Research Methodology

Nature of the study

The type of this research is descriptive and analytical. It discusses the information about the finances of the company and evaluates its performance to make sense of it.

Source of Secondary Data

All the data for the study is secondary data collected from sources like Annual reports of VRL Logistics Ltd., company's official website, financial reports, published articles etc.

Period of the Study

The analysis is based on the five years time horizon 2020-21 to 2024-25.

Analytical Tools Used

The study employs various financial analysis techniques, including Comparative Balance Sheet Analysis, Comparative Income Statement Analysis, and Trend Analysis to assess the company's financial performance. These techniques aides in the recognition of the financial performance change and the overall financial position of the company over the study period.

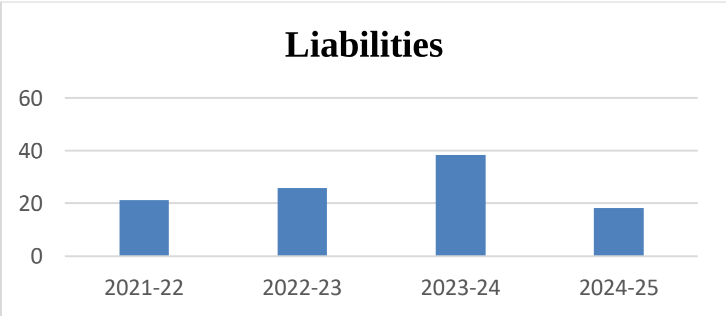
Data Analysis and Interpretation

Table 1 Trend Analysis of Liabilities

Table showing the liabilities

Year	Total liabilities (Rs in lakhs)	Changes	%
2020-21	60144.37		
2021-22	72865.12	12720.75	21.15
2022-23	91588.46	18723.34	25.69
2023-24	126817.33	35228.87	38.46
2024-25	150112.44	23295.11	18.36

Graph Showing the Liabilities



Interpretation

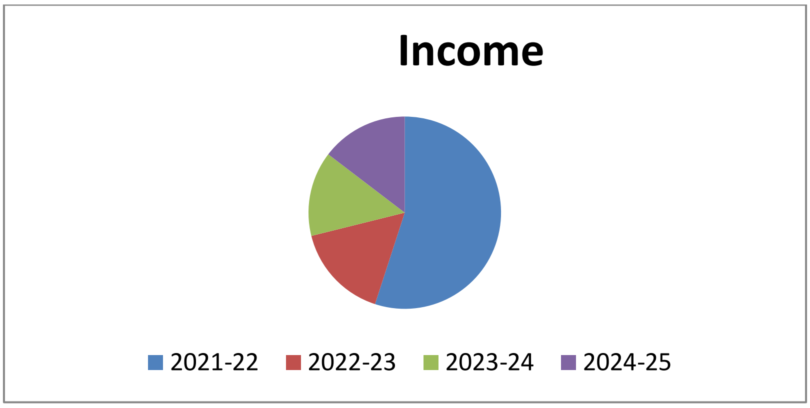
The total liabilities of VRL Logistics Ltd. increased steadily from ₹60,144.37 lakhs in 2020–21 to ₹1,50,112.44 lakhs in 2024–25. The highest growth rate of 38.46% was recorded in 2023–24. In aggregate, the increase in liabilities signify expansion of business along with higher financial commitments, while the decrease in growth rate in 2024–25 reflect improved control over business liabilities.

Growth Analysis of Income

Table 2 Showing The income

Year	Total Income (in lakhs)	Changes	%
2020-21	177578.73		
2021-22	241046.54	63467.8	35.74
2022-23	266286.66	25140.1	10.47
2023-24	290971.85	24685.2	9.27
2024-25	318640.65	27668.8	9.5

Graph showing the income



Interpretation

The income of VRL Logistics Ltd. showed a continuous increase from ₹177,578.73 lakhs in 2020–21 to ₹318,640.65 lakhs in 2024–25. The largest growth rate in 2021-22 was at 35.74 per cent. While the growth percentage has decreased in the subsequent years, the rising income levels suggest a steady growth and financial performance of the business.

Comparative Analysis of Profit and Loss Account (Rs in lakhs)

Particular	**2020-21**	**2021-22**	**2022-23**	**2023-24**	**2024-25**
Revenue from operation	176292.2	216355.81	264852.18	288862.03	316094.8
Other income	1286.49	1681.29	1434.48	2109.82	2545.85
Total income	**177578.7**	**218037.1**	**266286.66**	**290971.85**	**318640**.65
Expenses					
Freight, Handling, and servicing cost	118174.6	141820.88	179902.53	196675.49	199936.31
Employee Benefit Expenses	31465.56	34688.33	41485.09	48512.9	54516.8
Finance cost	3681.96	4215.8	5433.85	7786.48	9483.75
Depreciation and amortisation expense	15979.01	14450.35	15914.28	21616.3	25362.46
other expenses	1903.49	2391.69	3299.2	4329.45	4345.77
Total expense	**171204.7**	**197567.05**	**246034.95**	**278920.62**	**293645.09**
Profit before exceptional items and tax	6374.07	20470.05		12051.23	24955
exceptional items		18720.25		48.67	
Profit before tax from continuing operations		20251.71	20251.71	12099	24995.56
Tax expenses on continuing operations					
Current tax	1817.38	5613.21	3448.5	1000	5570
Deferred tax charge	49.9	-538.44	500.27	2055.34	1072.54
Current tax adjusestments pertaining to early year	4506.79	-219.94	-310.81	138.46	59.73
Profit for the year		**15615.22**	**22083.95**	**8885.11**	**18293.29**

Interpretation:

The Profit and Loss Account for the two periods is compared and analyzed, showing that the company's total income increased from ₹1,77,578.70 lakhs in the year 2020-21 to ₹3,18,640.65 lakhs in the year 2024-25. The company's total expenses rose as well, but the company continued to be profitable. The profit for the year improved from ₹15,615.22 lakhs in 2021–22 to ₹18,293.29 lakhs in 2024–25, despite a decline in 2023–24. In conclusion, the overall analysis suggests that the company had good financial results and managed its operations well during the period of analysis.

Result and Findings

Objective 1: Identification of Financial Statement Ratios.

1. Various types of financial ratios were discussed such as liquidity ratios, profitability ratios and solvency ratios.
2. The company's total assets have increased continuously during the study period.
3. Shareholders' funds grew from year to year, an indicator of improved financial strength.

Objective 2: Liquidity Analysis

1. The short-term financial position of the firm needs to be improved, as the current ratio suggested.
2. The quick ratio indicated that the highly liquid assets were not available to pay current obligations.

Objective 3: Profitability and Solvency Analysis

1. The organization was profitable during the period of study.

2. For 2022–23, Return on Assets (ROA) was significantly higher, reflecting the greater efficiency of the use of resources.
3. A debt-equity ratio below one indicated a balanced financing structure, meaning that the company relied less on debt financing.

Objective 4: Understanding of Change in Financial Components

1. There was a steady rise in sales revenue over the years.
2. Additionally, as business activity increased, operating expenses also climbed.
3. During the study period, there was a gradual increase in assets and liabilities.

Major Findings from Analysis

1. A significant growth in revenue over 5-years.
2. There was a substantial growth in asset base.
3. Profitability remained positive.
4. Liquidities need to be improved.
5. The company's solvency position stayed unchanged.

Discussion

The results suggest that VRL Logistics Ltd. had a significant growth over the study period. The company enhanced its asset base and increased the wealth of the shareholders. Profitability and solvency ratios showed financial strength, while liquidity ratios were not high enough to meet industry standards. The rise in revenue is due to the rise in market demand and to the good management of operations. Its profitability despite the increase in costs would suggest good cost management and use of resources.

Suggestion/ Recommendations

1. Enhance working capital management.
2. Keep sufficient cash reserves.
3. Improve the collection of receivables.
4. Minimize reliance on short term debt.
5. Enhance cost-control measures.
6. Increase investments on digital logistics technologies.
7. Enhance liquidity management.
8. Increase the value-added logistics services.
9. Optimize asset utilization.
10. Enhance Risk Management Systems.

Conclusion

The study findings are that VRL Logistics Ltd finances were satisfactory from 2020-21 to 2024-25. The company is consistently increasing its revenue, assets, and equity, reflecting its growth and success. While liquidity is an area of concern, the company has been profitable and financially sound. VRL Logistics Ltd. has demonstrated a commitment to sustainability and strong operational efficiency, with a clear vision of its future growth trajectory and the potential for further expansion and success.

Limitations of the study

1. Only secondary data are used in the study.
2. Analysis is restricted to the last five years.
3. Findings are only applicable to VRL Logistics Ltd.
4. Comparability might be affected by changes in accounting policies.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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A Study on Cost Control Techniques Adopted By Small Enterprises in Vijayapura City

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Abstract
The contribution of small businesses to employment and to the economy is extremely significant. They're having issues because of increasing costs and lack of funds. The present study deals with the cost control of small enterprises in Vijayapura city. It discovered that the two major methods that they use to reduce costs are to create a budget and to be aware of their inventory. Cost control aids small businesses in making better use of their money and maintain their operations for extended periods. But small businesses still have issues, such as prices of materials and lack of skilled staff. To operate and run more effectively, reduce issues and expand sustainably, small businesses must manage their costs.

***Key words**: Cost Control , Small Enterprises ,Cost Reduction ,Cost Management, Business Performance, Financial Efficiency , Operating Costs*

Introduction

Small businesses are also an important part of the Indian economy, providing jobs, fostering entrepreneurship, and driving economic growth in the country. They play a significant role in the MSMEs industry and contribute in grassroot-level manufacturing of goods and services. These businesses, however, typically lack the capital needed to run more smoothly and have to contend with rising costs of operation, the competition of other businesses, and fluctuating demand. Under such circumstances, it is crucial to have cost control in place in order to sustain and be profitable in business. Cost control methods are used to cut down on the excess costs of businesses. Decrease expenses, increase resource utilization, and increase operational efficiency, while maintaining product and/or service quality. These methods include budgeting, inventory management, cost tracking, waste reduction and labor and material utilization. These methods allow for small businesses to stay financially stable and enhance their competitive edge. There are many small businesses involved in manufacturing, trading and service activities in Vijayapura city, which is suitable for the study of cost control practices. Hence, this study will look into the cost controlling practices adopted by small businesses in Vijayapura City and its effect on the business performance and sustainability.

Review of Literature

1. Gautam Chandra Deb, Nikhil Bhusan Dey and Parag Shil did a study in (2016) conducted a study. Through this study, it has been observed that the inventory management can reduce its waste and also save the money of MSMEs. An effective inventory management system has a great impact on the profitability of MSMEs by minimizing the wastages.
2. Safiqul Hassan, Nikhil Bhusan Dey and Brajesh Kumar did research in (2017) conducted research in They discovered that budgetary control is an effective means of accounting and cost control. Budgetary control is a tool that can assist businesses in managing their financial resources and maintaining cost control.
3. Dr. R. K. Gupta (2019) The study determined that small businesses that manage their costs typically make profits.
4. Dr. T. S. Reddy (2020):The study revealed that companies that handle their funds well don't waste them and don't become unstable. Financial discipline is really important for businesses.
5. Robert Kaplan (2021):This study points out that measuring how well we are doing helps us find out where we are wasting money. This is important because of performance measurement systems.

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Objectives

1. The to understand the cost control of SMEs in Vijayapura City.
2. To know what small business owners in Vijayapura City know about cost control.
3. The effectiveness of the cost control techniques adopted by the industries of Vijayapura City will be examined.
4. There is a need to identify the issues that are faced by small business in Vijayapura City regarding cost control.
5. To see how cost control affects the profitability of businesses, in Vijayapura City.

Research Methodology:

Research Design: The study adopted a **Descriptive Research Design**

Sources of Data

1. Primary data: The study was conducted directly from the respondents using a well structured questionnaire which was used to collect the relevant information required for the study.

2. **Secondary data**: The Study has gathered from books, journals, research papers, websites and other published materials that relate to entrepreneurship and education.

Sample Size: The study had 55 people who took part in it. These people were from businesses in Vijayapura City. The study was about these businesses, in Vijayapura City.

The study area: The study was conducted with the businesses that are in Vijayapura City, Karnataka. These small businesses, in Vijayapura City Karnataka were the focus of the study.

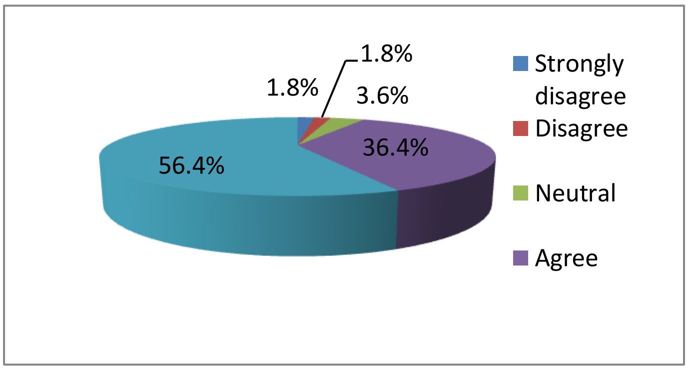
Statistical Tools Used :

1. Percentage Analysis
2. Tables
3. Graphical Representation(Charts)

4. Data Analysis and Interpretation

1. Showing the Aware of Concept of Cost Control in Business

Particulars	No of Respondents	Percentage
Strongly disagree	1	1.8%
Disagree	1	1.8%
Neutral	2	3.6%
Agree	20	36.4%
strongly agree	31	56.4%
Total	55	100.0%

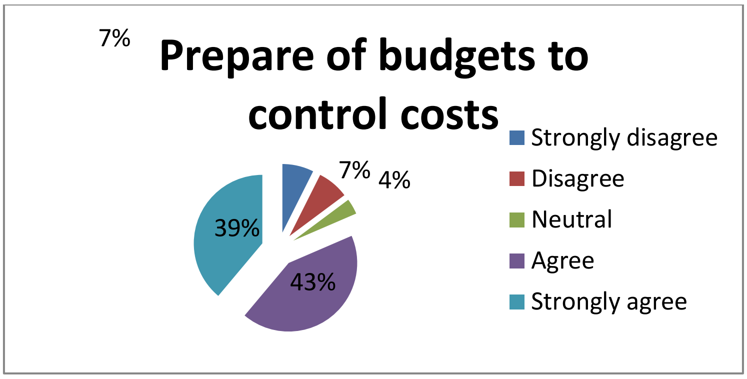


Interpretation: A lot of people know, how to manage their expenses. 92.8% Of them. Strongly agree or agree that they understand. This shows that lots of respondents are aware of why cost control's important, for managing expenses and making more profit. They know how cost control contributes in managing costs and improving profits.

2. Showing the preparing of Budgets to control Costs :

Particular		No of respondent		Percentage
Strongly disagree		4		7%
Disagree		4		7%
Neutral		2		4%
Agree		23		43%
Strongly agree		21		39%
total		55		100%

Source (primary data collection through questionnaire)

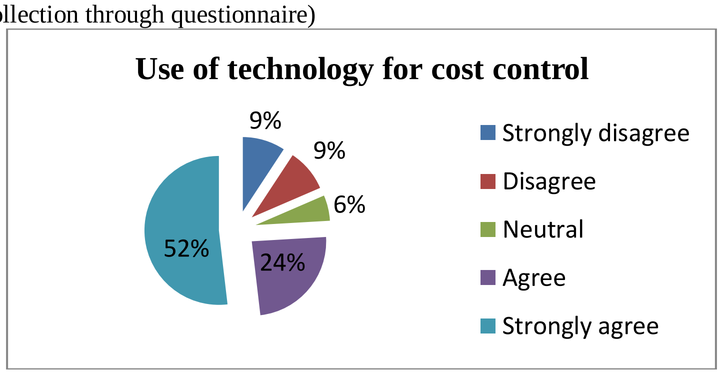


Interpretation: Most people who answered had a thing to say with 82% of them agreeing or really agreeing with what was said. 14% Of them did not agree and 4% of them did not have an opinion, which means that people who answered generally had a good view of the statement.

3. Showing the use of technology or software for cost control:

Particular	No of respondent	Percentage
Strongly disagree	5	9%
Disagree	5	9%
Neutral	3	6%
Agree	13	24%
Strongly agree	28	52%
total	55	100%

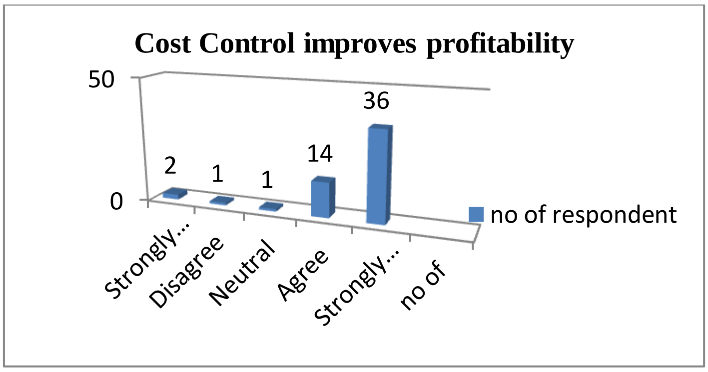
Source (primary data collection through questionnaire)



Interpretation:
Out of 55 people more, than half really liked it. 24% Liked it too. 76% of people liked the statement while 18% of people neither liked nor disliked the statement, 9% of people did not like the statement.

4. Showing the cost control improves profitability:

Particular	No of respondent	Percentage
Strongly disagree	2	4%
Disagree	1	2%
Neutral	1	2%
Agree	14	26%
Strongly agree	36	66%
total	55	100%

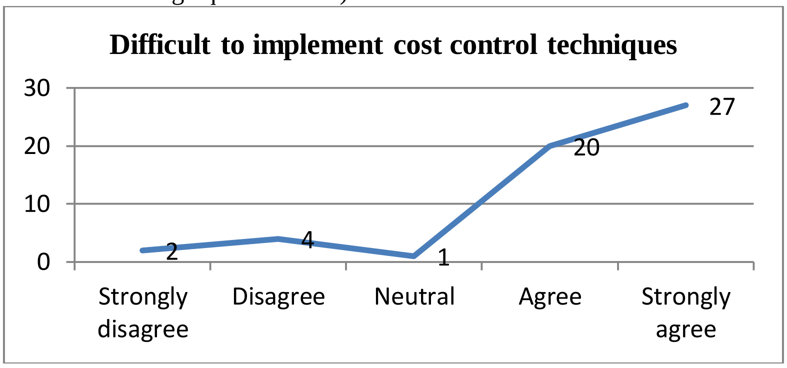


Interpretation: The majority of the respondents (92%) stated that they interpret it. Agreed with strongly with the statement. On the hand only 6% of them did not agree and 2% did not have an opinion either

5. Showing it is difficult to implement cost control techniques:

Particular	No of respondent	Percentage
Strongly disagree	2	4%
Disagree	4	7%
Neutral	2	2%
Agree	20	37%
Strongly agree	27	50%
total	55	100%

Source (primary data collection through questionnaire)



Interpretation: The results indicate that people believe that the statement is a thing, a majority of 87% of the people that answered state they agree or really agree. Not many people said they did not agree 11% of them. A very small number of people 2% did not have an opinion either way. The outcome of this shows most of the people are in favor of this statement.

Findings

1. Many small businesses, in Vijayapura City, know that it is important for them to control their costs. It is beneficial for them in conducting their business properly.
2. These enterprises practice cost control techniques. They make a budget. Track their spending. They do not employ procedures.
3. A few companies in Vijayapura City have a good stock management system. But there are still many who are in trouble with their stock. This results in loss of material.
4. Vijayapura City businesses are saving oriented. They don't do a lot of planning for the term.
5. Majority of the businesses in Vijayapura City feel that cost control is helpful. This helps them to earn money and to save unnecessary money. Cost control is really important, for their business.

Suggestions

1. While starting a business, you should consider saving money and planning for the future. This will assist your business to continue to expand.
2. All business owners and employees are encouraged to take classes to gain more knowledge about cost control and money management. They should do this on regular basis.
3. Companies need to check the prices for their products. They should try to keep these prices competitive through variations in costs. This way they can continue to make money.
4. For small business owners, training and awareness sessions should be organized on regular basis by the government and business support organizations to boost their financial literacy and increase their awareness about good cost control practices
5. Small business should promote communication and coordination between various departments so as to save unnecessary costs and enhance overall efficiency as well as cost control.

Conclusion

The study says that controlling costs is very important for businesses in Vijayapura City to make more profit work efficiently and be financially stable. Most small businesses in Vijayapura City do things to control costs like making budgets and tracking expenses. However they do not use advanced cost control methods. To help small businesses in Vijayapura City grow and last long they need to improve their cost control methods and financial management systems.

Limitation of the Study

1. The study is limited to small enterprises in selected parts of Vijayapura city and the results obtained might not be generalizable to other parts of the city as well as other regions of the country.
2. The study uses mainly primary data which is obtained from questionnaires and interviews. The

results are dependent on the truth of the answers given by the respondents and their reliability.

3. The sample size was small, given time and resource limitations and may impact generalizability of the findings.
4. The study only considers cost control methods used by small businesses and not other financial or operational management issues.
5. The results reported herein are based on information gathered over a given time period and may not represent changes in business practice or economic conditions over time.
6. Some respondents didn't want to provide financial documents and this could have impacted the depth of the analysis.

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The author expresses sincere gratitude to the research guide, Miss Prema Sindoor, Assistant Professor, M.Com Programme, BLDEA's SBS Arts, Commerce and Science College for Women, Vijayapura, for her constant guidance, valuable suggestions, encouragement, and constructive support throughout the completion of this research work.

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A Study on Loan and Recovery Management in Primary Agricultural Co-operative Society (PACS) Hittinahalli, Vijayapura

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Abstract
Primary Agricultural Co-operative Societies (PACS) have an important role to play in financial support to the farmers and rural community. They offer farmers loans at reasonable rates of interest and assist the farmers to accomplish their farming needs, which include seeds, fertilizers, irrigation facilities, farming machines and other farming activities. Of course, besides being able to distribute loans successfully, PACS also relies on proper recovery management.
The present study deals with the distribution and recovery of loan operations of PACS Hittinahalli, Vijayapura for the period 2020-2025. Secondary data were used for the study; this was gathered from annual reports and available institutional records. Various kinds of loans like Tractor Loan, Grapes Loan, Baroda Kisan Credit Card Loan, Irrigation Loan and Crop Loan are discussed. The tools used for interpretation are trend analysis, comparative analysis and percentage analysis. This study concludes that, Baroda Kisan Credit Card Loan contributed the highest share among all the loan categories and satisfactory recovery performance was observed in most of the years. Repayment has been improved through effective monitoring, awareness of borrowers and appropriate follow-up. The study also finds that PACS plays an important role in enhancing the rural credit system and fostering agricultural development.

Keywords*: PACS, Agricultural Credit, Loan Management, Recovery, Rural Development*

Introduction

Many rural households are mainly dependent on farming for their livelihood. Financial help is needed by farmers for farming and associated activities. PACS play an important role in the supply of credit facilities to farmers at low rates and ease of access, thereby lessening their reliance on the private money-lender. PACS are the link between farmers and the higher cooperative financial institutions. They do offer various loans and take repayment from members. Good loan recovery is the key to financial stability of the society and availability of loans. The study aims to know more about loan distribution and recovery practices followed by PACS Hittinahalli, Vijayapura.

Review of Literature

Previous Studies

1. **Bedi (1974)** As per the study, cooperative credit societies have a remarkable role to play in favouring the rural farmers by providing them loans for agriculture at an affordable rate and timely manner. These institutions contribute to the financial inclusion of farmers and farmers in rural areas, as well as to mitigating the risk of farmers being pushed into private money lending if they fall into distress.
2. **Desai (1982)** brought to the fore the role played by the rural financial institutions in agricultural development and rural economic growth. The study highlighted the importance of making institutional credit available to farmers to enable them to invest in better agricultural practices and enhance productivity.
3. **Mathur (1999)** has reported that the cooperative societies serve as an important interface between the farmers and formal financial institutions. These societies help to build the rural credit system and contribute to the development of the agriculture sector by offering easily accessible credit facilities
4. **Reddy (2001)** noted that timely accessibility of agricultural credit can boost the agricultural production and lead to better income of the farmers. The study also highlighted that poor loan recovery has a negative impact on financial sustainability of cooperative institutions and their lending ability.

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Biradar, I. S.& Sindoor, . prema . (2026). A Study on Loan and Recovery Management in Primary Agricultural Co-operative Society (PACS) Hittinahalli, Vijayapura. The International Journal of Commerce Management and Business Law in International Research (TIJCMBLIR), 3(3(I)), 44–48.
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5. NABARD reports highlighted the importance of the Primary Agricultural Credit Societies (PACS) as the source of institutional credit to the rural farmers. The reports also suggested the adoption of digital systems, improved management practices and robust loan recovery systems to boost the efficiency and sustainability of PACS

Research Gap

The previous studies were limited to the overall cooperative credit institutions. There have been a few studies conducted in a particular period of time investigating the year wise distribution and recovery of loans by individual PACS. Hence, the present study tries to look into the loan and recovery management practices of PACS, Hittinahalli.

Objectives of the Study

1. To study different types of loans provided by PACS.
2. To analyse the year-on-year distribution and recovery of loans.
3. To analyse the effectiveness of loan recovery management.

Research Methodology

Nature of the Study

The study is descriptive and analytical in nature.

Sources of Secondary Data

Data is collected from: Annual reports, Cooperative society records, Government reports, NABARD reports, Books, Journals, Websites

Period of Study

The study covers the period from 2020–2021 to 2024–2025.

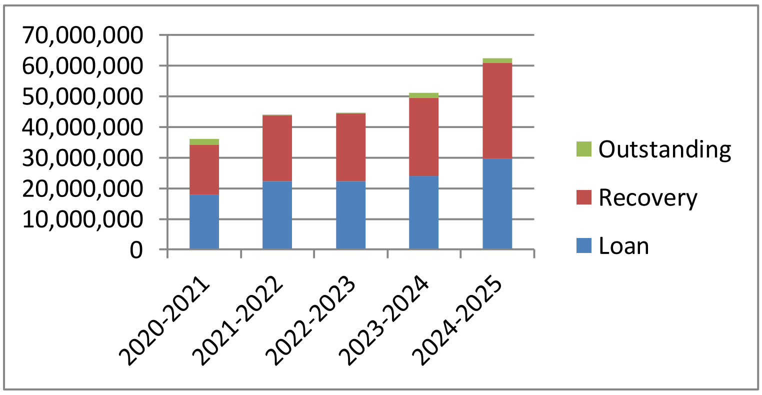
Analytical Tools Used

Trend Analysis
Comparative Analysis
Percentage Analysis
Growth Analysis

Data Analysis and Interpretation

Table 1: Trend Analysis of Baroda Kisan Credit Card Loan

Year	Loan	Recovery	Outstanding
2020-2021	1,79,92,627	1,61,52,000	18,40,627
2021-2022	2,22,64,000	2,14,38,000	2,98,000
2022-2023	2,23,40,000	2,19,66,000	3,74,000
2023-2024	2,38,92,000	2,55,87,000	16,95,000
2024-2025	2,96,94,000	3,11,50,000	14,50,000

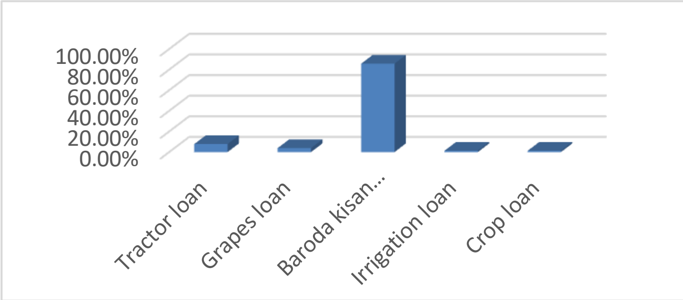


Interpretation

The performance of Baroda Kisan Credit Card Loan has shown improvement in the given period of 2020-2025 as shown in the table. The amount of loans disbursed rose with the years as did the efficiency of recovery, leading to a decrease in the amount outstanding. In general, PACS had good loan management and satisfactory loan repayment.

Table 2: Growth Analysis

Particular	Amount	percentage
Tractor loan	26,69,490	7.70%
Grapes loan	13,43,420	3.87%
Baroda kisan credit loan	2,96,94,000	85.74%
Irrigation loan	4,68,591	1.35%
Crop loan	4,55,545	1.31%
Total	3,46,31,046	

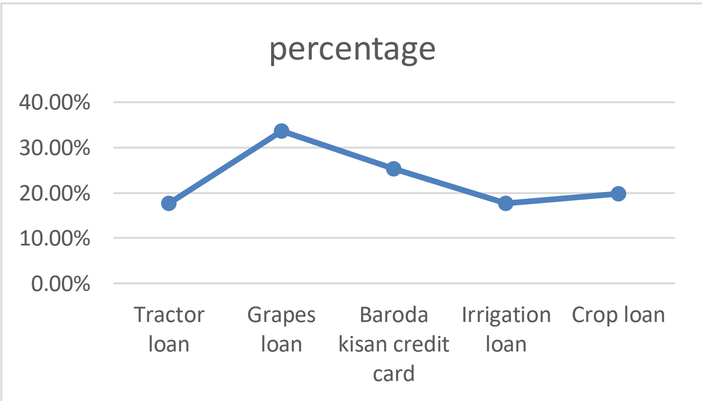


Interpretation

The Loan distribution and recovery performance of Baroda Kisan Credit Card Loan for the period of 2020-05 is given below. The amount of loans got increased gradually over the years indicating greater demand among the farmers. Recovery performance was better with suitable repayment and follow up procedures, effective control of outstanding amounts. Overall, the PACS succeeded in running the loan facility and meeting farmers' financial needs.

Table 3: Comparative Analysis

Particular	Amount	percentage
Tractor loan	12,49,423	17.62%
Grapes loan	23,499,89	33.62%
Baroda kisan credit card	17,92,627	25.28%
Irrigation loan	2,96,500	17.62%
Crop loan	14,00,000	19.75%
Total	70,88,539	

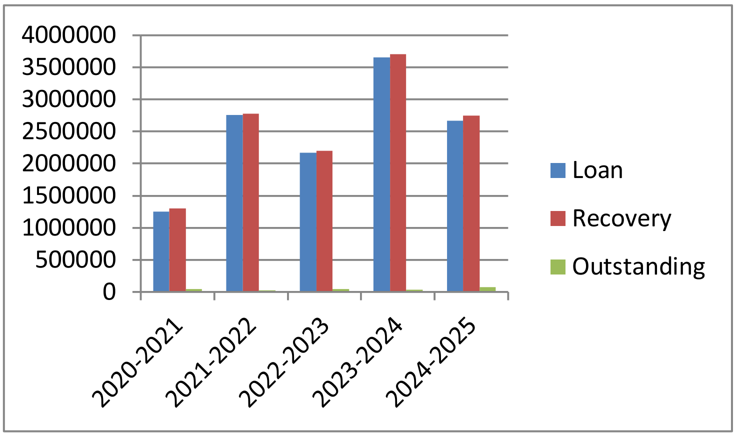


Interpretation

The table shows the distribution of different types of loans that were given by PACS in the year 2020-2021. Observation has been made that the percentage of Grapes Loan was the highest as compared to all other loans and it indicated a greater financial support to the grape farmers. Baroda Kisan Credit Card Loan also played a significant role in the loan portfolio, assisting farmers in addressing their recurring agricultural needs. Tractor Loan and Crop Loan were mostly responsible for enhancing farm operations, with Irrigation Loan playing a minor part. In general, PACS facilitated farmers in offering various credit facilities as per the farmers need in agriculture

Table 4: Tractor Loan and Recovery

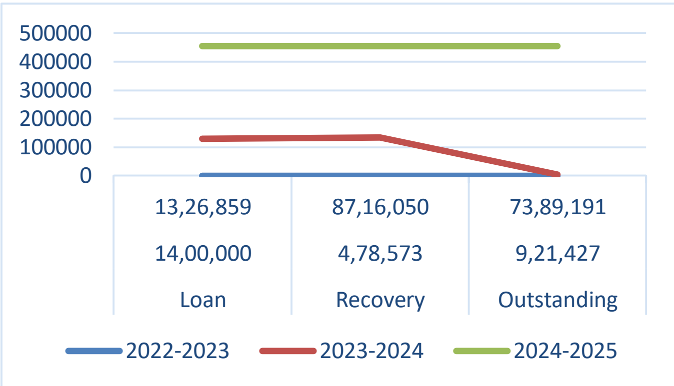
Year	Loan	Recovery	Outstanding
2020-2021	2,96,500	1,93,796	1,02,704
2021-2022	3,00,000	3,00,000	-
2022-2023	2,34,624	2,84,695	50,070
2023-2024	16,50,000	16,50,120	120
2024-2025	4,68,591	4,99,294	30,703



Interpretation:
The behavior of the PACS in disbursing and recapturing loans was positive over the course of the study. In all five years, loan recovery was more than the disbursement and resources were effectively used for efficient recovery and better repayment behaviour of the borrowers. The outstanding loan balances, though varied over the years, was generally low as compared to the total loans disbursed which indicated good financial management and effective credit administration on the part of the society.

Table 5: Irrigation Loan and Recovery

Year	Loan	Recovery	Outstanding
2020-2021	2,96,500	1,93,796	1,02,704
2021-2022	3,00,000	3,00,000	-
2022-2023	2,34,624	2,84,695	50,070
2023-2024	16,50,000	16,50,120	120
2024-2025	4,68,591	4,99,294	30,703



Interpretation:
The loan and recovery performance witnessed huge variation over the study period, with a substantial rise in loan disbursement during 2023–2024. Recovery performance was satisfactory, with the amount recovered being equal to or greater than the loans disbursed in most years, reflecting satisfactory recovery from borrowers. A few years had excellent balances, but relatively small compared to the total loan, indicating good credit management and healthy recovery system.

Results and Findings

Objective-wise Findings

The PACS offers various types of agricultural loans to address farmers' financial needs. The loans are given for the various farming operations including crops cultivation or acquisition of agricultural machinery or any other allied purpose. This allows farmers to have access to institutional credit in timely and affordable manner.

The rate of agricultural loans distribution remained constant during the period of the study. It shows the increasing inclination of farmers to institutional financing sources, and also suggests the active involvement of PACS in the credit requirements of the rural community.

The effectiveness of the loan recovery mechanism of the PACS was established in most types of agricultural loans. Follow-up and effective recovery were kept up so that the repayment rate was satisfactory. This helped to ensure the economic wellbeing and sustainability of the society.

Major Findings

1. 1.Baroda Kisan Credit Card (BKCC) Loan proved to be the most popular loan scheme amongst the members of the PACS. This scheme was popular among the farmers since it was easily available, credit facility was flexible and the money was available on time for farming activities.
2. 2.During the study period, there was a substantial demand for Tractor Loans. This is an indication of the increasing mechanisation of farming and farmer's preparedness to invest in modern farm machinery. It also indicates the increasing focus on improving farm productivity and efficiency.
3. 3.The PACS has put in place an effective loan recovery system that enables timely repayment of loans by the borrowers. Recovery practices conducted in an effective manner led to reduction in overdue loans and improved financial strength of the society. This has also contributed to the sustainability of its lending.
4. 4.The credit facilities available to farmers are of a very reasonable nature which made it possible through the PACS to reduce the farmers' reliance on private moneylenders. The farmers have had an opportunity to access institutional finance which has helped them secure loans at reasonable rates and not to fall prey to exploitation by unscrupulous money-lenders. This has made them more financially secure and more economically well off in general.

Discussion

The study shows that PACS plays an important role in rural financial development. Availability of timely credit helps farmers improve production and income. Strong recovery practices help the society continue lending services to members.

Suggestions / Recommendations

Suggestions

1. PACS should maintain regular follow-up with borrowers to monitor loan repayment and identify repayment issues at an early stage. Continuous interaction with members can help reduce overdue loans and improve recovery performance.
2. Awareness programs should be conducted regularly to educate borrowers about the importance of timely loan repayment. Such initiatives can encourage financial discipline and strengthen the credit culture among members.
3. Loan sanctioning should be based on a careful assessment of the borrower's repayment capacity, income, and financial condition. This will help reduce the risk of loan defaults and ensure sustainable lending practices.
4. PACS should strengthen digital record-keeping and adopt technology-based services to improve operational efficiency and transparency. Digitalization can also enhance the speed and accuracy of loan processing and member services.
5. Farmers should be provided with regular training on financial planning, budgeting, and modern agricultural practices. Such training can improve farm productivity, increase income, and enhance their ability to repay loans on time.

Conclusion

The study concludes that PACS plays a significant role in supporting farmers by providing affordable agricultural credit. Effective loan recovery practices have helped maintain the financial position of the society. The cooperative system contributes to rural development by improving access to finance and encouraging economic growth among farmers.

Limitations of the Study

1. The study is limited to PACS Hittinahalli, Vijayapura.
2. The study is based mainly on secondary data.
3. Limited availability of detailed financial information.
4. The study period is restricted to 2020–2025.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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A Study on Non-Performing Assets of Non-Banking Financial Companies

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Abstract

Non-Performing Assets (NPAs) are one of the major challenges faced by Non-Banking Financial Companies (NBFCs) because they directly affect profitability, liquidity, and financial stability. The present study examines the trend and growth of NPAs among selected NBFCs in India and analyses their impact on financial performance. The study is based entirely on secondary data collected from the annual reports of selected NBFCs such as Bajaj Finance, Mahindra & Mahindra Finance, HDB Financial Services, Muthoot Finance, and L&T Finance for the period from 2021-22 to 2025-26. Trend analysis, growth analysis, and comparative analysis have been used to evaluate changes in NPA levels and compare them with commercial banks. The findings reveal that companies with lower NPA levels generally report stronger profitability and better financial performance. Bajaj Finance maintained the lowest NPA ratio among the selected NBFCs, whereas Muthoot Finance recorded comparatively higher NPA levels. The study concludes that effective credit appraisal, continuous monitoring of borrowers, and efficient recovery mechanisms play a significant role in reducing NPAs and improving overall financial performance. Reducing NPAs is essential for strengthening asset quality and ensuring the long-term sustainability of NBFCs.

Keywords: *Non-Performing Assets, NBFCs, Profitability, Financial Performance, Asset Quality, Credit Risk*

Introduction

Loans or advances which have been outstanding for more than 90 days for which the borrower has failed to pay the interest or principal are classified as Non-Performing Assets (NPAs). An NPA is one of the important indicators of financial health and asset quality of financial institutions. A high level of NPAs may affect the profitability, ability to lend to new borrowers and liquidity of Non-Banking Financial Companies (NBFCs). Billions of dollars are reaching sectors and individuals who are unable to access the traditional banking system, therefore, effective management of non-performing assets is crucial for NBFCs. By managing NPAs, NBFCs can ensure their financial stability, enhance profitability, and promote sustainable growth.

Review of Literature

Aggarwal (1991) highlighted the need for proper credit recovery mechanism in financial institutions. The study found that continuous credit monitoring is an important factor in minimizing loan defaults and enhancing asset quality.

As per the study of Karunakar (2008), weak credit appraisal mechanism among banks and poor risk management practices are the leading causes for the development of non-performing assets (NPAs) in the banking sector. The study pointed out that there is a need to enhance the credit assessment systems to reduce the default rates of loans.

Khan (2013) analyzed NPAs of various banks and found that there were substantial differences in asset quality between the various banking sectors. The results indicated that sector-specific risks are very important in deciding the amount of NPAs.

Gautami, Tirumalaiyah and Satish Kumar (2015) studied the reasons for loan defaulters and highlighted the need of proper evaluation of the borrowers before the disbursement of loans. The study concluded that proper understanding of borrowers will help bring down the foot print of NPAs.

Rana (2018) studied the NPA management practices in banking sector and noticed that NPAs have adverse impacts on profitability, liquidity and lending capacity. This study highlighted the need for timely problem account identification and also the need for the proper allocation of credit to improve the banking performance and lower the NPA.

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According to Saha & Zaman (2021), efficient NPA management plays a crucial role in enhancing the profitability and efficiency of financial institutions. The study pointed to the need to take proactive steps to manage NPAs and financial performance.

Research Gap

The available literature available on Non-Performing Assets (NPAs) is predominantly related to the commercial banks or public sector banks. In comparison, very little research has been done on NPA performance of Non-Banking Financial Companies (NBFCs) particularly based on the data from their annual reports. Given the critical role played by NBFCs in the financial service delivery of different industries in the economy, it is important to study the asset quality and credit performance of NBFCs. Hence, this study is focused on analyzing the trend, growth pattern and financial effect of NPAs of selected NBFCs over the last few years.

Objectives of the Study

1. To study the trend and growth of NPAs of selected NBFCs.
2. To analyze NPAs of NBFCs by sector.
3. To explore the effect of NPAs on profitability and financial performance.
4. Find out NPA level of NBFCs in comparison to the commercial banks. 5. Research Methodology

Research Methodology

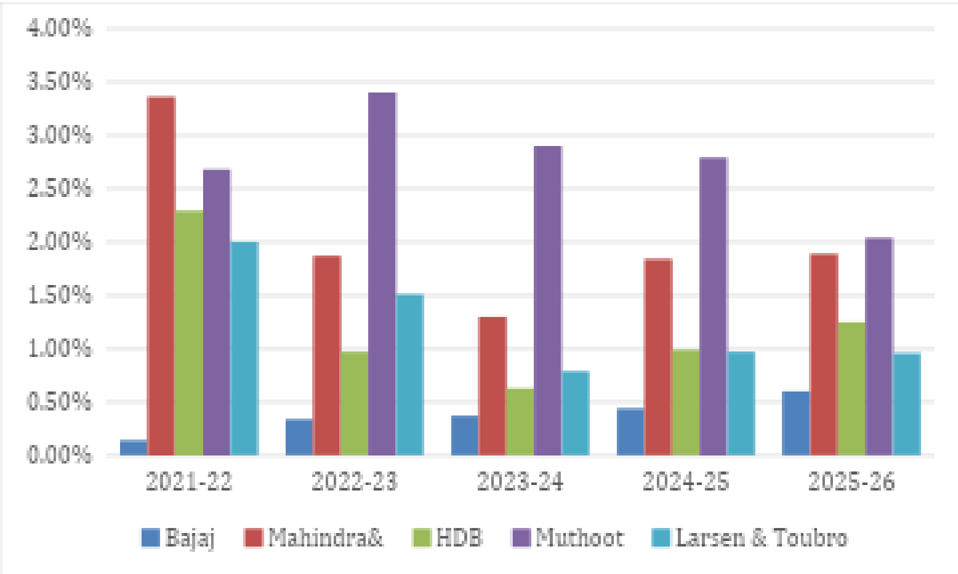
The type of study is descriptive and analytical.
Source of Data - Secondary Data i.e Bajaj Finance publishes the Annual Reports in this domain. The Annual Reports of Mahindra & Mahindra Finance Annual Reports of HDB Financial Services
The study is for five financial years starting from 2021-22 to 2025-26.
Analytical Tools Used

1. Comparative Analysis
2. Percentage Analysis
3. Tables and Graphs

Data Analysis and Interpretation

Table 1: Trend and growth Analysis of NPAs in NBFC

Year	Bajaj Finance	Mahindra& Mahindra	HDB	Muthoot Finance	Larsen & Toubro Finance
	NPA Ratio	NPA Ratio	NPA Ratio	NPA Ratio	NPA Ratio
2021-22	0.14%	3.36%	2.29%	2.68%	2%
2022-23	0.34%	1.87%	0.97%	3.40%	1.51%
2023-24	0.37%	1.30%	0.63%	2.9%	0.79%
2024-25	0.44%	1.84%	0.99%	2.79%	0.97%
2025-26	0.60%	1.89%	1.25%	2.04%	0.96%

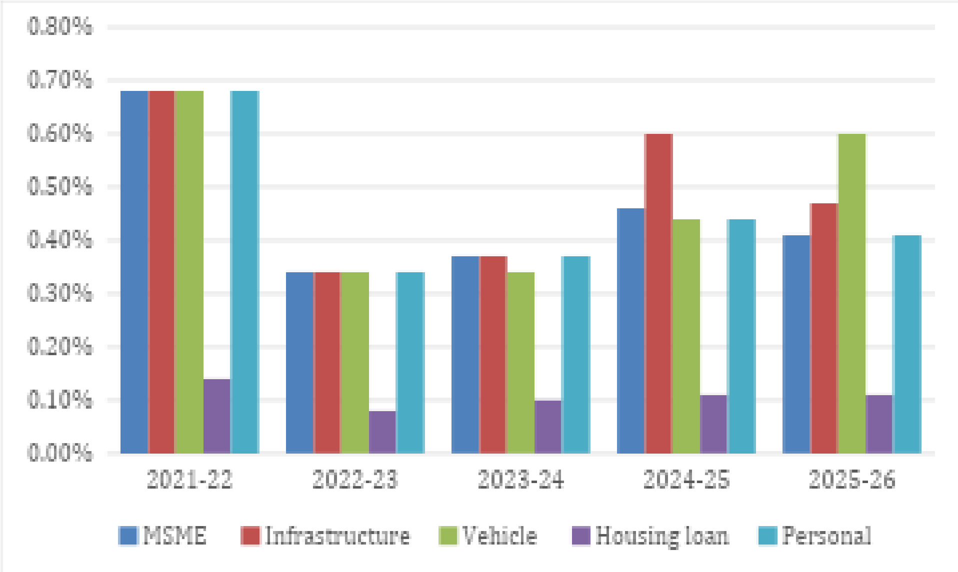


Interpretation: It shows that over the years, most companies have enhanced the quality of their loans. Bajaj Finance performed best with the lowest NPA ratio while Muthoot Finance had the highest NPA ratio. The improvement was seen in HDB, L&T Finance and Mahindra & Mahindra. On an overall basis, the companies controlled their bad loans better in the study period.

To examine the sector wise NPAs in NBFC

Table 1: Sector wise NPA in NBFCs of Bajaj finance

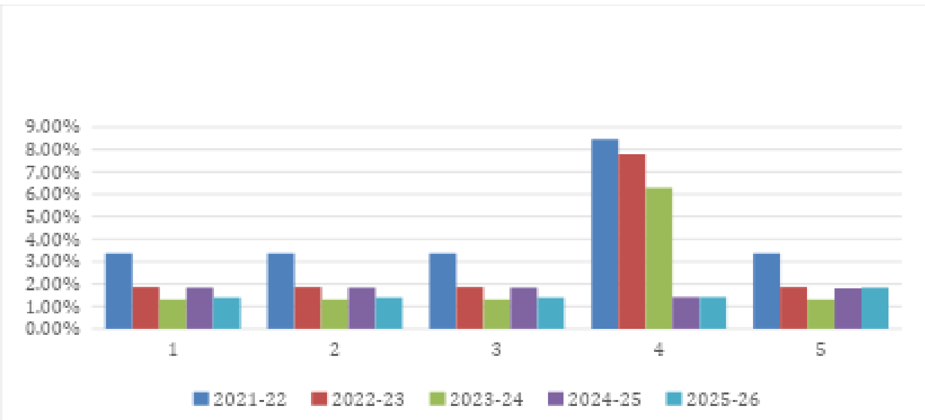
Year	MSME loan	Infrastructure loan	Vehicle loan	Housing loan	Personal loan
	NPA %	NPA%	NPA%	NPA%	NPA%
2021-22	0.68%	0.68%	0.68%	0.14%	0.68%
2022-23	0.34%	0.34%	0.34%	0.08%	0.34%
2023-24	0.37%	0.37%	0.34%	0.10%	0.37%
2024-25	0.46%	0.6%	0.44%	0.11%	0.44%
2025-26	0.41%	0.47%	0.60%	0.11%	0.41%



Interpretation: The NPA percentages reflect that housing loans always recorded the lowest level of bad loans and thus, have better repayment habits and low credit risk. The NPAs for MSME, infrastructure, vehicle and personal loans decreased in the initial years of the report and slightly increased later in the years. Of these, vehicle loans had the highest NPA ratio in 2025–26, indicating a higher level of repayment risk. Overall, NPA levels were low in all categories of loans, indicative of sound asset quality and credit management.

Table 2: Sector wise NPA in NBFCs of Muthoot Finance

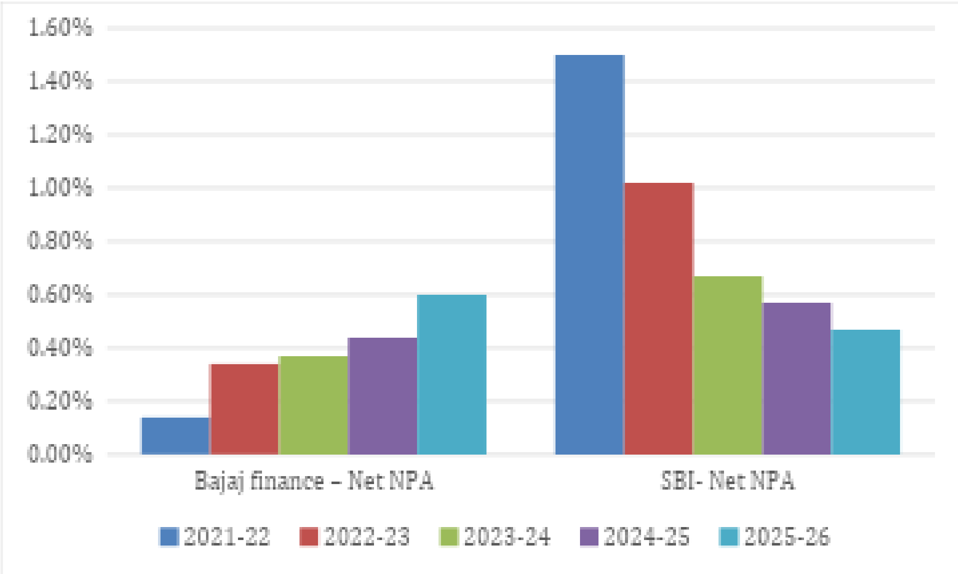
Year	MSME loan	Infrastructure loan	Vehicle loan	Housing loan	Personal loan
	NPA%	NPA%	NPA%	NPA%	NPA%
2021-22	3.36%	3.36%	3.36%	8.47%	3.36%
2022-23	1.87%	1.87%	1.87%	7.80%	1.87%
2023-24	1.3%	1.30%	1.30%	6.29%	1.30%
2024-25	1.84%	1.84%	1.84%	1.42%	1.8%
2025-26	1.40%	1.4%	1.4%	1.42	1.84%



Interpretation: The data shows that the asset qualities of all loan sectors of NBFCs have improved in general during the study period. Although the NPAs were the highest in housing loans, the improvement was the most remarkable. In most sectors, NPA ratios remained below 2% till 2025-26, showcasing effective credit risk management, better recovery systems, and better repayment behaviour of the borrowers.

Table 3: The NPA the level of NBFCs with those companies of commercial banks of Bajaj Finance

Year	Bajaj finance – Net NPA	SBI- Net NPA
2021-22	0.14%	1.50%
2022-23	0.34%	1.02%
2023-24	0.37%	0.67%
2024-25	0.44%	0.57%
2025-26	0.60%	0.47%



Interpretation: SBI's bad loan ratio is declining, meaning that it is safer and deals better with loans. The bad loans of Bajaj Finance have been gradually rising, indicating a slight rise in risk. Overall, SBI is improving while Bajaj Finance is slightly weakening, but both are still in a safe range.

Results and Findings

Objective-wise Findings

1. During the study period, most of the NBFCs selected improved the management of NPAs.
2. Housing loans had generally lesser NPAs as compared to the other loan categories.
3. An increase in NPAs had a negative impact on profitability and financial performance.
4. Commercial banks exhibited more consistent NPA performance as compared to some NBFCs.

Major Findings

1. Bajaj Finance had the lowest NPA ratio.
2. The NPAs of Muthoot Finance are higher compared to other companies.
3. Bad loans were lowered through effective monitoring.
4. The increase in NPAs had a negative impact on liquidity and profitability.
5. Reversible recovery mechanisms were used to improve the quality of the assets

Discussion

The result shows that NPAs are still one of the main parameters that affects the financial statuses of NBFCs. Companies with lower NPA ratios were more profitable and efficient in operating. The study also reveals that the ability to perform effective credit assessments and monitor borrowers greatly lowers the default risk. Hence, proper NPA management is crucial for financial stability and sustainable growth in the long run.

Suggestions / Recommendations

1. Improve credit appraisal and lending procedures before issuing loans.
2. Enhance the systems for monitoring borrowers.
3. Rely on technology and data analytics to carry out risk assessment.
4. Enhance recovery and collection systems.
5. Spread out loans to mitigate concentration risk.
6. Regularly review high risk loan accounts.
7. Keep sufficient protection in place for possible losses.
8. Gain financial literacy among borrower.
9. 9.Increase financial awareness among borrower

Conclusion

He study finds that NPAs significantly affect the profit of the NBFCs and their financial status. A rise in NPA adversely affects income, liquidity and lending capacity. The analysis reveals that those companies with lower NPAs have better financial outcomes and financial stability. For controlling NPAs, effective credit appraisal, continuous monitoring, efficient recovery mechanism are essential. Hence, the effective management of NPAs is critical to enhance asset quality, enhance financial performance, and ensure sustainability of NBFCs.

Limitations of the Study

1. The study is based on data from annual reports.
2. This study is limited to only a sample of NBFCs.
3. Time frame for analysis is limited to 5 years.
4. Information on borrowers was not available.
5. The investigation of external economic factors was not carried out in detail.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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A Study on Consumer Perception Towards Organic Products in Vijayapura City

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Abstract

Consumer concern about health and food safety as well as environmental protection has grown, thereby driving an increased consumer interest in organic products. The study aims to examine consumer perception of organic products in Vijayapura City and study the factors influencing consumers' purchase decision. A total of 65 respondents were selected by using the structured questionnaire and were analyzed using SPSS and EXCEL. The findings reveal that most consumers have a positive outlook towards organic products, considering them healthier, more nutritious and freer from harmful chemicals. A large number of respondents also showed that they would be buying more organic produce in the future. But rising costs, availability and uncertainty about product certification continue to be critical purchase challenges. Results of the study suggest that the awareness creation and improvement of product availability and assurance of reliable certification can aid in promoting the use of organic products in Vijayapura City.

Keywords: *Organic products, consumer perception, purchase behaviour, health awareness*

Introduction

Due to growing interest in health, food safety and environmental protection issues, many consumers are opting for organic products. Organic products are made with natural means, and most of them are believed to be healthier and safer than conventionally grown products. Increasing health consciousness and awareness about sustainable living in urban areas of India, such as Vijayapura, is driving the rise in demand for organic products. The factors affecting consumers' purchasing decisions include trust in certification, product quality, price, availability, and health benefits. To promote sustainable consumption, it is crucial to understand consumer perceptions of organic products, which will yield significant insights for both businesses and policymakers. Hence, the present study focuses on the awareness, attitude and buying behaviour of the consumers regarding the organic products in Vijayapura City.

Review of Literature

Fotopoulos & Krystallis (2002) found that the consumers who have a healthy lifestyle are more apt to buy organic products. A study by Magnusson et al. (2003) revealed that health issues and environmental consciousness play a big role in consumers' purchasing decisions on organic food. Lockie et al. (2004) found that age, education and income are demographic factors that influence consumer attitudes and purchase of organic products. Padel and Foster (2005) found that consumers believe that organic products are safer and better quality than conventional products. Income and awareness were among other key factors identified by Gracia and De Magistris (2007) to determine consumers' willingness to pay premium prices for organic products.

Research Gap

Previous studies have largely concentrated on metropolitan cities and developed markets. There is very little research available which have focused on consumer perception for organic products in smaller cities like Vijayapura. Consumer behaviour can be different in semi-urban areas due to the variations in income, purchasing power, awareness and ease of access. Hence, this study aims to fill this gap and investigates the consumer's perceptions and buying intentions in the Vijayapura City.

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The study aims to identify the key objectives:

1. To explore the attitude of the consumers regarding organic products in Vijayapura City.
2. To examine the effect of health awareness on consumer preferences.
3. To assess consumer attitudes about the cost of organic products.
4. To determine trust and satisfaction towards organic products.
5. To gain an understanding of future purchase intentions for organic products.

Research Methodology

Research Design: Descriptive Research.

Sources of Data: Primary and Secondary data.

Data collection technique: Structured Questioner. The sampling technique used was the convenience sampling.

Sample Size: 65 respondents.

The study took place among the consumers from Vijayapura City, Karnataka.

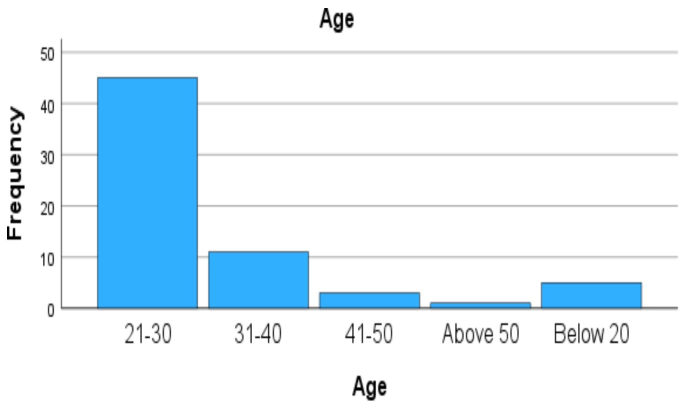
Statistical Tools: Percentage analysis, Mean and standard deviation, Reliability analysis, Correlation analysis, Regression analysis.

Data Analysis and Interpretation

Table: 01 Demographic Profile

Age					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	21-30	45	69.2	69.2	69.2
	31-40	11	16.9	16.9	86.2
	41-50	3	4.6	4.6	90.8
	Above 50	1	1.5	1.5	92.3
	Below 20	5	7.7	7.7	100.0
	Total	65	100.0	100.0	

Graph: 01



Interpretation: The age group 21-30 years was the most represented group with 69.2% of the participants. The age group group 31-40 years made up 16.9% of the respondents, and the rest of the respondents were younger than 20 years, 41-50 years and above 50 years. This indicates that the respondents were predominantly younger consumers, and that the study is representative of the views of younger adults.

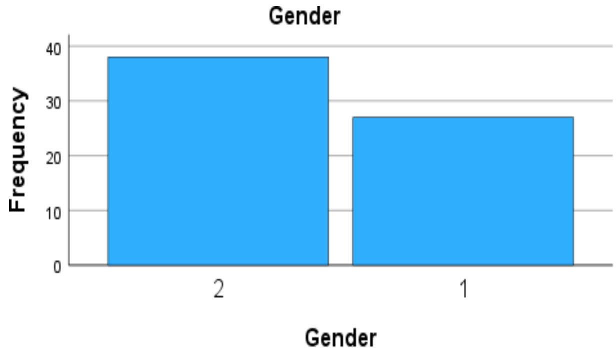
Gender of Respondents Table: 02

Gender					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	2	38	58.5	58.5	58.5
	1	27	41.5	41.5	100.0
	Total	65	100.0	100.0	

Interpretation:

Females constituted 58.5 % of all the respondents and males constituted 41.5 % of all the respondents. Although both genders' opinions were included in the study, it can be assumed that female consumers were more interested in the survey, as a higher percentage participated.

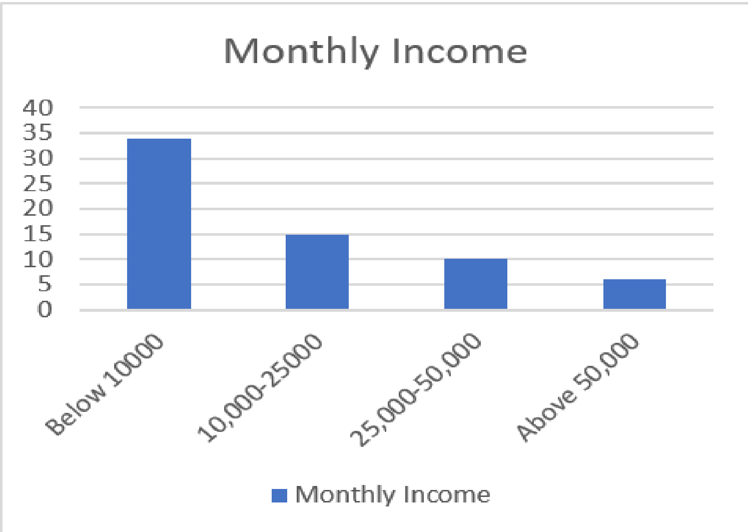
Graph: 02



Monthly Income Table 03

Monthly Income Table 03					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Below 10000	34	52.3	52.3	52.3
	10,000-25000	15	23.1	23.1	75.4
	25,000-50,000	10	15.4	15.4	90.8
	Above 50,000	6	9.2	9.2	100
	Total	65	100	100	

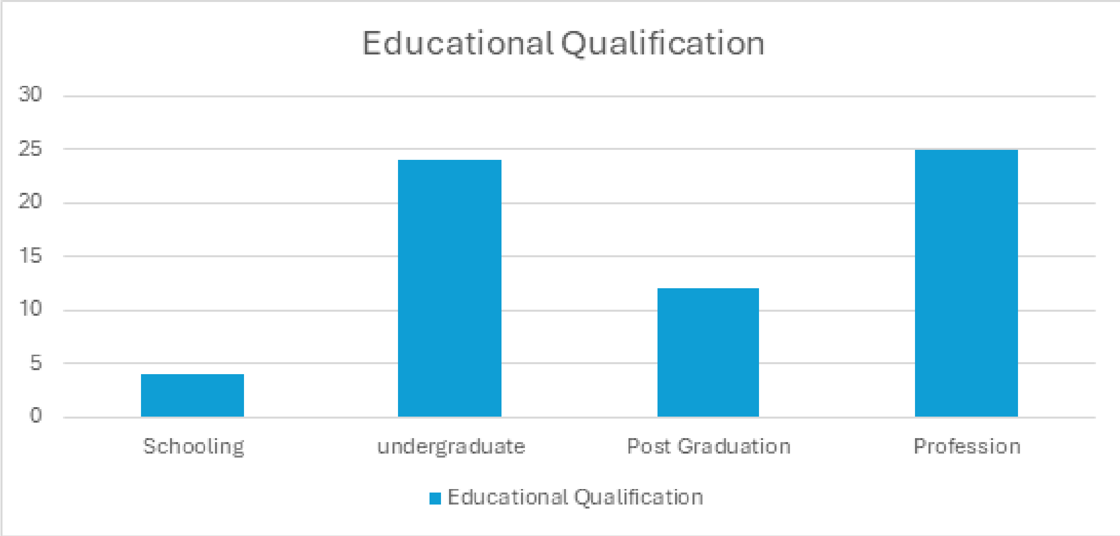
Graph :03



Interpretation:
The table indicates that 34 respondents (52.3%) have a monthly income below ₹10,000, representing the largest share of the sample. This is followed by 15 respondents (23.1%) earning between ₹10,000 and ₹25,000. Meanwhile, 10 respondents (15.4%) fall within the ₹25,000–₹50,000 income group, and only 6 respondents (9.2%) report a monthly income above ₹50,000. Overall, the findings indicate that the respondents are predominantly from the lower-income categories, with 75.4% earning below ₹25,000 per month.

Educational Qualification					
Table 04			**Percent**	**Valid Percent**	**Cumulative Percent**
	Schooling	4	6.2	6.2	6.2
	undergraduate	24	36.9	36.9	43.1
	Post Graduation	12	18.5	18.5	61.5
	Profession	25	38.5	38.5	100
	Total	65	100	100	

Graph 04



Interpretation:
The table indicates that out of 65 respondents, 25 (38.5%) have professional qualifications, representing the largest group. This is followed by 24 respondents (36.9%) with undergraduate qualifications. Further, 12 respondents (18.5%) have postgraduate qualifications, while 4 respondents (6.2%) have schooling-level education. Overall, the respondents predominantly possess professional and undergraduate qualifications, indicating a relatively well-educated sample.

Coefficients of Multiple Regression
Table: 05

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	2.570	1.605		1.602	0.114	-0.640	5.781		
	Health Awareness	0.330	0.105	0.349	3.124	0.003	0.119	0.540	0.475	2.105
	Price and Affordability	0.120	0.105	0.105	1.134	0.261	-0.091	0.331	0.690	1.449
	Product Trust and Availability	-0.161	0.101	-0.152	-1.594	0.116	-0.363	0.041	0.651	1.536
	Overall Customer Perception	0.539	0.126	0.531	4.276	0.000	0.287	0.790	0.384	2.602

The results show that there is a positive relationship between health awareness and future intention to buy organic products. Individuals who are health conscious will be more likely to keep buying organic products. There is a positive, but not significant, relationship with price and affordability, indicating that price is not a major consideration in future purchase decisions. There are no significant differences in future buying intention between products with high or low levels of trust and availability. In terms of all these factors, overall customer perception is the most influential. Positive attitude towards organic products encourages consumers to buy organic products in the future.

Results

Analysis of the demographic data reveals that the respondents were of all ages, levels of education, occupations, and income brackets, giving an overall picture of their attitudes toward organic products. Overall customer perception is found to be the strongest factor influencing future purchase intentions from the multiple regression results. The health awareness also shows a positive effect, which means that consumers who are concerned about health will continue to purchase organic products. However, the trust and availability of the products, as well as price and affordability, impact the future purchases made to a lesser degree. Generally speaking, positive perceptions and health concerns have a greater influence on promoting future purchases of organic products than does cost and availability.

Findings:

1. The study was conducted with consumers of different demographic categories, so as to have a wide perspective of consumer's attitude towards the organic product.
2. The best determinant of future intentions to purchase was overall customer perception.

3. The willingness to buy organic products in the future was significantly influenced by the health awareness.
4. The impact of price and affordability on future purchase decision was not significant. Product trust and product availability had no significant impact on future purchase intentions.

Discussion:

The study was conducted with consumers of different demographic categories, so as to have a wide perspective of consumers attitude towards the organic product. The best determinant of future intentions to purchase was overall customer perception. The willingness to buy organic products in the future was significantly influenced by the health awareness. The impact of price and affordability on future purchase decision was not significant. Product trust and product availability had no significant impact on future purchase intentions.

Suggestions:

It is important for businesses and marketers to raise awareness of the health benefits of organic products and to establish positive consumer perceptions through clear information, education and effective promotion. To foster repeat sales, there is a need to develop the quality and accessibility of products. Companies can bolster future purchasing intent through understanding preferences and drawing attention to the value of organic products.

Conclusion:

The study concludes that consumers' future intention to purchase organic products is mainly influenced by their health awareness and overall perception of these products. Positive attitudes towards the organic products significantly influence the decisions to purchase organic products, whereas price, availability, affordability and trust have limited influence. Overall, the results emphasize the need for promoting the health benefits and positive image of organic products to promote future purchases.

Limitations of the Study:

1. This study is limited in the number of respondents and may not accurately reflect the opinions of all consumers.
2. The data were gathered within a particular geographic region; the findings therefore are not generalizable to other geographic regions.
3. The study was self-reported, so the information could be subject to personal bias or inaccurate memory.
4. The study only considered the selected factors that affect purchasing intention and it was not possible to include all other factors that could have affected the buying intention.
5. The research was cross sectional and the consumer's opinion was collected at one time and may not be the opinion held over time.

Scope for Future Research:

Future studies can include a larger and more diverse sample from different regions to improve the generalizability of the findings. Researchers may also examine additional factors, such as environmental concerns, social influence, and consumer awareness, to gain a deeper understanding of organic purchase behavior.

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A Study on Corporate Social Responsibility (CSR) Practices in Selected Private Sector Bank in India

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Abstract

The idea of Corporate Social Responsibility (CSR) has become an integral part of corporate governance and sustainable business operations, especially in the banking industry. This study investigates CSR practices of selected private sector banks in India such as HDFC Bank, ICICI Bank and Axis Bank. The study aims to examine the expenditure pattern of CSR, sector wise allocation of CSR expenses and the growth pattern of CSR expenditure for the period of 2020-21 to 2024-25. The researcher has used the secondary data for which the data gathered from annual reports, CSR reports, research journals and official websites of the selected banks. The CSR performance of the selected banks has been assessed by trend analysis, growth rate analysis and comparative analysis to analyse the data. The results shows that the HDFC bank had the highest CSR expenditure every year during the study period, which points towards their commitment to CSR. ICICI bank has seen significant increase in its CSR spending in the past few years, as it prioritizes sustainable development projects. Axis Bank focussed its CSR investment on the themes of environmental sustainability, livelihoods and community development programmes. In all three banks, the top categories of CSR investments were: Education, health care, rural development, financial literacy, environment and skill development. The study findings suggest that CSR activities by private sector banks are indeed contributing a good amount to inclusive growth, social welfare, and sustainable development.

Keywords - ****Corporate Social Responsibility* , *Private Sector Banks,** *CSR Expenditure***,** *Sustainable Development*

Introduction

Corporate Social Responsibility (CSR) is a business practice that has a responsibility to contribute to the welfare of society and the environment through its activities. In the Indian context, CSR has emerged as an integral component of corporate governance and has gained significant importance particularly since the enactment of the Companies Act, 2013. Private banks are actively involved in various initiatives such as financial literacy, rural development, environmental protection, education and healthcare. By leveraging CSR, companies can foster trust, enhance their image and contribute to sustainable development.

CSR is a term used to describe the actions taken by private sector banks for social good.Corporate Social Responsibility: CSR is a term used to describe the activities which the private sector banks are performing in order to promote social good.

Review of Literature

Carroll, A. B. Kaushalya (2015) studied the concept of corporate social responsibility (CSR) and its linkage with business performance. The study suggested that there are four basic and fundamental responsibilities of business, which constitute the basis of good CSR practices, namely economic, legal, ethical and philanthropic. It has found that for organizations to become more sustainable and gain stakeholder confidence in the long term, they need to have a holistic CSR approach. Singh, R. & Agarwal, P. (2016) examined the CSR initiatives of banks in India to determine that both public sector as well as private sector banks are actively engaged in CSR activities, especially in the field of education, healthcare, financial inclusion and rural development. The study highlighted that CSR has now become a part of banking and is also helping to provide welfare to the society. Kumar, S. Ghosh and Sahoo (2017) explored the connection between CSR activities and customer satisfaction in banking sector. The results showed that CSR initiatives have a positive and significant relationship with customer satisfaction, loyalty and trust.

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It was found that good CSR is positively associated with improving the image of the company and customer relations. Sharma, K., & Kaur, R. Neenu Jain and Gaurang Shetty (2019) have discussed the CSR activities in Private Sector Banks in India. The study revealed that banks spend significant CSR resources on education, environmental protection, health care and skill development initiatives. It also noted that banking institutions' CSR programs help improve their reputation and social responsibility. Patel, M., & Mehta, R. After the enactment of the Companies Act 2013, (2021) studied CSR expenditure pattern. The study revealed that CSR expenditure grew significantly, CSR reporting became more transparent and there was a higher compliance rate with statutory requirements. It has found that compulsory CSR have spurred businesses to make a greater contribution to sustainable development and community good.

Research Gap

Previous research had concentrated on general CSR activities of banks. There are not much studies which have compared the pattern of CSR expenditure, allocation and growth trend of selected private sector banks over the few years. Hence the current study is aimed at bridging this gap.

Objectives of the study

1. To find out the trend of CSR expenditure made by selected private sector banks.
2. To make a comparison of allocation of CSR funds by sector.
3. To analyse CSR spending growth rate and trends that occurred over the period under study.

Research Methodology

Type of Study - Descriptive and analytical research.

The sources of Secondary Data are:

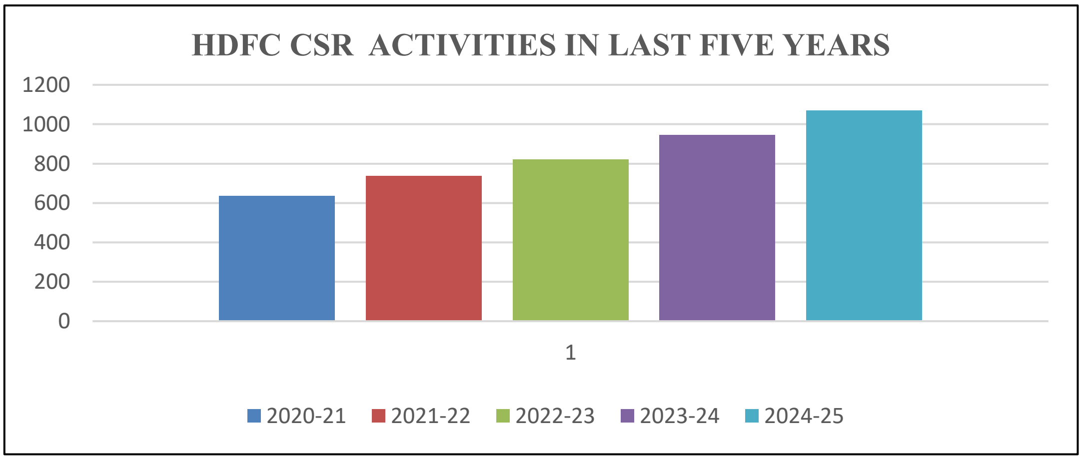
1. Annual Reports
2. CSR Reports
3. RBI Reports
4. Government Reports
5. Books and Journals
6. Websites

Analytical Tools Used

1. Trend Analysis
2. Growth Rate Analysis
3. Comparative Analysis
4. Percentage Analysis
5. Content Analysis

Table 1: Trend Analysis HDFC BANK

Year	Year	Year
2020-21	Rural Development	634.91
2021-22	Education	736
2022-23	Skill Training and Livelihood Enhancement	820.29
2023-24	Health Care and Hygiene	945.31
2024-25	Financial Literacy and Inclusion	1,068.03

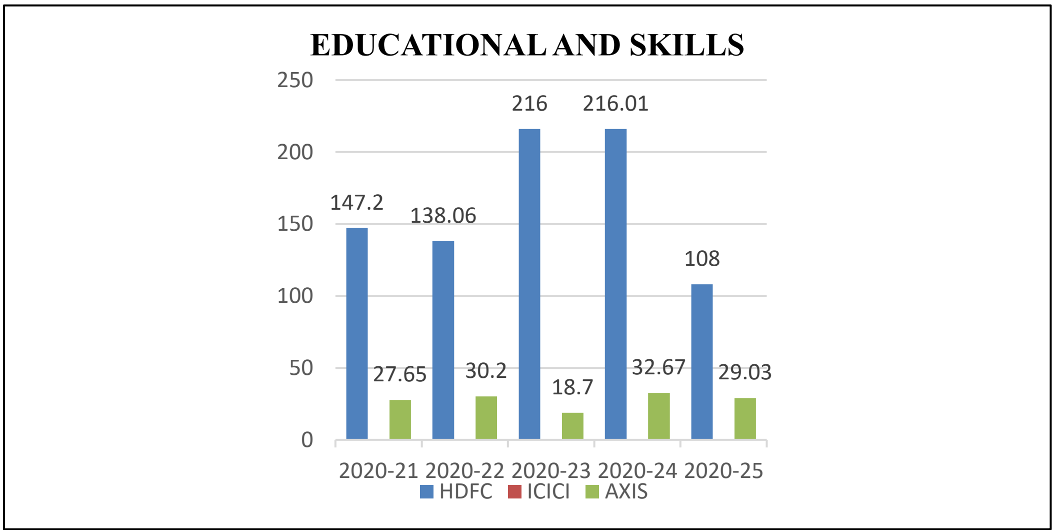


Interpretation:

The table below shows that the study has increased CSR spending for the last five years. The expenditure increased by Rs. 634.91 crore in 2020-21to Rs1,068.03 crore in 2024-25, an increase of Rs 433.12 crore. This is indicative of the Bank's growing commitment to its social responsibility and community development initiatives.

Table 2: Growth Analysis year -wise growth rate of CSR expenditure

Education and Skill			
CSR Spent Money (In Crores)			
Year	**HDFC**	**ICICI**	**AXIS**
2020-21	147.2	-	27.65
2020-22	138.06	-	30.2
2020-23	216	-	18.7
2020-24	216.01	-	32.67
2020-25	108	-	29.03

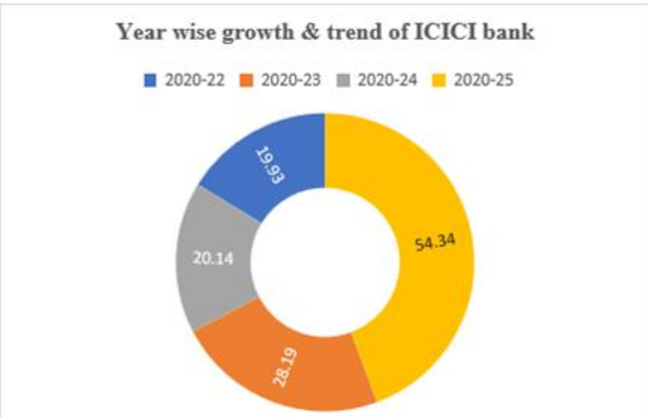


Interpretation:

As per the table, HDFC Bank has made the highest expenditure on CSR in education and skill development, jumping from ₹147.2 crore in 2020–21 to a high of ₹216.01 crore in 2023–24, before going down to ₹108 crore in 2024–25. The expenditure of Axis Bank, on the other hand, was lower ranging from ₹18.7 crore to ₹32.67 crore during the study period. This indicates that Axis Bank was more keen on education activities than HDFC Bank.

Table 3 Comparative Analysis of ICICI Bank

Year	Spent money (In Crores)	Changes	%
2020-21	281		
2020-22	337	56	19.93
2020-23	432	95	28.19
2020-24	519	87	20.14
2020-25	801	282	54.34



Interpretation

The table presents the annual CSR expenditure and its growth percentages for the last five years (2020–2025). The data shows a strong and compounding growth in funding over the years starting from 281 Crores in 2020-21 and consistently growing beyond 20% in the following two periods. The absolute growth rate was slightly down during 2020-24 with a growth rate of 20.14%, but the last quarter (2020-25) saw a huge capital surge. In the past year, spending has surged by 282 Crores, a phenomenal 54.34% increase from the previous year, reaching a total of 801 Crores.

Results and Findings

1. It was observed that CSR spending of all the selected private sector banks increased in the study period (2020-21 to 2024-25).
2. The study revealed that the maximum CSR expenditure were in HDFC Bank which showed the highest level of CSR consciousness.
3. ICICI Bank posted high level of CSR spend, especially in the past two years, as it spreads its focus on sustainable development initiatives. In environmental sustainability, livelihood enhancement and community programmes,
4. Axis bank dedicated a significant chunk of its CSR funds. Among all the selected banks, education and skill development got the highest percentage of CSR spend followed by healthcare, rural development, financial literacy, environmental protection and skill development.
5. HDFC Bank has consistently grown in social spending as seen in the trend analysis. The findings of growth rate analysis revealed that the annual expenditure on CSR of all the selected banks experienced fluctuations but the growth was still positive.
6. On comparative analysis, it was observed that ICICI Bank showed highest percentage growth over the past few years and HDFC Bank showed the highest total CSR spending among the three banks.
7. Selected banks have fulfilled CSR provisions of the Companies Act, 2013 and have reported on their CSR activities in annual report and sustainability report.

Discussion

The study shows that CSR has become an integral part in banking operation. As banks begin to invest in social development activities to meet legal obligations and enhance relationships with stakeholders. The result confirms that CSR can be said to be related to sustainable development and corporate reputation.

Suggestions / Recommendations

1. Private sector banks should sustain the trend of higher CSR spending, as per their profitability and growing social needs.
2. Rural Development, Financial Inclusion, Digital Literacy, Women Empowerment and Entrepreneurship Development should be given greater importance.
3. Banks need to have regular monitoring and evaluation of their CSR projects to evaluate their effectiveness and social impact.
4. CSR funds should be allocated to various sectors in an equitable manner and not just largely towards education and healthcare.
5. Banks need to work together with Government agencies, NGOs, educational institutions, and local communities to improve the impact of CSR.
6. Greater attention should be paid to environmental sustainability programmes including afforestation, renewable energy, waste management and climate change mitigation.
7. CSR reporting should be improved even further by stating measurable outcomes and impacts in the annual report.
8. Review of CSR policies on a periodic basis will enable to match the schemes with the national development objectives and Sustainable Development Goals (SDGs).

Conclusion

In India, CSR is an integral part of the corporate strategy of private sector banks. Based on the above study, it can be concluded that the banks HDFC Bank, ICICI bank, and Axis bank have been doing significant work in the field of social welfare by investing in the same for the last several years from 2020–21 to 2024–25. HDFC Bank was the highest contributor with respect to total CSR expenditure and ICICI Bank showed an impressive increase in CSR spending. The major thrust of Axis Bank's development programmes was towards environmental sustainability and livelihood development. The study also shows that the priority areas of CSR investments are still education, healthcare, rural development, financial literacy, environmental protection and skill development.

In summary, CSR activities have improved the social values, corporate image, transparency and accountability of the identified banks. Hence, the implementation of CSR policies not only addresses the statutory requirements in the Companies Act, 2013 but also promotes inclusive growth, sustainable development and long-term value addition to society and banking sector.

The Study is subject to the following limitations:

1. Available only to certain private banks.
2. Based only on secondary data sources.
3. Covers a specific period of study.
4. The findings might not be reflective of all banks in India.
5. Detailed CSR data are not available at all banks.

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A Study on Impact of Income Tax on Savings and Consumption Patterns of Individuals in Vijayapur City

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Abstract

Income tax is an essential government revenue and the direct effect on the financial decision of individuals. This study deals with the effect of the income tax on the saving and consumption pattern of the people of Vijayapura city. The primary goal is to gain insight into the ways in which taxpayers adjust their spending, saving and investment choices as a result of having to pay taxes. The data were analyzed using various statistical tools such as descriptive statistics, reliability analysis and Chi- square test. The discovery suggests that the income tax has an impact on the financial behavior of individuals, such as their savings, investments, and spending. A significant number of those that responded indicated that they thought about how taxes would impact their financial plans. The study also found that awareness about the income tax rules is positively correlated with regular filing of income tax returns. Other factors such as age and occupation, and the monthly income did not have a significant relationship with the effect of tax on spending capacity. The study ends that income tax has a significant impact on personal financial behavior and urges more awareness of and better financial planning by taxpayers.

***Keywords**: Income Tax, Saving Behavior, Consumption pattern, Tax Planning, Disposable income*

Introduction

Income tax is an income for government. It is used to fund services and activities for development. If people pay income tax, they'll have some money to spend. It relates to their buying, saving and investing. People save and invest for the term's duration because of tax incentives and tax deductions. This will help them think about what will happen next. Savings and spending is a key factor for finance and economic growth. Spending boosts demand and economic activity. Saving enables people to make them financially secure and have funds for investments. Taxation impacts the tradeoff between spending today and saving for the future. In 1860 the income tax system in India began. It has been modified over the years and with laws, such as the Income Tax Act, 1961.The changes have strengthened and eased tax collection. The government has recently attempted to streamline and increase the flexibility of the tax procedure. It is these changes that continue to shape the way people save and spend their money. The income tax system helps shape people's behaviorist affects their savings and spending habits.

Review of Literature

1. According to Adam Smith (1776), taxes are a significant source of Government revenues. He was also convinced of the role of a good tax system in enabling the government to provide public services and in helping with economic development.
2. David Ricardo (1817) contributed that taxes impact the choice of whom to work for, what to do and how much to invest. According to him, taxes influence people's economic activities and overall economic growth.
3. The Life-Cycle Hypothesis was proposed by Franco Modigliani and Richard Brumberg (1954). They said that people invest during their working life and spend during their retirement.
4. The Permanent Income Hypothesis was introduced by Milton Friedman (1957). He proposed new spending principles, which he called "spending on long-term income instead of temporary income.
5. Martin Feldstein (1976) discovered that policies of taxation affect saving and investment decisions. His study demonstrated that taxes are able to influence household financial actions.

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6. Joseph Stiglitz (1985) explained that taxation affects the financial decisions of consumers and businesses. He highlighted the need for an effective tax regime.
7. Thomas Piketty (2014) emphasized that appropriate taxation to lessen income disparities and improve social welfare.
8. The study conducted by Rahman (2023) explores the effect of tax on consumer consumption pattern. The study concluded that the changes in tax rates have a impact on buying and spending habits.
9. Mandala et al. (2024) examined the effect of taxes on financial planning by households. They found that taxes have an impact on budget, saving, and investment decisions

Research Gap

There have been many studies on the impact of taxation on savings, consumption and financial behavior. Much of this research has been undertaken from a general economic or at a national level. While these studies are helpful, they do not give a lot of detail about the actual experiences of taxpayers at the local level. Specifically, there is no study that discusses the effect of income tax on saving and spending habits of people in Vijayapura City. Economic conditions and behavior of local taxpayers may be different than in other areas. Hence, an attempt has been made in the present study to narrow the gap by studying the effect of income tax on saving and consumption behavior of the people of Vijayapura city.

The study aimed to identify the objectives.

1 To know the impact of income tax on saving pattern of individuals.
2. To study the effect of income tax on consumer expenditure of the taxpayers.
3. To study the differences in saving and spending patterns among people belonging to different income groups.
4. To examine if there is an effect on saving behavior as a result of tax planning.

Hypotheses of the study

H_0: Income tax does not significantly affect the saving and consumption patterns of individuals.
H_1: Income tax significantly affects the saving and consumption patterns of individuals.

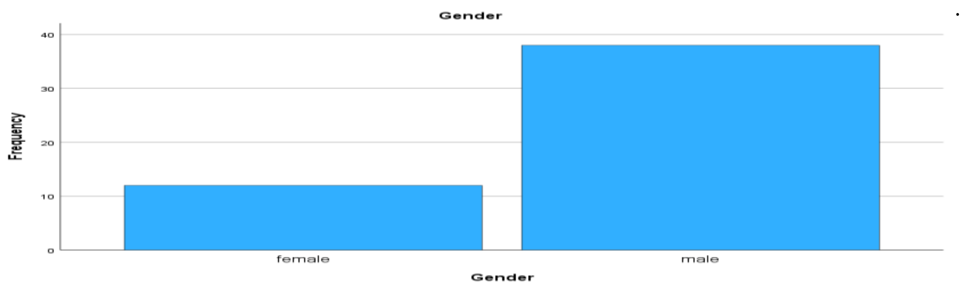
Research methodology

Type of Research: descriptive research design
Sources of Data
Primary Data: Data was gathered directly from the respondents using a structured questionnaire.
Secondary Data: Information that was relevant was collected from books, journals, research papers, government reports, and reliable online sources.
Data collection technique: Survey technique.
Sampling Technique: Convenience sampling
Sample Size: 50 Respondent
Study Area The study was conducted with the individual taxpayers of Vijayapur City. Statistical Tools Used The data collected were analysed statistically (Reliability Analysis, Frequency Analysis, Descriptive Statistics and Chi-Square Test). These tools aided in the analysis of the data and meaningful conclusions.

Data Analysis and Interpretation
Table 1 showing Gender

Gender					
		Frequency	**Precent**	**Valid present**	**Cumulative precent**
Valid	**Female**	12	24.0	24.0	24.0
	Male	38	76.0	76.0	100.0
	Total	50	100.0	100.0	

Graph showing gender

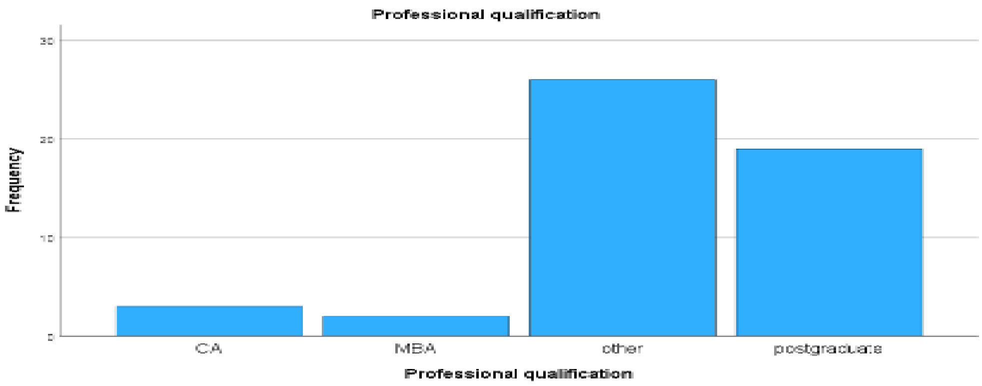


Interpretation: Out of 50 respondents, 38 (76%) were male and 12 (24%) were female. This shows that most of the participants in the study were male. Most of the respondents were male

Table 2 showing Professional qualification

Professional Qualification					
		Frequency	precent	Valid precent	Cumulative precent
Valid	CA	3	6.0	6.0	6.0
	MBA	2	4.0	4.0	10.0
	Other	26	52.0	52.0	62.0
	Postgraduate	19	38.0	38.0	100.0
	Total	50	100.0	100.0	

Graph showing professional qualification

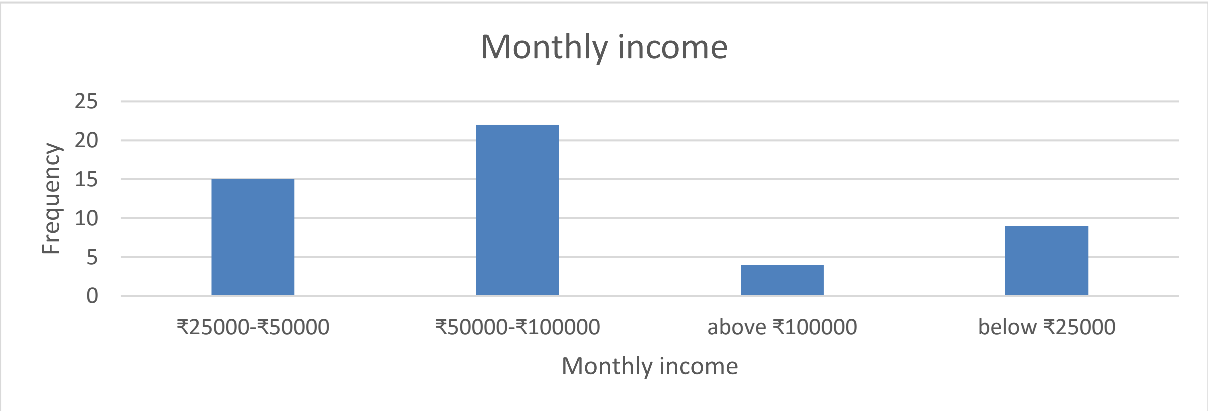


Interpretation: Majority of respondents have other qualifications 52% followed by postgraduates 38% with only a few CA 6% and MBA 4%.

Table 3 showing Monthly income

Monthly Income					
		Frequency	Precent	Valid precent	Cumulative precent
Valid	Below 25000	15	30.0	30.0	30.0
	25000-50000	22	44.0	44.0	74.0
	50000-100000	4	8.0	8.0	82.0
	Above 100000	9	18.0	18.0	100.0
	Total	50	100.0	100.0	

Graph Showing Monthly Income



Interpretation: The highest income range being between ₹50,000 to ₹1,00,000, 44% of the respondents earned monthly income in this range. About 30% earned between ₹25,000 and ₹50,000, while 18% had an income below ₹25,000. This reveals that most respondents fell under the middle-income group as only 8% earned above ₹1,00,000 Per month.

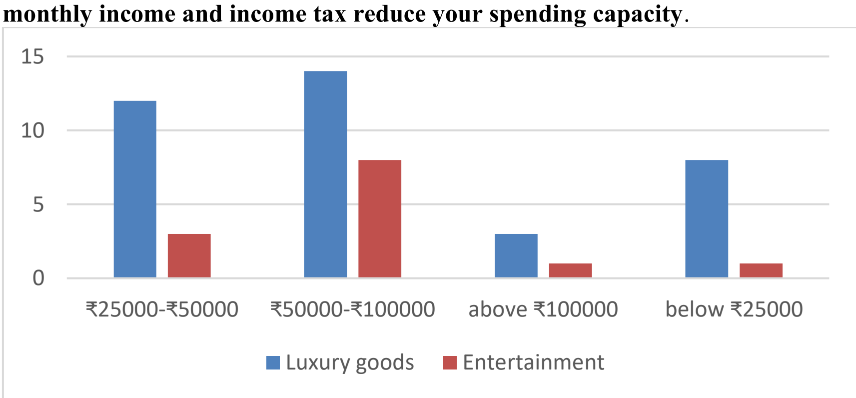
Chi square test

Table showing monthly income and income tax reduce your spending capacity.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Precent	N	Precent	N	precent
Monthly Income and Income tax reduce tour spending capacity.	50	100.0%	0	0.0%	50	100.0%

Monthly income and income tax reduce your spending capacity?				
Count				
		Income tax reduces your spending capacity?		Total
		Luxury goods	Entertainment	
Monthly income	**₹25000-₹50000**	12	3	15
	₹50000-₹100000	14	8	22
	Above ₹100000	3	1	4
	Below ₹25000	8	1	9
Total		37	13	50

Graph showing monthly income and income tax reduce your spending capacity.



Interpretation: The table indicates the feeling of the respondents towards the impact of income tax on their expenditure power in various income groups. The majority of all income groups indicated that income tax primarily lowers purchases of luxury items, as opposed to entertainment. The p value of the Chi-square test is 0.467 and this is a value greater than 0.05, thus the test results indicate that there is no significant relationship between monthly income and how the monthly income tax impacts the level of spending capacity.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	2.548[a]	3	0.467
Likelihood Ratio	2.675	3	0.445
N of Valid Cases	50		
a.4 cells (50.0%) have expected countless than 5. The minimum expected count is 1.05			

Hypothesis of chi square

Interpretation: Chi-square test P value is 0.467, which is greater than 0.05. Thus, the null hypothesis is accepted. This shows that respondents' spending ability are not related to monthly income significantly.

Results and Findings

Objective-wise Findings

1. Income tax affects saving decisions.
2. Income tax has a effect on the consumption behaviour.
3. Tax advantages promote investment.
4. Increased tax awareness leads to higher compliance**.**

Statistical Findings

1. Tax knowledge and tax filing behaviour are significantly related.
2. There is no significant effect of occupation on saving decisions.
3. Income level does not significantly affect spending capacity.
4. There is no significant relationship between age and the spending capacity.

Discussion

The results suggest that taxes affect individual financial decision making, as they reduce the disposable income of individuals and push them to make tax saving investments. Tax policies' awareness is a key element of tax compliance. Demographics, on the other hand, are variable and can be age occupation and income level, with both of these having little impact on the effect of taxation.

Suggestions / Recommendations

1. Regular awareness programs and workshops should be organized to update the taxpayers with the latest tax laws, procedure and available tax benefits.
2. Taxpayers should be encouraged to follow the right tax planning strategies to ensure compliance with the law, while taking advantage of tax opportunities.
3. People should be encouraged to invest in tax-efficient financial vehicles provided by the Income Tax Act in order to minimize the taxes they will have to pay and to ensure their financial stability for the future.
4. To enhance taxpayers' knowledge and understanding of taxation, investment planning and personal financial management, financial literacy programs should be strengthened.
5. Tax filing to be simplified and made easier for the users by making it digital, providing guidance and support for taxpayers.
6. Financial institutions and employers should give employees and customers frequent guidance and counselling on tax rules, tax deductions and tax compliance, to ensure they understand the tax rules and are claiming any deductions they are entitled to, and that they are complying with tax on time and correctly.

Conclusion

The study concludes that income tax significantly influences the saving and consumption patterns of individuals in Vijayapura City. Taxation affects disposable income and financial decision-making. Tax awareness positively impacts compliance, while effective tax planning helps individuals balance savings and consumption. Overall, income tax remains an important determinant of personal financial behaviour.

Limitations of the Study

1. The respondents were only 50.
2. Vijayapur City is the area where the study is limited.
3. Responses may contain personal bias.
4. Indirect taxes were not considered.
5. Economic factors (inflation, interest rates) were not taken into account..

Scope for Future Research

The following are suggestions for future research.

1. The sample size was small in this study; future research could be done with a larger sample size across various states or regions to yield more broad and generalizable results.
2. Comparative studies can be conducted among cities, regions, or states to uncover differences in tax awareness, planning, and compliance.
3. The effects of direct and indirect taxation on the financial planning, investment and overall economic behaviour of taxpayers can be considered.
4. Further research can be conducted on how financial literacy and tax knowledge affect the effective tax planning and the compliance to tax among individuals.
5. Future research can examine the tax planning behavior and awareness of various work groups including agriculture taxpayers, self-employed people, professionals, businessmen, and salaried employees to identify sector-specific issues and practices.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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Reserve Bank of India

A Study on Education Influence towards Entrepreneurship in Vijayapura City

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Abstract

This study examines the influence of entrepreneurship education on entrepreneurial intentions, leadership, decision-making, communication skills and entrepreneurial readiness. It also evaluates the effect of practical learning activities to enable these skills to be enhanced. The results demonstrate that education has a positive effect on entrepreneurial development through business awareness, self-employment and identification of business opportunities. The study concludes that implementation of better entrepreneurship education and hands-on learning programmes could bridge the gap and contribute to the development of future entrepreneurs and sustainable economic development.

Keywords: *Entrepreneurial Motivation, Entrepreneurial Preparedness, Entrepreneurial Skills.*

Introduction

Entrepreneurship is a factor that has a positive effect on economic growth through jobs creation, innovation and enhancing living standards. It is about identifying opportunities, risk-taking and effective resource management. Education fosters entrepreneurship by building awareness, skills, confidence and creativity. It assists people to develop skills in business planning, financial management and problem solving. According to Theory of Planned Behavior, education can enhance the entrepreneurial intentions by boosting attitudes and self-confidence. According to the Human Capital Theory, education improves skills and capabilities and thus increases people's ability to initiate and operate businesses. Education and entrepreneurship go hand in hand and work in tandem to foster self-employment, economic growth and sustainable development.

Review of literature

Schumpeter (1934) contended that the entrepreneur is a key participant in economic development because he is responsible for introducing innovations and new business.
Zadek and Thake (1997) said that Entrepreneurship education fosters social responsibility, innovation and value creation for the society.
Krueger, Reilly and Carsrud (2000) determined that education affects entrepreneurial intentions through its impact on individuals' attitudes, perceptions, and confidence levels in entrepreneurship.
Seelos and Mair (2005) stated that entrepreneurship education encourages people to be innovative in addressing social and economic issues.
Mair and Noboa (2006) proposed that entrepreneurship education enhances creativity, problem solving and opportunity awareness of social change.
Austin, Stevenson and Wei-Skillern (2006) emphasized that entrepreneurship education equips people to be good users of resources to generate social and economic value.
Pittaway and Cope (2007) found that entrepreneurship education has a positive impact on entrepreneurial intentions, creativity, and business opportunity awareness of students

Research Gap

The relationship between education and entrepreneurship has been explored in several studies, which have investigated the importance of entrepreneurial knowledge, skills, and training in the formation of entrepreneurial intentions. The existing studies primarily have been conducted with students from metropolitan cities, developed areas, and higher education institutions. But little has been done to grasp the effect of education on entrepreneurship in semi-urban and development areas like Vijayapura.

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Objective of the Study

1. To examine the influence of education in enhancing entrepreneurial knowledge for students.
2. To investigate the effect of entrepreneurship education on student's business intentions.
3. To evaluate impact of educational programmed on entrepreneurial skills development.
4. To assess the impact of the application activities on the growth of entrepreneurship.
5. To explore the link between education and confidence in business start-up.
6. To find out the effect of education on entrepreneurial preparedness of students.

Research Methodology

Research Design:

The type of research design conducted in this study is descriptive research design, which will allow the researcher to identify the role played by educational interventions in developing entrepreneurial knowledge, skills, confidence and intentions.

Sources of Data:

1. Primary data:

The study was obtained directly from respondents through a well-structured questionnaire designed to collect relevant information.

2. Secondary data:

Secondary data was used in the research such as academic books, journals, articles, conferences papers, reports, websites, and any other published sources dealing with entrepreneurship and entrepreneurship education.

Tools for Analysis:

MS EXCEL

SPSS (Statistical Package for the Social Sciences)

Sampling Technique:

The study adopts a convenient sampling technique to select respondents. Under this method, data is collected from those students who are easily accessible and willing to participate in the study. This approach is suitable for gathering quick and relevant information within the limited time available for the research.

Sample Size: A total of **66 respondents** were selected for the study

Study Area: Entrepreneurship- Study Area: The Study was carried out as per the requirement of entrepreneurship study area that is all the entrepreneurs in the Vijayapura city.

Statistical Tools Analysis:

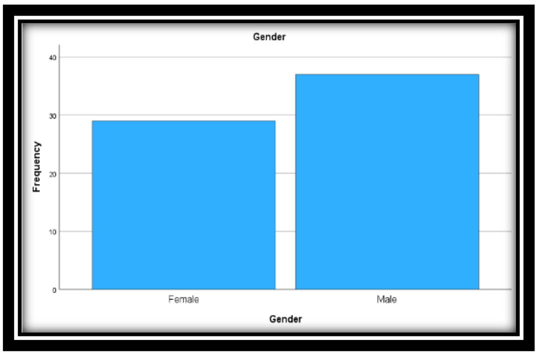
1. Demographic Statistics
2. Correlations

Data Analysis and Interpretation

Demographic Profile:

Table Showing Gender

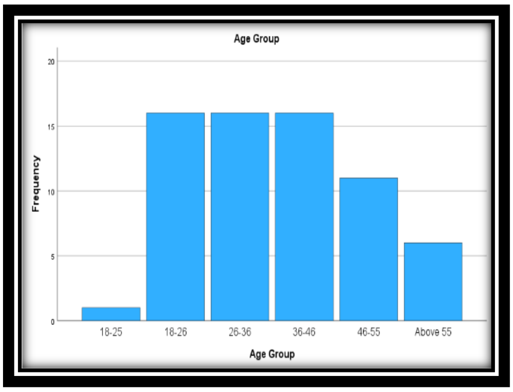
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	29	43.9	43.9	43.9
	Male	37	56.1	56.1	100.0
	Total	66	100.0	100.0	



Interpretation: The gender breakdown is that of 66 respondents, 37 (56.1%) were males while 29 (43.9%) were females. This clearly means there was more participation of males in the survey. However, the male and female subjects are well represented so they can give their views on entrepreneurship.

Table Showing Age Group

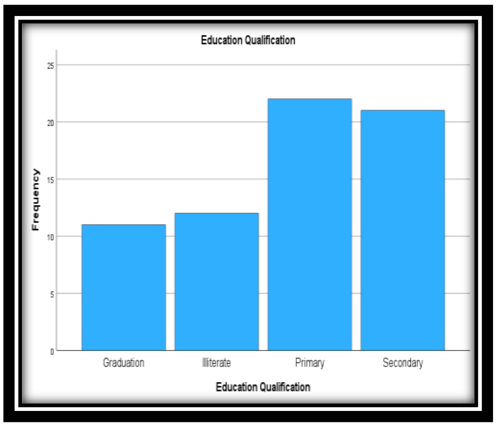
		Frequency	Percent	Valid Percent	Cumulative Percent
	18-25	1	1.5	1.5	1.5
	18-26	16	24.2	24.2	25.8
	26-36	16	24.2	24.2	50.0
Valid	**36-46**	16	24.2	24.2	74.2
	46-55	11	16.7	16.7	90.9
	Above 55	6	9.1	9.1	100.0
	Total	66	100.0	100.0	



Interpretation: The age composition has respondents who are of various ages. The most numerous ones were the ages between 18-26 years, 26-36 years, and 36-46 years, each having 16 people (24.2%). The age group 46-55 had 11 (16.7%) respondents and the age group above 55 had 6 (9.1%) respondents .

Table Showing Education Qualification

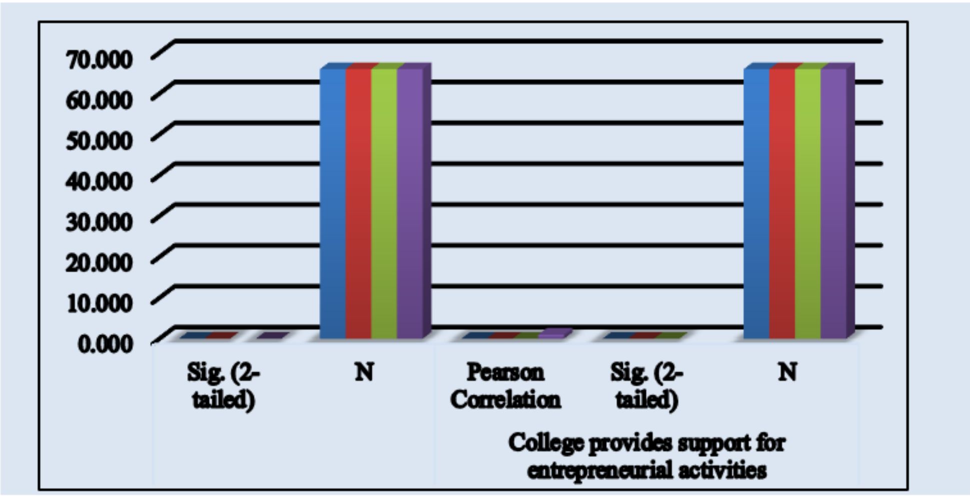
		Frequency	Percent	Valid Percent	Cumulative Percent
	Graduation	11	16.7	16.7	16.7
	Illiterate	12	18.2	18.2	34.8
Valid	**Primary**	22	33.3	33.3	68.2
	Secondary	21	31.8	31.8	100.0
	Total	66	100.0	100.0	



Interpretation: Information on educational qualifications shows that the respondents are from different educational levels. Majority of the respondents are either at the primary level (33.3%) or secondary level (31.8%). The other 16.7% of the respondents are graduate-level respondents, while 18.2% are illiterate.

Correlation Analysis:
Table Showing Correlations

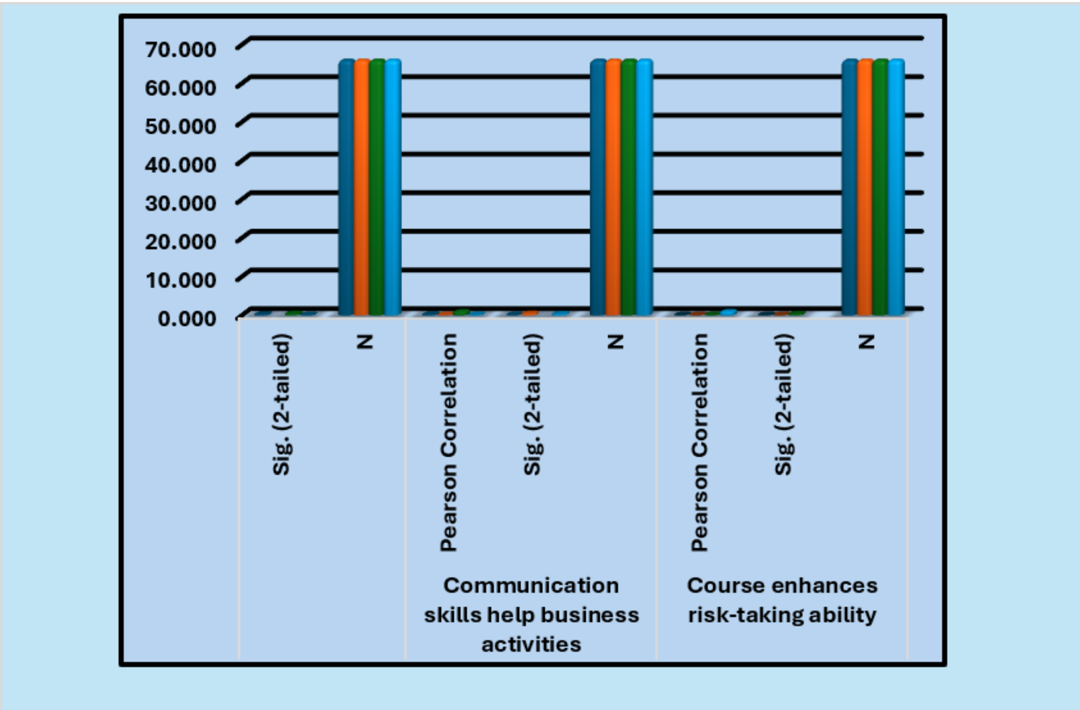
		Education improved knowledge about entrepreneurship	Entrepreneurship subjects motivate business start-up	Workshops and seminars enhance entrepreneurial skills	College provides support for entrepreneurial activities
Education improved knowledge about entrepreneurship	**Pearson Correlation**	1	$.362^{**}$	$.331^{**}$	$.487^{***}$
	Sig. (2-tailed)		0.003	0.007	0.000
	N	66	66	66	66
Entrepreneur-ship subjects motivate business start-up	**Pearson Correlation**	$.362^{**}$	1	$.275^{*}$	$.459^{***}$
	Sig. (2-tailed)	0.003		0.026	0.000
	N	66	66	66	66
Workshops and seminars enhance entrepreneurial skills	**Pearson Correlation**	$.331^{**}$	$.275^{*}$	1	$.395^{**}$
	Sig. (2-tailed)	0.007	0.026		0.001
	N	66	66	66	66
College provides support for entrepreneurial activities	**Pearson Correlation**	$.487^{***}$	$.459^{***}$	$.395^{**}$	1
	Sig. (2-tailed)	0.000	0.000	0.001	
	N	66	66	66	66



Interpretation: The positive correlation between entrepreneurial knowledge and motivation to start up a business was determined (r = 0.362, p = 0.003). The entrepreneurial knowledge had a positive correlation with the support from college (r = 0.487, p < 0.001) and the business start-up motivation had a positive correlation with the support received from the college (r = 0.459, p < 0.001). Workshops and seminars were found to have a positive correlation with institutional support (r = 0.395, p = 0.001).

Table Showing Correlation

Correlations					
		Education improves leadership skills	Studies improve decision-making ability	Communication skills help business activities	Course enhances risk-taking ability
Education improves leadership skills	Pearson Correlation	1	0.146	0.210	.403***
	Sig. (2-tailed)		0.243	0.090	0.001
	N	66	66	66	66
Studies improve decision-making ability	Pearson Correlation	0.146	1	0.087	.392**
	Sig. (2-tailed)	0.243		0.487	0.001
	N	66	66	66	66
Communication skills help business activities	Pearson Correlation	0.210	0.087	1	0.109
	Sig. (2-tailed)	0.090	0.487		0.383
	N	66	66	66	66
Course enhances risk-taking ability	Pearson Correlation	.403***	.392**	0.109	1
	Sig. (2-tailed)	0.001	0.001	0.383	
	N	66	66	66	66



Interpretation: Overall, leadership skills are strongly correlated with positive risk-taking skills ($r = 0.403$, $p = 0.001$) and decision-making skills are strongly correlated with positive risk-taking skills ($r = 0.392$, $p = 0.001$). This indicates that education is an effective factor in developing these key skills of entrepreneurship.

Results and Findings

1. The study has validated the reliability of the research instrument and the appropriateness for investigating the relationship between the study variables (education and entrepreneurial development) among the respondents.
2. The findings indicated that education increases entrepreneurial knowledge, awareness and understanding, which enables them to have a better sense of business opportunities.
3. Entrepreneurship courses and learning experiences helped to develop positive attitudes towards self-employment and raise an interest in entrepreneurial activity.
4. Hands on training, seminars, internship and networking with industry were also provided to enhance entrepreneurial skills.
5. Experience and education developed skills such as leadership, communication, decision making, problem solving and risk management, and an enhanced business confidence.

Discussion

Education research findings validate the significance of education for improving students' knowledge and understanding of business opportunities. Entrepreneurship education also stimulates the interest in entrepreneurship and entrepreneurship career. Students are taught the important leadership, communication and decision-making skills in educational programmes. Throughout the educational experience, opportunities for hands-on learning and confidence-building activities, like workshops and internships, further develop entrepreneurial skills and confidence. The results also reveal that the educational experiences provide students with competencies for successfully addressing business challenges and take advantage of business opportunities in the future.

Suggestions

1. The education of entrepreneurship should be strengthened in schools to increase entrepreneurship awareness and business knowledge.
2. More opportunities should be provided, in the form of workshops, Internship, interaction with industry and business projects to develop entrepreneurial skills.
3. Trainers should focus on training the learners to develop their leadership, communication, decision making and problem-solving skills during training activities.
4. The colleges and universities should create an environment for innovation, creativity and business enterprises through self-employment.
5. Regularly, students may benefit from career guidance and mentoring programmes to help them find business opportunities and build entrepreneurial confidence.

Conclusion

Thus, the study has reached the conclusion that through education the entrepreneurial knowledge, skills, confidence, and business awareness could be acquired which help in entrepreneurship. It also helps people to develop desired skills such as communication, leadership, decision making and risk-taking skills. Hands-on experiences such as seminars, training and internships also help to build confidence and prepare for entrepreneurship.

Limitation of the study

1. A small sample number of respondents (66) was used in the experiment, which could affect the validity of the results obtained.
2. The information is presented from a certain area and the information may not be relevant to other areas.
3. Respondents will have their own perceptions and experiences that will impact the results that are produced.
4. Was not able to collect more data due to time and resource constraints.
5. The reliability of the results is reliant on the understanding of the respondents to the questions on the survey.

Future Scope of the Study

So, this research study is focused on the effect of education on entrepreneurship in Vijayapura city in which effect of experiences on entrepreneurial knowledge, skills and attitudes and self-employment intentions are examined. Additionally, this research study will include the role of institutions in fostering entrepreneurial attitudes among the individuals. It will also discuss about some important entrepreneurial skills like leadership, communication skills, decision making skills, creativity and risk-taking skills and how they are influenced by various practical activities like workshop, internship etc. and industrial visits on confidence and preparedness. The results will be achieved by taking the opinion of some of the selected participants in the city of Vijayapura.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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A Study on Deposit Mobilization of Shri Siddheshwar Co-Operative Bank Ltd. Vijayapura

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Abstract

The research paper is of secondary nature and uses information gathered from annual reports and published banking literature for deposit mobilization in Shri Siddheshwar Co-operative Bank Ltd. The study will examine the trend of current, savings, fixed, pigmy and advance deposits between 2020-21 and 2024-25. Deposit mobilization is an important banking operations as deposits are the main source of funds for the banking system lending and investment operations. The performance of different types of deposits are evaluated using trend analysis, growth analysis and comparative analysis. The results showed that the savings deposits always made the highest percentage of total deposits, followed by fixed deposits which always remained relatively low. Current deposits had some fluctuations and improved vastly at the end of the year. The study highlights the importance of customer trust, service quality, and innovative deposit schemes in enhancing deposit growth. They suggest the enhancement of digital banking services, strengthening of customer awareness programs and offering of lucrative products for customers in terms of deposit products.

Keywords *Deposit Mobilization, Banking Performance, Cooperative Bank, Financial Growth, Trend Analysis, Savings Deposits.*

Introduction

Banks offer an important role in the economic development process, in terms of transferring savings to productive sectors. The cooperative banks in particular are very important about the mobilization of deposits since the deposits are the basis of their credit operations. The study examines the changes in deposit mobilization of Shri Siddheshwar Co-operative Bank Ltd. and its role in financial stability and financial growth.

Review of Literature

1. Mishra, R. K. (2011) Mishra studied the performance of cooperative banks in India and noted that the main source of funds to these banks is the deposits and not loans. The study found that depositors trust and financial stability are the two significant factors that attract people to invest money in banks.
2. Gupta, S., & Sharma, R. (2012) Gupta and Sharma studied the factors influencing the mobilization of deposits in rural co-operative banks. The study findings indicated that savings behavior of the customers is influenced by awareness programs and financial literacy.
3. Reddy, P. N. (2013) Reddy analysed the factors affecting growth of deposits in the cooperative banking institutions and concluded that competitive interest rates and personalized services help in mobilization of deposits.
4. Selvaraj, N., & Balaji Kumar, P. (2015) The study of Selvaraj and Balaji Kumar was related to the pattern of the deposit mobilization of the Dindigul District Central Co-operative Bank. The study indicated that the individual deposits have increased continuously and also emphasized the significance of diversified deposit schemes in improving the deposits growth.
5. Maharana, N., Choudhury, S. K., & Panigrahi, A. K. (2015) The researchers concluded that the quality of customer service, innovation in deposit products and promotional activities were significant factors in deposit growth and compared the deposit mobilization practices of commercial banks.
6. Kumar, V. (2016) Kumar examined the growth of deposits in urban cooperative banks and found that their technological advances and effective customer services helped to improve customers' satisfaction and deposits.

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Objectives of the Study

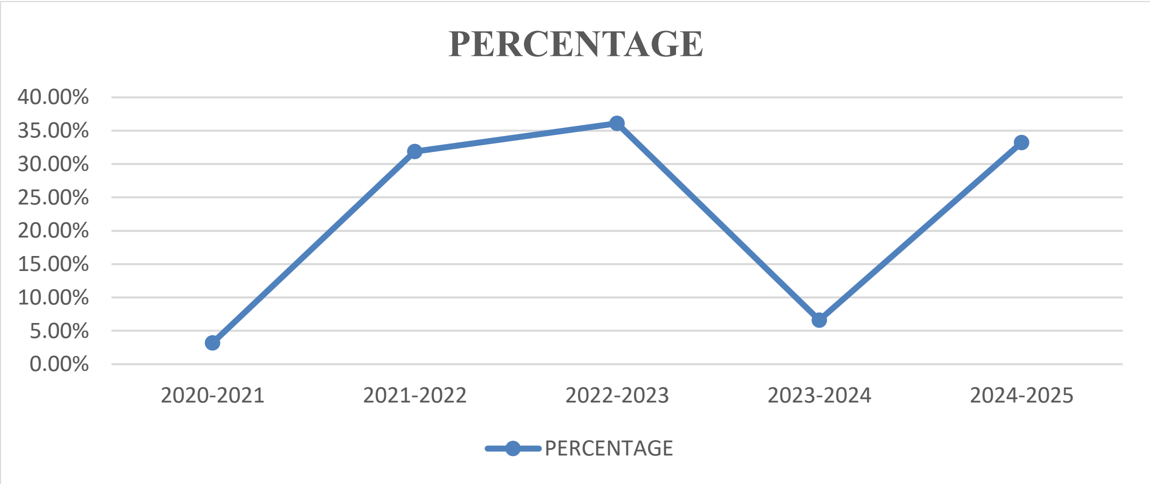
1. To study the various kinds of deposit schemes provided by Shri Siddheshwar co-operative banks.
2. To find the percentage distribution of Deposits of Shri Siddheshwar co-operative bank by year vice.

Nature of the class: Descriptive and analytical.
Sources: Annual Reports, RBI publications, journals, books, government reports, websites. Period: 2020–21 to 2024–25.
Tools used: Trend Analysis, Growth Analysis, Comparative Analysis, CAGR interpretation and Content Analysis.

Research Methodology
Data Analysis and Interpretation
1. Table Showing Current Deposits

Years	Amounts	Difference	Percentage
2020-2021	127192251.11	4121598.03	3.2%
2021-2022	96405940. 62	30786310.49	31.9%
2022-2023	150966411.97	54560471.35	36.1%
2023-2024	141566638.35	9399773.62	6.6%
2024-2025	212151058.37	70584420	33.2%

(Source: Data Collected from Secondary Sources)

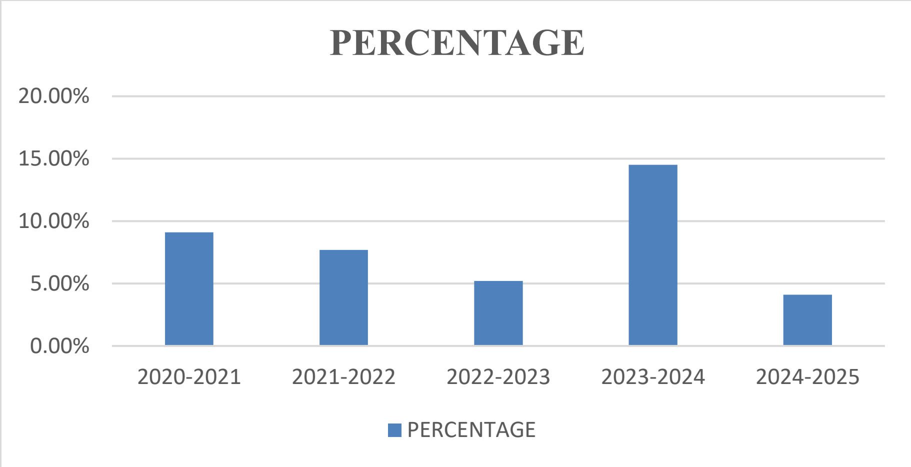


Graph Showing Current Deposits
Analysis: With current deposit growth being very volatile, it rose by 31.9% and 36.1% during the following two periods, from 2020-2021 to 2021-2022. This upward trend reversed sharply in 2023–2024, falling to only 6.6%, but climbing sharply back to 33.2% in 2024–2025. These important percentage changes are literally invisible on their chart since they're plotted on the same scale as the raw currency number in the hundreds of millions.

Table Showing Saving Deposit

Year	Amount	Difference	Percentage
2020-2021	1237612031.50	112820113.53	9.1%
2021-2022	1342284031.24	104671999.74	7.7%
2022-2023	1417206441.84	74922410.6	5.2%
2023-2024	1237550738.82	179655703.02	14.5%
2024-2025	1290654449.77	53103710.95	4.1%

(Source: Data Collected from Secondary Sources)



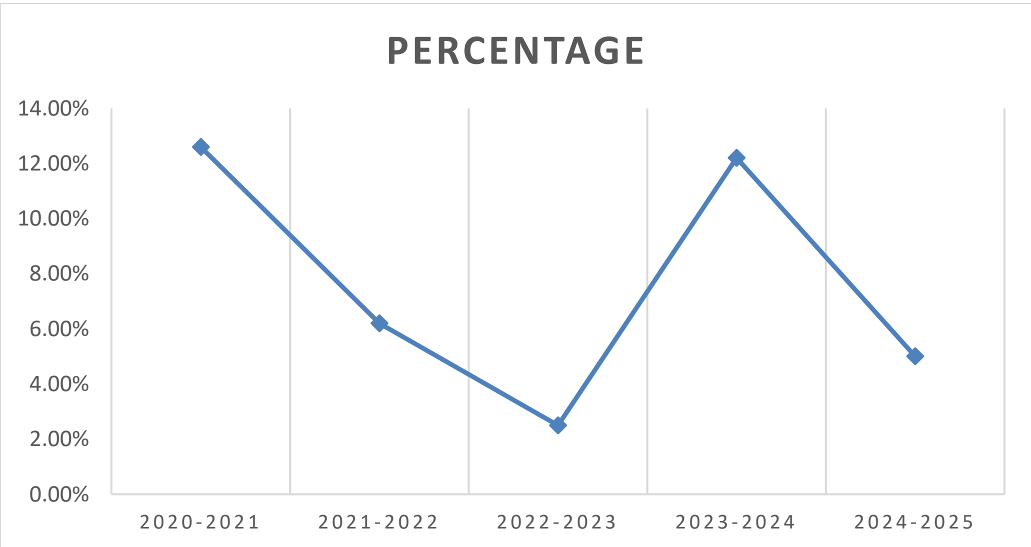
Graph Showing Saving Deposits

Analysis: Saving deposit growth fluctuated quite a bit over these five years. Starting at 9.1% in 2020-2021, it steadily slowed down over the next two years, hitting 7.7% in 2021-2022 and 5.2% in 2022-2023. There was then a big surge in 2023-2024, when it reached the peak of 14.5%, but a significant drop to a five-year low of 4.1% in 2024-2025.

Table Showing Fixed Deposit

Year	Amount	Difference	Percentage
2020-2021	57026863.00	7188934	12.6%
2021-2022	53693937.00	3332926	6.2%
2022-2023	55100101.00	1406164	2.5%
2023-2024	49071679.61	6028421.39	12.2%
2024-2025	46694986.61	2376693	5.0%

(Source: Data Collected from Secondary Sources)



Graph Showing Fixed Deposits

Analysis: The percentages of fixed deposits have experienced up and down over these 5 years. The rate started high at 12.6% in 2020-2021, but steadily slowed down over the next two years, dropping to 6.2% in 2021-2022 and hitting its lowest point of 2.5% in 2022-2023. After that, it made a big comeback by jumping to 12.2% in 2023-2024, before falling back down to 5.0% in 2024-2025

Findings

1.The most significant component of total deposits was Savings Deposits, which rose from 43.1% in 2020-21 to 50.1% in 2024-25.

2.Current Deposits witnessed volatile growth trends, with a marked rise of 2024-25, reflecting enhanced customer trust in the business and transactions.

3.Total deposits were the least important source for Fixed Deposits account for around 1.8% – 1.9% of the total deposits during the study period.

4.The growth rate of Pigmy Deposits saw moderate growth in the initial years and a sudden fall in the growth rate in the year 2024-25.
5.The proportion of Advance Deposits had dropped significantly from 44.8% in 2020-21 down to 33.2% in 2024-25.

Discussion

The results suggest that there is a trend towards liquidity and convenience preferences among depositors. The majority of these deposits are in savings, due to their ease and security. The fixed deposit share's decrease indicates shifts in investment behavior and competition. Cooperative banks need to step up on technology adoption and customer engagement to ensure sustainable growth.

Suggestions and Recommendations

1.Offer attractive fixed deposit schemes.
2. Strengthen digital banking facilities.
3. Conduct financial literacy programs.
4. Improve customer relationship management.
5. Expand rural outreach. Create tailored deposit products for women, senior citizens, farmers and small businesses.

Conclusion

The mobilization of deposits is still very important for the financial stability of cooperative banks. Deposit base of Shri Siddheshwar Co-operative Bank has remained stable, mainly due to the strong savings deposits. Innovation, customer service and promotional strategies are key to future growth.

Limitations of the Study

1. The study's scope is restricted to the participants' age group and race.
2. The study is based on secondary data and,
3. It's limited to one bank
4. It can only be used for the chosen study period.
5. The results might not be applicable to other cooperative banks.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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A Study on Ratio Analysis At Vijayapura District Mahila Co-Operative Bank Ltd, Vijayapura

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Abstract

An analysis of financial performance is crucial for assessing an organization's financial health, efficiency, and long-term viability. One of the most common tools to assess liquidity, profitability and solvency of a business is ratio analysis. The present study examines the financial performance of Vijayapura District Mahila Co-operative Bank (VDMKB) by adopting ratio analysis technique. The study has been conducted using secondary data obtained from annual audited reports and financial statements of the bank for the years 2020-21 to 2024-25. Various financial ratios such as the current ratio, quick ratio, cash ratio, net profit ratio, return on investment, debt to assets ratio and debt to equity ratio were calculated and analyzed to determine the financial performance of the bank. The results show that the bank had a satisfactory liquidity position and sound solvency during the studied period. Profitability had slight variations but the overall financial performance was stable. Based on the analysis, the bank has a solid financial position and is likely to continue growing in the future. The study suggests that increased profitability can be achieved by enhancing operational efficiency, optimizing resource usage, and implementing careful financial management practices.

Keywords: *Ratio Analysis, Financial Performance, Liquidity, Profitability, Solvency, Co-operative Bank.*

Introduction

A method of measuring the performance of an organization that compares the relationships between various items on financial statements is called ratio analysis. It breaks down complex financial data and enables stakeholders to comprehend the merits and dearth of a business. The ratio analysis is extensively used in banking sector to evaluate the liquidity, profitability, operational efficiency and financial stability. The present study includes an analysis of Vijayapura District Mahila Co-Operative Bank financial performance using different financial ratios.

Review of Literature

1. Mishra, R. K. (2011) Mishra studied the performance of cooperative banks in India and noted that the main source of funds to these banks is the deposits and not loans. The study found that depositors trust and financial stability are the two significant factors that attract people to invest money in banks.
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Review Of Literature:

1. **Review of Literature:**

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Horrigan, J. O. The study of financial ratios to predict future performance and to determine business risk was discovered by (1965).

Nissim, D., & Penman, S. H. (2001) studied the connection among financial ratios and business value, which pointed out the significance of profitability ratios.

Naibaho, R. and Natasya, A. In their 2023 study, (2023) found that liquidity and leverage ratios are good predictors of financial distress and can be used as early warning indicators.

Suthar, K. (2023) confirmed that ratio analysis is still relevant in the context of management in modern financial management of an organization.

Akhor (2015) used statistical methods including regression analysis to analyze the relationship between the financial ratios and firm performance. The findings confirmed

2. Research Gap:

Most previous studies have focused on commercial banks and large corporations. Very little studies have been undertaken with respect to women co-operative banks especially Vijayapura District Mahila Co-Operative Banks. So, the present study tries to examine the financial performance of the bank by adopting ratio analysis method and try to fill this gap of research.

Objective Of the Study:

1. To find out the liquidity situation of Vijayapura District Mahila Co-Operative Bank.
2. To measure the profitability of Vijayapura District Mahila Co-Operative bank. To study the state of Solvency of Vijayapura District Mahila Co-Operative bank.

Research Methodology:

1. Nature of the study

Descriptive and Analytical Research.

2. Sources of secondary data

Annual Reports of Vijayapura District Mahila Co-Operative Bank

3. Period of Study

2020–21 to 2024–25 (Five Years)

4. Analytical Tools Used

Ratio Analysis

Data Analysis and Interpretation:

Trend Analysis of Current Ratio

Current ratio:

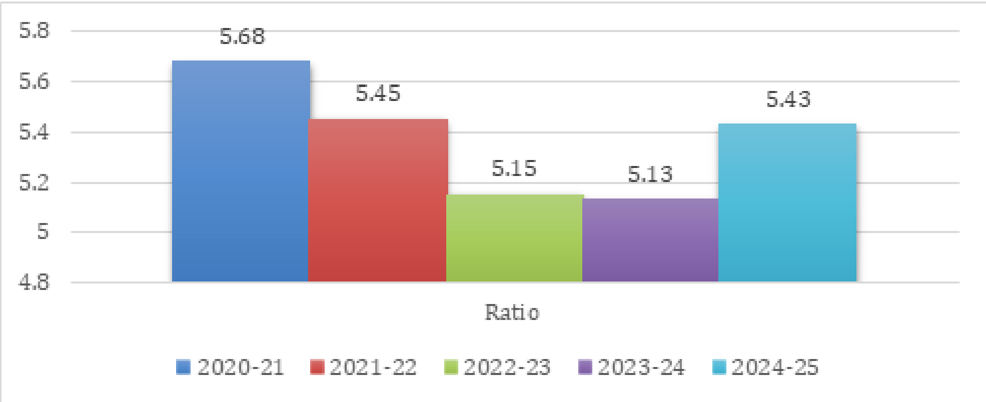
The current ratio is a liquidity ratio that indicates whether a firm has enough current assets to pay its short-term obligations that fall within one year. Current ratio.

Formula: $\text{Current ratio} = \dfrac{\text{Current assets}}{\text{Current liabilities}}$

1. **Table showing current ratio**

Year	Current assets (in crores)	Current liabilities (in crores)	Ratio
2020-21	3982.95	701.64	5.68
2021-22	4076.23	747.71	5.45
2022-23	4533.4	878.73	5.15
2023-24	4601.09	895.34	5.13
2024-25	4890.97	899.41	5.43

Graph showing current ratio



Interpretation: The bank's current ratio remained significantly higher than the benchmark level during 2020-21 through 2024-25. It started at 5.68 in 2020-21, dipped gradually to 5.13 by 2023-24, then recovered slightly to 5.43 in 2024-25. This indicates that the bank had sufficient short term assets to pay its short term liabilities throughout the period. A high ratio will indicate good liquidity and financial stability.

Table 7.2: Growth Analysis of Net profit ratio:

Net profit ratio:

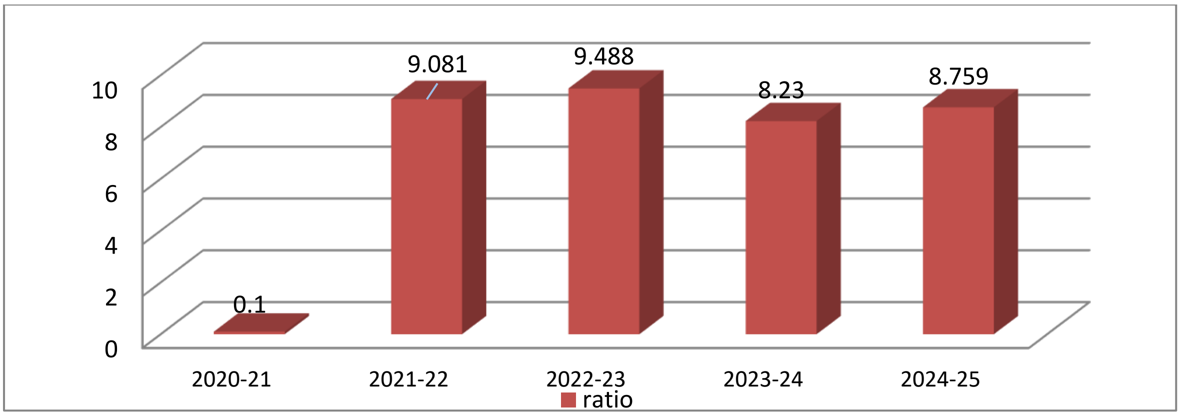
It is an indicator of how much profit or loss is being generated from the overall sales.

Formula: $\frac{\text{Net profit}}{\text{Revenue from operation}} \times 100$

2. **Table showing net profit**

Year	Net profit	Revenue from operation	Ratio
2020-21	61,30,001.70	6,12,61,370.71	0.100
2021-22	61,05,239.64	6,71,83,181.97	9.081
2022-23	64,84,195.44	6,83,37,758.15	9.488
2023-24	40,73,184.49	4,94,87,797.12	8.230
2024-25	50,03,198.52	5,71,17,821.18	8.759

Graph showing net profit



Interpretation: The net profit ratio of the bank has been fluctuating over the study period. It peaked at 10% in 2020-21, dropped to 8.23% in 2023-24, then edged up to 8.76% in 2024-25. The dip indicates that its operating expenses were higher or revenues declined during certain years. Despite this, the bank remained profitable each year. The recovery in 2024-25 signals improved cost control and increased profitability.

Comparative Analysis of Debt-To-Equity Ratio

Debt to equity ratio:

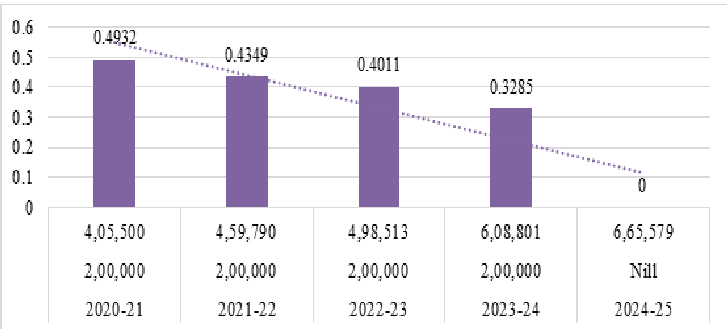
The ratio of debt to equity is a ratio that relates a company's total debts to the equity the company has provided to the shareholders. It indicates the proportion of creditors' funds in the business to those of the owner.

Formula: $\frac{\text{Total debt}}{\text{Total assets}}$

3. **Table showing debt to equity ratio**

Year	Total debt (in lakh)	Total equity (in lakh)	Ratio
2020-21	2,00,000	4,05,500	0.4932
2021-22	2,00,000	4,59,790	0.4349
2022-23	2,00,000	4,98,513	0.4011
2023-24	2,00,000	6,08,801	0.3285
2024-25	Nill	6,65,579	Nill

Graph showing debt to equity ratio



Interpretation: The debt-to-equity ratio declined steadily from 0.4932 in 2020-21 to 0.3285 in 2023-24, and fell to zero in 2024-25. This indicates the bank used more of its own funds and less borrowed funds to meet its operating needs. A lower ratio is indicative of a more robust capital structure and less financial leverage. The bank has a strong financial position and excellent solvency, as there are no debts in the final year of the period, and this can help to enhance trust and confidence in the bank, particularly with members and investors, and creditors as well.

Results and Findings:

Objective-Wise Findings

Objective 1: Liquidity Position

1. The current ratio stayed above the benchmark.
2. The short-term solvency of the company was strong, as evidenced from its quick ratio.
3. Adequate cash ratio indicated adequate cash reserves.
4. Net working capital increased steadily.

Objective 2: Profitability Position

1. Throughout the study period, net profit ratio was positive.
2. The Gross profit ratio has remained at the same level.
3. There was a significant improvement in operating ratio in 2024–25.
4. The ROE had decreasing trend.

Objective 3: Solvency Position

1. Equity ratio increased steadily.
2. Debt to assets ratio has been steadily falling.
3. In 2024–25, debt-to-equity ratio was made zero.
4. The long-term financial stability of the bank was good.

Major Findings:

1. Strong liquidity position.
2. Stable profitability.
3. Excellent solvency condition.
4. Good financial management procedures.
5. Better capital structure during the study period.

Discussion:

From the analysis it has been observed that the Vijayapura District Mahila Co-Operative Bank has kept its financial position in a healthy state. Liquidity ratios show that the bank has sufficient liquidity to be able to pay off the short-term obligations. Profitability ratios indicate that profits were variable but the bank continued to be profitable. The solvency ratios are high, suggesting a robust capital structure and reduced financial risk. The results are consistent with the research goals and show the overall financial stability of the bank.

Suggestion / Recommendations

1. Raise investment in return-generating activities to boost returns.
2. Reduce the risk of financial loss due to market volatility.Get the best use out of extra cash.
3. Strengthen income-generating activities.
4. Conduct regular financial performance reviews.
5. Develop new products in the banking sector. 6. Educate customers through marketing programs.

Conclusion

The study period (2020-21 to 2024-25) shows that Vijayapura District Mahila Co-Operative Bank had a good liquidity, profitability and solvency position. The bank was able to do a good job in managing its resources and lessen its reliance on debts. Profitability was somewhat volatile, but the overall bank's financial status was healthy. The bank has good potential in the future, as long as it works on improving its profitability and making its resources more efficient.

Limitations of the Study

1. The study will only span five years.
2. Only selected financial ratios were analyzed.
3. There was no consideration of non-financial factors.
4. The findings are valid for Vijayapura District Mahila Co-Operative Bank.

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I express my sincere gratitude to all those who have contributed to the successful completion of this research study entitled "A Study on Ratio Analysis at Vijayapura District Mahila Co-operative Bank Ltd., Vijayapura."

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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3. Horrigan, J. O. The study of financial ratios to predict future performance and to determine business risk was discovered by (1965).

Books

1. I have analysis the management accounting book by M.Y. Khan & P.K. Jain
2. I have collected the financial statement from the Vijayapura District, Mahila Co-Operative Bank Vijayapura

Internal sources

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A Study on Evaluating the Effectiveness of Online Education among College Students in Vijayapura City

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Abstract

Online education now has become an important way of learning and teaching, especially during the use of digital technologies in higher education. The present study compares the effectiveness of online education among the college students of Vijayapura City. A structured questionnaire was used to collect Primary data from 100 college students. Reliability analysis, descriptive statistics, correlation analysis, and one-way ANOVA were used to analyze the collected data. The results reveal that overall, the students' attitudes were positive toward online learning. Recorded lectures, flexible scheduling of learning and easy access to study materials were much appreciated. Many students were not yet ready to view online education as a viable alternative to in-class learning, however. The study also revealed significant difference in learning effectiveness according to the type of device which was used for online learning and age while academic stream of students was not significant. The study was concluded that online education is effective teaching and studying method when combined with traditional classroom teaching, it is helpful to adopt the blending teaching and learning model.

Keywords: *Online Education, Learning Effectiveness, College Students*

Introduction

The discussion of online learning as an important part of higher education is not new. With the development of digital technology and the experience of the COVID-19 pandemic, digital learning platforms became more popular. This research study assesses students' perception, challenges and effectiveness of learning in online education.With the advent of digital technology, online education has emerged as a key component of the learning process. It allows for students to be able to attend classes, gain access to study materials, and learn from anywhere. While the online learning platform provides flexibility and convenience, it also has its drawbacks, including limited interaction in the classroom and potential connectivity problems. It is important to know what is happening to students as an important step in enhancing online learning. Hence, the current study aims to analyze the effectiveness of online education among college students of Vijayapura City.

Review of Literature

1. The general results of Swan (2003) indicated that students had positive attitudes toward online learning and valued the flexibility afforded by virtual education.
2. Means et al. (2010) concluded that online students achieved slightly higher scores than classroom students.
3. Bernard et al. (2014) noted that there is great importance for interaction and structured content.
4. In 2017, Allen and Seaman pointed to the rising popularity of online education, with its convenience and accessibility, and emphasized the necessity of addressing these advantages. Allen and Seaman (2017) noted that online courses have become increasingly popular with students and institutions alike because of their convenience and accessibility and underscored the need to pay attention to these benefits.
5. Martin & Bolliger (2018) found that engaging learning activities and frequent instructor support have a positive significant effect on student satisfaction in an online learning environment.
6. Dhawan (2020) emphasized both opportunities and challenges in the pandemic period.
7. Adnan and Anwar (2020) identified internet connectivity problems, technical problems, and limited interaction as significant challenges for students' learning from the internet.

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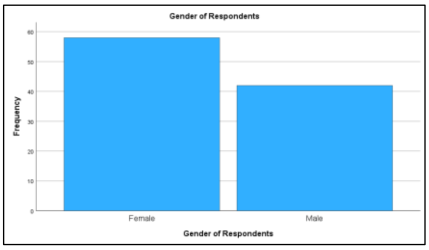
Research Gap:
Research on online learning has been conducted on issues of satisfaction, academic performance, and technological issues but rarely in this field are studies conducted on the involvement of both teachers and students. Most studies have focused on satisfaction, academic performance, and technological issues, while only a few have included information about both teachers and students' involvement in online learning. Very little study has been done among college students in Vijayapura City to gain an understanding of learning effectiveness of the students in the process of learning in an online setting. Factors like age, academic stream and device usage have also been not given the attention that they deserve in previous studies. Thus, a need for a local study that investigates students' experiences and perceptions on online learning exists. This research study intends to bridge this gap by giving empirical evidence of effectiveness of online learning among the college students in Vijayapura City.

Objectives of the Study
1. To grasp the effectiveness of learning in the field of online education.
2. To determine the salient problems of students.
3. To analyze students' attitude towards online education.
4. To analyze the effect of online education on students' motivation.
5. To make comparison of online learning and traditional learning.

Research Methodology
Research Design: Descriptive research.
Sources of Data: Primary and secondary data.
Data Collection Method: Structured questionnaire.
Sampling Technique: Convenience sampling
Sample Size: 100 college students.
Study Area: The study conducted among undergraduate and post graduate students among Vijayapura City.
Statistical Tools: Reliability Analysis, Descriptive Statistics, Correlation Analysis and One-Way ANOVA.

Data Analysis and Interpretation
Demographic profile
1. Gender

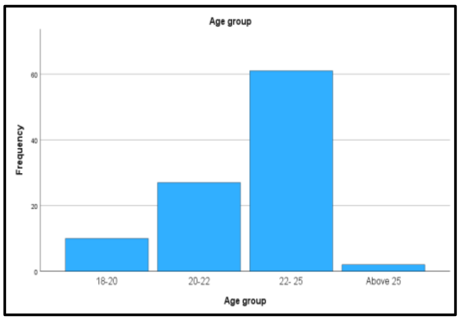
Gender of Respondents						
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	58	58.0	58.0	58.0
	Male	42	42.0	42.0	100.0
	Total	100	100.0	100.0	



Interpretation: According to the table above, there is an equal number of respondents where the females make up 58% and males 42%. This means that there is a greater level of participation by female students in this study.

2. Age

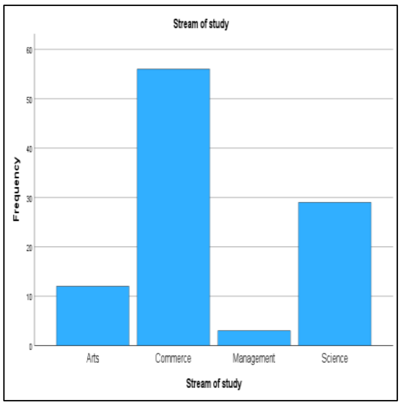
Age group					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	10	10.0	10.0	10.0
	20-22	27	27.0	27.0	37.0
	22- 25	61	61.0	61.0	98.0
	Above 25	2	2.0	2.0	100.0
	Total	100	100.0	100.0	



Interpretation: The table show that the most number of participants are in the age group 22-25 (61%), followed by 20-22 (27%). There are other age groups in between 18 and 20 and over 25.

3. Stream of Study

Stream of study					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Arts	12	12.0	12.0	12.0
	Commerce	56	56.0	56.0	68.0
	Management	3	3.0	3.0	71.0
	Science	29	29.0	29.0	100.0
	Total	100	100.0	100.0	



Interpretation: Table 1 shows that the majority of the respondents belong to the Commerce stream (56%), followed by the Science stream (29%), Arts stream (12%) and Management (3%). This distribution indicates that this study tends to be more representative of the opinions of the students of Commerce and Science among the population with regards to online learning.

One Way ANOVA

Age Factor

ANOVA					
Learning effectiveness					
	Sum of Squares	df	Mean Square	F	Sig.[a]
Between Groups	72.706	3	24.235	2.719	0.049
Within Groups	855.804	96	8.915		
Total	928.510	99			
a. Confidence Interval: 95%					

Interpretation: The result of the ANOVA is that the significance value is 0.049 which is smaller than 0.05, indicating statistical significance in terms of learning effectiveness of the groups. It means that the null hypothesis is not accepted since there is some impact of group differences on learning effectiveness.

Stream of Study

ANOVA					
Learning effectiveness					
	Sum of Squares	df	Mean Square	F	Sig.[a]
Between Groups	32.124	3	10.708	1.147	0.334
Within Groups	896.386	96	9.337		
Total	928.510	99			
a. Confidence Interval: 95%					

Interpretation: The result of the ANOVA test indicates that the significance value of the test is 0.017 with $p<0.05$, meaning that there is a difference in learning effectiveness between groups. Thus, it can be concluded that the null hypothesis can be rejected, that is, students' learning effectiveness is significantly affected by the group type variable.

Devices used factor

ANOVA					
Learning effectiveness					
	Sum of Squares	df	Mean Square	F	Sig.[a]
Between Groups	75.189	2	37.595	4.274	0.017
Within Groups	853.321	97	8.797		
Total	928.510	99			
a. Confidence Interval: 95%					

Interpretation: The significance value obtained from the ANOVA table is 0.017 which is smaller than the significance value of 0.05, so that the results obtained show that there is a difference in the effectiveness of the students in learning between the experimental and control groups. Hence, the null hypothesis is rejected and it can be concluded that the groups have significant effects on the effectiveness of learning of the students.

Results

The results showed that students have a positive perception overall about online learning. The main advantages of online learning were highlighted as being recordings of lectures, flexible learning schedule and study material. From the analysis it turns out that the various determinants of the effectiveness of learning have positive correlations. The learning effectiveness with regard to age group and attending classes through different devices was significant. But there were no significant differences in terms of the stream of studies

Findings

1. The study revealed that students have a positive attitude towards online learning, as it allows for flexibility and accessibility of learning materials.
2. The recorded lectures and self-paced learning were found to be the most helpful elements, which will help students deepen their knowledge on a subject.
3. The age and type of device used by the students affected their effectiveness in online learning and there were no significant differences between perceptions of online learning across academic streams.

Discussion

The results indicate that online education is helpful to independent learning and to improve the accessibility. But students still want to interact in the classroom for more engagement and understanding. Blended learning might yield more favorable results.Enhance internet infrastructure, distribute low-cost electronic equipment, expand interactive education, offer technical support and promote blended learning models.

Suggestions

Internet education is now an effective educational tool for college students. It is flexible, accessible and learning-supportive, but is not a substitute for classroom teaching. The integration of online and offline learning can complement each other for the overall effectiveness of learning.

Conclusion

Online education has become an effective educational tool for college students. Although it offers flexibility, accessibility and learning support, it cannot completely replace traditional classroom teaching. A balanced combination of online and offline learning can enhance overall educational effectiveness.

Limitations of the Study

The study includes only 100 students from Vijayapura City and this study uses self-reported response.The findings are based on respondents' personal opinions and experiences at the time of data collection.

1. Due to time and resource constraints the study was limited to a specific geographical location.

Scope for Future Research

Larger sample sizes, interventions across various regions, and other variables, including academic performance and digital literacy are to be explored in future research.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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A Study on Impact of Digital Marketing on Consumer Buying Behaviour: An Empirical Study with Reference to Vijayapur City

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Abstract

Digital marketing is an essential component of today's business. It enables organizations to market their products and services via the web, including websites, social networking, e mail, and search engines. This is a way to increase product awareness, to deliver information to the consumer, to build consumer perception of the product and to influence the consumer's decision to buy. With ongoing growth in digital technologies, consumers are increasingly relying on online information to research products and compare them before buying. This study focuses on the impact of digital marketing on consumer's purchasing behaviour. It highlights the awareness and exposure, information and comparison, trust and reliability, and motivation to buy. The results indicate that the digital marketing has a positive impact on the consumer purchasing decision. Purchase motivation, trust and reliability, and awareness and exposure are among the factors that influence the consumers' purchasing decisions. Information and comparison have a slightly lesser effect compared to other factors. The study has found that effective digital marketing strategies result in a better level of consumer engagement and have a positive impact on consumer buying behaviour.

Keywords: *Digital Promotion, Consumer Purchase Behaviour, Online Marketing Strategies, Social Media Influence.*

Introduction

Digital marketing has become a crucial means through which businesses operate in today's world. With the development of the internet, social media, smartphone technology and online portals, companies can now easily reach customers. In other words, digital marketing employs online channels such as websites, social media, emails, and search engines to promote their product and services.

Consumer buying behaviour involves the process through which consumers come up with their decisions concerning buying certain goods and services. In today's world, most consumers use information provided online in order to make decisions related to their purchases. Hence, digital marketing has been a major component in this regard.

Review Literature

1. **Kooti et al. (2015)** noted that demographic characteristics, Internet access and digital interaction will impact consumer spending patterns, which in turn will affect online shopping behaviour.
2. **Chaffey and Ellis-Chadwick (2016),** digital marketing is an effective way of engaging customers, creating brand awareness and enhancing purchase intent by combining online channels.
3. **Kumar and Gupta (2017)** pointed out personalized advertising and data analytics can help businesses to satisfy customers and make them repeat business.
4. **Kotler and Keller (2019),** digital marketing has improved direct communications with customers and shapes the buying process by providing information and reviews online.
5. **Desai (2019)** the use of smartphones and the internet has led to an increase in online shopping because of the convenience and ease of comparison of products.
6. **Kowsalya (2020)** noted that digital marketing plays an important role in shaping consumer decision-making processes, with consumers being able to access products, view them as convenient, and receive offers.
7. **Kapoor and Dhingra (2021),** the digital platforms help to create awareness among the consumer and assist them in making an informed choice.

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8. **Vats and Porwal (2021),** digital marketing has a positive impact on the buying behaviour as it can provide convenience, flexibility and an effortless way of reaching the products and information.

Objectives of the study

1. To evaluate the effect of digital marketing on the Consumer's buying behaviour in Vijayapura City.
2. To determine how social media websites impact consumers' purchasing choices.
3. To Identify influencers for consumers' preference for online shopping and digital channels.
4. To investigate how online ads, customer reviews and ratings affect consumer decision making.
5. To gain insight into consumers' awareness levels and perceptions about different digital marketing techniques.

Methodology of Research

Research Design: The study is descriptive and analytical in nature to measure the effect of digital marketing on consumer buying behaviour in Vijayapura City. It focuses on the consumer attitude, perceptions and buying responses to digital marketing practices.

Data Source

Primary data: Structured questionnaire to collect primary data from the consumers.

Secondary data: These data is collected from books, academic journals, research papers, websites, and published papers and literature on digital marketing and consumer buying behaviour.

Data Collection Method:

1. MS EXCEL
2. SPSS (Statistical Package for the Social Sciences)

Sampling Technique: The respondents were chosen based on their availability and willingness to participate. Convenience sampling was used for the study. The survey was designed to analyse the active consumers in Vijayapura city, who are using digital platforms. This would facilitate the process of data collection and at least time efficient.

Sample Size: The study is based on 110 respondents of Vijayapura City. The data collected is enough for statistical analysis using SPSS such as descriptive statistics, correlation, t-test and multiple regression.

Study Area: The study is carried out in the city of Vijayapura, Karnataka. It is geared towards individuals who shop online, because the city has an increasing number of Internet and smartphone users and it can be used to examine the influence digital marketing has on consumer purchasing.

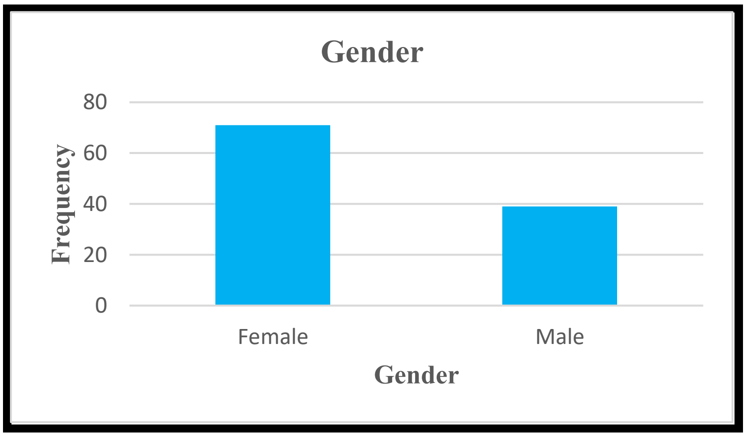
Statistical Tools Used:

1. Demographic Profile
2. Reliability Test
3. Analysis of Multiple Regression

Data Analysis and Interpretation

Table and Graph Showing Gender

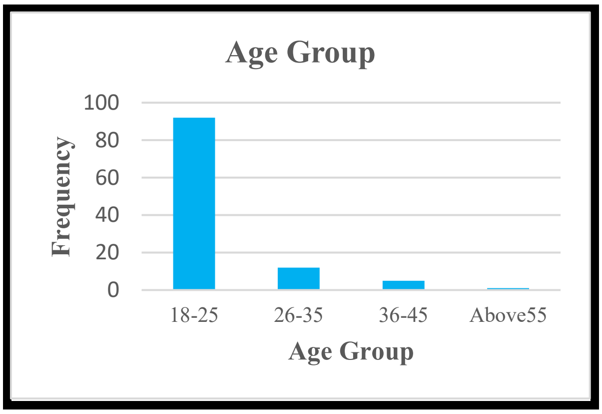
Gender					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
	Female	71	64.5	64.5	64.5
	Male	39	35.5	35.5	100
	Total	110	100	100	



Interpretation: Amoung the total 110 respondents, female represent the majority at (64.5 %), while male account for 35.5%.

Table Showing Age Group

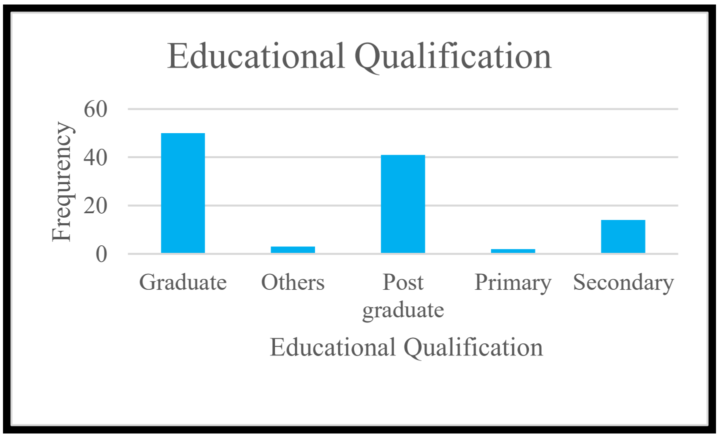
Age Group				
	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	92	83.6	83.6	83.6
26-35	12	10.9	10.9	94.5
36-45	5	4.5	4.5	99
Above55	1	0.9	0.9	100
Total	110	100	100	



Interpretation: Out of 110 total respondents, the largest group are the respondents aged 18–25 (83.6%), Very small proportions are in the above 55 (0.9 %), 36-45 (4.5%) and 26-35 (10.9 %) ranges, "Young adults are the main group of the identified responses.

Table and Graph Showing Educational Qualification

Educational Qualification				
	Frequency	Percent	Valid Percent	Cumulative Percent
Graduate	50	45.5	45.5	45.5
Others	3	2.7	2.7	48.2
Post graduate	41	37.2	37.2	85.4
Primary	2	1.8	1.8	87.2
Secondary	14	12.7	12.7	100
Total	110	100	100	



Interpretation: Among the 110 respondents, most of the respondents are graduate (45.5 %) followed by post-graduates (37.2 %). Secondary (12.7 %) and other education (2.7 %) or primary (1.8 %) levels have a smaller proportion.

Table and Graph Showing Occupation

Occupation				
	Frequency	Percent	Valid Percent	Cumulative Percent
Government Employee	5	4.5	4.5	4.5
Home maker	6	5.5	5.5	10
Private Employee	15	13.6	13.6	23.6
Self-Employed	4	3.6	3.6	27.2
Student	80	72.7	72.7	100
Total	110	100	100	

Interpretation: Out of 110 respondents, most respondents were in students (72.7 %). The remaining sample consist of private employees (13.6%), homemakers (5.5%), government employees (4.5%), and self employees individuals (3.6%).

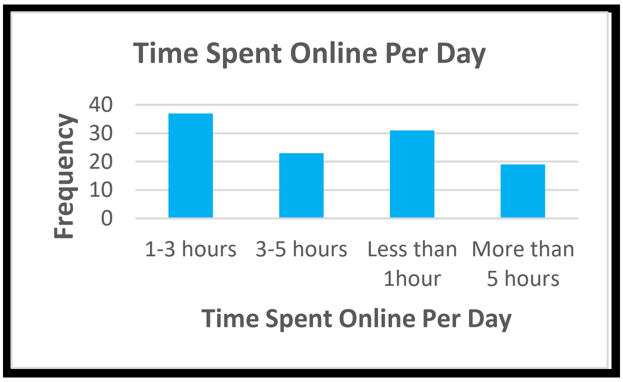
Table and Graph Showing Place of Residence

Place of Residence				
	Frequency	Percent	Valid Percent	Cumulative Percent
City	79	71.8	71.8	71.8
Others	17	15.5	15.5	87.3
Town	14	12.7	12.7	100
Total	110	100	100	

Interpretation: While a majority of respondents reside in cities (71.8 %), a significant minority is in other areas (15.5 %), and a smaller proportion is in towns (12.7 %), a substantial proportion remains unspecified (47.6%).

Table and Graph Showing Time Spent Online Per Day

Time Spent Online Per Day					
		Frequency	Percent	Valid Percent	Cumulative Percent
	1-3 hours	37	33.6	33.6	33.6
	3-5 hours	23	20.9	20.9	54.5
	Less than 1hour	31	28.2	28.2	82.7
	More than 5 hours	19	17.3	17.3	100
	Total	110	100	100	



Interpretation: The majority of respondents spend 1-3 hours online each day (33.6%), 3-5 hours online (20.9%), less than 1 hour online (28.2%), and a smaller proportion is in More than 5 hours (17.3 %) of the population.

Multiple Regression Analysis
Table Showing Correlation

		Influence On Buying behaviour	Awareness and exposure	Information And comparison	Trust And reliability	Purchase motivation
Pearson Correlation	Influence On Buying behaviour	1.000	0.622	0.566	0.730	0.758
	Awareness and exposure	0.622	1.000	0.683	0.527	0.576
	Information and comparison	0.566	0.683	1.000	0.533	0.561
	Trust And Reliability	0.730	0.527	0.533	1.000	0.750
	Purchase motivation	0.758	0.576	0.561	0.750	1.000
Sig. (1-tailed)	Influence On Buying behaviour		0.000	0.000	0.000	0.000
	Awareness and exposure	0.000		0.000	0.000	0.000
	Information and comparison	0.000	0.000		0.000	0.000
	Trust And Reliability	0.000	0.000	0.000		0.000
	Purchase motivation	0.000	0.000	0.000	0.000	
N	Influence On Buying behaviour	109	109	109	109	109
	Awareness and exposure	109	109	109	109	109
	Information and comparison	109	109	109	109	109

Interpretation: As per the analysis, it is found that digital marketing factors are positively related to consumer buying behaviour ($p < 0.05$) and the relation is statistically significant. Purchase motive is the most correlated with the buying behaviour ($r = 0.758$), and is followed by trust and reliability ($r = 0.730$).

Table Showing Removed/Entered Variable

Model	Entered Variable	Removed Variable	Method
1	Purchase motivation, Information and comparison, Awareness and Exposure, Trust and reliability		Enter

Interpretation: To examine the influence of four predictors (awareness and exposure, information and comparison, trust and reliability, purchase motivation) on consumer buying behaviour, the regression model was employed with the Enter method. All variables were included in the model.

Table Showing Model Summary

R Square	Adjusted R Square	Std. Error of the Estimate
0.670	0.657	2.85950

Interpretation: The model accounts for 67% of the variation in consumers' buying behaviour (R2 = 0.670) and the adjusted R2 value of 0.657 indicates that about 65.7% of the variation can be attributed to the model based on all variables. In general, the factors of digital marketing have a high impact on buying behaviour.

Table Showing ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1726.682	4	431.670	52.792	<.001[b]
	Residual	850.382	104	8.177		
	Total	2577.064	108			

Interpretation: The model has also been found to be statistically significant (F = 52.792, p < 0.001), meaning that the factors of digital marketing together have a significant impact on consumer buying behaviour in Vijayapura City. The results indicate that social media use, preference for online shopping, ads, reviews, and awareness of digital are significant when making purchases.

Results and Findings

Objective-Wise Findings

1. Digital marketing has a great influence on consumer buying behaviour in Vijayapura City.
2. Social media have impacted on consumers as part of their product information and recommendation.
3. Ease, price reduction, and easy access to the products makes an online shopping an attractive option to the consumers.
4. Digital reviews and ratings have more power to impact purchase decisions than digital ads.
5. Consumers have a good awareness of digital marketing in general, and their perception of the marketing is generally positive.

Statistical Findings

1. Digital marketing activities are more likely to be responded to by young consumers, particularly students and graduates.
2. Before making purchases, customers heavily rely on online reviews and ratings.
3. One of the major factors affecting consumer buying is the purchase motive.
4. Consumers' trust and reliability in digital marketing platforms are crucial to boosting purchasing.
5. Digital marketing is a great tool for awareness creation and it positively affects consumers' purchasing behaviour.

Discussion

This study has shown that the digital marketing has great impact on the purchasing behaviour of consumers at Vijayapura City. Social media websites have great influence in making purchase decisions since it provides information regarding products and makes product recommendations and promotion as well. Online shopping is mostly preferred by consumers due to its convenience, attractive deals, ease in comparing products and time saving nature. As a result, the results show that consumers pay more attention to the online reviews and ratings compared to ads.

Suggestions

1. Add credibility to digital marketing by incorporating truthful information and validated sources, as well as clear communications.
2. Make websites and mobile apps faster, more user-friendly and easy to use.
3. Find influencers and create videos to better engage target customers.
4. Enhance data privacy, security, and SEO for customer trust and improved online visibility.
5. Offer greater customer services and loyalty programs to promote repeat sales and long-term engagement.

Conclusion

This study, it was concluded that the Digital Marketing has a considerable effect on consumer buying behaviour in Vijayapura City. Product awareness, comparison and decision-making for consumers are primarily on digital platforms. Internet reviews and ratings are most influential on purchases;

trust in Internet advertisements is moderate. In conclusion, the factors such as awareness, trust and motivation to purchase have a significant effect on the buying decision and in general consumer behaviour has become more informed, convenient and digital.

Limitations

1. Being restricted to Vijayapura City only, this research may not represent other areas.
2. Only 110 respondents were represented which may not be the larger population.
3. The answers are self-reported and therefore rely on the accuracy of the answers and their honesty.
4. Only some factors of digital marketing that impact consumer behaviour are taken into account.
5. Time and resources were limited which limited the depth and scope of the study.

Scope of the Study

This study examines the impact of digital marketing on consumer buying behaviour in Vijayapura District. Awareness, trust, information and purchase motivation as impacted by digital marketing are some of its concerns. This study utilizes primary data which were gathered using a structured questionnaire from the consumer. The study is based on primary data collected from consumers with a structured questionnaire and gives insight into how digital marketing influences purchasing decisions. Research includes customers utilizing digital platforms as a source of information and decision-making for purchasing products. It can assist in determining the effectiveness of different digital marketing tools on consumer behaviour. The results can be valuable for businesses to develop digital marketing strategies and enhance customer engagement.

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A Study on Awareness and Challenges In Gst Compliance Among Small Traders In Vijayapura City

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Abstract
Goods and Services Tax (GST) is one of the most important indirect tax reforms launched in India, bringing the tax system into a more simplified and transparent one, thereby strengthening tax compliance. Even though the benefits to GST are there, many of the small traders suffer from issues in understanding and following the GST rules. This study is intended to explore the awareness level of the small traders about GST and the challenges faced in compliance of GST in Vijayapura City. The data for the study has been collected by using a structured questionnaire through a convenient sampling technique. The data were analyzed by using appropriate statistical tools such as reliability analysis, frequency analysis, descriptive statistics and correlation analysis. The results showed that the awareness of small traders regarding the concept of GST is basic, but their awareness about return filing, use of GST portal and training programmes are not adequate. The research also identifies the major challenges faced with GST compliance as frequent changes in the rules, procedures, technical and internet connectivity and compliance burden. The study findings suggest that the awareness about GST can be improved by regular training programmes, improving the digital support system, streamlining the compliance procedure, and providing timely guidance to improve the GST compliance by small traders. The results can help the policymakers and tax authorities craft effective measures to improve awareness and compliance of the small business community in Vijayapura City in relation to the GST.

Keywords: *GST Awareness, GST Compliance, Small Traders, Vijayapura City, Tax Administration.*

Introduction

Goods and Services Tax (GST) is a major reform in the indirect tax regime of India that was implemented from 1st July 2017. It allowed removing several indirect taxes and introducing a new tax regime with a single tax rate, making the tax system more transparent and less cascading, as well as making tax administration easier. The implementation of GST was meant to provide ease of doing business, improve tax compliance and boost the capacity of revenue collection. Small traders are an important group in the Indian economy and they are very much involved in the generation of employment and also contribute to the local economic development of the country. However, there are significant challenges for small traders regarding awareness, lack of digital literacy, procedural complexities, frequent change in GST laws, and technical problems in e-filing that make it difficult to comply with the GST provisions. All these factors can have a negative impact on their ability to effectively meet GST requirements. Understanding the extent of GST awareness and the practical difficulties faced by the small traders is important to enhance tax compliance and successful implementation of GST. In this context, the present study is based on small traders of Vijayapura city to study their awareness about the GST and to analyse the major challenges faced by the small traders in complying the GST rules.

Literature Review

1. **Nair (2021)** conducted a study on record keeping of small businesses and concluded that keeping GST related documents and records is one of the big challenges for many traders. The study pointed out that poor documentation is often a problem in effective compliance with the Goods and Services Tax (GST).
2. **Gupta and Sharma (2021)** studied the correlation between digital literacy and the implementation of the Goods and Services Tax (GST). They found that traders possessing more digital skills were more competent in using the GST portal and showed better compliance behaviour.

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3. **Haldankar and Patkar (2021)** studied the issues and trends of GST compliance and found that tax knowledge, awareness, attitude and behavioural control were essential factors that affect the compliance decision of the taxpayers.
4. **Aggarwal (2022)** analysed the impact of digital transformation on GST compliance and observed that the adoption of technology improved compliance efficiency, reduced procedural delays, and enhanced tax administration practices.
5. **Patil (2022)** analysed the problems of small traders in compliance to GST. The study found that the three main challenges that impede effective compliance were poor internet connection, software related problems and the frequent changes in the GST rules..

Research Gap

There are several studies conducted on awareness about GST and compliance in various parts of the country but there is limited research which has taken a specific case study of small traders in Vijayapura city. The research conducted to date focuses mainly on larger business sectors or wider geographical regions. Hence, an understanding of the awareness levels, compliance behaviour and challenges faced by the small traders of Vijayapura is required.

Objectives of the study

1. To analyse the awareness of GST among Small traders
2. To explore awareness of the filing procedure.
3. To find out technical problems faced by small traders.
4. To examine problems faced by the small traders.
5. To explore the compliance burden in small traders.

Research Design - Descriptive Research Design

Sources of data - Primary data

Data Collection Method

These are the methods used to collect the data:

1. Structured Questionnaire
2. Personal Interaction with Respondents
3. Questionnaire Survey Method

Sampling Technique convenience sampling

Sample Size 65

Study Area The study was conducted among small traders operating in Vijayapura City.

Statistical tools used

1. Reliability Analysis
2. Frequency Analysis
3. Descriptive Statistics
4. Correlation Analysis

Scope of the study

The study explores the awareness of GST among small traders in Vijayapura City and their problems in complying with it. It emphasizes their knowledge of GST process and the challenges they encounter in the GST compliance process. This study was conducted using responses from 65 traders.

Data Analysis and Interpretation

Reliability (Cronbach's Alpha)

Scale: ALL VARIABLES			
Case Processing Summary			
		N	%
Cases	Valid	65	100.0
	Excluded	0	0.0
	Total	65	100.0

Reliability Statistics	
Cronbach's Alpha	No of Items
0.908	24

Interpretation:

The reliability test was done on 24 questions that we got from 65 people. The Cronbach's Alpha value is 0.903 which is really high. In other words, the questions are uniform in measuring the phenomena under study and the information obtained from people is usable in studying and determining the meaning. Due to the very high Cronbach's Alpha value of 0.903, the questionnaire items are reliable.

Item Statistics			
	Mean	**Std. Deviation**	**N**
Know GST and why used	3.68	1.091	65
Understand GST rates	3.42	1.298	65
Know GST registration rules	3.32	1.213	65
Know GST benefits	3.29	1.355	65
Aware of GST returns	3.17	1.282	65
Understand filing procedure	2.94	1.310	65
Know filing due dates	3.14	1.321	65
Use GST portal independently	2.80	1.313	65
Attended GST training	2.06	1.088	65
Get help from accountants	3.22	1.340	65
Government programs helpful	2.58	1.144	65
Use online resources for GST	2.68	1.288	65
Difficulty using GST website	2.95	1.304	65
Poor internet issues	3.25	1.263	65
Technical errors delay filing	3.43	1.357	65
GST software difficult	2.97	1.334	65

GST procedures complicated	3.31	1.380	65
Frequent rule changes confuse	3.48	1.382	65
Filing returns takes time	3.17	1.294	65
Maintaining GST records difficult	2.94	1.223	65
GST increases workload	2.97	1.357	65
Stress because of GST	3.34	1.314	65
GST burden for small traders	3.66	1.326	65
GST effects daily activities	3.23	1.308	65

T **Scale Statistics**

Mean	Variance	Std. Deviation	No of Items
74.98	307.234	17.528	24

Interpretation:
It was found that trader's awareness of basic concept and purpose of GST (Mean = 3.68) was the highest whereas the awareness of GST portal usage (Mean = 2.80) and participation in GST training programmes (Mean = 2.06) was relatively low. The lack of stability in GST rules, difficulty of filing returns and compliance burden were the three most common challenges faced by traders (Mean = 3.48, 3.43 and 3.66 respectively).

Mean Analysis

Descriptives					
Descriptive Statistics					
	No	Minimum	Maximum	Mean	Std. Deviation
Know GST and why used	65	1	5	3.68	1.091
Understand GST rates	65	1	5	3.42	1.298
Know GST registration rules	65	1	5	3.32	1.213
Know GST benefits	65	1	5	3.29	1.355
Aware of GST returns	65	1	5	3.17	1.282
Understand filing procedure	65	1	5	2.94	1.310
Know filing due dates	65	1	5	3.14	1.321
Use GST portal independently	65	1	5	2.80	1.313
Attended GST training	65	1	5	2.06	1.088
Get help from accountants	65	1	5	3.22	1.340
Government programs helpful	65	1	5	2.58	1.144
Use online resources for GST	65	1	5	2.68	1.288
Difficulty using GST website	65	1	5	2.95	1.304
Poor internet issues	65	1	5	3.25	1.263
Technical errors delay filing	65	1	5	3.43	1.357
GST software difficult	65	1	5	2.97	1.334
GST procedures complicated	65	1	5	3.31	1.380
Frequent rule changes confuse	65	1	5	3.48	1.382
Filing returns takes time	65	1	5	3.17	1.294
Maintaining GST records difficult	65	1	5	2.94	1.223
GST increases workload	65	1	5	2.97	1.357
Stress because of GST	65	1	5	3.34	1.314
GST burden for small traders	65	1	5	3.66	1.326
GST effects daily activities	65	1	5	3.23	1.308
Valid N (listwise)	65				

Interpretation:
The study revealed that traders had moderate awareness of the goal of the GST (3.68) and tax rate (3.42), moderate to low awareness in filling returns (2.94) and awareness of the use of the GST portal (2.80). The key challenges traders reported were the frequent changes in GST rules (3.48), filing problems (3.43), procedural complexity (3.31), and internet-related challenges (3.25). The results highlight the need for better training and support in order to enhance the compliance of GST.

Correlation Analysis

Correlations						
	Know GST and why used	Understand GST rates	Understand filing procedure	Use GST portal independently	Government programs helpful	Attended GST training

Know GST and why used	Pearson Correlation	1	0.185	.281*	0.238	.304*	0.188
	Sig. (2-tailed)		0.141	0.023	0.057	0.014	0.133
	N	65	65	65	65	65	65
Understand GST rates	Pearson Correlation	0.185	1	.493***	.343**	.328**	0.159
	Sig. (2-tailed)	0.141		0.000	0.005	0.008	0.207
	N	65	65	65	65	65	65
Understand filing procedure	Pearson Correlation	.281*	.493***	1	.556***	.264*	.299*
	Sig. (2-tailed)	0.023	0.000		0.000	0.033	0.016
	N	65	65	65	65	65	65
Use GST portal independently	Pearson Correlation	0.238	.343**	.556***	1	.266*	0.217
	Sig. (2-tailed)	0.057	0.005	0.000		0.032	0.083
	N	65	65	65	65	65	65
Government programs helpful	Pearson Correlation	.304*	.328**	.264*	.266*	1	.423***
	Sig. (2-tailed)	0.014	0.008	0.033	0.032		0.000
	N	65	65	65	65	65	65
Attended GST training	Pearson Correlation	0.188	0.159	.299*	0.217	.423***	1
	Sig. (2-tailed)	0.133	0.207	0.016	0.083	0.000	
	N	65	65	65	65	65	65
Poor internet issues	Pearson Correlation	0.149	0.194	.293*	0.115	0.212	-0.057
	Sig. (2-tailed)	0.235	0.121	0.018	0.362	0.089	0.654
	N	65	65	65	65	65	65
Technical errors delay filing	Pearson Correlation	.349**	.438***	.481***	.470***	.439***	.320**
	Sig. (2-tailed)	0.004	0.000	0.000	0.000	0.000	0.009
	N	65	65	65	65	65	65
Frequent rule changes confuse	Pearson Correlation	.415***	.393**	.414***	.294*	.463***	.282*
	Sig. (2-tailed)	0.001	0.001	0.001	0.017	0.000	0.023
	N	65	65	65	65	65	65
GST procedures complicated	Pearson Correlation	.275*	0.076	0.166	0.190	.409***	0.206
	Sig. (2-tailed)	0.027	0.548	0.186	0.130	0.001	0.100
	N	65	65	65	65	65	65
Stress because of GST	Pearson Correlation	0.132	-0.047	-0.097	0.076	0.188	0.138
	Sig. (2-tailed)	0.295	0.710	0.444	0.547	0.133	0.272
	N	65	65	65	65	65	65
GST burden for small traders	Pearson Correlation	.269*	.265*	.357**	.382**	.472***	.307*
	Sig. (2-tailed)	0.030	0.033	0.004	0.002	0.000	0.013
	N	65	65	65	65	65	65

		Poor internet issues	Technical errors delay filing	Frequent rule changes confuse	GST procedures complicated	Stress because of GST	GST burden for small traders
Know GST and why used	Pearson Correlation	0.149	.349**	.415***	.275*	0.132	.269*
	Sig. (2-tailed)	0.235	0.004	0.001	0.027	0.295	0.030
	N	65	65	65	65	65	65
Understand GST rates	Pearson Correlation	0.194	.438***	.393**	0.076	-0.047	.265*
	Sig. (2-tailed)	0.121	0.000	0.001	0.548	0.710	0.033
	N	65	65	65	65	65	65
Understand filing procedure	Pearson Correlation	.293*	.481***	.414***	0.166	-0.097	.357**
	Sig. (2-tailed)	0.018	0.000	0.001	0.186	0.444	0.004
	N	65	65	65	65	65	65
Use GST portal independently	Pearson Correlation	0.115	.470***	.294*	0.190	0.076	.382**
	Sig. (2-tailed)	0.362	0.000	0.017	0.130	0.547	0.002
	N	65	65	65	65	65	65
Government programs helpful	Pearson Correlation	0.212	.439***	.463***	.409***	0.188	.472***
	Sig. (2-tailed)	0.089	0.000	0.000	0.001	0.133	0.000
	N	65	65	65	65	65	65
Attended GST training	Pearson Correlation	-0.057	.320**	.282*	0.206	0.138	.307*
	Sig. (2-tailed)	0.654	0.009	0.023	0.100	0.272	0.013
	N	65	65	65	65	65	65
Poor internet issues	Pearson Correlation	1	0.101	0.156	-0.017	0.034	0.172
	Sig. (2-tailed)		0.422	0.216	0.892	0.790	0.171
	N	65	65	65	65	65	65
Technical errors delay filing	Pearson Correlation	0.101	1	.588***	.445***	0.013	.534***
	Sig. (2-tailed)	0.422		0.000	0.000	0.916	0.000
	N	65	65	65	65	65	65
Frequent rule changes confuse	Pearson Correlation	0.156	.588***	1	.348**	0.151	.337**
	Sig. (2-tailed)	0.216	0.000		0.005	0.231	0.006
	N	65	65	65	65	65	65
GST procedures complicated	Pearson Correlation	-0.017	.445***	.348**	1	0.157	.434***
	Sig. (2-tailed)	0.892	0.000	0.005		0.211	0.000
	N	65	65	65	65	65	65
Stress because of GST	Pearson Correlation	0.034	0.013	0.151	0.157	1	0.138
	Sig. (2-tailed)	0.790	0.916	0.231	0.211		0.271
	N	65	65	65	65	65	65
GST burden for small traders	Pearson Correlation	0.172	.534***	.337**	.434***	0.138	1
	Sig. (2-tailed)	0.171	0.000	0.006	0.000	0.271	
	N	65	65	65	65	65	65

Interpretation:
The Pearson correlation analysis shows that GST awareness, filing knowledge, government support, and training are positively related. A strong relationship exists between understanding the filing procedure and using the GST portal independently *(r = 0.556, p < 0.01)*. Technical issues, frequent rule changes, and complicated procedures significantly increase the GST compliance burden, while stress due to GST shows no significant relationship with most variables.

Findings:

Objective-wise Findings

1. Small traders' understanding of GST was reasonable in terms of its basic understanding, tax rate and the process of registration.
2. Comparatively less awareness of the process of filing GST return and use of the GST portal independently.
3. GST implementation was difficult for traders in various ways, including technical issues, the poor internet connection, software related problems and accounting services being required to handle the GST.
4. Majority of the traders were observed moderate level of awareness on GST concepts, tax rates, GST registration procedure.
5. The respondents' knowledge about GST return filing was comparatively low along with the independent usage of the GST portal.

Discussion

It reveals that majority of the traders know the basic part of GST, however, there are still some problems related to the return filing process and the GST portal. Awareness programmes and training are conducted to educate traders on the understanding of GST requirements and enhances compliance. But technical issues and frequent changes in the GST regime still pose challenges. To ensure small traders comply with GST in an effective manner, there is a need to enhance their digital skills and simplify the GST processes.

Conclusion

The study has revealed that small traders in Vijayapura City have a good understanding of the concept of GST but are having a lot of issues in implementation. They are not well schooled in doing things in ways that they have problems with; technology is complicated and rules are changing. This can make it difficult for them to adhere to the rules. If we can educate traders on the rules and make the rules easier to follow they will be better at following GST rules and help them with the computers. The government, trade groups and schools need to work to make sure GST is working well for small traders, in Vijayapura City.

Limitations of the study

1. The study is limited to small traders in Vijayapura City.
2. After a while, if the rules regarding GST shift, then our information may not be helpful
3. Findings are subjective and based upon respondents' experiences and opinions.
4. The scope of the study was limited by time and resources.
5. The analysis was carried out using the basic statistical tools.

Suggestions:

1. There is a need to encourage small traders to attend training programmes to enable them to understand the rules and procedures of GST, particularly the tax filing process to enable them to adhere to it properly.
2. Organise training on how to use the GST portal by the government preferably in local language so that traders can easily understand.
3. Procedure for GST filing should be simplified, and small traders should be allowed to file returns without having to rely heavily on tax professionals.
4. There is a need to give more importance in enhancing digital literacy of small traders to make them more capable to avail online GST services.
5. Guidance and communication should be given by tax authorities in a timely manner in the event of changes to GST rules and procedures.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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A Study on Cognitive Biases among Traders: A Behavioural Analysis in Vijayapura City

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Abstract

The theory of behavioural finance suggests that; besides knowledge of market, some psychological factors also influence the trading decision making process. In this regard, this paper will explore the effect of three cognitive biases: overconfidence bias, loss aversion bias, and recency bias, on the trading effectiveness of active traders. Excessively confident bias causes distressing transactions and incorrect risk assessment, and loss aversion bias can cause the temptation to keep losses for too long. One can take actions based on only the latest market trends and not on the long-term information because of recency bias. The paper is going to analyse the effect of these biases separately and together, using the method of multiple linear regression analysis. Not surprisingly, the results will shed some light on the effect of cognitive biases on trading behaviour. Furthermore, the paper will suggest ways of decision-making improvement through the increasing of the traders' awareness of behavioural biases. These results may be valuable for investors, educators, financial companies and even policy makers in terms of trading discipline promotion.

Keywords: *Cognitive biases, overconfidence, loss aversion.*

Introduction

The trading system in India has undergone a complete transformation from traditional retail trading to modern digital trading since 2020. The number of active demat accounts has jumped significantly with the rise of discount brokerages, the zero commission business and the rise of a new generation of traders via their smartphones. The overwhelming majority of these new participants are <25 years and from Tier-2 and Tier-3 cities, both of which have been under-researched in the behavioural finance literature. This participation rate has gone up to a certain extent, but the outcomes have not been good. Indeed, the statistical data provided by SEBI has revealed, time and time again, that about 90% of individual futures and options traders end up losing money. Technical skills count, but the literature of behavioural finance is persuasive that much of those losses is due to psychology – in this case, the cognitive errors that the traders make. There are three cognitive biases that feature regularly in the literature. The first is the overconfidence bias, which is the tendency to overestimate one's capabilities and predict the accuracy of forecasts, leading to frequent trading and incorrect risk assessment. Another widely known cognitive error is called loss aversion bias. Losses have a stronger psychological impact than gains, as suggested by Kahneman and Tversky (1979) in their description of Prospect Theory. The final bias is the recency bias where one gives greater significance to the latest events over the older ones. In this case, the recent events are not months of historical price information, but rather the price movement over the past couple of days. The study attempts to measure the size of these biases in actual trading by conducting a survey of 57 traders, which was analysed by multiple linear regression on IBM SPSS software.

Review Of Literature

Previous Studies

The theoretical basis is the work of Kahneman and Tversky (1974) who showed that people utilize shortcuts in their thinking, such as representativeness heuristic, availability heuristic, and anchoring. These cut short-cuts are very efficient, but prone to errors. Five years later, the same researchers had a theory about prospect: judgments are based on the comparison of the outcomes and the loss has approximately double the value of the gain. Shefrin and Statman (1985) based on loss aversion, created an empirical behavior in markets they called disposition effect, which refers to the tendency to sell gains rapidly and to hang on to losses for an irrational amount of time.

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Odean (1998) found compelling evidence from the brokerage houses that overconfident traders, those people who traded the most, were also those who had the worst risk adjusted returns. Barber and Odean (2001) came up with this by gender and found that it directly led to worse returns for male traders. Daniel et al. (1998) modeled the failure to price accurately due to overconfidence and demonstrated how this failure causes persistent mispricing; Barberis et al. (1998) showed how recency bias creates momentum and reversals. Grinblatt and Keloharju (2001) found that there is a co-occurrence of overconfidence and loss aversion and recency bias.

Objectives of the Study

1. To understand the effect of overconfidence bias on the effectiveness of decision making and trading of active traders of India.
2. To investigate the effect of LAB on traders' position management and risk control decisions.
3. To examine how recency bias affects traders' market expectancies and their trading choices.
4. To calculate the multi-linear regression effect of all three biases on trading efficiency.
5. To recommend practical strategies for traders, educators and regulators based on the empirical results.

Research Methodology

The research design involved use of the descriptive and analytical research designs. This study made use of 16-item structured questionnaire measured on five-point Likert scale (where 1 = Strongly Disagree to 5 = Strongly Agree) as the main source of data collection. Four questions were asked for each of the constructs; namely, Overconfidence Bias (OC1–OC4), Loss Aversion Bias (LA1–LA4), Recency Bias (RB1–RB4), and Trading Performance (TP1–TP4). The secondary data for the research included journal publications, SEBI reports, and standard texts on behavioral finance. The participants in the study were selected through purposive sampling, where only those traders who were actively trading in the Indian financial markets were selected. The questionnaire was administered digitally using online trading forums and social networking sites to get 57 responses, 55 of which were considered valid for analysis using SPSS. The statistical methods include use of descriptive statistics, reliability analysis using Cronbach's Alpha, Pearson correlation and multiple linear regression.

Data Analysis And Interpretation

Demographic Profile

Variable	Category	Freq.	%
Gender	Male	30	52.6
	Female	27	47.4
Age	Below 25 years	41	71.9
	25–35 years	13	22.8
	Above 35 years	3	5.3
Education	Undergraduate	28	49.1
	Postgraduate	20	35.1
	Others	9	15.8
Experience	< 1 year	47	82.5
	1–3 years	8	14.0
	> 3 years	2	3.5
Frequency	Daily	6	10.5
	Weekly	9	15.8
	Occasional	36	63.2
	Rarely	6	10.5

There seem to be a lot of young and inexperienced people in this sample, 71.9% have under 25 years' experience, and 82.5% have under 1 year of trading experience. It aligns with the new wave of retail traders that are entering the market, primarily through their smartphone devices. This close balance between the number of males and females (52.6% male and 47.4% female) is noteworthy because most other previous studies of Indian traders were male dominated. Despite the fact that 84.2% of the respondents has an undergraduate degree or above, there were apparent indicators of cognitive bias across all datasets.

Reliability Analysis

Construct	Items	N Valid	Cronbach's α
Overconfidence Bias	4	55	0.742
Loss Aversion Bias	4	55	0.768
Recency Bias	4	55	0.751
Trading Performance	4	55	0.756

All four constructs passed the widely accepted threshold for Cronbach's Alpha (0.70) with scores ranging from 0.742 (Overconfidence Bias) to 0.768 (Loss Aversion Bias). The instrument used for the measurement can be regarded as having internal reliability and also suitable for regression analysis.

Descriptive Statistics

Construct	Items	Mean	SD	Item Range
Overconfidence Bias (OC)	4	3.15	0.72	2.98–3.30
Loss Aversion Bias (LA)	4	3.31	0.68	3.12–3.50
Recency Bias (RB)	4	3.44	0.71	3.28–3.59
Trading Performance (TP)	4	3.25	0.69	3.04–3.45

The score of the recency bias construct (3.44) was the highest one of all the six constructs measured, and its variable RB3 (recent news dominates history) had the highest construct score of 3.59 among all the sixteen variables. The second highest construct was loss aversion (mean = 3.31) with the highest variable score (LA2: loss is more painful than gain is pleasant) which directly validates the prospect theory through actual behavior. Overconfidence (mean = 3.15) with the highest variable score of OC3 (self-attribution of gains) was the third highest.6.4 Correlation Analysis

Pearson Correlation Matrix — Construct Means (n = 55*)*

Construct	OC Mean	LA Mean	RB Mean	TP Mean
OC Mean	1.000	0.521**	0.739**	0.612**
LA Mean	0.521**	1.000	0.487**	0.554**
RB Mean	0.739**	0.487**	1.000	0.589**
TP Mean	0.612**	0.554**	0.589**	1.000

Each of the four constructs is positively and significantly correlated. The most salient relationship is that between OC and RB with a correlation of r = 0.739 (p < .01), which is the multicollinearity problem that emerges in the regression. The bivariate relationship between overconfidence and Trading Performance is the highest (r = 0.612) followed by Recency Bias (r = 0.589) and Loss Aversion (r = 0.554). These correlations validate the individual correlations of all three biases to performance outcomes.

Multiple Linear Regression

Table 5: Multiple Linear Regression — Predictors of Trading Performance (n = 55*)*

Predictor	Beta (β)	Std. Error	t-value	p-value
(Constant)	—	0.312	1.678	.099
Overconfidence Bias	.488	0.094	3.112	.003**
Loss Aversion Bias	.355	0.088	2.921	.005**
Recency Bias	.072	0.097	0.475	.637

The model was significant ($F = 14.197$; $p < .001$) with 45.5% of variance in trading performance. The strongest independent predictor (H_{11} supported: $\beta = .488$, $p = .003$) was over confidence. The second important one was Loss Aversion ($\beta = .355$, $p = .005$), supported by H_{12}. Although high multicollinearity was found between Recency Bias and Overconfidence ($r = 0.739$), the bias was not significant in the regression ($\beta = .072$, $p = .637$) and therefore H_{03} was retained. The overall model is upheld: H_{14}.

Results and Findings

1. The sample is relatively young (71.9% below 25 years) and inexperienced (82.5% less than 1 year experience in trading) matching the retail trading growth in India in the post-COVID period. In India, there is a very low percentage of gender distribution in trading studies, with 52.6% being male and 47.4% being female.
2. The reliability was supported in all four scales with the 0.742-0.768 Cronbach's Alpha.
3. Recency Bias scored the highest mean (3.44) and RB3 = 3.59 had the highest score – the latest market news always prevails over historical information.
4. The second highest was Mean of Loss Aversion (3.31). Over half of the sample (54%) reported that they are losing trades longer than planned. 50 % of the sample reported they did not use stop-loss rule.
5. Regression model was significant ($F = 14.197$, $p < .001$); $R^2 = 0.455$ indicates that the three biases together accounted for 45.5% of the traders' performance.
6. Supported: Overconfidence was most predictive ($\beta = .488$, $p = .003$). H_{12} Supported: Loss Aversion was significant ($\beta = .355$, $p = .005$). The p value for H_{03} Retained: Recency Bias was .637, which is not significant. H_{14} Supported: The Model is important.

Discussion

The evidence of overconfidence as the superior predictor ($\beta = .488$) is quite similar to Odean (1998) and Barber & Odean (2001). Based on the brokerage records and their research, these authors have discovered that investors trading the most are earning the least. Over 55% of the participants felt that OC3, or gains attributable to skills of the investor was supported. If an investor thinks he can make profits because of his skills rather than by the market condition then he will make larger trades and frequent trades which will be bad for him/Her's performance. Loss aversion is relevant in this study as it is for the disposition effect, as mentioned by Shefrin and Statman (1985), and for the framework of Kahneman and Tversky (1979). More than 54% of the participants have reported maintaining the losing trades longer than expected and 50% have admitted to breaking the stop-loss strategy at some point. The recency bias finding is somewhat complicated because the variable is highly correlated (r = 0.589) with the traders' performance and because it cannot be kept independent of it in the regression due to the 0.739 correlation with overconfidence. Those who overestimate their own ability and believe they know too much about what is happening lately, are often the same individuals.

Suggestions and Recommendations

1. Make sure to maintain a log of each decision made and record the reasoning and feelings behind each trade.
2. Always have stop losses set up for all your trades. Half of this sample does not do this well.
3. When profitable trading periods are over, reduce positions, overconfidence always expands post profitable trading.
4. If you are feeling 'recency' in the trade, then get some contradictory data and think long term to reduce your 'recency' effect.
5. Investor education programs need to educate students on the different types of biases, such as cognitive bias as well as the technical aspects. The investor education initiatives of SEBI should be targeted at overconfidence and loss aversion in the youth generation that trade through apps.

Conclusion

The purpose of this research was to find out if the cognitive bias would have a substantial effect on the performance of the Indian retail traders and it does. The total bias is responsible for 45.5% of the difference between the performance of traders. The independence analysis shows that overconfidence and loss aversion are each significant predictors and recency bias is significant only bivariate wise. Multicollinearity between recency bias and overconfidence results in the loss of statistical independence of recency bias in the regression model. What becomes evident from this result is a group of traders who have recently started trading, but have not yet learned that there are psychological aspects to their decision making, and they do not have in place the mechanisms that would help them to avoid the pitfalls of their own decision making process, including stop loss and trading journals. There has to be a change of mind and a change in structure to bridge the gap, because it is evident that the traders are aware of the importance of the psychology of the trading process. Nearly 90% of the traders make losses, so there is a lot on the table here.

Limitations Of The Study

1. The data used is dependent on the answers given on the questionnaires and therefore it is possible that social desirability bias may occur – that is, the traders may not report their actual experiences.
2. The sample size of the respondents is relatively small (n = 57) and not representative of the general Indian trading population and the high correlation between OC-RB (r = 0.739) indicates that if the sample size were larger then the regression results would be similar without the multicollinearity problem.
3. This is a cross-sectional study which cannot demonstrate a decrease in bias with experience of the trader.
4. Three biases were dealt with but other biases such as anchoring, herding and mental accounting were not considered.
5. Perceived performance was measured as the performance.

Scope For Future Research

An experiment in which all the same people are studied over a period of time (longitudinal study) might provide evidence that experience reduces bias – this kind of experimental design does not allow answering this question. If actual brokerage transactions data were used, the measures of trader performance would be more reliable. A theoretical question must be raised in the current study based on the extremely high correlation between the biases in the OC and RB: are these two a different construct or manifestation of one tendency? A larger sample size would allow for a formal factor analysis to examine this question.

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A Study on Investor Behavior towards Various Investment Avenues In Vijayapura City

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Abstract

There are so many elements that impact a person's investment decisions, including personal preferences, financial objectives, and the amount of risk a person can tolerate. Thus, an understanding of investor behaviour is important in order to find out what factors affect investors' investment decisions. The present study investigates investor behavior in different avenues of investments in Vijayapura City with a special focus on the awareness, preference, risk taking capacity and investor influences on investments decisions. Primary data were gathered from 71 respondents by a structured questionnaire using convenience sampling method. Data collected were analyzed using SPSS software and statistical methods like frequency analysis, descriptive statistics, reliability analysis, correlation analysis, and one-way ANOVA were used to interpret the results. The findings show that most respondents know the various investment options available and wanted to diversify their investments based on their investment goals. The key factors reported to influence the investment decision are safety, expected return, liquidity and risk. The study offers valuable insights into investors' behaviour, which can inform the development of investment strategies that better meet the needs of investors by financial institutions, investment advisors, and policymakers.

Keywords*: Investor Behavior, Investment avenues, Investment awareness, Risk preference*

Introduction

Investment is the act of deducing funds into different assets that can generate returns in the future. The risk, return, liquidity, and security of investments vary between different investment options. Investor behavior is the attitudes, perceptions and decision making process of investors while choosing the alternatives of investment. Investors' behavior is crucial for financial institutions and policy makers to be aware of to create investment products that can cater to investors' needs.

Review of literature

1. **Smith (2015)** studied investor behavior and found that investors generally like to invest in investment options that offer safety and regular returns. The study emphasized that risk perception plays an important role in the investment decision making process and investors were found to be less inclined to invest in riskier assets unless they have higher expected returns.
2. **Sharma and Gupta (2016)** investigated the influence of personal background on investment decisions. They determined that a person's age, occupation, education and family background have strong impacts on investment decisions. Younger investors were more open to taking risks compared to older investors.
3. **Patel (2017)** studied the relationship between financial literacy and investment behavior. The study demonstrated that investors with good financial knowledge make good and informed investment decisions. They also tend to diversify their investments to reduce risk.
4. **Reddy 2017** Analyzed investor preference for traditional investment options. The results indicated that bank deposits, insurance policies and investment in gold remain popular, due to their reliability and liquidity and their perceived safety.
5. **Singh (2018)** Studied the growing acceptance of mutual funds by investors. The study revealed that professional management, diversification of investment portfolio and ease of investment has played a significant role in the rising acceptance of the mutual funds.

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Research Gap

Studies have been conducted on investment preferences and financial literacy among various regions. But very little studies have been carried out on investor behavior with respect to different investment options in Vijayapura City.

Objectives of the study

1. To analyses the investment behavior of the investors in various investment options.
2. To determine investors' investment preferences.
3. To identify factors that affect the decisions for investment.
4. To measure the knowledge about investment options.

Research Methodology

Research Design

The study uses a descriptive research design to understand and describe investor behavior.

Sources of Data

Primary Data: It is collected by using a structured questionnaire used for investors.

Secondary Data: Gathered from books, journals, websites, and research articles.

Data Collection Method

Data was collected by sending out a questionnaire and recording the responses from the investors

Sample Size

71 respondents.

Study Area

The study was carried out on the investors in Vijayapura city, Karnataka.

Statistical Tools Used

1. Frequency Analysis
2. Descriptive Statistics
3. Correlation Analysis
4. One-Way ANOVA
5. SPSS Software

Data analysis and interpretation

Descriptive Statistics

Table showing descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Awareness of investment avenues	71	1	5	3.80	.839
Preference for investing over saving	71	1	5	3.83	.585
Tracks investments regularly	71	1	5	3.85	.647
Diversifies investments (awareness section)	71	1	5	3.75	.788
Willingness to take high risk	71	1	5	3.77	.721
Safety preferred over returns	71	1	5	3.86	.850
Preference for stable returns	71	1	5	3.85	.786
Diversifies investment (risk section)	71	1	5	3.83	.737
Preference for bank deposits	71	1	5	3.70	.818
Investment in stock market	71	1	5	3.87	.653
Preference for mutual funds	71	1	5	3.87	.675
Investment in gold	71	1	5	3.79	.695
Investment in real estate	71	1	5	3.77	.831
Investment in insurance	71	1	5	3.77	.796
Others	71	1	5	3.62	.834
Influence of family/friends	71	1	5	3.77	.848
Influence of financial advisors	71	1	5	3.72	.865
Influence of market trends	71	1	5	3.83	.756
Influence of government policies	71	1	5	3.83	.910
Others	71	1	5	3.75	.712
Valid n (listwise)	71				

Interpretation:

The study reveals that majority of the respondents are aware of other investment avenues. They like to invest rather than save money. They invest in stocks, stock mutuals, gold, real estate, and insurance. Generally, they seek to equate risk and reward in investments.

Table Showing All Variables

Reliability: scale, all variables

Case processing summary

		N	%
cases	Valid	71	100.0
	Excluded	0	0.0
	total	71	100.0

Interpretation: The number of respondents included in the analysis was 71, or 100% of the sample. There were no cases that were excluded because of missing data. This meant that the information gathered was comprehensive and accurate to analyses.

Reliability Statistics	
Cronbach's Alpha	N of Items
0.973	20

Interpretation: The Cronbach's alpha reliability measures obtained 0.973 for 20 items. Cronbach's Alpha (Cα) is more than 0.90, suggesting that the questionnaire items are very consistent and reliable.

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
75.85	158.076	12.573	20

Interpretation:
The mean score of 75.85 indicates that the respondents have positive attitude towards investment avenues. Their responses have a moderate level of variation indicated by the standard deviation of 12.573. The majority of the respondents expressed similar views on the statements related to investment. The overall results of the questionnaire are reliable and consistent.

Correlation Analysis
Table Showing All Corelation

		Different investment avenues	Saving money in traditional ways	High risk for Higer return	Return over uncertain high return
Different investment avenues	Person correlation	1	.863	.540	.581
	Sig. (2 tailed)		0.000	0.000	0.000
	N	71	71	71	71
Saving money in traditional ways	Person correlation	.863	1	.586	.563
	Sig. (2 tailed)	0.000		0.000	0.000
	N	71	71	71	71
High risk for higher return	Person correlation	.540	.586	1	.668
	Sig. (2 tailed)	0.000	0.000		0.000
	N	71	71	71	71
Return over uncertain high return	Person correlation	.581	.563	.668	1
	Sig. (2 tailed)	0.000	0.000	0.000	
	N	71	71	71	71
Shares equity	Person correlation	.632	.691	.667	.796
	Sig. (2 tailed)	0.000	0.000	0.000	0.000
	N	71	71	71	71
Mutual fund	Person correlation	.738	.741	.704	.689
	Sig. (2 tailed)	0.000	0.000	0.000	0.000
	N	71	71	71	71
Family and friends	Person correlation	.780	.814	.523	.504
	Sig. (2 tailed)	0.000	0.000	0.000	0.000
	N	71	71	71	71
Market trends	Person correlation	.668	.774	.558	.628
	Sig. (2 tailed)	0.000	0.000	0.000	0.000
	N	71	71	71	71

Interpretation: Table analysis indicates that there is a positive relationship between the variables. This is because the higher the awareness of investment, the better the investment decisions. Investors' decisions are affected by market trends, family, and friends. Overall, respondents show positive investment behavior.

Results and findings
Objective-wise Findings

1. Investors have a good awareness of investment avenues.
2. Mutual funds and investments in the stock market are popular.
3. Family influence and market trends have significant impact on investments.
4. Investors like to find a balance between risk and return.
5. A popular technique of investing is diversification.

Discussion
The study suggests that investors are becoming more financially literate and diversifying their investments. Investment opportunities like mutual funds and stocks are becoming popular. Still, traditional investment methods are important for their stability and safety

Suggestions / Recommendations

1. The financial literacy program should be organized regularly.
2. Diversification of investment portfolios is a good practice for investors.
3. Financial institutions should provide investor education initiatives.
4. Attractiveness should not be the only factor investors consider when deciding on an investment.

Conclusion

The study arrives at the conclusion that investor behavior is affected by awareness, risk perception, market conditions and personal preferences. The investors of Vijayapura City have positive attitude towards investment and are keenly interested in modern investment avenues. There are other ways investment decisions and wealth creation can be enhanced through financial education and planning.

Limitations of the study

1. The study is limited to Vijayapura City.
2. Sample size is relatively small.
3. The study is based on the opinion and perception of the respondents.
4. Due to time constraints, there was limited data collection

Scope for future research

1. Similar research can be done in other districts and states.
2. It is possible to carry out comparisons between urban and rural investors.
3. Larger samples sizes may be incorporated in future research.
4. Other behavioral and psychological factors can be explored.

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A Comparative Study of Merger Npa (Non-Performing Asset) In Public Sector Banks

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Abstract

This research paper will investigate how the level of non-performing asset in chosen Indian public bank is influenced by bank mergers using a comparative paradigm. The study uses is done on pre-merger and post-merger periods using secondary data obtained through annual reports and RBI publications to assess the changes in the gross and net non-performing asset ratios. Descriptive the study uses, paired comparison, ANOVA are some of the statistical techniques used to determine whether mergers have brought significant changes on the quality of assets. The results show that although the mergers portray a rise in the NPA levels as a result of absorbing the stressed assets of the weaker banks, it is a gradual decrease in the after-merger period implying enhanced recovery mechanisms and enhanced risk management practices. Nevertheless, the level of improvement is different among banks and this shows that the results of mergers depend on the operational efficiency and integration strategies.

Keywords: *Non-Performing Assets (NPAs), Bank Mergers, Asset Quality, Financial Performance*

Introduction

Economic development largely depends on a stable and efficient banking system of a country since its stability and efficiency are critical. In India the public sector banks have been the traditional financial intermediaries that have been channelizing credit to key sectors and have enabled inclusive growth. But in the past decade there has been a rise in the level of Non-Performing Assets (NPA) which has emerged as a problem, affecting the profitability, liquidity and credit extension of these banks. The deterioration in asset quality is not only reflected in the level of assets in NPA but also in the credit assessment, monitoring and recovery process. In the wake of the growing stress in the banking system the Government of India began a massive consolidation drive to build the PSBs, through mergers. The mergers were justified to create larger and stronger banks with the ability to be financially stronger, operationally efficient and be able to manage risks. This was expected to address the problem of high levels of NPA and at the same time increase the level of capital adequacy and governance by merging with stronger banks with weaker banks. It's in this context that the current paper will make Comparison and the level of NPAs in certain public sector banks before and after mergers. The study will determine whether the merger has improved the quality of assets or it has only resulted in packaging of bad assets. It also seeks to measure the improvement in gross and net NPAs, recovery and the overall financial position of the bank and hence the effectiveness of the merger strategies in solving the asset quality problem. This study is important as it offers some empirical evidence about the impact of bank mergers in India. Although there is a general belief that mergers are a strategic instrument that can be used to deal with financial distress, there has always been an argument on whether they actually impact on NPAs. Others claim that mergers result in enhanced resource exploitation and recovery operations whereas others emphasize on issues of systems integration, culture and absorption of old assets.

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This study will provide valuable input to the overall debate on reforms in the banking sector and provide practical guidelines to regulators, policymakers, and banking institutions, who aim to overcome NPAs and provide financial security in the long term.

Need

The increasing burden of Non-Performing Assets has weakened the financial performance and stability of Indian public bank. To address this issue, bank mergers were introduced as a strategic reform to enhance capital strength and operational efficiency. However, there is limited evidence on whether these mergers have effectively reduced NPAs. Most studies focus on profitability rather than asset quality. Therefore, this study is necessary to compare pre- and post-merger NPA levels and assess the effectiveness of consolidation in improving credit risk management, thereby providing insights for policymakers and strengthening the overall banking system

Objectives of the Study:

1. To analyse the pattern and trend of Non-Performing Assets of selected Indian public bank, prior to and post-merger so as to identify changes in the asset quality.
2. To assess the changes in NPA of merged public sector banks with pre-merger entities, to determine whether mergers result in improvement or worsening of financial performance.
3. To assess the effect of bank mergers on asset quality ratios (Gross NPA and Net NPA) over time.
4. To assess the role of mergers in achieving strategic objectives of improving bank stability, and lowering NPAs of public sector banks.

Hypothesis 1 (Gross NPA)

H_0: There is no statistically meaningful difference in Gross NPA levels between pre-

Merger and post-merger banks. Hypothesis 2 (Net NPA)

H_0 : There is no statistically meaningful difference in Net NPA levels between pre- merger and post-merger banks.

Hypothesis 3 (ANOVA – Net NPA Percentage)

H_0: There is no statistically meaningful in Net NPA Percentage among the selected Indian public bank

Literature Review

Sharma (2019) examined the trends in Gross and Net NPA ratios of leading public bank in India over the last decade. The the study uses revealed poor credit management and concentration of loans in specific sectors were key reasons for asset quality deterioration, implying that consolidation should be complemented with structural reforms.

Patel and Desai (2020) analysed financial ratios of Indian banks before and after the mergers. This study revealed a slow but steady improvement in asset quality post-merger primarily due to improved recovery and diversification.

Rao and Kumar (2020) examined the efficiency improvement from bank mergers using Data Envelopment The study uses (DEA). The study found that merged banks gradually attained operational efficiency, but NPA reduction was mainly driven by internal governance changes.

Mehta (2021) reviewed the actually of large-scale banking consolidation undertaken by the Government of India. The the study uses noted that while mergers lead to larger balance sheets and increased credit capacity, they also pose integration and resolution problems, especially for bad loans.

Banerjee and Sinha (2021) the study used trends in asset quality of public sector banks during slowdown the study uses. They found that macroeconomic factors play a key role in determining NPA levels, suggesting that mergers alone cannot help overcome systemic credit risks.

Gupta and Arora (2022) assessed post-merger financial stability using ratio the study uses and regression analysis. The the study uses found marginal enhancement in the Net NPA ratios post-merger, which the researchers attributed to the improved capital adequacy and risk management practices.

Iyer and Krishnan (2022) examined credit risk of merged banks. The study observed that policy unification and the development of an online monitoring system were crucial in managing future NPAs.

Verma (2023) adopted a policy perspective on mergers, and highlighted the role of regulatory oversight, insolvency processes and loan appraisal processes. The study suggested mergers be seen as part of an overall banking reform agenda rather than a one-time fix for NPAs.

Research Methodology

Research methodology gives a structured approach to make an assessment of the effect of bank mergers on the Non-Performing Assets of Indian Public Banks. This study adopts an analytical and comparative research design, focusing on selected banks before merger and after mergers. Secondary data is collected from annual reports, RBI publications, and financial statements. The methodology emphasizes the use of financial proportion and statistical tools to evaluate variations in NPA levels. By applying a structured approach, the study ensures reliability and validity in findings, enabling a clear assessment of whether mergers have contributed to improving asset quality and strengthening the financial performance of public sector banks.

Research Design

The study focuses on analysing variations in asset quality by comparing pre-merger and post-merger financial performance indicators. A descriptive as well as analytical research approach is employed to evaluate whether consolidation has contributed to measurable improvements in NPA management. The comparative framework enables systematic assessment of structural changes arising from banking sector reforms.

Nature and Source of Data

Financial information relating to gross Non-Performing Assets, net Non-Performing Assets, advances, and related banking indicators has been obtained from annual reports of selected public sector banks, publications of the Reserve Bank of India (RBI), and official financial disclosures released through bank websites and government reports. The use of secondary data ensures reliability, consistency, and comparability across the study period.

Sampling Methods

The study adopts a purposive sampling method to select Public Sector Banks that have undergone mergers during the study period. This type of non-probability sampling is adopted to target banks of particular interest. Banks are selected based on the availability of comparable financial data of pre-merger and post-merger time. The sample includes the major merged PSBs to enable an NPA comparison. This enables the study of effect of the mergers on the asset quality of banks, but the results might not be applicable to all Indian banks.

Future Scope:

It includes a comparative analysis of NPAs before and after the mergers. The research uses secondary data sources such as annual reports, RBI publications and financial statements. It focuses mainly on asset quality through various financial ratios and statistical methods. It is limited to a few merged banks and a defined period to evaluate the impact of mergers on the financial performance and NPA of banks.

Limitations of the Study

1. Time Period Constraint: The the study uses considers only a specific pre- and post-merger period, which may not fully capture the long-term impact of mergers on NPA levels.
2. External Influences: Factors such as economic conditions, policy changes, and regulatory interventions are not separately controlled, which may influence NPA trends beyond the effect of mergers.

Data Annlysis and Interpretation

Descriptive Statistics					
	N	Minium m	Maximum	Mean	Std. Deviation
Gross Npa	69	6442.38	104423.42	33726.4059	24060.50507
Gross Npa Percentage	69	3.00	24.00	10.4910	4.52927
Net Npa	69	1110.00	56096.57	14757.3199	11040.96893
Net Npa Percentage	69	.19	16.00	5.3286	2.99345

Interpretation

The descriptive statistics of selected Indian public bank reveal significant variation in Non-Performing Assets (NPAs) during the the study uses period. The mean Gross NPA stands at 33,726.41, with a wide range between 6,442.38 and 104,423.42, indicating substantial differences in bad loan levels across banks. A high standard deviation further reflects considerable fluctuations. Similarly, the average Gross NPA percentage is 10.49%, showing inconsistency in asset quality. In terms of Net NPAs, the mean value is 14,757.32, with notable variation across banks. The Net NPA percentage averages 5.33%, indicating moderate variability compared to Gross NPAs. Overall, the results highlight disparities in asset quality and suggest differences in credit risk management and recovery practices among public sector banks over time.

Report

Bank Name	Gross NPA	Gross NPA %	Net NPA	Net NPA %
Allahabad Bank	19,939.59	12.4	9,870.66	6.6
Andhra Bank	18,617.70	11.6	8,361.47	6
Canara Bank	38,133.12	10	23,494.85	6.49
Corporation Bank	16,624.60	11.8	9,264.19	6.4
Indian Bank	11,637.32	7	16,090.58	3.86
Merger Canara Bank	47,949.23	6.92	17,506.59	2.74
Merger Indian Bank	28,226.89	6.2	5,699.08	1.43
Merger PNB	74,924.82	8.88	21,467.75	2.88
Merger Union Bank	61,762.06	8.18	15,894.04	2.34
Oriental Bank	18,615.59	12	10,517.74	7
Punjab National Bank	69,952.06	14.8	34,813.10	7.99
Syndicate Bank	17,669.96	8.4	9,827.34	4.6
Union Bank of India	37,881.89	13	18,964.02	6.52
United Bank of India	11,116.20	15.6	6,578.57	10

Case Processing Summary							
Merger Period		Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
Net Npa	Pre_Merger	49	100.0 %	0	0.0%	49	100.0 %
	Post_Merge R	20	100.0 %	0	0.0%	20	100.0 %
Net Npa Percentag E	Pre_Merger	49	100.0 %	0	0.0%	49	100.0 %
	Post_Merge R	20	100.0 %	0	0.0%	20	100.0 %

Pre-Merger Banks (Descriptive)
Interpretation

The descriptive statistics of pre-merger public sector banks reveal considerable variation in NPA levels. Among the banks, Punjab National Bank recorded the highest mean Gross NPA (₹69,952.06), followed by Union Bank of India (₹37,881.89) and Canara Bank (₹38,133.11), indicating a relatively higher burden of stressed assets prior to consolidation.

In terms of Net NPAs, Punjab National Bank again reported the highest mean value (₹34,813.10), reflecting significant credit risk exposure even after provisioning. Conversely, United Bank of India (₹6,578.57) and Indian Bank (₹16,090.57) exhibited relatively lower Net NPA levels.

Further, the Net NPA percentage was highest in United Bank of India (10%), followed by Punjab National Bank (7.99%), indicating weaker asset quality among these banks. In contrast, Indian Bank (3.86%) maintained a relatively lower NPA ratio, suggesting better credit risk management practices.Overall, the pre-merger the study uses highlights substantial disparities in asset quality across banks, with certain banks exhibiting significantly higher NPAs, thereby justifying the need for consolidation.

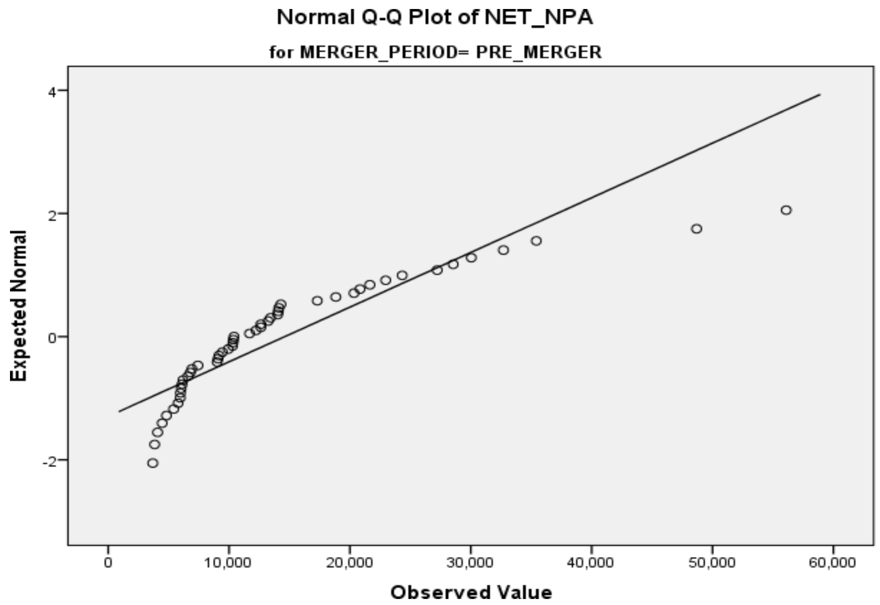
Post-Merger (Merged Banks)
Interpretation

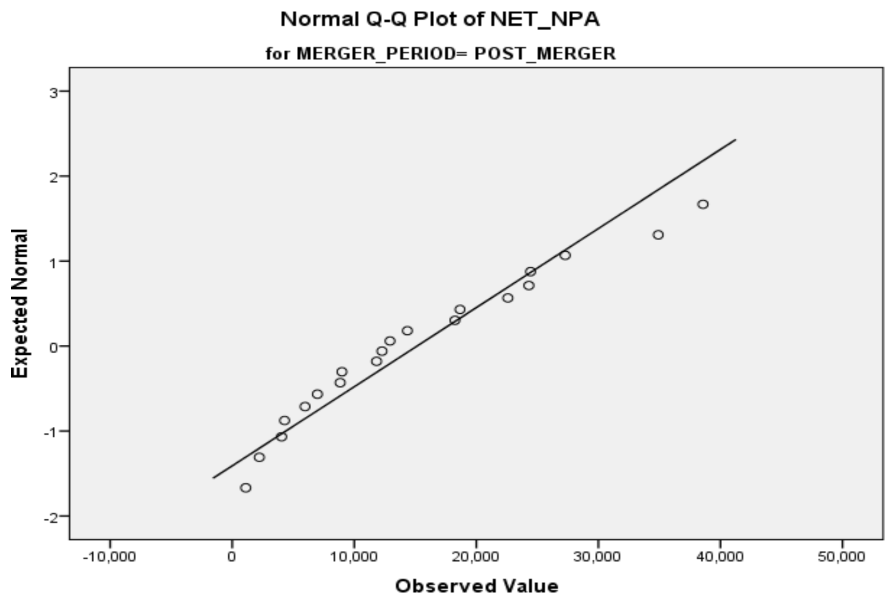
The post-merger descriptive the study uses indicates notable changes in NPA levels following consolidation. Among the merged entities, Merger Punjab National Bank recorded the highest mean Gross NPA (₹74,924.82), followed by Merger Union Bank of India (₹61,762.06) and merger Canara Bank (₹47,949.23), suggesting that although consolidation increased the asset base, the absolute level of NPAs remained high.

However, in terms of Net NPA percentage, a significant improvement is observed. Merger Indian Bank (1.43%) and merger Union Bank of India (2.34%) reported relatively lower NPA ratios, indicating improved asset quality and better post-merger risk management efficiency. Even merger Punjab National Bank (2.88%) shows a lower NPA percentage compared to its pre-merger counterpart.

Tests of Normality

Merger Period	Test	Statistic	df	Sig. Value
Pre-Merger	Kolmogorov–Smirnov	0.226	49	0
	Shapiro–Wilk	0.803	49	0
Post-Merger	Kolmogorov–Smirnov	0.132	20	0.2
	Shapiro–Wilk	0.937	20	0.214





Interpretation

The normality of the Net NPA data were tested using Kolmogorov-Smirnov and Shapiro-Wilk tests for both the pre-merger and post-merger periods. For pre-merger period, the p-value for the two tests is less than 0.05 (not normal).

However, for the post-merger data, the statistically values are greater than 0.05 (p = 0.200 for Kolmogorov–Smirnov and p = 0.214 for Shapiro–Wilk), it is found that the data is normally distributed.

Therefore, the results show that the post-merger data of Net NPA meets the assumption of normal distribution while the pre-merger data is not normally distributed.

Variable	Levene's Test (F)	Levene's Sig.	T-Value	Df	P-Value	Mean Difference	95% Confidence Interval Of Difference
Gross npa	2.863	0.095	-5	67	0	-27,444.18	Lower: - 38,399.82Upper: - 16,488.53
Net npa	0.1	0.753	-0.184	67	0.855	-541.5	Lower: - 6,431.15Upper: 5,348.14

Interpretation of Independent Sample t-Test Results

The independent sample t-test was conducted to examine whether there exists a statistically difference between the selected banks with respect to Gross Non-Performing Assets (Gross NPA) and Net Non-Performing Assets (Net NPA).

Gross Non-Performing Assets
Levene's Test shows an F value of 2.863 with a significance level of 0.095, exceeding 0.05, The t-test result reveals a t-value of −5 with 67 degrees of freedom and a p-value of 0.000, which is statistically significant. This confirms a significant difference in Gross NPA levels between the banks. The mean difference of
−27,444.18 indicates that one bank has considerably lower Gross NPAs. Additionally, the confidence interval does not include zero, reinforcing significance. Thus, the null hypothesis is rejected, suggesting that merger-related factors have influenced variations in asset quality across banks.

Net Non-Performing Assets
For Net NPAs, Levene's Test shows an F value of 0.1 with a significance level of 0.753, which is above 0.05, The t-test result reveals a t-value of −0.184 with 67 degrees of freedom and a p-value of 0.855, making the result statistically insignificant. This implies that there is no significant difference in Net NPA levels among the selected banks. The mean difference of
−541.5 is minimal, and the confidence interval includes zero, confirming this conclusion. Overall, similar provisioning and recovery practices have contributed to comparable Net NPA levels across banks.

Overall Interpretation
The the study uses reveals that while a significant difference of Gross NPAs between the banks, no significant variation is observed in Net NPAs. This indicates that although asset quality differences are visible at the gross level, risk provisioning and management efficiency tend to equalize the net asset quality position post-adjustment.

Significant Pairwise Differences
Net_Npa (Absolute Value)

Comparison (Banks)	Mean Difference	p-value	Result
Punjab National Bank vs Allahabad Bank	24942.44	0.002	Significant
Punjab National Bank vs Andhra Bank	26451.63	0.001	Significant
Punjab National Bank vs Corporation Bank	25548.91	0.002	Significant
Punjab National Bank vs Marger Indian Bank	29114.02	0	Significant
Punjab National Bank vs Oriental Bank	24295.36	0.003	Significant
Punjab National Bank vs Syndicate Bank	24985.76	0.002	Significant
Punjab National Bank vs United Bank of India	28234.53	0	Significant

Net_Npa_Percentage

Comparison (Banks)	Mean Difference	p-value	Result
Allahabad Bank vs Marger Indian Bank	5.168	0.011	Significant
Andhra Bank vs Marger Indian Bank	4.568	0.042	Significant
Canara Bank vs Marger Indian Bank	5.058	0.027	Significant
Corporation Bank vs Marger Indian Bank	4.968	0.017	Significant
Oriental Bank vs Marger Indian Bank	5.568	0.004	Significant
Punjab National Bank vs Marger Indian Bank	6.556	0	Significant
Union Bank of India vs Marger Indian Bank	5.084	0.013	Significant
United Bank of India vs Marger Indian Bank	8.568	0	Significant

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
NET_NPA	Between Groups	4114236651.564	13	316479742.428	4.169	0.000
	Within Groups	4175166998.130	55	75912127.239		
	Total	8289403649.6	68			

		94				
NET_NPA_PERCENTA GE	Between Groups	384.786	13	29.599	7.25 0	0.000
	Within Groups	224.547	55	4.083		
	Total	609.332	68			

Interpretation of ANOVA for Net NPA Percentage

The one-way ANOVA results is a distinct difference between the variability of the groups and the dispersion within each group in Net NPA Percentage. The between-group sum of squares (384.786) is higher than the within-group sum of squares (224.547), and it could be argued that the differences between the groups cannot be explained only by random fluctuations. The calculated F-value of 7.250 with a significance value of 0.000 indicates that the variation in the data is statistically significant at the standard 5 percent level.

Based on this finding, the null hypothesis of no variation in the groups is rejected.

Hypothesis	Test Used	P-value	Significance Level (0.05)	Result	Decision
Hypothesis 1	Statistical Test (e.g., t-test/ANOVA)	0	0.05	Significant (p < 0.05)	Rejected
Hypothesis 2	Statistical Test	0.855	0.05	Not Significant (p > 0.05)	Accepted
Hypothesis 3	ANOVA	0	0.05	Significant (p < 0.05)	Rejected

Findings

The variation between NPAs of various banks was very high which was a sign of inconsistency in credit appraisal and risk management.

The increase in Gross NPAs post-merger was primarily due to the consolidation of the balance sheets and taking over of the distressed assets.

The Gross NPAs grew but the Net NPA ratios improved, which reflect the improved efficiency of provisioning and recovery of it.

The post-merger statistics are more stable and normalised, implies increased financial discipline.

The statistical testing used in the study shows that there was a significant difference between Gross NPAs, before and after the merger.

Net NPAs remained the same, which indicated the same provisioning practices by banks. There has been an improvement in efficiency and risk bearing capacity of banks post-merger.

However, in the short term, historical NPAs and integration problems still have an effect on asset quality.

Suggestions

1. Banks must implement state-of-the-art credit risk models to enhance loan underwriting. Early warning systems should be put in place to identify potential NPAs.
2. Facilitate successful post-merger integration of systems, processes and culture.
3. Improve recovery processes with quicker resolution and legal processes such as bankruptcy.
4. Banks need to diversify their lending portfolio to limit sectoral risk. Practice good lending to avoid credit defaults.
5. Enhance technological adoption, including data analytics and AI-based monitoring systems. Maintain strong regulatory oversight and governance standards to ensure accountability.
6. Improve transparency in financial reporting to build stakeholder confidence.
7. Continuous monitoring and evaluation of post-merger performance should be undertaken.

Conclusion

The present study contributes banking consolidation by providing empirical evidence on the relationship between mergers and asset quality in public sector banks. The findings suggest that mergers have had a nuanced impact on NPAs. While the absolute level of Gross NPAs has increased due to balance sheet consolidation, the improvement in NPA ratios indicates enhanced financial efficiency and risk management capabilities.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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A Comparative Analysis of Portfolio, Risk and Return of Selected SBI Mutual Fund Schemes

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Abstract

This is a secondary data research on the portfolio composition, risk profile and return performance of few schemes of SBI Mutual Fund. The study has been based on the secondary sources such as annual reports, SBI Mutual Fund disclosures, SEBI publications, journals and others. Trend Analysis, growth analysis and comparative analysis is being done to compare five schemes viz. SBI Flexicap Fund, SBI Bluechip Fund, SBI Magnum Midcap Fund, SBI Small Cap Fund, and SBI Contra Fund and based on CAGR, an evaluation has been done. The results suggest that mid-cap and small-cap and contra-oriented schemes had higher long term returns, whereas large-cap oriented schemes had higher stability. The study emphasizes the need for investors to match their investments to the risks they are willing to take and their financial objectives. The findings are applicable to investors, students and researchers who are interested in the correlation between the structure of the investment portfolio, risk and investment performance.

Keywords: *Mutual Funds, SBI Mutual Fund, Portfolio Analysis, Risk and Return, CAGR, Investment Performance*

Introduction

The mutual fund is among the most popular investment choices in India. They help in providing professional management, diversification, liquidity, and accessibility to the investor. SBI Mutual Fund is one of the topmost asset management companies in India that offers a variety of schemes for various investors. The performance of some of the SBI mutual fund schemes has been analyzed in this paper.

Review of Literature

1. Verma, Jana, and Mallick (2025)

In this study authors tried to study the factors influencing selection of Mutual funds. Find results indicated that fund category, assets under management, and fund manager experience are all factors that need to be taken into account as an investor and advisor.

2. Begum and Vepa (2022)

This literature review focused on the research that has already been done on mutual fund performance. The authors found that performance evaluation is the most researched area in the mutual fund industry, with risk-adjusted returns being one of the key factors for investors.

3. Chawla (2014)

The factors influencing investment in mutual funds were the study area. It concluded that each of the credibility, reputation and quality of service of a fund makes a meaningful impact on investor decisions. Goodwill was deemed to be one of the key factors that influence the investment decisions.

4. Swain and Dash (2017)

The authors selected and reviewed studies on investor awareness, risk and returns. They noted that knowledge and financial literacy of investors are important factors to make mutual fund investments

5. Faizan and Kuril (2025)

The authors studied the investor behavior and problem of mutual fund industry. They discovered that financial literacy, age and education, as well as risk tolerance, have a strong impact on investment decisions.

Objective Of The Study

1 Comparing the various SBI mutual fund schemes.
2. Portfolio Composition Analysis.
3. Risk and Return Characteristics Analysis.
4. The identification of schemes with good risk-return trade-off.

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Research Methodology

Nature of Study: Descriptive and analytical.

Sources: Annual reports, RBI reports, SEBI reports, journals, books, websites, and SBI Mutual Fund disclosures.

Period of Study: 2020–2025.

Analytical Tools: CAGR, Trend Analysis, Growth Analysis, Comparative Analysis, Content Analysis.

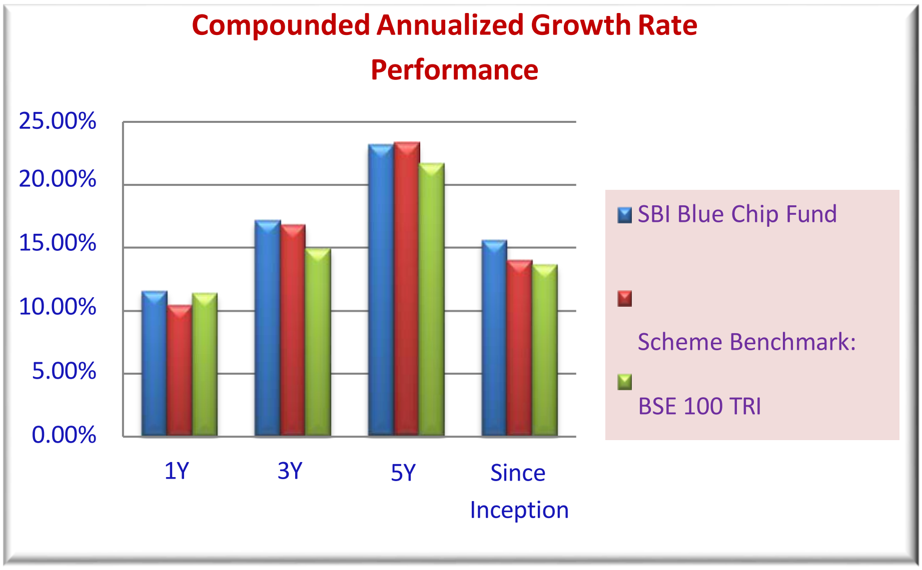
Data Analysis and Interpretation

1. SBI Bluechip Fund

Compounded Annualized Growth Rate Performance	1Y	3Y	5Y	Since Inception
SBI Blue Chip Fund	11.58%	17.17%	23.16%	15.58%
Scheme Benchmark: BSE 100 TRI	10.4%	16.84%	23.31%	13.99%
Additional Benchmark: BSE Sensex TRI	11.36%	14.95%	21.66%	13.63%

Analysis

Throughout its life cycle, the fund's performance in relation to its large cap index is evident, and the stocks are selected efficiently. The brief-term tracking of the index is consistent with a strong emphasis on large caps and favourable market conditions.



Interpretation

Like the Flexicap Fund, the Bluechip Fund has been somewhat successful in tracking its benchmark, albeit for a relatively short time, but has had a better performance since it was launched. The fund has a 5-year CAGR of 23.16% and it is marginally underperforming its scheme benchmark (BSE 100 TRI) with 23.31% 5-year CAGR. The fund's performance since its launch is better, with a 15.58% gain compared to the scheme's benchmark of 13.99%. If one invested ₹10,000, after 5 years,it would be ₹28,537

Compounded Annualized Growth Rate Performance	1Y	3Y	5Y	Since Inception
SBI Magnum Midcap Fund	9.51%	21.21%	32.9%	19.74%
Scheme Benchmark: Nifty Midcap 150 TRI	10.04%	26.62%	34.07%	19.19%
Additional Benchmark: BSE Sensex TRI	11.36%	14.95%	21.66%	13.63%

2. SBI Magnum Midcap Fund

Analysis

The mid-cap funds have a history in high returns in bull markets. The fund's performance is a bit inferior at some points but the overall performance of the fund is quite commendable in view of the volatility of such a fund category.

Interpretation

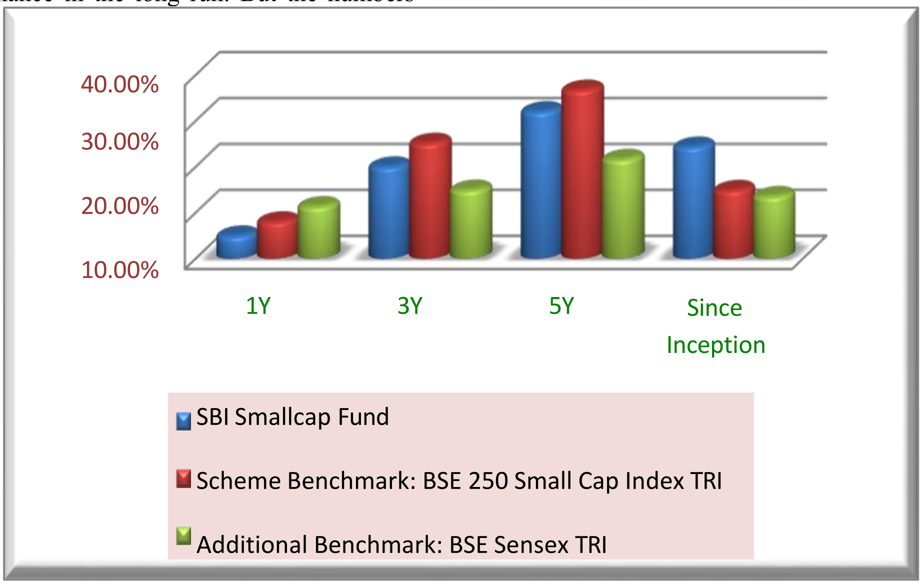
The annualized performance of the fund has been quite impressive and roughly in line with the growth that is available in mid-cap shares. The fund has managed to remain close to its benchmark, with some periods of underperformance, but overall has beaten the benchmark since start-up. The fund has an average fund performance of 32.9 per cent over 5 years as compared to its scheme benchmark (Nifty Midcap 150 TRI) of 34.07 per cent.This investment can reach ₹41,551 after 5 years while the benchmark can reach only ₹43,393 after 5 years.

3. SBI Small Cap Fund

Compounded Annualized Growth Rate Performance	1Y	3Y	5Y	Since Inception
SBI Smallcap Fund	4.97%	20.02%	32.05%	24.35%
Scheme Benchmark: BSE 250 Small Cap Index TRI	8.05%	25.16%	36.74%	14.9%
Additional Benchmark: BSE Sensex TRI	11.36%	14.95%	21.66%	13.57%

Analysis

The outperformance is very well, almost 9% ahead of the benchmark since inception, is clearly proof of its alpha performance in the long run. But the numbers under par in the last year, 3 years and 5 years could be worrisome for the new comers. It's due to the fact that the small-cap stocks are volatile or perhaps the bad stock selection tactics adopted recently.



Interpretation

However, the fund has delivered sub-par performance when compared to its benchmark during the shorter to medium periods (1Y, 3Y, 5Y). The fund has beaten the scheme benchmark (BSE 250 Small Cap Index TRI) by 36.74% over the 5-year period. The fund, which was established in 2015, has done better than its scheme benchmark of 14.9% over the duration of its life. If someone invests ₹10,000 then after 5 years it will be worth ₹40,246. The benchmark, on the other hand, would be at ₹47,894.

Results and Findings

A. Findings Based on Objectives:

1. Large-cap funds were stable.
2. In the long run, mid-cap and small-cap funds provided better returns.
3. The long run growth model offered by Contra strategy.

B. Major Findings:

1. There is a positive relationship between risk and returns.
2. Diversification helps to minimize the concentration risk.
3. This provides opportunities to build wealth with long term investments.

Discussion

Successful investing: matching investment decisions with the level of risk that an investor is willing to take and ensuring optimal diversification. With the fast-paced financial market and investors having different financial objectives and risk tolerance, there have been a variety of categories of mutual funds available for investors. Having an understanding of how these funds are categorized as Flexicap, Bluechip, Midcap and Small Cap funds, can help the investors to make informed decisions and accumulate wealth over a period of time. Moderate investors are typically looking for a balance between risk and return. They wish to see their investments increase gradually without too much fluctuation that might lead to substantial losses in the event of a market downturn. For such investors, Flexicap and Bluechip funds may be good investment avenues.

Suggestion/ Recommendation

Investments should be made according to the investment objective.

Long-term investment time frame is ideal.

Risks will be reduced by diversification of funds.

Advocate financial education campaigns focusing on the risk – return trade-offs and diversification

Conclusion

The study revealed that the Mid-Cap Fund, Small-Cap Fund and Contrarian Fund had returns which were relatively higher during the period studied. Such funds are invested in companies that have high growth potential, and thus can perform well in a positive market. But there is risk involved in having the possibility of higher returns. Funds that invest in mid-cap and small-cap shares are more volatile than those that focus on larger, established companies, since the price moves more than that of the larger companies. Likewise, contrarian funds make an investment approach centered on stocks or sectors that are underpriced or which may not be in vogue at the moment. This strategy can lead to significant growth during a bull market, but it also carries higher risk and volatility risks during a bear market.

Limitations of the Study

1. The study has been restricted to some of the SBI Mutual Fund schemes.
2. Information is based mainly on secondary data sources.
3. Data used may not always be fully updated. This does not provide an exhaustive list of mutual funds.
4. The analysis is based on previous performance stats.
5. No prediction of future returns can be made from the study. Results are subject to change as a result of changes in the market

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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