The Matrix Educational Foundation's

# Matrix School of Management Studies - (MSMS)

# MSMS RESEARCH REVIEW

# RESEARCH JOURNAL

# MSMS RESEARCH REVIEW

## Message from Founder Secretary

*The newly emerging changes in the business environment are fast & far reaching in a highly competitive market. Globalization is the new mantra of business. Management education has grown in a phenomenal way in the last two decades. The research in this .field has to be geared up so that erudition can make good impact on the education. The culture of research has to be generated and nurtured.*

*The National Knowledge Commission (2007) has recommended that India should invest in higher education heavily to be able to meet the knowledge challenges of 21$^{st}$ century. Mehta Committee Report 2009 has expressed the need for quality research in technical education including research in management. It is in this context; Matrix School of Management studies will harness individual strengths, chisel & channelize the potential of the researchers to match the current research needs and to leverage the knowledge. Research thrives in a climate of open debate and sharing and generating of ideas. It needs forum to express and contribute the ideas.*

*With this clear objective in mind we have started this "MSMS RESEARCH REVIEW" to expand the horizons of the knowledge. We want to enrich the readers with the updated information in the .field of Management. Research is the essence of higher education. Discerning research in management can lead to better understanding of the dynamics of business, helping it to improve the functioning of managers and so can benefit the organization.*

### Dr. (Mrs.) Shilpa R. Kulkarni

# *From the Desk of the Editor*

*I am indeed delighted to present the Vol-VI, Issue-1, February 2017 – January 2018. ISSN-2277-4548 of the 'MSMS Research Review'. This current edition is exclusively dedicated to the creative minds of the researchers in putting forth their research contributions in an holistic way so that it enlightens the minds of the readers and the contents of this research journal satisfies their thirst for updated knowledge in different domains.*

*Research offers us a methodical system for questioning our established way of thinking and doing things. It places the question in a verifiable format and takes that question beyond the limitations of a single person's prejudices. I am sure the multi-dimensional thoughts expressed through research contributions in this edition will definitely be a readers delight to cherish these thoughts for a long time.*

*I am highly optimistic about our future research endeavors through this yearly 'MSMS Research Review' Journal, which would be adding a strong research platform into our present academic operations.*

*I am really grateful to our editorial team, for shaping up this edition of 'MSMS-Research Review' which is a strong dynamic platform to all research scholars. I expect in the future value added contributions in the form of research articles, book-reviews, case studies by academicians and practioners. I hope all the readers and researchers will appreciate this edition of our Journal.*

**Prof. (Dr.) Satish S. Ubale**
       **Editor**
MSMS Research Review

# MSMS RESEARCH REVIEW
## *(Vol-VI, Issue -I, Feb, 2017–Jan, 2018)*

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# Comparative Study of Spirituality & Materialism

## Prof. Archana Y. Lahoti

**Abstract:**

Spirituality includes a sense of connection to something bigger than us, and it typically involves a search for meaning in life. If one becomes spiritual, material prosperity automatically follows. Unfortunately, people forget this. With the increased no of crimes in India & all over the world truly makes us interrogative about the value system in the society. In present era, people are more concerned for materialistic pleasure than spiritualism. People all over the world are experiencing problems in material, political, economic, ethical & social domain .Increased fanatics, intolerance , war , crimes , jealousy  are the outcomes of being only materialistic. By delivering common set values & principles through multidisciplinary holistic model, we may able to solve the problems. The essence to live peaceful life is  to embrace Spirituality over Materialism. One must understand that spiritual way of living will result in peaceful & content life . Balance between materialism & spiritualism definitely help to live happy & peaceful life. Looking only at Materialistic approach may bring sadness & depression over the period of time wheras spirituality bring positive energy & gratitude for whatever we received in life.This paper emphasize on comparative study of Spirituality & Materialism.Also emphasizes  common set of values & principles to be incorporated in Society to bring prosperity & solace

**Keywords :** Spirituality , Materialism , multidisciplinary holistic model

**Comparative Study of Spirituality & Materialism**

Spirituality is a broad concept with room for many perspectives. In general, it includes a sense of connection to something bigger than ourselves, and it typically involves a search for meaning in life.

Nurses Ruth Beckmann Murray and Judith Proctor Zenter write that "the spiritual dimension tries to be in harmony with the universe, and strives for answers about the infinite, and comes into focus when the person faces emotional stress, physical illness, or death."

Materialism is a tendency to consider material possessions & physical comfort  more important than spiritual values. Materialism is the degree to which people buy items in an attempt to elevate their so called social status to their peer groups and the outside world. It is the mindset that purchasing of goods will make a person happier if

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otherwise it may not. This kind of lifestyle is reflected in the modern culture of borrowing money, with millions of rupees owed to banks and credit card companies. This money  can quench their thirst for immediate sense gratification and have so called quality and often unnecessary items which may create a false sense of happiness in their  mind.

## Human Being : Apex Creation of God

Man is at the apex of God's creation.Because he is self conscious & has a rational will , he occupies a unique position in the cosmos.Man is at a point which is the highest threshold of animal life & the lowest threshold of spiritual life.He is free to choose either to rise higher & attain spiritual dimension or to fall back into lower existence.This freedom is the cause of moral judgement , which burdens him with the responsibility to choose & act rightly.Man who is bestowed with faculties of self consciousness , freedom , rational will & moral judgement ought not live their life merely at the biological level but use these qualities to understand real meaning of Life is to live peacefully & help others.Righteous & ethical living is the stepping stone to spiritual realization.

Materialism leads to selfishness. Selfishness is the cause of commissions of many misdeeds .In this rat race , people have forgot values.Values occupy the most important place in man's life.Our reactions to any situations are based on our needs , interest , likes , dislikes , attitudes & prejudices which we formulate and develop during the course of our growth & development .Unfortunately under influence of so called modern culture , people are embracing these values as a symbol of success & happiness. Because of the wealth of some nations and advancements in technology and quality of living , people are running after material pleasure under the impression that it will bring them real solace.

Society's values are imbibed by masses.Masses are seldom right in their approach.Right is never right because whole world is following i.e.it does not become right because everybody is saying.Hence pursuit of whole world in following mad race of materialism is never ending effort.Ultimately our goal line is always away.No matter how much we amass material wealth , satiety knows no limits.When our craving & hankering for material wealth starts bringing unhappiness in our life we try to overcome this unhappiness by pursuing different dimension of life called spirituality

Usually , it has been observed people seek solutions to their ever hankering pursuit of wealth which does not bring equipoised in their life.Therefore people are in search of equipoised life where craving for material wealth will diminish.So people want to find solace in spirituality , however being spiritual is an utopian idea because no one has seen spirit

The complexity of value discourse increases further because the objects which are valued do not have the same 'value' for an individual.Man organizes these values into

a system in a hierarchical manner . In context of spirituality , where 'God' is regarded as the highest or ultimate value , it signifies also an attitude of reverence , adoration & love & functions practically , as the highest ideal of life.Significance of the concept of 'Spirituality : Ultimate value' , it ceases to mislead us any more.

Materialism leads only to think about oneself , to satisfy ones needs , sense gratification without thinking of others. Whereas spirituality is always to find truth.It is for the seekers of Truth to understand that morality is a stepping stone to spirituality .Unless one has passed the test of morality , one can not realize the spirit , which mysteriously fills all existence.The most significant virtue of a man is to become self aware & live moral life to bring natural force.The nature of this moral force implies that man cannot be at peace with himself unless he acts morally.Because of this reason , a sane person feels morally obliged not to harm anyone in any way as physical or verbal.When a person has materialistic nature , he acts immorally in order to gratify many of his urges.This is the reason why people look for short term pleasure than long term goal. To attain to a state of harmony, peace & bliss , one has to battle against all urges which seek fulfillment in sensual pleasures. To attain to enlightenment & perfection , one ought to keep praying with a spirit of humanity to overcome urges for gratification of other pleasures that one derives out of ego-glorification , identification , greed & lustful indulgences

**Analysis of Data on various Crimes in India & World**

In the 21st century, our world is facing complex global scale problems: War, religious intolerance, conflict, violence, hunger, poverty, illiteracy, pollution, crime, theft, fraud, murder, immortality, child abuse, human rights violation and many others.

Recently; there have been bloody conflicts and wars continuing in many parts of the world  such as Afghanistan, Bosnia, India, Indonesia, Kashmir, Pakistan , Palestine ,Chechnya, Sri Lanka, Sudan, Uganda.Floods of tears and blood still flowing in many parts of the world.Many lives lost in this wars.Many women and children have suffered  and deprived of their natural rights

Not even it is affecting value system also it is extremely harmful to the enviornment too. Recent increase in flood, enviornment changes, femine, draught are the examples of the harm of the people who have done to the ecology due to exessive use of resources.The constant quench for materialstic things has really affected ecological balance too

 Let us analyse one aspect of materialism by looking into very dominant urge i.e.libido or lust .  Women and child development minister Maneka Gandhi was pushing through amendments to Juvenile Justice Act in Parliament that would lower the age of culpability as an adult from 18 to 16,as many incidences of rape happening in India is by juveniles.  She cited a rising number of crimes done by juveniles. According to National Crime Records Bureau (NCRB) ,Delhi was declared the most

dangerous city for women in India as it witnessed a 350 per cent rise in rapes over 2012,

According to United Nations Office on Drugs and Crime (UNODC) data, on seven counts of serious crimes — which include murder, rape, sexual violence, assault, kidnapping, burglary and theft , India's crime rate  is 87 which is very shocking as India is considered to be spiritual nation

This is a list of States and Union Territories of India ranked by the recognizable Crime Rate as on 2012 and 2015. It shows the number of cognizable crimes occurred for every 100,000 persons. The list is compiled from the 2012 and 2015 Crime in India

Following is the report published by National Crime Records Bureau (NCRB), Government of India

| Sr No | State | Cognizable Crime Rate (2015) | Cognizable Crime Rate (2012) |
|-------|-------|------------------------------|------------------------------|
| 1 | Kerala | 723.2 | 455.8 |
| 2 | Madhya Pradesh | 348.3 | 298.8 |
| 3 | Assam | 321.8 | 250.0 |
| 4 | Haryana | 310.4 | 240.4 |
| 5 | Telangana | 290.7 | - |
| 6 | Rajasthan | 273.9 | 246.9 |
| 7 | Tamil Nadu | 271.2 | 294.8 |
| 8 | Maharashtra | 231.2 | 176.7 |
| 9 | Arunachal Pradesh | 227.8 | 192.1 |
| 10 | Karnataka | 224.0 | 222.5 |

This data aptly shows pursuing materialistic life will lead future of mankind in danger. All the states shows there is sharp increase in no of crimes from 2012 to 2015.This clearly shows that people have really forgotton the value system which our anscestors have given us to live harmonious life.

## Conclusion:

As human beings, we have managed to conquer and reach far in the external world and achieved great success in materialistic things .However, we have somehow failed to conquer and reach deeper into our internal world : Our hearts,spirituality, conscience, values and virtues. Today everyone needs peace than at any time in past. If one has to find happiness , wellbeing and inner peace  one has to introspect & give priority to spiritualism

  With the above uderstanding of spiritualism & materialism , one can safely conclude that for future & present generation for meaningful survival quest for spirituality is only way out.This brings us to conclusion that society's specious values to be abandoned and exploration of values which ultimately reveals TRUTH should be in Vogue.

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# "Relationship between Promotional Mix Elements and Brand Awareness: A study on Packaged food products in Pune City".

## Ashutosh Chandrashekhar Zunjur[1]   Amar Gupta[2]

**Abstract:**

The purpose of this study was to investigate the effect of Promotional mix elements on brand awareness and effect of demographics on effectiveness of promotional mix strategies. For this research a structured questionnaire was designed and used for collection of primary data. An interview technique was administered for collecting responses. Total 50 responses were recorded. SPSS was used for data analysis. It was found that promotional mix strategies and brand awareness are positively correlated. It was also found that some of the demographic characteristics are significantly related with the effect of promotional mix strategies. This means that for different group of customers different promotional mix elements are effective.

**Key words:** Promotional Mix Elements, Brand Awareness,

**Introduction:**

The Fast Moving Consumer Goods (FMCG) industry has shown steady growth over the last few years and continues to provide superior returns over most sectors. Fast Moving Consumer Goods (FMCG) goods are popularly named as Consumer Packaged Goods. Items in this category include all consumables (other than groceries/pulses) people buy at regular intervals. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods. These items are meant for daily consumption and have a high return.

The Fast Moving Consumer Goods (FMCG) sector is a very significant contributor to the India's overall GDP growth. The FMCG sector includes food & dairy products, packaged food products, household products, drinks and others.

According to an ASSOCHAM-TechSci Research report (Oct-5,2016), India's FMCG market is the fourth largest sector & it contributes to the employment of around 3 million people that accounts for approximately 5% of the overall factory employment in India. This sector is categorised by a robust presence of leading Multinational Companies, competitive rivalry between organized and unorganized players, well established distribution network, and low operational cost.

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According to an ASSOCHAM-TechSci Research report (Oct-5,2016), India's FMCG market to grow by US$104 billion by 2020 from the present level of US$49 billion, at an impressive compounded annual growth rate of 20.6 per cent. Due to the same reason, many FMCG multinational companies are established in India. "Currently, India accounts for a share of just 0.68% of the Global FMCG market, this share is expected to increase significantly over the next 5 years mainly due to the macroeconomic factors such as improving demographics, rising disposable income, expansion of organised retail in tier II & III cities in India, changing consumer preferences etc, according to the study titled 'Indian FMCG Market 2020'. (Source-ASSOCHAM-TechSci, 2016)

**Literature Review:**

Brand -"A brand is, tangible and intangible, practical and symbolic, visible and invisible under conditions that are economically viable for the company" (Kapferer, 1986). The American Marketing Association defines the term 'Brand' as "A name, term, symbol or design, or a combination of them, which is intended to signify the goods or services of one seller or group of sellers and to differentiate them from those of competitors."

Blattberg and Neslin (1990) observe that though for years advertising executives have been warning marketing executives that promotions will destroy their brands image, it is not clear that promotions do detract from a brand's consumer franchise.

Scott, Inman, and McAlister (1992) also examine the difference between pre and post promotion brand evaluations at the individual level but find no evidence that price promotions affect evaluations for frequently purchased branded packaged goods.

Keller (1993) defines brand awareness as a brand recognition and brand recall performance. Brand recognition relates to consumer ability to confirm previous exposure to the brand when given the brand as a cue. It requires that consumers correctly discriminate the brand as having been seen or heard anteriorly. Brand recall relates to consumer ability to retrieve the brand from memory when given the product category, the needs fulfilled by the category, or some other type of prove as a cue.

Promotion is according to Brassington and Pettitt (2000) the direct way in which an organization communicates the product or service to its target audiences. Brassingtonh and Pettitt (2000) have categorized the promotional tools into five main elements; advertising, sales promotion, public relations, personnel selling, and direct marketing. Promotion is the direct way an organization tries to reach its publics. This performed through the five elements of the promotion mix which include; advertising, sales promotion, personal selling, public relations, and direct marketing. The role of promotion has been redefined into managing long term relationships with carefully selected customers, including construction of a learning relationship where the marketer attains a dialogue with an individual customer (Dawes and Brown 2000).

Buil, Chernatony and Martı́nez (2013) have proposed and tested a model to better understand brand equity. They have investigated the effects of this construct on

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consumers' responses using data from two European countries. It was found that Brand Awareness positively impacts perceived quality and Brand Associations. It was also established that Brand loyalty is mainly influenced by Brand Associations. This study was conducted within two specific countries: the UK and Spain. The future research can consider the applicability of findings of this research in other countries and cultures.

Piratheepan ,Pushpanathan (2013) have investigated the relationship between the promotional strategies and brand awareness. It was found that there is a positive relationship between Promotional strategies and brand awareness in milk powder industries in the District. The limitation of this research study is that it has investigated the Impact of Promotional Strategies on Brand Awareness on Milk Powder Brands in Nuwaraeliya District. This study has a limited scope as the findings of this study may not be fit with the change of demographic and Psychographic characteristics of the consumers. Further, the selection of only Milk Powder Brand to investigate the relationship between the promotional strategies and brand awareness is the other limitation of this research study.

Mohan Kathuria , Gill (2013) have conducted a study with the aim of understanding brand awareness among consumers and analysing the attitude of consumers towards selected branded commodity food products. The products selected for the study were branded rice and branded sugar. A sample of 200 respondents was selected from different localities of a city in India. It was found that Major sources of awareness, for branded rice and branded sugar, are Friends /relatives/reference groups, point-of-purchase display, and retailer's recommendations. The most important factors influencing the purchase of branded rice and branded sugar were found to be flavour, aroma, free from insecticides or pesticides and free from adulterants. Future studies can be conducted with a larger sample size to check if the results of this study are fit in that context or not. Importance of brand equity with respect to commodity products can be analysed in the future research.

**Objectives of the Study:**

i  To explore the effect of Promotional mix elements on Brand awareness in Packaged Food Products category.
ii To investigate the relationship between demographic characteristics of the customers and brand awareness.

**4.   Research Hypotheses**

H1: There is significant correlation between Promotional mix strategies and Brand Awareness

H2: There is significant relationship between demographic characteristics of the customers and brand awareness.

**1. Research Methods**

**1 Research Design-** Descriptive

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**2 Sampling technique-** Non-probabilistic convenience sampling technique

**3 Instrument used-** Questionnaire

The questionnaire includes open ended and close ended questions. It consists of three segments. The first segment is an attempt to know what brand respondents can recall from packaged food industry. The second segment includes all close ended questions to measure the effect of different promotional mix elements and brand awareness and brand recall. And last segment collects the demographic information of the respondents.

The first draft of questionnaire was circulated among some respondents. Their feedback on the draft was taken. Based on that feedback some changes are made in the questionnaire. It was observed that respondents were reluctant to give information about their Age, income. So the instead of using question formats as 'What is your income?' it was just labelled as Income. After making these necessary changes the questionnaire was again given to respondents. Then it was found that respondents gave response to all demographic questions as well. In the final draft two more questions were administered to collect responses regarding brand recall.

**4.4 Sample Size-**

For this study around 60 people were contacted personally and were requested to fill in the questionnaire. However 4 respondents did not responded. Out of 56 responses only 50 were complete in all sense and thus they were considered for further analysis.

**4.5 Data Collection**

**4.5.1 Primary Data**
        The respondents were interviewed personally with the help of structured questionnaire.
**4.5.2 Secondary Data**
Literature review

**2.  Data Analysis**

Data Analysis is done in SPSS.

Methods used for Analysis-

1. For testing reliability of the questionnaire- Scale Reliability Test is used.
2. For testing first Hypothesis Correlation Test was conducted.
3. For understanding effect of demographics on promotional mix elements ANOVA test is used.

**5.1 Reliability of the scale-**

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## Table no. 5.1 Reliability Testing

| Cronbach's Alpha | N of Items |
|---|---|
| .842 | 23 |

Since the Cronbach's Alpha value is more than .7 the scale (questionnaire) is considered reliable. In social sciences reliability value of .7 and more is considered as reliable.

### 5.2 Descriptive Statistics

### 5.2.1 Promotional Mix Elements

## Table no. 5.2 Descriptive Statistics- Promotional Mix Elements Subscale

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| I have gone across display ads of this (these) brand(s) while I was surfing on internet. | 50 | 2 | 5 | 4.14 | 0.90373 |
| I can recall advertisement of this (these) brand(s) | 50 | 2 | 5 | 4.06 | 0.99816 |
| I have (had) received a catalogue of this (these) brand(s) | 50 | 2 | 5 | 4.02 | 0.91451 |
| I have got the presentation by sales person/ representative of this (these)brand(s) at shoppers points (malls, retailers) | 50 | 2 | 5 | 4 | 0.98974 |
| I remember this (these) brand(s) was mentioned in a TV show/ Movie | 50 | 2 | 5 | 3.86 | 0.80837 |
| I was gifted with this (these) brand(s)to win/ participate in a Competition | 50 | 2 | 5 | 3.8 | 0.88063 |
| I have seen news about this (these) brand(s) in News Paper/ Magazine | 50 | 1 | 5 | 3.76 | 0.95959 |
| I have seen/ heard this (these) brand(s) in advertisements in social-media. | 50 | 0 | 5 | 3.74 | 1.32187 |
| I have received promotional emails/ messages of this (these) brand | 50 | 1 | 5 | 3.74 | 1.04608 |

| | | | | | |
|---|---|---|---|---|---|
| I remember that an event (on TV/ at malls/ other places) was sponsored by this (these) brand(s). | 50 | 1 | 5 | 3.74 | 0.87622 |
| I can recall this (these) brand(s) because of the discounts given in the Past | 50 | 1 | 5 | 3.72 | 1.1073 |
| I have got sample for free of this (these) brand(s) | 50 | 1 | 5 | 3.72 | 1.14357 |
| I have seen/ heard news about this (these) brand(s) on TV/ radio. | 50 | 1 | 5 | 3.54 | 0.97332 |
| Overall Mean | | | | **3.83** | |

The descriptive statistics of Promotional Mix Elements for packaged food products is given in above table. The statements are arranged in descending order with respect to their means. The highest mean was for the statement 'I have gone across display ads of this (these) brand(s) while I was surfing on internet' and the mean value is 4.14. This suggests that the effect of social advertisement of packaged food products is the highest. While the lowest mean was recorded for the statement 'I have seen/ heard news about this (these) brand(s) on TV/ radio'. This suggests that public relation element is least effective among other elements. However the he mean value 3.54 received by this statement suggests that it is effective, so it cannot be neglected.

### 5.2.2 Brand awareness

**Table no. 5.3 Descriptive Statistics- Brand awareness Subscale**

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| I can quickly recall symbol or logo of the particular product/brand of packaged food products that appeared in the social media. | 50 | 2 | 5 | 4.26 | 0.7231 |
| Some characteristics of the particular product/brand of packaged food products that appeared in the social media come to my mind quickly. | 50 | 2 | 5 | 4 | 0.9035 |
| I know how a particular product/brand of packaged food product looks like | 50 | 3 | 5 | 3.96 | 0.6987 |
| I am aware of particular products/brands of packaged | 50 | 2 | 5 | 3.86 | 1.0104 |

| | N | | | Mean | Std. Dev |
|---|---|---|---|---|---|
| food products that appeared in the social media (electronic/ print). | | | | | |
| I can recognize a particular product/brand of packaged food products in comparison with the other competing product/brand that appeared in the social media | 50 | 0 | 5 | 3.6 | 1.1606 |
| Overall Mean | | | | 3.94 | |

Descriptive statistics of Brand Awareness subscale is given in above table. The highest mean was recorded for the statement 'I can quickly recall symbol or logo of the particular product/brand of packaged food products that appeared in the social media' and the mean value is 4.26 which is very high. The lowest mean value 3.6 is received for 'I can recognize a particular product/brand of packaged food products in comparison with the other competing product/brand that appeared in the social media'. However this value is quite high on a 5 point scale. Overall mean 3.94 suggests that Brand awareness of packaged food products is relatively high.

## 5.2 Hypotheses Testing

5.2.1 H1: There is significant correlation between Promotional mix strategies and Brand Awareness

**Table No. 5.3 Correlation between Promotional Mix Strategies and Brand Awareness**

| | | Promotional Mix Elements | Brand Awareness |
|---|---|---|---|
| Promotional Mix Elements | Pearson Correlation | 1 | .300* |
| | Sig. (2-tailed) | | .035 |
| | N | 50 | 50 |
| Brand Awareness | Pearson Correlation | .300* | 1 |
| | Sig. (2-tailed) | .035 | |
| | N | 50 | 50 |

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

From table no. 1 it is found that significant value of Pearson Correlation is less than .05. This indicates that the correlation between Promotional mix strategies of overall packaged food brands and brand awareness is significant. Since the Pearson Correlation value is .03, it suggests that the strength of correlation is weakly positive. Therefore we fail to accept the null hypothesis H0: 'There is no significant correlation between Promotional mix strategies and Brand Awareness' and thus accept H1.

In other words it can be said that as promotional mix strategies become aggressive brands' awareness also increases however the strength of this correlation is weak.

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### 5.2.2 Relationship between Demographics and Promotional Mix Elements' effectiveness

H2: There is significant relationship between demographic characteristics of the customers and brand awareness.

### 5.2.2.1 Relationship between Gender and Promotional Mix Elements' effectiveness

**Table no. 5.4 ANOVA- Gender and Promotional Mix Elements' effectiveness**

|  | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | .255 | 1 | .255 | .689 | .411 |
| Within Groups | 17.765 | 48 | .370 |  |  |
| Total | 18.020 | 49 |  |  |  |

Since significance value is not less than .05 there are no significant differences in the responses of different gender.

5.2.2.2 Relationship between Age and Promotional Mix Elements' effectiveness

**Table no. 5.5 ANOVA- Age and Promotional Mix Elements' effectiveness**

|  | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | 5.587 | 5 | 1.117 | 3.954 | **.005** |
| Within Groups | 12.433 | 44 | .283 |  |  |
| Total | 18.020 | 49 |  |  |  |

Since the significance value is less than .05, it indicates that means of effect of promotional mix strategies differ as age of respondents change. In other words effect of promotional mix strategies is different on different age group customers.

5.2.3 Relationship between Education level and Promotional Mix Elements' effectiveness

**Table no. 5.6 ANOVA- Education and Promotional Mix Elements' effectiveness**

|  | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | .774 | 2 | .387 | 1.055 | .356 |
| Within Groups | 17.246 | 47 | .367 |  |  |
| Total | 18.020 | 49 |  |  |  |

Significance value is much higher than .05 therefore no significant relationship between different educational levels and promotional mix elements' effect.

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**5.2.4** Relationship between Occupation and Promotional Mix Elements' effectiveness

**Table no. 5.7 ANOVA- Occupation and Promotional Mix Elements' effectiveness**

|  | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | 5.587 | 5 | 1.117 | 3.954 | **.005** |
| Within Groups | 12.433 | 44 | .283 | | |
| Total | 18.020 | 49 | | | |

It is observed that the significance value of F test is less than .05. This suggests that the means of effect of promotional strategies differ as per occupation of the respondents. Therefore it can be said that respondents with different occupation are differently affected by promotional mix elements.

5.2.5 Relationship between Income level and Promotional Mix Elements' effectiveness

**Table no. 5.8 ANOVA- Occupation and Promotional Mix Elements' effectiveness**

|  | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | 5.606 | 4 | 1.401 | 5.080 | **.002** |
| Within Groups | 12.414 | 45 | .276 | | |
| Total | 18.020 | 49 | | | |

From above table it is seen that the F test value is less than .05. This indicates that there is significant relationship between Income level and effect of promotional mix strategies.

Among all demographic characteristics age, occupation and income are significantly related with the Effect of Promotional Mix strategies. Gender and education are not significantly related. Therefore H2 can be partially accepted.

**3. Discussion and Scope for Future Studies**

Descriptive statistics of Promotional Mix strategies suggest that the effect of promotional strategies is high. (Overall mean 3.83). The effect of social advertisement of packaged food products is the highest whereas public relation element is least effective among other elements. However the he mean value 3.54 received by this statement suggests that it is effective, so it cannot be neglected.

Descriptive statistics of Brand Awareness subscale show that Brand awareness of packaged food products is relatively high (Overall mean 3.94). From this analysis it

was found that social media is one of the best tool in hands of marketers to increase brand awareness and recognition.

From hypotheses testing it was found that as promotional mix strategies become aggressive brands' awareness also increases. The strength of this correlation is weak. However the sample size of this study is very small, if sample size is appropriate then the strength of this correlation may increase. Therefore future studies may include larger sample size.

Among all demographic characteristics of the respondents Age, Occupation and income level are significantly related with the effect of Promotional Mix Strategies.

Sample size is very small and the study is conducted small geographical area. Future studies may conduct similar research with other product categories and in other cities so as to make findings generalizable.

## 4. Recommendations-

Social media is the strongest tool to spread brand awareness and recognition. Therefore is should be used to the fullest possible extend. Promotional mix elements should be used with experiment, however it should be done cautiously. For packaged food products advertisement element is found to be most effective strategy. For other products it should be researched. It was found that all elements of promotional mix are important. One element may be effective for one group of customers while it may not be that effective for other group. Therefore all elements should be used for increasing brand awareness and brand recognition. Increasing brand awareness and recognition will result in increase in purchase intentions and brand loyalty.

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# Hazards Eruption of Taftan Volcano(Tephra, Lava Flow) and Its Risk Management, SE Iran

**Mohammad Noor Sepahi (Iran)**

**Abstract:**

Taftan volcano is located at a height of about 4000 meters 45 kilometers north of Khash city in Sistan and Baluchestan province. This stratovolcano is one of the numerous volcanoes forming the volcanic arc of the Makran subduction zone, in which the Oman Sea oceanic crust leads to the north. Previous studies have shown that lava exits, ash erosion, and the production of pyroclastic streams in the past. Due to the low morphology of the volcano, the presence of spa springs and sulfate as well as the subduction process, there is a probability of the resurrection of the volcano at this time, in which case the eruption of the Stromboli, volcano to sub-pliny may occur.

Taftan Stratovolcano is a semi-active volcano that can erupts again and be active, In the past, the volcano has been accompanied by activities such as lava flows, ash eruption and clouds eruption. Its possible eruption is estimated at 3 to 5 and is equivalent to Stromboli, volcano to sub-pliny types.

Taftan is one of three active or semi-active volcanoes in Iran. The last volcano eruption is unknown, but sulfur gases are released from the crater, indicating that the volcano's mountain is not extinguished. After a terrible earthquake of Saravan, which was 7.5 magnitude, there were reports of Taftan volcano activity.This earthquake can affect the behavior of this volcano, along with its ability to activate it, can also reduce its current activity.

According to the study, the ashes from the eruption will move toward the east of the volcano and will threaten a number of villages in the area, but the lava flows to the north and south and can reach the villages of Tamin, Sangan, and Tamandan.

**Keywords:** Hazard zonation, Tephra, Lava, Taftanvolcano, SE Iran

**Introduction:**

Taftan is a young and semi-active volcano in the age of Pliocene-Quaternary in Balochestan and 50 km from Khash. The altitude of this volcano is 4050 meters above

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sea level and about 2000 meters wide. This volcano is built on the Upper Cretaceous and the Eocene.The first Taftan eruption, including lava and pyroclastic rocks, with dacite and riodacite from 20km west - northwest of the present peak (Ganser 1966).One of the interesting features in Taftan is the mineralogy and the inverted transformation of minerals in the quaternary andesites of this volcano. No gems rocks are observed in Taftan lava. Potassium rocks and subtropical tuffs cover a large part of the east and southwest Taftan volcano, which consists mainly of pumice.The first volcanic eruption is 20 kilometers northwest of the current peak, and then other centers in the eastern part of this point have been activated. The activities of these centers are explosive eruptions, resulting in ductile and agglomerate slices. The last blast of the Taftan explosive is two explosive phases. According to geologists, volcanic activity is associated with an earthquake, but no earthquake is indicative of volcanic activity.

In the event of an explosion of supersonic type, they will be propagated on some marginal levels to the north, east and south of the volcano, and will threaten the villages of these areas. Together, the maps map out areas of vulnerable volcanic activity and can be used for management actions such as land use change, prediction and warning, preparedness for rescue and relief.

From a geological point of view, this volcano is located at the end of the structural zone of the Flysch Nehbandan-Khash and the northern zone of Makran. So far volcanic stratigraphic studies have not been carried out on this volcano. In general, Taftan stratigraphy can be divided into three parts, older rocks of activity, activity rocks and rocks after Taftan volcanic activity.

Effective communication is essential in managing ballistic hazard and risk (Barclay et al. 2008; Leonard et al. 2014). Science needs to be communicated to decision-makers, stakeholders, and the public and understood and absorbed by them so they can make informed decisions. Similarly, the public, stakeholders, and decision-makers should communicate to scientists what type of information they need to make decisions relevant to their situations.

There is a steep slope on the southern slope of the volcano, partly ruined by the explosion and subsequent erosion. From the steep slopes, yellow and white fumaroles rise above the summit, with a number of fumaroles coming out from the highest peaks of the mountain, a white cloud that is visible at a distance of 100 kilometers and shows the magnificence of an active volcano. The Taftan lava covers an area of 1,300 square kilometers.

Several studies have been done on the volcanoTaftanvolcano usually aimed at better understanding and therefore have not paid the assessment and hazard zonation.The most important of these studies were by Ganser (1953-1962, 1966), Zareians and colleagues (1968), Stucklin (1968), Ganser (1971), Giroux and Conrad (1976), MoeeinVaziri and Amin Sobhani (1978), Darwishzadeh (1360$^p$), Ghazaban (2004),

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Gansar 2008), Beyabangard (1979) and Moradian (2008), and Beyabangard and Meradian (2009).

Considering the desert evidence and calculating the correlation coefficient of different volcanic phases by Mohammad 2008, Taftanhas different eruptions from Stromboli to volcano and in some cases pliny.In total, although humankind did not consider its eruption during the historical period,However, due to the intense activity of fumaroles, sulfates, hot springs and the last eruption and severe erosion of the volcano, there is still a continuation of the process of induction of the Omani oceanic plate, which is the cause of the formation of the volcano, It can be seen that there is a possibility of its re-eruption, and in this regard it is necessary to identify and assess the threats posed by it and the threatened areas.

It is estimated that in case of its new activity, the eruption will be volcano to sub-pliny with intensity of 3 to 5 in the magnitude VEI scale.Considering the type of previous eruptions and the petrological profile of this volcano, there is the possibility of activity of lava flow, pyroclastic and ash (tephra) in this volcano, which requires zoning for them.In addition, it is worth noting that due to the low rainfall of the area and the low snowfall at the level of the cone and the lack of lake crater, the likelihood of Lahara being damaged in the small part is low.

**Area of Study**

The Taftan volcanic mountain is located in the southeast of Zahedan and northwest of Khash, at an altitude of 4,110 meters above sea level.Taftan is part of a volcanic zone extending to northern Pakistan and belonging to the Mount Sultan's volcano, which is located in Pakistan and seems to be dormant volcano.Taftan is formed inside the Flysch zone of the east of Iran.
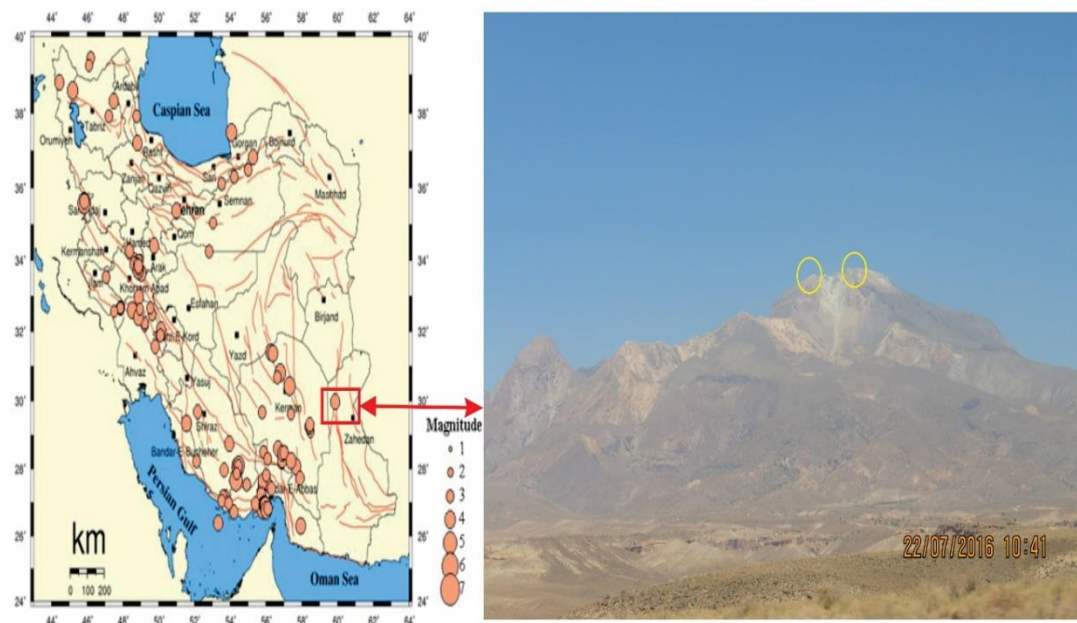


**Fig1.**A view of the two cones of Nar Kooh and the mother Kooh of Taftan volcano.
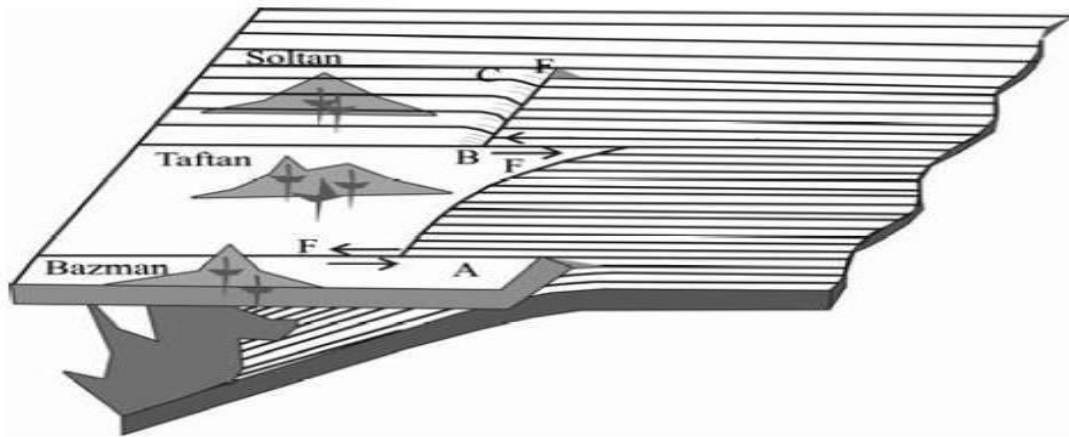
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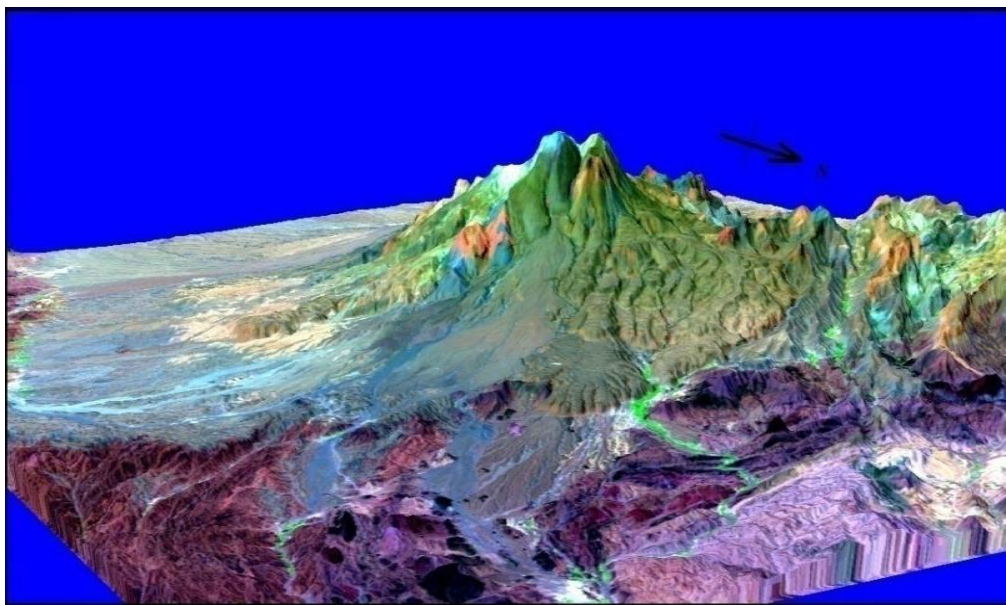**Fig2.**Schematic image of the Oman crater depletion zone under the continental crust of Iran



**Fig3.**Topographic image of Taftan volcano (DEM = 30 m + ETM$^+$ = 7-4-1 Bands)

The Taftan volcanic cone consists mainly of pyroclastic and lava flows,its activity has continued beyond the water and within the Pliocene to Pleistocene range.Taftan currently has sulfate and fumarole activity, which shows itself as a volcanic peak with the evaporation of steam, sulfur and sulfuric acid.In the Taftan area, there are also some hot springs, The most important hot springs are: Band Ghalo ,TengBolboli , Jan Panah , DarehGol and etc.Plio-quaternary stratovolcanoes of Iran are considered as potential volcanic threats in Iran. Hence, it is helpful to evaluate the probability of their reactivation, their kind of threat as well as to determine locations at threat.

**Hazard Zoning**
**A.Tephra hazard (Volcanic ash):**

As noted above, there is a risk of the production and distribution of ash due to the possible eruption of Taftan.The distribution of ash in the area is mainly influenced by atmospheric conditions of the region.In this regard, the velocity, direction and puff of 5 different geopotentials were obtained from the base of the NCER/NCAR

Center.Using the VORISsoftware, the area of distribution of ash in the region was obtained.Based on this figure. Due to the dominance of the western winds in the region, the ash moves westward to the east, and its plume forms in the east of the volcano.

Fortunately, there are no towns or villages in the area of high ash deposits, but the village of Sangan and other eastern villages of the slopes are within a thickness of less than 10 cm.
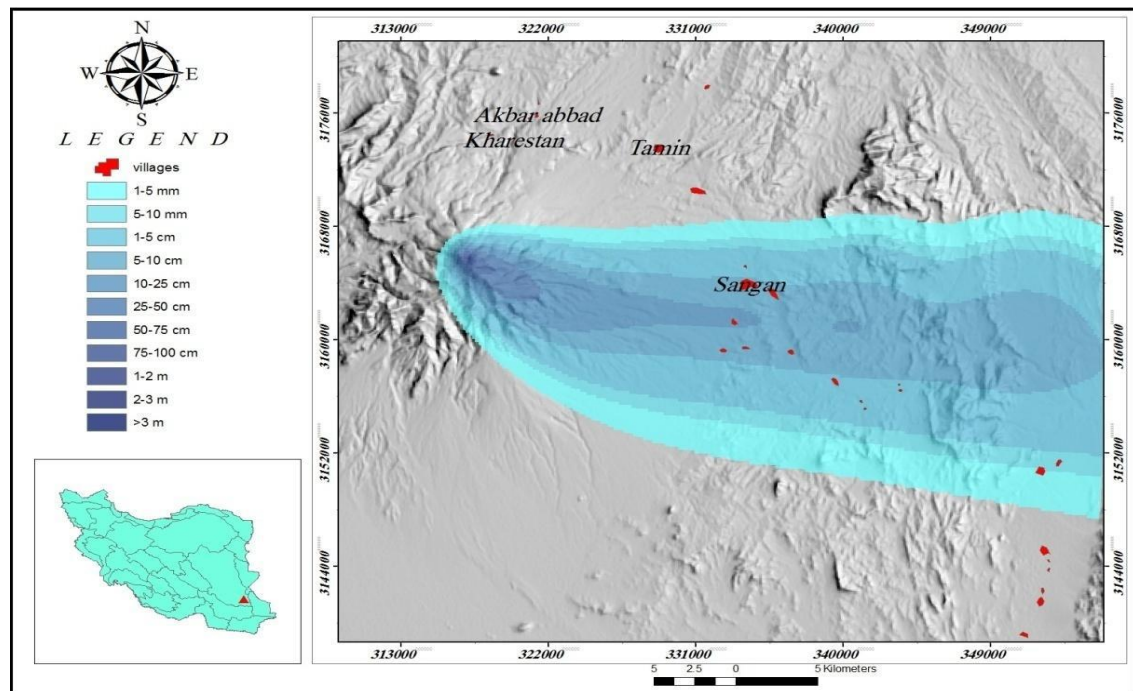


**Fig4.**Map of hazard ash zonation in the possible eruption of Taftan volcanoes and villages under threat of this phenomenon.

## B. Lava flow hazard:

Probability of lava flow due to eruption of the possibility of Taftanvolcano,it is necessary to identify areas suitable for the propagation of lava around the volcano.It was assumed that the lava would erupts from the main crater of Taftan volcano and it flows through the suitable slopes.

Although this location may be the most probable location of the lava exit, it may not be in practice.

Maximum distance covered for each direction is about 5000 meters,the lava flow rate was used to frustrate the natural dams used for each flow path 3-meter and the probability of lava flow from a various of 5000 directions was considered.

In the figure number 5is shownthe possible range of lava deposits in and around Taftan volcano.According to it, villages in the Kharestan district including Tamin in the northeast of Taftan,Sangan in southern Taftan, Tamendan and Goosheh in the west of Taftan, are at high risk lava flow.A possible north-eastern flow will stop in the

north-east plainsbut the flows of southern and southeast after passing the villages of Tamendan and Goosheh standstill in the southern (north Khash)plains.
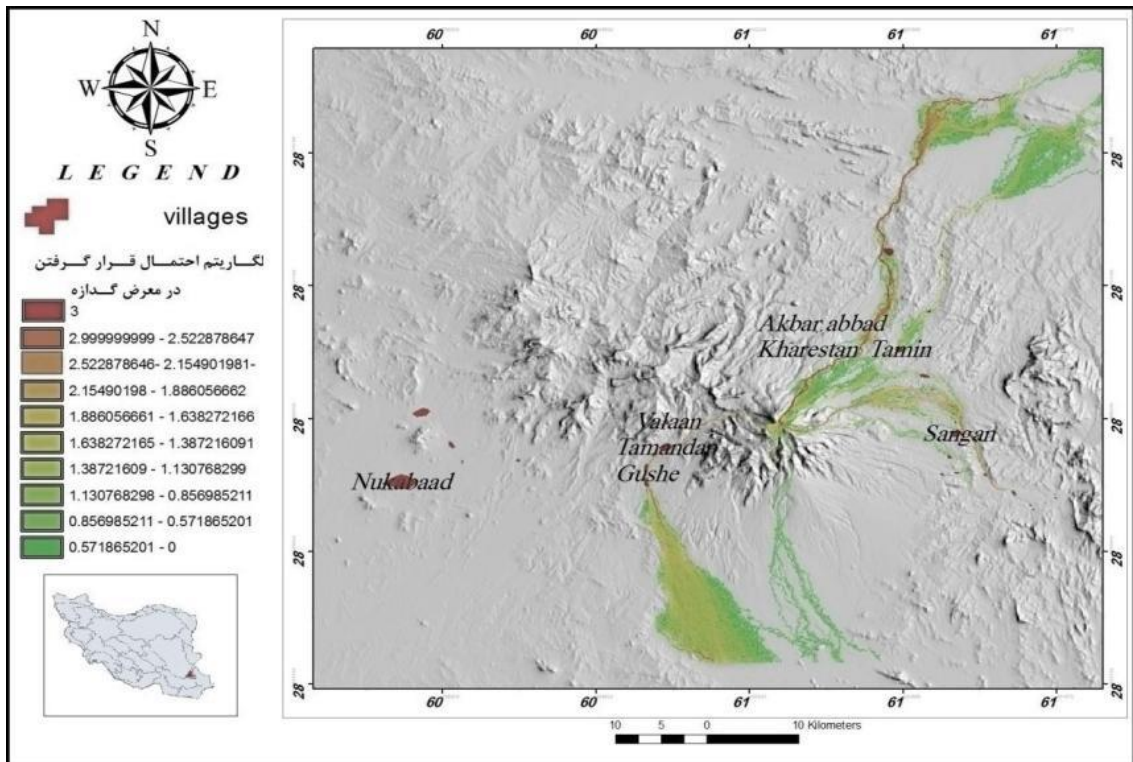


**Fig5.**Map of lava flows zoningin the possible eruption of Taftan volcanoes and villages under the threat of this phenomenon

## C.pyroclastic flow hazard:

Pyroclastic flows are highdensitymixtures of hot, dryrock fragments and hot gasesthat move away from the ventthat erupted them at highspeeds.

Pyroclastic flows vary considerably in size and speed, but even relativelysmall flows that move <5 km from a volcano can destroy buildings, forests,and farmland. On the margins of pyroclastic flows, death and serious injuryto people and animals may result from burns and inhalation of hot ash andgases.

Considering the history of Taftan and its eventual eruptions,there is a risk of developing pyroclastic flows. The probableflows are shown in below prepared map which is almost covering most sides of Taftan volcano and nearby towns and villages. These flows can be disseminated at levels in the north, east and south of the volcano and threatens the villages of southern Sangan(east of Taftan) and Kharestan (north of Taftan) district.

Pyroclastic flows generally follow valleys or other low-lying areas and, depending on the volume of rock debris carried by the flow, they can deposit layers of loose rock fragments to depths ranging from less than one meter to more than 200 m.
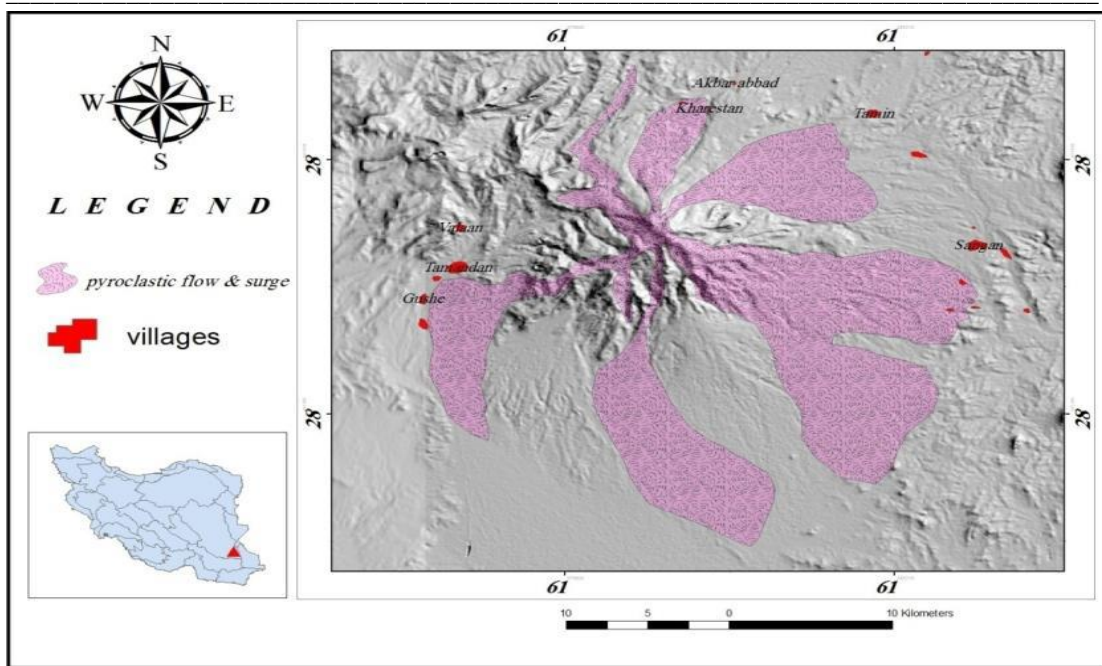
**Fig6.**Pyroclastic zonation map in the possible eruption of Taftan volcanoes and vulnerable villages

## Risk Management:

Effective risk management is built on communication, hazard education and engagement with the at-risk communities (Johnston et al. 1999, 2000; Paton et al. 2001; Twigg 2002; Gregg et al. 2004; Leonard et al. 2008; Dohaney et al. 2015). Appropriate risk management actions by stakeholders, emergency managers and the public require an adequate perception of the risk and the correct actions to take in a crisis, with perception dependent on the hazard information received and exposure to impacts (Johnston et al. 1999; Leonard et al. 2014).

Therefore, it is necessary to install seismic devices around the Taftan volcano in order to see if the new seismic activity is observed by matching other phenomena such as temperature and composition of hot springs, temperature and combustion gases from the volcano crater, changing the elevation and slope of the probability of a volcanic eruption.

Volcanic Hazards fall under Geological and Geomorphological Hazards. Although volcanic eruptions are more predictable than earthquakes, there is very little if anything that man can do to prevent or alter the hazardous events happening. The only events people can occasionally have control over are the diversion of lava flows,lahars and lake gas. Ashfall,pyroclastic flows, fountaining,lava eruptions and lahars cannot be prevented from happening. It is how the risk is decreased to people that is the main strategy of volcanic hazard management.
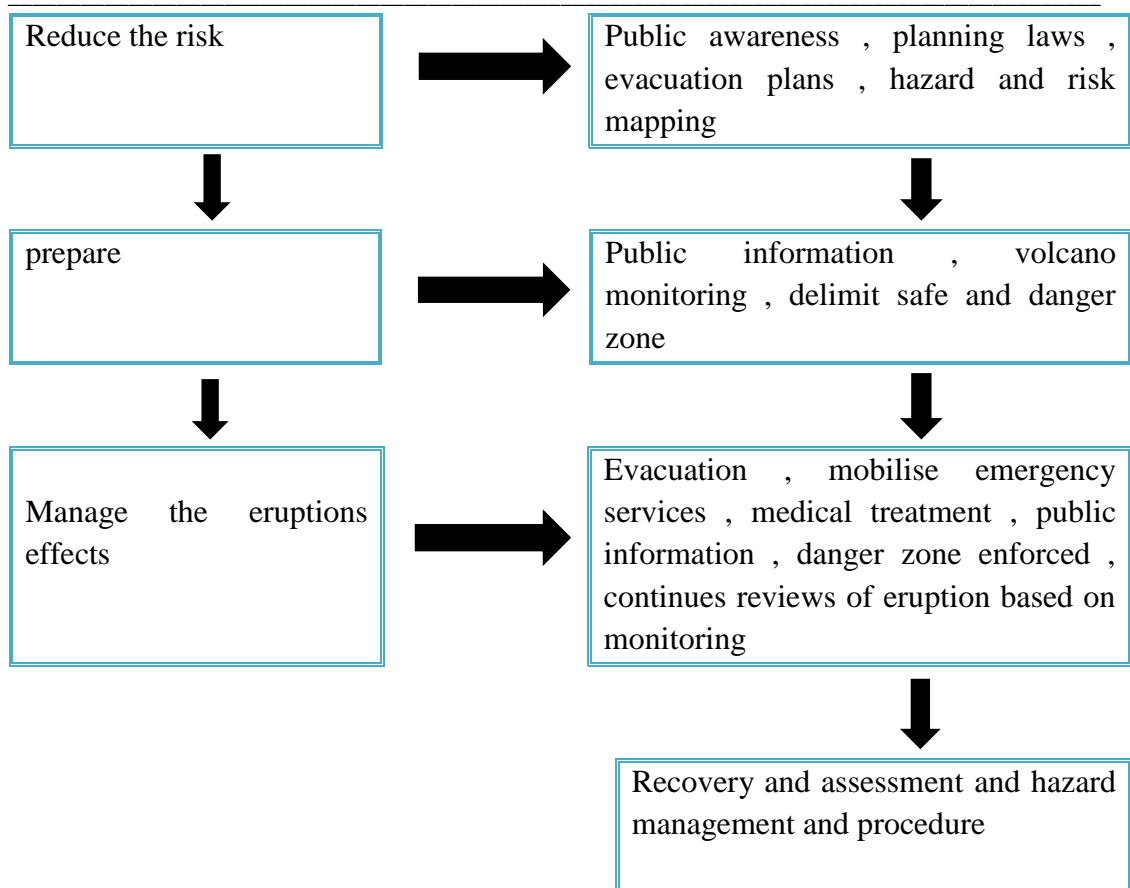
| Reduce the risk | → | Public awareness , planning laws , evacuation plans , hazard and risk mapping |
| prepare | → | Public information , volcano monitoring , delimit safe and danger zone |
| Manage the eruptions effects | → | Evacuation , mobilise emergency services , medical treatment , public information , danger zone enforced , continues reviews of eruption based on monitoring |
| | | Recovery and assessment and hazard management and procedure |

**Table1.**volcanic hazard management.

The intensity of volcanic phenomena decreases with the distance from the eruptive center (crater or fissure).Topographic or meteorological factors may modify the progression of the phenomenon, such as the diversion of flows by the morphology.

Measures that must be taken in residential areas near the volcano. The main Strategy for preserving lives in the event of an eruption is Public Information.
1. Public Preparation: making sure the public are prepared and know what to do before, during and after and eruption.
2. Establish evacuation centers, routes and logistics
3. Put out information on TV, radio or if need be personal contact
4. Drills and Sirens
5. Clear up teams
6. Co-ordination of emergency Services
7. Exclusion Zones
8. Hazard and risk maps and land use planning.

**Conclusion:**

Taftan Stratovolcano is a semi-active volcano that can erupts again and be active,In the past, the volcano has been accompanied by activities such as lava flows, ash eruption and clouds eruption. Its possible eruption is estimated at 3 to 5 and is equivalent to Stromboli, volcano to sub-pliny types.

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Therefore, it is necessary to install seismic devices around the Taftan volcano in order to see if the new seismic activity is observed by matching other phenomena such as temperature and composition of hot springs, temperature and combustion gases from the volcano crater, changing the elevation and slope of the probability of a volcanic eruption.

Considering the type of previous eruptions and the petrological profile of this volcano, there is the possibility of activity of lava flow, Pyroclastic and ash (tephra) in this volcano, which requires zoning for them. In addition, it is worth noting that due to the low rainfall of the area and the low snowfall at the level of the cone and the lack of lake crater, the likelihood of Lahara being damaged in the small part is low.Lava and pyroclastic streams can threaten some villages around the cone. Ashes moved to east and some of eastern villages of volcano will be threaten.But the lava flows to the north and southland they can reach the villages of Tamin, Sangan, goosheh and Tamendan.The types of eruptions and hazard zonation maps presented in this study indicate the areas at risk, which can be timely evacuated residents in these areas.

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# Review Of Breast Cancer Occurrence, Screening And Perceptions Of Women

**Nayna Abhang**

## Abstract:

Breast cancer is becoming a major cause of cancer among women after cervix cancer. With growing percentage of cases and the rise in the mortality rates, early detection of breast cancer is needed to curtail the same. Early detection of cancer plays a vital role is mitigating the eminent danger and thus living a healthy life. Studies related to breast cancer awareness and screening with social marketing aspect have been done but, the studies do not list the medical causes of the same. The psycho-social expense of breast cancer screening and it varying occurrence across the globe will determine the cause of breast cancer, the perceptions of women towards it and the treatment of the same.

The present study explores the occurrence, screening of breast cancer and also the perceptions of women towards breast cancer screening. It also studies the concept of psycho-social expense of breast cancer and breast cancer screening. The research is based on secondary database retrieved from various sources so as to gain insights into the same.

**Keywords:** *Breast Cancer Screening, Breast Self-Examination, Social Marketing, Breast Cancer.*

## Introduction

Breast cancer is one of the most common causes of cancer death among women worldwide, despite strong evidence that early detection saves lives (Parkin et al, 2002). Breast cancer mortality has been consistently increasing in India and all over the world. Early detection programmes of breast cancer are important to reduce the mortality.

Two principal components of an early detection programme for breast cancer are education to promote early diagnosis and screening. Several screening methods are available for breast cancer: breast self-examination (BSE), clinical breast examination (CBE), and mammography.

Systematic BSE has been recommended for the past 70 years, despite the lack of compelling evidence of its efficacy in reducing deaths from breast cancer (Austoker, 2003). A large well-conducted randomised controlled trial from Shanghai showed

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conclusively that teaching women how to examine their breasts does not lead to a reduction in mortality due to breast cancer compared with no screening at all (Jemal et al., 2002). With these results, numerous organisations including the American Cancer Society, the US Preventive Services Task Force (USPTF), the Canadian Task Force on Preventive Health Care, and the World Health Organisation no longer recommend BSE (USPSTF, 2009). However, the practice of BSE empowers women to take responsibility for their own health. Therefore, BSE is recommended for raising awareness among women at risk rather than as a screening method.

The purpose of this study was to review the present situation of breast cancer screening and self examination. The paper explores the causes for breast cancer, its occurrence and screening. The paper also cites past research related to perception of women towards breast cancer as a life threatening disease and its screening. Further the paper makes note of the psycho-social expense of breast cancer on women who are grappled by this illness. The paper makes an attempt to collate research done by medical science to enhance the understanding of researchers towards better planning and implementation of breast cancer awareness programs keeping in view the medical science field of study.

**Literature Review:**

**Breast cancer occurrence**

Early studies related to breast cancer screening across the world were carried out in early 60s and 70s, although the research about the same in the Indian subcontinent did not pick up until the millennia. Breast cancer is the most common cancer in women in most parts of the world, but there is a marked geographic variation in the incidence in different countries. The incidence is highest in Northern Europe and North America, intermediate in Mediterranean countries and South America, and lowest in Asia and Africa (Parkin et al., 2001).

In Asian countries breast cancer is the most commonly diagnosed cancer among women. According to the National Cancer Registries in different Asian countries, the crude incidence rate of breast cancer varied from 21.3 per 100,000 populations in Jordan, 21.4 in Iran, 24.1 in Turkey, 34.86 in Malaysia, 48 in Japan to 54 per 100,000 populations in Singapore (Ferlay, 2001; Petro-Nustus, 2002; Harirchi et al., 2004; Secginli and Nachivan, 2006; Hisham and Yip, 2004). Breast cancer occurs in the younger age group of Asian women, 40 to 49 years-old compared to the West, where the peak prevalence is seen between 50 to 59 years (Yip and Ng, 1996). As mortality rate from breast cancer is overwhelmingly scary, the improvement of the estimated survival rates due to screening and modern therapeutic measures show light at the end of the tunnel. The death rate starts to decline with an average of 73% survival rates in developed countries and an average of 57% in developing countries. Better prognosis of breast cancer is only expected provided the disease is detected at an early stage and, therefore, awareness and knowledge about the disease and self-assessment seems to be an essentiality (Izzati et al., 2013).

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In India breast cancer is the leading cause of cancer among 16 of 20 populations based cancer registries. The two south Indian registries Bangalore and Thiruvanathapuram, had the highest age adjusted incidence rate at 36.1 and 33 per 100,000 respectively (ICMR, 2010). And it is predicted that the burden of breast cancer in India will continue to grow, as indicated by pooled data on the increase in absolute numbers of breast cancers by 38% from 1998-2005 (Takiar and Vijay, 2010). In low middle income countries like India twice as many breast cancer cases are recorded in women between 15-49 years, than in developed countries where two thirds of the cases are among women over 50 (Forouzanfar et al, 2011) indicating the increasing public health burden. Also, of concern is the fact that, more than half of the breast cancer patients die of the disease because of limited access to early detection and treatment (Sankaranarayanan et al., 2011)  and presenting in the late stages of the disease.

There are no organized screening programs for any of the common cancers in India and the Regional cancer centers only provide opportunistic screening (Sankaranarayanan et al., 2005). Increasing breast health awareness is a key element of intervention at all resource levels (Robert et al., 2006). Though there are conflicting reports regarding the efficacy of BSE, it is accepted that periodic, consistent BSE facilitates breast health awareness, women empowerment and responsibility for health (WHO, 2013). Other than awareness, inhibitory factors like cultural attitude, psychosocial issues and lack of resources also play a key role (Lierman et al., 1991; Parsa et al., 2006) in determining whether women undergo screening. A study carried out in 2006 in Ernakulam district showed that 22.6% of women were doing BSE (Aswathy et al., 2006).

**Breast Cancer Screening:**

Breast cancer is amenable to early detection by screening methods like breast self-examination, clinical breast examination, and mammography (Sankaranarayanan and Boffeta, 2010). The pros and cons of each screening method for countries vis-a-vis its resource status have been debated extensively. Mammography screening programs are expensive (Silvia et al., 2012) and not cost effective for countries like India (Okonkwo et al., 2008); Cancer detected by mammography are trivial cancers, some of which may spontaneously regress (Zahl et al., 2008). Moreover, systematic reviews show that to identify one women with cancer over a period of 10 years by mammographic screening, 2000 women have to be screened for 10 years and 10 healthy women have to undergo unnecessary diagnosis and treatment as breast cancer patients (Kosters and Gotzsche, 2008). The Breast Health Global Initiative advocates breast cancer awareness and breast self examination as a means of early detection in developing countries. In addition, cost effectiveness of Breast Self Examination (BSE) and Clinical breast examination (CBE) will permit its use as a screening modality for early detection of breast cancer in low middle income countries. Though there are conflicting reports about BSE, there is no definitive evidence that BSE or BSE instruction is ineffective (Robert et al., 2006). However, it has been seen that

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most women either are not aware of the methods or do not practice it or perform it wrongly (Moss, 2008; Okonkwo et al., 2008; Somdutta and Baridalyne, 2008).

**Perceptions of Breast Cancer and Breast Cancer Screening:**

Screening is linked to perceptions of risk, benefit and barriers through a reasoning process that includes personal and social influences and attitudes. One possible reason for Asian women's low participation rate in Breast Cancer Screening Test (BCST) would be that the women did not perceive the importance of BCST. Results of some studies carried out in Korea (Lee et al., 2000; Im et al., 2004), Singapore (Straughn and Seow, 2000; Chon et al, 2002), Malaysia (Hisham and Yip, 2003), Iran (Jarvandi et al., 2002) showed that the women did not perceive the importance of early detection of breast cancer, and the women did not have adequate information on breast cancer and BCST. As the findings indicated, the women directly connected cancer to death, and the women were fearful about cancer and death (Juon et al., 2004; Nissan et al., 2004).

A qualitative study by Im et al. (2004) in Korea showed that women did not perceive the need for BCST if did not have any symptoms, because they thought their risk of breast cancer was low, or because they did not have any family history of breast cancer. ''No need for a breast exam'' meant that the women would not go for a breast exam until they had recognizable symptoms of breast cancer. What they did not realize was that by the time they find recognizable symptoms, their disease would no longer be at an early stage when treatment may be more effective. An interesting finding was that some of the women strongly believed that they would not have breast cancer because they have breastfed their children. Probably, some previous education programs delivered by the media or community health nurses had provided the women with this information. However, the information was not adequate, or misinterpreted due to inadequate understanding, and the women even did not know about other risk factors or procedures for BCST.

**Psycho-Social Expense of Breast Cancer"**

Aside from the physiological concerns, women may also experience psychological and social consequences of breast cancer (Helms, O'Hea, & Corso, 2008). Just as various forms of treatment for breast cancer can have potentially disfiguring effects in the physical sense, research has indicated that the actual loss or mutilation of a woman's breast can also have negative psychosocial consequences (Helms, O'Hea, & Corso, 2008).

For example, women often worry about the cancer one day coming back, or recurring. They may also experience feelings of depression and isolation. Breast cancer also affects a woman's body image and feelings towards sexuality.

Because the breast is considered to be an integral component of a woman's femininity and sexuality, breast cancer may elicit coping strategies that are distinctly different

from other kinds of cancer (Choumanova, Wanat, Barrett, & Koopman, 2006). Many women are forced to deal with issues related to body image because they oftentimes find that breast cancer treatment changed the way they looked; such changes include hair loss, skin-related issues, and weight gain or loss.

Roid & Fitts (1998) suggest that body image refers to a mental image or picture of the "physical self" that encompasses perceptions and beliefs associated with an individual's skills, state of health, sexuality, and physical appearance. Body image is accepted as being an essential component of sexual health. According to Vaeth (1986), when a disease or disfiguring treatment regimen jeopardizes the physical beauty of a woman's body, it has the potential to negatively affect the value of her body to herself and others (such as spouses or intimate partners).

Moreover, the breast has a social connotation of motherhood, femininity, and sexuality (Kahn et al., 2000). In this view, for several women, the experience with and subsequent effects of breast cancer are oftentimes interpreted as a "grievous assault on her femininity and her fundamental sense of herself as a woman" (Vaeth, 1986).

Sheppard & Ely (2008) conducted a search of Medline databases in their investigation of breast cancer and how it relates to sexuality. The authors relied on key words including "breast cancer," "body image," "sexuality," "cancer," "marriage," and "relationship" to identify articles related to their chosen theme. Their search of breast cancer-related literature revealed a few key findings. First, as previously assumed, their research confirmed that breast cancer is intensely distressing not only for the patient, but for her family, as well (Henson, 2002). Moreover, 50% of women were shown to experience sexual difficulties following breast cancer treatment.

Common side effects cited include vaginal dryness and irritation, painful intercourse, lowered libido, and hair loss (Sheppard & Ely, 2008). Another interesting finding revealed from the authors' systematic review of the literature was that after a breast cancer experience, many women reported feeling more self-conscious, less attractive, and as having an overall poorer body image than their healthier counterparts (Sheppard & Ely, 2008).

Al-Ghazal, Fallowfield, & Blamey (2000) conducted a research study on 577 women to assess the effects of breast cancer on psychological functioning and cosmetic satisfaction of the breast. At their post-operative follow-up visit, participants completed a written questionnaire.

The researchers categorized the women according to the type of breast cancer surgery received— lumpectomy, breast reconstruction, or simple mastectomy. Researchers found an overwhelming 91% of women in the lumpectomy group to be at least moderately satisfied with their breast's cosmetic appearance, compared to 80% in the breast reconstruction group, and 73% in the simple mastectomy group (Al-Ghazal, Fallowfield, & Blamey, 2000). The researchers also found that 10% of the women in the simple mastectomy group were clinically depressed. This study suggested that the

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more invasive the surgery for breast cancer, the greater the effect on the woman's sense of cosmetic satisfaction and psychological well-being (Al-Ghazal et al., 2000).

**Fear of Breast Cancer Screening Results:**

Yarbrough and Braden (2001) carried out a review of 16 published descriptive studies employing the health belief model as a guide for explaining or predicting breast cancer screening behaviors. The study highlighted barriers to screening behavior as including fear of results, fear of treatment and fear of the test itself. These findings are consistent with the results of other researchers in Iran (Jarvandi et al., 2002), Malaysia (Hisham and Yip, 2003), United Arab Emirates (Bener et al., 2002) and Jordan (Petro- Nustas and Mikhail, 2002). These fears and worries may be due to erroneous perceptions that the women held. Teaching the realistic risks of developing breast cancer and the importance of breast cancer screening can reduce these fears and would enable women to overcome barriers due to their wrongly held beliefs.

**Conclusion:**

Based on the above past literature various aspects of breast cancer come into consideration from the possible life threatening illness to psycho-social expense associated with the disease. The occurrence of the disease is seen all over the world with varying percentages depending on the countries and continents. In the Asian continent vast research is been carried out which further substantiates the fact that, breast cancer percentage is on a steady rise. The illness is associated with women and as it can be depressing for them to communicate the same, aggravates the issue further. Higher participation of nonprofit organizations and government is required for worldwide awareness of breast cancer. Screening is linked to perceptions of risk, benefit and barriers through a reasoning process that includes personal and social influences and attitudes. Further the studies on the breast cancer screening and the psycho-social expense showed various studies in Asia related to the perceptions of women towards breast cancer.

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# Implementation of Automated Library Management System: a study.

## Mr. Sanjay C. Kumbhar

**Abstract:**

Library can be a short developing organism. The ancient methods of maintaining it aren't any more dynamic and affordable. For efficient retrieval and dissemination of records and higher carrier for the human beings, utility of recent strategies has grown to be completely necessary. A nicely computerised library can facilitate its customers with fast and activate services. Library automation refers to mechanization of library housekeeping operations preponderantly via automation. To increase and up to date information of Books and alternative Resources of the Library. To enforce automatic machine mistreatment software program machine to keep out the charging and discharging functions of the movement segment additional efficiently. To provide numerous seek picks to understand the availableness of books inside the library. To generate the list of books due by a specific member and conjointly the delinquent expenses. Library needed to travel for automation for his or her library paintings operations will create use of this software program machine.

**Keyword:** software program, library management, automation in library.

**Introduction:**

Library can be a short developing organism. The historic approaches of retaining it rectangular degree now not dynamic and cost-effective. For green retrieval and dissemination of statistics and better service for the business, utility of latest strategies has turn out to be absolutely necessary. A properly processed library can facilitate its customers with fast and spark off services. Library automation refers to mechanization of library house responsibilities operations preponderantly by mechanization. The foremost unremarkably illustrious housekeeping operations square degree acquisition management, serials control, cataloguing, and type and move control. Library automation or Integrated Library System (ILS) is partner organization aid coming up with systems for a library, accustomed tracks things in hand, order made, bills paid and so on. Automation is that the call gives to companion automation machine of operating

**Objectives:**

1.   It offers the overall management over the library collections and operations

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2. Faculties, research pupils and college students can take a look at the required books   through the OPAC module

3. They can get the complete information  about  the  books  for their further reading and studies

4. Data access of the books can be completed  through  the  downloading  of bibliographic information from Library of congress and her catalogues.

**Methodology:**

The studies paper is an based totally on the secondary statistics sourced from Journals, internet, articles, previous research paper. Searching into necessities of the desires of the  take a look at the studies layout hired for the take a look at is of descriptive type. Retaining in view of the set objectives, this studies design have emerge as followed to have extra accuracy. Available secondary data modified into appreciably used for the take a look at. The required facts collected from thru secondary survey.

Libsys, Winisis, Easy, Ibsoft, Vtls, Slim++, Libasoft, Autolib, Librarian, Libsuit, Rovan LMS,Nirmals. Soul etc. Loose and open source: NewgenLib, Koha, Evergreen, ssh¬tunneled MySQL replication. Database dumps victimisation the MySQL unload utility, on the hardware degree, the manufacturing machine utilizes a two disk raid1 configuration for information redundancy inside the event of single disk hardware failure. The machine partitions use the record gadget that gives some other purpose of information redundancy.

**Review of literature:**

Fu-Zhen Xie (2014): The layout and implementation of wise library control machine primarily based on RFID/GRPS, in this article researcher has been recognition at the improvement of current technologies, it will become progressively important to are looking for out a way to successfully utilize and management the clever library. For this motive, the wise library management machine is meant and enforced supported RFID/GRPS. The closing experimental outcomes recommend that the projected method is viable and proper.

Shabana Tabusum. SZ, A. Saleem and Dr. M. Sadik Batcha (2013): Impact of Library Automation inside the Development Era, in this text researcher has been focus on There rectangular measure many motives for automating the library sports especially computerizing library activities. On account information & expertise explosion it's emerge as critical for librarians to deliver a passkey to the presenter pository of information within the service, the bibliotheca began mechanizing sports of libraries and evaluation establishment thru various tool. The maximum of Library is to supply get entry to to correct statistics explosion, attributable to developing demands of the person and shrinking of financial resources, library cannot prepared to keep all the reading substances on demand the sole thanks to overcome from these disadvantage is

sharing assets via consortia, and internet. This paper affords the significance of library automation, which wishes coming up with, designing, and implementation.

John Granacki, Zia Iqbal and Tauseef Kazi (1993): A Component Library Management System, in this studies paper researcher has been awareness at the LMS provides a question mechanism that enables the person to look for additives by way of attributes and quick set up components that meet a style call for. The LMS moreover offers a hyperlink between the browser and quick (an ARPA-sponsored electronic elements broking)     acquisition understanding, simply so designers will robotically generate electronic orders for additives to short. Although enterprise library browsing equipment exist (consisting of Cahners Computer-Aided Product preference CAPS), these tools cannot technique the element facts or generate acquisition requests. During this report we have a tendency to talk about the alternate-offs between relational info structures and item orientating database device for imposing the LMS and describe the utilization of Gregorian calendar month in our implementation.

Jayamma, K.V. & Krishnamurty, M. (2015): Automation of College Libraries in Bangalore City: A Study, in this studies paper researcher has been focus on Library automation involves modifications inside the methods in which a organisation conducts itself and represents itself to the ones to whom it provide offerings. Like every activity that entails change, designing for it, imposing it, and dealing with it are not straightforward obligations. Individual roles in the business enterprise, the enterprise shape, and restore styles can change as a consequence of automation. This paper describes the importance of library automation and want for the automation. Individual roles in the organisation, the agency structure, and repair styles can change as a result of automation. The recent fashion in automation of library has created vitalgrowth in development and up gradation of the Library.

Bissels, G. (2008): Implementation of an open source library management machine, on this research paper researcher has been consciousness on to explain the choice method and standards that LED to the implementation of the Koha 3.Zero library control gadget (LMS) at the Complementary and Alternative Medicine Library and records Service (CAMLIS), Royal London Homoeopathic Hospital. Additionally LMS middle specs, desire methods and implementation rectangular measure given.

## Conclusion:

The objective of study at is to use the software program device for the automation of the principal day today activities of the diverse phase, which is tiresome and bulky. The fundamental goal of designing a bibliographic database for the library, with which the automation of stream workouts is finished. From this factor of view it may be concluded is a useful package for the advent of a database and for facts retrieval. A sample database for a few thousand works and a database of the customers/borrowers are created. Any Library wanted to go for automation for his or her library housekeeping operations can make use of this software.

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   (a) Amount ( Rs.):1000/-

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6. Preferred area(s) of study, education and research : ( Please tick mark " appropriate box or boxes)

   a) Accounting and Finance                                ☐

   b) Business Practices                                         ☐

   c) Commerce System & Business Histories        ☐

   d) Business Economics                                       ☐

   e) Marketing & Communication                          ☐

   f) Human Capital & Behavioural Studies            ☐

   g) Technology Management                                 ☐

   h) Business Environment and Entrepreneurship   ☐


   **Seal**                                                              **Director**

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# Matrix School of Management Studies - (MSMS)

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