

MS.S.DEEPA LAKSHMI- ONLINE LEARNING :SCOPE AND IMPORTANCE OF  
TEACHING LEARNING PROCESS( 2022)

# **EMERGING TRENDS IN COMMERCE & MANAGEMENT VOLUME-2**

Chief Editor:  
**Sruthi. S**

Associate Editors:  
**Y Suryanarayana Murthy, Dr. Ashwinkumar A. Santoki  
Salauddeen Shaik, Dr. Pallavi  
Priyadarshini. V, Sachindra G R  
Dhirendra Bahadur Singh, Dr. Ravi Kumar Gupta  
Dr. Dimple, Surbhi Birla**

**red'shine**  
Publication  
INDIA

**MS.S.DEEPA LAKSHMI- ONLINE LEARNING :SCOPE AND IMPORTANCE OF  
TEACHING LEARNING PROCESS( 2022)**

**EMERGING TRENDS IN COMMERCE & MANAGEMENT: VOLUME-2**

*by: Y Suryanarayana Murthy, Dr. Ashwinkumar A. Santoki, Salauddeen Shaik, Dr. Pallavi, Priyadarshini. V, Sachindra G R, Dhirendra Bahadur Singh, Dr. Ravi Kumar Gupta, Dr. Dimple, Surbhi Birla*

■  
**RED'SHINE PUBLICATION PVT. LTD.**

Headquarters (India): 88-90 REDMAC, Navamuvada,  
Lunawada, India-389 230  
Contact: +91 76988 26988  
Registration no. GJ31D0000034

*In Association with,*

**RED'MAC INTERNATIONAL PRESS & MEDIA. INC**  
India | Sweden | UK

■  
Text © *Sruthi. S, et al.*, 2022

Cover page ©RED'SHINE Studios, Inc, 2022

■  
All rights reserved. No part of this publication may be reproduced or used in any form or by any means- photographic, electronic or mechanical, including photocopying, recording, taping, or information storage and retrieval systems- without the prior written permission of the author.

■  
ISBN: 978-93-93239-70-9

ISBN-10: 93-93239-70-3

DIP: 18.10.9393239703

DOI: 10.25215/9393239703

Price: ₹ 1000

January, 2022 (First Edition)

■  
The views expressed by the authors in their articles, reviews etc. in this book are their own. The Editor, Publisher and owner are not responsible for them. All disputes concerning the publication shall be settled in the court at Lunawada.

■  
[www.redshine.co.in](http://www.redshine.co.in) | [info@redshine.in](mailto:info@redshine.in)  
Printed in India | Title ID: 9393239703

**MS.S.DEEPA LAKSHMI- ONLINE LEARNING :SCOPE AND IMPORTANCE OF  
TEACHING LEARNING PROCESS( 2022)**

<b>CH.NO.</b>	<b>CHAPTER AND AUTHOR NAME</b>	<b>PAGE NO.</b>
<b>24</b>	<b>CONSUMER BEHAVIOUR AND CONSUMER RIGHTS Ms. S. Deepalakshmi, Dr. K. Antony Baskaran</b>	<b>288</b>
<b>25</b>	<b>ONLINE LEARNING: SCOPE AND IMPORTANCE OF TEACHING LEARNING PROCESS Ms. S. Deepalakshmi, Dr. K. Antony Baskaran</b>	<b>307</b>
<b>26</b>	<b>A NEW AND START UP VENTURE CAN UPLIFTS ECONOMY IT CHALLENGES AND SUCCESS Dr. Rafiya</b>	<b>319</b>
<b>27</b>	<b>USAGE OF OTT PLATFORM IN INDIA DURING COVID-19 Dr. A.Sudarvizhi, Ms. G. Sathya, Ms. V.Priyanka</b>	<b>330</b>
<b>28</b>	<b>IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING DECISION Mrs. Surekha S Thadavala</b>	<b>342</b>
<b>29</b>	<b>EFFECT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR Sukhbir Kaur</b>	<b>354</b>
<b>30</b>	<b>GREEN BANKING INITIATIVES IN SELECTED PRIVATE SECTOR BANKS IN MADURAI DISTRICT Sri. M.Narayanan, Dr. S. Chandrasekaran</b>	<b>362</b>
<b>31</b>	<b>CUSTOMER'S INTENTION TO USE OF GREEN BANKING INITIATIVES – A SPECIAL REFERENCE TOWARDS PUBLIC SECTOR AND PRIVATE SECTOR BANKS IN INDIA Dr. S. Chandrasekaran, Sri. M. Narayanan</b>	<b>375</b>

**CHAPTER 25**  
**ONLINE LEARNING: SCOPE AND IMPORTANCE OF  
TEACHING LEARNING PROCESS**

**Ms. S. Deepalakshmi<sup>37</sup>, Dr. K. Antony Baskaran<sup>38</sup>**

**Abstract:**

*Online learning is education that takes place over the Internet. It is often referred to as "e-learning" among other terms. However, online learning is just one type of "distance learning" - the umbrella term for any learning that takes place across distance and not in a traditional classroom. Today the epoch of COVID 19 teachers and students are preferred to online learning than regular classes. Hence, online learning might influence teachers in one way or the other. This paper contains the information about online teaching scope, benefits of teaching learning process.*

**Keywords:** *Online Learning, E Learning, Computer Managed Learning, Distance Learning Etc.*

**Introduction:**

**O**nline learning is defined as the creation and proliferation of the personal computer, the globalization of ideas and other human acts, and use of technology in exchanging ideas and providing access to more people. Audio, video and computer, networking technologies, are often combined to create a multifaceted instructional delivery system. Network suitable for distance learning implementation

<sup>37</sup> M.Com., M.Phil., SET., Assistant Professor cum Research Scholar, Islamiah Women's Arts and Science College, Vaniyambadi - 635751.

<sup>38</sup> M.Com., M.Phil., Ph.D., PGDPM., Associate Professor and Research Supervisor. Sacred Heart College (Autonomous), Tirupattur - 635601

MS.S.DEEPA LAKSHMI- ONLINE LEARNING :SCOPE AND IMPORTANCE OF  
TEACHING LEARNING PROCESS( 2022)

EMERGING TRENDS IN COMMERCE & MANAGEMENT, VOLUME-2

principles, usually gained experimentally, to interpret human economic consumption." As a discipline, consumer behavior stands at the intersection of economic psychology and marketing science.

**Customers versus Consumers**

The term 'customer' is specific in terms of brand, company, or shop. It refers to person who customarily or regularly purchases particular brand, purchases particular company's product, or purchases from particular shop. Whereas the 'consumer' is a person who generally engages in the activities - search, select, use and dispose of products, services, experience, or ideas.

**Organizational Buyer versus Individual Buyer**

The obvious difference between industrial or institutional markets and consumer markets is that, instead of purchases being made for individual consumption industrial markets are made for business use. There are several factors that differentiate consumer markets and their buying behavior from organizational market and their buying behavior. The key factors of differentiation are:

1. Market Structure and Demand
2. Buyer Characteristics
3. Decision Process and Buying Patterns

- 1. Market Structure and Demand:** The distinguishing factors of market structure and demand are as follows:
- In organizations, buyers are more geographically concentrated than consumer markets.
  - Organizational buyers are fewer in number but they are bulk buyers compared to individual buyers.
  - Organizational buyer markets are either vertical or horizontal. In vertical structures they cater only one or two industries, whereas in horizontal structure the buyer base is too broad.
  - Organizational demand is derived from consumer demand. The nature of the demand is fluctuating and inelastic.

MS.S.DEEPA LAKSHMI- ONLINE LEARNING :SCOPE AND IMPORTANCE OF  
TEACHING LEARNING PROCESS( 2022)

EMERGING TRENDS IN COMMERCE & MANAGEMENT, VOLUME-2

user, and not necessarily a purchaser, in the distribution chain of a good or service."

**Consumer behavior is concerned with:**

*purchase activities:* the purchase of goods or services; how consumers acquire products and services, and all the activities leading up to a purchase decision, including information search, evaluating goods and services and payment methods including the purchase experience

*use or consumption activities:* concerns the who, where, when and how of consumption and the usage experience, including the symbolic associations and the way that goods are distributed within families or consumption units

*disposal activities:* concerns the way that consumers dispose of products and packaging; may also include reselling activities such as eBay and second-hand markets

Consumer responses may be: *emotional (or affective) responses:* refer to emotions such as feelings or moods, *mental (or cognitive) responses:* refer to the consumer's thought processes, their *behavioural (or conative) responses:* refer to the consumer's observable responses in relation to the purchase and disposal of goods or services.

**Consumer Behavior: Definition**

It is broadly the study of individuals, or organizations and the processes consumers use to search, select, use and dispose of products, services, experience, or ideas to satisfy needs and study of its impact on the consumer and society.

According to American Marketing Association, consumer behavior can be defined as "the dynamic interaction of affect and cognition, behavior, and environmental events by which human beings conduct the exchange aspects of their lives."

As a field of study, consumer behavior is an applied social science. Consumer behavior analysis is the "use of behavior

**MS.S.DEEPA LAKSHMI- ONLINE LEARNING :SCOPE AND IMPORTANCE OF  
TEACHING LEARNING PROCESS( 2022)**

EMERGING TRENDS IN COMMERCE & MANAGEMENT, VOLUME 2

- **Responsibility to speak out-** Buyer should be fearless to speak out their grievances and tell traders what they exactly want
- **Responsibility to complain-** It's consumer responsibility to express and file a complaint about their dissatisfaction with goods or services in a sincere and fair manner.
- **Responsibility to be an Ethical Consumer-** They should be fair and not engage themselves with any deceptive practice.

**CONSUMER PROTECTION ACT**

According to Consumer Protection Act, 2019 an act to provide for protection of the interests of consumers and for the said purpose, to establish authorities for timely and effective administration and settlement of consumers' disputes and for matters connected therewith.

According to Consumer Protection Act, 1986 an act to provide for better protection of the interests of consumers and for that purpose to make provision for the establishment of consumer councils and other authorities for the settlement of consumers' disputes and for matters connected therewith.

Consumer Protection Act, 1986 seeks to promote and protect the interest of consumers against deficiencies and defects in goods or services. It also seeks to secure the rights of a consumer against unfair or restrictive trade practices. This act was passed in Lok Sabha on 9th December, 1986 and Rajya Sabha on 10th December, 1986 and assented by the President of India on 24th December, 1986 and was published in the Gazette of India on 26th December, 1986.

**Conclusion**

Consumer buying behaviors is very importance in the industry because consumers will make many buying decisions every day. There are many consumer buying decisions in great detail to answer questions about what consumers buy, where they buy, how and how much they buy, when they buy, and why they buy. Hence every

MS.S.DEEPA LAKSHMI- ONLINE LEARNING :SCOPE AND IMPORTANCE OF  
TEACHING LEARNING PROCESS( 2022)

EMERGING TRENDS IN COMMERCE & MANAGEMENT, VOLUME-2

industry have to identify the needs of consumers and produce the product according to the their buying behavior.

**REFERENCES**

1. <https://www.vedantu.com/commerce/consumer-rights-and-responsibilities>
2. <https://vikaspedia.in/social-welfare/social-awareness/consumer-education/consumer-rights-and-responsibilities>
3. <https://byjus.com/commerce/consumer-rights-and-responsibilities/>
4. [www.google.com](http://www.google.com)
5. <https://www.studyread.com>
6. [https://en.wikipedia.org/wiki/Consumer\\_behaviour](https://en.wikipedia.org/wiki/Consumer_behaviour)
7. [http://en.wikipedia.org/wiki/Market\\_segment](http://en.wikipedia.org/wiki/Market_segment)
8. M.S. Raju , consumer behavior- concepts, applications and cases, *dominique xardel*
9. Nair suja, r. (2004) consumer behavior and marketing research", *himalaya publishing house, mumbai, india*