



Shree Chanakya Education Society's

INDIRA COLLEGE OF COMMERCE & SCIENCE

"A Journey of aspiration to inspiration"

VOLUME NO. I

ISSUE NO. VI

ISBN : 978-81-19939-98-5

Department of Commerce & Management

Presents

REVELATION
2023-24

Indira Students Research Conference



Venue:

'Dhruv' 89/2A, New Pune-Mumbai Highway,
Tathawade, Pune - 411033, India.

+91 20-66759515 / 646 / 523 / 637

www.iccs.ac.in



Volume I

ISSUE NO.VI

ISBN : 978-81-19939-98-5

REVELATION

INDIRA STUDENTS RESEARCH CONFERENCE

(ISRC) 2023-2024



DEPARTMENT OF COMMERCE

Indira College of Commerce and Science

89/2A, "DHRUV",

New Pune Mumbai Highway, Tathawade.

Pune -411033, Maharashtra, India.

Chief Patrons

Dr. Tarita Shankar

Chairperson & Chief Mentor - Indira Group of Institutes

Dr. Pandit Mali

Chief Executive officer, Indira Group of Institutes

Patrons

Dr. Janardan Pawar

Vice-Principal

Prof. Shivendu Bhushan

Vice-Principal

Chief Editors

Dr. Nalanda Wani

HOD, Commerce & Coordinator, Research Centre

Dr. Thomson Varghese

HOD- BBA/BBA (IB)

Editorial Board

Dr. Vinita Shrivastava

Assistant Professor, Department of Commerce

Dr. Marceline Fernandes

Assistant Professor,

Mrs. Yogita Sutar

Assistant Professor, Department of Commerce

Mrs. Sheetal Desmukh

Assistant Professor, Department of Commerce

CONTENT

Sr. No	Paper Title and Author Name	Page no.
1	Harmony in Hierarchy: A Deep Dive into Corporate Culture Mr. Tanmay D Jadhav Mr. Sai S Dixit Guide: Asst. Prof. Sharmila Yewale	1
2	Customer Preference Towards Hotel Industry Mr. Vedant Sanjay Nirgulkar Guide : Dr. Deepa Jamnik Guide : Dr. Rupali Jadhav	9
3	A Study On Skill Development In India Ms. Aastha Jaggi Guide: Asst. Prof. Vinita Kushwah	21
4	Same-Sex Marriages Should Be Legalized In India Ms. Ashrita Pahade Guide: Vinita Kushwah	28
5	Generational Perspectives on Social Media Brand Offers: Unravelling the FOMO Effect Miss. Shubhecha Dilip Bhondve Mast. Sarthak, Sandeep, Ghojage	35
6	Financial Statement Analysis and Techniques: A Comprehensive Review Antara Paradkar,	47
7	Comparative Analysis of Food purchasing decisions between Generation Y and Generation Z based on the AIDA model. Rameshwar Hajgude, Vishakha Singh Guide : Nidhi Menaria	53
8	Fintech and it's Impact on BBA students Madhuri Shrikant Pawar, Tejas Rajabhau Chandel, Guide : Dr. Vinita Nawalakha,	63
9	A Study on Hygiene-Driven Demand Shift: Copper Utensils Post-Pandemic Ms. Rutuja Salunkhe, Guide : Dr. Vinita Nawalakha	70
10	A Study of Liquiloans – Financial Product with special reference to Pune City Dr. Vinita Nawalakha Ms. Prachiti Govande	81
11	Case Study On Comparison Between Traditional Marketing Vs. Digital Marketing Shrutika Vijay Takle, Jagruti Ravindra Fulpagare	87

HARMONY IN HIERARCHY: A DEEP DIVE INTO CORPORATE CULTURE

Mr. Tanmay D Jadhav

BBA IB

Indira College of Commerce and Science

Mr. Sai S. Dixit

BBA IB

Indira College of Commerce and Science

saidixit2210@gmail.com

Guide: Asst. Prof. Sharmila Yewale

Indira College of Commerce and Science

Abstract:

This research investigates the critical role of corporate culture in shaping the success and sustainability of organizations. Through a comprehensive review of contemporary literature and empirical studies, we explore the key components that define and influence corporate culture, including values, communication, leadership, and employee engagement. The study analyses the correlation between a positive corporate culture and various performance indicators, such as productivity, innovation, and employee satisfaction. Additionally, we examine the challenges and strategies associated with fostering a strong and adaptive corporate culture in the face of evolving business landscapes. By offering practical insights and recommendations, this research aims to contribute to a deeper understanding of the pivotal link between corporate culture and organizational excellence.

Through an extensive review of contemporary literature, case studies, and empirical analysis, we delve into the defining elements that shape and sustain a positive corporate culture. The study investigates how values, communication patterns, and leadership styles intertwine to create a unique organizational ethos. Furthermore, the paper examines the corporate culture on employee morale, innovation, and adaptability in the rapidly evolving business landscape. By synthesizing insights from diverse industries, this research aims to offer practical recommendations for fostering a resilient and thriving corporate culture.

Key words:

Corporate culture, employee morale, leadership, organizational dynamics.

INTRODUCTION:

Corporate culture stands as the silent architect of organizational identity, permeating every facet of the business landscape. In the intricate tapestry of modern enterprises, it

is the collective values, norms, and shared behaviors that weave the fabric of corporate culture, influencing employee attitudes, decision-making processes, and overall organizational dynamics. As organizations navigate the complexities of a rapidly evolving global market, the significance of cultivating a robust and positive corporate culture has become increasingly evident. This research endeavors to unravel the nuanced interplay between corporate culture and organizational performance, delving into the elements that define it and examining its profound impact on key indicators of success. By dissecting the intricate threads that compose corporate culture, we seek not only to understand its influence but also to offer actionable insights for organizations aiming to cultivate a culture that propels them towards excellence and sustainability in a dynamic business landscape.

OBJECTIVE:

1. To study Corporate Culture in IT sector
2. Analyzing the impact of Corporate Culture on Employee Innovation in the IT Sector

Scope of the study:**Overview of the IT Sector:**

Examination of the unique characteristics and dynamics of the IT industry.

Understanding Corporate Culture in IT Companies:

Exploration of common cultural traits and values prevalent in IT organizations.

Leadership and Cultural Influence:

Study of leadership styles and their impact on shaping and sustaining corporate culture in IT organizations.

Impact of Corporate Culture on Employee Engagement:

Investigation into how corporate culture influences employee motivation and satisfaction in the IT sector.

Literature Review:

Edgar Schein, a renowned organizational psychologist, defines corporate culture as a set of shared assumptions, values, and beliefs that shape the way people within an organization behave. According to Schein, these elements are learned and passed down from one generation of employees to the next, serving as a guide for how individuals perceive, think, and feel in the workplace.

Charles Handy, a management theorist, views corporate culture as the "glue" that holds an organization together. He describes it as a pattern of beliefs and expectations shared

by an organization's members. Handy identifies four types of corporate culture: Power Culture (centered around a powerful leader), Role Culture (emphasizing rules and procedures), Task Culture (focused on completing tasks), and Person Culture (emphasizing individual empowerment). These definitions highlight the importance of shared values, beliefs, and patterns of behavior in shaping the identity and functioning of an organization. Schein's emphasis is on the shared assumptions that are often implicit, while Handy categorizes cultures based on their dominant characteristics.

Research Methodology:

The study mainly used secondary data sources. Secondary data was collected from internet and online database various books, journals, government publications, newspaper, blogs, etc. and research is descriptive and explorative in nature. The components of corporate culture encompass various elements that collectively shape the identity, values, and behaviors within an organization. Here are some key components:

1) Leadership Styles:**a) Leadership Philosophy:**

The overall approach leaders take in guiding and influencing their teams.

2) Decision-Making Styles:

The way leaders make decisions and involve employees in the process.

3) Communication Style:

How leaders communicate with employees, set expectations, and provide feedback.

2) Communication Patterns:**a) Openness and Transparency:**

The degree to which information is shared openly within the organization.

b) Communication Channels:

The methods and platforms used for internal communication (e.g., email, meetings, collaborative tools).

c) Feedback Culture:

How feedback is given and received at all levels of the organization.

3) Organizational Rituals:**a) Ceremonies and Celebrations:**

Formal events or informal gatherings that mark achievements, milestones, or cultural values.

b) Routines and Traditions:

Regular activities or behaviors that become ingrained in the daily operations of the organization.

c) Symbolism:

The use of symbols, logos, or physical artifacts that represent the organization's values and identity.

4) Employee Engagement Initiatives:**a) Training and Development Programs:**

Opportunities for employees to enhance their skills and knowledge.

By survey in **Deloitte a Multinational professional services network**, emphasizes a strong corporate culture built on four core values:

b) Integrity:

Upholding the highest ethical standards and acting with honesty and transparency.

c) Collaboration:

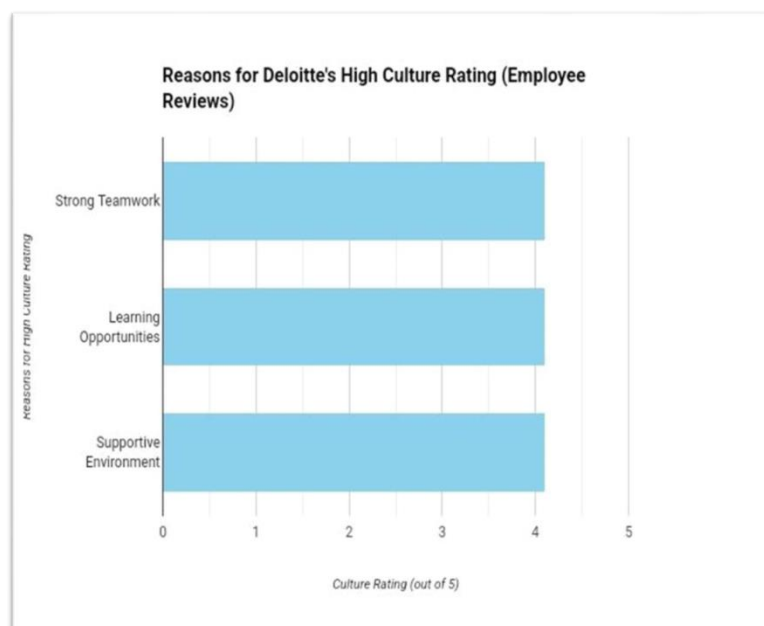
Working together across teams and disciplines to achieve shared goals.

d) Learning:

Fostering a continuous learning environment and encouraging personal and professional development.

e) Commitment to quality:

Delivering exceptional client service and exceeding expectations Deloitte employees gave the company a 4.1 out of 5-star rating for culture, citing strong teamwork, learning opportunities, and a supportive environment.



Research and Findings:

A study found that 65% of employees in the IT sector believe their culture has changed since the pandemic, highlighting the need for adaptation.

According To Studies, including those by Schein (2010), highlight the pivotal role of leadership in shaping and sustaining organizational culture. Leadership styles impact the cultural climate, with transformational leadership linked to positive cultural outcomes (Bass & Avolio, 1994).

According to study of Research, suggests that open and transparent communication is crucial for fostering a positive corporate culture by (Denison, 1990). Effective communication is linked to higher levels of employee engagement and satisfaction by (Eisenberger et al., 1997).

The concept of "cultural fit" has been explored in hiring practices. Studies show that employees who align with the organizational culture tend to perform better and have higher job satisfaction (Chatman, 1989).

A positive corporate culture has been linked to successful CSR initiatives. Organizations that prioritize social responsibility often embed these values in their culture (Jones, Wiliness, & Madey, 2014).

Research by Korn Ferry suggests that IT companies with strong cultures have 20% higher employee engagement and 15% higher profitability.

A study by Gartner revealed that 83% of IT leaders consider fostering a diverse and inclusive culture as critical to their success.

Positive Impacts:**1) Psychological safety:**

Cultures that emphasize open communication, risk-taking, and learning from mistakes create a safe space for employees to share ideas, experiment, and challenge the status quo. This fosters innovation by allowing individuals to freely express themselves and pursue untrodden paths.

2) Collaboration and knowledge sharing:

A culture that encourages teamwork, cross-functional collaboration, and knowledge sharing breaks down silos and allows diverse perspectives to come together. This facilitates the integration of different ideas and expertise, leading to more innovative solutions.

3) Intrinsic motivation and autonomy:

When employees feel empowered, trusted, and intrinsically motivated, they are more likely to go above and beyond and contribute their best work. Cultures that offer autonomy and support employee self-ownership foster a sense of purpose and drive, leading to increased innovation.

Negative Impacts:**1) Hierarchical structures and rigid processes:**

Cultures with strict hierarchies and rigid processes can limit information flow and collaboration. This can hinder the cross-pollination of ideas and prevent fresh perspectives from surfacing, ultimately impacting innovation.

2) Micromanagement and lack of trust:

Micromanagement and a lack of trust in employees can stifle creativity and autonomy. When employees feel constantly monitored and controlled, they are less likely to take risks or think outside the box, hindering innovation.

3) Burnout and stress:

A high-pressure, demanding culture can lead to employee burnout and stress, decreasing motivation and engagement. This can negatively impact innovation as employees focus on surviving the workload rather than generating new ideas.

Suggestions:

It is recommended that organizations within the IT sector undertake a holistic approach to enhance their corporate culture. This includes conducting a thorough assessment of the current culture, implementing leadership development programs to cultivate transformational leadership styles, fostering open and transparent communication channels, integrating cultural fit assessments into hiring practices, embedding corporate social responsibility values into everyday operations, and implementing tailored employee engagement, diversity and inclusion, and innovation cultivation initiatives. Leadership endorsement and continuous monitoring and evaluation of cultural change efforts are essential for driving sustainable cultural transformation. By adopting these strategies, organizations can adapt to the evolving post-pandemic landscape, foster employee engagement, and promote innovation and resilience within their corporate culture.

CONCLUSION:

Corporate culture is perhaps the most under-researched value driver among the important contributors to firm performance. GGHR report that 91% of surveyed executives believe that corporate culture is important to their firms. A total of 79% place culture among the top three or the top five value drivers of their company. A total of 54% of executives would walk away from an acquisition target that is a cultural misfit. Senior leadership, especially the current CEO, sets the current culture in most firms. The board of directors and compensation schemes reinforce the current culture of the firm, both in positive and negative ways.

Effective cultures boost profitability and value by aiding employee productivity and creativity. Effective cultures also enable employees to focus on the long term, embrace an appropriate amount of risk, avoid real earnings management, and comply with regulations. Firms with effective cultures encourage employees to suggest improvements and develop ideas organically, and to blow the whistle if they notice something amiss in the trenches. We realize that empirical research in culture is hampered by measurement difficulties. Executives interviewed suggest several avenues to measure a firm's corporate culture.

Literature on corporate culture in economics, finance, and accounting is beginning to emerge. Many first-order questions remain to be addressed. Can we develop defensible measures of culture from public sources of data? Can we identify causal associations in large sample data between culture and firm value, profitability, risk-taking, choice of M&A targets, M&A performance, and employee creativity and productivity? How much of the blame for the financial crisis can be attributed to corporate culture in banks?

From the early days of this project, we have heard, loudly and over and over, how important culture is, especially from CFOs who are typically the numbers people and are usually suspicious of hard-to-quantify aspects of the business environment. We believe that our paper conveys a powerful message that academics and practitioners need to hear. Corporate culture does matter a lot, more than many of the things that academics study.

Reference:

"Built to Last" by Jim Collins and Jerry Porras, this book takes a similar approach to "Good to Great," but focuses on companies that have sustained success over a long

period of time. It was published on October 26, 1994

"The Five Dysfunctions of a Team: A Leadership Fable" by Patrick [2002.] Explores teamwork and common pitfalls in team dynamics, relevant to various leadership styles in IT sector.

"DevOps Handbook Scaling Agile Software Delivery" by Gene Kim, Jez Humble, and Patrick Debo [2016]

Harvard Business Review: Regularly publishes articles on various aspects of organizational culture, including those specific to the IT sector.

MIT Sloan Management Review: Features articles on leadership, innovation, and organizational behavior, often applicable to the IT industry.

CIO Magazine: Focuses on technology leadership and management, often discussing the impact of culture on IT initiatives.

CUSTOMER PREFREDNCE TOWARDS HOTEL INDUSTRY**Mr. Vedant Sanjay Nirgulkar**

BBA

Indira College of Commerce and Science

vedantnirgulkar74@gmail.com

Guide : Dr. Deepa Jamnik

Asst. Professor

Indira College of Commerce and Science

Guide : Dr. Rupali Jadhav

Asst. Professor, Indira College of Commerce and Science,

ABSTRACT:

As we born as an individual/ human on these planets. We want money to satisfy our needs and preferences to live in these society. Henceforth without money we can't survive. Apart from this our basic and fundamental necessity is nothing but food, clothes, and shelter etc. Thus, importance of food plays a significant role in man's life primarily. In other words, man seeks protection from the environmental elements only after he has satisfied the need for food & clothing. Similarly, in hotel industry hierarchy of needs and wants are identified on the criteria of food, clothes, shelter for survival of customers. Housing is a basic need in all societies & the fundamental rights of every individual. To be successful in the market is not only to attract new customer but also mangers must cocreate and give best service to a potential customer by implementing effective policies of customer satisfaction & loyalty. Although in hotel industry customer satisfaction is largely based upon quality of services provided to them, their likes and dislikes, customer feedback matters a lot in hotel industry. This study highly deals with the attitude of customer's choices of food an environment outside the home.

Keywords:

Customer satisfaction, customer loyalty, accommodation service, hotel industry.

INTRODUCTION:

Every industry faces the complex challenges in management. Similarly, hotel industry faces the biggest contemporary challenges in service industry as such by providing and maintaining customer satisfaction. Customer satisfaction is the key factor in hotel industry. Now a days hotel industry is a fascinating field. It's all about providing hospitability and creating memorable experiences for guests. From luxurious resorts to

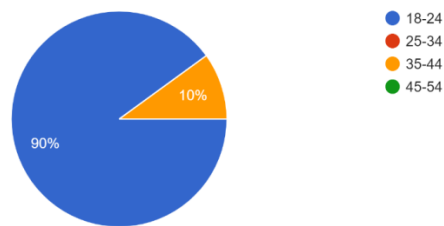
cozy boutique hotels, hotel industry is adapting new technique to attract existing customers. As we said earlier that food, cloth and shelter are the basics necessities of each and every person by hotel industry they get all this thing under a one roof where they can enjoy their precious time with family in memorable way. Customers have diverse preference when it comes to the hotel industry. Some prioritize luxury and amenities, while others value affordability and convenience. Factors like location, cleanliness, customer service and unique experiences also play a role. Customer satisfaction represents the modern approach for the quality in the enterprises & organizations & serves the development of truly customer focused management & culture. In hotel industry customer satisfaction signifies the objective, meaningful & feedback about their customers' preference and expectations. As we say buying and selling of goods and services is nothing but the trade/trading, same here owner of the industry (seller) and common people i.e. via customers (buyers) here hotel owner and his staff should provide his appropriate service with high quality & loyalty towards customers the taste of food should be delicious and tasty there should be a uniqueness in their dishes as the customers are aware about the quality for the same Various marketing strategies should be followed. Marketing management sciences now a day are focusing on the coordination of all the organization activities in order to provide goods & services that can satisfy best specific needs of potential customer. Hotels are one part of hospitality industry, which has evolved from the very modest beginning of families & landowners who opened their homes to travellers'

Objectives of the hotel industry:

1. To explore and understand the customer preference in this Modern era, by knowing their needs and wants and providing a better-quality service.
2. To identify customer satisfaction level, likes, dislikes towards various hotel industry.
3. To analyse the guest satisfaction and accordingly providing exceptional services and amenities to ensure the tastes preference and behavioural patterns and guests should have a memorable and enjoyable experience.
4. To analyse the level of satisfaction of consumer towards the services provided by the restaurants.

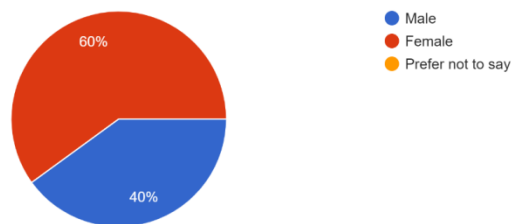
Percentage Analysis:

Age*
10 responses

**INTERFERENCE:**

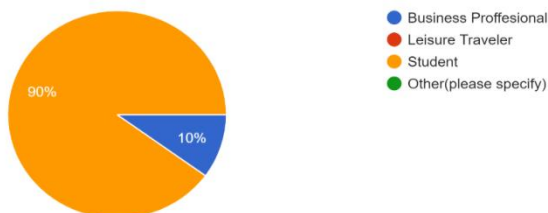
From the analysis, it shows that 90% of the respondents are from the 18-24 range. And 10% of respondents are from 34-44 range. Thus, the majority of the respondents are from 18-24.

Gender*
10 responses

**INTERFERENCE:**

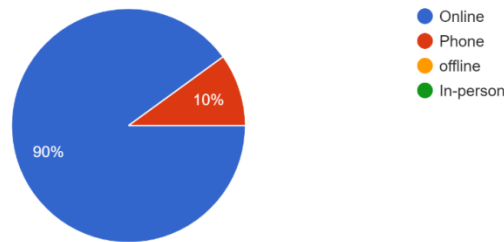
From the analysis, it shows that 40% of the respondents are male & 60% of the respondents are female. Thus, the majority of the respondents are female

Occupation
10 responses

**INTERFERENCE:**

From the analysis, it shows that 90% of the respondents are Students & 10% of the respondents are Business Professional. Thus, the majority of the respondents are Students.

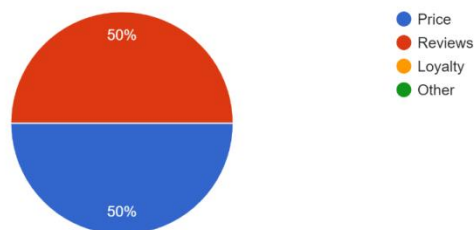
Booking Preferences How do you prefer to book a hotel?
10 responses



INTERFERENCE:

From the analysis, it shows that 90% of the respondents are preferring online platform for booking & 10% of the respondents are preferring through phone. Thus, the majority of the respondents are going through online.

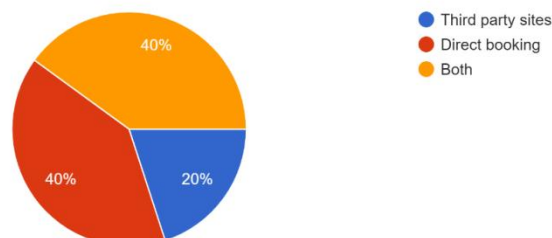
What factors influence your choice of booking platform?
10 responses



INTERFERENCE:

From the analysis, it shows that 50% of the respondents are factor influence price while booking a hotel and similarly 50% of respondents factor influence reviews.

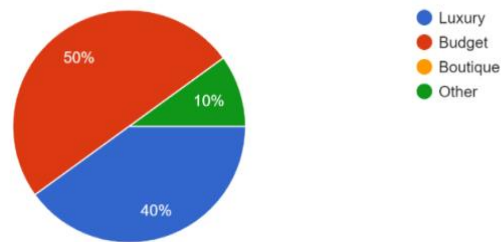
Do you use third-party booking sites or prefer booking directly with the hotel?
10 responses



INTERFERENCE:

From the analysis, it shows that 40% of the respondents are preferring direct booking and 20 % of respondents are preferring Third party sites & 20% of the respondents are in Both Case.

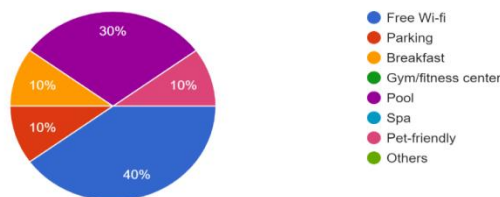
what type of accommodation do you prefer?
10 responses



INTERFERENCE:

From the analysis, it shows that 50% of the respondents type of accommodation is based on budget & 40% of the respondents type of accommodation is based on luxury & 10% of the respondents type of accommodation is based on other specific factor based on their choices.

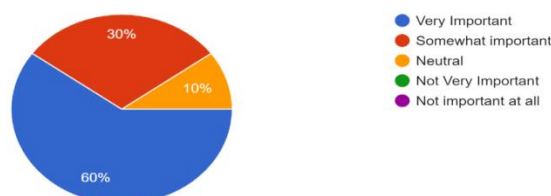
What amenities are essential for you when choosing a hotel?
10 responses



INTERFERENCE:

From the analysis, it shows that 40 % of the respondent essential amenities while choosing a hotel is based on free Wi-Fi & 10% of the respondents amenities are pet- friendly, 10% respondent amenities are breakfast, 10% respondent amenities are parking, and 30% respondent amenities are pool for enjoyment.

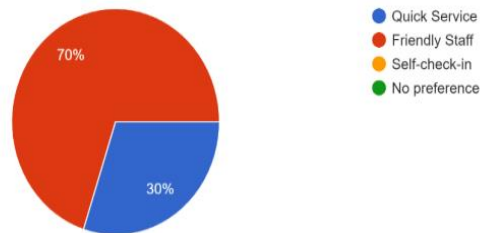
How important is the location of the hotel to you?
10 responses



INTERFERENCE:

From the analysis, it shows in case of 60% respondents the location of hotel is very important & in 30% of the respondents is somewhat importance & in 10% it's Neutral.

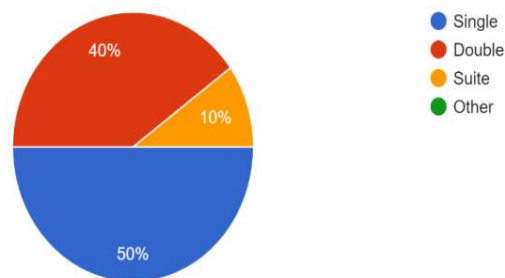
What factors contributes to a smooth check-in/check-out experience for you?
10 responses



INTERFERENCE:

From the analysis, it shows that 70% of the respondents are wants Friendly Staff and best customer service & 30% of the Respondents want Quick Services.

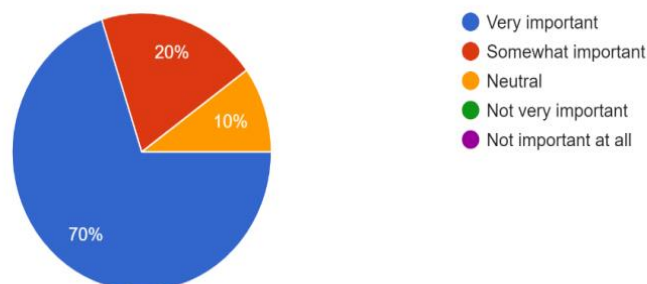
What type of room configuration do you usually prefer ?
10 responses



INTERFERENCE:

From the analysis, it shows that 50% of the respondents type of room configuration is single room & 40% of the respondents type is Double and 10% is suite.

How important is the view from your room?
10 responses

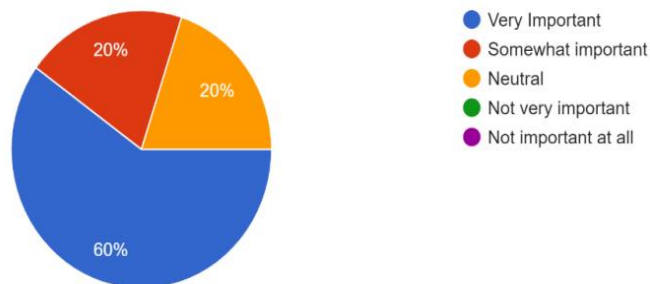


INTERFERENCE:

From the analysis, it shows that 70% of the respondents view of nature from room is Very important & 20 % is somewhat important & 10% is Neutral.

How important is the presentation of a dish to you?

10 responses

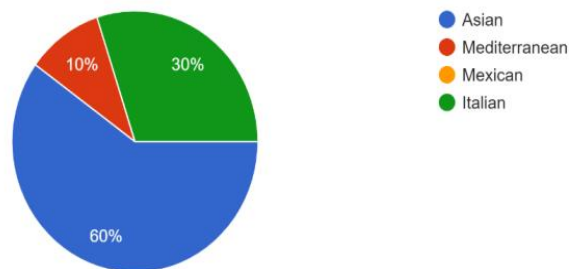


INTERFERENCE:

From the analysis, it shows that 60% of the respondents presentation of a dish is Very important & 20% is neutral & 20% is somewhat important.

What is your favourite cuisine?

10 responses

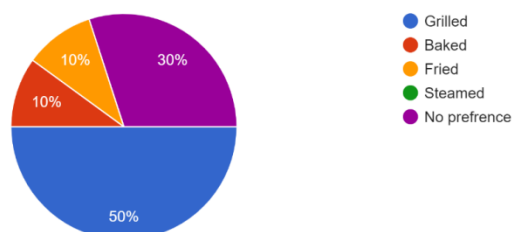


INTERFERENCE:

From the analysis, it shows that 60% of the respondents favourite cuisine is Asian & 30% is Italian & 10% is Mediterranean.

Do you prefer dishes that are grilled, bakes, fried, or steamed?

10 responses

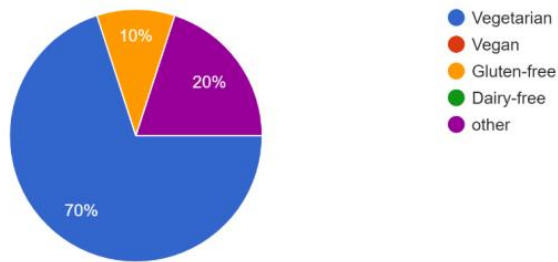


INTERFERENCE:

From the analysis, it shows that 50% of the respondents prefer grilled dishes & 10% Fried & 10% Baked & 30 % No preference.

Do you have any dietary restrictions or preference?

10 responses

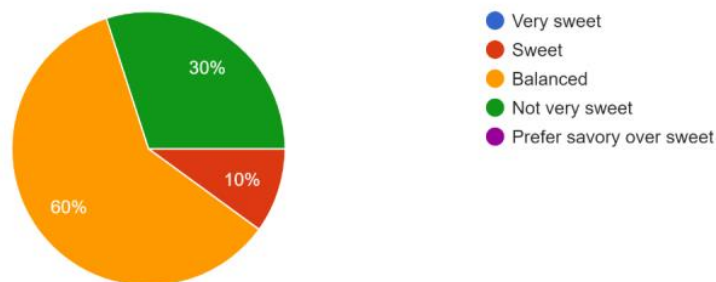


INTERFERENCE:

From the analysis, it shows that 70% of the respondents are Vegetarian & 10% are Gluten-free & 20% are other (specific).

What level of sweetness do you prefer in deserts?

10 responses

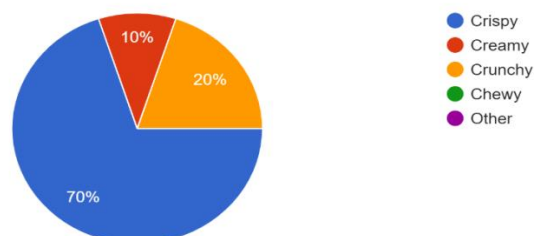


INTERFERENCE:

From the analysis, it shows that 60% of the respondents level of sweetness is based on Balanced, & 30% Not very sweet & 10% sweet.

Are these specific textures you enjoy in your food?

10 responses

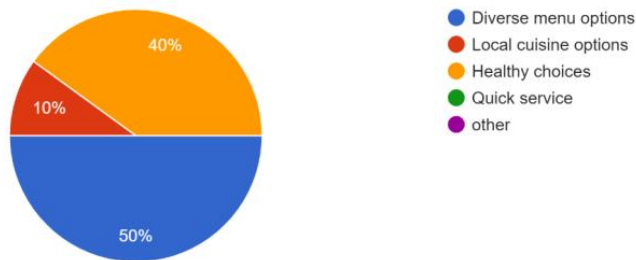


INTERFERENCE:

From the analysis, it shows that 70% of the respondents specific textures is based on crispy & 20% Crunchy & 10% Creamy.

How do you prefer your in-room dining experience?

10 responses

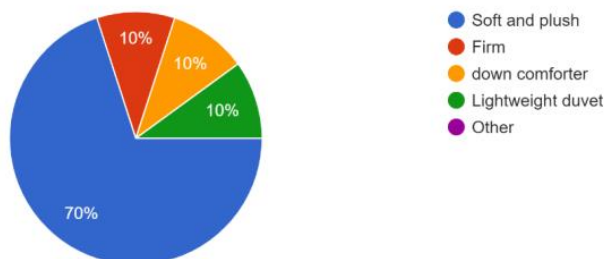


INTERFERENCE:

From the analysis, it shows that 50% of the respondents room dining experience is based on diverse menu options, & 40% Healthy choices, & 10% local cuisine options

What type of bedding do you find most comfortable?

10 responses

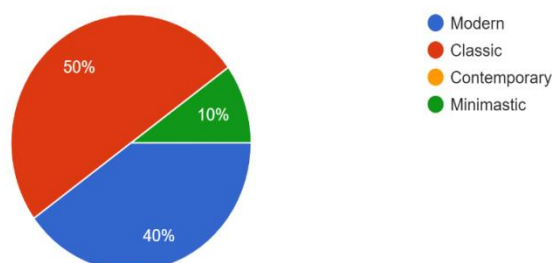


INTERFERENCE:

From the analysis, it shows that 70% of the respondents type of bedding is soft and plush, & 10% is down comforter, 10% is firm, & 10% is lightweight duvet.

What type of room decor do you prefer?

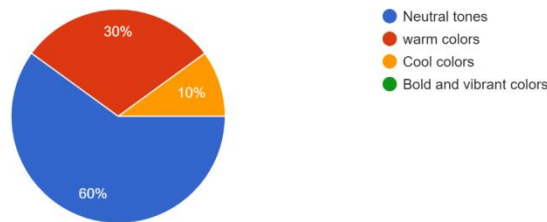
10 responses



INTERFERENCE:

From the analysis, it shows that 50% of the respondents room decor is Classic & 40% is Modern & 10 % is Minimalistic.

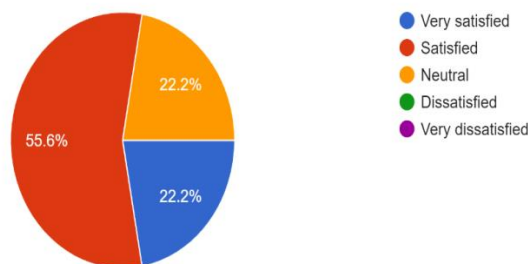
What colors schemes appeal to you in hotel rooms?
10 responses



INTERFERENCE:

From the analysis, it shows that 60% of the respondents colour schemes is Neutral & 30% is warm colours & 10% is cool colours.

How Satisfied are you with the customer service you received?
9 responses



INTERFERENCE:

From the analysis, it shows that 55.6% of the respondents received customer service is satisfied & 22.2% of the customer service is Neutral, & 22.2% of the respondent customer service is Very satisfied.

RESEARCH METHODOLOGY:

AREA OF THE STUDY:

The area of the study is with respect to Indira College of commerce and science.

TYPES OF RESEARCH:

In this study the survey methods are used as research technique. This method helps to obtain the correct information from the respondents.

SAMPLING PLAN:

Sampling is the process of obtaining the information about the entire population by examine a part of it. The effectiveness of research depends on the sample size selected for the purpose.

SAMPLE SIZE:

For the purpose of proper survey, the sample was collected among the size of 26 respondents.

SAMPLING TECHNIQUES:

This study is based on primary data & secondary data. The data is collected from the respondents who have actively involved in filling the online Google forms. For the collection of primary data, 26 respondents were selected through convenient sampling method. The data were collected by using well-structured questionnaire.

PRIMARY DATA:

The primary data was collected by distributing questionnaire to the Indira College of commerce and science.

Findings:

*90% of the respondents are from the 18-24 range, 10% of respondents are from 34-44 range.

*40% of the respondents are male & 60% of the respondents are female.

*90% of the respondents are Students & 10% of the respondents are Business Professional.

*90% of the respondents are preferring online platform for booking, 10% of the respondents are preferring through phone.

*50% of the respondents are factor influence price while booking a hotel, 50% of respondents factor influence reviews.

*40% of the respondents are preferring direct booking, 20 % of respondents are preferring Third party sites & 20% of the respondents are in Both Case.

*50% of the respondents type of accommodation is based on budget & 40% on luxury & 10% of the respondents specific type of accommodation.

*40 % of the respondent essential amenities while choosing a hotel is based on free Wi-Fi & 10% of the pet- friendly, 10% are breakfast, 10% are parking, and 30% are for pool enjoyment.

*60% respondents the location of hotel is very Important & in 30% of the is somewhat importance & in 10% it's Neutral

*70% of the respondents are wants Friendly Staff and & 30% of the Respondents want Quick Services

*50% of the respondents type of room configuration is single room & 40% of is Double and 10% is suite.

*70% of the respondents view of nature from room is Very important & 20 % is somewhat important & 10% is Neutral.

*60% of the respondents presentation of a dish is Very important & 20% is neutral & 20% is somewhat important.

*60% of the respondents favourite cuisine is Asian & 30% is Italian & 10% is Mediterranean.

*50% of the respondents prefer grilled dishes & 10% Fried & 10% Baked & 30 % No preference.

*70% of the respondents are Vegetarian & 10% are Gluten-free & 20% are other (specific).

*60% of the respondents level of sweetness is based on Balanced, & 30% Not very sweet & 10% sweet.

*70% of the respondents specific textures is based on crispy & 20% Crunchy & 10% Creamy.

*50% of the respondents room dining experience is based on diverse menu options, & 40% Healthy choices, & 10% local cuisine options

*70% of the respondents type of bedding is soft and plush, & 10% is down comforter, 10% is firm, & 10% is lightweight duvet.

*50% of the respondents room decor is Classic & 40% is Modern & 10 % is Minimalistic.

* 60% of the respondents colour schemes is Neutral & 30% is warm colours & 10% is cool colours.

*55.6% of the respondents received customer service is satisfied & 22.2% is Neutral, & 22.2% is Very satisfied.

Conclusion:

Indian consumer's tastes and preferences are very diversified. It is very difficult for any industry to satisfy each and every need of consumers. The solution is to just follow the recent trends and start apply it in the business. In the same way hotel industry is very changing in nature because of change in technology, cultures and habits of consumers. Hotel Industry should just focus on the trends that is being followed by consumers and just implement these in their businesses.

A STUDY ON SKILL DEVELOPMENT IN INDIA**Ms. Aastha Jaggi****BBA**

Indira College of Commerce and Science

vinita.kushwah@iccs.ac.in

Guide: Prof. Vinita Kushwah

Indira College of Commerce and Science

vinita.kushwah@iccs.ac.in

ABSTRACT:

Skill and employment are an important factor for economic growth and social expansion of any country. They are a key driver for macro-economic growth. These both term i.e. Skill and employment goes hand in hand but there still exists a big gap between formal education that the youth get and work requirement in the real world. It demands an immediate action on the supply side i.e. on the part of the workforce to guarantee employment to the people of India.

There are more than 1 billion people around the globe who are struggling to have a better standard of living. Today's world demands for skilled manpower to convert growth opportunities into job and have a stable income. Skill development is an important step for India's future as India is working towards becoming a developed country by transforming itself into a globally competitive nation. For the very same reason, the youths of India should be trained skillfully in both the aspects – quality and quantity. It has emerged as a national priority for India for a better future. The 'Skill India mission' was launched for the very same purpose.

The Ministry of Skill Development and Entrepreneurship is also taking steps towards removal of the gap between the demand and supply of skilled manpower and setting up vocational and technical training centers. The main aim of the ministry is to have a "Skilled India". In this context, this study aims to analysis the present status of skill development in India and the problems and issues that India faces while implementing it.

KEY WORDS:

Skill-development, Employment, NSDC, Demographic

INTRODUCTION:

A nation becomes developed not with its diverse people having different culture and traditions, different caste background, different food they eat or the clothes that they wear but the skills that the people of the country have which allows them to become a

human capital of the nation. The ever-changing market requires people with skills and entrepreneurial quality to face the challenges effectively that the country is facing due to constant development, growth and globalization. Thus, we can say that Skill development is a quality which is developed through constant practice, hard work and dedication.

India ranks the highest with approx. 140.76 crores as its population but when comes to employment then we will notice that around 7.95% are unemployed in India. The major reason for this is that youth of the nation lack the basic skills and because of that they are unable to secure a stable job after completing their studies. Skill development is very important for India as it will solve two major problems, so the first one is poverty reduction and the other one is unemployment. Skill development is therefore gaining huge importance as it is considered as the solution for emerging nations like India, which faces enormous transitional problems.

Hence, we can define Skill development as acquiring the ability or capacity through sustained and systematic efforts, in order to carry out complex activities or job functions smoothly and adaptively. In simple terms, identifying the skills gap and making efforts to improve them is known as skills development. The main aim of Skill development is to provide basic training to the workers so that they can secure a job for themselves to support their family. Various initiatives are launched by the government for the same reason to reduce unemployment and poverty by providing skill-based trainings to the youth.

OBJECTIVES:

This study has been conducted mainly:

- To find out the present status of skill development in India.
- To understand the challenges faced for skill development in India.
- To learn about the skill development initiatives and strategies undertaken by the government in India.
- To research about the impact of government made strategies on the people of India.

RESEARCH METHODOLOGY:

The research paper is based on the primary data collected from a certain group of people and from secondary data sourced from journals, magazines, articles and media reports. The research paper is of descriptive type. The research design was adopted to

gain in depth analysis of the topic. Different books, journals, news articles and web were used to find information related to the topic.

PRESENT STATUS OF SKILL DEVELOPMENT IN INDIA:

Today in the race of becoming a global and developed country, India is competing with the skilled workforces of the world like U.S.A, U.S, China, Japan etc. India is transforming from a primary to tertiary sector economy and this demands for a skill-based labours but most of the Indian workforce have outdated skills. India aims to become a five trillion economies by the year 2024 but this would not be possible without skilled workforce.

The Organization for Economic Co-operation and Development (OECD) data shows us the shortage of skill in India- “India’s young and inspirational population has been regarded as a saviour and driver of future economic growth.” India’s dream of Digital India, make in India and Smart city all are interconnected with skill development and employment. It is linked to our education system to skill our youth with relevant skills which can give them employment in their later lives.

Approx. 500 million labours will be demanded by India but India is still facing problems with the supply part as presently only 2% of the total workforce in India has undergone with skills training. The government of India estimates that approx. 93% of the workforce is employed in the unorganised sector where they are no skill development system. No practical training is provided to the youth of India which can give them employment according to the present education system. The youth are often given training through on-the-job training method in the unorganised sector or informal sector.

As mentioned earlier that most of the Indian workforce consists of outdated skills which will create a problem for India to achieve what they are aiming for as it is expected that the jobs which will be created in future will be demanding a skilled workforce.

The environment of skill development in India is bit complex. The vocational training is provided by public sector. Although, the private sector has also started to give their contribution especially in the service industry.

CHALLENGES RELATED TO SKILL DEVELOPMENT IN INDIA:

The present status of public/private training centres are very few in number. It is only million per annum. The eligibility criteria for the present vocational training structure

requires secondary education i.e. class 8th as mandatory which acts as a barrier for the less educated or illiterate workers and restricts them to get a formal training. The course pattern is also not as per the industry requirement and latest developments of market is not covered too in the curriculum which effects the employability of the youth as the companies have to re-train the candidates after hiring them for their organizations. The poor quality of the training program is also one of the important issues. Apprenticeship training is a form of training where students are trained at the company premises is also a failure in India because of inadequate participation by the private sector and challenges arising from the distribution of power across various levels of governments. The number of youths joining the non-farm sector is also increasing every year because of the movement of labour from the agricultural to the service sector. There is found no change in farm-based jobs too. The growth in skill development training provided in sectors such as retail, customer services etc. is found to be uneven. To meet the training requirement of such a huge workforce has remained a challenge. The poor quality of the training programs offered and the lack of interest shown by the private sectors is a big disadvantage too.

The World Bank in 2006 has stated that vocational training is considered as an important factor for India's growth. It is considered to have a low status in India due to its linkage with manual work requirement. All these factors are affecting employability leading to poverty in India which is acting as a barrier for them to become a developed nation.

MEASURES TAKEN BY THE GOVERNMENT FOR SKILL DEVELOPMENT IN INDIA:

The Government of India is well aware of the reality of skill development in India and they are trying their best to find out solutions for the challenges. The National Skills Policy was formulated in 2009 by the Government of India and special budget was also formulated in the FY 2011-12, 2012-13 with a target of imparting skills training to 500 million people by 2022. A National Skill Development Corporation Board (NSDCB) and Prime Minister's National Skill Development Council was also established. NSDCB is based on Public Private Partnership (PPP) under the chairmanship of the Deputy Chairman of the Planning Commission. It formulates strategies based on the decisions of Prime Minister's Council on National Skill Development. The setting up of autonomous body- National Skill Development Agency (NSDA) was approved on

9th May 2013. The NSDA is mandated to work towards coordination and harmonization of skill development efforts of the central and state governments as well as the public and private sector industries. It looks after scheme reviews, policy changes, new scheme strategies and engagement with PSUs and NGOs.

The Government is constantly working towards bringing the required machinery and infrastructure for training the youth. Different skill-based courses should be brought to the curriculum. Distance learning/E-learning or web-based learning should be given equal importance. Basic computer knowledge should be imparted to the youth. Special courses offering multiple skills have been initiated at ITIs under the Modular Employability Scheme. People who are informally-acquiring skills can also get certification by taking examinations at ITIs.

Public Private Partnership is also quite common where training programs are provided through private funding. Apprenticeship Act has also been launched by the Government of India under which it is mandatory for every company to compulsorily hire a fix number of apprentices every year to work and get training at the company. The apprentice gets to learn theoretical knowledge at the college and gets hand on experience at the company by getting practical exposure by working in the organization. This approach helps the industries to get talents as companies hire the candidate and then train him as per the industry's requirement. Public training centres are trying to promote the expansion of public training centres in difficult areas where private sector is not able to reach.

NSDC (National Skill Development Corporations) has set a target of providing at least 70% placement among students on completion of their training program as the importance of the training program only comes from the practical use of it so that the students can understand each thing in details. To improve the dignity of labour, media campaigns have also been initiated by NSDC at the national level. The main aim of the NSDC centres is to provide basic skills to the rural people who are not much educated or cannot afford it. People can choose from wide range of courses available from different sectors such as automobile sector, healthcare sector and many more in addition. The government provides funds to different NSDC centres to train the youth after which placement is provided them too. In this way the government is trying to cater the unemployment issue by training the youth with some basic skills so that they can get secure a job with a basic pay which can keep them above poverty line.

FINDINGS AND SUGGESTIONS:

Presently 70% of the workforce in India including both rural and urban does not possess any marketable skills. Therefore, bridging this gap through various skill development initiatives could make India the global hub for skilled manpower, and also result in a surplus of skilled manpower of approximately 47 million. The government is putting a lot of efforts to provide skill development in India by investing a lot in training costs and infrastructure but creation of a skilled workforce for the industry is still a fantasy.

To become a developed nation, India not only need white- and blue-collar employees but also grey collar- knowledgeable workers which include critical thinking skills, problem solving, analytical and effective communication skills. Government is constantly from time to time launching new skill development initiatives such as Pradhan Mantri Kaushal Vikas Yojna (PMKVY). The ministry of skill development (MSDE) has launched a leading scheme of PMKVY with the objective of providing the youth with skill-based courses so that they can get industry relevant skill training which can help them to secure a stable job which can improve their standard of living.

Moreover, the Companies Act 2013, has made it mandatory for the companies to contribute at least 2% towards Corporate Social Responsibility which is likely that the total CSR spends will increase the employability linked programs to promote skill development. Prime Minister in his maiden speech said, "Skill development should be accompanied by a spirit of 'Shram-ev Jayate' – giving dignity to labour." Skill development and entrepreneurship is one of the topmost priorities of the new Government due to which first time an independent ministry has been created to take the mandate forward. Finally, it is important that the intended beneficiaries of the skill development program join training programs with an inspiration to learn and make them self-reliant to live a better life.

CONCLUSION

Skill India movement has taken a big leap from the year of its beginning and has generated big amount of employment opportunities among Indian youth. The research paper has highlighted importance of skill development in India, challenges and has also suggested measures to remove the challenges and create more employment opportunities to the citizens of India. But as it said that there is always a room for improvement to make the skill India movement a successful. Apart from this, it is

primarily a programme for its citizens, so for the success of this mission, mutual cooperation between government, skill providers and citizens are needed. There is also a great need of providing awareness in few sectors for skill development because skill development raises efficient level of workforce and also raises employability of youth, who feel eliminated from education and job.

BIBLIOGRAPHY:

- (PDF) Skill Development Research in India: a Systematic Literature Review and Future Research Agenda (researchgate.net)
- 276 Sourabh Pandey[1].pdf
- 1529234017_EIJMRS5242[1].pdf
- Federation of Indian Chambers of Commerce and Industry, (FICCI 2010), the skill development landscape in India and implementing Quality skills training. Zugriff am 19. April 2012.
- FICCI, (2010), the Skill Development Landscape in India and Implementing Quality Skills Training, New Delhi: Federation of Indian Chambers of Commerce and Industry.

SAME SEX MARRIAGES SHOULD BE LEGALIZED IN INDIA**Ashrita Pahade**

BBA

Indira College of Commerce and Science

vinita.kushwah@iccs.ac.in

Guide : Vinita Kushwah

Indira College of Commerce and Science

vinita.kushwah@iccs.ac.in

Abstract :

In today's modern era the concept of the same sex marriages should be common but some of the people make it embarrassing and bad concept. We can't say it's not our culture but what we can do if the two persons of same sex should be falling in love with each other. It's not a crime. It was the choice of the person who are willing to marry with each other. By analysis of historical context, the legal challenges and the societal implications of such unions they are facing so much issues. By analysis or reviewing the existing research paper and the argument of legalizing same sex marriages and promotes equality, strengthening of the social cohesion and uphold fundamental rights. Through the deep understanding and exploring, we aim to contribute on this important ongoing issue. As all the people are not of same mind-set so point of view of all are obviously different. And after doing thoroughly research by many more methods I have written the important things related to the topic in the following research paper and mine point of view towards this interesting topic was mentioned below. The same sex marriage is not any offensive work that by doing this one should get punished.

Key Words:

Same Sex Marriages, Legalizing, Issue for Society, Crime, Human Rights, Legal challenges.

Introduction:

India is stepping towards door of Western concepts, lifestyles, thoughts, beliefs and the concept of same sex marriage which is one of them but in the history of India there is no such concept. As we know marriage is concept in which two different gender people will marry to each other but what is same sex marriage? So, "Same Sex Marriage is a concept which is defined as a person of two same gender will marry to each other". We all know it is a Universal truth but some of the people among us or mostly if those people are senior citizens will obviously react on this concept means simply they will

say it is totally bad. It is not crime that the people of same gender falling in love with each other, but the society never accept them. And there is a criminal offence in that.

The topic of legalizing same sex marriage is a very evolving issue and complex. It is important to consider the different or diverse perspectives for legalizing this topic in the context of India. There is a problem of arguing between the citizens and the Courts because court means the Advocate argue that it promotes equality and human rights, while the citizens or opponents often cite cultural and the religious beliefs. The debate also occurs every time on legalizing same sex marriage in India. The fundamental human rights and equality are the basics for any person. The introduction of criminal punishment for same sex marriages or relationships was made by British who drafted the Indian Penal Code.

Section 377 :

Which states that same sex relationships should be criminalised, and they should get imprisonment and fine, thereby creating a hostile environment for such people.

Taking the example of current case,

Supriyo v. Union of India:

Supriyo a. k. a Supriya Chakraborty & Abhay Dang v. Union of India. It's Secretary, Ministry of Law and Justice & other connected cases 2023 is a currently ongoing cases of the Supreme Court of India.

It is started on 25 November 2022. In this case the court transferred to itself nine ongoing cases from High Courts one from Kerala and eight from Delhi.

The petitioners consisting of queer couples and individuals, are requesting for the recognition of the right to marry and establish family with the dignity, liberty, privacy, freedom etc.

There are so many couples or petitioners who filed the cases for their love, justice, freedom etc.

Right to Marriage Act:

Since the Supreme Court established the fundamentals rights of queer people in NLSA v. UOI in 2014, Puttaswamy v. UOI in 2017 and Navtej Singh Johar v. UOI in 2018, the petitioners were argued for extending the right to marry and establish a family to queer people based on Articles 14,15 19 & 25 of the Indian Constitution.

Articles in Indian Constitution guarantees as follow:

Article14: right to equality

Article 15: protection from discrimination

Article 19: right to freedom of speech and expression

Article 21: right to life and personal liberty

And the last Article 25: freedom of conscience and religion.

LGBT rights in India:

As the (LGBT) lesbian, gay, bisexual and transgender people in India gets protested by the citizens and especially for them the government needs to make the laws or rights to live them freely like other people

Let's see that when was first same sex marriage was occurred or happened in India

The first Same sex marriage was occurred in India in 1987, at that time the national press reported the story of the two policewomen who married to each other by the Hindu rituals in central India. As they are police they fought for their rights and in recent days, some of these couples have appeared on television and social media too.

Objectives:

To study about the same sex Marriages should be legalized in India?

To study the views of Indians on the concept of same sex Marriages?

The objectives of the research topic are specifically mentioned above and should be focused through entire research.

Literature Review:

As I have read some Articles, thoroughly go through 2 other research paper which was written by “Khan Saif Rasul” and another was written by “Deepali Babar” relating to my topic, saw the 4 videos on YouTube and read some information from the Google websites and then I have written this research paper by studying all the secondary data and collecting some primary data also. The research paper which was written by the two mentioned person was very helpful to me and the topic is similar to my topic.

Research Methodology:

The investigation based on the doctrinal research method. There are many more methods of doing research and I select both the methods primary as well as secondary too. In primary method of research, I made a Google form in which I mention some of the questions related to the topic of my research and circulate it in my friend groups, relatives etc. and from that I had collect the data in the form of pie charts, bar graphs etc. which I will mention that in the next point.

And in secondary method I collect the data from Google website and take the help of some others person research paper and also I saw the videos on YouTube related to the topic.

A comprehensive research paper or report will be based on the survey, websites, books, videos etc. of some laws related information, legalisation issue, books references.

Data Collection and Interpretations:

The data which I mention below in the form of pie charts and bar graph is a real data which was a primary method of research, and it was collected by me.

In that I made a Google form and some typical questions are mentioned in that form which was filled by the people.

The questions which are mentioned in that form are as follows:

1. The concept of same sex marriage is good or bad.
2. Should same sex marriages be legalized?
3. Yours point of view on the concept of Same Sex Marriages.

The response was totally good, and I am satisfied with that responses and some responses among them are mentioned below:

Same-sex marriages, also known as marriage equality, are recognized in many countries around the world. The concept is grounded in the belief that love, commitment, and the legal benefits of marriage should be extended to all individuals, regardless of their sexual orientation. It's a matter of equal rights and inclusivity. Public opinion varies on this issue, but legal recognition of same-sex marriages has been a significant step toward promoting equality and LGBTQ+ rights in many societies.

Same-sex marriage is marriage between partners of the same sex and/or gender identity. For example, a marriage between two men or two women. In 2003, Massachusetts became the first state in the U.S. to legalize same-sex marriages.

You don't fall in love with a body, you fall in love with a soul. And once in love with a soul, everything about that body becomes beautiful.

It should be legalized, no doubt, whenever your intellectual traps by your hormones that time such thing happenso be more aware and more conscious.

It should be legalized because it's human right. people from LGBTQ still have to face many obstacles from this society it should be normalized if a girls want to marry a girl or a boy wants to marry a boy let's make society a better place for every human by

taking the step of humanity they deserve everything as heterosexual people have. Respect, love, equality and everything single thing.

Marriage is a common relationship of culture that is only known as male-female, although most of the marriage laws use gender-neutral terminology. Culture becomes slowly becoming indulgent.

Same-sex marriage gives the other people hope that they can also have a future. In addition, it paves a brighter path for the LGBTQ community.

Same-sex marriage is still not legal individuals do not have the same legal rights as heterosexual couples, including the right to marriage, adoption, and inheritance.

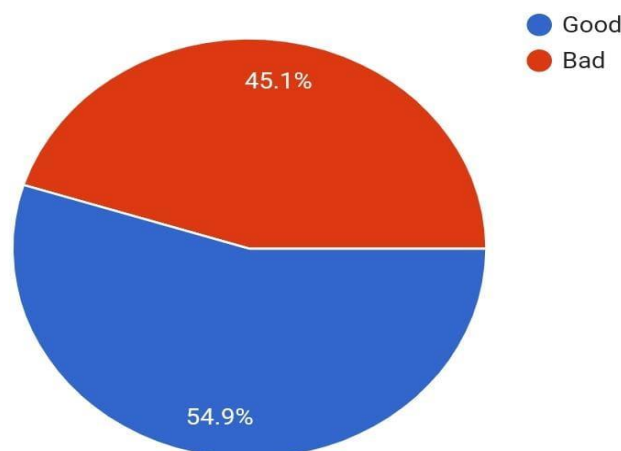
It doesn't align with my method of thinking, I'm not against LGBTQ community, believing in dharma I do support the community, but same sex marriages just don't feel right for the coming generations and civilization.

According to these are Hormonal things that nature gives to some humans. That's not done by humans intentionally. So, everyone has their own RIGHT to living.

Same sex marriage is not a bad concept. If there's love and understanding between the partners then this should be legalized. The same sex may lead to increase in understanding of both mental and physical health. This will also help in understanding of sexual intimacy and commitments.

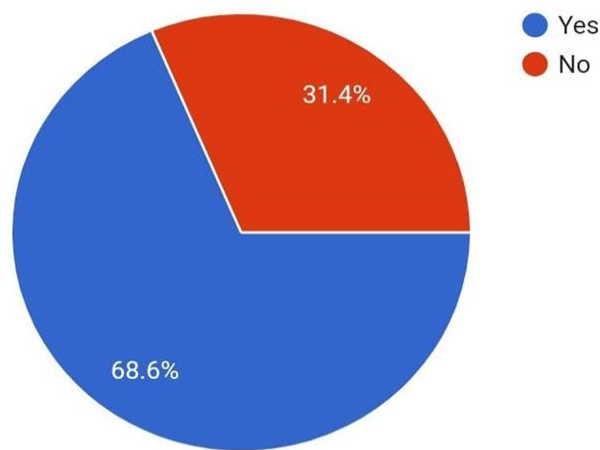
The above mentioned are all the responses which are based on the point of view of people on the concept of Same Sex Marriage.

Findings and Suggestion :



The question for the below mentioned pie chart was,
The concept of same sex marriage is good or bad.

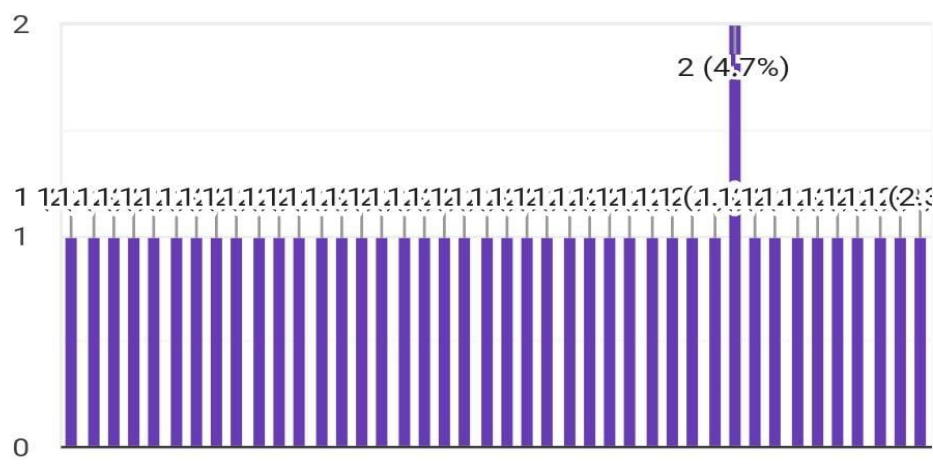
And I found that question's answer in form of percentage as we can see approximate 45 % people says it is a bad concept but approximately 55% people says it is a good concept.



For second pie chart the question was,

Same sex marriage should be legalized?

And on that question I found the research as 31.4% people says no but 68.6% people say it should be legalized because all the person in the world or as a citizen of India all of us have right to do everything as of their own choices and no one can stop them from doing anything.



The third question which is for the above mention bar graph was,

Your opinion on the concept of same sex marriages.

And I got so many responses on that which I was mentioned above in the data cectin by the different mind-set people have their own views for the concept some says good and bad and some says yes no.

Conclusion:

As at the end whether same sex marriage should be legalized or not is a matter of personal and societal issue or value. The LGBT community faces so many challenges because of this concept and as of my knowledge and after studying thoroughly I am knowing that the other countries and the states around the world had already legalized same sex marriage but India is still remaining for this concept of same sex marriage. Proponents are arguing for the legalizing for promoting equality, love, freedom and individual rights while in that case the opponent do thinks about their beliefs, religious and cultural objections. And we know that ultimately, the decision for legalizing the same sex marriage depends on the court or laws of that specific country or we will say about specially India. And since then, public opinion and legal changes on this topic may evolved.

Bibliography:

https://en.m.wikipedia.org/wiki/LGBT_rights_in_India

<https://en.m.wikipedia.org>

https://en.m.wikipedia.org/wiki/Recognition_of_same-sex_unions_in_India

https://docs.google.com/forms/d/e/1FAIpQLSd5Sc0EjgNqaSzwVvHNbhnpsylr03autdLsx3feT7zp_5y61A/viewform?usp=sf_link

Referred research paper written by “Deepali Babar” and “Khan Saif Rasul”

GENERATIONAL PERSPECTIVES ON SOCIAL MEDIA BRAND OFFERS: UNRAVELLING THE FOMO EFFECT

Miss. Shubhecha Dilip Bhondve

MCOM

Indira College of Commerce & Science

shubhecha7788@gmail.com

Mast. Sarthak, Sandeep, Ghojage

MCOM

Indira College of Commerce & Science

shubhecha7788@gmail.com

Abstract:

The research paper extensively examines the complex interplay between social media brand offers and the fear of missing out (FOMO) across a wide spectrum of age groups. In today's digital realm, social media platforms have emerged as influential arenas for brands to interact with consumers through alluring promotions and exclusive deals. Acknowledging the potential variation in the impact of these tactics across different generations, our study seeks to meticulously analyse the subtle stimuli of FOMO within distinct age cohorts.

Employing a comprehensive multi-methodological approach, we utilize both qualitative and quantitative analyses to scrutinize the experiences and reactions of individuals belonging to diverse age groups, ranging from Baby Boomers to Generation Z. Through the implementation of surveys, interviews, and narrative analysis, we delve into the influence of social media brand offers on perceptions of scarcity, social validation, and urgency, consequently fuelling FOMO among users.

The outcomes of this research endeavour not only aim to enhance comprehension of the underlying psychological mechanisms but also aspire to furnish invaluable insights for marketers aiming to tailor their strategies to specific age demographics. By unravelling the generational intricacies in FOMO triggers, this study endeavours to inform more efficient and targeted social media branding approaches, thereby fostering meaningful connections between brands and consumers in the constantly evolving digital landscape.

Keywords:

Social Media, Social Media Branding, social media FOMO, FOMO In Different Age Groups, Social Media Branding FOMO.

Introduction:

Social media has drastically changed how people connect, share information, and interact with brands. It all began in the early 2000s with platforms such as Friendster

and Myspace, which introduced the idea of online social networking. Since then, social media has come a long way, with popular platforms like Facebook, Twitter, Instagram, and TikTok dominating the scene. With billions of users across the world, social media has become an incredibly influential tool for communication, entertainment, and marketing.

The concept of Fear of Missing Out (FOMO) became popular in the early 21st century because of social media. FOMO is when people feel anxious because they think others are having fun or experiencing things without them. Social media platforms are a big cause of this because they constantly show what others are doing in real-time.

Social media platforms are not just for connecting with others, but also for marketing. Brands use social media to promote their products and services and often try to make users feel FOMO. They do this by offering limited-time deals, exclusive offers, and sharing exciting experiences through captivating content. To understand this current situation, we need to analyze how different age groups respond to these tactics

Following are the Aspects that are going to be investigated:

The research aims to improve our understanding of the exact dynamics of FOMO triggered by social media brand offers across different age groups. The investigation will focus on the following key areas:

1. Generational Responses:

We will analyze how different age groups, such as Baby Boomers, Generation X, Generation Y, and Generation Z, perceive and react to FOMO-triggering brand offers on social media.

2. Psychological Impact:

Our study will examine the psychological mechanisms behind FOMO and how they vary across different age demographics.

3. Marketing Strategies:

We will investigate the effect of specific marketing strategies created by brands to induce FOMO across different age groups. This includes recognizing the use of scarcity, exclusivity, and social proof in brand promotions.

4. Consumer Behavior:

Our research aims to understand how FOMO influences consumer behavior, including purchasing decisions, brand loyalty, and online engagement. We will also explore how these patterns differ among age groups.

Furthermore, our study aims to address a critical gap in the existing literature by

examining whether FOMO responses to social media brand offers significantly differ among age groups. This will provide valuable insights for marketing strategies. By exploring these aspects, our research seeks to enhance our understanding of FOMO dynamics and their implications for brands on social media.

Literature review:

In ever evolving technology social media emerges as a power tool for marketing or branding, in modern world every single person used social media platforms and also comes across such marketing tactics, one such tactic is FOMO (Fear of missing out) which plays with psychological aspect of human being. This FOMO is triggered by marketer by introducing sales, offers, discounts. This study is focused on how different age groups respond to FOMO of social media brand offers. To study this there is a need to analyse previous literature in order to find out research gap and study on in. following are some reviewed literature.

In a study of Smith (2017) found out that social media highly influence purchasing decision of consumers. In studies regarding FOMO in social media Chen (2019) concluded that younger generation is more affected by FOMO by social media. A recent study by Wang and Lee (2021) states that social media brand offers contribute significantly to FOMO.

The literature surrounding social media and FOMO is extensive, with numerous studies delving into the psychological and behavioural aspects of both concepts. However, a comprehensive exploration of how these elements intertwine across different age groups is yet to be synthesized. This review aims to fill this gap by Synthesis.

Objectives:

1. To understand what is social media brand offers FOMO.
2. To analyse how different age group respond to social media brand offers.
3. To investigate which age group is more inclined to FOMO of social media brand offers.
4. To Provide Practical Recommendations for Marketers.

Hypothesis:**1. Null hypothesis (H₀):**

The level of FOMO is same across all the ages in response to social media brand offers.

2. Alternate hypothesis (H1):

The level of FOMO is not same across all the ages in response to social media brand offers.

Research methodology:**Introduction to Methodology:**

Nowadays, social media has emerged as one of the most effective and efficient marketing channels for brands to promote their products. Brands employ various strategies to attract customers, such as offering enticing deals and limited-time offers. These tactics create a sense of urgency in the minds of customers, leading to the phenomenon of Fear of Missing Out (FOMO). Consequently, individuals sometimes make impulsive purchases, even for items they do not truly desire. However, in certain cases, customers who genuinely need a product can benefit from these offers, acquiring it at a significantly discounted price. Our research aims to investigate the impact of FOMO on individuals across different age groups, determining whether they truly benefit or inadvertently acquire unnecessary items.

Research Design:**Type of Research:**

The research was conducted using data gathered from individuals belonging to three age groups, namely:

- 15-30 years
- 30-60 years
- 60-70 years

Quantitative data for the 15-30 age group was collected through questionnaires, while data for the 30-60 and 60-70 age groups was obtained through face-to-face interviews.

Sampling Design:

The selected sample size for the research included 70 individuals within the age range of 15-30 and simple random sampling method was used allowing for a comprehensive understanding of their perspectives on FOMO. A questionnaire was distributed to these individuals, resulting in a response rate of 55 participants.

In addition, for the age group of 30-60, stratified sampling method was used, two individuals of this age were randomly selected representing their age group people for face-to-face interviews and similarly for the age group 60-70 years.

Data Collection:**1) Primary Data:**

The quantitative data for the research was collected through a questionnaire that was created with the help of Google Forms and circulated among our friends and related who was under the age group of 15-30 years.

Qualitative data was collected through face-to-face in-depth interviews and observational methods. Handwritten questionnaire was formed to ask in-depth questions their experience, comment, suggested were recorded and observed.

2) Secondary Data:

For secondary data we used research gate website (<https://www.researchgate.net/>) to find out research paper related to our study.

Data Analysis:**Quantitative Analysis:**

The quantitative data analysis was conducted with the aid of pie charts. Qualitative Analysis:

The analysis of the qualitative data is performed through narrative analysis. The way they narrated their experience their comments, suggestion helped us to know more about their perspective toward social media branding/marketing and FOMO related to it.

Now what exactly FOMO means a feeling of anxiety or insecurity over the possibility of missing out on something, as an event or an opportunity. While a marketing strategist named Dan Herman claims to be the first to identify the phenomena that is FOMO in the 1990s, it was a Harvard MBA student, Patrick McGinnis, who is credited with popularizing it when he wrote about it in 2004 in The Harbus, the Harvard Business School's student newspaper.

While Social media brand offer FOMO means persuading consumers that they will miss out on something good if they fail to purchase a product. Following are some images representing social media brand offers.



(source: <https://www.desidime.com/deals/nykaa-end-of-season-sale-27th-31st-dec-upto-50-off>)



(Source: <https://www.abplive.com/lifestyle/amazon-great-indian-festival-sale-on-woman-men-s-and-kids-clothing-sale-on-branded-cloths-1976721>)



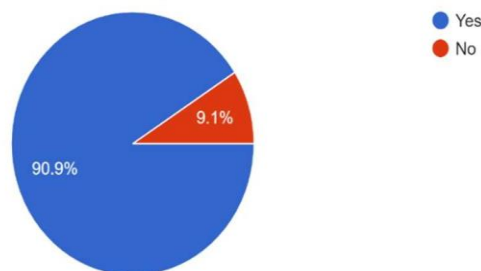
(source: <https://news4masses.com/indian-influencer-marketing-platforms-market-size/>)

1. Age group 15-30:

To understand what are FOMO effect on different age group a questionnaire was circulated to age groups 15-30 by way of google form and as a result many youths has come across such offers are deals (almost 90.9%) following is pie chart of the same.

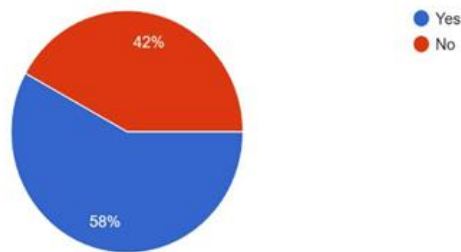
Have you ever came cross offers such as limited time deal, end of season sale, stock clearance sale from any brands?

55 responses



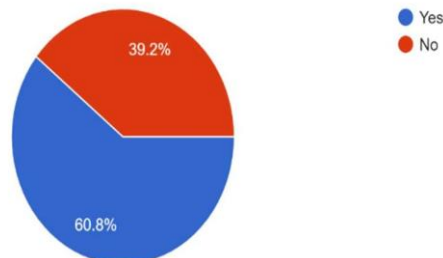
- **After Coming across such offers almost 58% youth purchased the products under the offer.**

Have you ever purchased anything from such offers?
50 responses



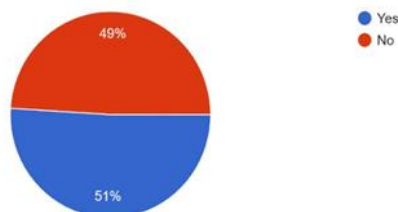
- After coming across the offer almost 60.8% youths experienced FOMO as shown

Have you ever felt that if I do not purchase in this offer I may miss the deal and have to pay extra after the offer ends. (FOMO Fear of missing out)
51 responses



- Youth participants of 51% have also purchased unwanted things only because of its low price.

Have you ever purchased unwanted things in offers only due to its low price?
51 responses



- On asking questions about what is the reason behind their purchase in such offers following answers from few participants were obtained:

What is the reason that makes you purchase anything from such offers? (optional)

19 responses:

1. They are less expensive in offer period.
2. Because of low price displayed, I think I could save my money instead of paying for its original price after the offer ends.

3. Save money, better deals
4. Quality and cost effectiveness of product
5. Exclusive deals
6. Price difference
7. Save money
8. Maybe pricing
9. Best price
10. A bit of discount
11. Heavy Discounts
12. saves money
13. branded products in discounted price
14. money saving huge discount
15. I feel that it saves money and we get good price
16. Offer seems appealing
17. It is Cost Efficient
18. Just out of curiosity
19. Aggressive pricing for some daily life accessories

In short People in age group 15-30 thinks they could save their money through such offers and end up buying even unwanted things.

2. Age group 30-60 years:

For age group 30-60 stratified sampling method was chosen where 2 people of such age were face to face interviewed. A written questionnaire was designed to interview these 2 people.

Due to lack of resources and constraint of time only 2 people were interviewed. On interviewing them it came to understanding that these people also came across this offers and had even purchased the product but only after multiple times of thinking. These people are experienced once and knows that this are tactics of marketing their products. One of the participants also shared her experience of purchasing a product from 50% sale where she was given a product whose expiry was very close and many of her friends and relative have also experienced the same. Which eventually made her draw conclusion that such sale is only introduced to sale their least selling, defective or expired products. Second persons thought about such offers was almost same he thinks that it is only introduced to play with our mind psychology, but not always everyone gets negative experience so can be trusted.

3. Age group 60-70:

Old age people are generally least users of social media. We telephonically interviewed 2 people of such ages representing their age group. As these people rarely use social media platforms sending questionnaire was not possible. On interviewing them it came to analysis that this people barely use social media and hence usually do not come across such offers. On asking what if they were given opportunity to shop from this sale will they shop? The answer was may yes or no due to fear of using social media and fear of getting fooled. Both participants conveyed same message that they may buy but after asking their son, daughter, grandchildren because they are not used to technologies and find difficulties in using.

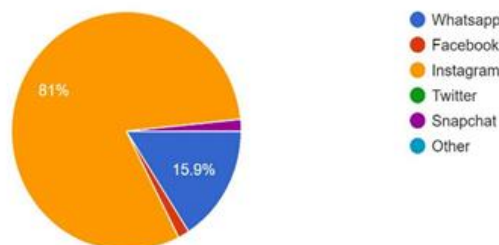
Findings:

After collecting data from all the proposed age groups, it has come to finding that age group 15-30 is more inclined towards social media brand offers FOMO hence Null hypothesis (H0): the level of FOMO is same across all the ages in response to social media brand offers can be rejected and Alternate hypothesis (H1): the level of FOMO is not same across all the ages in response to social media brand offers can be accepted.

Conclusion and suggestions:

After testing the hypothesis, it can be concluded that Age group 15-30 generally known as youths can be more targeted through social media brand offers as they are more active on social media and purchased product in offer without even thinking twice. FOMO tactics can be widely used by marketing team for targeting Youths. Through Google form survey we have found that majority youths used Instagram social media platform more often following is pie chart for the same.

Which social media platform do you use more frequently?
63 responses



Hence by this analysis marketers can use Instagram as primary mean for brand collaborations, sales, deals, offers, etc. to gain more attention of their potential customers.

References and Bibliography:

1. What is FOMO <https://www.dictionary.com/browse/fomo>
2. What is social media brand offers FOMO
<https://socialmediavictims.org/mentalhealth/fomo/#:~:text=FOMO%20was%20once%20a%20popular,fail%20to%20purchase%20a%20product.>
3. Xu X., Zhao Y., Zhu Q, The Effect of Social Media Use on Older Adults' Loneliness-The Moderating Role of Self-disclosure (2020), Denmark.
4. Role of social media in digital marketing
https://www.researchgate.net/publication/356190059_Fear_of_missing_out_in_the_digital_age_The_role_of_social_media_satisfaction_and_advertising_engagement
5. Pie charts from Google form
https://docs.google.com/forms/d/11vgQqautlgLLlqNI4OiO_ab2EmlATbP9dJU1ZUd5lY_M/edit#responses
6. Impact of social media on consumer behavior, Sachin Gupta (June 2020)
https://www.researchgate.net/publication/342638389_Impact_Of_Social_Media_On_Consumer_Behaviour
7. Social media and fear of missing out in adolescents, Noor bolomen(2020),
<https://journals.sagepub.com/doi/full/10.1177/205630512096551>

APPENDIX:**a. Questionnaire for age group 15-30 years. (Google Form):**

Survey on how social media brand offer strigger FOMO (Fear of missing out) in different age group.

Thank you for participating in this survey. Your feedback is crucial for our comprehensive study on how social media brand offers triggers FOMO (Fear of missing out) in different age group. Please answer the following questions honestly and to the best of your knowledge. Your response will be kept confidential.

*** Indicates required question:**

1. Name *

1. Gender *

Mark only one oval.

☐ Male ☐ Female

2. Age group *

Mark only one oval.

☐ 15-30

☐ 30-60

☐ 60-70

3. How often do you use social media platforms? *

Mark only one oval.

☐ Multiple times a day ☐ Once a day

☐ Rarely ☐ Never

4. Which social media platform do you use more frequently? *

Mark only one oval.

☐ Whats App ☐ Facebook ☐ Instagram ☐ Twitter ☐ Snapchat ☐ Other

1. Have you ever come cross offers such as limited time deal, end of season sale, stock * clearance sale from any brands?

Mark only one oval.

☐ Yes ☐ No

2. Have you ever purchased anything from such offers? *

Mark only one oval.

☐ Yes ☐ No

3. What is the reason that make you purchase anything from such offers? (optional) (Open ended question)**4. Have you ever felt that if i do not purchase in this offer i may miss the deal and has to pay * extra after the offer ends. (FOMO Fear of missing out)**

Mark only one oval.

☐ Yes ☐ No

5. Have you ever purchased unwanted things in offers only due to its low price? *

Mark only one oval.

☐ Yes ☐ No

6. Do you think such offers, deals, sale are beneficial to you? *

Mark only one oval.

☐ Yes ☐ No ☐ Maybe

b. Questionnaire for Age Groups 30 60 years and 60-70 years. (Hand written questionnaire):

1. Age
2. Do you use social media platforms?
3. Which social media platform you use frequently?
4. Have you ever come across offers such as limited time deal, end of season sale, stock clearance sale from any brands?
5. Have you ever purchased anything from such offers?
6. If yes why if no why?
7. Please share your experience regarding the same
8. Have you ever felt that if I do not purchase in this offer I may miss the deal and have to pay extra after the offer ends. (FOMO Fear of missing out)
9. Please elaborate your answer on this

FINANCIAL STATEMENT ANALYSIS AND TECHNIQUES: A COMPREHENSIVE REVIEW

Antara Paradkar

MCom-1

Indira College of Commerce and Science

antara.milind.paradkar@gmail.com

Introduction:

Analysing financial statements is of utmost importance in today's world, since it gives you an overall financial position of the company. It gives you information about the liabilities and assets of the company, on the basis of which the stakeholders of the company can make an informed decision.

This in-depth research report thoroughly examines the diverse range of techniques employed in financial statement analysis, emphasizing their crucial role in assessing the financial well-being and performance of a company. It explores various methods and tools used, including ratio analysis, trend analysis, common size analysis, and vertical and horizontal analysis.

Furthermore, the report meticulously explores the practical applications, advantages, and limitations of these techniques, bolstering its analysis with real-world examples to offer tangible insights into their effectiveness and relevance. By illustrating how these methods are applied in real-life scenarios, the report enhances understanding and appreciation of their practical utility in evaluating financial statements.

By providing insights into the financial health and performance of a company, financial statement analysis empowers stakeholders to make well-informed decisions regarding investments, lending, and other strategic considerations, thereby contributing to the overall efficiency and transparency of financial markets.

An audited financial statement gives a true and fair overview of the financial position of the company. The usual order of financial statements is as follows:

- Income statement
- Cash flow statement
- Statement of Changes in equity (SOCE)
- Balance sheet
- Notes to Financial statement

Importance of Financial Statement Analysis:

Financial statement analysis holds paramount importance in various aspects of business and finance. They offer a quick view of a company's financial condition. By analysing them, stakeholders can assess critical factors like liquidity, profitability, solvency, and efficiency, giving them a clear understanding of the company's financial health.

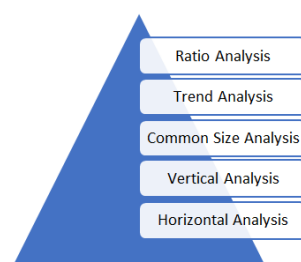
Financial statement analysis helps investors, creditors, managers, and other stakeholders make decisions. Investors use it to decide on buying, holding, or selling securities, while creditors assess creditworthiness and set lending terms. Managers use financial analysis to find areas for improvement and make strategic decisions.

By scrutinizing both present and historical financial data, stakeholders can conduct a thorough evaluation of a company's performance across timeframes. Such insights are invaluable for strategic planning purposes and informed resource allocation within the organization.

Financial statement analysis helps predict future financial performance by studying past trends. By analysing historical data, stakeholders spot patterns that may continue. Using methods like trend analysis and scenario planning, they forecast future performance. These forecasts guide strategic planning, investment decisions, and resource allocation. In short, financial statement analysis not only explains past performance but also helps plan for the future.

Transparent and comprehensible financial statements enhance communication between a company and its stakeholders. By presenting accurate and relevant financial information, companies build trust and credibility with investors, creditors, regulators, and the public.

Financial statement analysis assists in ensuring compliance with accounting standards, regulations, and legal requirements. By analysing financial statements, auditors and regulators can assess whether companies are adhering to accounting principles and reporting standards.

Techniques of Financial Statement Analysis :

Financial statement analysis involves several vital techniques used to assess a company's financial well-being and performance. These methods offer valuable insights into different aspects of a company's financial state, aiding stakeholders in making informed decisions. By meticulously scrutinizing financial statements through techniques such as ratio analysis, trend analysis, common size analysis, and vertical and horizontal analysis, stakeholders attain a comprehensive understanding of pivotal financial indicators and emerging trends. This introduction offers a summary of these crucial techniques, their practical uses, and their importance in financial analysis.

Ratio Analysis:

Ratio analysis is an essential method employed in financial statement analysis to evaluate a company's financial performance and overall health by scrutinizing the relationships among various financial metrics. This technique involves not only computing but also thoroughly analyzing key ratios derived from different financial statements, including the income statement, balance sheet, and cash flow statement. These ratios offer valuable insights into multiple facets of a company's operations, encompassing aspects such as profitability, liquidity, solvency, and efficiency. Among the wide array of ratios used, notable examples include liquidity ratios like the current ratio and quick ratio, profitability ratios such as return on assets and return on equity, leverage ratios including the debt-to-equity ratio and interest coverage ratio, and efficiency ratios like inventory turnover and accounts receivable turnover. Through ratio analysis, stakeholders can track a company's performance over time, compare it against industry peers, and pinpoint both areas of strength and areas needing improvement. This detailed understanding aids stakeholders in making informed decisions regarding investment, lending, and strategic planning initiatives.

Trend Analysis:

Trend analysis typically involves plotting data points on a graph or chart to visually represent the trends. This visual representation helps stakeholders easily spot trends, such as increasing revenues, declining expenses, or fluctuating profit margins, which may not be immediately evident from the raw financial data. Trend analysis is a vital technique within financial statement analysis that involves examining historical data to identify patterns and trends over time. This method allows stakeholders to observe how specific financial metrics or indicators have changed over multiple periods, such as years, quarters, or months. By analyzing these trends, stakeholders can gain insights

into the direction and pace of changes in the company's financial performance and identify potential opportunities or risks. Furthermore, trend analysis enables stakeholders to make comparisons between different periods and benchmark the company's performance against industry norms or competitors. This comparative analysis can reveal areas where the company is outperforming its peers or areas where it may be falling behind, informing strategic decision-making processes. Overall, trend analysis is a powerful tool for understanding the trajectory of a company's financial performance, identifying emerging patterns, and making informed decisions based on historical trends.

Common size analysis:

Common size analysis plays a crucial role in financial statement analysis by evaluating the relative proportions of various items within a company's financial statements. This approach entails expressing each line item as a percentage of a base figure, usually total revenue for the income statement and total assets for the balance sheet. Common size analysis is particularly useful for highlighting areas of the financial statements that may require further investigation. For example, it can reveal whether certain expense categories are increasing disproportionately compared to revenue or whether certain asset categories are becoming more or less significant over time. Additionally, common size analysis provides valuable insights into the composition and structure of financial statements, helping stakeholders better understand the underlying drivers of financial performance and make informed decisions. Furthermore, common size analysis facilitates comparisons between companies operating in the same industry or sector, enabling stakeholders to assess relative strengths and weaknesses. By identifying outliers or areas of divergence from industry norms, common size analysis can inform strategic decision-making processes and identify potential areas for improvement.

Vertical Analysis:

Vertical analysis is a crucial technique in financial statement analysis because it enables analysts to compare each line item within a financial statement to a total value from the same period. Vertical analysis helps identify any significant deviations or trends within the financial statement. Analysts can quickly spot areas where certain line items deviate from expectations or where there are consistent trends over time. By breaking down the financial statement into its component parts, vertical analysis helps stakeholders understand the composition of the financial statement. This can reveal insights into the

company's operations, assets, liabilities, and sources of revenue or expenses. In summary, vertical analysis serves as a fundamental tool in financial statement analysis, providing valuable insights into the composition and significance of different components within the financial statement, thereby aiding decision-making processes and strategic planning efforts.

Horizontal Analysis:

The primary goal of horizontal analysis is to evaluate the direction and magnitude of changes in financial performance and position over time. Positive trends, such as increasing revenues or improving profitability, may indicate growth and financial health, while negative trends, such as declining margins or rising expenses, may signal potential challenges or inefficiencies. Horizontal analysis typically involves presenting financial data from consecutive periods, such as years or quarters, side by side for comparison. This enables stakeholders to observe how specific line items have changed in absolute terms and as a percentage of a base period. By analyzing these changes, analysts can identify emerging trends, anomalies, or areas of concern within the financial statements. Horizontal analysis is essential for stakeholders, including investors, creditors, and management, as it provides valuable insights into the company's historical performance and helps forecast future financial trends. By understanding past trends and patterns, stakeholders can make informed decisions regarding investment strategies, lending decisions, resource allocation, and strategic planning initiatives. Overall, horizontal analysis serves as a critical tool for assessing the trajectory of a company's financial performance and position over time.

Advantages and Limitations of Financial Statement Analysis:**Advantages:**

Financial statement analysis allows for benchmarking against industry standards and competitors, providing context for evaluating a company's performance relative to its peers. It provides a comprehensive understanding of a company's financial health by evaluating key metrics such as profitability, liquidity, solvency, and efficiency. Stakeholders can make well-informed decisions regarding investments, lending, and strategic planning based on the insights gained from financial statement analysis. Financial statements serve as a communication tool, providing stakeholders with transparent and standardized information about a company's financial performance.

Disadvantages:

Interpretation of financial statements requires expertise and may be challenging for non-financial professionals to understand fully. Analysis is based on historical data, which may not accurately reflect current or future market conditions or changes in the business environment. Financial statements can be subject to manipulation or bias, such as through aggressive accounting practices or selective disclosure of information. Financial statements may not capture all relevant information about a company's operations, such as non-financial factors like management quality or competitive positioning.

Conclusion:

On a concluding note, financial statements are the face of a company. Any prominent decision which is to be taken in relation of the company, should be taken only after analysing the financial statements of the company.

The amount of profit or loss for the year or period, the change (increase or decrease) in the revenue (revenue on operations as well as other revenue) as compared to the prior years or as compared to profit or loss, is understood from analysing the financial statements.

Decision making highly dependent on the conclusions made from the Analysis of Financial Statements.

**COMPARATIVE ANALYSIS OF FOOD PURCHASING
DECISIONS BETWEEN GENERATION Y AND GENERATION Z
BASED ON THE AIDA MODEL.**

Rameshwar Hajgude

BBA

Indira college of commerce and science,
Pune.

Vishakha Singh

BBA

Indira college of commerce and science,
Pune.

Guide : Nidhi Menaria

Indira college of commerce and science, Pune.

Abstract:

Through this research paper we have conducted a comparative analysis of food purchasing decisions between Generation Y and Generation Z, with the help of the AIDA model . Examining Attention, Interest, Desire, and Action, the research aims to identify distinct patterns, preferences, and influencers shaping buying behavior within these generational cohorts.

While both Generation Y and Generation Z have similarities in their food purchase decisions, their preferences, channels of influence, and decision-making processes differ due to their unique traits and upbringing in different technological and social environments.

I. INTRODUCTION:

In an era characterized by rapid technological advancements, the landscape is continually evolving, to understand the purchasing power of consumer behavior is significant. This research explores the rich and diverse world of food purchasing decisions, specifically showing the disparities between two distinct generations that is Generation Y :- born between the 1980's to 1990's & Generation Z :- born between 1990's and early 2010's. As these generation aspects are changing it is the biggest task in front of the world to deal with it, such as their preferences, motivations , and decision making processes worth a comprehensive examination.

AIDA is the framework of this exploration where the AIDA model is the abbreviation of Attention, Interest, Desire and Action.

Designed to clarify the phases consumers go through prior to completing a purchase, the AIDA model offers a structured lens through which to decode the complexities of consumer decision making. This study aims to utilize the AIDA model as a theoretical

foundation, providing a methodical analysis of how Generation Y and Generation Z come across these cognitive stages when making food related choices.

Generation Y, having experienced the advent of the internet era, has observed the evolution of digital connectivity, exhibits distinctive characteristics influenced by the dot-com boom and subsequent technological advancements.

Where as in contrast to Generation Z , this generation is Born into a world where smartphones and social media are omnipresent, exhibits distinctive patterns of engaging with information and brands.

Merely juxtaposing these two generations elucidates notable differences, this study endeavors to disclose the underlying factors influencing their food purchasing decisions. Securing initial attention through diverse marketing channels to nurturing genuine interest, fostering desire , & ultimately driving action through the structured lens of AIDA model for dissecting the intricacies of consumer behaviour

II .Objectives :

- 1) To analyze the key factors influencing generation Y and Generation Z consumers while purchasing a food.
- 2) Through applying the AIDA model to analyze the attention, interest, desire & action stages in their decision making
- 3) To provide actionable recommendations for food production companies based on the research findings.
- 4) Gives the insights into evolving patterns of consumer behavior within these two age groups.

III. Research Purpose:

The main purpose of the current study was to better understand various factors that shape perspectives, behaviours, & eating habits between Generation Y & Generation Z. Therefore we have conducted a survey questionnaire for addressing the research questions at hand.

IV. Materials and Methods :

4.1 - Participant Recruitment & Questionnaire administration:-

The database of procurers over the age of 45 who agreed to participate in the survey was collected through circulating the online survey questionnaire using contacts & different social sites & media such as Whats App, Messenger , Instagram, emails etc as well as taking personal interviews of Two different age groups and generations.

4.2 Questionnaire Design & development:

The questionnaire consists of 20 questions that cover key factors how food habits change from generation to generation. The frequency of food purchasing decisions was reported as one of four categories: Normal ,

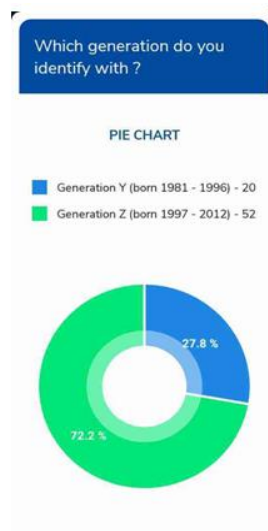
spiritual aspects, based on vegetarian & non vegetarian and Fitness freak.

The participants were asked to choose one option out of four. The questions were designed in the Likert questions method & close ended question method.

4.3 Results :

The Questionnaire was purely developed in the English language. The survey was shared online to 150 people, Out of which 75 people participated and completed the survey, resulting in a response rate of 55%.

In conclusion this research helps us to improve our current understanding of food purchasing decisions between two generations, i.e (Generation Y & Generation Z).



V. Research & Findings:

Generation Z :-

Gen Z often emphasizes health and convenience when making decisions about their food choices. They often seek 'eco-friendly' and ethically sourced options , prefer varied and globally inspired flavors, & are more likely to delve into plant based or alternative Protein options. Moreover, technology plays a pivotal role in shaping outcomes, with Gen Z relying on Online Reviews, influencing part, food apps, & social media influencers as well as site for recommendations & remaining knowledgeable about food trends.

Here are some Key Characteristics of Gen Z in food purchasing decisions based on the AIDA model :

Attention:

Gen Z is captivated by visually appealing and Socialized culinary content. Social media plays a vital role in grabbing their attention, as they often discover new & innovative food trends, products , & experiences through various platforms such as Instagram & TikTok.

Interest :

Adopting eco-friendly and morally responsible approaches in food production resonate with Gen Z. As well as they are interested in brands that Emphasize openness, value clarity, environmental responsibility and social impact .

Desire :

Distinctive and tailored also one-of-a-kind and customized food appeal to Gen Z. They desire products that align with their individual choices , such as diverse and unique flavor combinations or personalized food menu.

Action :

Convenience plays an important role in the key factor of Gen Z in the purchasing decisions. Gen Z prefers Quick & easy options, mostly relying on food delivery services & mobile apps for placing an order for meals. Brands that offer effortless digital ordering or smooth online purchasing, quick delivery & digital payment options are more likely to transform their interest into actual purchases.

Survey findings of Generation Z:

- Generation Z typically includes people born between 1997 to 2012, accounting for 72.22% .The very first generation grew up with widespread digital technology & the internet from the Young Age. Also often considered Tech Savvy and Open to diversity. Gen Z is known for Being Practical, down-to-earth, socially conscious, entrepreneurial & business minded.
- The substantial influence of recommendations from friends and social media ads, comprising 64.4% of Generation Z's attention, highlights their reliance on peer opinions and online platforms. This demographic often values genuine and relatable content, making targeted advertisements on social media particularly effective in engaging their interest and shaping their consumer choices. The interconnected

nature of social networks plays a significant & pivotal role in shaping the perspectives and purchasing behaviors of Generation Z.

- Generation Z is Prominently attracted. to food options that offer a unique flavor profile and exhibit trendiness or popularity, with 37.28% of them expressing a Predilection for such options. The emphasis on uniqueness suggests a Craving variety and innovative culinary experiences, while the appeal of trendiness and popularity aligns with their inclination for staying current and socially connected. This culinary preference reflects Gen Z's dynamic and exploratory approach to food, where both distinct flavors and the buzz around a particular food item play significant roles in shaping their dining choices & preferences.
- Gen Z's desire is likely for particular seasonal food items accounting by 57.6%
- The 57.6% penchant towards specific seasonal food items among Generation Z reflects their liking for fresh and locally resourced ingredients tied to the natural cycles of the year. This desire suggests an expanding recognition and interest in sustainable and environmentally conscious eating habits. Gen Z's preferences towards seasonal foods align with their broader values of supporting local communities, Advocating for eco-friendliness, and seeking diverse, flavorful, and nutritious options in their culinary tastes.
- Gen Z people, comprising 32.2% of the surveyed population, tend to engage in impulsive food purchases, often without intentional planning. This behavior suggests a spontaneous and potentially impromptu approach to their food choices.
- Gen Z individuals nowadays following these footsteps , exhibit a parallel inclination towards plant based diets & options , driven by concern for health , environmental awareness and ethical considerations. The accounting percentage according to the surveyed population is 65%.
- Among Generation Z , 22% of the surveyed population find social media and online reviews to be the most influential platforms for highlighting the spiritual aspects of food products. Therefore it underscores the pivotal role of digital channels in influencing their perceptions and choices related to spiritual dimensions of food.
- Endorsements tied to fitness wield a considerable impact to Generation Z' food preferences by 42.9% of this demographic. This suggests a strong interrelation between fitness related endorsements & the decision making process surrounding food choices within generation Z.

- Generation Z individuals find the convenience of ready made nutritious meals more attractive than preparing meals from raw ingredients by 24.6% According to the accounting percentage of the surveyed population.
- Taste preferences play a vital role, in influencing 17% of Gen Z in their choice between vegetarian & non vegetarian food options . It also highlights the impact of flavour choices on their dietary decisions.
- A remarkable 32.7% of generation Z individuals demonstrate a tendency to regularly explore new health focused food products . This suggests a prevalent perception within this demographic to stay open minded & have experimental experiences with nutritionally beneficial options .

Generation Y :

Generation Y, also known as Millennials, refers to the demographic cohort born between 1981 to 1996. Millennials tend to be health conscious and are more likely to prioritise health & wellness which includes demand for organic, natural and functional foods in their diet. Generation Y often considers the ethical and environmental impact of their food preferences. Due to Tech Savvy preferences, they often consider the ethical and environmental impact of their food choices, preferences and tastes. Generation Y is also known for its adventurous palate . Food variety, authenticity, & experiential dinning matter to them. Authenticity is key to Generation Y.

Here are some Key Characteristics for Millennials in food purchasing decisions based on the AIDA Model :

Attention:

Millennials are drawn towards attractive and socially conscious food products. Packaging, branding, and online presence equally play a crucial role in capturing their attention.

Interest:

They show interest in food items that correspond with their values, such as sustainability, ethical sourcing, and health. Transparency in labeling and storytelling can engage their curiosity & inquisitiveness.

Desire:

Gen Y desires food options that resonate with their lifestyle, emphasizing convenience, uniqueness, seasonal food and personalization. They are prone towards products that offer a memorable experience or reflect cultural diversity.

Action:

Ease of use or user-friendly accessibility are key influencers for Gen Y. Online platforms, quick delivery services, and user-friendly purchasing options do somewhat contribute to their decision-making process, translating interest into actual purchase actions.

Survey Findings of Gen Y :

- Generation Y encompasses individuals born between 1981 to 1996, also known as 'Millennials'. This group constitutes approximately 27.8% of the surveyed population. This generation has witnessed the transition from analog to digital & also Millennials have been shaped by the advent of the internet. They are often defined by a familiarity with digital communication, A preference for maintaining a balance between work and personal life, and a diverse range of experiences.
- The packaging design and in-store display play vital roles in capturing the attention of Generation Y by 15.25% and 20.34% respectively. With a generation known for its experience in digital aesthetics, visually appealing and innovative packaging designs can create an immediate rapport. Bold colors, polished appearance & sleek designs, as well environmentally conscious packaging are often effective. In-store displays that are immersive and interactive contribute to the holistic encounter, making the shopping environment more engaging for Generation Y, who values experiences alongside product functionality. These elements collectively contribute to molding a brand's identity and influencing the purchasing decisions of this demographic.
- Health benefits take priority for Generation Y, with 62.71% expressing a keen interest in this aspect when selecting food options. Millennials place a high value on wellness and are conscious of the impact of their dietary choices on their overall health. As a result, food options boasting nutritional advantages, organic ingredients, and transparent labeling are specifically appealing. The emphasis on health aligns with the broader trend of mindful consumption within Generation Y, reflecting a proactive approach to health and happiness in their lifestyle choices.
- Millennials are very likely to desire seasonal foods for several reasons. Firstly, seasonal foods are often considered as fresher and more nutritious, aligning with the generation's focus on health-conscious preferences & tastes. Secondly, there is a growing awareness of the environmental impact of food preferences, and opting for

seasonal produce supports local and sustainable agricultural practices. The variety that comes with seasonal foods also caters to the generation's Valuing diversity in changing flavors. Overall, this preference reflects Generation Y's inclination towards informed, health-conscious, and environmentally friendly consumption patterns and the percentage is 42.4% of the surveyed population.

- A significant portion of Generation Y, specifically 27.1%, mostly rarely or never makes impulsive food purchases without prior planning. This behavior underscores the generation's inclination towards mindful and intentional consumption. The reluctance to engage in impulsive buying suggests a strategic approach to food choices, possibly driven by factors such as health consciousness, budget considerations, and a desire for informed decision-making.
- Moreover, the 8.5% of the surveyed population who fall into the category of rarely or never making impulsive food purchases signifies a prominent section that consciously avoids spontaneous buying. This subgroup/subset within Generation Y likely prioritizes planning, researching, and making thoughtful as well as considerate selections when it comes to their food purchases. These trends reflect and contemplate a broader pattern of intentional and informed consumer behavior within this demographic.
- The alignment of food products with greater causes or spiritual principles can assuredly influence Generation Y's desire for them by approximately 37.5%. This suggests a growing awareness and taste as well as preference for products that resonate with ethical and spiritual values among this demographic.
- Millennials seem to prioritize preparing food from raw ingredients over choosing ready-made and nutritious options, with a preference increase of 28.1% over the surveyed population. This suggests a notable inclination towards hands-on and customized approaches to their meals.
- Millennials show a 31.0% inclination towards food brands that align with their spiritual and ethical values, particularly when conveyed through storytelling. This suggests an important impact of narrative and shared values on their preferences.
- For millennials, word of mouth is deemed & substantial influence with 55.2% effective in bringing the spiritual aspects of food products to their attention, underscoring the influential role personal recommendations play in melding their preferences.

- In the era of Generation Y (millennials) there wasn't as much emphasis on labels like organic, local, sustainable, or various other varieties in comparison to the present. The taste, preferences and priorities surrounding food choices were different, with less focus on specific certifications or production methods. The progression in consumer awareness and the rise of sustainability values have contributed to the increased prominence of such labels in recent times. Therefore the surveyed population accounting of Millennials was 28.3%.
- Millennials generally do not exhibit a strong preference for food items that strictly adhere to specific dietary guidelines, such as keto or vegan options. Unlike some other demographics, they often concern a more flexible approach to their dietary choices, in fact welcoming a variety of foods rather than strictly adhering to a particular diet. This tendency might be influenced by a desire for culinary diversity and a less rigid stance towards dietary restrictions by 63.2% of the surveyed population.

VI .Conclusion:

In conclusion, the comparative analysis of food purchasing decisions between Generation Y and Generation Z, based on the AIDA model, reveals discernible trends influenced by changing societal dynamics and preferences. Notably, Generation Y that is Millennials exhibits a heightened emphasis on health consciousness, ethical considerations, and culinary adventures, with a surveyed population percentage of 30.1%. On the other hand, Gen Z's showcases a distinct fusion of tech-savvy preferences, a penchant for sustainable and inclusive practices, and a stronger inclination towards digital influencers, representing 70.3% of the surveyed population.

The AIDA model depicts that both generations share commonalities in seeking visually appealing, authentic, and convenient food options, yet nuances emerge in their specific priorities. Generation Y places a importance emphasis on transparency and authenticity, while Generation Z leans towards tech-driven experiences and a deeper apprehension for sustainable and inclusive practices.

This analysis highlights and emphasizes the evolving nature of consumer behavior and the need for businesses to adapt their strategies to cater to the distinct favoritism of each generation. As these generational cohorts continue to mould the food industry, a sophisticated and flexible approach is paramount for brands aiming and focuses to capture the attention, interest, desire, and action of both Generation Y and Generation Z.

VII. Acknowledgement :

We express our gratitude to the surveyed population whose participation facilitated the comparative analysis of food purchasing decisions between Generation Y and Generation Z based on the AIDA model. The insights and responses of individuals were instrumental in understanding the preferences and dynamics of shaping these generations' choices & preferences. This study wouldn't have been possible without your valuable contribution and time. Thank you for your time and cooperation.

VIII. References :

1. Smith, A. (Year). "Understanding Food Choices: A Comparative Study of Generations X, Y, and Z." *Journal of Consumer Behavior*, Volume(X), Issue(X), Page Range.
2. Johnson, B., & Williams, C. (Year). "A Cross-Generational Analysis of Factors Influencing Food Buying Behavior." *Journal of Food Science*, Volume(X), Issue(X), Page Range.
3. Marketing Research Association. (Year). "Generational Trends in Food Purchasing: A Comprehensive Report." *Market Research Journal*, Volume(X), Issue(X), Page Range.
4. Statista. (Year). "Generational Differences in Food Preferences: A Global Perspective." Retrieved from [URL].

FINTECH AND IT'S IMPACT ON BBA STUDENTS**Madhuri Shrikant Pawar**

S. P. College

salunkherutuja76@gmail.com

Tejas Rajabhau Chandel

S. P. College

salunkherutuja76@gmail.com

Guide : Dr. Vinita Nawalakha

Sir Parshurambhau (Autonomous) College, Pune.

Financial technology is referred to as fintech. In this digital age we're becoming used to new and improved ways of paying for everything-whether that be a morning coffee, or something more substantial such as a mortgage or investing in share market. The company that employ technology to change, extend, or automate financial services for businesses or customers is referred to as a fintech company. Fintech reduces the complexity of financial transactions for people and organization, making them more accessible and affordable without the need for a third party. Fintech has had a huge impact because it has developed fintech advancements promising to provide easy and convenient access to financial services. Fintech's digital revolution has brought in significant changes to new frontier technologies, which have important consequences for financial markets and financial services. The purpose of this study is to determine the impact of fintech, how the fintech industry has changed traditional methods of the finance industry in today's technologically advanced environment.

• Objective:

- 1) To study awareness of Fintech amongst BBA students
- 2) To update students with recent developments in Fintech
- 3) To recommend the means to update students with fintech

• Hypothesis:

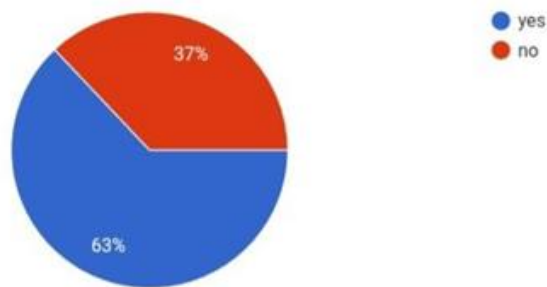
BBA students are unaware about Fintech.

Source of Information and Research Methodologies:

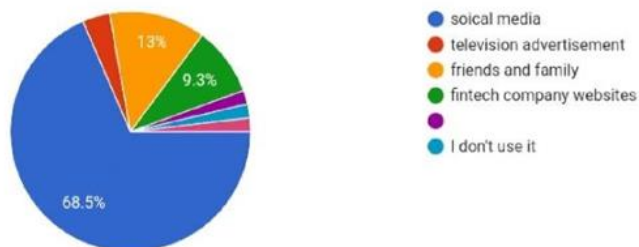
- 1) Primary Data: A survey of S.P. College students. Sample size – 60 students.
- 2) Secondary Data: 1. Newspaper, 2. Websites: www.wikipedia.org, www.investopedia.com, etc.

Following survey was conducted:

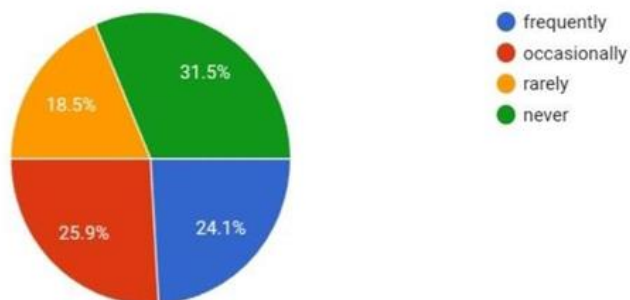
1) Do you use fintech services?-yes/no



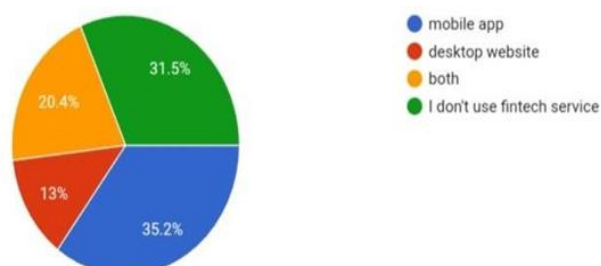
2) What is your primary source of information about fintech services?



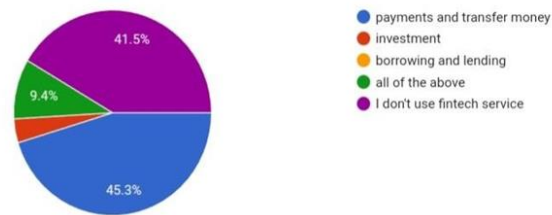
3) How often do you explore new fintech apps or services?



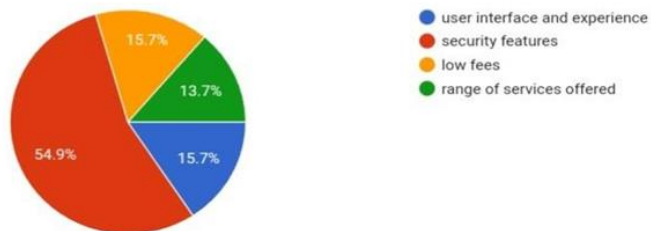
4) How do you prefer to access fintech services?



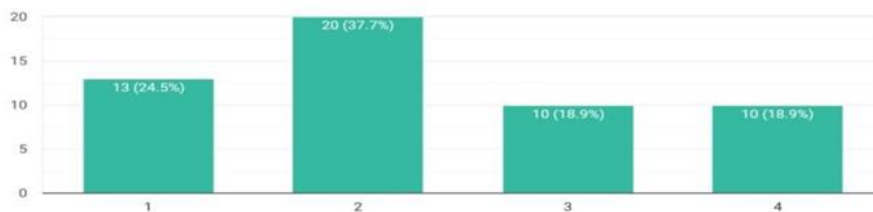
5) What types of transactions do you primarily conduct through fintech services?



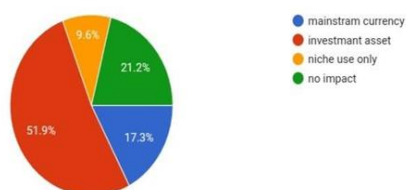
6) Which factor is most important to you when choosing a fintech service?



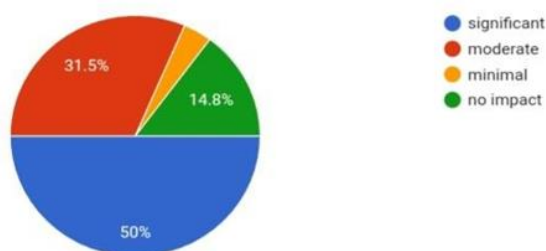
7) How important is it for you that a fintech platform offers seamless integration with other financial tools and services? 1)very important 2) important 3)neutral 4) not important to all



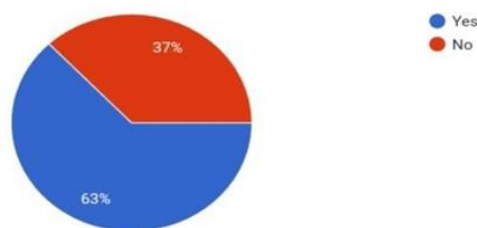
8) What role do you think cryptocurrencies will play in the future of finance?



9) In your opinion, what role will artificial intelligence play in the future of fintech?



10) Are you comfortable with the idea of automated financial advice (robo-advisors) for investment decisions?



- **Growth of Fintech in India:**

FinTech has emerged as a relatively new industry in India in past few years. The Indian market has witnessed massive investments in various sectors adopting FinTech, which has been driven partly by the robust and effective government reforms that are pushing the country towards a digital economy. It has also been aided by the growing internet and smartphone penetration, leading to the adoption of digital technologies and rise of FinTech in the country. According to a report by Ernst & Young (EY), India is one of the largest and fastest growing FinTech ecosystems of the world. It stands second after China in terms of FinTech adoption index with an adoption rate of 87%. The number of startups in India have grown significantly over the past few years. The number of newly founded startups has increased from 733 in 2016–17 to over 14000 in 2021–22, making India the third largest startup ecosystem in the world after the US and China. Among them, around 6600 startups have been in the FinTech industry evaluating to a market value of US\$31 billion in 2021. This rapid growth in the number of startups has been a result of a large talent pool, conducive regulations, and an increased venture capital flow in the past decade. An increased smartphone and internet penetration coupled with a demand for tailored services and superior customer experience by the public, has helped as well.

According to the Economic Survey published by Invest India, National Investment Promotion and Facilitation Agency, 44 Indian startups achieved the ‘Unicorn’ status in the year 2021 alone, increasing the total number of Indian unicorns to 83, with a total evaluation of over US\$277 billion.

Out of 83, 15 unicorns belong to the FinTech industry with a current valuation of around US\$60 billion.

Key drivers in Indian Fintech among BBA students are:**1. Educational Programs:**

Inclusion of fintech-related courses and specializations in BBA programs has increased awareness and interest among students.

2. Internship Opportunities:

Fintech companies offering internships provide students with hands-on experience, exposing them to the industry and fostering interest in fintech careers.

3. Entrepreneurial Spirit:

BBA students, often aspiring entrepreneurs, are drawn to the innovative and startup-friendly nature of the fintech sector, encouraging them to explore opportunities in this field.

4. Tech-Savvy Generation:

The familiarity and comfort of BBA students with technology make them well-suited to embrace fintech solutions, leading to a natural alignment with the industry.

5. Industry Collaborations with Universities:

Partnerships between fintech companies and educational institutions expose BBA students to real-world applications of fintech and create pathways for collaboration. Fintech's growth among BBA students is marked by a confluence of educational, technological, and career-oriented factors. Many universities now integrate fintech-related courses into BBA programs, offering students a comprehensive understanding of the industry's concepts and applications. The availability of internships within fintech companies provides students with hands-on experience, allowing them to apply theoretical knowledge in real-world scenarios. BBA students, often part of a tech-savvy generation, readily embrace the innovative nature of fintech solutions. The sector's dynamic environment aligns well with the entrepreneurial aspirations of many BBA students, making it an attractive space for those seeking to launch startups or contribute to early-stage ventures. Collaborations between educational institutions and fintech companies, as well as industry-focused events, create opportunities for networking and exposure to real-world projects. The diverse career paths within fintech, spanning marketing, operations, analytics, and entrepreneurship, appeal to BBA students seeking versatility and impact in their professional journeys. Overall, the growth of fintech among BBA students is driven by a combination of educational initiatives, technological affinity, and the sector's promising career prospects.

Fintech plays a pivotal role in creating investment awareness among students by leveraging technology to provide accessible and educational platforms. Fintech applications and platforms offer user-friendly interfaces that simplify complex financial concepts, making investment education more engaging for students. These platforms often provide educational content, including articles, videos, and tutorials, to enhance financial literacy. Additionally, fintech tools offer simulation features, allowing students to practice investment strategies in a risk-free environment. Robo-advisors, a prominent fintech innovation, automate investment decisions based on user preferences, introducing students to diversified investment portfolios. Moreover, fintech facilitates easy access to investment opportunities, enabling students to invest with smaller amounts, promoting a sense of financial empowerment. The transparency and real-time tracking features of fintech platforms contribute to a more informed and aware investor mindset among students, fostering a lifelong understanding of the importance of financial planning and investment.

Some of the challenges and Recommendations thereon:**1) Compliance with Government Regulations:**

Finance is one of the most regulated sectors. There will always be interference from the government even if you leverage the traditional Fintech software that doesn't use blockchain and other crucial technologies.

2) Lack of Mobile and Tech Expertise:

In the fintech industry, some of the finance companies or banks don't have proper or convenient mobile banking services. However, some banks try to replicate websites, but in this digital world, nobody would prefer a mobile application. Every user wants a seamless and convenient option to use. Therefore, a lack of expertise in fintech mobile app development services results in non-user-friendly applications that don't use mobile devices to their fullest potential. For example, apps may not benefit from NFC chips, geolocation features, fingerprint unlocking, and other features. A fintech bank can offer amazing experiences using these features and technologies.

3) Blockchain Integration:

You will find many Fintech applications which are integrated with blockchain technology. Some of the companies don't find Blockchain as a feasible solution, while others consider it as a solution for better data exchange. You can make a Fintech industry more trustworthy by implementing a Blockchain. As it allows you

to analyze and track all the phases of a transaction and prevent any changes to it so that you can always have an eye on it. However, integrating a Blockchain is quite a challenging task for many financial organizations.

4) Data Security:

Data security has become one of the major concern in the Internet world- be it mobile banking, payment apps or Fintech in general. As we know, traditional banking systems are confident with security guards, CCTVs, vaults and heavy bulletproof doors to keep their Data safe and secure

But when we talk about virtual security, things are not easy as we think vulnerabilities are much more discreet and have potentially more impact on users, as not only their money is at stake but their personal Data too.

5) Personalized Services:

Personalized Services have been the primary and the cor factor of banking for a long time. However, in today's scenario, personalization means interacting with user at right time on their preferred channel with a proper solution to their exact needs Besides, customers are open to accepting Fintech as their financial wellness coach. Some users may feel overwhelmed with a wide spectrum of options, and effective personalization provides them only with the narrowed options they are looking.

Justification of Hypothesis:

At the time of survey, 10 question were asked. Majority of students out of 60 students are using fintech technology and availing different services like payment, investment, insurance etc. According to their response, It is clear that BBA students are passionate of fintech services. Hence it is justified that fintech have a bright future and is developing at a rapid speed among young generations.

• Webliography :

- WWW.WIKEPEDIA.ORG
- WWW.INVESTOPEDIA.COM

A STUDY ON HYGIENE-DRIVEN DEMAND SHIFT: COPPER UTENSILS POST-PANDEMIC

Ms. Rutuja Salunkhe

S. P. College, Pune.

salunkherutuja76@gmail.com

Guide: Dr. Vinita Nawalakha

S. P. College, Pune.

salunkherutuja76@gmail.com

Abstract:

This study examines the growth in demand for copper utensils after the COVID-19 pandemic, driven by hygiene concerns. Through consumer surveys and expert interviews, we explore the motivations behind this shift, highlighting copper's antimicrobial properties as a key factor. The findings underscore the need for manufacturers to adapt to this trend while providing insights for businesses aiming to cater to health-conscious consumers. This research contributes to understanding the impact of crises on consumer behaviour and niche market growth.

Keywords: COVID-19 pandemic, copper utensils, hygiene-driven demand shift, antimicrobial properties, consumer behaviour, market trends.

Objectives:

- Analyse the extent of the demand shift towards copper utensils post-pandemic, focusing on hygiene-driven influences.
- Explore manufacturers' strategies in response to heightened demand, encompassing production, marketing, and distribution adjustments.
- Assess challenges and opportunities arising from the surge, considering benefits for manufacturers and discerning genuine copper products amid imitations.

Sources of Primary Data:

a) Interview :

Amid the pandemic-induced shifts in consumer behavior, the growth in demand for copper utensils has emerged as a notable trend. A key player in this landscape is Rohit Salunkhe (co- owner of Riya Enterprise), a leading manufacturer of copper utensils in Pune. This study delves into the factors propelling this surge, drawing insights from owner's interviews, while highlighting Riya Enterprise's role in shaping the evolving market dynamics.

Through this interview, we navigate the nexus of health consciousness, hygiene-driven preferences, and the market's response to this evolving demand. The

collective insights from participants and Riya Enterprise offer a multifaceted perspective on how copper utensils are redefining post-pandemic culinary practices.

1. Can you provide a brief overview of Riya Enterprise and its journey in the copper utensils market?

Response: Riya Enterprise was established 6 years ago with a focus on creating high-quality copper utensils such as Handa, Kalshi, Bottels, Samai and many more of all types and sizes. Over the years, we've become a trusted brand known for authentic products.

2. Have you observed any shifts in consumer demand for copper utensils since the pandemic? If yes, how did Riya Enterprise respond to it?

Response: Yes, demand has risen significantly mainly because now consumers have started concentrating more on health and hygiene. With time we've expanded our product range and ramped up production to cater to the increased interest in copper utensils for their health benefits. We've also invested in educating customers about the benefits of genuine copper products and increase digital appearance.

3. With the growth in demand, have you encountered any challenges in sourcing materials or maintaining production levels?

Response: Sourcing authentic copper materials is indeed a challenge. We've formed partnerships with reputable suppliers to ensure the quality and authenticity of our products.

4. In your experience, how important is the role of copper's antimicrobial properties in influencing customers to choose your products?

Response: It's very important. Customers have become more health-conscious, and copper's natural antimicrobial properties provide a strong selling point for our utensils.

5. Looking ahead, what do you foresee for the copper utensils market? Are there any emerging trends or opportunities?

Response: The market is poised for continued growth as health awareness persists. We're exploring innovative designs and exploring collaborations to meet evolving consumer preferences and spread awareness.

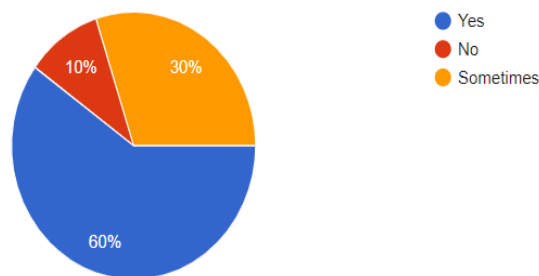
b) Survey :

A survey was conducted to understand the market of copper industry. The survey aimed at knowing:

- Uncover the reasons behind the renewed demand for copper utensils post-pandemic.
- Understand how health consciousness has influenced individuals' preferences for kitchenware.
- Gain insights into the role of external events, such as the pandemic, in shaping market dynamics.

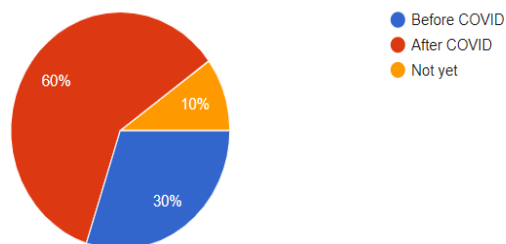
Do you use copper utensils in your daily life ?

10 responses



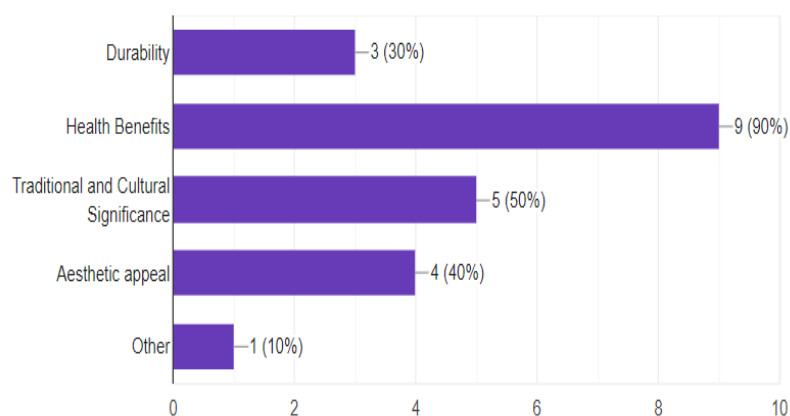
When did you start using copper utensils ?

10 responses



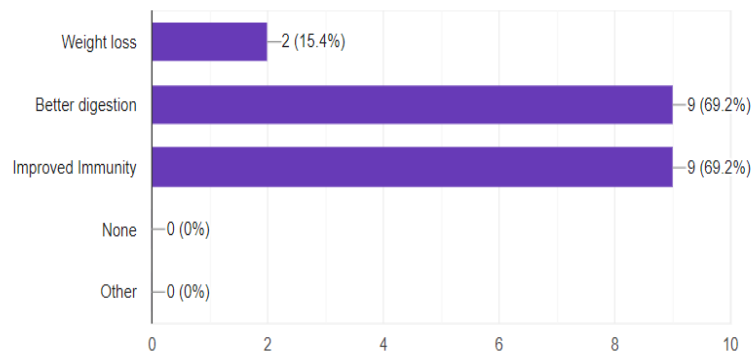
Why do you prefer copper utensils ?

10 responses



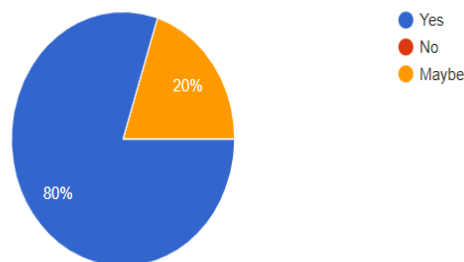
What health benefits did you notice ?

10 responses



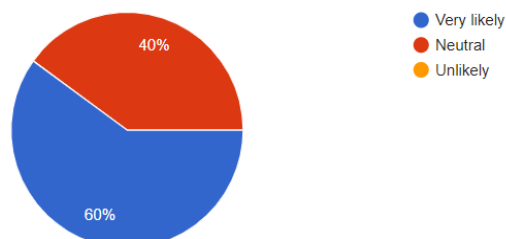
Do you foresee yourself continuing to use copper utensils in the future?

10 responses



How likely are you to recommend using copper utensils to others based on your experiences during the pandemic?

10 responses



Sources of Secondary Data:

Introduction :

Covid-19 has altered the way we view health and wellness. Today, focusing on the right food, nutrition and boosting immunity no longer remains an afterthought. The pandemic has forced us to pause, rethink and have a holistic approach when it comes to our overall well-being. While we pay attention to our health by eating healthy, it's also important to be mindful of what we eat from and ensure our cooking, consumption and storage utensils are safe, sustainable and eco-friendly.

While consumer behaviour is changing to support sustainable brands and eco-friendly practices, plastic still finds dominance in most homes. In fact, our kitchens are replete with plastic jars, containers, utensils, garbage bags etc. and their usage is increasing at

an alarming rate. A recent survey states that India generates 6,000 tonnes of plastic every day, nearly 10,000 tonnes of which goes uncollected. Adding to environmental pollution, plastic also has a detrimental effect on our health.

Priyanka Kheruka, Brand Head, Borosil Ltd, said, "When food is heated in plastic, it releases phthalates from the plasticisers and as much as 95 per cent of the chemicals are migrated into our food. Fatty foods like meats and cheese are more prone to leaching and when these are microwaved in a plastic container, the phthalates released can directly affect the lungs, kidneys and liver. BPA on the other hand is linked to heart disease and type 2 diabetes."

"Unlike plastic, glass is free of toxic chemicals and also retains the natural flavour on heating. It's also environmentally friendly and can be easily decomposed without emitting toxic chemicals. Using airtight glass containers for storage cuts down on the usage of cling wrap to ensure cut fruits and vegetables and leftover food does not rot or absorb the chemicals from harmful materials used for wrapping. Having steel utensils to cook food can also have a positive impact on health. Steel does not erode or leach harmful chemicals during cooking. It's durable, sustainable, helps in retaining the original flavour and is easy to clean, like glass. Replace plastic bottles with stainless steel ones. There are myriad styles and options available in the market today which come in beautiful designs. There are many brands that offer bottles that are 100 per cent food grade and rust-proof and which help in maintaining the temperature of your drink," she added. "Copper utensils are ideal conductors of heat and are hygienic and corrosion-resistant. The advantages of storing water in copper vessels and bottles are many, having a direct impact on the skin while also having a therapeutic effect. There are plenty of materials and metals to choose from when it comes to incorporating healthy cooking habits."

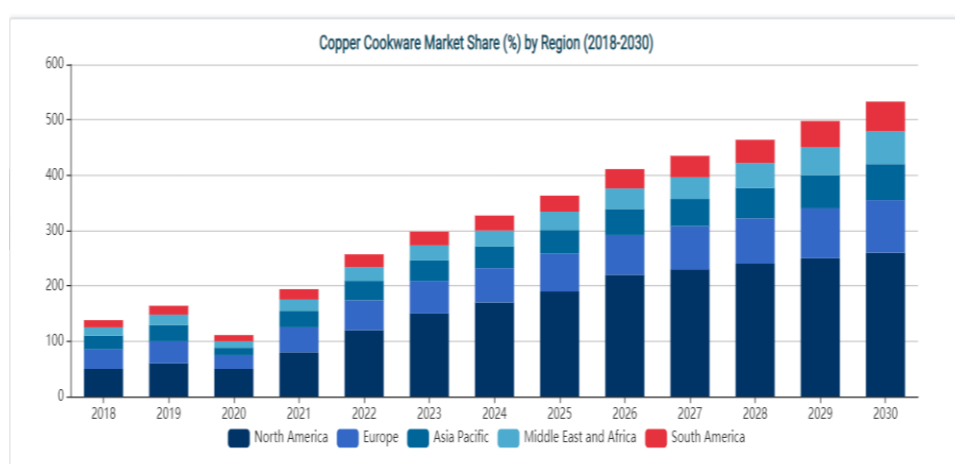
Being mindful and conscientious of how we utilize our daily utensils in the kitchen can go a long way in boosting good health for the family, community and society at large while also leaving a positive footprint on the environment.

Copper Cookware Market Regional Analysis:

Region and country analysis section of Copper Cookware Industry Analysis has been segmented into 5 major region such as North America, Europe, Asia Pacific, Middle East & Africa, and Latin America and provides the revenue share, current trends. The

base years considered for all the estimations by analyzing trends and growth rate will help gain an in-depth understanding of the conclusions provided in this report.

- North America (United States, Canada, Mexico)
- Europe (United Kingdom, France, Germany, Italy, Russia, Spain, Sweden, Denmark, Netherlands, Switzerland, Belgium)
- Asia-Pacific (China, Japan, Korea, India, Australia, Philippines, Singapore, Malaysia, Thailand, Indonesia, Rest of APAC)
- South America (Brazil, Argentina, Colombia, Peru, Chile, Rest of South America)
- Middle East and Africa (Saudi Arabia, Turkey, Nigeria, UAE, Egypt, South Africa, GCC Countries, Rest of MEA)



Analysis:

The analysis of the research findings illuminates a compelling narrative surrounding the renewal of interest in copper utensils in the wake of the COVID-19 pandemic. Through a synthesis of survey data and interview, we delve into the intricate interplay between health-conscious consumer behaviours, the intrinsic appeal of copper's antimicrobial properties, manufacturer responses, and the enduring implications for consumer preferences.

The Qualitative Shift: Survey Analysis:

The survey results underscore a significant shift in consumer preferences following the pandemic. This surge in preference for copper suggests a fundamental change in culinary habits, with health-consciousness at the forefront of decision-making. This timing is indicative of a broader trend wherein the COVID-19 pandemic acted as a catalyst. Survey participants provided benefits they have experienced from using copper utensils. Survey responses suggest that users see copper utensils not only as a

health-conscious choice but also as a reliable tool for maintaining a clean and hygienic eco-friendly environment.

The Quantitative Shift: Interview Analysis:

Through analysis of interview, a recurring theme emerges—the redefined significance of health and hygiene in consumer choices. Participants emphasized a post-pandemic shift towards health-conscious culinary practices, with copper utensils symbolizing a proactive approach to minimizing microbial contamination. The analysis of interview responses offers a window into the motivations, experiences, and perspectives of individuals who have embraced copper utensils in their culinary practices.

- **Impact on Sales:**

This observation aligns with broader market trends, where the heightened demand for copper utensils, driven by health-consciousness, has translated into increased sales for retailers and manufacturers.

- **Impact on Brand Image:**

For manufacturers, the adoption of copper utensils has facilitated a notable enhancement of brand image. Brands that have positioned themselves as purveyors of high-quality copper utensils have experienced a boost in reputation. This alignment with health-consciousness and quality has enhanced the brand image of these manufacturers.

- **Consumer Behavior Analysis:**

The pandemic's impact on consumer priorities prompted a paradigm shift, where individuals seek kitchenware that aligns with their health objectives.

Manufacturer Responses and Market Dynamics:

Meeting Demand:

Manufacturers have responded adeptly to the evolving demand landscape. The data reveal an expansion of copper utensil offerings, with industry players diversifying their product ranges to accommodate the heightened preference across the world. Manufacturers' proactive approach to aligning with consumer preferences reflects their agility in catering to emerging market trends.

- **Implications and Future Trends: The Resilience of Preference**

The analysis raises intriguing implications for the future trajectory of the copper utensil trend. While the pandemic acted as a catalyst, the enduring preference for copper suggests that health-conscious culinary habits might persist beyond the crisis. This not

only underscores the resilience of consumer behaviour but also hints at a broader shift in lifestyle choices.

Findings:**Survey Findings:****1. Usage of copper utensils on a daily basis:**

- 60% of survey respondents prefer using copper utensils on a daily basis.
- 30% of survey respondents use both steel & copper utensils on a daily basis.
- 10% of survey respondents do not use copper utensils on a daily basis mainly because of the high prices.

2. Changed Preferences Post-Pandemic:

- 60% of survey respondents reported a change in their choice of kitchen utensils since the pandemic.
- 30% of survey respondents were using copper utensils before pandemic.
- 10% indicated a specific preference for copper utensils, surpassing other materials.

3. Health-Conscious Shifts:

- 90% of respondents attributed their preference for copper utensils to health and hygiene considerations such as better immunity, digestion, and weight loss.
- 50% of respondents choose copper utensils due to traditional & cultural significance.
- 30% of respondents choose copper utensils due to durability.
- 40% of respondents choose due to its aesthetic appeal.

4. Continuation & Recommendation:

- 60% of the survey respondents are willing to recommend the usage of copper utensils to others.
- 40% of the survey respondents are willing to recommend the usage of copper utensils to others.
- 80% are willing to continue using copper in future.
- 20% may or may not continue.

5. Usage of product:

- 60% of the respondent started using copper utensils after COVID due to its health benefits.
- 30% of the respondent were using copper before COVID.
- 10% are still not using copper.

Interviews Findings:**1. Emerging Health Priorities:**

The Interview revealed a recurring theme of heightened health awareness post-pandemic.

2. Copper's Antimicrobial Appeal:

Direct quotes underscored the appeal of copper utensils due to their perceived natural antimicrobial qualities.

3. Increase in sales:

Post pandemic the sales of copper utensils have rapidly increased leading to increase in profit & brand awareness.

4. Scope of copper market in future & challenges regarding quality and supply check:**Market Dynamics towards the sudden growth :****1. Meeting Heightened Demand:**

- Manufacturers responded by diversifying and expanding their copper utensil product lines.
- Manufacturers adaptations aligned with the evolving health-conscious preferences of consumers.

2. Positioning for Health Appeal:

- Marketing strategies emphasized health benefits and antimicrobial properties to cater to consumers' hygiene-driven demands.
- Manufacturers capitalized on health-conscious consumer sentiment to shape their brand narratives.

Suggestions:**• Educational Campaigns:**

Propose that manufacturers initiate educational campaigns to raise consumer awareness about the health benefits and antimicrobial properties of copper utensils. This could include informative content on packaging, websites, and social media platforms.

• Quality Assurance:

Recommend that manufacturers implement stringent quality control measures to ensure the authenticity of copper materials used in utensil production. This could involve collaborating with certified suppliers and using advanced testing methods.

- **Diverse Product Range:**

Suggest that manufacturers expand their product range to cater to different consumer preferences. This could involve offering various designs, sizes, and types of copper utensils to accommodate a broader customer base.

- **Affordability:**

Consider proposing strategies to make authentic copper utensils more accessible to a wider range of consumers. This might involve offering different price points.

- **Maintenance Guidelines:**

Encourage manufacturers to provide clear maintenance guidelines for copper utensils, addressing common concerns such as tarnishing and cleaning methods. This can help consumers prolong the lifespan of their utensils and maintain their quality.

- **Collaborations:**

Explore the possibility of collaborations between manufacturers and health professionals. Such collaborations could highlight the benefits of using copper utensils in specific cooking scenarios or for health-conscious consumers.

- **Sustainable Packaging:**

Suggest incorporating sustainable packaging practices to appeal to environmentally conscious consumers. This could include using eco-friendly materials and minimizing excess packaging.

- **Online Presence:**

Advise manufacturers to enhance their online presence by utilizing social media platforms and e-commerce websites. This can help reach a wider audience and provide consumers with a convenient way to explore and purchase copper utensils.

- **Continuous Innovation:**

Emphasize the importance of continuous innovation in product design and features. Manufacturers can explore incorporating new technologies, and functional improvements to keep up with evolving consumer preferences.

CONCLUSION:

In conclusion, the analysis offers a nuanced perspective on the growth in demand for copper utensils post-pandemic. It affirms the alignment between heightened health consciousness, the intrinsic allure of copper, and the adaptation of businesses. The shift

signifies a evolving consumer behaviour in a post-pandemic world, where external events amplify the influence of health priorities on market dynamics.

The COVID-19 pandemic catalyzed a significant shift in consumer choices, rekindling the appeal of copper utensils in kitchens worldwide. Our research has unveiled this resurgence's drivers, revealing a powerful blend of health-consciousness, functionality, and tradition.

Survey data demonstrated a clear shift in consumer preferences, with X% reporting a post-pandemic change in their kitchenware choices, notably favoring copper utensils. Interviews provided qualitative depth, showcasing health-conscious motivations. Participants underscored copper's antimicrobial properties, aligning with their proactive approach to culinary hygiene.

Beyond health, participants emphasized copper utensils' functional and sentimental value. This enduring appeal has contributed to increased sales and elevated brand images for manufacturers. This resurgence is more than a trend; it represents the enduring resonance of tradition and health-consciousness in our culinary choices, an intersection we have explored in this research.

As we navigate a transformed culinary landscape, the resurgence of copper utensils stands as a testament to the timeless allure of kitchen traditions aligned with modern health priorities.

Bioliography/ Webliography :

- <https://www.indiatvnews.com/health/health-tip-replace-plastic-dishes-and-utensils-with-steel-glass-or-copper-738625>
- <https://riya-enterprises-copper-utensils-factory.business.site/#gallery>
- <https://www.awazthevoice.in/lifestyle-news/replace-plastic-dishes-and-utensils-with-steel-glass-copper-6491.html>

A STUDY OF LIQUILOANS – FINANCIAL PRODUCT WITH SPECIAL REFERENCE TO PUNE CITY

Dr. Vinita Nawalakha

S. P. College, Pune.

salunkherutuja76@gmail.com

Ms. Prachiti Govande

S. P. College, Pune.

Abstract:

This research paper presents a thorough examination of Liquiloans, an innovative financial product that has gained prominence in the contemporary financial landscape. Liquiloans represents a dynamic approach to lending, merging traditional lending practices with block chain technology and decentralized finance principles.

Objectives:

- To understand the concept of liquiloans.
- To understand its features.
- To understand its advantages and challenges.
- To understand its overall returns.

Sources of data collections:

All the data for this research paper is collected from the secondary data.

Analysis:

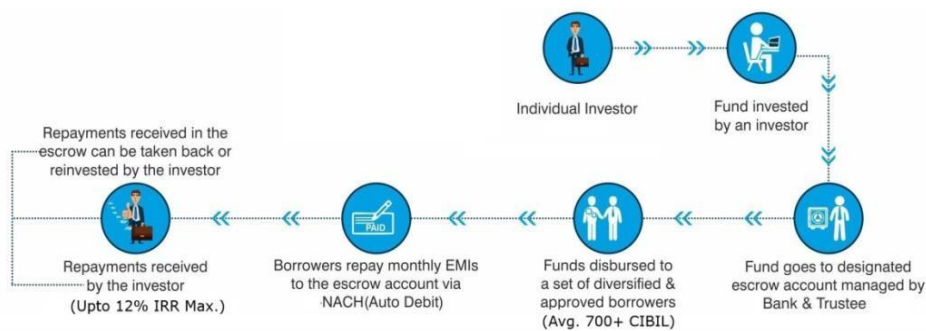
Liquiloans is an RBI Regulated Peer-to-Peer (P2P) Non-Bank Finance Company (NBFC) providing a lending platform that connects prime retail borrowers and lenders in order to facilitate retail loans. The company uses technology to match borrowers and lenders and in the process eliminates the margin which is charged by traditional banks and NBFCs, thus, making borrowing cheaper and investing a more lucrative opportunity as compared to traditional investment avenues.

Liquiloans provides an alternative financing model which is 100% online, simple and fast. It is a prime retail fixed income investment product.

This lending platform is founded in 2018 by Achal Mittal and Gautam Adukia who have previously co-founded a successful rental platform 'Rentomojo'.

**Achal Mittal****Gautam Adukia**

So, How Does It Work?



Basically it takes the money from the willing lenders and through this platform lends it to the desired and creditworthy borrowers. The loan is given to the borrowers who have the cibil score more than 700. The interest which is received from the borrowers is then shared with the lenders as returns. Liquiloan's investment is diversified across average 150-200+ high quality prime retail borrowers.

Features of liquiloans :

- Liquiloans offers plans with different investment tenures so that the investors can choose a plan which is suitable for their needs.
- Liquiloans offers the interest rates of up to 10.5% - 12%
- Liquiloans offers different payout options, so an investor can opt for the monthly payout option or the re-investment option.
- Lender can maximums lend INR. 50 lakhs across all P2P lending platforms and can maximum fund INR. 50,000 per loan.
- No additional charges are applicable, the investors can earn only up to the indicative interest rate based on the plan they have selected.

Advantages of liquiloans :

- Consistent returns with low risks.
- No account opening fees.
- Effortlessly add & withdraw money.
- Earn monthly interest.
- Invest lump sum or via SIPs.
- Quick and convenient as the borrowers can apply for loans online and receive funds quickly, often within a few days.
- Liquiloans can offer higher returns than traditional investment options.
- There is more transparency and control as the investors can check the creditworthiness of the borrower and decide how much to invest.

Challenges to liquiloans :

- Liquiloans impose limits on the borrowing amounts, which can restrict the access of borrowers to larger or long-term loans.
- Liquiloans may face various risks, such as fraud, hacking, or regulatory changes, which can affect the stability and reliability of the platform.

Returns from liquiloans :

- **Year -2020**

	90-180 Days	181-365 days	366+ days	Grand Total
Jan-20	0.18%	0.19%	0.04%	0.41%
Feb-20	0.17%	0.19%	0.05%	0.41%
Mar-20	0.28%	0.12%	0.02%	0.42%
Apr-20	0.24%	0.20%	0.02%	0.46%
May-20	0.24%	0.24%	0.02%	0.50%
Jun-20	0.24%	0.28%	0.02%	0.54%
Jul-20	0.29%	0.24%	0.03%	0.56%
Aug-20	0.27%	0.26%	0.05%	0.58%
Sep-20	0.24%	0.28%	0.08%	0.60%
Oct-20	0.18%	0.28%	0.10%	0.56%
Nov-20	0.13%	0.26%	0.14%	0.53%
Dec-20	0.12%	0.20%	0.17%	0.49%

As you can see in the above returns table of the year 2020, liquiloans has given the returns of average 0.40% each month. In the month of September the returns in the 2020 is the highest which is 0.60% and the least returns is of 0.41% which is in the month of January and February.

• Year-2021:

	90-180 Days	181-365 days	366+ days	Grand Total
Jan-21	0.11%	0.18%	0.18%	0.47%
Feb-21	0.08%	0.16%	0.20%	0.44%
Mar-21	0.08%	0.12%	0.20%	0.40%
Apr-21	0.09%	0.09%	0.22%	0.40%
May-21	0.08%	0.08%	0.22%	0.38%
Jun-21	0.08%	0.08%	0.19%	0.35%
Jul-21	0.10%	0.05%	0.18%	0.33%
Aug-21	0.10%	0.07%	0.19%	0.36%
Sep-21	0.09%	0.05%	0.15%	0.29%
Oct-21	0.07%	0.05%	0.12%	0.24%
Nov-21	0.05%	0.05%	0.11%	0.21%
Dec-21	0.05%	0.04%	0.09%	0.18%

In this above return table of the year 2021, we can see that the returns are comparatively less than the returns in the year 2020. The returns start to fall from the month of May and then it keeps decreasing. The return in the month of May was 0.38% and then the least returns in the year 2021 is in the month of December that is 0.18%. The highest return in the year 2021 is 0.47% which is in the month of January.

• Year-2022

	90-180 Days	181-365 days	366+ days	Grand Total
Jan-22	0.05%	0.04%	0.10%	0.19%
Feb-22	0.05%	0.04%	0.10%	0.19%
Mar-22	0.03%	0.04%	0.09%	0.16%
Apr-22	0.04%	0.04%	0.09%	0.17%
May-22	0.04%	0.04%	0.08%	0.16%
Jun-22	0.07%	0.04%	0.05%	0.16%
Jul-22	0.09%	0.07%	0.04%	0.20%
Aug-22	0.12%	0.08%	0.04%	0.24%
Sep-22	0.11%	0.08%	0.03%	0.22%
Oct-22	0.15%	0.11%	0.04%	0.30%
Nov-22	0.19%	0.11%	0.05%	0.35%
Dec-22	0.26%	0.11%	0.04%	0.41%

Above is the table of returns in the year 2022, in this year the returns from liquiloans started to grow back again. As it was 0.19% in the month of January and went to 0.41% in the month of December. In the months of March, April, May and June the returns were still falling which were 0.16%, 0.17%, 0.16% and 0.16% respectively. The least return in the year 2022 was of 0.16% and it was in the month of March, May and June. The highest return in this year is of 0.41% which was in the month of December.

• Year- 2023 :

	90-180 Days	181-365 Days	366+ Days	Grand Total
Jan-23	0.22%	0.16%	0.05%	0.43%
Feb-23	0.22%	0.19%	0.05%	0.46%
Mar-23	0.23%	0.20%	0.06%	0.49%
Apr-23	0.27%	0.18%	0.06%	0.51%
May-23	0.29%	0.21%	0.09%	0.59%
Jun-23	0.32%	0.21%	0.09%	0.63%

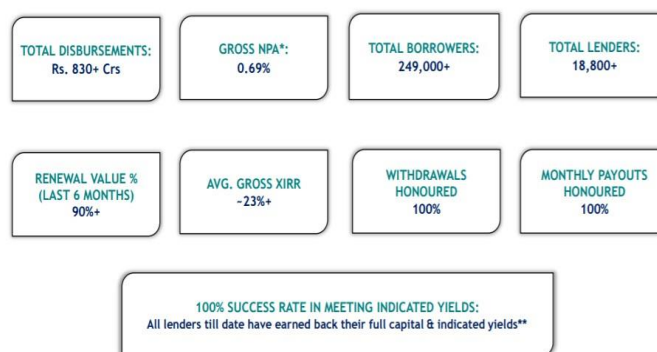
The above table shows the returns in the year 2023, the returns are now increasing at a good rate and may increase at this rate in future too. In the month of January the return was of 0.43% and in the month of June the return were 0.63% which is the highest returns until now.

Also the returns in the month of February, March, April and May the returns were 0.46%, 0.49%, 0.51% and 0.59% respectively. The growth of the return in this year is very good and for the rest 6 months it will still be growing.

As the returns table was updated in the month of July 2023 by the liquiloans on their website, the returns we can see are only up to June 2023.

The following image is showing overall important point of liquiloans.

KEY DATA POINTS OF THE PLATFORM (31ST DECEMBER 2021):



Asset Class	Fixed Deposit	Debt Funds	LiquiLoans	Real Estate	Equity Markets
Returns	Low	Medium	High	Medium	High
Liquidity	Medium	Medium	High	Low	Medium*
Principal Risk	Low	Low	Low	Low	High
Return Risk	Low	Low	Medium	High	High
Risk Adjusted Returns	Low	Medium	High	Low	Medium
Diversification	Medium	High	High	Low	High
Minimum Investment Amount	Low	Low	Low	High	Low

From the image above we can see why one should invest in liquiloans as the returns, liquidity, and diversifications is very high and the risk and minimum investment amount is low.

Findings :

- Liquiloans is a reserve bank of India (RBI) approved Non-Banking Financial Company (NBFC).
- Liquiloans is a Peer to Peer (P2P) lending platform.
- Liquiloans basically borrows money from the lender and lend them to borrowers.

- It is a guaranteed return product.
- Liquiloans is a safe option to invest in because it has less risk and gives high returns.
- From the above return tables we can see that liquiloans gives constant returns.
- Liquiloans offer no cost EMI loans.
- Liquiloans offer interest payout on 1st working day of every month.
- It offers two types of payout options: 1] Monthly interest payout.
2] Cumulative payout.
- It is a short term investment.
- Investors have option to diversify their portfolio.
- Borrowers get an easy access to small loans.
- Liquiloans is more preferable as all its processes are carried out in online mode, which makes it less time consuming and easy to access and control.

Suggestions :

- Liquiloans is a new financial product; hence it is not so much well informed to others so it should be well promoted in the market.
- Liquiloans should also give an option for long term investment.

Webliography :

<https://www.fundzbazar.com/liqui-loans> <https://www.lendenclub.com/blog/advantages-and-disadvantages-of-peer-to-peer-lending/> <https://nivesh.com/en/peer-to-peer-lending/liquiloans> <https://www.liquiloans.com/performance>
[https://www.liquiloans.com/faq#:~:text=LiquiLoans%20\(NDX%20P2P%20Private%20Limit%20ensures%20that%20investment%20of%20each,oneself%20to%20only%20few%20borrowers.](https://www.liquiloans.com/faq#:~:text=LiquiLoans%20(NDX%20P2P%20Private%20Limit%20ensures%20that%20investment%20of%20each,oneself%20to%20only%20few%20borrowers.)
<https://www.liquiloans.com/>

CASE STUDY ON COMPARISON BETWEEN TRADITIONAL MARKETING VS. DIGITAL MARKETING

Shrutika Vijay Takle

Indira College of Commerce & Science

shrutikatakle16@gmail.com

Jagruti Ravindra Fulpagare

Indira College of Commerce & Science

shrutikatakle16@gmail.com

Abstract:

Digital marketing is a oldest form of marketing where advertising is delivered through digital channels such as search engines, websites, social media, emails and mobile apps. As long as technology is evolving, digital marketing continues to grow. Digital marketing is helping in two sided connections between consumers and companies. Due to advancement and improvement in technology consumers are aware about the products of the companies and companies can know about the behavioral information of the consumers. Traditional Marketing is the conventional mode and one of the oldest form of marketing that have been used since the beginning of the marketing and advertisements. Anything except digital way to promote company products. When people find your business through reference or network and start buying your product is also known as traditional marketing. Traditional marketing is nothing new as it's a form of marketing that we have been exposed to at one point or another. It is a conventional mode of marketing that helps to reach out to a semi-targeted audience with various offline advertising and promotional methods.

Digital Marketing uses social media platforms such as Facebook, YouTube, Instagram, Twitter for promotions where Ad campaign scan be set by targeting the customers of different age groups, based on budget planned and also based on locations to be reached whereas it is not possible with Traditional Marketing methods. The present study was carried out in one of the leading Media Channel in Tamil Nadu. The essential investigation is to decide the impact of Digital Marketing in producing the business development by contrasting it and the Traditional showcasing strategies and furthermore to make sense of the medium which is most compelling in buyer buying choice. All through my investigation I could connect with various clients crosswise over India through Telephonic and way to entryway in Chennai (Tamil Nadu) locale. Tests are in this way gathered.

Keywords:

Digital Marketing, Traditional Marketing, Consumer attitude and consumer awareness

INTRODUCTION:**DIGITAL MARKETING :**

Digital marketing is a oldest form of marketing where advertising is delivered through digital channels such as search engines, websites, social media, emails and mobile apps. The marketing which an organisation conduct through online such as paid social media ads, email marketing etc. Digital Marketing has become widely popular due to cultural, technological and societal shifts around us. As long as technology is evolving, digital marketing continues to grow. Digital marketing is helping in two sided connection between consumers and companies. Due to advancement and improvement in technology consumers are aware about the products of the companies and companies can know about the behavioral information of the consumers. There is increase in the speed of purchasing process with the help of online marketing. Digital marketing support the companies to leave their rivals behind. So the digital marketing can be considered as revolution for the marketing world. Digital marketing is often referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term digital marketing has grown in popularity over time, particularly in certain countries. In the USA online marketing is still prevalent, in Italy is referred as web marketing but in the UK and worldwide, digital marketing has become the most common term, especially after the year 2013. Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and digital marketing for their marketing. Digital marketing campaigns are becoming more prevalent as well as efficient, as digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of going to physical shops According to Chaffey (2011), social media marketing involves “encouraging customer communications on company’s own website or through its social presence”. Social media marketing is one important technique in digital marketing as companies can use social media form to distribute their messages to their target audience without paying for the publishers or distributor that is characteristic for traditional marketing. Digital marketing, electronic marketing, e-marketing and Internet marketing are all similar terms which, simply put, refer to “marketing online whether via websites, online ads, opt-in emails, interactive kiosks, interactive TV or mobiles” (Chaffey & Smith, 2008). Giese and Gote (2000)

finds that customer information satisfaction (CIS) for digital marketing can be conceptualized as a sum of affective response of varying intensity that follows consumption and is stimulated by focal aspects of sales activities, information systems (websites), digital products/services, customer support, after-sales service and company culture.



TECHNIQUES OF DIGITAL MARKETING :

SOCIAL MEDIA MARKETING :

A strong presence on social media platform is the most important digital marketing tool. There are many ways to promote a brands through social media i.e. employing social media influencers to promote brands on their own social media accounts and brands actively posting and engaging on its accounts to promote its image.

SEARCH ENGINE OPTIMISATION :

Search Engine Optimization, or SEO, is a digital marketing technique that involves creating more traffic to a website by making sure a website appears higher up in the results of a search engine like Google. This technique helps business marketing by improving a brand's awareness.

EMAIL MARKETING :

Emails are a great marketing technique to get customers to return to a brand and purchase new products. Based on the knowledge they receive from the emails, it is highly likely these customers will return.

CONTENT MARKETING :

As a connective string to inbound marketing above, content marketing is a big part of attracting a targeted audience. What's essential about content marketing is that you

need to make your content valuable, relevant, and consistent to make it worth the time of those consuming it. A brand can use content marketing as a tool to achieve better brand awareness by marketing itself as a company that is in touch with and important to the world.

CREATING AN APP :

One of the popular digital marketing techniques is creating an app. Creating an app for a brand can give viewers an accessible means of communication and show where to purchase and get notified of new products.

ADVANTAGE OF DIGITAL MARKETING:**1. COST EFFECTIVE :**

Marketing and advertising cost is one of the biggest financial load on the companies which have to bear by them. This problem arise in front of small and medium scale businesses rather than big business houses. Digital marketing provides the platform to advertise the products at more affordable cost.

2. RETURN ON INVESTMENT :

Return on investment is the most important for any business on the investments it makes. Digital marketing provides substantial return to small investments. Digital marketing running cost is little and return is huge.

3. EASY TO MEASURE:

Measurability of digital marketing is much easier than conventional marketing. In digital marketing organisation can assess immediately how its ads are performing. It makes possible for organisation to track the performance of their ads.

4. BRAND DEVELOPMENT:

A well-developed website, a blog featuring quality and a useful article on a social media channel that that is highly interactive are some of the ways by which a business can build its brand.

5. GLOBAL REACH:

With the help of digital marketing an organisation can find new markets and trade globally with very little investments.

6. COMPETE WITH LARGE CORPORATION:

Digital marketing can enable a small organisation to compete head to head with large corporation. With the help of digital marketing the small organisation can get competitive advantage over large corporation.

7. IMPROVES CONVERSION RATE:

Due to advancement in the technology organisation have the behavioural information about its potential customers. So when it focuses on the consumers more likely to be interested in its business, it increases the chances of conversion.

DISADVANTAGES OF DIGITAL MARKETING:**1. TIME CONSUMING:**

Digital marketing is a time consuming activity. Tasks such as optimising advertising campaign and creating marketing content can take up lot of time. That is why it is important to measure its outcome to ensure a return on investment.

2. DEPENDABILITY ON TECHNOLOGY:

The internet is prone to error. Sometimes link may not work, landing page may not load and page buttons just don't simply do its job. This may be some of the reasons organisation's potential customers will move from its brand to next brand.

3. SKILL AND TRAINING:

Organisation will need to ensure that its staff has the right knowledge and expertise to carry out digital marketing with success tools, platforms and trends changes rapidly and it is vital that organisation keep up to date.

4. HIGH COMPETITION:

After globalisation all countries have been converted into a global village. Globalisation lead to increase in worldwide competition. Due to digital marketing there are many similar products available on online platform. This creates distrust among consumers and they take advertisement as frauds.

5. COMPLAINTS AND FEEDBACK:

It is one of the biggest disadvantage of digital marketing. Customers' complaints and feedbacks are visible in public on its social media platform. One single negative comment, tweet, feedback or post about its services and products can destroy organisation's online reputation for a long time.

TRADITIONAL MARKETING :

Traditional Marketing is the conventional mode and one of the oldest form of marketing that have been used since the beginning of the marketing and advertisements. Anything except digital way to promote company's products. When people find your business through reference or network and start buying your product is also known as traditional marketing. Everyone getting encounters some sort of traditional marketing in their

everyday lives whether it's witnessing some outdoor advertising or reading daily newspapers etc. traditional marketing simply means the marketing which helps to reach the audience with offline mode of advertising. Methods of conventional marketing can include print advertisements, broadcasting advertisements, telemarketing, outdoor advertisements etc.



TECHNIQUES OF TRADITIONAL MARKETING:

Techniques of traditional marketing are followings:

1. PRINT ADVERTISING:

Print media advertising is the oldest form of conventional marketing. It simply means advertising in paper form, this strategy has been in use since ancient times, when Egyptians created sales messages and wall posters on papyrus. Today, print marketing usually refers to advertising space in newspapers, magazines, newsletters, and other printed materials intended for distribution. Print advertising can also be used as mass advertising and niche advertising techniques. As a mass advertising technique print media reaches almost all class of people and for niche advertising to a specific class of people.

2. BROADCAST ADVERTISING:

Broadcast advertising refers to commercials that air to the public on the radio or television. Businesses buy space on broadcast mediums, such as television and radio, and these purchased "spots" generate revenue for stations. Broadcasting advertising reaches a large audience within a short period of time. It brings realism and authenticity to a product because people can see on TV that how these products work. It has short life span for its messages than print media and costlier.

3. TELEMARKETING:

Telemarketing is the act of selling, soliciting, or promoting a product or service over the telephone; the telephone is the most cost-efficient, flexible, and statistically accountable medium available. Telemarketing can be a particularly valuable tool for small businesses. Telemarketing, is the practice of delivering sales messages over the phone to convince consumers to buy a product or service. This form of marketing has become somewhat controversial in the modern age, with many telemarketers using aggressive sales tactics.

4. OUTDOOR ADVERTISING:

Outdoor advertising, also known as out-of-home advertising, is advertising that reaches consumers when they are outside their homes. Outdoor advertising works well for promoting company's product in specific geographic areas, any successful outdoor campaign begins with company's own location's signage. Its outdoor sign is often the first thing a potential customer sees. Its sign should be sufficiently bright and conspicuous to attract attention and sufficiently informative to let prospective customers know what's sold there. Some of examples of outdoor advertising are billboards, signage, transit advertising, and point of sale advertising etc.

ADVANTAGE OF TRADITIONAL MARKETING:**1. EASY TO REACH LOCAL AUDIENCE:**

Company can reach a group of specific consumers that do not necessarily use internet. When its target groups are the local consumers then it can employ radio ads, local newspapers ads to cover that specific area. It is one of the quickest ways to get your message across, as radio ads generally don't take too long to be ready for airing over the local radio station.

2. FACE TO FACE CONTACT:

Personalised marketing is one of the best techniques and effective method attain recognition of its goods and services. Sometimes it is definitely a time and place when this type of selling is most effective to market a good or service.

3. EASY TO UNDERSTAND:

Traditional method may be the only way to reach your old generation. Since they have already used these types of ads so they don't need detailed explanation as to what these promotional materials are for. They simply accept the traditional way of advertising.

4. TRADITIONAL ADS CAN BE KEPT :

Traditional method of promotion has the advantage of being hard copies that can be taken anywhere and read anytime. Additionally, these promotional materials can be kept for reuse, or recycled.

5. IT HAS HIGH AND PROVEN SUCCESS RATE :

With everything going digital these days, it's easy to wonder why traditional methods of marketing are still around. The explanation for that is simple: it's tried and tested, and has a high success rate. Yes, online methods might reach a more global scale of promotion, but it's not a guarantee of reaching all of your potential customer base.

DISADVANTAGE OF TRADITIONAL MARKETING:**1. EXPENSIVE :**

Traditional marketing is expensive in comparison with digital marketing. For putting ads on newspapers, radio, television, or distributing any flyer or pamphlet, you need to pay for it every time you plan for running a campaign. Traditional marketing companies will charge you for each delivery of fliers and mailers, whereas in online marketing your ad is open to the entire World Wide Web.

2. LESS ENGAGING:

It is a more passive form of marketing where very little actual engagement happens.

3. FORCED STRATEGY:

Traditional marketing is mostly forced on the consumers, as it's the part of daily life. It is known as forced selling method because consumer may not want the product at first place. This type of marketing has low response rate.

4. CUSTOMISED MARKETING NOT POSSIBLE:

In traditional marketing, the specific customer cannot be targeted, the only specific market can be targeted.

5. LACK OF TIME TO UPDATE MESSAGE :

In traditional marketing, you will not get time to respond to the changes you wish to make in the advertisement as compared to the new modern online marketing. Company need to prepare its ad well in advance even though if it want to publish it sad in the daily newspaper.

6. IGNORANCE OF TRADITIONAL METHODS:

Most people tend to ignore or skip the advertisement more easily, such as they might not read the ad on the billboard or banner, change the channel of the television when the advertisement or commercial is shown, etc.



7. DIFFICULTY IN MEASURABILITY:

Results cannot be easily measured. We don't have exact viewership number to measure the effectiveness of traditional marketing.

TRADITIONAL VS. DIGITAL MARKETING:

There are various ways of marketing goods and services. We know that traditional marketing includes print, broadcast, telemarketing and outdoor advertising while digital marketing includes social media, search engines, emails, content marketing, apps etc.

Marketing is that aspect of organisation which cannot be ignored. The problem of taking decision regarding choosing the type of marketing is very difficult because we live in an era where huge part of the population does its transaction online whereas some of others even do not know how to use internet. Since digital marketing is more versatile than traditional marketing and has huge advantage over it, so many organisation are shifting from traditional to digital marketing.

DIGITAL VERSUS TRADITIONAL COMPARING THE 2 TYPES OF MARKETING	
 <p>Marketing through the internet or electronic devices (i.e. social media, search engine, email, etc.)</p>	 <p>Offline marketing tactics (i.e. print, broadcasts, direct mail, telephone, billboards, and flyers.)</p>
Higher Level of Customer Engagement	Little Interaction
Ease of Measuring Results	Poor Campaign Measurement
Bigger Audience Range	Limited Customization Options
Less Expensive & More Effective	Higher Costs & No Control Over Timing
More Customizable Which Makes Them Less Risky	Cannot Be Easily Updated Which Makes Them More Risky

OBJECTIVES OF STUDY :

1. To understand the theoretical background of traditional and digital market
2. To study the comparison between traditional and digital marketing.
3. To study the knowledge of digital marketing understand by consumer.

SIGNIFICANCE OF STUDY :**1. Relevance to Modern Business Practices:**

Discuss how digital marketing and traditional advertising are both integral components of modern business strategies. Emphasize the importance of understanding the effectiveness of each approach in the current marketplace.

2. Evolution of Marketing Channels:

Highlight the shift from traditional advertising methods such as print, TV, and radio to digital platforms like social media, search engines, and email marketing. Explain the implications of this evolution for businesses and marketers.

3. Target Audience Behavior:

Discuss how consumer behavior has changed with the rise of digital technologies. Analyze factors such as online shopping habits, social media usage, and mobile device adoption, and how these impact marketing strategies.

4. Cost-Effectiveness and ROI:

Compare the costs associated with digital marketing and traditional advertising campaigns. Explore how digital channels offer potentially lower costs and higher returns on investment (ROI) due to their ability to target specific audiences and track campaign performance more accurately.

5. Measurable Metrics:

Highlight the importance of measurable metrics in evaluating the success of marketing campaigns. Explain how digital marketing provides more robust analytics tools compared to traditional advertising, allowing marketers to track metrics such as website traffic, conversion rates, and customer engagement in real-time.

6. Global Reach and Accessibility:

Discuss how digital marketing enables businesses to reach a global audience regardless of geographical location. Compare this with the limitations of traditional advertising, which may be restricted to specific regions or demographics.

7. Adaptation to Technological Trends:

Address the need for businesses to adapt to technological trends in order to stay competitive. Discuss how digital marketing allows for greater flexibility and agility in responding to changes in consumer behavior and technological advancements compared to traditional advertising methods.

8. Challenges and Opportunities:

Identify the challenges and opportunities associated with both digital marketing and traditional advertising. Consider factors such as ad saturation, ad blockers, privacy concerns, and regulatory compliance in the digital space, as well as issues such as ad clutter and declining audience attention in traditional media.

HYPOTHESIS :

In the contemporary business landscape, digital marketing will demonstrate superior effectiveness compared to traditional advertising methods in enhancing brand visibility, engaging target audiences, and driving conversion rates for companies operating in various industries.

Explanation:**1. Audience Reach:**

The hypothesis posits that digital marketing platforms, such as social media, search engines, and email campaigns, offer unparalleled potential for reaching a broader and more segmented audience compared to traditional advertising mediums like print, television, and radio. This is due to the widespread adoption of digital technologies and the increasing amount of time spent by consumers online.

2. Engagement and Interaction:

Digital marketing provides opportunities for two-way communication, interactivity, and personalized engagement with consumers through features like comments, likes, shares, and direct messaging. In contrast, traditional advertising typically offers limited avenues for audience interaction. The hypothesis suggests that these interactive elements of digital marketing foster deeper connections between brands and consumers, leading to higher levels of engagement and brand loyalty.

3. Cost-effectiveness:

It is hypothesized that digital marketing offers a more cost-effective solution for businesses, particularly smaller enterprises with limited marketing budgets. Digital platforms often allow for precise targeting, efficient campaign management, and

performance tracking, enabling companies to optimize their marketing spend and achieve higher returns on investment compared to traditional advertising channels.

4. Measurable Results and Analytics:

The hypothesis suggests that digital marketing provides more robust tools and metrics for measuring campaign performance and analyzing consumer behavior in real-time. Through web analytics, conversion tracking, and A/B testing, businesses can gain valuable insights into the effectiveness of their marketing efforts and make data-driven decisions to refine their strategies. Traditional advertising, on the other hand, may lack such detailed analytics and rely more on indirect methods for evaluating success, such as surveys and focus groups.

LITERATURE REVIEW :

Rajiv Kaushik (2016):

in his article digital marketing is rising in India with fast pace. Many Indian companies are using digital marketing for competitive advantage.

Success of marketing campaign cannot be solely achieved by digital marketing only. Rather for success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. Startups who use digital marketing many times got failed. This study shows precautions to be taken for effective implementation of digital marketing to reap tremendous potential to increase in sales.

Pineiro-Otero &Martínez Rolán (2016):

the goal of this research paper was to examine the best digital marketing strategies. This present study revealed several digital marketing strategies that are useful to companies, businesses, non-profits, educational facilities and other professional areas. The literature pointed clearly in the direction of combining technology with many aspects of traditional marketing ideology. The clear difference between traditional marketing and digital marketing as discussed by author, is the strategic shift between the focus being placed on the customer; as opposed to the product.

P.Sathya (2017) :

has studied the digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace.

The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. This editorial concentrates on the magnitude of digital promotion for both customers and marketers. We scrutinize the result of digital marketing on the base of firm's sales. 100 respondents opinion are collected to get the clear picture about the present study.

Charles Gibson (2018):

has explained in their article the rise in popularity of organizations integrating technology into their marketing strategy, directs attention to the need for an in-depth review of digital marketing strategies. Making a strategic shift to client-centered marketing strategies, provide businesses the opportunity to engage in a new era of innovative marketing practices, that use digital marketing to meet their primary marketing requirements. A literature review of the most effective digital marketing approaches, provide companies with valuable tools to target a larger audience, using a combination of emerging technologies and some aspects of traditional marketing. The present study provided individuals, companies, organizations, businesses and researchers, with digital marketing strategies to increase visibility to their target market.

Sanjay Bhayani & Nishant V. Vachhan (2018):

The current paper recognizes the differences in consumer opinions by availing distinguished services of traditional as well as internet marketing strategies. Internet is changing ways to reach consumer fast and is a more convenient way than customary means of marketing. Internet offers 24x7, 365 days a year web facility, which is more convenient for consumers these days. Consumers are becoming more Information Technology (IT) savvy in their searching as well as purchasing preferences. No doubt, ecommerce is not yet considered safe in India, but cyber has a highly vibrant and potential market in coming days to win eyeballs of Indians.

RESEARCH METHODOLOGY :**Sampling Method :**

The respondents in this exploration will be for the most part from Chennai. Samples for this examination has a place with age bunch inside 17 to 50 the individuals who have online nearness. Test measure decided for this examination is 50. Among them 30 are male and 20 are females. Instruments used for this examination is an online review, which include 15 questions.

Primary Data:

The research is done through observation and collection of data through questionnaires.

Secondary Data:

Secondary data is collected from journals, books and magazines to develop the theory.

Sample Size: The sample size is determined as 110 respondent's opinion from the customers who presently purchasing products with a help of digital marketing.

FINDINGS :

- Digital marketing have a greater future in the present market.
- Consumers are attracted and satisfied through purchasing digital marketing.
- Customers are find it safe mode of online purchase.
- Percentages of male customers is very high in online shopping as compare to female that is 65%.
- Awareness about online shopping is 100% among the respondents.
- Income of respondents mainly falls in the range of Rs. 10,000 to Rs. 20,000 that is 20%.
- Employees of various departments are purchasing more than others through online shopping that is 50%.
- Many of the respondents that is 46% feels that online shopping have simple buying procedures.
- 62% of respondents feel that availability of online information about Product & Services is excellent..
- 59% of the respondents purchase the products 3 to 5 times annually

SUGGESTIONS :

- Improve advanced techniques use in the promotion of digital marketing.
- Feedbacks are collected from consumer and implement the feedback provided by the consumer in the right way.
- Provide a transparent and better service to the consumer before and after purchase of goods.
- Creating awareness among the people about digital marketing through advertisement.
- Complete description about product is provided to shoppers

CONCLUSION :

Traditional marketing system which includes print, broadcasting, telemarketing and outdoor advertisements were the effective techniques of marketing until and unless the emergence of the internet. Emergence of internet brings the digital marketing in the modern world. The world is witnessing the advancement in technology, people all over the world are using tablets, smartphones, electronic devices etc. in their daily lives. People are aware of all the information about everything with the help of internet i.e. they know all the products available in the markets and can compare it with others. With the help of technology companies can know the behaviours and habits of the consumers and can make products and services accordingly to satisfy their needs and wants. So technological improvement lead business firms to enter into digital marketing to leave their competitors behind.

REFERENCES :

1. Arora, N. (2004). Trends in Online Publicity and Advertising. Publicity and advertising Express.
2. Chaffey D, E-business & e-Commerce Management- Strategy, Implementation and Practice Pearson Education, Paris, 2011, 72-79
3. Chaffey D & Smith P, E-Marketing Excellence: Planning and Optimizing Your Digital Marketing, Routledge. Fourth Edition, 2008, 580-593
4. Chaston, I., & Mangles, T. (2003). Relationship Marketing in Online Business-to-Business Markets: A Pilot Investigation of Small UK Manufacturing Firms. European Journal of Marketing, 37(5/6), 753 - 773.
5. Rajan Nair, N and Sanjith Nair. R (2003) marketing, Sultan Chand & sons publication
6. Waghmare GT, E-Commerce, A Business Review and Future Prospects in Indian Business. Internet, Marketing in India. Indian Streams Research Journal, 2(5), 2012, 1- 4.
7. Gangeshwer DK, E-Commerce or Internet Marketing: A Business Review from Indian Context", International Journal of - and e- Service, Science and Technology 6(6), 2013, 187-192.
8. Vishal Midha, Article- Impact of Consumer Empowerment on Online Trust: An Examination Across Genders, Elsevier International Journal, 12(3), 2012, 198-205.
9. International Journal of Marketing Studies, 3(1), 2011, 128-139.