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SIPNA SHIKSHAN PRASARAK MANDAL'S  
**SIPNA COLLEGE OF ENGINEERING AND TECHNOLOGY, AMRAVATI**  
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## MESSAGE FROM PRINCIPAL



Dear Colleagues and Students,

It is my pleasure to welcome you all to the “National Conference on Innovative Strategies and Trends in Modern Business Management-2024”. In today's fast-paced and ever-changing business world, staying ahead of the curve is crucial for success. This conference provides a unique opportunity for our academic community to delve into contemporary trends and innovative strategies that are shaping the future of business management.

At Sipna College of Engineering and Technology, we pride ourselves on fostering an environment of learning and innovation. This event is a testament to our commitment to academic excellence and our dedication to equipping our students and faculty with the knowledge and skills necessary to excel in the business domain. I am confident that the insights and discussions that emerge from this conference will be invaluable to all participants.

I extend my heartfelt gratitude to all our speakers, faculty members, and students for their active participation and contributions. Let us seize this opportunity to learn from each other, share our experiences, and collaboratively work towards advancing our understanding of modern business management.

**Dr. S.M. Kherde**

**Principal,  
Sipna College of Engineering and Technology, Amravati**

## MESSAGE FROM HOD



Dear Faculty and Students,

Welcome to the “National Conference on Innovative Strategies and Trends in Modern Business Management-2024”. As the convener of this event, I am excited to see our academic community come together to explore and discuss the latest developments in business management. This conference is a platform for us to exchange ideas, learn from each other, and enhance our collective knowledge. Our goal is to provide a forum where innovative strategies and emerging trends in business management can be discussed in-depth. The insights gained from this event will undoubtedly benefit our academic endeavors and professional growth. I encourage all participants to actively engage in the sessions, share your perspectives, and take full advantage of this learning opportunity.

I would like to express my appreciation to all the speakers and participants for their dedication and enthusiasm. A special thanks to the organizing team for their hard work in making this conference a success. I am confident that this event will be a significant step forward in our journey of academic excellence and innovation.

Thank you all for your participation, and I look forward to the enlightening discussions and collaborations that will take place.

**Best regards,**

**Dr. M.D. Jadhav**  
**Convener, Head of the Department, Department of Business Administration,**  
**Sipna College of Engineering and Technology, Amravati**

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# A Study on Consumer Behaviour Towards Online Streaming Platform Subscription

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**ABSTRACT:** This study investigates consumer behaviour towards online streaming platform subscription services, aiming to provide insights into the factors influencing subscription decisions. Through a comprehensive review of existing literature and empirical analysis, this research explores various aspects such as consumer preferences, motivations, satisfaction levels, and the impact of external factors on subscription choices. The findings contribute to a deeper understanding of consumer behavior in the digital entertainment landscape, offering valuable implications for streaming platform providers to enhance their subscription offerings and effectively engage with their target audience.

**KEYWORDS:** Consumer behavior, Online streaming platforms, Subscription services, Digital entertainment.

## I. INTRODUCTION

Entertainment is defined as a form of activity that holds the attention and interest of an audience, or gives pleasure or delight. Once entertainment included listening to radio, watching black and white silent movies and satellite TV channels, but in today's fast paced world it has hundreds of forms targeting wide markets. The entertainment industry consisted of radio, newspapers, magazines etc. in the early 90's. With the introduction of television, the landscape of entertainment changed entirely and since then, television itself has evolved from black and white to color television, from, LCD, LED screens, to Home Theatres, Smart TV and so on. However, the major constraint with television is mobility. To tackle that limitation, Sony launched the Walkman in 1970 and introduced entertainment everywhere you go' concept and thus, iPod and other gadgets came into picture. In 1995, VCDs and DVDs were introduced for mobility of Video. Within 10 years, in 2006, the smartphone and internet era introduced various channels to consume and create content. YouTube was come in market in 2005, which not only allowed consumers to access video content anywhere but also create content. Soon, with faster networking-speeds and greater internet penetration, Netflix started streaming videos and OTT platforms or Over the Top platforms which delivered content on demand on there devices such as mobile phones, laptops, tablets and smart televisions and for non smart televisions customers can make them smart televisions using the products like Chromecast, amazon firestick, airtel xstream, tata sky and etc. Fast forwarding another 10 years to present, there are innumerable ways in which a consumer has access to online media consumption is increasing all over the world with video becoming the most popular platform. With easy access of internet and faster speed networking, the biggest growth area has been video streaming. There is a paradigm shift with consumers showing more interest in access to content, watching movies on-demand and viewing content on every device: TV, mobile, laptop, tablet etc. The major players such as such as Netflix, Amazon, Hotstar, ZEE5 etc are working to meet this demand and thus, are challenging the dominance provided by the television content providers all over the world as the supreme entertaining hub. Consumers have switched there preferences as they are spending more time on these online streaming platforms as compared to traditional media. Video consumption has also be cortile more personal rather than a communal activity which is one of the major contributors to growing digital form of video. Over the Top (OTT) offers new choices to consumers with video on demand and thus, the power lies in the hands of the consumer. In this research we are talking about some factors which support or we can say which affect this research. These factors are ease of use, cost option, satisfaction.

## II. LITERATURE REVIEW

1. According to (**Accenture, 2015**) OTT services are either offered for free or at a small monthly subscription fee. Examples of OTT devices include Smart TV's like Google TV and LG Electronics Channel Plus, various gaming devices like Xbox One, PlayStation, smart set-top boxes like Apple TV, tablets and smart phones like iPhones and Android phones. OTT platforms have thus challenged the traditional content and service providers. Various factors are driving paid subscriptions like need for high quality videos, better viewing experience, ease of access and wider content choice. Though the internet speed in India is one third of the global average, but the optimal data speed along with friendlier data costs would contribute to a rapid growth in OTT in India. With 75% of Indian



- internet users in the age group of less than 35 years and more than 50% of smart phone app users aged between 18 to 24 years, OTT platforms are targeting a younger demographic.
2. According to **(Deloitte, 2017)** OTT or “Over-the-top” refers to video content streamed through internet and not through broadcast or cable television. It includes subscription based services, free, ad supported services and pay-to-watch streams offered by services including iTunes and Video on demand.
  3. **Menon (2020)** states that limitations forced in the wake of Covid-19 pandemic significantly changed the consumption pattern for media and entertainment too. As lockdowns kept individuals from wandering out, either for recreation or work, public activity progressively moved to online stages. Web-based social networking furnished the chance to remain associated with families, companions, partners, neighbours and others. With external channels of entertainment (Out of Home based entertainment) shut by government request, the home based entertainment modes showed consistent growth and development.
  4. **Deloitte (2017)** report on “Digital Media: Rise of On-demand Content” stated that the availability of affordable smart phones and better internet 4G connectivity has given rise to the demand for video on demand entertainment services. More people are now spending time on digital media compared to the cable or dish network.
  5. **ICFAI (2019)** report on “Transition of Consumer towards Video Streaming Industry: A comparative analysis of Netflix and Amazon Prime.” mentioned that Content is said to be the king when it comes to on-demand video streaming channels and Netflix has slight edge over others in terms of content. Hotstar seems to be considerable choice because of the content it offers at affordable prices.

### III. RESEARCH METHODOLOGY

#### RESEARCH OBJECTIVES:

- To study the impact of ease of use of OTT (over-the-top) platforms on online streaming services.
- To Study the impact of customer satisfaction with OTT (over-the-top) platforms on online streaming services.
- To study the impact of the OTT (over-the-top) media option on online streaming services.
- To study the impact of the cost of OTT (over-the-top) platforms on online streaming services

#### RESEARCH DESIGN:

- **Universe**  
The universe of this study was consumers of OTT media of Amravati City.
- **Sampling elements**  
The non probability sampling techniques is used for satisfying the above objectives.
- **Sampling method**  
The sampling method used for this study is Simple random sampling technique. Simple random sampling is a type of probability sampling in which the researcher randomly selects a subset of participants from a population. Each member of the population has an equal chance of being selected. Data is then collected from as large a percentage as possible of this random subset.
- **Sample design**  
A definite plan for obtaining a sample from sampling frame is called the sample design. It refers to the technique or the procedure a researcher adopts in selecting some sampling units.
- **Sample size**  
For the research study sample size was 100 consumers of OTT media.

### IV. FINDINGS AND CONCLUSION

#### FINDINGS:

- Respondents predominantly agree with the notion of selecting less expensive digital streaming options (43% agree).
- A significant proportion of respondents find it easy to work while watching online content through digital platforms (57% agree).
- The majority of respondents believe that transitioning from cable service provider to OTT platforms would be easy and beneficial (49% agree).
- In terms of frequency, most respondents use OTT services often in a day (40%).
- The highest satisfaction level is with the agreement that the services of the online streaming options currently used are satisfactory (56% agree).
- Satisfaction with these services is further reinforced by a notable percentage strongly agreeing with their satisfaction (20%).





## V. CONCLUSIONS

- The data suggests a diverse demographic of digital streaming users, with a slight female majority and a predominant presence of younger individuals, particularly those aged 18-24.
- High levels of satisfaction are observed with current digital streaming services, with a significant majority expressing contentment and ease of use.
- The data also suggests that many users find it convenient to multitask, such as working while watching content online.
- A significant proportion of respondents believe that transitioning from traditional cable services to Over-The-Top (OTT) platforms would be both easy and beneficial. This indicates a potential shift in consumer behavior towards digital streaming platforms.
- Many respondents admit to occasionally losing track of time while using digital streaming services, highlighting the engaging nature of the content offered.
- The frequency of usage is notably high, with a majority of respondents using OTT services often in a day.

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# A Study of Students' Approach towards MOOC in Amravati City

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**ABSTRACT:** This study investigated the approach of students towards Massive Open Online Courses (MOOCs) in Amravati City, focusing on their attitudes, motivations, and challenges encountered in online learning. Utilizing a mixed-methods approach, including surveys and interviews, data was collected from students across educational institutions in Amravati City. The findings reveal a diverse range of motivations driving students' participation in MOOCs, including academic enrichment, skill development, and career enhancement. However, students also encounter barriers such as technological constraints, language barriers, and time management issues, influencing their approach towards online learning. This study contributes to a deeper understanding of students' engagement with MOOCs in Amravati City, offering insights to inform the development of tailored strategies to enhance the accessibility and effectiveness of digital education initiatives in the region.

**KEYWORDS:** Massive Open Online Courses (MOOCs), online learning, student engagement, digital education.

## I. INTRODUCTION

The critical importance of education for individual growth and social development is now universally acknowledged. All modern nations regard investment in the education of their youth as essential, with this priority being especially high in developing countries. While education, in some form, is as old as humanity, its meaning and objectives have inevitably evolved over time.

At its core, education means nurturing or bringing forth the inherent potential in a student. Broadly, it encompasses any activity or experience that shapes an individual's personality. This inclusive view of education covers all of life's experiences. However, in a more technical sense, education refers to the systematic process by which society, through various institutions, intentionally passes down its cultural heritage, including its values, knowledge, and skills, from one generation to the next.

Education plays a pivotal role in fostering critical thinking, creativity, and innovation, which are essential for addressing the complex challenges of the modern world. It also promotes social cohesion and equips individuals with the tools necessary for active and informed participation in civic life. Moreover, education is a powerful driver of economic development, as it enhances workforce skills and productivity, leading to greater economic growth and prosperity.

In other words, education is a multifaceted process that is vital for personal and societal advancement. Its impact extends beyond the acquisition of knowledge, influencing the development of values, skills, and critical thinking necessary for individuals to contribute meaningfully to their communities and the broader world.

According to MOOC.org, Massive Open Online Courses (MOOCs) are free and accessible online courses that anyone can register for. These courses offer video-based educational content, lectures, study guides, and forums to a vast audience through an internet platform. The flexibility in time and location that MOOCs offer enables researchers and students from around the world to come together and learn. MOOCs are seen as a groundbreaking educational innovation, well-suited to the advancements in technology, economy, and society. They leverage modern technology to deliver a wide range of educational content to a diverse audience, covering numerous subjects and employing various teaching methods to cater to the unique needs of each learner.

Despite being introduced only a few years ago, MOOCs have rapidly expanded and proliferated. They promote lifelong learning and collaborative educational approaches, providing open, accessible, high-quality, and free education. MOOCs are designed to support personal development and to meet specific professional requirements. The



essence of MOOCs is captured in the statement: "MOOCs allow teachers to reach more students in one subject than they could in an entire lifetime."

Furthermore, MOOCs facilitate the democratization of education by breaking down geographical and financial barriers. They empower learners to pursue education at their own pace and convenience, making it possible for individuals to balance their studies with work or other commitments. Additionally, MOOCs often incorporate interactive elements such as quizzes, peer assessments, and discussion forums, enhancing the learning experience and fostering a sense of community among participants. The ability to update and adapt course content quickly also ensures that learners receive the most current and relevant information. Overall, MOOCs represent a significant shift towards more inclusive and flexible educational models that can adapt to the evolving needs of society.

## II. LITERATURE REVIEW

**Mr. Bhornya, Ms. Chaudhari (2020)**, Their study aimed to understand the preferences of various platforms among people by conducting a descriptive study with 178 respondents aged between 20 to 40 years. The scope of this research also included investigating the reasons for upgrading to verified certificate courses. They had observed that the industry and age of the respondents influenced their preference for the MOOC platform. They have also discussed in their paper about the international platforms, the study in question showed that the Indian platforms such as SWAYAM and NPTEL have a low adoption rate in unimportant city like Mumbai.

**Kriti Gupta & Harshit Maurya, (2020)**, In this study the researchers has investigated the factors influencing the adoption, completion, and continuance of massive open online courses (MOOCs) through the lens of the technology-user-environment (TUE) framework, including MOOCs features and qualities. Their proposed model was tested using a longitudinal research design, with primary data collected at three different points in time from a survey of 197 students at an Indian university. Stepwise regression analysis was used to assess the hypothesized relationships within the model. Their findings indicated that the technological characteristics, user traits, and features of MOOCs significantly impacted students' decisions at various stages of MOOCs acceptance, including initial adoption, course completion, and continued use. Environmental factors primarily shaped students' initial intentions to adopt MOOCs, while MOOCs qualities were key predictors of their intentions to complete and continue using MOOCs in the future. Additionally, the intention to adopt MOOCs was a significant predictor of the intention to complete MOOCs, which subsequently influenced the intention to continue using MOOCs. This research has insights which were valuable for MOOCs providers and other stakeholders. They have also suggested that a focus on technological characteristics, user characteristics, and MOOCs features can sustainably impact students' intentions to adopt, complete, and continue using MOOCs.

**Dr. Anjali Shokeen (2023)**, in this paper the research has revealed that MOOC Courses have become increasingly relevant in the present times due to covid-19 pandemic and the shift towards online learning. The researcher had also shown the history of the MOOC and how it has gradually gained the popularity in the academics. The early MOOCs were designed to be open to anyone, anywhere, and to be offered at no cost. The MOOCs were designed to be highly interactive, with features such as video lectures, quizzes, and peer-review assignments. By 2012, several major universities, such as MIT and Harvard, had begun offering MOOCs through the platform edX. The introduction of MOOCs in higher education was driven by several factors. One of the main drivers was the desire to increase access to education and to make high quality education more widely available. MOOCs were seen to reach a global audience, including individuals in remote or underserved areas. They offer a wide range of courses on various subjects, from traditional academic subjects to more practical skills. Massive Open Online Courses have become widely studied in the field of education, particularly in the context of teacher education and professional development. MOOCs were seen to promote active learning and to provide opportunities for learners to engage with the content in new ways.

MOOCs were also seen to support the professional development of teachers and to foster innovation in education. MOOCs are often developed by experts and professionals from leading universities and organizations around the world which is providing learners access to high-quality education that may not have been otherwise available to them. MOOCs provide opportunities for learners to connect and collaborate with other students from diverse backgrounds, fostering a sense of community and global networking opportunities.

**Kriti Gupta (2019)**, The purpose of her study was to investigate the factors underlying the adoption of massive open online courses (MOOCs) using the technology-user-environment (TUE) framework and self-determination theory (SDT) as theoretical foundations. The researcher collected primary data through field surveys conducted at universities and academic institutions in the National Capital Region of Delhi, India, using a convenience sampling technique. Structural equation modelling was employed to test the hypothesized relationships in the proposed model.



The findings indicated that learners' intentions to adopt MOOCs were significantly influenced by intrinsic motivation, social recognition, perceived value, and perceived usefulness. Conversely, personal readiness, self-regulation, and peer influence were not found to have a significant impact on the intention to adopt MOOCs.

These findings offer valuable insights for MOOCs providers and other stakeholders. MOOCs providers should focus on offering courses from renowned universities in cutting-edge areas that are self-paced and cost-effective. Academic institutions should consider providing credit benefits to students who complete courses through MOOCs. Similarly, employers should recognize the certificates awarded by MOOCs and give due credit to learners who complete such certifications.

This study contributed to the existing literature on MOOCs adoption by combining constructs from the TUE framework and SDT. To the best of the author's knowledge, this was the first attempt to integrate these two frameworks to examine learners' adoption behavior for MOOCs in the Indian context. The integration of these frameworks provided a more comprehensive model, enhancing the explanatory power (72.6 percent) for describing the adoption intentions of MOOCs.

### III. MOOC

Education proceeds from birth to death and the school is not the only agency that imparts education. While the school plays a major role in educating the child, other social agencies such as the home, religion, press, radio, library, cinema, and television also contribute to this process. Life entails a constant and continuous modification of experiences, with ideas, attitudes, and skills continually evolving. Education is typically viewed as a systematic learning process that provides a pleasurable experience. It is the continuous process through which individual gains skills, knowledge, and thoughts that improve individual. John Dewey mentions that education is reorientation or rebuilding of experience which enhances knowledge and experience and abilities.

The changes that occur as a result of its impact are broadly described as modernization. This modernization affects the educational system also. In recent decades, there has been a tremendous explosion of knowledge. In contrast, traditional societies had a limited stock of knowledge that expanded gradually. The main aim of education was interrupted to be the preservation of this accumulated treasure. Knowledge in every subject is cumulative in the modern society, so that as each year passes, there is more to be learnt. One of the main tasks of education in a modern society is to keep pace with this advance in knowledge.

MOOCs are offered in a diverse range of subjects such as Architecture, Arts, Biology, Business Management, Chemistry, Computer Science, Data Analysis, Engineering, Humanities, Law, Medicine, Music, and Physics. All MOOCs were available for free at initial stage. However, gradually the assessment and certification become paid while the access to content is still free in majority of MOOCs. Some Universities have started recognizing the completion and certification of MOOC toward the academic credit for their on-campus programs. As this trend continues, few Universities have started offering official degree programs, purely as a collection of relevant MOOCs. As MOOCs are largely delivered by Universities, majority of MOOCs are adapted from the undergraduate and post-graduate courses offered on campus of these Universities. Though they have open access without any prequalification criteria, the beneficiary needs to have basic competencies such as reading and writing in the language of MOOC plus must have high internet bandwidth to access the course.

### IV. RESEARCH METHODOLOGY

The study was descriptive in nature. The population consists of all the UG and PG students of Amravati City and Questionnaire in google form was sent to collect data and researcher got the responses from 100 students. 20 in-depth interviews were also taken to explore the students' perceptions towards MOOCs. The researcher made qualitative and Quantitative analysis of Interview and Questionnaire for transcribing and analysing the data.

#### Research Objective

1. To study the perception and attitude of Students toward MOOCs.
2. To identify factors affecting students' perception in MOOCs enrolment.
3. To observe factors affecting students' attitude in MOOCs enrolment
4. To find out constraints involved in the completion of MOOCs.



## V. INTERPRETATIONS

Most of the respondents were male in this study. Most of the participants said that MOOC mode provides the flexibility to study at the time convenient to the learner. It was also observed that it also increased the capability of the learner to learn effectively. Many of the students opined that this is an innovative concept and it must be encouraged for all the UG and PG students.

## VI. CONCLUSION

From the above study, it can be concluded that factors like the MOOC can be easy to use and occupation oriented, transfer of skills & knowledge and flexibility in learning influence students in adopting the e- learning course. These factors facilitate job specific skills among the learners, and the educators must consider the above- mentioned factors while planning and developing their activities and modules for MOOC. Nearly all participants in the study feel that MOOC enhances their ability to use the computer in an effective manner and serve as a source to build their learning inspirations. Nevertheless, the need for providing necessary ICT facilities and training of instructors is still recurrent. It was inferred that instructive ideal models that test traditional method of teaching are turning out to be progressively conceivable with the assistance of the expanding advancement in IT.

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# An Empirical Study of Technostress Amongst Academicians in Amravati City

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**ABSTRACT:** In our modern era of ubiquitous internet connectivity, the instantaneous gratification provided by technology can make exercising self-discipline a significant challenge. Constantly being tethered to one's mobile device or obsessively tracking advancements in the tech sphere can potentially inflict harm on an individual's mental well-being. The concept of 'Technostress' describes the psychological strain experienced by those struggling to acclimate to technological innovations, resulting in heightened levels of discomfort and unease.

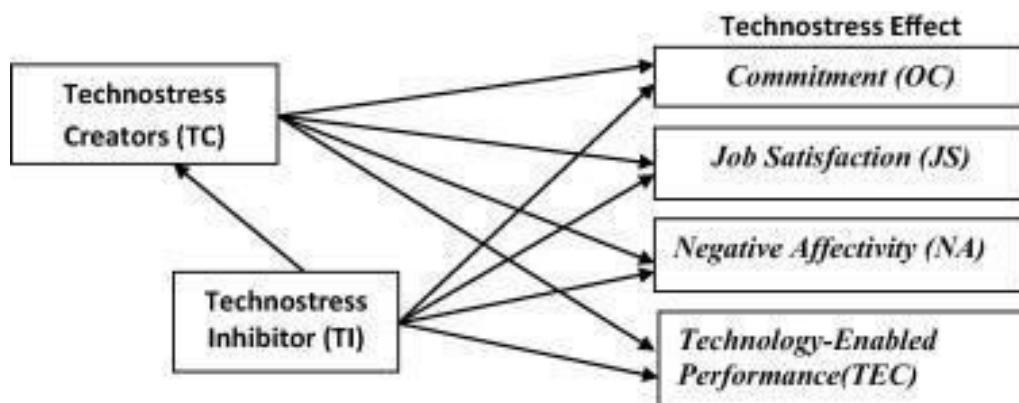
With the widespread acknowledgment of the pedagogical advantages offered by computers, educators across the board are increasingly expected to incorporate these technological tools into their classroom teaching and learning processes. However, for successful integration, teachers themselves must possess a willingness to utilize such technologies. Numerous research studies delving into the interplay between teachers' adoption of computer technologies and various factors, including self-efficacy beliefs, attitudes towards and knowledge about these technologies, as well as perceptions of their educational utility, have consistently uncovered significant correlations among all these variables. In essence, a teacher's propensity to leverage computer technologies in the classroom is closely tied to their confidence, knowledge, attitudes, and recognition of the educational benefits these tools provide.

**KEY WORDS:** Technostress, Technologies, stress, distress.

## I. INTRODUCTION

The concept of "technostress" was introduced by Craig Brod in his literary work titled "Technostress: The Human Cost of the Computer Revolution," wherein he characterized it as "a contemporary condition stemming from an incapacity to adapt to novel computer technologies in a wholesome and balanced way." The psychologist Craig Brod, who originally coined the term "technostress," defined it as "a modern-day affliction resulting from an inability to cope with emerging computer technologies in a psychologically sound manner." He further elucidated that this phenomenon manifests itself in two distinct forms: the struggle to embrace computer technology, and the more specialized instance of excessive immersion and identification with computer technology.

The term "technostress" encompasses any detrimental effect on an individual's mindset, thought processes, conduct, or physiological state, either directly or indirectly induced by technological influences. Those grappling with the demands of technological advancements often exhibit an involuntary physical response characterized by heightened muscular tension and an instinctive constriction of their breathing patterns. Consequently, this shallow, chest-driven respiration impairs their ability to adequately oxygenate their system and effectively expel accumulated toxins from the body.

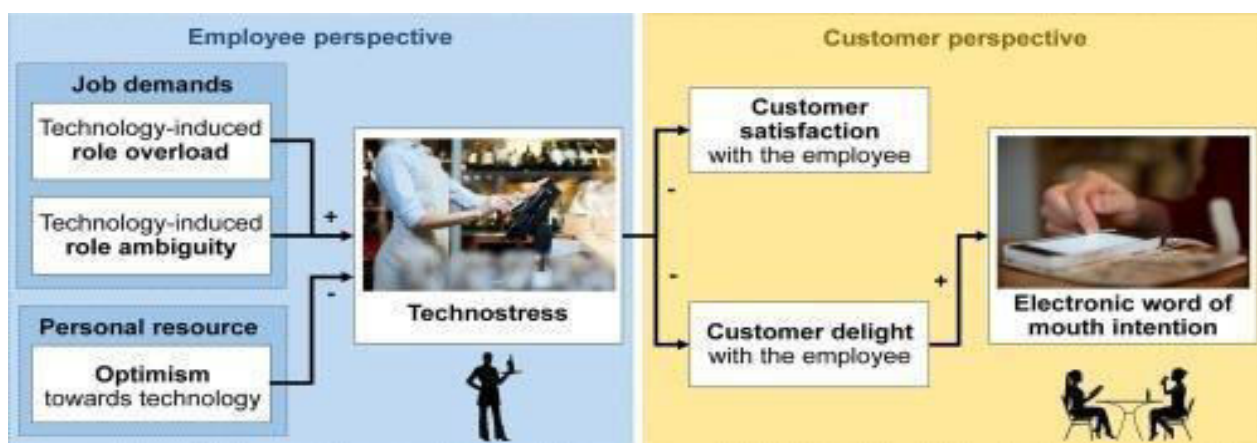


The term 'Technostress' refers to a person's inability to adapt to technology, which causes distress.

### Types of Technostress:

Physical Forms of Technostress - Heavy use of computer technology, in particular, may result in eyestrain, headaches and backaches as well as:

- Repetitive Strain Injuries - Carpal Tunnel Syndrome, whose symptoms include pain, tingling and numbness in the hand, wrist and arm, can be caused by continuous rapid use of the fingers, and is common among those who use keyboards frequently.
- Overexposure to Visual Display Units (VDUs) - Headaches and muscular dysfunctions may result from overexposure to computer terminals, while electromagnetic radiation produced by VDUs has been linked to miscarriages and to serious medical conditions including cancer. The heat and static electricity produced by terminals may also lead to fatigue and general debility. Older VDUs are likely to radiate more than newer ones.
- Psychological Forms of Technostress: Psychological forms of technostress, which may have physical consequences - are rather more complex in nature. Technostress may be environmental in origin: poor ergonomics at computer workstations, for example, may leave staff feeling drained. Employees may also struggle to cope with the skills demanded by new technology, as in the case of many rural public libraries which are only now becoming automated; on the other hand, many staff over identify with technology. Other factors include:
- "Information Overload" - In large libraries, the introduction of automated circulation, networked catalogue systems, online and CD-ROM information retrieval systems and telecommunications technologies (e-mail, telefaxing, teleconferencing and interactive television) can lead to a situation where employees feel overwhelmed by information.
- Underwork and Routine Jobs - Many staff become frustrated when underemployed or when the work they are doing involves only routine operations; this can happen when employees spend long hours with automated systems. While a certain amount of routine work is to be expected by librarians, managers must be aware of the proportion of time employees spend performing a single task.
- Job Insecurity and Demotivation - Recent massive investments in automation in the UK ILS sector may contribute to a fear that computers are usurping human roles. Job insecurity may be compounded by jealousy among co-workers when levels of technological competency differ. Over a prolonged period, this may lead to loss of motivation and team spirit. More specifically, it may also lead to an erosion of trust among staff, as more "technologically aware" employees become reluctant to share their skills and knowledge, in the paranoid belief that by so doing they are making themselves more indispensable than technical novices. This kind of "skills hoarding" prevents effective communication within an organization.
- Uncertainty about Job Role - Where automation is introduced to replace other technologies, the job roles of employees may be unaffected. Sometimes, however, staff may find that they are spending increasing time working with new technology; this may lead to uncertainty about job role. A librarian working more and more with computer technology, for example, may soon find herself doing the job of a systems librarian.



Teachers integrate technology for teaching in different ways. Some use technology for mainly presentation purposes while others allow students to use a full range of technology resources. It is possible that teachers use technology for instructional purposes is influenced by their beliefs about teaching and learning. As such, a teacher who believes that students learn content best through teacher-led instruction will be less inclined to encourage students to explore a technology tool for learning.

The goal of integrating technology into classroom is hoped to solve problems in learning and teaching, moreover, to increase the effectiveness of teaching and learning process and achievement.



## II. TECHNOSTRESS AND EMPLOYEE PERFORMANCE

With the outbreak of the PANDEMIC pandemic, technology has gone excessive, influencing all aspects of employee attitudes and behaviours at the workplace. However, employee performance is the key to organizational success. The pressures to use technology may harm employee performance. The organizational demands to adopt technology can result in technostress generation. This stress brings physical and emotional exhaustion among employees and negatively affects their performance. The information systems research on stress, known as research on technostress, has found that the technology induces harmful psychological stress and is concomitant with adverse organizational outcomes. Prior studies noted that for university instructors, the integration of ICT into classrooms results in work overload, role ambiguities, changed patterns of work, needs for constant upgrade of knowledge and skills, and higher demands for performance and productivity.

Work stress is seen as a mismatch between the job requirements and an individual’s ability to cope with those demands, including effective adoption and use of technology. The adoption of new technology may result in work overload. This work overload may reduce employees’ job satisfaction and compel them to develop intentions to leave the organization, thus contributing negatively to their job. The technology requires employees to work faster to keep track of the organizational goals. The accelerated pace of work may develop time pressures upon employees. They feel overwhelmed, thus losing concentration on work, thus doing work quickly. Moreover, it is merely possible that the employees who have to learn the new knowledge and skills may spend much time learning the new technology, and the time they needed to do their job may be lost, thus hampering their performance.

## III. RESULT AND DISCUSSIONS

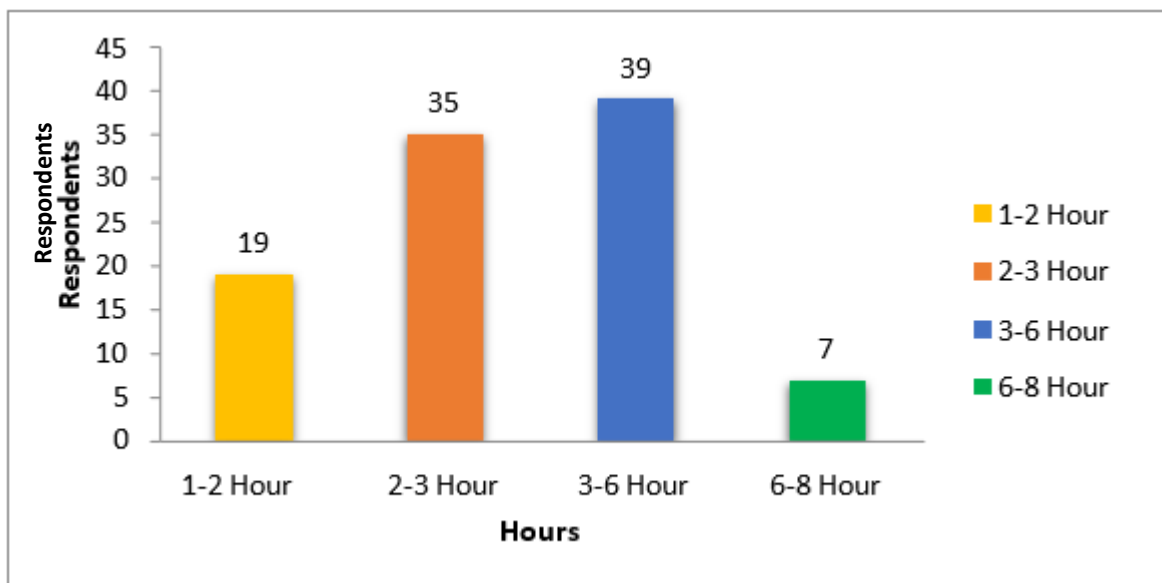
Sample size determination is the act of choosing the number of observations or replicates to include in a statistical sample. The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample.

There were 100 respondents in Amravati Under Graduate Academic Institute.

### Time spent on computer/mobile in a day –

Analyzing the total time spent on computer or mobile in a day by the respondents we have found maximum i.e 44 respondents spend approximately 3-6 hours, 30 respondents spare total time of 2-3 hours on computer/mobile whereas 19 respondents spend less than 2 hours and 7 respondents consume more then 6 hours on computer/mobile in a day.

Graph 1: Hours in a day spent on computer or mobile in a day



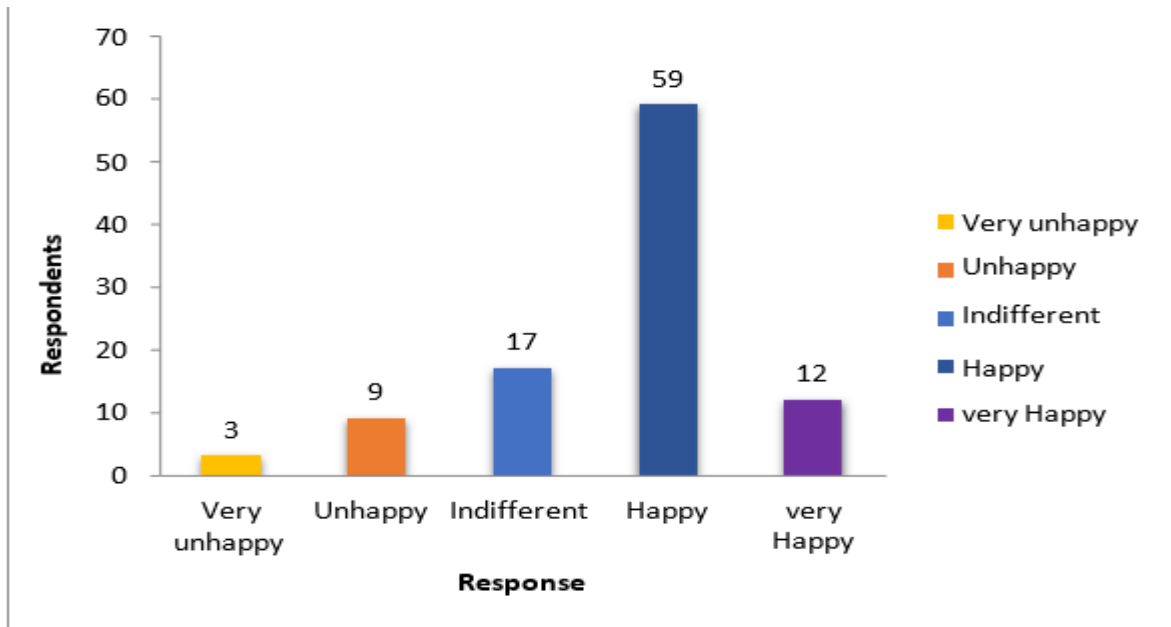
### Quality of time spent at work -

From the above data it is interpreted that, respondents feel about the amount of time they spend at work 3 respondents are very unhappy with their work, 9% respondents are unhappy with their work, 17% respondents are indifferent with their spend time at work, 59% respondents are happy with time spend at work and 12% respondents are very



happy with time spend at work.

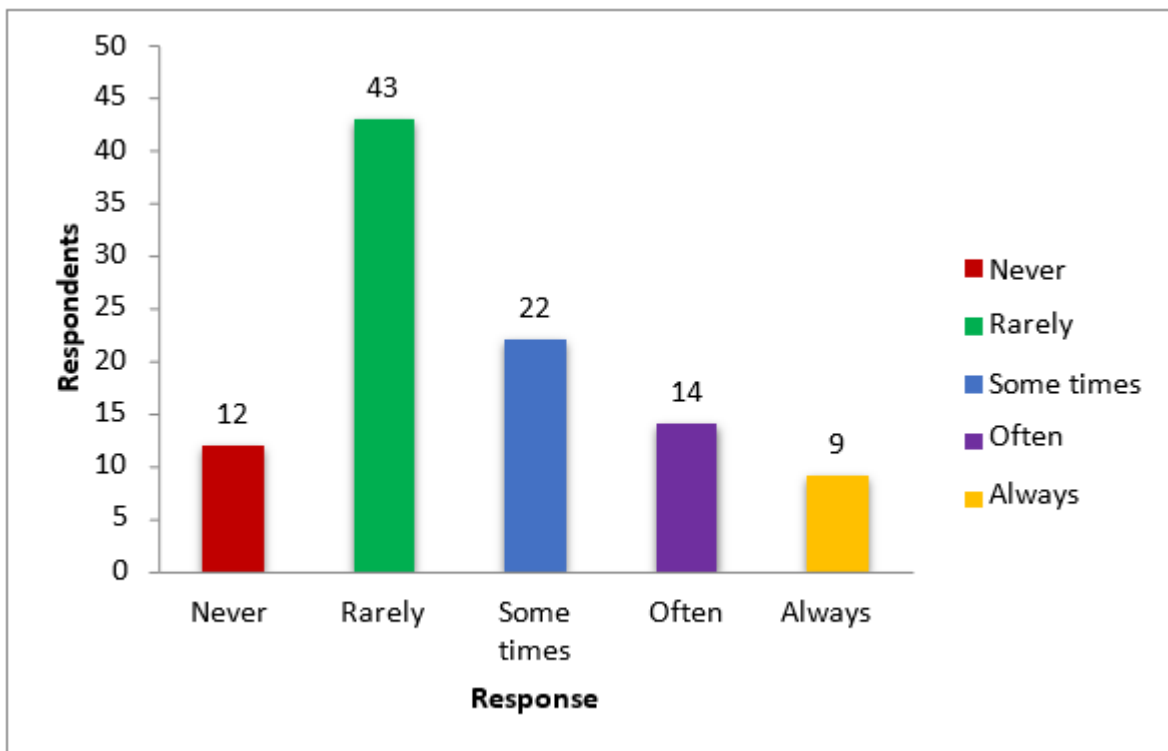
**Graph No. 2: Quality of time spent at work**



**Feelings due to work -**

At a heavy tight schedule of academic teachers are tired or depressed because of work 12% of teachers response never, 43% teachers response rarely, 22% teachers response sometime, 14% teachers response often, 9 teachers response always.

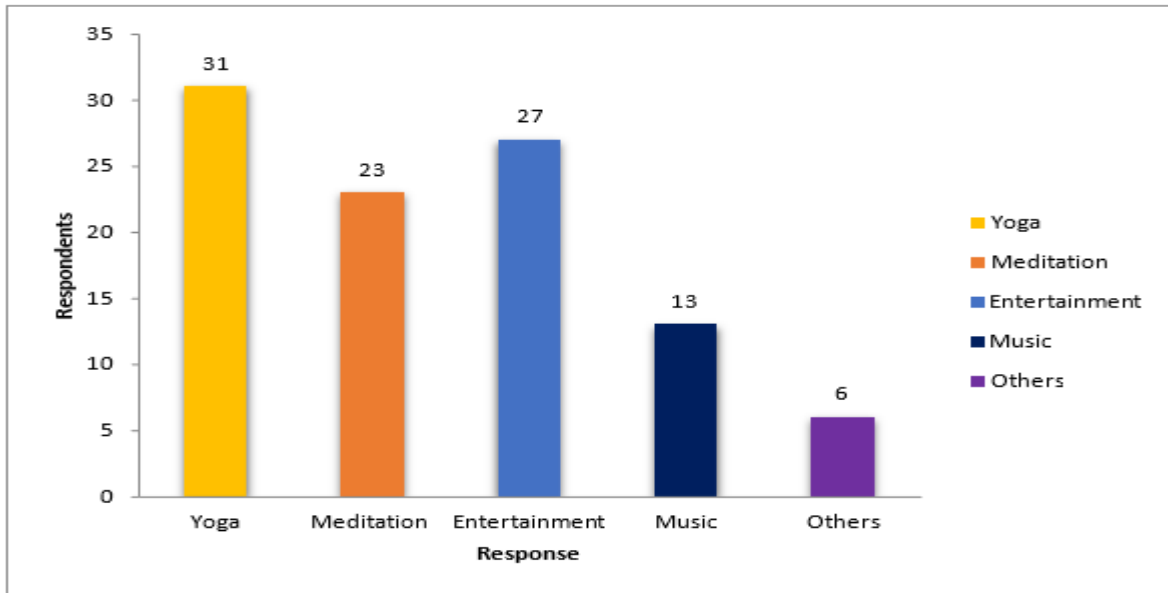
**Graph 3: Feelings due to work**



**Ways to cope with technostress aroused from work –**

Teachers asked about how they managed their stress for their work 31% teachers did Yoga, 23% of teachers did Meditation, 27% of teachers watched entertainment programs on TV, 13% of respondents listen to music and 6% of respondents got engaged with other stuff like gardening, playing, etc.

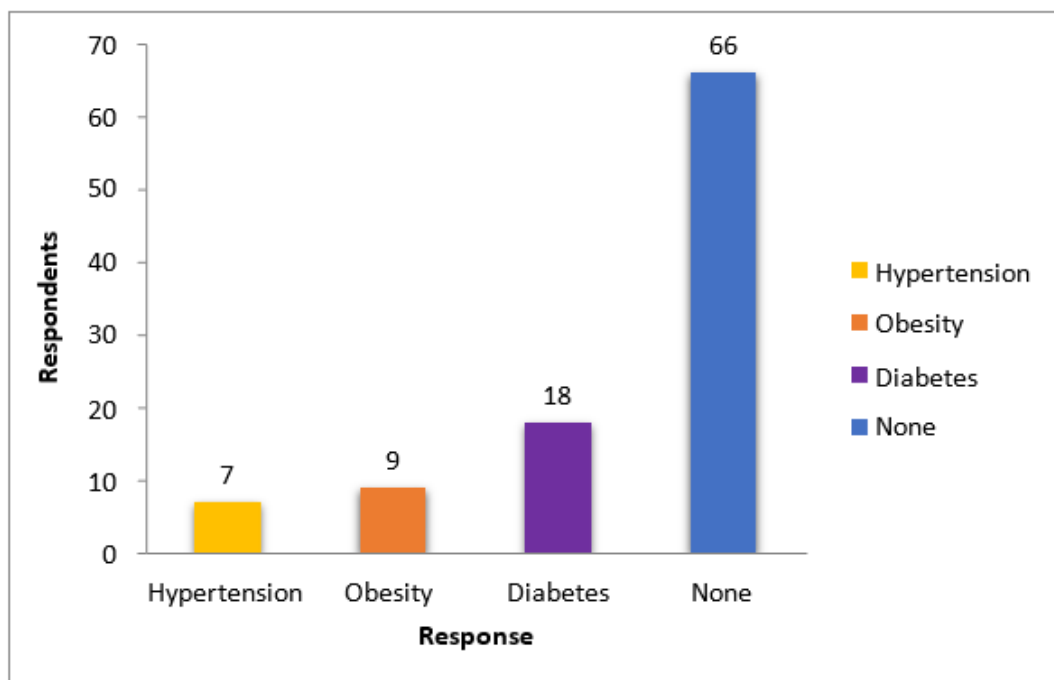
**Graph 4: Ways to cope with technostress aroused from work**



**Disease occurred due to technostress**

The above data interpreted that. Academic teachers have any problem with stress-related diseases 7% of respondents suffered from hypertension, 9% of respondents suffered from obesity, 18% of respondents suffered from diabetes. 66% of respondents suffered from another disease like acidity, head pain, BP, etc.

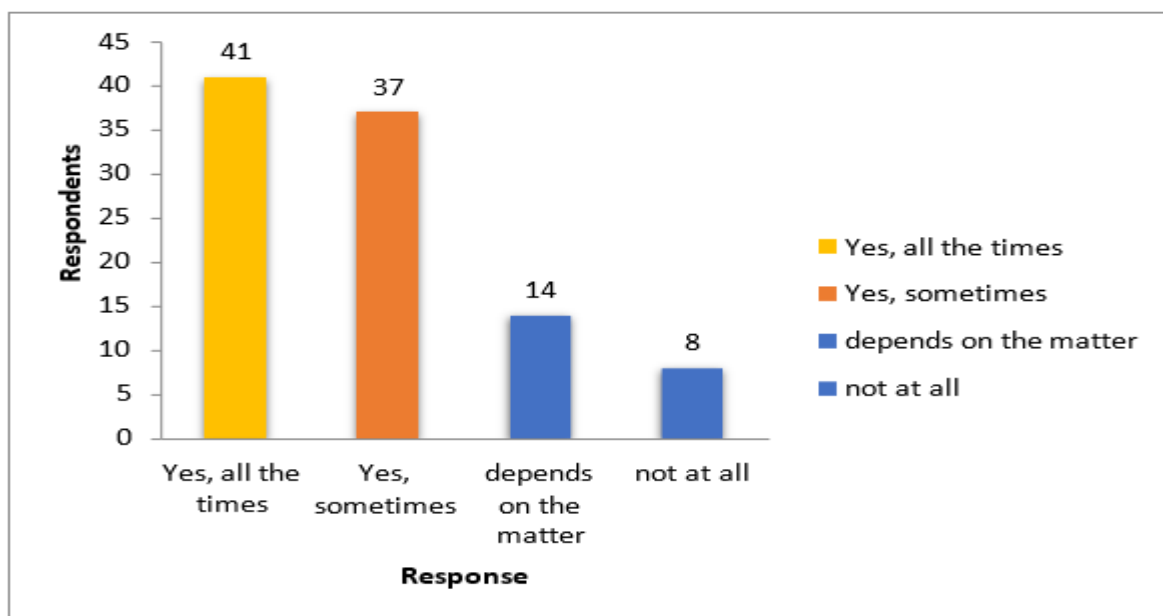
**Graph No. 5: Suffer from any technostress related disease**



### Freedom to openly discuss issues related to your technostress/work stress with superiors -

It was interpreted that when teachers asked about openly discussing issues related to your work-life balance with your superior 41% of respondents replied Yes, all the time, 37% of respondents replied Yes, but it was sometimes, 14% of respondents said it depended on the matter and 8% of respondents confessed that they can never discuss about it with their superiors.

**Graph 6: Freedom to openly discuss issues related to your technostress/work stress with superiors**



## IV. CONCLUSION

Education is the basis for the knowledge economy. The role of the institution, governing body, state and teachers are inevitable in the development of higher education. The central and state government budgeting their allocation for the development of education across the country is happening. The major stakeholders in the concurrent expansion of primary education with respective to changing scenario are the teachers. Among teachers the teachers constitute 35% to 40% of population growing significantly which should be 50% to the total population of teachers ideally. So there is need of work life balance.

1. A study suggests that improvement in human capital management especially need to sensitised towards work allocation, work time, flexibility conducive work environment will contribute to increased work life balance. Work life balances recognize the teacher welfare. Personal management need to address the behaviour of oneself demanding work life balance.
2. It is a critical work and family research to totally understand the condition under which the women teachers work life balance experiences. There is growing need to consider the level of job satisfaction, the extend of family and management support which can be the scope for future research. Future study should also continue to refine the methodology used in this research such as other districts of the state, other profession and another gender.
3. In addition, it is necessary to explore multiple waves of data collections over a different period of observations over a different period of observation to precise understanding of work family dynamics. The future research can also be focused on psychological and interpersonal aspects.

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# A Study of Selected IPO Listing and its Performance

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**ABSTRACT:** This study delves into the performance of selected Initial Public Offerings (IPOs) within a specified time frame. By analyzing various IPO listings, this research aims to understand the factors influencing their performance post-listing. Key metrics such as initial offering price, first-day return, long-term performance, and market conditions are scrutinized to assess the overall success and stability of IPOs. Through a combination of quantitative analysis and qualitative evaluation, this study provides insights into the dynamics driving IPO performance, including market sentiment, industry trends, and company-specific factors. The findings shed light on the effectiveness of IPOs as investment opportunities and their contribution to capital markets. Additionally, this research offers valuable implications for investors, regulators, and firms considering or participating in IPOs, aiding in decision-making processes and risk management strategies.

**KEYWORDS:** IPO, Listing, Performance, Return, Long-term Performance.

## I. INTRODUCTION

An initial public offering (IPO) or stock launch is a public offering in which shares of a company are sold to institutional investors and usually also to retail (individual) investors. An IPO is typically underwritten by one or more investment banks, who also arrange for the shares to be listed on one or more stock exchanges. Through this process, colloquially known as floating, or going public, a privately held company is transformed into a public company. Initial public offerings can be used to raise new equity capital for companies, to monetize the investments of private shareholders such as company founders or private equity investors, and to enable easy trading of existing holdings or future capital raising by becoming publicly traded.

After the IPO, shares are traded freely in the open market at what is known as the free float. Stock exchanges stipulate a minimum free float both in absolute terms (the total value as determined by the share price multiplied by the number of shares sold to the public) and as a proportion of the total share capital (i.e., the number of shares sold to the public divided by the total shares outstanding). Although IPO offers many benefits, there are also significant costs involved, chiefly those associated with the process such as banking and legal fees, and the ongoing requirement to disclose important and sometimes sensitive information.

Details of the proposed offering are disclosed to potential purchasers in the form of a lengthy document known as a prospectus. Most companies undertake an IPO with the assistance of an investment banking firm acting in the capacity of an underwriter. Underwriters provide several services, including help with correctly assessing the value of shares (share price) and establishing a public market for shares (initial sale). Alternative methods such as the Dutch auction have also been explored and applied for several IPOs.

## II. RELATED WORK

1. **Qi Wang, Zhong Ma, Haoyang Li, Lidong Zheng (October 2023)**, The authors in their research have examined the impact of air pollution on under pricing of initial public offerings (IPOs) and its underlying mechanisms. Our findings suggest that IPO under pricing increases when air pollution is more severe in cities where bidding investors are located. Mechanism tests show that air pollution influences investors' mood and cognition, leading them to make pessimistic bids and rely more on anchors. Additional tests document that the impact of air pollution on IPO under pricing is more salient when information asymmetry is more severe and when the IPO firm also faces severe air pollution. The research contributes to the literature on the causal influence of air pollution on pricing efficiency in primary markets by linking air pollution to potential bias embedded in investors' bid prices,



- which carries important implications for environmental regulations in emerging markets, given the economic cost of air pollution imposed on IPO firms.
- Huong Dieu Dang (May 2023):** The authors in their study have examined the effects of offer characteristics and prospectus disclosures of non-financial information on the valuation at the offer and the short-term performance of NZX-listed IPOs over the period 1991–2017. Compared with sector/industry–matched peers, the median IPO was overvalued by 39% at the offer, and more overvalued IPOs did not achieve higher cumulative abnormal returns (CARs) within the first-year post-listing. Determinants of valuation and short-term performance include the time gap between prospectus registration and offer open, float rate, investment bank reputation, and prospectus disclosures of an employee share ownership plan or a people-focused culture.
  - Berchmans M. (October 2022):** The study clearly reveals that, on average, 72.5% of IPOs were underpriced during the pandemic years of 2021 and 2022. Consequently, investors in the primary market had the opportunity to gain more than 70%. Secondary market investors also benefited from the underpricing of IPOs. Issuing companies gained from underpricing as it reduced the cost of external finance and enhanced their goodwill. Additionally, the study concluded that both the number and size of IPOs increased significantly during the pandemic. IPOs from the consumer durables, FMCG, healthcare, IT, and pharmaceutical sectors saw substantial growth. However, financial services sector IPOs were generally overpriced during both years, resulting in no profits for IPO investors. In contrast, IPOs from the FMCG, IT, and pharmaceutical sectors were mostly underpriced, yielding profits for investors. Notably, during the pandemic, the pharmaceutical sector IPO from Sigachi Industries Ltd provided the highest percentage of IPO returns.
  - Riddhi Dave (June 2022):** Investing in IPOs captivates many individuals, and when done systematically, it can lead to significant listing gains. This study found that listing gains are statistically significantly influenced by factors such as issue size, lot size, issue price, subscription levels in the QIB, HNI, retail, and employee categories, total subscriptions, grey market premium, and the opening price of the Sensex on the listing day. The regression model developed for this analysis showed an R value of 0.899, indicating a very high positive correlation between these factors and listing gains. Furthermore, the R-squared and adjusted R-squared values were 0.808 and 0.695, respectively, demonstrating the model's predictability and reliability.
  - Sayam Parasmal Bafna, Dr.Taral Patel (March 2022):** The Research study attempts to examine the performance of IPO's which got listed on BSE during the year from 2018 to 2021. Their study evidence on the performance of IPOs on the initial day of listing i.e., 1st day of listing of 118 companies listed on BSE. The research reports that 67.79661017 percent of the IPO's were issued at underpriced on its first day of listing. It suggested that the initial return may be due to the over expectation of investors. Their study also examined the performance of IPOs on the 30th day from the day of listing it reported only 46.61016949 percent underpricing. By this it can be concluded that on 30th day from the day of listing of those IPO's, the expectation of the investors gets gradually diminished. The independent variables i.e., delay listing, age of company, offer size, market volatility, are able to explain 15.806 variability of the underpricing.

### III. RESEARCH METHODOLOGY

#### RESEARCH OBJECTIVES:

- To evaluate the performance of IPOs on listing day.
- To analyse and compare short term and long-term performance of IPO.
- To find out the performance of Indian IPOs for short period, i.e., from the date of offer to the public to the date of their first day of trading after listing on stock exchange.

#### RESEARCH DESIGN:

The sample size for the study was of 4 stocks of NSE hence sample size was 4. Sampling technique used for the selection of sample was 'convenient sampling technique'. Convenience sampling, also known as convenience or accidental sampling, is a non-probabilistic sampling technique in research. As the open source secondary and authenticate data was available for these companies conveniently hence the convenience sampling was used. This study was based on secondary, historical and authenticated data hence convenient sampling technique was preferred.

#### STATEMENT OF HYPOTHESIS

H0: There is no significant difference in the stock performance (returns) between the selected IPOs in India over a specified time period.

H1: There is a significant difference in the stock performance (returns) between the selected IPOs in India over a specified time period.



#### IV. INTERPRETATION

It was interpreted that the shares of IRFC have been issued at Rs. 26 on the listing day. It opened at Rs. 24.90 in the NSE market, its low point and high point were at Rs. 24.35 and Rs. 25.80 respectively and the last trading price was Rs. 24.80.

The shares of Indigo Paints Limited have been issued at Rs. 1490.00 on the listing day. It opened at Rs. 2607.50 in the NSE market, its low point and high point were at Rs. 2436.05 and Rs. 3129.00 respectively and the last trading price was Rs. 3117.15

The shares of Paytm have been issued at Rs. 2150.00 on the listing day. It opened at Rs. 1950.00 in the NSE market, its low point and high point were at Rs. 1560.00 and Rs. 1955.00 respectively and the last trading price was Rs. 1560.80.

The shares of Nykaa have been issued at Rs. 1125.00 on the listing day. It opened at Rs. 2018.00 in the NSE market, its low point and high point were at Rs. 2000 and Rs. 2248.00 respectively and the last trading price was Rs. 2205.80.

It has been found that there is a significant difference in the issue price and the listing day price leading to gain or loss on the listing day. It can be analysed that the Indigo Paints Limited has the highest percentage of return i.e. 109.31% among the sample taken for research. Following to that is Nykaa which has the return of 96.07% on the listing day and the rest two i.e. IRFC and Paytm has the listing day loss of – 4.61% and – 27.40% respectively. The above table revealed the percentage change in the offer price to the closing price.

The result obtained showed the performance of shares on listing day. Two companies named IRFC and Paytm overpriced their shares more than the closing price, and two companies named Indigo Paints Limited and Nykaa underpriced their share prices more than the market price.

The open, high, low and closing prices for each month were collected for 2 year from the date of issue and following formula was used to calculate the returns and correlation coefficient was used to test the hypothesis for each of the companies selected for the study.

$$\text{Return} = \frac{\text{Closing Price} - \text{Opening Price}}{\text{Opening Price}} \times 100$$

#### V. ANALYSIS

The listing day performances varied among the companies, with Indigo Paints Limited and Nykaa experiencing significant gains, IRFC closing slightly lower than the issue price, and Paytm facing a notable loss. The trading range for each company provides insights into the volatility and price movement on the listing day, which is essential for investors assessing the market sentiment and demand for newly listed stocks. Investors should consider these factors along with other financial metrics and market conditions when evaluating investment opportunities in IPOs and newly listed companies.

The data highlights the significant difference between the issue price and the listing day price for the companies included in the sample. Indigo Paints Limited and Nykaa demonstrated exceptional listing day performance with substantial gains, while IRFC and Paytm faced losses. The analysis underscores the volatility and unpredictability of listing day trading, where investors may experience substantial gains or losses depending on market demand and other factors.

The analysis can be done that after the Initial Public Offering when the shares are issued in the market at their respected issue prices either they are overpriced or they are underpriced. The underpricing or overpricing of shares can be determined with the help of the given formula. The analysis suggests that the performance of IPOs on their listing day can vary significantly, with some companies experiencing gains while others may face losses.

#### VI. HYPOTHESIS TESTING

**In case of the two-year monthly performance of IRFC** returns were calculated with the help of above formula. Based on the performance of the returns over the given time periods exhibit considerable variability. While some months showed consistent negative returns, others demonstrated significant improvements or fluctuations. Overall,



there's no consistent pattern, indicating market volatility. From the data the correlation coefficient calculated is -0.33. The correlation coefficient of -0.33 suggests a moderate negative correlation between the selected IPOs' stock performance (returns) over the specified time period. Given this correlation coefficient and the null hypothesis (H<sub>0</sub>) that there's was low difference in the stock performance between the selected IPOs, we can infer that there is evidence supporting the alternative hypothesis (H<sub>1</sub>) that there is indeed a significant difference in their stock performance. Hence the Null hypothesis was rejected in this case.

**In case of the two-year monthly performance of Indigo Paints Limited** the correlation coefficient calculated was 0.48. A high correlation coefficient (close to 1) between the returns of the selected IPOs may suggest that there is a similarity or consistency in the performance of these IPOs over the specified time period. On the other hand, a low correlation coefficient (close to 0) may suggest that the IPOs have varied performance, indicating potential differences in stock performance. Given the correlation coefficient of 0.48, which was moderately positive, it suggests that there was moderate degree of positive linear relationship between the selected IPOs' returns over the specified time period.

**In case of the two-year monthly performance of Paytm** the correlation coefficient calculated is 0.15. Given the correlation coefficient of 0.15, which indicates a weak positive linear relationship between the selected IPOs' returns over the specified time period. A weak positive relationship suggests that as one variable increases, the other variable tends to increase as well, but the association was not strong. In this case, as the returns of one-year increases, there was a slight tendency for the returns of another year to increase, but the relationship was not robust. In this case the null hypothesis will be accepted.

**In case of the two-year monthly performance of Nykaa** the correlation coefficient calculated is -0.23. The correlation coefficient of -0.23 suggests a weak negative correlation between the selected IPOs' stock performance (returns) over the specified time period. This means that as one IPO's stock performance (returns) tends to increase, the others may tend to decrease, and vice versa, though not perfectly so.

Given this correlation coefficient and the null hypothesis (H<sub>0</sub>) that there's no significant difference in the stock performance between the selected IPOs, it can infer that there was evidence supporting the Null hypothesis (H<sub>0</sub>) that there was no significant difference in their stock performance.

Thus, for coefficients of 0.15 and -0.23, indicating weak correlations, it suggests that while there might be some tendency for one IPO's stock performance the movement was not strong.

Conversely, for coefficients of 0.48 and -0.33, indicating moderate correlations respectively, it suggests some degree of similarity or consistency in the performance of these IPOs over the specified time period, but again, not a robust relationship. Nevertheless, the hypothesis testing suggests there was evidence supporting a significant difference in the stock performance between the selected IPOs.

In conclusion, regardless of the direction or strength of correlation, the analysis indicates that there is a significant difference in the stock performance between the selected IPOs in India over the specified time period.

## VII. FINDINGS

Investors primarily base their investments in securities on the company's image rather than on fundamental analysis. Most investors prefer to purchase at a lower rate when comparing the issue price to the last trade price. The short-term performance of IPOs (Initial Public Offerings) can vary widely based on market conditions, industry trends, and individual company factors. IPOs often experience an initial price surge shortly after going public, especially if there is significant investor interest. This surge can be driven by excitement and optimism surrounding the new company's prospects. IPOs tend to be more volatile in the short term compared to established stocks. The prices can fluctuate rapidly as investors react to news, earnings reports, and other developments. Research has shown that IPOs were often underpriced, meaning that the offer price is set lower than the market price on the first day of trading. This underpricing can lead to immediate gains for investors who are able to purchase shares at the offering price. While some IPOs continue to perform well over the long term, others may experience a decline in price after the initial hype wears off. Study have found that IPOs, on average, tend to underperform the broader market in the years following their debut. The overall market environment can significantly impact the short-term performance of IPOs. During bull markets, IPOs may be more likely to experience strong initial gains, while during bear markets or periods of economic uncertainty, investor appetite for new offerings may be lower. The performance of IPOs can also be influenced by industry-specific factors. For example, companies in hot sectors such as technology or biotech may attract more investor interest and command higher valuations than companies in less trendy industries. It's important for investors to





conduct thorough research and consider both the short-term and long-term factors when evaluating the potential of an IPO investment.

### VIII. CONCLUSION

In India, investment has become more of a security necessity than a way of life. People are shifting to other paths that offer greater results when the rates drop. In the past, one could only invest in a few enterprises, but today's technology allows consumers to test a wide selection of businesses. The initial public offering (IPO) might be a fantastic way for a regular person to learn how to invest in the stock market. By examining the market and the history of firms, there will be no risk in investing. The IPO can be a good guide for a common man to invest in share market. There won't be any risk in investment by analyzing the market and history of companies. The overall market environment can significantly impact the short-term performance of IPOs. It's important for investors to conduct thorough research and consider both the short-term and long-term factors when evaluating the potential of an IPO investment.

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# A Study on Various Forms of Gold Investments Preferred by the Investors in the City of Amravati

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**ABSTRACT:** Gold has been a significant investment avenue for centuries, known for its ability to hedge against inflation and economic uncertainties. This study aims to explore the various forms of gold investments preferred by investors in the city of Amravati, India. Through a mix of qualitative and quantitative research methods, including surveys, the study seeks to understand the reasons behind investors' preferences for specific forms of gold investments such as physical gold, gold ETFs, gold mutual funds, and sovereign gold bonds.

The research also intends to analyze the factors influencing investors' choices, such as risk perception, liquidity, ease of investment, and returns. Additionally, the study aims to identify the demographic profile of investors who prefer different forms of gold investments and their investment patterns.

The findings of this research are expected to provide valuable insights for investors, financial institutions, and policymakers regarding the dynamics of gold investments in Amravati. Understanding these preferences can help in developing tailored investment products and strategies to cater to the needs and preferences of investors in the region.

**KEYWORDS:** Gold investments, Investor preferences, Gold jewelry, Gold coins, Gold bars, Gold ETFs (Exchange-Traded Funds), Gold futures, Risk management, Investment behavior.

## I. INTRODUCTION TO GOLD

Gold is a comparatively dense, shiny, yellow metal. As an element, gold is quite resistant to corrosion (by oxygen, but also many other chemicals). "Gold is a chemical element with the symbol Au and an atomic number of 79. Gold is a dense, soft, shiny metal and the most malleable and ductile metal known."

In ancient times the value of gold had already been discovered. People took gold to make jewellery and currency. It is a symbol of wealth, beauty and heritage carrying memories and cultures. However, besides these, gold also makes significant contributions to a wide range of technologies. Due to its physical features as corrosion resistance and highly malleable and ductile, gold is being applied in space exploration, nanoparticle technology, and medicine. Moreover it is also used as the bonding wire at the core of an iPhone.

"Gold is a fundamental part of Indian society and a foundation of wealth and savings in India. As consumers have calibrated their price expectations upwards, a further rise in gold jewelry and investment demand is foreseen and this trend is projected to exist over the long-run as local investors are buying gold driven by wealth accumulation motives." (Jeni Branson, 2014) Gold has emotional value; it has a strong cultural and financial significance, which reinforce demand across generations. Now, however, it is becoming clear that an increasing number of Indians are realizing that gold deserves a place not just in the cupboard at home or the bank locker, but also in their investment portfolio. Until recently, gold reserves established the basis of world monetary systems. Gold plays a vital role in dispensing the best possible protection against the fluctuations of both political and economic scenario, mainly in India. Investment is a planned method of safely putting one's savings into different outlets to get a healthy return. The essential quality of an investment is that it necessitates waiting for a reward. Gold as an asset plays a key role in an investor's portfolio as it not only produces stability for returns but also gives an opportunity to maximize the wealth of the investor. Investors generally buy gold as a tool to diversify the risk. Price of gold is evaluated by the market force of demand and supply. Gold is a hedging tool against in nation.



### 1.1. INTRODUCTION TO GOLD AS AN INVESTMENT:

Gold is considered by many, to be the best investment you can make to protect yourself during stock market declines and inflation. In fact, history shows that the performance of gold goes up in times of high inflation. However, the price of gold also has its highs and lows and you could just as easily lose money investing in gold as with any other investment.

### 1.2. INVESTMENT IN PHYSICAL GOLD AND INVESTOR'S BEHAVIOUR :

Gold is one of the most favored and popular investment options. In India, the demand and investment in physical forms of gold such as jewelry, gold coins, and bars are far larger than in paper and digital gold. It is not only a valuable asset but also serves as a store of value when purchased in its physical form making it all the more popular. Investment in physical forms of gold comprises majorly jewelry, gold bars, and gold coins. It is a traditionally admired form of investment because of the sentiments, social status, and historical value attached to it. It forms a crucial part of festivities, ceremonies, marriages, etc., especially in India.

### 1.3. GOLD-BACKED FINANCIAL PRODUCTS :

It is vital to convert idle gold holdings into new supply for the gold industry while also moderating physical gold demand by encouraging its conversion into financial assets with more transparency and the use of digital means. Thus, by boosting the lending and deposit arms of the monetization system and creating new financial products like the Gold Savings Account, the focus should be on integrating gold into the mainstream. Around 23,000-24,000 tons of gold are said to be underused in households and religious organizations across the country.

### 1.4. DIGITAL GOLD :

The digital revolution's rise has spread to the gold market in recent years, introducing a new type of investment: digital gold. Gold is still used as money today, even if it is no longer utilized as a currency. Digital gold is a term that refers to digital certificates that can be exchanged for real gold. These assets can be traded online or redeemed in metal by the possessor. It's similar to regular gold in that it can be acquired online and stored in safe vaults on behalf of the customer, i.e., 24K, absolute gold that consumers can purchase via digital means. It eliminates storage and purity difficulties, among other things. It's comparable to Gold ETFs and SGBs, except that, unlike SGBs, such privately owned certificates of digital gold don't pay any interest. Digital gold can be purchased through e-wallets such as Google Pay and Phone Pay, as well as brokers such as Motilal Oswal and others

### 1.5. GOLD MUTUAL FUNDS :

Frequently known as gold funds of funds, these are mutual fund schemes. Gold Mutual Funds are open investment vehicles that deal primarily in gold ETF units. The fund company collects public funds and makes investments in gold ETFs. The scheme offers returns that are very similar to the Gold Exchange Traded Scheme. Gold Funds necessitate no Dematerialized account, and one of their main advantages is the availability of a Methodical Investing Plan also known as SIP, which allows individuals to invest a set amount of funds monthly in gold fund components, riding the highs and lows of gold. Gold FoFs were initially introduced in India by Reliance Mutual Fund. According to the research, Gold MFs and Gold ETFs have fairly similar yields, but gold mutual funds have a greater coefficient of variation, which enables investors to understand the volatility of an investment. When compared to jewelry or physical gold, a gold mutual fund closely tracks gold prices while also offering outstanding liquidity. There is no need to store physical gold and wait for a good deal to sell it.

### 1.6. GOLD ETFS :

These are exchange-traded funds that invest in gold. A Gold ETF tracks the local gold price. They are inert gold-based financial products that engage in physical gold and are oriented on the price of gold. Gold ETFs are dematerialized or paper items that reflect gold bullion in a nutshell. Each unit of the Gold ETF equals 1 gram of gold and is guaranteed by gold bullion that is exceptionally pure. ETFs for gold unite the simplicity of gold and flexibility of stocks. A Demat (Dematerialized) Account is required to capitalize in Exchange Traded Funds. Gold ETFs are listed and traded on the Bombay Stock Exchange Ltd. (BSE) and the National Stock Exchange of India, just like any other stock (NSE).

### 1.7. SOVEREIGN GOLD BOND:

These Gold Bonds (SGBs) are government bonds valued in gold grams. They are supposed to be utilized instead of actual gold. Issuing price for it has to be given in cash, and the redemption is also done in cash itself when mature. The Reserve Bank (RBI) releases these bonds regularly and makes them accessible for purchase through major private and public sector institutions. Even though these bonds are assured by the Indian government and are related to the gold price, they are not backed by physical gold.



## **II. REVIEW OF LITERATURE**

- Dr. P. Menakadevi, Dr. P. Prabha, and Dr. M. Latha Natarajan (2021). The sampling approach was accustomed choose a sample size of one hundred fifty investors within the Coimbatore district to gather comprehensive data regarding the investor's behaviour in gold instruments like reserve assets, digital gold, and physical gold. per the report, the bulk of investors square measure unaware of any of the schemes, and as a result, they like gold jewellery and like to take a position in gold ETFs and sovereign gold bonds, that yield higher returns.
- Menakadevi, P., Prabha, P., & Natarajan, M. L. (2021) is to undertake a quantitative analysis of investors' rationale for investing in gold and to identify elements that promote a better comprehension of gold schemes and understanding of complex gold investment behavior. According to research, the majority of investors are unaware of any of the scams, therefore they choose physical gold in terms of jewelry and wish to invest in gold ETFs and sovereign gold bonds, which yield higher returns.
- Mishra, S. K., & Mohapatra, A. K. D. (2020).explain the value of Gold ETF as an alternative investment to actual gold. The functioning processes of Gold ETFs are explained in this paper, as well as the benefits of Gold ETFs. The continual climb in the gold price has made gold and gold-backed assets an appealing investment alternative. As a result, it should be considered as part of an individual's entire investing plan to reduce risk and increase returns.
- Verma, N., Negi, Y. S., & Shukla, R. K. (2020) in their paper conducting a survey in a culturally rich Himalayan state, Himachal Pradesh, India, this study aims to learn about people's investment preferences in gold-backed products. The goal of the study is to determine the relationships between key socio-demographic characteristics and the amount of money invested in gold ETFs, GMS, SGBS, and ISCBS. The majority of households opt for the Gold Monetization Scheme (GMS) with long-term Deposit Accounts and SGBS for the anticipated safe and reliable returns, according to the data, and the study also suggests that in the long run, households would prefer Gold ETFs for their quality of providing an amalgamation of security, consistent and easy trading on the stock market.
- Gnanakumar, P. B. (2020) attempts to determine the cause of a large drain of gold ETF investments, as well as an increase in physical gold investments, and to examine various investment analyses concerning Gold and Gold ETF during the 2017-18 period. K-means clustering and ROC analysis were utilized for trend analysis and prediction. The paper concludes that only during the bullish time we gain from Gold ETF and actual Gold have a balancing effect. Gold ETF's bearish tendency can be hedged by Gold, but not the other way around.
- Narasimhan, Chari, & Pradiptarathi, (2020) tries to outline Gold's origins as a valuable metal and its transformation into a financial asset category. It discusses the benefits and hazards of these new investing opportunities. It claims that gold as an asset class has regained prominence in 2020, owing to concerns about an economic slump and worldwide recession as a result of the Pandemic.
- Kumar, S. (2019) in their research study aimed to look into the connection between Gold ETF and actual gold as well as the performance of Gold ETFs in India with help of various statistical tools and models such as Alpha, etc. and they also performed correlation analysis. The article indicates that gold and gold exchange-traded funds have a favorable association. It was discovered that Gold ETFs outperformed actual gold in terms of returns; Axis ETFs outperformed the other Gold ETFs in the survey.

## **III. IDENTIFICATION OF RESEARCH PROBLEM**

In Amravati most of the investors invest in gold in the form of jewellery which involves various constraints such as high making charges, loss of value ,safety issue and storage/locker charges. The present study creates awareness among investors of all available alternatives available in the market.

## **IV. OBJECTIVES OF THE STUDY**

- To study the various options available for investors in gold investment.
- To study the investors preference amongst various forms of gold investment options available.
- To study the factors effecting the choice of investment in gold.
- To discover the reasons for not to invest in gold.
- To examine the level of satisfaction of investors towards various gold investment.

## **V. SCOPE OF THE STUDY**

The claim for gold has seen intensifying trend notwithstanding the prices. India is projected to be amongst the world's major gold consumers where it is demanded various social, cultural, and economic reasons in the forms of jewelry,



coins, and technological and investment purposes. In recent years, gold has earned a significant position for investment purposes but unfortunately, the largest amount of investment is done in physical forms of gold such as jewelry, coins, and bars which ultimately are left idle in lockers. This paper attempts studying and analyzing the alternative forms of gold investment which are backed by gold such as Gold ETF, Gold mutual funds, digital or e-gold, gold futures, and Gold Sovereign Bonds. The idle lying physical gold in temple depositaries, safes, and lockers does not contribute to the economy's productive capability. Financialization of gold and a shift toward these alternative paper and digital gold can have a positive impact on economic growth which has been put forth in this paper. Gold ETF and Gold Sovereign Bonds have been particularly studied in this paper as part of alternative gold investment options in comparison to physical gold.

## **VI. STATEMENT OF HYPOTHESIS**

- Ho: There is no significant difference in the preference for different forms of gold investment among investors in Amravati city.
- H1: There is a significant difference in the preference for different forms of gold investment among investors in Amravati city.

## **VII. RESEARCH METHODOLOGY**

Research methodology refers to the systematic approach and techniques employed to investigate, analyze, and draw conclusions from a research question or problem. It encompasses the overall strategy for data collection and analysis. Key elements typically include selecting a research design (qualitative, quantitative, or mixed methods), defining research objectives, choosing data collection methods (surveys, interviews, experiments), and determining data analysis techniques (statistical analysis, content analysis). Ethical considerations and sample selection are also vital. Researchers follow a structured process to ensure the validity and reliability of their findings. Methodology is critical in producing credible research outcomes and advancing knowledge in various fields.

The present study is descriptive study in nature. In this study my objective is to study various options available for investors in gold investment and to create awareness on various forms of gold investment. In order to get required information, the information was gathered from the Primary and Secondary sources. Primary data consists of questionnaire and secondary data consists of information sourced through various websites, research articles. For the purpose of study data has been collected from 100 respondents in Amravati and the convenience sampling has been used.

### **7.1. RESEARCH DESIGN :**

This study was employ a descriptive research design to analyze and describe the preferences of investors in Amravati regarding various forms of gold investments.

### **7.2. DATA SOURCES :**

#### **PRIMARY DATA:**

The primary data was collected through structured surveys filled by the investors who make frequent investments in gold from Amravati

#### **SECONDARY DATA:**

Secondary data was gathered from books, magazines journals, research, newspapers, and Internet.

### **7.3. TOOLS OF DATA COLLECTION :**

Structured questionnaires was used to collect primary data. Secondary data will be collected through magazines journals, research, newspapers, and internet.

### **7.4. SAMPLE DESIGN :**

The sample size was constituted of 100 individual investors.

### **7.5. SAMPLING TECHNIQUE :**

A combination of stratified and random sampling was used to select individual investors.

### **7.6. TOOLS PROPOSED TO BE USED FOR DATA ANALYSIS :**

Many different methodologies can be used for data collection and analysis. Amongst the basic data collection tools we would use a structured questionnaire through Google form for collecting primary data from the investors making investments in gold.: These are designed to collect and record information from many people, groups or organisations



in a consistent way. A questionnaire is a form containing questions. It may be a printed form or one designed to be filled in online. Questionnaires may be administered in many different ways. A survey, by contrast, is normally a large, formal exercise. It typically consists of three different aspects: an approved sampling method designed to ensure the survey is representative of a wider population; a standard questionnaire that ensures information is collected and recorded consistently; and a set of analysis methods that allow results and findings to be generated.

**Hypothesis Testing :**

In this study , to test hypothesis chi square test for goodness of fit is applied.

H0 : There is no significant difference in the preference for different forms of gold investment among investors in Amravati city.

H1 : There is a significant difference in the preference for different forms of gold investment among investors in Amravati city.

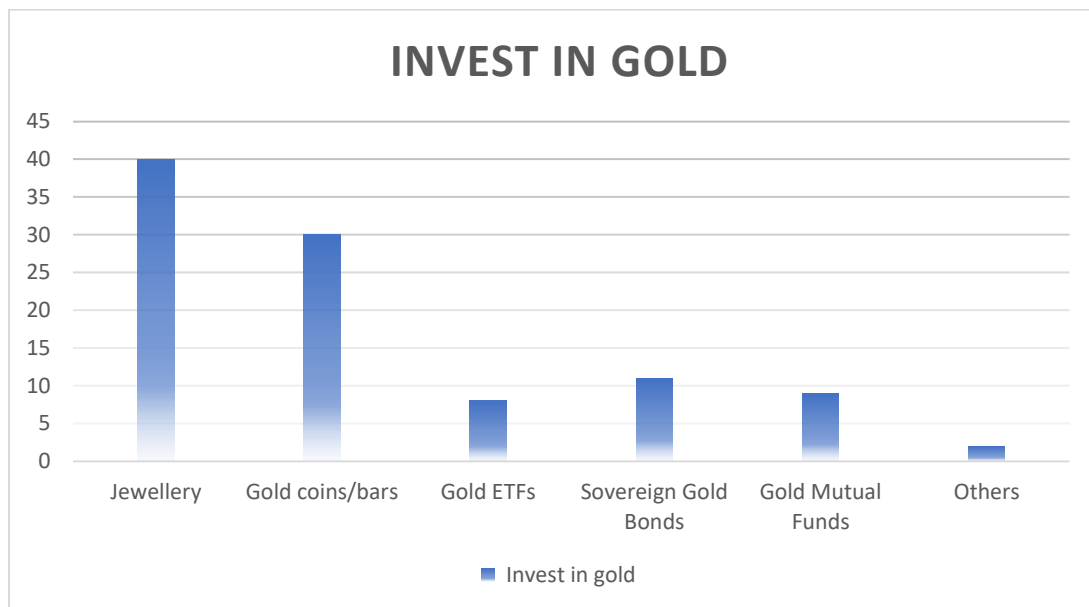
**Data analysis:**

**Classification based on gold investment preferred by respondents.**

Table No.1. : Classification based on gold investment preferred by respondent.

Invest in gold	No. of response	Percentage
Jewellery	40	40%
Gold coins/bars	30	30%
Gold ETFs	8	8%
Sovereign Gold Bonds	11	11%
Gold Mutual Funds	9	9%
Others	2	2%
<b>Total</b>	<b>100</b>	<b>100%</b>

Graph No. 1:Classification based on gold investment preferred by respondents.



(Source : primary data)

**INTERPRETATION :**

From the above data it is interpreted that ,the majority, 40%, prefer investing in gold jewellery. Following closely behind, 30% of investors opt for gold coins or bars. A smaller percentage, 8%, choose Gold ETFs, while 11% prefer Sovereign Gold Bonds. Gold Mutual Funds are favored by 9% of investors, and the remaining 2% choose other forms of gold investments.



Invest in gold	oi	ei
Jewellery	40	16.67
Gold coins/bars	30	16.67
Gold ETFs	8	16.67
Sovereign Gold Bonds	11	16.67
Gold Mutual Funds	9	16.67
Others	2	16.67
<b>Total</b>	<b>100</b>	<b>100</b>

oi	ei	Difference	Diff. squre	Diff sq. / ei
40	16.67	23.33	544.29	32.65
30	16.67	13.33	177.69	10.66
8	16.67	8.67	75.17	4.51
11	16.67	5.67	32.15	1.93
9	16.67	7.67	58.83	3.53
2	16.67	14.67	215.21	12.91
<b>100</b>	<b>100</b>			<b>66.19</b>

The chi square value is 66.19

Tabulated value = 11.07 with 0.05 significant level at 5 degree of freedom

Therefore, chi calculated value greater than chi tabulated value then rejected null hypothesis

Hence we conclude that there is significant difference in the preference for different forms of gold investment among investors in Amravati city.

### VIII. CONCLUSIONS

- It is concluded that, various gold investment options were examined, highlighting preferences for jewelry, coins, and bars among investors.
- It is concluded that , investors' preferences were studied, showing a strong inclination towards tangible assets like gold jewelry.
- Factors influencing investment decisions, such as safety concerns and making charges, were explored.
- The study concluded that ,Reasons for not investing in gold were identified, including lack of funds and worries about price fluctuations.
- Overall, investors expressed a satisfactory level of contentment with their gold investments, despite some areas of concern.

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# Consumer Behaviour and Brand Preferences: Maruti Suzuki & Tata Motors

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**ABSTRACT:** This study aims to investigate consumer behaviour and brand preferences towards Tata Motors and Maruti Suzuki, two of the leading automobile manufacturers in India. The study will explore various factors that influence consumer preferences, such as product quality, price, fuel efficiency, design, and after-sales service. Additionally, the study will examine the brand loyalty of consumers towards these two brands and identify the key factors that drive brand preference. The findings of this study will provide valuable insights for Tata Motors and Maruti Suzuki to develop effective marketing strategies and enhance their competitive advantage in the Indian automobile market.

The study will employ a quantitative research approach, using a structured questionnaire to collect data from a sample of consumers in India. The data will be analyzed using statistical techniques to identify significant relationships between consumer preferences and the various factors considered in the study.

**KEYWORDS:** Consumer behaviour, Brand Preferences, Brand reputation, Consumer perception.

## I. INTRODUCTION

A study on consumer behaviour and brand preferences towards Tata Motors and Maruti Suzuki can provide valuable insights into the automotive industry within a specific region. It examines factors influencing consumer choices, such as brand loyalty, product quality perception, customer satisfaction, and marketing strategies employed by both companies. By understanding these preferences, businesses can make informed decisions to cater to the demands of the local market and gain a competitive advantage. Additionally, it can help identify potential areas for improvement and innovation within the automotive sector.

## II. REVIEW OF LITERATURE

- ❖ Shivam Mathur and Krati Agarwal (2016) “Financial analysis of automobile industries (A comparative study of Tata Motors and Maruti Suzuki)” in their research study show that net sales of Maruti Suzuki is higher than the net sales of Tata motors. This means Maruti has more sales. In Maruti Suzuki the proportion of debt is lower as compared to Tata Motors. The earning per share of Maruti Suzuki is more than tata motors which shows Maruti Suzuki is earning more. Study show that Maruti Suzuki is better than Tata Motors.
- ❖ Priyanka R Gowda (2017) “Financial Performance Analysis as a determinant of Profitability in Indian Automobile Industry” This study show that ratio analysis helps to compare the financial statements of the firms and comparison of financial performance also investigated over a period of time. The study found the positive strong relationship between current ratio and quick ratio. Many analyst believe that quick ratio indicates an adequate ability to satisfy current obligations but one should aware that such general rule do not apply to all situations. A more significant evaluation is obtained by comparing the current ration and quick ratio.

## III. RESEARCH METHADODOLOGY

### ❖ Research Design:

Research design provides the clue that holds the research project together. An exploratory design is used to structure this research.

### ❖ Objectives Of Study:

1. To compare the factors that affects the consumer perception for buying Maruti Suzuki cars and Tata Motors Cars.
2. To understand the services awareness among the customer for their vehicle.





#### IV. DATA INTERPRETATION & ANALYSIS

##### ❖ **Price Consideration:**

The analysis reveals that a large majority of respondents (84%) consider price to be an important factor in their decision-making process when choosing between TATA Motors and Maruti Suzuki vehicles. This underscores the significance of pricing strategies in attracting and retaining customers in the competitive automotive market.

Only a small percentage of respondents (3%) disagree with the importance of price consideration, indicating a general consensus among consumers regarding the role of pricing in their purchasing decisions.

Additionally, 11% of respondents strongly agree that price is a crucial factor, emphasizing the extent to which pricing influences their brand preferences and purchasing behavior.

##### ❖ **Brand Reputation:**

The study also finds that a significant portion of respondents (67%) agree that brand reputation plays a pivotal role in their decision-making process. This highlights the importance of brand image and perception in shaping consumer preferences and loyalty.

A notable proportion (24%) of respondents strongly agree with the influence of brand reputation, indicating a strong association between brand image and consumer trust. Conversely, only 8% of respondents disagree with the impact of brand reputation, while an even smaller percentage (1%) strongly disagree, suggesting a generally positive perception of both TATA Motors and Maruti Suzuki among consumers.

##### ❖ **Safety Prioritization:**

The analysis reveals that a majority of respondents (64%) prioritize safety features and specifications when making their purchasing decisions. This underscores the importance of safety considerations in consumer decision-making.

A substantial portion of respondents (27%) strongly agree with the significance of safety features, indicating a high level of importance placed on vehicle safety.

Conversely, only 8% of respondents disagree with the importance of safety, while an even smaller percentage (1%) strongly disagree, suggesting a general consensus among consumers regarding the importance of safety features in vehicles.

##### ❖ **Fuel Efficiency Consideration:**

The study finds that a majority of respondents (70%) consider fuel efficiency to be an important factor in their decision-making process when choosing between TATA Motors and Maruti Suzuki vehicles. This highlights the significance of fuel efficiency considerations in consumer preferences.

A notable proportion of respondents (23%) strongly agree with the importance of fuel efficiency, indicating a strong preference for vehicles that offer good fuel economy.

Conversely, only 6% of respondents disagree with the importance of fuel efficiency, while 1% strongly disagree, suggesting a generally positive perception of the role of fuel efficiency in vehicle selection.

##### ❖ **Influence of Online Reviews and Ratings:**

The analysis reveals that a majority of respondents (70%) consider online reviews and ratings when choosing between TATA Motors and Maruti Suzuki vehicles. This underscores the significance of online reputation management for automotive brands.

A notable portion of respondents (15%) strongly agrees with the influence of online reviews, indicating a high level of reliance on digital feedback in their decision-making process.

Conversely, only 14% of respondents disagree with the importance of online reviews and ratings, suggesting a generally positive perception of the value of online feedback in informing purchasing decisions.

A negligible percentage (1%) strongly disagrees with the influence of online reviews, indicating a minimal impact of dissenting opinions on the overall perception of online feedback.



#### ❖ **Brand Loyalty:**

The analysis reveals that a majority of respondents (62%) consider brand loyalty when making their purchasing decisions. This indicates the importance of brand image and reputation in fostering consumer loyalty.

A significant portion of respondents (18%) strongly agrees with the role of brand loyalty, highlighting the strong emotional connection and trust that consumers have towards their preferred brands.

Conversely, 19% of respondents disagree with the significance of brand loyalty, suggesting that a minority of consumers may prioritize other factors such as price or features in their decision-making process.

A negligible percentage (1%) strongly disagrees with the importance of brand loyalty, indicating a minimal impact of dissenting opinions on the overall perception of brand loyalty.

#### ❖ **Perception of Maruti Suzuki's Reliability:**

The study finds that a majority of respondents (62%) perceive Maruti Suzuki as a reliable car manufacturer. This indicates the positive reputation and trust associated with the brand in terms of product quality and performance.

A notable portion of respondents (24%) strongly agrees with Maruti Suzuki's reputation for reliability, underscoring the strong confidence that consumers have in the brand.

Conversely, 11% of respondents disagree with Maruti Suzuki's reliability, suggesting that a minority of consumers may have concerns or doubts regarding the brand's dependability.

A negligible percentage (1%) strongly disagrees with Maruti Suzuki's reliability, indicating a minimal impact of dissenting opinions on the overall perception of the brand's reliability.

### **V. CONCLUSION**

The study on consumer behaviour and brand preferences towards Tata Motors and Maruti Suzuki in Amravati city provides valuable insights into the automotive industry within that specific region. By understanding these preferences, businesses can make informed decisions to cater to the demands of the local market and gain a competitive advantage.

The findings suggest that Maruti Suzuki has a stronger brand presence and market share compared to Tata Motors. Factors such as brand reputation, reliability, wide range of models, and value for money play a significant role in consumer decision-making. However, Tata Motors is perceived as offering innovative and technologically advanced vehicles, which can be leveraged to attract customers.

To enhance their market position, Tata Motors could focus on improving their brand image, emphasizing their innovative features, and ensuring competitive pricing. Both companies should prioritize customer satisfaction and loyalty by providing excellent customer service and support.

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# A Study on Digital Payments & Its Impact on Retailers of Amravati City

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**ABSTRACT:** Digital payments has revolutionized the way transactions are conducted globally, with significant implications for both consumers and retailers. This research paper aims to investigate the impact of digital payments on retailers operating in Amravati city, a burgeoning urban centre in India. Through a mixed-methods approach encompassing surveys, questionnaires and secondary data analysis, this study seeks to comprehensively understand how the adoption of digital payment systems has influenced various aspects of retailers' businesses, including sales volumes, operational efficiency, customer satisfaction, and financial management. For the study, the researcher has considered few small retail shops, which includes grocery shop, fancy, tailoring shop, vegetable shops, beauty Parlor's, medical stores. The study was undertaken in and around Amravati city, the sample size for the study is 100 respondents who use digital payments for their transactions.

**KEYWORDS:** Digital payments, Retailers, Adoption, Usage patterns, Impact, Benefits, Challenges.

## I. INTRODUCTION

In recent years, the proliferation of digital payment systems has revolutionized the way financial transactions are conducted worldwide. This transformation has been particularly pronounced in urban centers like Amravati City, where technological advancements have rapidly penetrated various aspects of daily life. In this context, the impact of digital payments on retailers in Amravati City emerges as a significant area of study. The shift towards digital transactions has been driven by various factors, including advancements in technology, changes in consumer behavior, and government initiatives promoting cashless economies. As consumers increasingly opt for the convenience and security offered by digital payment methods, traditional cash-based transactions are gradually becoming less prevalent. This transition has profound implications for retailers, who must adapt to the evolving landscape to remain competitive and sustainable. Understanding the dynamics of digital payments and their effects on retailers in Amravati city is essential for several reasons. Firstly, it sheds light on the extent to which local businesses have embraced digital payment solutions and the challenges they face in this transition. Secondly, it allows us to assess the impact of digital payments on the efficiency, profitability, and overall viability of retail establishments in the city. Moreover, exploring the experiences and perceptions of retailers provides valuable insights into the broader implications of digitalization for the local economy and society.

The Indian government has been advancing and engendering on the web Installments forcefully, beginning with demonetization back in 2016. 'Digital India' had been the controlling power of numerous monetary and monetary choices that pushed Indians to change to online instalments. Now, the world has been moving towards everything computerized for quite a while. Nonetheless, the year 2020 put into viewpoint the desperate need to adjust to advanced innovation quickly. This variation happened immediately with the lockdown becoming effective, particularly for advanced instalments in India. In this study, Impact of digital payment technologies (such as internet banking, mobile wallet money, and credit/debit cards) in small retailers help us to know better whether the retailers are able to implement infrastructure to transact digitally (such as bank accounts and smart phones), fees on digital platforms are affordable, and small scale Retailers are sufficiently literate to be able to use digital payment systems. There have been independent variables as demographic variables: annual income, years of business, tenure of usage and the dependent variables: Perceived usefulness, Perceived ease of use, risk, subjective norms self-efficacy, facilitating condition, Behavioural intentions, Behavioural control were used for the analysis. The commonly used technique is experimental questionnaire which consists of questions on hypothetical scenarios and/or adoption decision of retailers. During this method, retailers were asked to complete a questionnaire for gathering Information about the ease of use, risk, subjective norms self-efficacy of retailers through a series of questions.



The 20 century was marked by the internet era and a stepping stone toward the digitalized society of the 21st century. due to globalization, India is also in pace with the world in the adoption of technology and demonetization has given a boost towards acceptance of e-payments. Most of retails shop owners have started using online payment services to keep their business going as the sales dropped after the government demonetization decision. The online payments supported the business at the time of crisis. The whole chain of suppliers wholesalers, retailers, and customers found it much easier to make digital payments as it served the need of the hour.

## II. REVIEW OF LITERATURE

- **Ms. Rashi Singhal, 2021.** Carried out the study, “Impact And Importance Of Digital Payment In India” International Journal Of Multidisciplinary Educational Research”. The study found that Government and the administrative authorities in E-payments segments should set up a strong background for educating the public. Efforts can be taken at School and college education levels. For Senior citizens also the banking industry can start new awareness programs. To answer any query about new applications, strategies, programs, or other types of innovative data, it is necessary to set up data locations. The educated youth should also play a part by lending a hand and sharing their knowledge with those who are unable to complete transactions on their own. It was also noticed that by implementing and creating stricter criteria concerning digital protection, the issue of cybercrimes and data theft can be addressed.
- **Anil Jain, 2020.** stated that the Indian banknote demonetization was one of the most significant international events of 2016. Overnight, 86 percent of Indian currency in circulation ceased to be legal acrobatic sectors in India. The last four years, digital payments have grown substantially from 5% to 30%, backed by demonetization and the government's ongoing drive to further the unwanted Indian economy.
- **G. Sudha and Dr.V. Sornaganesh, 2019.** The article revealed that after demonetization changes in buying behaviour are clearly explained. After demonetization the main impact is reduce the paper money and increase the digital cash. Most of the customers used digital cash after the demonetization, used through the mobile applications, Internet Banking, etc., for paying their bills at shopping or at groceries.

## III. OBJECTIVES OF THE STUDY

- To study the factors influencing the digital payments adoption among retailers.
- To assess the perceived level of ease and convenience of retailers while using cashless modes of transactions.
- To identify the apprehension of the retailers in switching over to cashless transaction.
- To find out the problems faced by retailers by use of e- payment or digital payment options

## IV. RESEARCH METHODOLOGY

**Research Design :** A research design was consider as the framework or plan for a study that guides as well as helps the data collection and analysis of data. The study design selected for this learning for both open research design and premise testing research design.

### SOURCES OF DATA :

#### 1) Primary Data :

Primary data, by contrast, are collected by the investigator conducting the research. Primary data refer to demographic and socio-economic characteristics of the retailers, behavior and opinion of the retailers, their awareness and knowledge.

#### 2) Secondary Data :

Secondary data had been collected from Journals, Books, Websites and magazines.

### Tools of Data Collection :

Data collection tools use in this research as like

1. Questionnaires
2. Observations

### Sample Design :

A sample size was a component of population which was cautiously selected to signify the population. The study was conduct with the sample size of 100 retailers at Amravati city.



**Sampling Technique :**

Convenience Sampling Method:

A Convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

**Analytical Tools :**

The analytical tools, MS-Excel, testing through one way single factor, table charts and graphs was used in this study.

**V. STATEMENT OF PROBLEM**

The rapid growth of digital payment systems has transformed the landscape of retail transactions globally. However, amidst this transition, understanding the specific impact of digital payments on retailers in localized contexts remains crucial. This study aims to investigate the implications of digital payment adoption on retailers in Amravati City, considering factors such as transactional efficiency, customer preferences, security concerns, and the overall business dynamics. By examining these aspects, the research seeks to provide insights into the challenges and opportunities faced by retailers in adapting to digital payment technologies, thus contributing to a better understanding of the evolving retail landscape in the digital age. Hence this study conducted to know the impact of digital payment in retails shops.

**VI. SCOPE OF THE STUDY**

This study is based on the analysis of banking structures for the customers and to the retailers in easy and best way of using the digital payments structures, which provide sufficient knowledge about the features and convenient way in taking part. The Banks spend lot of expenses in infrastructures of the banks in different branches. Payment banks are cheap and very convenient for the retailers to proceed with their payment methods and cash less transactions are helpful for the customers to pay their bills. This covers the easy way of making the payment structures.

The scope of research was the digital payment system of individual as well as their impact on retailers inclusion process in Amaravati city.

**VII. ANALYSIS AND INTERPRETATION**

100 samples were taken by collecting data through questionnaire from retailers in Amravati city out of which 82% respondents were male and remaining i.e. 18% were female. Out of 100 respondents, 15% of the respondents were below 25 years of age, 55% of the respondents were in the age group of 25-45, 20% of the respondents were in the age group of 45-65 and the remaining 10% of the respondents were in the age group of 65 and above.

The qualification of the respondents retailers that 8% of the respondent were Post Graduate, 28% of the respondent were Graduate, 44% of the respondent were H.S.C and remaining i.e 20% of the respondents were S.S.C qualified. & the income of respondent were that 27% of the respondents retailers were from income group less than ₹25000, 59% of the respondent were from income group ₹25001-50000, 10% of the respondent were from income group ₹50001-75000, and remaining i.e. 4% of the respondents were from income group ₹75001 and above.

**Table 1: Type of payment methods do retailers currently accept in their business.**

Payment Method Types	No. of Respondent	Percentage
Cash	47	47%
Cards	17	17%
Mobile Wallete	32	32%
UPI	3	3%
<b>Total</b>	100	100%

The study show that the 47% of the respondent retailers were Cash type Currently accepting in a business. 17% of the respondent were Mobile Wallete type Currently accepting in a business, 32% of the respondent were Cards types Currently accepting in a business and remaining i.e. 3% of the respondents were UPI type currently accepting in a business.



Table 2: Years Business Running

Years Business Running	No. of Respondent	Percentage
Less than 2	13	13%
2 – 4	26	26%
4 – 8	54	54%
More than 8	7	7%
<b>Total</b>	100	100%

The study show that the 26% of the respondent retailers were from 2- 4 years in a business, 13% of the respondent were from less than 2 years in a business, 54% of the respondent were from 4-8 years in a business and remaining i.e. 7% of the respondents were from more than 8 years in a business.

Table 3 : Primary Reasons for Adopting Digital Payment

Reasons for Adopting Digital Payment	No. of Respondent	Percentage
Huge Customer Demand	35	35%
Easy To Use	24	24%
Convenience	20	20%
Due To Reason of spare Money	21	21%
<b>Total</b>	100	100%

The study show that 24% of the respondent retailers were reasons for adopting digital payment is easy to use, 35% of the respondent were reasons for adopting digital payment is huge of customer demand, 20% of the respondent were reasons for adopting digital payment is convenience for use, and remaining i.e. 21% of the respondents retailers were reasons for adopting digital payment is due to spare money problem.

**HYPOTHESIS TESTING:**

H0: There is no significant relationship between years of business & reason to adopt the digital payment.

H1: There is a significant relationship between years of business & reason to adopt the digital payment.

**ONE WAY ANOVA FACTOR:**

One-way analysis of variance (ANOVA) is a statistical method for testing for differences in the means of three or more groups. It is typically used when you have a single independent variable, or factor, and your goal is to investigate if variations, or different levels of that factor have a measurable effect on a dependent variable.

ANOVA	1	2	3	4	5	6
Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	35.5	3	11.833333	0.3145072	0.814651	3.4902948
Within Groups	451.5	12	37.625			
<b>Total</b>	487	15				

According to the study ANOVA performed that there was the difference between years of business running & reasons of adopting the digital payment the result of ANOVA show that F value is 0.314507 is smaller than F crit value 3.4902948, Hence the Null hypothesis has accepted & Alternative hypothesis has rejected. So, there is a no significant relationship between years of business & reason to adopt the digital payment.



## VIII. CONCLUSIONS

1. The study shows that 82% of the respondents were male and remaining i.e. 18% of the respondents were female thus it can be concluded that males retailers more than females retailers.
2. The study shows that 15% of the respondents were of the age less than 25 years, 55% of the respondent were between age group of 26-45, 20% of the respondent were between age group of 46-65 and remaining i.e. 10% of the respondents were from age group of 65 and above hence it can be concluded from the response of Retailers more in age groups of 25-45.
3. From the study clear highlights that the importance of understanding and adapting to the evolving landscape of payment preferences among consumers. With a significant portion of respondents favoring cash and mobile wallets, alongside notable usage of cards and Net banking, retailers should strategically diversify their accepted payment methods to remain competitive and meet the demands of their clientele.
4. The findings suggest that a significant portion of retailers surveyed have relatively limited experience in the industry, with a substantial proportion being in business for 2-4 years or less. This highlights the importance of targeted support and resources tailored to the needs of newer businesses, while also recognizing the valuable insights that more seasoned retailers with 4-8 years or more of experience can offer.
5. From the study highlights that a significant portion of retailers adopt digital payments due to their ease of use, customer demand, convenience, and financial considerations. Therefore, strategies aimed at addressing these factors can effectively promote greater adoption of digital payment solutions among retailers.

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# Exploring Public Sentiments and Preference Regarding Electric Vehicle- A Study in Amravati City

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**ABSTRACT:** This study investigates public sentiments and preferences regarding electric vehicles (EVs) in Amravati City. With the growing global interest in sustainable transportation, understanding the attitudes and perceptions of individuals towards EVs is crucial for promoting their adoption. Through a structured survey conducted among residents of Amravati City, data was collected on awareness, perceptions, preferences, and potential barriers to EV adoption. The study employs both qualitative and quantitative analysis techniques to interpret the findings. Key insights reveal the level of awareness and acceptance of EVs among the public, as well as factors influencing their decision-making process. The study contributes to the existing literature on EV adoption and provides valuable insights for policymakers, businesses, and other stakeholders involved in promoting sustainable transportation initiatives.

**KEYWORDS:** Electric vehicles (EVs), preference, awareness, perceptions, barriers.

## I. INTRODUCTION

The transition to electric vehicles (EVs) has become a global imperative as societies strive to reduce greenhouse gas emissions, combat air pollution, and foster sustainable transportation solutions. Amravati city, located in [mention location], represents a vibrant urban center where the adoption of electric vehicles has gained increasing attention in recent years. This study aims to delve into the public sentiments and preferences surrounding electric vehicles within Amravati city. To understand the general perceptions and attitudes of Amravati's residents towards electric vehicles, including concerns, misconceptions, and perceived advantages. To determine the factors influencing the preference for electric vehicles, including cost, environmental considerations, and range anxiety.

Assess the adequacy and accessibility of charging infrastructure within Amravati city and its impact on EV adoption. The study will employ a combination of surveys, interviews, and data analysis techniques to gather and analyze relevant information. The results will be presented in subsequent sections, providing a comprehensive overview of the public sentiment towards electric vehicles in Amravati city. The shift towards electric vehicles (EVs) has gained significant attention worldwide due to its potential to reduce greenhouse gas emissions and promote sustainability in the transportation sector. In this context, a comprehensive study was conducted in Amravati city to explore public sentiments and preferences regarding electric vehicles.

Amravati, a bustling urban center in India, serves as an ideal setting for such research, as it represents a microcosm of the broader challenges and opportunities facing EV adoption in developing regions. This study aimed to gather insights into the awareness, attitudes, and potential barriers hindering the adoption of electric vehicles among the residents of Amravati. The global shift towards sustainable transportation solutions has prompted a growing interest in electric vehicles (EVs) as an environmentally friendly alternative to traditional internal combustion engine vehicles. Amravati City, situated in the heart of India, is no exception to this trend. This project aims to delve into the sentiments and preferences of the public in Amravati City concerning electric vehicles. Amravati City's unique demographics, economic factors, and infrastructure play a crucial role in shaping its residents' attitudes towards EVs. This study seeks to analyze the existing knowledge and perceptions of EVs among the populace, as well as identify the factors influencing their preferences. Understanding these sentiments is vital for policymakers, city planners, and automotive manufacturers to make informed decisions about promoting EV adoption and developing the necessary infrastructure.

## II. OBJECTIVE OF STUDY

- To identify the factors considered for purchasing Electric Vehicle.





- To access the awareness level of electric vehicles (EVs) and its available models amongst the residents of Amravati city.
- To determine the factors influencing public sentiments towards EV adoption.
- Investigate the willingness of residents to switch from traditional internal combustion engine vehicles to EVs.

### III. SCOPE OF STUDY

#### 1. Survey and Data Collection:

Conduct surveys or interviews to gather opinions and preferences from residents of Amravati regarding EVs. This data can be collected from a diverse sample of the population to ensure representation.

#### 2. Awareness and Knowledge:

Assess the level of awareness and knowledge about electric vehicles among the public in Amravati. This can include questions about their understanding of EV technology, benefits, and drawbacks.

#### 3. Perceptions:

Investigate how people perceive electric vehicles in terms of factors like cost, reliability, environmental impact, and performance. Understand any misconceptions or concerns that may exist.

#### 4. Charging Infrastructure:

Evaluate the availability and accessibility of EV charging infrastructure in Amravati. Identify any gaps or areas for improvement.

**5. Incentives and Policies:** Examine the influence of government incentives, subsidies, and policies on public interest in electric vehicles. This can include incentives for EV purchases, tax benefits, or infrastructure development.

**Barriers:** Identify barriers or challenges that prevent residents from adopting electric vehicles. These could be related to affordability, range anxiety, lack of charging stations, or other factors.

### IV. REVIEW OF LITERATURE

- ✓ **Knuckle (Maruti Suzuki Alto800)(Oct. 26, 2021)**-Although greenhouse gas emissions (GHG) from the EU transport sector decreased in 2020, this decrease refers to the decrease in activity due to the Covid-19 pandemic, and road transport remains the main GHG contributor of all transport emissions (EEA, 2021). Bartels and Reinders (2011) note that innate innovativeness remains an important concept in understanding the adoption of new technologies.
- ✓ **Frontech China (Oct. 26, 2021)**-It is found that carbon emissions of BEVs using European grid-mix electricity are about half of average European vehicle emissions, whereas HFCEVs and PHEVs have a lower emissions reduction potential. In the 2020 context, electric vehicle WTW emissions are expected to continue offering greater carbon benefits due to more efficient power trains and increasing low-carbon electric power. A lower-carbon grid and higher power train efficiency by 2020 could cut average electric vehicle emissions by one-third again.
- ✓ **D. Chinnappa Nanjunda (Jun. 2020)**-Greenhouse gas (GHG) emissions and energy demand for electric and conventional vehicles are presented on a well-to-wheel (WTW) basis, capturing all direct and indirect emissions of fuel and electricity production and vehicle operation. The results are based on former analyses, and are updated and refined with real-world fuel consumption levels. Real-world fuel consumption is commonly about 20%–40% higher than official type approval measurements. Finally, WTW estimates for electric and conventional vehicles are put in the context of the 2021 CO<sub>2</sub> standard for European passenger vehicles.

### V. RESEARCH METHODOLOGY

Research methodology refers to the systematic approach and techniques employed to investigate, analyze, and draw conclusions from a research question or problem. It encompasses the overall strategy for data collection and analysis. Key elements typically include selecting a research design (qualitative, quantitative, or mixed methods), defining research objectives, choosing data collection methods (surveys, interviews, experiments), and determining data analysis techniques (statistical analysis, content analysis). Ethical considerations and sample selection are also vital. Researchers follow a structured process to ensure the validity and reliability of their findings. Methodology is critical in producing credible research outcomes and advancing knowledge in various fields.



**1. Research Design:**

Designing a research methodology for exploring public sentiments and preferences regarding electric vehicles (EVs) in Amravati city involves several key steps:

**2. Tools of Data Collection:**

Choose appropriate methods for data collection, which can include surveys, interviews, focus groups, and observations. Surveys are commonly used for studying public sentiments and preferences.

**3. Sample Design:**

Develop a structured questionnaire with a mix of open-ended and closed-ended questions to gather relevant data. Ensure clarity and neutrality in your questions.

**4. Sampling Technique:**

For the study undertaken we have decided the target population of respondents from Amravati city and a representative sample of 100 respondents.

**VI. RESULT AND DISCUSSION**

In the contemporary landscape of marketing research, understanding consumer behavior within the framework of traditional and digital marketing channels has gained significant attention. To shed light on the complex interaction between these marketing channels, a comprehensive survey was conducted among 110 respondents from Amravati city. This study aimed to explore the dynamics of consumer engagement, preferences, and interactions with traditional marketing and digital marketing.

**Statement of Hypothesis/ Hypotheses:** A sample of 400 respondents was subjected different types of the marketing classified as Protect Global Warming, Subsidies From Government, Environmental Friendly, EV Charging Infrastructure . The resulting data is presented in the table below. Use a 5% level of significance to examine whether there is any relationship between the electric vehicle and gasoline vehicle.

Table 1. Classification of different factor for electric vehicle and gasoline vehicle.

Particular	Strongly Agree	Agree	Disagree	Strongly Disagree	Total
Protect Global Warming	37	24	9	30	100
Subsidies From Government	30	30	20	20	100
Environmental Friendly	35	30	25	10	100
EV Charging Infrastructure	38	29	20	13	100
<b>Total</b>	<b>140</b>	<b>113</b>	<b>74</b>	<b>73</b>	<b>400</b>

Solution:

Hypothesis Ho: There is no significant preference of customers towards electric bike compared to traditional gasoline bike.

Hypothesis H1: There is a significant preference of customers towards electric bike compared to traditional gasoline bike.

Table 2: Observed and expected frequency.

Row Column	Observation	Estimate (E)	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
E 1.1	37	35	2	4	0.108108
E 1.2	24	28.25	-4.25	18.0625	0.752604
E 1.3	9	18.5	-9.5	90.25	10.02778
E 1.4	30	18.25	11.75	138.0625	4.602083
E 2.1	30	35	-5	25	0.833333



E 2.2	30	28.25	1.75	3.0625	0.102083
E 2.3	20	18.5	1.5	2.25	0.1125
E 2.4	20	18.25	1.75	3.0625	0.153125
E 3.1	35	35	0	0	0
E 3.2	30	28.25	1.75	3.0625	0.102083
E 3.3	25	18.5	6.5	42.25	1.69
E 3.4	10	18.25	-8.25	68.0625	6.80625
E 4.1	38	35	3	9	0.236842
E 4.2	29	28.25	0.75	0.5625	0.019397
E 4.3	20	18.5	1.5	2.25	0.1125
E 4.4	13	18.25	-5.25	27.5625	2.120192
					<b>27.77888</b>

The critical value of the chi-square at a 5% level of significance with 9 degrees of freedom is given by 16.919. The sample value of the chi-square falls in the rejection region. Therefore, the null hypothesis is rejected and it is concluded that, there is a significant preference for digital marketing compared to electric and gasoline vehicles. Using a p-value approach, it can be seen that the computed value of chi square (27.77888) with 9 df is higher than the critical value.

**P Value Results -**

Chi 2 =27.77888 DF=9

The two-tailed P value is less than 0.0010

By conventional criteria, this difference is very statistically significant.

**VII. CONCLUSION**

Our study delved into the public sentiments and preferences regarding electric vehicles (EVs) in Amravati City. Through surveys and interviews, we uncovered several important insights. Firstly, there is a growing awareness and interest in EVs among the residents of Amravati City, driven by concerns over environmental sustainability and rising fuel costs. However, despite this awareness, there are still significant barriers to widespread EV adoption, including concerns about affordability, limited charging infrastructure, and range anxiety.

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# A Comparative Study of Selected ULIP Insurance Schemes in India

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**ABSTRACT:** ULIP is quite a new concept to Investors which is mainly designed to serve Investors as an Investment option as well as Insurance i.e. risk cover. There are many features which have made ULIP attractive such as flexibility, transparency, liquidity and a vast variety of fund option. ULIPs essentially combine the advantages of an insurance policy with those of a market-linked investment. This paper makes an attempt to identify various factors affecting perception of investors regarding investment in ULIP. The study examined the customer preference towards ULIP plans. From the various funds examined, it can be said that an investor who is ready to take risks should invest in ULIP plans.

The survey was conducted in India to understand the awareness, usage of features and effectiveness of ULIP. Primary data is collected through structured questionnaire. Research design was the descriptive in nature and simple random sampling technique was used. Of all the respondents surveyed, it was found that most of respondents had ULIP of top 2 life insurance companies. The brand image of these companies has captured the attention of investors from India. The primary objective for investing in such plans was found to be capital appreciation and tax benefits. Majority of the investors were aware that premium will be invested in stock market.

The policyholders opined that the allocation charges are high and the consequent returns to be average. Significant numbers of the investors are not monitoring their investment properly.

**KEYWORDS:** Introduction on ULIP, Investment, Awareness of ULIP Schemes, products and funds, Allocation charges

## I. INTRODUCTION

Unit linked insurance plan (ULIP) is a life insurance solution that provides the client with the benefits of protection and flexibility in investment. ULIPs offer life insurance coverage, with the policy value fluctuating based on the value of the underlying assets. The investment is represented as units, which are valued according to the Net Asset Value (NAV). ULIP schemes are goal-oriented and one of the better financial solutions that merge the security of insurance protection and opportunities for wealth creation. In ULIPs, a part of the investment goes towards providing a life cover. The remaining portion of the ULIP is invested in a fund that, in turn, allocates its investments to stocks or bonds. The value of these investments changes based on the performance of the underlying fund chosen by the customer. In simple terms it can be considered as the ULIP schemes are designed to separate the protection element from the savings element. As it allowing each to be managed according to the specific needs of the investor. This structure offers unparalleled flexibility and transparency. ULIPs were introduced in the 1960s and quickly gained popularity in Western Europe and America. The reason that is attributed to the wide spread popularity of ULIP is because of the transparency and the flexibility which it offers to the clients. As time progressed the plans were also successfully mapped along with life insurance needs to retirement planning. In today times ULIP provides solution for all the needs of a client like insurance planning, financial needs, financial planning for children future and retirement planning. A unit-linked insurance policy provides customers with life insurance coverage while investing their premiums in debt, equity products, or a combination of both. Essentially, it allows the buyer to secure financial protection for their family in the event of their untimely death while also offering an opportunity to earn returns on the premiums paid.

The event of the insured person's untimely death, his nominees would normally receive an amount that is the higher of the sum assured (insurance cover) or the value of the units (investments). However, there are some schemes in which the policyholder receives the sum assured plus the value of the investments. Every insurance company offers four to five ULIPs with different investment options, charges, and conditions for withdrawals and surrender. Additionally, schemes are tailored to suit various customer profiles, providing a wide range of choices. The advantage of ULIPs is that, due to the long-term nature of the investments, the chances of earning a decent return are high. Similar to mutual funds, risk-averse buyers can invest in debt schemes, while those with a higher risk appetite can choose balanced or equity



schemes. However, the charges paid in these schemes in terms of the entry load, administrative fees, underwriting fees, buying and selling charges and asset management charges are fairly high and vary from insurer to insurer in the quantum as also in the manner in which they are charged.

## II. REVIEW OF LITERATURE

**1) K balani (2023)** In this research I have found that most of respond are aging 21 to 30 years are more interested in buying life insurance. There were various types of life insurance service providers in competition. Different companies provide different benefits so have choice to select the best plans for them which gives them good returns.

**2) Sumesh Khunger, Vipin Kumar (2023)** This study attempted to compare and analyze the growth of various premiums underwritten by selected private sector life insurance companies from 2017-18 to 2021-22. The study was an analytical nature and based on secondary data gathered from Annual Reports of IRDA of different years. The study shows that in the case of growth of linked first year premium, the ICICI has shown negative growth for three years continuously, i.e. from 2018-19 to 2020-21 and in the year 2020-21, both HDFC and SBI have shown negative growth and overall, all the three selected companies are showing fluctuating trends

**3) C Kalpana Naidu, C Paramasivan (2023)**, This research paper attempted to study the Public & Private Life Insurance Companies in India and compare the perception of customers in terms of service quality and analyze the performance of public and private life insurance companies in India. Indian financial system is highly influence with the banking and insurance sector which attracts flow of savings and investments to the country.

**4) Fu-Wei Huang, Shi Chen, Jeh-Horng Lin (2022)**, This study developed a contingent framework to examine the contract issuance of alternative unit-linked insurance plans (ULIPs) considering policy surrender. We show that the extension of the aggressive/conservative-plan policy surrender date enhances policyholder protection and insurer default risk when the two optimal guaranteed rates of the programs remain fixed. Increasing aggressive-plan policy surrenders improves policyholder protection and insurer survival when the optimal invested-asset interest rate remains unchanged. Increasing conservative-plan policy surrenders negatively impacts policyholder protection but supports insurer survival. Our results no complement the literature by demonstrating that ULIPs are relevant to policyholder protection and insurer survival in the asset-liability matching management.

## III. RESEARCH METHODOLOGY

### Research objectives -

1. To study the Awareness of customers towards ULIP insurance scheme .
2. Determine the factor affecting ULIP insurance scheme offered by the different Life Insurance company of India.
3. To assess the future prospect of life insurance industry in India.

### Hypothesis statement -

**Null hypothesis:-** There is no significant impact of age on investment into ULIP insurance scheme.

**Alternative Hypothesis:-** There is significant impact of age on investment into ULIP insurance scheme .

## IV. DATA ANALYSIS & INTERPRETATION

In this study it was founded that most of the respondents belong to age group of 18 to 24 years . The annual income was upto Rs. 25000. Many respondent recommended other to invest in ULIP insurance scheme and take advantage of various schemes & benefits for future purpose. The age of investors was not significantly affect the investment of the investor of ULIP insurance scheme they invest their funds according to their annual income.

**Hypothesis Testing :-** It is based on two hypothesis statement i.e. Null hypothesis and Alternatives hypothesis on the basis of age and investment while selecting ULIP insurance schemes

**Table No.1:** Following table shows age wise distribution of the respondents

Age Group (in years)	No of Respondents	Percentage
18-24	28	56%
24-30	17	34%



30-36	4	8%
36-40	1	2%
<b>Total</b>	<b>50</b>	<b>100%</b>

**Table No.2:** Following table shows investment (Annually) wise distribution in ULIP Schemes

Investment Amount (in Rs.)	No. of Respondent	Percentage
0-25000	18	36 %
25000-50000	9	18 %
50000-75000	10	20 %
75000-100000	13	26 %
<b>Total</b>	<b>50</b>	<b>100 %</b>

From the above 2 tables it was conclude that tools proposed to used for hypothesis testing is Karl Pearson's coefficient of correlation.

**Table No.3:** Calculation of the values for Karl Pearson's coefficient of correlation.

Age (in years) ↓	Annual Spending Capacity (in Rs. '000)				Total (f)	dy=y- y <sup>-</sup> /i	f <sup>^</sup> dy	f <sup>^</sup> dy <sup>2</sup>
	0-25	25-50	50-75	75-100				
18-24	9	6	5	8	28	-1	-28	28
24-30	8	2	3	4	17	0	0	0
30-36	1	1	1	1	4	1	4	4
36-40	0	0	1	0	1	2	2	4
Total (f)	18	9	10	13	'50'	dy =2	Σfdy= - 22	Σfdy <sup>2</sup> = 36
dx=x- x <sup>-</sup> /i	-1	0	1	2	dx=2			
Σf <sup>^</sup> dx	18	9	10	26	Σfdx=57			
Σf <sup>^</sup> dx <sup>2</sup>	18	9	10	52	Σfdx <sup>2</sup> =89			
Σfdx <sup>^</sup> dy	10	0	-11	-30	Σfdxdy= -31			

Formula for Karl Pearson's Coefficient of correlation :

$$r = \frac{n \times \Sigma f dx dy - (\Sigma f dx) \times (\Sigma f dy)}{\sqrt{n \times (\Sigma f dx^2) - (\Sigma f dx)^2} \times \sqrt{n(\Sigma f dy^2) - (\Sigma f dy)^2}}$$

$$= \frac{50 \cdot (-31) - (57) \cdot (-22)}{\sqrt{50 \cdot 89 - 57^2} \cdot \sqrt{50 \cdot 36 - 22^2}}$$

$$= \frac{-1550 + 1254}{\sqrt{4450 - 3249} \cdot \sqrt{1800 - 484}}$$

$$= \frac{-296}{\sqrt{1201} \cdot \sqrt{1316}}$$

$$= \frac{-296}{1257.14}$$

$$= -0.23$$

This shows that there is negative correlation of coefficient and also there w s low degree of coefficient in their relations so in these case Null hypothesis was accepted.



## V. CONCLUSION

Factors influencing or affecting investment decisions included safety and high returns when comparing different investment options. The primary objectives in choosing a ULIP scheme were investment savings and the flexibility offered by the insurance scheme. Investors or customers were generally willing to pay allocation charges at average rates. Additionally, it was concluded that the majority of investors recommended others to invest in ULIPs and were satisfied with the percentage of returns on their ULIP investments.

The study also highlighted that ULIPs offer a dual benefit of insurance protection and market-linked returns, making them an attractive option for investors looking to balance risk and security. The transparency in fund management and the ability to switch between different fund options without incurring significant charges were other appealing features. Moreover, tax benefits under sections 80C and 10(10D) of the Income Tax Act were significant factors driving investment in ULIPs.

This comparative study of selected ULIP insurance schemes in India provided valuable insights into the returns offered by different insurance providers, the varying charges, and the overall customer satisfaction. It also emphasized the importance of personalized financial planning and the role of financial advisors in helping customers select the most suitable ULIP based on their individual risk tolerance and financial goals.

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# A Study on Financial Planning and Behaviour of Individual Investors of Amravati City

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**ABSTRACT:** This paper explores the dynamics of financial planning, savings, and investment behaviours within the Indian context, with a specific focus on the city of Amravati, Maharashtra. Financial planning, crucial for aligning one's finances with life goals, is discussed alongside the evolving savings trends, notably transitioning from physical assets to financial instruments. The study underscores the impact of factors such as increased accessibility to alternative investment opportunities and the growth of the stock market on this shift. It delves into the complexities of investor behaviour, acknowledging the role of cognitive and emotional factors in financial decision-making. Furthermore, the report discusses initiatives aimed at addressing challenges such as enhancing financial literacy and curbing black money. Overall, this project offers valuable insights into the intricacies of financial planning and investment behaviours, contributing to a better understanding of economic dynamics in India.

**KEYWORDS:** Financial planning, Investors behaviour, Investment preference, Risk Management, Saving Habits.

## I. INTRODUCTION

Investment behavior varies significantly among different categories of investors, ranging from individual investors to large institutional players. Understanding these diverse behaviors is crucial for designing effective investment strategies and financial products tailored to the unique needs and preferences of each segment. This research paper investigates the financial planning and behavior of individual investors in Amravati City, Maharashtra, with a specific focus on medium and large investors. By analyzing their investment strategies, risk management approaches, and regulatory considerations, this study aims to provide valuable insights into the dynamics of the investment landscape in Amravati City. Furthermore, the paper briefly introduces Amravati City, highlighting its historical significance, cultural heritage, and economic characteristics, setting the context for the subsequent analysis of investor behavior in this vibrant urban center.

## II. OBJECTIVES OF THE STUDY

1. Gain insights into the types of investments preferred by investors in Amravati and thereasons behind their choices.
2. Identify any barriers or challenges that individuals face in effectively planning their finances and making investment decisions.
3. Assess the level of financial literacy among investors.
4. Evaluate the risk tolerance levels of investors and understand how they perceive and managerisk in their investment portfolios.

## III. SCOPE OF THE STUDY

This study focuses on exploring how demographic factors influence financial planning and investment decisions among individual investors in Amravati City. Specifically, it examines the impact of age, income, and education on investment choices. Additionally, the research assesses risk tolerance levels and their influence on portfolio allocation. Furthermore, the study evaluates the correlation between financial literacy and investment behaviour among residents of Amravati. Through these analyses, the study aims to provide insights into the dynamics of investment behaviour and identify opportunities for enhancing financial education and awareness in the region.

## IV. LIMITATION

1. Data collected from individual investors in Amravati City may subject to inaccuracies or misinterpretations, potentially impacting the reliability of findings.
2. The study's focus solely on individual investors in Amravati City may restrict the applicability of results to broader populations or other geographic regions.





- Factors such as economic conditions or regulatory changes, while influential in shaping investor behaviour, are not comprehensively addressed within the study, potentially limiting its scope.
- The study's duration and resources may limit the depth of analysis or the ability to capture long-term trends in financial planning and behaviour among individual investors in Amravati City.

### V. RESULT AND DISCUSSION

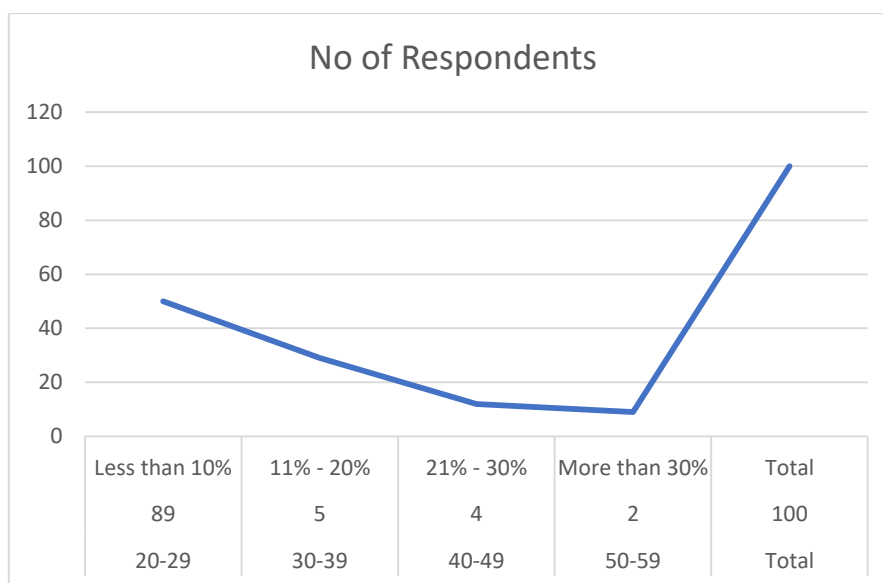
**H<sub>0</sub>** – There is positive correlation between age and the percentage of income saved regularly.

**H<sub>1</sub>** - There is no positive correlation between age and the percentage of income saved regularly.

A sample of 100 respondents was classified in Age, Income group, No. of respondents.

To test the correlation between age and the percentage of income saved regularly, we have applied coefficient correlation test. This coefficient measures the linear relationship between two variables, in this case, age and the percentage of income saved regularly.

Age	No of Respondents	Regular Saving	No of Respondents
20-29	89	Less than 10%	50
30-39	5	11% - 20%	29
40-49	4	21% - 30%	12
50-59	2	More than 30%	9
Total	100	Total	100



Since the correlation coefficient is close to 1, suggesting a strong positive correlation, it supports the null hypothesis H<sub>0</sub>. Therefore, we reject the alternative hypothesis H<sub>1</sub> and conclude that there is indeed a positive correlation between age and the percentage of income saved regularly among the respondents.

### VI. FINDINGS

- Younger individuals focus on education and career, while older ones prioritize long-term financial planning, like retirement savings.
- A substantial portion (62%) earns lower incomes, indicating widespread financial limitations.
- Most (59%) prefer monthly investments, suggesting a preference for shorter intervals.
- Half save less than 10% of income regularly, indicating modest savings behavior.
- 48% prioritize saving, reflecting financial prudence and long-term planning.
- Focus on financial stability, wealth accumulation, and market trends influencing decisions, with 89% expressing confidence in achieving financial goals.



## VII. SUGGESTIONS

1. Develop age-specific financial education programs to cater to diverse financial priorities and behaviors.
2. Offer customized financial services targeting different income brackets to meet the varied economic needs of the population.
3. Introduce investment choices with flexible intervals to accommodate diverse preferences for investment frequency.
4. Implement campaigns promoting a culture of saving, especially targeting those saving less than 10% of their income.

## VIII. CONCLUSION

In conclusion, the study highlights the need for tailored financial services and education in Amravati city. Addressing diverse demographics and income disparities is crucial for promoting financial inclusion and equitable growth. Initiatives to promote savings culture, balanced financial habits, and awareness on investment options can enhance overall financial well-being. By empowering individuals with financial confidence and resources for effective risk management, stakeholders can work towards a financially literate and resilient population, fostering economic prosperity for all residents.

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# A Study on Working Capital Management of Paras Thermal Power Station in Akola City

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**ABSTRACT:** This study examined the working capital management practices of Paras Thermal Power Station situated in Akola City. The primary objective was to evaluate the efficiency and effectiveness of the station's working capital management strategies and their impact on financial performance. Through a combination of interviews, surveys, and analysis of financial statements, data were gathered to assess various working capital management metrics, including liquidity ratios, turnover ratios, and the cash conversion cycle. The findings offered insights into current practices and identified potential areas for improvement in working capital management to enhance operational efficiency and financial sustainability. By understanding and optimizing working capital management, the station could better address challenges such as managing cash flows, reducing idle assets, and minimizing financing costs. The study contributed to the literature on working capital management in the context of thermal power stations, offering practical implications for managers and policymakers to make informed decisions aimed at achieving an optimal balance between liquidity and profitability.

**KEYWORDS:** Working capital management, Liquidity ratios, Turnover ratios, Cash conversion cycle, Operational efficiency, Financial sustainability.

## I. INTRODUCTION

Working capital management is significant in Financial Management since It plays a pivotal role in keeping the wheels of a business enterprise Running. Working capital management is concerned with short-term Financial decisions.

It has been often observed that the shortage of working capital leads to the Failure of a business. The proper management of working capital may bring About the success of a business firm. The management of working capital Includes the management of current assets and current liabilities. Several Companies for the past few years have been finding it difficult to solve the Increasing problems of adopting seriously the management of working capital. A firm may exist without making profits but cannot survive without liquidity. The function of working capital management in an organization is similar that Of the heart in a human body.

Also, it is an important function of financial management. The financial Manager must determine the satisfactory level of working capital funds and The optimum mix of current assets and current liabilities. He must ensure that The appropriate sources of funds are used to finance working capital and Should also see that short term obligation of the business are met well in time. The requirement of working capital varies from firm to firm depending upon The nature of business, production policy, market conditions, seasonality of Operations, conditions of supply etc. Working capital to a company is like the Blood to human body. It is the most vital ingredient of a business. Working Capital management if carried out effectively, efficiently, and consistently, will Ensure the health of an organization. A company invests its funds for longterm purposes and for short-term operations. That portion of a company's Capital, invested in short-term or current assets to carry on its day-to-day Operations smoothly, is called the 'working capital'. Working capital refers to A firm's investment in short-term assets viz., cash, short-term securities, Amounts receivables and inventories of raw materials, work-in-process, and Finished goods.

It refers to all aspects of current assets and current liabilities. The management Of working capital is no less important than the management of long-term Financial investment. Sufficient liquidity is necessary and must be achieved And maintained to provide that funds to pay off obligation as they arise or Mature. The adequacy of cash and other current assets together with their Efficient handling virtually determine the survival of the company.

## II. LITERATURE REVIEW

David John Edward (2022) The Journal of Engineering, Design, and Technology," Conducts a conceptual review of working capital management practices in the Construction industry, focusing on trends and research prospects in Ghana.



Likely Exploring the unique aspects of working capital management within the Ghanaian Construction sector, the study provides insights into current practices and identifies Potential areas for future research. This conceptual review contributes to understanding The dynamics of working capital management specifically within the context of the Construction industry in Ghana. For a comprehensive overview, readers are encouraged to Refer to the complete article. Korent & Orsag (2022) The “Journal of Contemporary Management Issues” explores the Determinants of working capital management in firms within selected industries in Croatia. Spanning volume 27, issue 2, the research likely investigates factors influencing How companies manage their working capital in the Croatian business landscape. Through empirical analysis, the study aims to provide insights into the unique dynamics And determinants shaping working capital management practices in specific industries Within Croatia. For a detailed understanding, interested readers can refer to the complete Article in the specified journal.

Mandipa Garikai (2022) “Journal of Engineering, Design, and Technology,” conducts a Conceptual review of working capital management practices in the construction industry, focusing on trends and research prospects in Ghana. Likely exploring the unique aspects Of working capital management within the Ghanaian construction sector, the study Provides insights into current practices and identifies potential areas for future research. This conceptual review contributes to understanding the dynamics of working capital Management specifically within the context of the construction industry in Ghana. For a Comprehensive overview, readers are encouraged to refer to the complete article.

Luca Sensini (2021) The International Journal of Advances in Management and Economics,” investigates the relationship between working capital management and Profitability, providing evidence from an emergent economy. Likely employing empirical Analysis, the research explores how the management of working capital influences the Profitability of businesses in an emerging market context. The findings contribute Valuable insights into the dynamics between working capital decisions and financial Performance within the specific challenges and opportunities of an emergent economy. For a comprehensive understanding, readers are encouraged to refer to the complete Article.

Ravichandran Subramaniam (2021) In the research explores the impact of government Subsidization on shareholder wealth in Malaysia. Likely employing empirical analysis, The study investigates how government subsidies influence the financial outcomes and Wealth of shareholder value, offering valuable Implications for businesses operating in a context where government subsidization plays a Significant role. For a comprehensive understanding, readers are encouraged to refer to The complete article.

### **III. RESEARCH METHODOLOGY**

The research aimed to comprehensively investigate the intricacies of working capital Management within Paras Thermal Power Station in Akola City. Specifically, the Study seeks to examine the current practices, challenges, and opportunities associated with managing working capital in the context of a thermal power station. By delving into the operational dynamics, financial strategies, and resource allocation methods, the research intends to provide a descriptive analysis of the company’s working capital management framework. Additionally, the study aimed to identify key areas for improvement and propose strategic recommendations to enhance the efficiency, Liquidity, and overall financial performance of Paras Thermal Power Station. The sample for the study was limited as it included the thermal power station at Akola and it was totally based on the secondary data. As the first hand data was prepared by the

#### **RESEARCH OBJECTIVES**

1. To study the requirement of working capital of thermal power plant Paras.
2. To suggest the way to reduce or control a requirement of working capital.
3. To observe their working capital expenses and increases profit.
4. To find the gross working capital and networking capital turnover in the company.
5. To examine the structure and composition of working capital in Power Plant Works during Period of study.

### **IV. DATA INTERPRETATION**

#### **1. Working Capital Turnover Ratio Comparison:**

The working capital turnover ratio is calculated as revenue divided by average Working capital. It measures how effectively the station utilizes its working Capital to generate revenue.

#### **Akola Paras Thermal Power Station (2021):**

- Revenue: ₹23,626.02 Lakh (from the income statement)



- Average Working Capital:  $(₹29,218.84 + ₹25,344.52) / 2 = ₹27,281.68$  Lakh
- Working Capital Turnover Ratio:  $₹23,626.02 / ₹27,281.68 \approx 0.866$

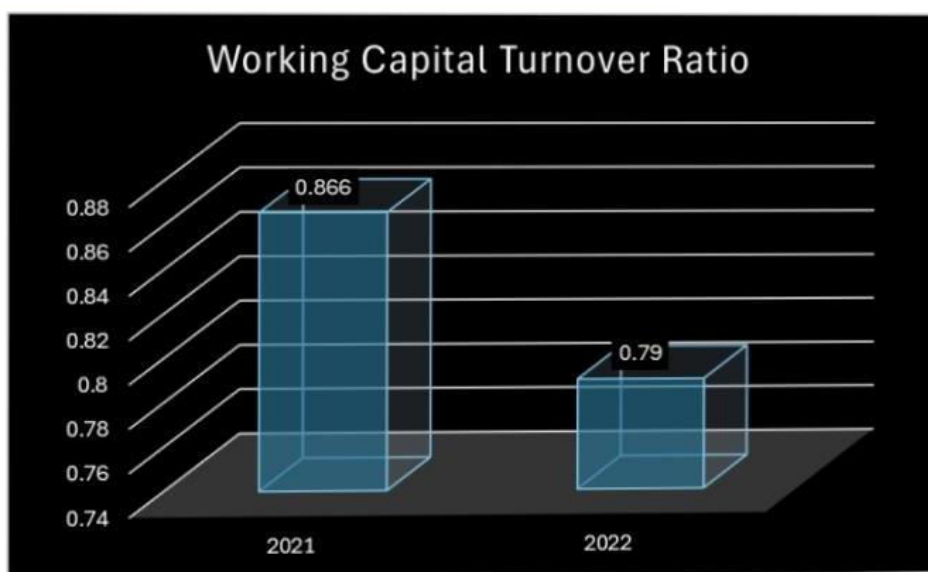
**Akola Paras Thermal Power Station (2022):**

- Revenue: 23,515.67 Lakh (assuming revenue represents total sales)
- Average Working Capital:  $(31,041.64+28,195.24) / 2 = 29,618.44$  Lakh
- Working Capital Turnover Ratio:  $23,515.67 / 29,618.44 = 0.79$

Year	Revenue (₹ Lakh)	Average Working Capital (₹ Lakh)	Working Capital Turnover Ratio
2021	23,626.02	27,281.68	0.866
2022	23,515.67	29,618.44	0.79

**Working Capital Turnover Ratio Comparison:**

Ratio	2021	2022
Working Capital Turnover Ratio	0.866	0.79



**Graph No. 1. Working Capital Turnover Ratio Comparison:**

**Data Analysis:**

The working capital turnover ratio for Akola Paras Thermal Power Station was 0.866 in 2021 and decreased to 0.79 in 2022. This ratio measures how Efficiently a company utilizes its working capital to generate sales revenue. A Higher ratio indicates better utilization of working capital.

**Data Interpretation:**

The analysis indicates a decline in the working capital turnover ratio from 2021 to 2022 for Akola Paras Thermal Power Station. This suggests a decrease in the efficiency of the company's working capital management in generating sales revenue. A lower ratio may imply that the company is holding excessive levels of working capital relative to its sales revenue, which could lead to inefficiencies and reduced profitability. Stakeholders should assess the reasons



behind this decline and explore strategies to improve working capital efficiency, such as optimizing inventory levels, managing receivables effectively, and streamlining operational processes.

## V.FINDINGS AND CONCLUSIONS

### Findings:

- The current ratio of Akola Paras Thermal Power Station decreased slightly from 1.1537 in 2021 to 1.1013 in 2022, indicating a moderate weakening in the company's liquidity position over the analyzed period. This decline suggests that the company may have experienced challenges in managing its short-term obligations relative to its current assets.
- Similarly, the quick ratio also exhibited a decline, dropping from 1.128 in 2021 to 1.04 in 2022. This reduction in the quick ratio implies that the company's ability to cover its immediate liabilities without relying on inventory has diminished. It suggests potential difficulties in meeting short-term obligations with readily available liquid assets.
- On a positive note, the inventory turnover ratio increased significantly from 14.30 in 2021 to 23.61 in 2022. This improvement indicates that the company's inventory management practices became more efficient during the analyzed period. A higher inventory turnover ratio suggests that the company sold its inventory more frequently, which could lead to reduced holding costs and improved cash flow.
- However, the debt-to-equity ratio rose from 2.81 in 2021 to 3.13 in 2022. This increase suggests a higher reliance on debt financing relative to equity. While debt can provide necessary funds for growth, an elevated debt-to-equity ratio may indicate increased financial risk and vulnerability to economic downturns or interest rate fluctuations.

### Conclusion:

- The analysis reveals both positive and negative trends in the financial performance of Akola Paras Thermal Power Station over the period studied, highlighting the complex nature of its financial dynamics.
- While improvements in inventory turnover signify enhanced operational efficiency, the decline in liquidity ratios and the increase in leverage raise concerns about the company's financial health and stability.
- The decrease in the working capital turnover ratio indicates inefficiencies in working capital management, necessitating strategic interventions to optimize resources and improve operational efficiency.
- Despite the challenges, the marginal improvement in net profit margin suggests that the company may be making progress in addressing underlying issues and moving towards profitability.
- Overall, the findings underscore the importance of proactive financial management and strategic decision-making to navigate challenges effectively and capitalize on opportunities for sustainable growth and long term success.

### Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis:

**Strengths:** Efficient inventory management, as indicated by a high inventory turnover ratio. Decent revenue generation capability, reflected in the gross profit margin.

**Weaknesses:** Negative net profit margin suggests operational inefficiencies and challenges in cost management. Relatively lower liquidity ratios, indicating potential difficulties in meeting short-term obligations.

**Opportunities:** Opportunities to optimize working capital components, such as reducing inventory holding costs and improving accounts receivable collections. Potential for cost reduction initiatives and revenue enhancement strategies to improve profitability.

**Threats:** Economic downturns or regulatory changes impacting revenue and profitability. Liquidity challenges leading to difficulties in financing operations and investments.

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# A Study on the Impact of Behavioral Finance and Investment Decision Making of Generation 'Y' in Amravati City

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**ABSTRACT:** This study investigated the impact of behavioral finance on investment decision-making among Generation Y (millennials) residing in Amravati City, India. Millennials, distinguished by their digital fluency and differing financial experiences compared to previous generations, exhibited a unique approach to investing. The research explored how behavioral biases, such as overconfidence in their investment skills, aversion to potential losses, and the tendency to follow the investment choices of others (herding behavior), influenced their investment decisions. The researcher examined how factors like financial literacy, risk tolerance, and access to credible financial information influenced investment decision-making biases. Analyzing a sample of millennial investors in Amravati, the researcher aimed to gain valuable insights into their investment psychology. The findings could significantly contribute to the development of targeted financial education programs and investment strategies specifically tailored to address the unique needs and behavioral tendencies of Generation Y in the Indian context. This tailored approach could empower millennials to make informed investment decisions and achieve their financial goals.

**KEYWORDS:** Behavioral Finance, Investment Decisions, Generation Y, Financial Literacy, Financial Education, Risk Tolerance.

## I. INTRODUCTION

Early investment theories assumed that investors were rational and made decisions based on maximizing profits while limiting risk. However, recent theories question these proposals and assumptions. The human mind does not always think rationally, and markets do not always operate efficiently. Psychological factors such as greed and fear, among others, can influence individual investment decisions. Behavioral finance, a subfield of behavioral economics, provides psychology-based theories to explain stock market anomalies, such as significant fluctuations in stock prices. It was aimed to identify and understand the reasons behind people's financial decisions. In behavioral finance, it is assumed that the information structure and characteristics of market participants systematically influence individual investment decisions as well as market outcomes.

Investment decisions pertain to how a company allocates its various resources to maximize returns for its investors. These decisions are categorized into long-term investment decisions and short-term investment decisions. A business must also be mindful of resource scarcity. It's about making long-term financial decisions. This type of investment is called a capital budgeting decision.

Millennials are entering a period of peak earning years, and they are increasingly interested in investing for their future. However, they are also facing a number of unique challenges, such as rising student loan debt and the cost of living. As a result, it is important for Millennials to understand the impact of behavioral finance on their investment decision-making.

Generation Y (Millennials) is frequently targeted due to its large population, distinct characteristics, economic impact, tech-savviness, educational relevance, cultural influence, consumer behavior, and policy considerations. Understanding and engaging with this generation is essential for businesses, educators, policymakers, and marketers to stay relevant and effective in their respective domains.





## II. LITERATURE REVIEW

1. **Dar, B. I., & Kumar, J. (2023)**, The study aimed to analyze the behavioral factors influencing the investment decisions of individual investors in Jammu and Kashmir. The results also indicated that cognitive bias, investment goals, and saving orientation had a substantial influence on investment behavior, but overconfidence, risk perception, and decision influencers did not have any significant impact on the investment decisions of individual investors in J&K. By gaining awareness of these determinants, investors could make more informed investment decisions and achieve better outcomes in the financial market.
2. **M., Singh, Y., & Ansari, M. S. (2022)**, The purpose of their study was to examine the impact of behavioral biases which includes overconfidence, risk-aversion, herding, and disposition on the investment decisions among different genders. The authors further examined the moderation effect of financial literacy in the relationship between behavioral biases and investment decisions among genders. The study recommended that investors participate in training programs, workshops, and seminars to enhance their financial literacy and knowledge. This could assist them in overcoming behavioral biases when making investment decisions.
3. **Nkukpornu, E., Gyimah, P., & Sakyiwaa, L. (2020)**, This paper examined the nexus between behavioral bias and investment decisions in a developing country context. Specifically, the study tested the effect of four behavioral biases (overconfidence, regret, belief, and "snakebite") on investment decisions. Descriptive statistics and inferential statistics, including multiple regression, were used to examine the behavioral biases-investment decisions nexus. The study revealed that the four biases had a significant positive and robust relationship with investment decision-making. The results also showed that the "snakebite" effect contributed more to the decision-making, followed by belief bias and then regret bias. Overconfidence bias, however, contributed the least effect on investment decisions.

## III. RESEARCH METHODOLOGY

Research methodology is the systematic framework and set of procedures used by researchers to plan, conduct, and analyse research in a structured and organized manner, ensuring the reliability and validity of the results. This chapter describes the research methodology used to investigate the impact of behavioural finance and investment decision making of Generation Y in Amravati City. This study utilizes a descriptive research design to explore Generation Y investors in Amravati, India, and their investment behaviors. A self-administered questionnaire gathers primary data on demographics, investment experience, risk tolerance, financial literacy, and biases impacting their decisions. This approach allows for a detailed understanding of "what" and "how" these investors make their choices. To ensure a representative sample and minimize bias, systematic random sampling will be used. This method involves selecting participants at regular intervals from a complete list of the target population (Generation Y investors in Amravati). This ensures each investor has an equal chance of being included in the final sample of 100 participants.

### Research Objectives

1. To Identify the prevalent behavioral biases and psychological factors of investors.
2. To Analyze how behavioral factors influence investment decisions, risk tolerance, portfolio choices, and investment strategies.
3. To Provide recommendations or strategies for financial professionals, educators, and policymakers to enhance the investment decision-making of investors.
4. To determine the impact of information on investment decision making
5. To investigate the role of digital technology in investment behaviour.

## IV. DATA INTERPRETATION

The target audience for this study primarily consisted of young adults between 25 and 32 years old. Their occupations were diverse, including professionals (such as business owners), students, and homemakers. Notably, over half held a college degree or higher education. In terms of investment experience, a significant portion were new investors, having participated in the market for 1-3 years. Technology adoption was high, with a majority (74%) relying on mobile apps and online platforms for investment decisions. This finding aligned with their diverse information sources, which encompassed websites, financial channels, podcasts, social media, and financial advisors. Risk tolerance varied within the target audience, with individuals exhibiting conservative, moderate, or aggressive investment preferences. A noteworthy finding was the significant influence of social media and online forums (62%) on their investment choices. While the majority (83%) expressed satisfaction with their current investment performance, this influence on decision-making warranted further investigation.



## HYPOTHESIS TESTING

### Hypothesis statement

Hypothesis (H01): There is no significant influence of behavioral biases on investment decisions.

To examine whether risk tolerance levels influence investment decisions, the researchers has used Chi-square test of independence. This test determines whether there was a significant association between two categorical variables. In this context, the variables are:

### Hypothesis for Chi-Square Test

**Null Hypothesis (H0):** There is no significant association between risk tolerance and the choice of investment products.

**Alternative Hypothesis (H1):** There is a significant association between risk tolerance and the choice of investment products.

Observation table

Particulars	Stocks	Bonds	Mutual Funds	Real Estate	Gold	Fixed Deposit	Total
Very Low Risk tolerance	2	0	3	0	5	0	10
Low risk tolerance	2	1	6	1	5	4	19
Moderate Risk tolerance	8	2	12	2	6	7	37
High risk tolerance	5	2	1	4	1	5	18
Very High Risk tolerance	4	2	2	5	1	2	16
<b>Total</b>	<b>21</b>	<b>7</b>	<b>24</b>	<b>12</b>	<b>18</b>	<b>18</b>	<b>100</b>

Expected value table

Row,Column	Observation	Estimated	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
1,1	2	2.1	-0.1	0.01	0.005
1,2	0	0.7	-0.7	0.49	0.700
1,3	3	2.4	0.6	0.36	0.150
1,4	0	1.2	-1.2	1.44	1.200
1,5	5	1.8	3.2	10.24	5.689
1,6	0	1.8	-1.8	3.24	1.800
2,1	2	3.99	-1.99	3.9601	0.993
2,2	1	1.33	-0.33	0.1089	0.082
2,3	6	4.56	1.44	2.0736	0.455
2,4	1	2.28	-1.28	1.6384	0.719
2,5	5	3.42	1.58	2.4964	0.730
2,6	4	3.42	0.58	0.3364	0.098
3,1	8	7.77	0.23	0.0529	0.007
3,2	2	2.59	-0.59	0.3481	0.134
3,3	12	8.88	3.12	9.7344	1.096
3,4	2	4.44	-2.44	5.9536	1.341
3,5	6	6.66	-0.66	0.4356	0.065
3,6	7	6.66	0.34	0.1156	0.017
4,1	5	3.78	1.22	1.4884	0.394
4,2	2	1.26	0.74	0.5476	0.435
4,3	1	4.32	-3.32	11.0224	2.551
4,4	4	2.16	1.84	3.3856	1.567
4,5	1	3.24	-2.24	5.0176	1.549
4,6	5	3.24	1.76	3.0976	0.956
5,1	4	3.36	0.64	0.4096	0.122



5,2	2	1.12	0.88	0.7744	0.691
5,3	2	3.84	-1.84	3.3856	0.882
5,4	5	1.92	3.08	9.4864	4.941
5,5	1	2.88	-1.88	3.5344	1.227
5,6	2	2.88	-0.88	0.7744	0.269
<b>Calculated Value</b>					<b>30.865</b>
<b>Tabulated Value</b>					<b>31.41</b>

The calculated Chi-square value for the given data is 30.865 with 20 degrees of freedom. By comparing this value to the critical Chi-square value at a significance level of  $\alpha$  (typically 0.05), which is 31.41, The researcher find that the calculated value is slightly lower than the critical value. the calculated Chi-square value does not exceed the critical value, we fail to reject the null hypothesis.

### V. CONCLUSION

This study explored how Gen Y in Amravati City makes investment choices, considering the influence of behavioral finance (survey of 100 people). The findings showed a financially aware population who rely heavily on mobile apps for investing. However, social media seems to significantly impact their decisions. This highlights a need for better financial education. Financial institutions can bridge this gap by creating mobile-friendly platforms that educate Gen Y about behavioral biases, leading to more informed investment decisions.

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# To Study the Investment Preferred by IT Sector Employees and Risk Tolerance Level

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**ABSTRACT:** This study explores the investment behavior of employees in the Information Technology (IT) sector, examining how personal financial decisions intersect with professional roles. Employing a mixed-methods approach, the research combines quantitative surveys and qualitative interviews to investigate aspects such as risk tolerance, investment preferences, financial goals, and the influence of organizational dynamics.

The quantitative phase involves structured surveys administered to a diverse sample of IT professionals, gathering data on demographics, income levels, investment portfolios, risk tolerance, and perceptions of financial literacy. Concurrently, qualitative interviews offer deeper insights into individual motivations, attitudes towards investment, and the impact of career dynamics on financial decision-making.

Findings are expected to illuminate prevalent investment patterns among IT sector employees, identifying preferred asset classes, risk management strategies, and the role of organizational culture, job stability, and income variability in shaping investment behaviors. The study also aims to highlight disparities in financial literacy and investment knowledge within the IT workforce, suggesting implications for targeted educational interventions and financial management strategies.

By enhancing our understanding of the complex relationship between employment in the IT sector and investment practices, this research aims to inform strategies for improving financial well-being, promoting investment literacy, and fostering prudent financial management within the industry.

**KEY WORDS:** Information Technology Sector, Investment preferences, Risk tolerance, Investment behavior, Risk tolerance

## I. INTRODUCTION

Individual investors have diverse mindsets when choosing investment avenues such as bonds, mutual funds, gold (e-gold), silver, shares, debentures, bank deposits, real estate, public provident funds, post office savings, life insurance policies, mutual funds, and company fixed deposits. At each stage of life, investors seek secure and liquid investment options, but their decisions vary based on risk tolerance and investment objectives. These objectives are closely tied to personal financial goals, influencing their choice of investment duration and the allocation of surplus financial resources.

Investment behavior encompasses the reasons for investing, the proportion of disposable income allocated to investments, the investment horizon, and the timing of investments. Empirical studies highlight the significant role of information in influencing investment decisions and actions post-investment. Saving objectives evolve through different life stages due to age, occupation, and income levels. This study focuses on the investment behavior of individuals employed in schools, colleges, and government offices, both government and non-government employees, a group less extensively studied in investment behavior research.

Each investor aims to maximize expected returns while minimizing risk, making investment behavior crucial for their future. Factors such as attitude can predict the investment decision process (East, 1993). Previous research indicates a significant correlation between financial management education and decision-making in critical investment matters (Chen and Volpe, 1998). To optimize investments, understanding human nature in finance is essential, requiring investors to develop positive vision, foresight, patience, and drive. Distinctions in investment behavior arise from demographic factors, including socio-economic background, educational attainment, age, race, and gender. The most critical challenge for investors lies in making investment decisions, considering financial goals, risk tolerance, and



other constraints, and predicting mean-variance optimization outcomes.

This study investigates the impact of demographic factors, investment information, sources, awareness, knowledge, activities, choices, risk attitudes, decisions, problems, and behavior among information technology (IT) sector professionals. By 2030, developing economies are projected to hold over 65% of global investment and 50% of accumulated capital stock. Savings and investments are vital for economic growth and advancing India's economy. IT sector employees, entrenched in constant innovation and technological advancements, navigate a financial landscape shaped by industry dynamics, risk tolerance, and a preference for tech-centric investments. This research delves into the distinctive factors influencing IT sector employees' investment choices, examining their knowledge of industry dynamics, global perspective, risk tolerance, and investment preferences.

Understanding these dynamics is insightful for financial analysts and crucial for tailoring financial products and services to meet the needs of this dynamic demographic. The IT sector represents a unique blend of technological prowess and financial acumen. Employees within this sector are not only immersed in digital advancements but also possess a nuanced understanding of market trends, investment opportunities, and the broader economic landscape. As innovators and change agents, their investment decisions are influenced by factors such as industry trends, company performance, personal financial goals, and risk tolerance.

This study aims to explore the investment behavior of IT sector employees, unraveling the drivers, behavioral biases, and decision-making processes shaping their strategies. By examining their investment preferences, asset allocation patterns, and risk management techniques, this research highlights the unique characteristics distinguishing IT professionals' investment behavior from other occupational groups. Furthermore, understanding IT sector employees' investment behavior has significant implications for financial institutions, policymakers, and industry stakeholders. Insights from this study can inform the design of tailored financial products, investment advisory services, and workforce development initiatives specific to IT professionals. Additionally, policymakers can develop targeted interventions to promote financial literacy, enhance investment decision-making, and foster long-term wealth creation within the IT workforce.

Risk tolerance refers to an individual's capacity to endure fluctuations in investment returns. IT sector employees exhibit varying risk tolerance levels based on age, income, investment experience, and personality traits. Younger IT professionals with longer investment horizons may take higher risks for potentially higher returns, while older employees nearing retirement may prioritize capital preservation. Job stability, industry volatility, and economic conditions also influence risk tolerance and willingness to assume investment risk.

Financial knowledge and literacy significantly shape IT sector employees' investment decisions. Those with a deeper understanding of investment principles, financial markets, and instruments are better equipped to make informed decisions and navigate complex investment landscapes. IT professionals with backgrounds in finance, economics, or accounting may have a more sophisticated grasp of investment concepts and strategies, enabling effective analysis of investment opportunities and identification of potential risks and rewards.

Positive economic conditions, such as low unemployment, strong corporate earnings, and stable growth, instill confidence in investment opportunities, leading to increased risk-taking. Conversely, economic downturns or uncertainties prompt more cautious strategies focused on capital preservation.

## II. REVIEW OF LITERATURE

### **Investment Preferences and Demographic Factors:**

V. Alagupandian & G. Thangadurai (2018) analyzed investment preferences in Dehradun Districts, framing three hypotheses: differences in investment awareness by sex, educational qualification, and income. Their study found significant differences in these demographics regarding awareness levels about investments. They identified significant differences in investment awareness based on sex, educational qualifications, and income levels.

Bandgar P.K (2017) examined middle-class investors' preferences for financial instruments in Greater Bombay. Using a questionnaire and statistical analyses (average, skewness, chi-square test, Fisher-Irving test), the study revealed that 16% of investors faced difficulties in buying and selling securities. It was noted that while middle-class investors were highly educated, they often lacked the skills and knowledge to invest effectively. Interestingly, female investors preferred riskier securities compared to their male counterparts. Additionally, there was a moderate shift from bank deposits to shares and debentures and a notable preference for traditional financial instruments like life insurance policies and government securities. Study revealed that middle-class investors, despite being highly educated, often



lacked the necessary skills and knowledge to invest effectively. Female investors were found to prefer riskier securities compared to males.

Neha and Shukla (2016) investigated the investment preferences of salaried personnel in North Gujarat. Using both primary (questionnaire data from 100 respondents) and secondary data, and employing chi-square tests and factor analysis, they found that respondents predominantly invested in fixed deposits, post office savings schemes, and gold and silver. Their primary investment objectives were long-term growth and home purchases.

#### **Investment Patterns and Information Sources:**

Durga Rao P V, Chalam G V, and Murthy T N (2014) studied the investment patterns of equity investors in the capital market. They collected data through interviews and analyzed it using descriptive and average rank analysis. The study highlighted that most investors were new generation participants operating in the secondary market, relying on newspapers, journals, and magazines for reliable investment information. Study highlighted the reliance on newspapers, journals, and magazines for investment information among new generation equity investors.

Xuewu Wang (2014) explored sentiment strategies in his paper, demonstrating the profitability of such strategies. By using the closed-end fund discount as a proxy for investor sentiment, Wang showed that a sentiment strategy—buying stocks with the highest exposure to the closed-end fund discount and selling those with the lowest—could yield an annualized profit of 11%. This profitability could not be fully explained by market risk or momentum anomaly but was accounted for by an augmented traditional four-factor asset pricing model including a sentiment factor. It demonstrated the profitability of sentiment strategies, showing that investor sentiment can significantly impact investment returns.

#### **High-Income Investors and Behavior Inference**

Fieldstein and Yitzhaki (2011) investigated whether high-income individuals are better stock market investors. They found that corporate stocks owned by high-income investors appreciated faster than those owned by lower-income investors. This was attributed to high-income individuals having larger portfolios and, therefore, more resources to devote to their investments, leading to higher returns. Research study found that high-income individuals achieved higher stock market returns due to their ability to devote more resources to their investments.

Charles Lee, M.C., and Balakrishna Radhakrishna (2010) examined investor behavior using TORQ data. They applied the Lee-Ready (1991) algorithm to distinguish trade decisions, finding that the frequency, size, and direction of trades provided a reasonable basis for evaluating market order flows. Their results underscored the effectiveness of transaction data in inferring investor behavior. And effectively used transaction data to infer investor behavior, emphasizing the role of trade frequency, size, and direction.

This review highlights the diverse factors influencing investment behavior and preferences, from demographic influences and educational background to the availability of reliable information and the role of investor sentiment. These studies collectively enhance our understanding of how different variables shape investment decisions and strategies across various investor segments.

This study provides a comprehensive analysis of the investment behavior of employees in the IT sector, highlighting the distinctive factors that influence their financial decisions. The research utilized a mixed-methods approach, incorporating both quantitative surveys and qualitative interviews, to explore various dimensions of investment behavior, including risk tolerance, investment preferences, financial goals, and the influence of organizational factors.

### **III. RESEARCH OBJECTIVE**

To study the type of investment preferred by IT sector employees and risk tolerance level.

#### **Hypothesis:**

##### **Null Hypothesis (H0):**

There is no significant difference in the investment behaviour patterns of IT sector employees compared to traditional investment pattern.

##### **Alternative Hypothesis (H1):**

There is a significant difference in the investment behaviour patterns of IT sector employees compared to traditional investment pattern.

**Sampling:** A sample is a subset of individuals from a larger population. Sampling means selecting the group that you



will collect data from in your research.

**Sampling Size:** Sample size is 100 and non-probability technique will use.

**Hypothesis Testing**

**Null Hypothesis (H0):**

There is no significant difference in the investment behaviour patterns of IT sector employees compared to traditional investment pattern.

**Alternative Hypothesis (H1):**

There is a significant difference in the investment behaviour patterns of IT sector employees compared to traditional investment pattern.

**Analysis:** To apply the hypothesis authenticity following data is collected and analyzed:

	Traditional	Digital	Both	Total
<b>Low Risk</b>	5	2	1	<b>8</b>
<b>Moderate Risk</b>	6	62	2	<b>70</b>
<b>High Risk</b>	1	14	7	<b>22</b>
<b>Total</b>	<b>12</b>	<b>78</b>	<b>10</b>	<b>100</b>

Let us apply Chi Square test, to test the hypothesis.

Results				
	Low	Moderate	High	Row Totals
<b>Traditional</b>	5 (0.93) [17.72]	6 (9.07) [1.04]	1 (2.00) [0.50]	12
<b>Digital</b>	2 (6.07) [2.73]	62 (58.93) [0.16]	14 (13.00) [0.08]	78
<b>Column Totals</b>	7	68	15	<b>90 (Grand Total)</b>

The chi-square statistic is 22.2188 The p-value is .000015. The result is significant at  $p < .05$ .

Since the result is significant the null hypothesis is rejected and H1 is accepted.

i.e. “There is a positive correlation between social influence and investment decision in IT sector.” Hypothesis Testing  
The study’s hypothesis testing revealed significant differences in the investment behavior patterns of IT sector employees compared to traditional investment patterns. The chi-square test results indicated that IT sector employees display unique investment behaviors, influenced by their professional environment and technological proficiency. Specifically, there is a significant positive correlation between social influence and investment decisions within the IT sector, confirming the alternative hypothesis (H1).

**IV. CONCLUSION**

In conclusion, this research underscores the complex interplay between demographic factors, financial knowledge, risk tolerance, and professional dynamics in shaping the investment behavior of IT sector employees. By shedding light on these unique characteristics, the study contributes to a nuanced understanding of financial decision-making within the digital economy. Future research could further explore these dynamics across different regions and compare them with other sectors to build a more comprehensive picture of investment behavior trends.



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# A Study on Online Shopping of Mobile Phone and its Impact on Local Merchants, in Amravati City

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**ABSTRACT:** This research paper examines the impact of online shopping for mobile phones on local merchants in Amravati City. With the rapid growth of e-commerce, consumers have increasingly turned to online platforms for purchasing mobile phones, leading to significant changes in the retail landscape. This study aims to analyze the extent of these changes, focusing on consumer behavior, the challenges faced by local merchants, and potential strategies for local businesses to adapt. Through a combination of surveys, interviews, and market analysis, this paper provides insights into the evolving dynamics of the mobile phone retail market in Amravati.

## I. INTRODUCTION

### Background

The advent of e-commerce has revolutionized the retail industry, offering consumers unparalleled convenience, variety, and competitive pricing. Mobile phones, being essential and highly sought-after gadgets, have become a significant segment of online shopping. Amravati, a growing city in Maharashtra, India, has witnessed this shift, impacting its local retail ecosystem.

### Objectives

1. To understand consumer preferences and behavior regarding online shopping for mobile phones in Amravati.
2. To assess the impact of this trend on local mobile phone retailers.
3. To explore the challenges faced by local merchants and identify strategies for adaptation.

### Significance

Understanding these dynamics is crucial for local merchants to remain competitive and for policymakers to support small businesses in the digital age.

## II. LITERATURE REVIEW

### E-commerce and Consumer Behavior

E-commerce has reshaped consumer behavior, with factors like convenience, broader product selection, and price comparisons driving online purchases. Studies have shown a significant shift in consumer preferences towards online shopping, especially for electronics, including mobile phones.

### Impact on Local Retailers

The rise of e-commerce has posed challenges for local retailers, including reduced foot traffic, price competition, and changing consumer expectations. Retailers need to innovate and adapt to survive in this new environment.

### Case Studies

Several cities similar to Amravati have been studied to understand the impact of e-commerce on local markets. These studies provide valuable insights and potential strategies for local merchants.

## III. DATA COLLECTION

**Surveys:** Surveys were conducted among consumers in Amravati to gather data on their shopping preferences for mobile phones. The survey included questions on shopping frequency, preferred platforms, reasons for choosing online or offline purchases, and satisfaction levels.



### **Interviews**

Interviews with local mobile phone retailers provided qualitative data on the challenges they face, changes in customer footfall, sales trends, and their strategies to cope with online competition.

### **Data Analysis**

Quantitative data from surveys were analyzed using statistical tools to identify trends and patterns. Qualitative data from interviews were analyzed using thematic analysis to extract key insights.

## **IV. RESULTS**

### **Consumer Preferences**

The survey results indicated a strong preference for online shopping among consumers, driven by factors such as lower prices, convenience, and access to a wider range of products. A significant percentage of respondents reported purchasing their last mobile phone online.

### **Impact on Local Merchants**

Interviews revealed that local merchants experienced a noticeable decline in sales and customer footfall. Many reported struggling to compete with the pricing and convenience offered by online platforms. Some merchants have started offering additional services, such as personalized customer service and faster repairs, to differentiate themselves.

## **V. DISCUSSION**

### **Challenges Faced by Local Merchants**

Local merchants in Amravati face several challenges, including price competition, maintaining inventory, and adapting to changing consumer expectations. The need for a robust online presence was a common theme, with many merchants lacking the resources or knowledge to establish and maintain such a presence effectively.

### **Strategies for Adaptation**

Several strategies can help local merchants adapt, including:

1. Developing an online presence through websites and social media.
2. Offering value-added services like personalized consultations, quick repairs, and loyalty programs.
3. Collaborating with other local businesses to create a network that can compete with larger online platforms.

## **VI. CONCLUSION**

The study highlights the significant impact of online shopping on local mobile phone retailers in Amravati. While the challenges are considerable, there are opportunities for local merchants to adapt and thrive by leveraging their unique strengths and embracing digital tools. Policymakers and business support organizations should also play a role in facilitating this transition to ensure the sustainability of local businesses in the digital age.

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# A Study on Financial Planning for Salaried Employees for Tax Saving in Amravati City

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**ABSTRACT:** This project is an outcome of an exploratory research carried out to understand the perceptions and awareness of taxation in India. Sound knowledge about taxation policies of the country is necessary to avoid tax frauds on account of indirect taxes as well as for compliance to tax laws. While direct taxes influence only income earners but indirect taxes influence every common citizen making taxation an issue of great social impact. The issue holds high relevance and significance in the light of rampant tax evasion in the country and growing debate on its complicated taxation policy. The project involves study of the Indian tax structure in terms of the perceptions and awareness of the masses. The study was conducted to know if there was any difference in income, savings, and investment patterns on the basis of gender as well as factors which are considered before investing in a particular investment option. The study also attempted to know which tax saving investment options are generally used to save tax. Tax awareness is an important component of tax planning. In India, tax on personal income takes away foremost part of earned income. As every individual assess who have earned yearly income which is more than a limit as prescribed by the income tax law is liable to pay tax. Self-assessment system requires tax payers to have full understanding of tax rules. In order to have an efficient tax planning, awareness of the yearly wise tax laws and rules are inevitable. Tax planning does not mean skipping the payment of income tax, it is just efficient allocation of earned income in different tax savings investment to acquire maximum benefits by individual assess.

## I. INTRODUCTION

For most of the investors throughout their life, they will be earning and spending money. Rarely, investor's current money income exactly balances with their consumption desires. Sometimes, investors may have more money than they want to spend; at other times, they may want to purchase more than they can afford. These imbalances will lead investors either to borrow or to save to maximize the long-run benefits from their income. When current income exceeds current consumption desires, people tend to save the excess. They can do any of several things with these savings. One possibility is to put the money under a mattress or bury it in the backyard until some future time when consumption desires exceed current income. When they retrieve their savings from the mattress or backyard, they have the same amount they saved.

Another possibility is that they can give up the immediate possession of these savings for a future larger amount of money that will be available for future consumption. This trade off of present consumption for a higher level of future consumption is the reason for saving. What investor does with the savings to make them increase over time is investment. In contrast, when current income is less than current consumption desires, people borrow to make up the difference.

Those who give up immediate possession of savings (that is, defer consumption) expect to receive in the future a greater amount than they gave up. Conversely, those who consume more than their current income (that is, borrowed) must be willing to pay back in the future more than they borrowed. The rate of exchange between future consumption (future rupee) and current consumption (current rupee) is the pure rate of interest. Both people's willingness to pay this difference for borrowed funds and their desire to receive a surplus on their savings give rise to an interest rate referred to as the pure time value of money. This interest rate is established in the capital market by a comparison of the supply of excess income available (savings) to be invested and the demand for excess consumption (borrowing) at a given time.

## II. REVIEW OF LITERATURE

**Bitto Benny (2018)** "A Study on Tax Awareness and Planning Measures Adopted by the Salaried Class in Bangalore City" The economy of India is a developing mixed economy. It is the world's sixth largest economy by nominal GDP



and the third largest by purchasing power parity. The salaried employees constitute a stable class of tax payers who contribute to the public exchequer about 12 percent of the total revenue collection by the way of income tax. Tax planning has assumed special importance for salaried class of tax payers in view of the mounting pressures of inflation, price hike and their strict obligation for tax compliance.

**Blessy A. & Varghese (2019)** “A Study on Tax Planning Measures Adopted by Salaried Class with Special Reference to Chengannur Municipality, Alappuzha District ”The economy of India is a developing mixed economy. It is the world’s sixth largest economy by nominal GDP and the third largest by purchasing power parity.

### **III. RESEARCH METHODOLOGY**

#### **3.1 Objective of the Study**

1. To study the financial planning for salaried employees for tax savings in Amravati City.
2. To find out the income and savings behaviour of the salaried employee in the Amravati City.
3. To analyze the factors influencing the financial planning of tax savings decisions of the salaried class.
4. To understand tax saving planning adopted by salaried employees and their impact on their financial planning and investment goals.

#### **3.2 Hypothesis:**

H0: There are no significant difference in the effectiveness of tax saving planning among salaried employees in Amravati city based on their income levels.

This hypothesis assume that income level does not impact the effectiveness of tax saving planning employed by salaried employee in Amravati city.

H1: There is a significant difference in the effectiveness of tax-saving planning among salaried employees in Amravati City based on their income levels.

This hypothesis suggests that income level does have a significant impact on the effectiveness of tax-saving planning, implying that higher-income individuals may employ different planning compared to lower-income individuals in Amravati City.

#### **3.3. RESEARCH DESIGN:**

**1. Sample and Sample size:** The sample size for the project had a target of 50 - 60 participants. The fixed of the sampling size has been achieved as the total number of respondents for the survey questionnaire was 50.

**2. Sampling Technique:** The sampling technique used here is convenience sampling where the survey is entirely based on availability and willingness of the participants to take part in the survey conducted.

#### **3. Method and Sources of Data Collection:**

Both the primary sources and secondary sources of data have been used to conduct the study.

#### **Primary source:**

The primary data for this study has been collected by approaching the salaried employees via internet (digital survey method).

#### **Secondary source:**

The secondary data are collected from articles published on various websites (desk research).

#### **3.4 Tools of Data Analysis:**

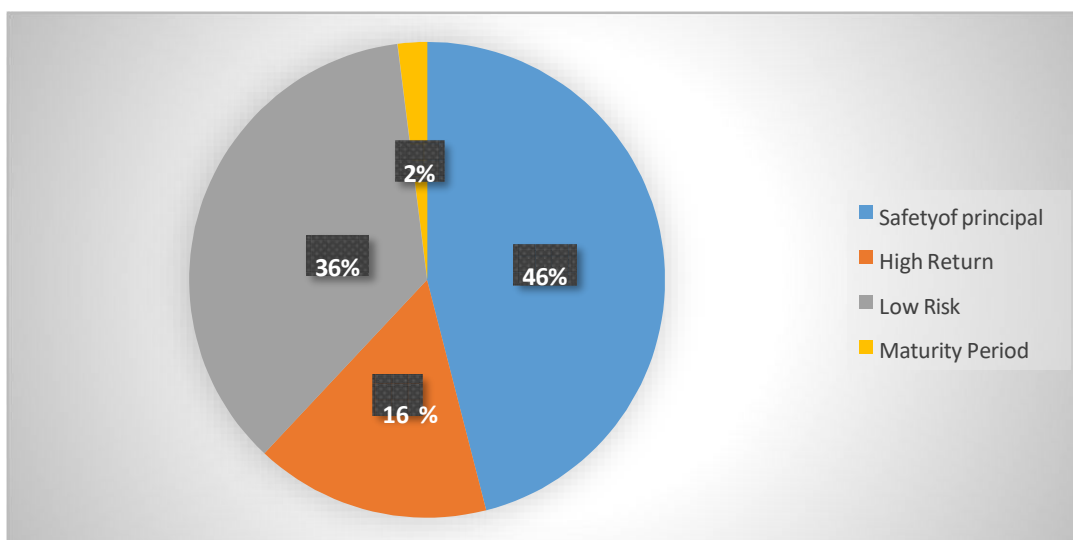
Survey Questionnaire: Develop a structured questionnaire to collect data from salaried employees in Amravati city. The questionnaire should cover aspects such as income levels, current financial practices, investment preferences awareness of tax-saving instruments, and financial goals.

#### IV. DATA ANALYSIS AND INTERPRETATION

**Table No 4.1 Factor considered before investing by the respondents**

Sr. No	Factors	Respondent	Percentage
1	Safety of Principal	23	46%
2	High Return	8	16%
3	Low Risk	18	36%
4	Maturity Period	1	2%
	Total	50	100%

**Graph No 4.1 Graphical Representation of Factor considered before investing by the respondents**



**Interpretation :-** The above Graph shows factor respondents consider before investing in which 46% respondents said Safety of Principal, 16% said High Return, 36% said Low Risk, 2% said Maturity Period.

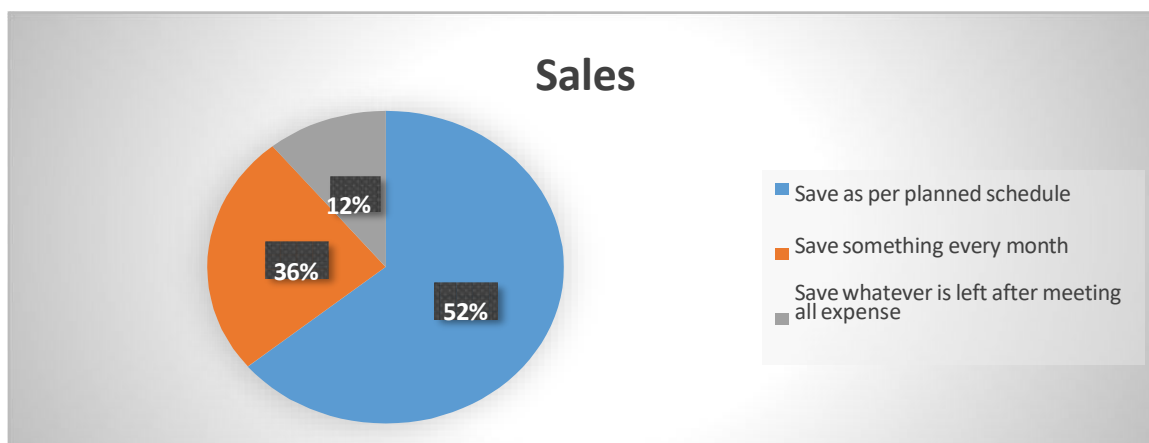
**Analysis :-** The study show that, most of respondent consider safety of principle factor before investing.

**Table No 4.2: Saving from regular income of the respondents**

Sr. No	Saving from regular Income	Respondent	Percentage
1	Save as per planned schedule	18	36%
2	Save something every month	26	52%

3	Save whatever is left after meeting all expenses	6	12%
	Total	50	100%

**Graph No 4.2: Graphical Representation of Saving from regular income of the respondents**



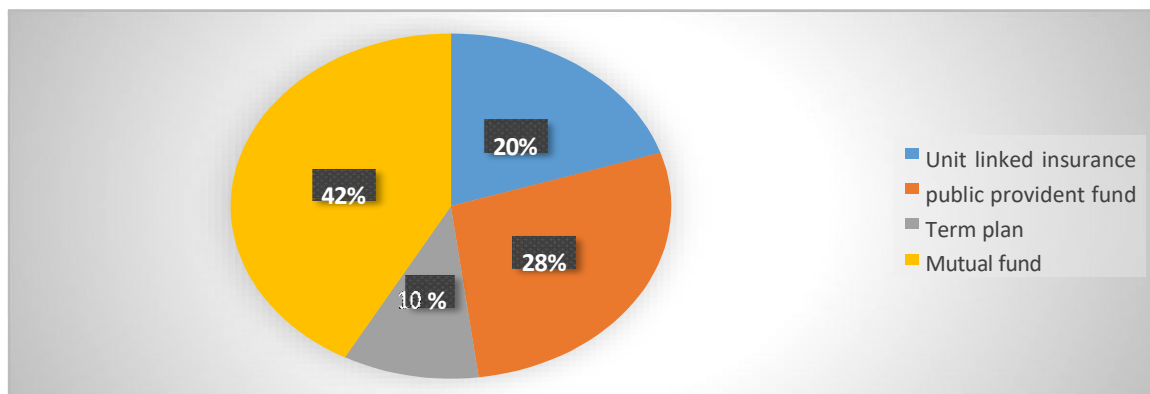
**Interpretation :-**The above Graph shows how much respondents save from their regular income in which 26% respondents said Save as per planned schedule, 18% respondents said Save something every month, 6% respondents said Save whatever is left after meeting all expenses.

**Analysis :-**The study shows that, most of the respondents save regular income as planned schedule.

**Table No 4.3: Investment option preferred for tax saving by the respondents**

Sr. No	Investment Option	Respondent	Percentage
1	Unit Linked Insurance Plan (ULIP)	10	20%
2	Public Provident Fund (PPF)	14	28%
4	Term Plan	5	10%
6	Mutual Fund	21	42%
	Total	50	100%

**Graph No 4.3: Graphical Representation of Investment option preferred for tax saving by the respondents**



**Interpretation :-** The above Graph shows investment option respondents preferred for tax saving in which 20% respondents said Unit Linked Insurance Plan (ULIP), 28% respondents said Public Provident Fund (PPF), 10% respondents said Term Plan, and 42% respondents said Mutual Fund.

**Analysis :-** The study show that, most of respondent prefer for tax saving in unit linked insurance plan investment option.

## V. FINDING, CONCLUSION AND SUGGESTION

### Finding

The above Graph shows Gender distribution of respondents in which 42% are male and 58% are female. Majority of the respondents annual income more than 4 lakh is 62% and majority of the respondents invest their saving in bank savings.

### Suggestion

- └ It can be suggested from the results obtained from the study that Income Tax department should take some steps to spread awareness regarding Income Tax regulations, so that people are at least aware of the Sections that are meant for them.
- └ Moreover, Income Tax department should make people well aware of the investment alternatives, so that instead of tax evasion retailers go for proper tax planning.
- └ The provisions awareness of which was least among people were expenditure on medical treatment, contribution to pension fund and contribution to political parties. Among them least known provision was contribution to political parties.

### Conclusion

Tax saving is only a smart part of broad category called financial planning. There is more to a financial plan than what meets the eye. For a financial plan to be successful, it should have a proper investment plan that save taxes. There is differentiation in income tax act of 1961 among male and female both, residents of different geographic demographics are treated as equal. The differentiation of the gender wise it can be 58% of the female respondents invest their savings. About 62% of survey responded as earning income more than 4 lakh so its not fair to draw conclusion that. About 38% of the respondents invest their saving in bank saving.

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# A Study of HR Policies in Govind Krupa Cotton Processing Pvt. Ltd

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**ABSTRACT:** This paper explores strategic resource planning and provides an operational overview of Shri Govindkrupa Cotton Processing Pvt. Ltd. The first part focuses on strategic resource planning, highlighting the need to acquire the right manpower with appropriate skills and competencies to meet organizational goals. It discusses the role of technology and data analytics in workforce performance and strategic alignment, emphasizing modern recruitment methods such as social media hiring. The second part provides an overview of Shri Govindkrupa Cotton Processing Pvt. Ltd., detailing its financial status, historical oilseed production trends, and the geographic distribution of oilseed production in India. Using a Chi-Square Goodness of Fit test, the study concludes that employees are generally satisfied with the HR policies and that these policies significantly impact their performance.

Key findings indicate that employees face a single round during the staffing process and are generally satisfied with job security and the selection process. The study suggests that Govindkrupa should focus on lateral recruitment to attract specialists with specific skill sets and experience. Additionally, improving training and career development opportunities, and periodically evaluating job satisfaction to evolve dynamic HR policies, are recommended. Recommendations include increasing pay increments, enhancing employee relations, and fostering better management-worker relations. The paper concludes that Govindkrupa needs to adapt to market forces and develop effective HR management practices to attract qualified professionals and improve organizational performance.

**KEYWORDS:** Strategic Resource Planning, Workforce Performance, Technology in HR, Employee Satisfaction

## I. INTRODUCTION

### Strategic Resource Planning

Resource planning is getting "the right quantity of manpower with the right, attitude, experiences, skills, ability and competencies at the right time in the right jobs." This brief definition wraps a comprehensive resource management process which gives the organization's business leaders to think and make staffing decisions based on resources planning framework for organization's business needs, client's requirement, vision, budgeting for resources, key strategic mission, and a set the required workforce or resources competencies in place. Lot of the organizations in India and globally, including Indian and multinational industries have implemented Resource management planning framework models to support the current and future business need with greater technology enablement to drive the successful development in turn resulting the revenue growth with the optimum utilization of resources.. each and every one rely on an study of current resources or workforce capability and competencies; a credentials of competencies required in the futuristic revelation of the business need; a assessment of the current resource management or workforce to create opportunity needs to recognize the skills and competencies gaps and extra of numbers; the research of plans for crating the manpower or workforce required in the current and future demands; and an assessment of process to promise that the resources or workforce or manpower competency framework to remains legitimate and that intend are meet.

### Strategic Workforce

In a latest survey, seventy one percent of CEOs said us that their maximum source of continuous profitable value is talent. positions to motive that your utmost prospect – to make performance, to fastest increase, to be improved – are there inside your workforce. Attracting, unchaining, and stimulating that prospective, talent by talent, is the function of the elegant human resources



**Figure 1: Business Alignments and strategy**

Organization adopted the advantage of enablement of technology and data analytics to the approach for workforce performance so you can lastly focusing on the right means of substitute speculation with arts, information, and meticulousness. The outcome is a resolution that precisely Reinvents task something like one of your mainly valuable resources – talent – in these five dimensions

**Resource Acquisition:**

is all about fulfilling the positions based on the current and future pipeline demands through various channels like employee referral, agencies, campus hiring, direct applications, now a day’s more talent acquisition success is happening through social media hiring like LinkedIn, face book and twitter. Resource acquisition is becoming very easily to access candidates in the

**II. GOVIND KRUPA COTTON PROCESSING PVT. LTD**

**SHRI GOVINDKRUPA COTTON PROCESSING**

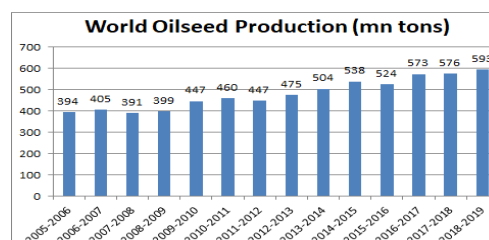
PRIVATE LIMITED is a Private Company, Which CIN Number is **U17299MH2007PTC167580** , was incorporated 16 Year(s) 9 Month(s) 22 Day(s) ago on dated 05-Feb-2007 . SHRI GOVINDKRUPA COTTON PROCESSING PRIVATE LIMITED is classified as Non-govt company and is registered at Registrar of Companies located in ROC-MUMBAI. As regarding the financial status on the time of registration of SHRI GOVINDKRUPA COTTON PROCESSING PRIVATE LIMITED Company its authorized share capital is Rs. 35000000 and its paid up capital is Rs. 30192350. As Per Registration of Company, It involves under in Business Activity Class / Subclass Code 17299, Main Activity of the said Company SHRI GOVINDKRUPA COTTON PROCESSING PRIVATE LIMITED is Manufacture of other Edible Oils/Edible Oil products n.e.c., It Comes Under Division MANUFACTURE OF EDIBLE OILS and this come under scetion MANUFACTURING.

**SHRI GOVINDKRUPA COTTON PROCESSING**

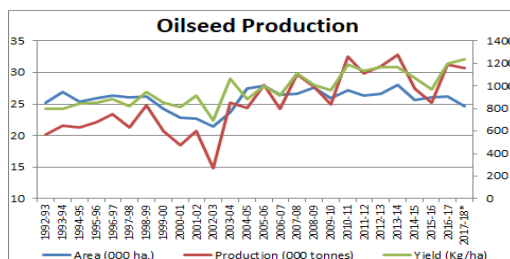
PRIVATE LIMITED's Annual General Meeting (AGM) was last held on **Nov 30, 2021** and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on **Mar 31, 2021**.

**Global Historical Oil Seeds production**

Global oilseed production has been growing at ~3.2% CAGR since 2006 and has reached .



## Historical Oil Seeds production in India



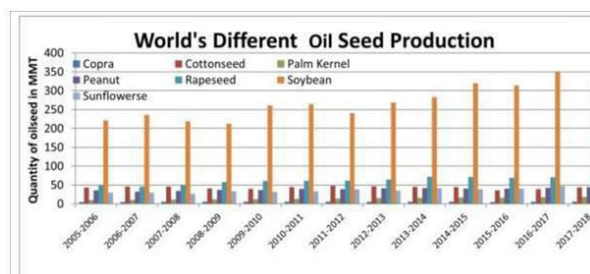
We can see over last 25 years, how the land area under oilseed production has not grown meaningfully. So, whatever increase in our oilseed production has occurred in India is mainly because of our improvement in the crop yields (kg/ha or tons/ha). However, our yields are still nowhere close to the world average yields, leave aside the world best yields.

## Yield Comparison for Various Oilseed Crops (T/Ha)

Oilseed Crop	India Avg. Yield	World Average Yield	Best Yield & Country
Soybean	1.13	2.41	2.80 (Brazil)
Rapeseed	1.11	1.91	3.98 (Germany)
Groundnut /Peanut	1.21	1.58	3.80 (USA)
Sunflower	0.71	1.37	2.42 (France)

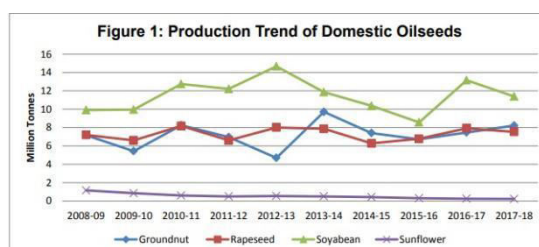
## Global Oilseed Production Over Time Based On Types Of Oilseeds

Soybean is the most produced oilseed globally.



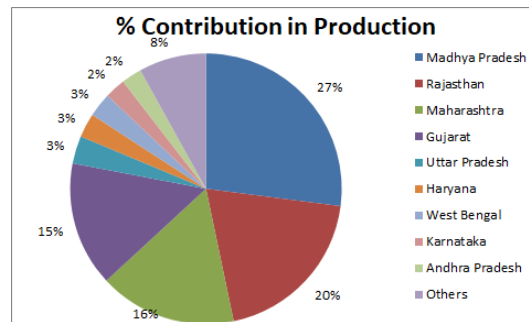
## Oilseed Production Over Time Based On Types Of Oilseeds In India

We can see how over the last decade Sunflower oilseed production has consistently reduced and remaining oilseeds also haven't seen any significant growth.



Source: Directorate of Economics and Statistics

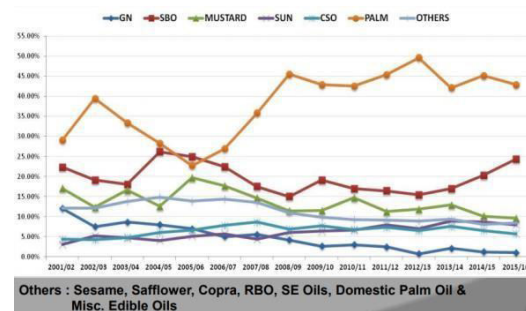
**Geographic Distribution Of Oil Seeds In India** Oilseed production is quite concentrated in some states in India. Madhya Pradesh accounts for 27% of the production and top 4 states account for ~80% of the production.



### Edible Oil Consumption in India

#### Breakup of Production Based On Oil Type

Palm oil forms a major share of the edible oil consumed by Indians, with second most consumed oil being Soyabean Oil. Together both sum up to ~65 % to 75 % of our consumption.



### III. REVIEW OF LITERATURE

1. Pradeep (2023) highlighted that, understanding the human resource manual positively influence the employees. He further noted that, understanding of the human resource manual reduces employee and employer,,s conflicts.13
2. Arthur (2019) conducted a cross sectional study of 30 US steel mini mills to study the impact of HR practices taking 10 variables on the performance (labour efficiency, scrap rate and employee turnover). Using the method of regression, he found that commitment based HR systems is associated with lower scrap rates and higher labour efficiency than control-based HR systems.
3. Rosaiah (2019) explained in his research thesis, that standard Human resource management is an important tool to chase the present competitions. He noted that, with the entry of foreign banks and private banks, the HR plays a vital role in increasing the bank productivity.
4. Shah et al (2018) have provided a conceptual background in human resource management along with selected Indian cases to highlight its practical aspect in Indian environment in their book —Human Resource Management in Industry. The book provides useful guidance in helping to translate the corporate policies into directive practices at the grass–root level. Socially oriented purposive engaged by banks would be much benefited by the policy implications provided by the book. The book has drawn cases from company. The book deals with personnel and industrial relations especially in the banking sector.

### IV. RESEARCH METHODOLOGY

Conceptual Framework Motivation is a attitude of workers which either encourage to work or to discourage, depending on the co-workers and workers organization working condition offered by management including incentive and monetary gain.

The research study of any design of any study is usually related to the nature of the problem being investigated and it’s purpose besides. Another factors since the purpose of the present study into test relationship or association between satisfaction of human needs and the gratification derived from work, a descriptive survey research was considered suitable. Another factor that influenced the selection of the research designed was the merge number of studies which has utilize a similar conceptual framework, to explain occupational satisfaction.

Once again, as for as is known to the investigator study has been conducted in “Shri Govindkrupa Cotton Processing Private Limited Branch in Amravati City” Utilizing the above conceptual framework, also influence the decision the



investigation to employ a descriptive survey method of research for carrying out the present study workers response are collected through a structure of questionnaires finally the data gather is tabulated and presented in table or collected forms for drawing conclusions. Secondary data is from the office record and library.

#### **4.1 Rational of the study**

Resource Management that demonstrates Skills, knowledge and ability. All the companies are is focusing conscientiously to meet the swiftly growing customers" demands of their Workforce. To congregate these demands, the Indian Companies exercise the following strategy to measure its knowledge Workforce:

- Measure the high quality knowledge, ability and skill training need for workforce and instigate if the requirements are abundant.
- Measure the scope to which organization altitude of organization meets the skills, knowledge and ability need.
- Maximize the strategy for the Talent Acquisition, cross training, personal and professional development of Workforce in the area of software development.
- As an outcome of all this measurement, the Organization has by now utilizes the programmer"s training in Technical, Domain and Project Management skills training for their workforce. Indian Companies have plans to fabricate of leading its training prospectus by adding supplementary expertise to meet the current and future varied business requirements of all Resources.

#### **4.2 Objectives of the Study**

- To study the satisfactory level of the employees.
- To identify the welfare practices in the organization.
- To know the training and Development in the organization.
- To study the framed policy in the Recruitment and Selection process.
- To study whether employees are satisfied with HR policies or not.

#### **4.3 Scope of the study:**

This study mainly attempts to explain about organization HR policies at Shri Govindkrupa cotton processing pvt Ltd., This study enable the management to provide good environment and create good HR policies to work for employees and also this will help the company to improve the working condition of the employees in the organization.

#### **4.4 Statement of hypothesis:**

Hypothesis1

Null Hypothesis (H0): Employee is satisfied with HR policies.

Alternative Hypothesis (H1): Employee is not satisfied with HR policies.

Hypothesis 2

Null Hypothesis (H0): HR policies have impact on employee performance.

Alternative Hypothesis(H1): HR policies don"t have impact on employee performance.

#### **4.5 Data Collection Method**

##### **1. Primary Data:**

Primary data collection has been done by simple Random sampling method from the employees of company. These data being collect by personnel"s interview and questionnaires method which is mainly prepared for personnel.

##### **2. Secondary Data:**

Secondary data has been collected from records, files, etc. Wherever necessary, and reports have been referred to complete this study and make it useful for the organization.

#### **4.6 Sampling**

**Universe : Shri Govindkrupa Cotton Processing Private Limited, Amravati**

##### **Sample Unit:**

The sampling unit is the basic unit containing the elements of the population to be sampled. The sampling unit selected is often dependent upon the sampling frame and the design of the project. Here the sampling unit is the **Employee of Shri Govindkrupa Cotton Processing Private Limited in Amravati city.**

##### **Sample Size :**

For the research study sample size was 100 respondents of Shri Govindkrupa Cotton Processing Private Limited Managers and Employee.



### V. RESULT AND DISCUSSION

#### Hypothesis 1

Null Hypothesis (H0): Employee is satisfied with HR policies.

Alternative Hypothesis (H1): Employee is not satisfied with HR policies.

**Table 1: Satisfied with role and responsibility provide by the organization**

Particular	Respondents	%
Highly satisfied	28	28%
Satisfied	52	52%
Unsatisfied	12	12%
Highly unsatisfied	8	8%
<b>Total</b>	<b>100</b>	<b>100%</b>

Let us assume the expected value of investors to be Agree should be more than 75% and significance level would be 0.05%.

Let us apply Chi Square Goodness of Fit test, to test the hypothesis.

The Chi<sup>2</sup> value is: 4.7619

	Observed	Expected	Difference	Difference Sq.	Diff. Sq. / Exp Fr.
Highly satisfied	28	30	2	4	0.1333
Satisfied	52	70	18	324	4.6286
Unsatisfied	12	0	-12	144	0.0000
Highly unsatisfied	8	0	-8	64	0.0000
					4.7619

The Chi<sup>2</sup> value is 4.7619. The p-value is .02130. The result is significant at p < .05.

Since the result is significant the null hypothesis is rejected and H1 is accepted.

i.e. Employee is satisfied with HR policies.

#### Hypothesis 2

Null Hypothesis (H0): HR policies have impact on employee performance.

Alternative Hypothesis(H1): HR policies don't have impact on employee performance.

**Table 2: Satisfied with the staffing process by organization**

Particular	Respondents	%
Highly satisfied	32	32%
Satisfied	60	60%
Dissatisfied	6	6%
Highly dissatisfied	2	2%
<b>Total</b>	<b>100</b>	<b>100%</b>

Let us assume the expected value of investors to be Agree should be more than 75% and significance level would be 0.05%.

Let us apply Chi Square Goodness of Fit test, to test the hypothesis.

The Chi<sup>2</sup> value is: 0.6418



	Observed	Expected	Difference	Difference Sq.	Diff. Sq. / Exp Fr.
Highly satisfied	32	35	3	9	0.2571
Satisfied	60	65	5	25	0.3846
Unsatisfied	6	0	-6	36	0.0000
Highly unsatisfied	2	0	-2	4	0.0000
					0.6418

The Chi<sup>2</sup> value is 0.6418. The p-value is .02130. The result is significant at  $p < .05$ . Since the result is significant the null hypothesis is rejected and H1 is accepted. i.e. HR policies have impact on employee performance.

### VI. FINDING

1. The respondent faced single round during the staffing process,
2. The respondents followed personal interview for the selection procedure.
3. Respondents response consultancies External sources of staffing process in Govindkrupa.
4. Major employee are satisfied with the selection process in organization.
5. Most of the respondents are satisfied with the job security provided in current job.
6. From Above graph it concludes that, there is most of the respondents track the source of candidates Windows XLs.
7. From Above graph it concludes that, most of the employee are satisfied with staffing process by organization.
8. Above graph it concludes that, most of the management approach positive towards the staffing process.
9. Most of the employees are of the respondents want to change selecting process in Govindkrupa.

### VII. CONCLUSIONS

Govindkrupa need to seriously look at lateral recruitment as an option to induct specialists at various levels with specific skill sets and experience pool. While we have often heard of people leaving organization to join finance, legal, accounting firms, etc. seldom have we heard of people leaving these professions to join Govindkrupa. This needs to change. Organization must make their human resource management that effective and beneficial that potential and qualified people are attracted towards Govindkrupa jobs. They should not keep an idea for making money for themselves only; instead they should work for raising the economy of the country as a whole.

- The line manager has become increasingly competent even to handle the matters.
- The government is seriously thinking of privatization and this leads to a government- protected system, to an environment where it has to be contended with market forces and large corporations with significant brand equity and also follow vastly different HR strategies & practices.
- Technology is eliminating routine paper activities.
- Virtual organizations are coming up.

### VIII. SUGGESTIONS

- Govindkrupa can increase the satisfaction of their employees by increasing the pay increments, and employee relations.
- Since the employees of organization have lower level of satisfaction with training and development facilities, these Govindkrupa should take steps to improve training and opportunities for Internal career opportunities. To increase the level of satisfaction employees of Govindkrupa it is necessary to improve policy for career development.
- Job satisfaction and dissatisfaction of Govindkrupa employees should be evaluated periodically for evolving dynamic and pragmatic policies for organization's growth and development.
- There is a need of giving the proper wages or salary to the worker according to his skill and seniority.
- In the organization, supervisor plays a significance role, hence he must motivate to the workers for improving workers morale.
- Most important thing is there should be proper relation between management and workers. In this connection the supervisor role is more important, so he should always motivate his employees.



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# A Study of Psychological Tendency Affecting the Financial Decision Making

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**ABSTRACT:** Understanding the psychological factors influencing financial decision-making is essential for individuals, investors, and policymakers alike. This study explores various psychological tendencies that significantly impact how individuals make financial decisions. Drawing upon behavioral economics, psychology, and finance literature, this research investigates key cognitive biases, emotional influences, and social factors that shape financial choices. The study employs both quantitative and qualitative research methods to analyze the interplay between psychological tendencies and financial decision-making. Surveys, experiments, and case studies are utilized to gather empirical evidence and insights into the decision-making processes of individuals in diverse financial contexts. Results reveal a myriad of psychological factors that influence financial decision-making, including loss aversion, overconfidence, mental accounting, and social proof. Furthermore, emotional states such as fear, greed, and regret play a significant role in shaping financial behaviors. Social influences, such as peer pressure and cultural norms, also impact decision-making processes. Understanding these psychological tendencies provides valuable insights for financial professionals, policymakers, and individuals seeking to improve their financial decision-making. By recognizing and mitigating the effects of cognitive biases and emotional influences, individuals can make more rational and informed financial choices, ultimately leading to better financial outcomes and well-being. Understanding the psychological factors influencing financial decision-making is essential for individuals, investors, and policymakers alike. This study explores various psychological tendencies that significantly impact how individuals make financial decisions. Drawing upon behavioral economics, psychology, and finance literature, this research investigates key cognitive biases, emotional influences, and social factors that shape financial choices. The study employs both quantitative and qualitative research methods to analyze the interplay between psychological tendencies and financial decision-making. Surveys, experiments, and case studies are utilized to gather empirical evidence and insights into the decision-making processes of individuals in diverse financial contexts. Results reveal a myriad of psychological factors that influence financial decision-making, including loss aversion, overconfidence, mental accounting, and social proof. Furthermore, emotional states such as fear, greed, and regret play a significant role in shaping financial behaviors. Social influences, such as peer pressure and cultural norms, also impact decision-making processes. Understanding these psychological tendencies provides valuable insights for financial professionals, policymakers, and individuals seeking to improve their financial decision-making. By recognizing and mitigating the effects of cognitive biases and emotional influences, individuals can make more rational and informed financial choices, ultimately leading to better financial outcomes and well-being.

**KEYWORD:** psychological tendencies, cognitive bias, financial decision making, emotional influence, loss aversion, overconfidence, mental accounting, fear, greed.

## I. INTRODUCTION

Financial decision-making is a complex and multifaceted process that plays a pivotal role in individuals' lives, organizations, and societies at large. While traditional economic theories have often assumed rational decision-making based on objective information and utility maximization, the field of behavioral economics has illuminated the significant influence of psychological factors on financial choices. This study aims to delve into the intricate interplay between psychological tendencies and financial decision-making.

**The study of financial decision making we need to know that about behavioral finance** Behavioral Finance applies psychological behavior of human to the financial decision making. It focuses on emotional, societal, sentimental, psychological, cognitive factors in decision making. So, people don't try to optimize the decision making through the best one alternative selected but on the basis of personal satisfaction and bias.



## **What Is Behavioral Finance?**

Behavioral finance, a subfield of behavioral economics proposes that psychological influences and biases affect the financial behaviors of investors and financial practitioners. Moreover, influences and biases can be the source for the explanation of all types of market anomalies and specifically market anomalies in the stock market, such as severe rises or falls in stock price. As behavioral finance is such an integral part of investing, the Securities and Exchange Commission has staff specifically focused on behavioral finance. Behavioral finance seeks to provide a more accurate and nuanced understanding of financial markets and investor behavior. It acknowledges that individuals often deviate from strict rationality and that market dynamics can be influenced by the collective behavior of investors. This field has implications for investment strategies, portfolio management, and market regulation. Behavioral finance helps us understand how financial decisions around things like investments, payments, risk, and personal debt, are greatly influenced by human emotion, biases, and cognitive limitations of the mind in processing and responding to information. Behavioral finance is a field of study that suggest that investment decisions are influenced by psychological and emotional factors to a large extent.

According to (Olsen, 1998), behavioral finance not only incorporates traditional finance paradigms that relate to rational investment decision making and growing investment returns but also considers individual behavior as a factor to investment. (H.H. Shefrin 1988) noted that behavioral finance studies the impact of psychology on financial decision making and financial markets.

Traditional finance theory assumes that humans are rational and that economic models work efficiently and in isolation. However, the more people have studied financial decision making, the clearer it is becoming that human emotions, intentions, intuitions and habits play a large role in all financial decisions.

## **II. OBJECTIVES OF STUDY**

1. To know the relation between human behavior towards the investment opportunity.
2. To know the role of human psychology in decision making.
3. To systematically identify and categorize the various psychological tendencies that influence financial decision-making.

## **III. SCOPE OF STUDY**

A study of psychological tendencies affecting financial decision-making is a valuable area of research that can shed light on the often irrational or emotionally-driven choices individuals make in the realm of finance. The scope of such a study could encompass a wide range of topics and variables.

## **IV. DISCUSSION AND RESULT**

This study explores how psychological tendencies impact financial decision-making processes. By delving into behavioral economics and psychology, researchers can uncover various biases and cognitive patterns that influence individuals' choices regarding money management.

The findings suggest that psychological factors such as loss aversion, overconfidence, and herd mentality significantly affect financial decision making. For instance, people tend to avoid losses more than they seek gains, leading to risk-averse behavior. Moreover, overconfidence can lead individuals to make overly optimistic investment decisions, often resulting in losses.

### **Statement of Hypothesis/ Hypotheses:**

H0: There is no significant psychology tendency which affect financial decision making of the investor.

H1: There is significant psychology tendency which affect financial decision making of the investor.

- Describes your risk tolerance when it comes to financial decisions?
- When making financial decisions, how much do emotions influence your choices?

Risk making	Factor	Influence	decision	Influence of Emotional Factor in decision making
5				2
16				36
26				7
3				5

Table no1 analysis of hypothesis testing

Correlation 0.77406045

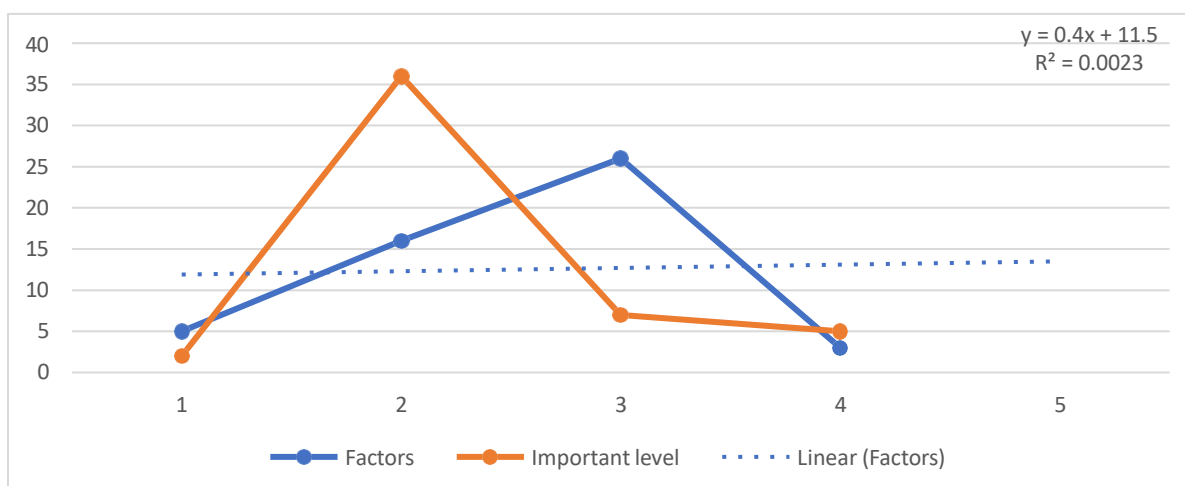


Chart no. 1.1 Analysis of Hypothesis Testing

The Study shows that, it appears that there is a strong positive correlation between the psychology tendency which affect financial decision making of the investor. This indicates psychological tendency directly get affect the Emotional Factors.

Therefore, the Alternative Hypothesis suggests that there is a significant relationship between these two factors, indicating that they are likely to be related in a meaningful way, rather than the observed correlation being due to random chance.

### V. FINDINGS

- ❖ A majority of respondents (52%) exhibited a low risk tolerance, followed by moderate risk tolerance (32%), very low risk tolerance (10%) and no risk tolerance (6%). This suggests a tendency towards cautious financial decision-making among the majority of respondents.
- ❖ The majority of respondents (72%) indicated that emotions have a little influence on their financial decisions, with a smaller percentage reporting moderate (14%) or significant (4%) influence and (10%) no risk tolerance. This suggests that emotions play a minor role in the decision-making process for most respondents.

### VI. SUGGESTION

- ❖ Continuously educate oneself about financial markets, investment strategies, and the psychology of decision-



- making. This can help individuals make more informed and rational financial decisions.
- ❖ Seek advice from financial professionals or advisors who can provide objective guidance and help counteract the influence of biases on decision-making.
  - ❖ Implement systematic decision-making processes and avoid making impulsive decisions based on emotional reactions to market fluctuations.

## VII. CONCLUSION

Psychological tendencies play a significant role in shaping financial decision-making. Awareness of these biases and implementing strategies to mitigate their influence can help individuals make more rational and objective financial choices, ultimately leading to better long-term outcomes. By understanding the impact of psychological biases and adopting strategies to counteract them, individuals can enhance their financial well-being and achieve their investment goals more effectively.

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# A Study on Job Satisfaction among Online Food Delivery Executives with Special Reference to Amravati City

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**ABSTRACT:** For this purpose, a study on the employee satisfaction among Swiggy and Zomato food delivery executives was conducted. Judgment sampling and descriptive research were the two methods used in this study. It was apparent that 45 percent of delivery staff were completely content with their work, while some delivery staff were extremely satisfied with their work. Everyone seemed to be in wonder of the digital food order and delivery opportunity for the suitability and instant supply of food reception. The demand for digital ordering was real. It conveyed to the customer base that the restaurants were modern rising establishments and very inspiring to others that wanted to be convenient and accessible for all the guests who used to order regularly. If the intellect delivered decent quality and quantity of food and managed timely delivery of food with the help of new delivery apps, it would give one the perfect result for the digital food ordering system fulfilled. Offering digital ordering let the guests place an order more conveniently. Startups in India had become the new trend setters and the talk-of-the-town in the global business economy since the past few years. These companies, led by young Indians, had been inspired to take up various challenges to address the concern areas of Indian consumers and extend them with various products and services at reasonable prices. The present study focused on stress factors of the Online food delivery executives and stress management techniques with special reference to Swiggy and Zomato food delivery executives.

**KEYWORDS:** Job satisfaction, online, food, executive, zomato, swiggy etc.

## I. INTRODUCTION

Job satisfaction is defined as the extent to which an employee feels self-motivated, content & satisfied with his/her job. Job satisfaction happens when an employee feels that he/she is having job stability, career growth and a comfortable work life balance. This implies that the employee is having satisfaction at job as the work meets the expectations of the individual. Job satisfaction may not only be about compensation, perks or assets an employee might get but also is about the environment, culture and quality of work which a company can offer to employee. It may or may not be quantified though research methodology can be used to relatively check the satisfaction levels of employees in the same company or a sector on common parameters or questions.

### Importance of job satisfaction

A satisfied employee is always important for an organization as he/she aims to deliver the best of their capability. Every employee wants a strong career growth and work life balance at workplace. If an employee feels happy with their company & work, they look to give back to the company with all their efforts.

Importance of job satisfaction can be seen from two perspectives

**For Employees:** Job satisfaction from an employee perspective is to earn a good gross salary, have job stability, have a steady career growth, get rewards & recognition and constantly have new opportunities.

**For Employers:** For an employer, job satisfaction for an employee is an important aspect to get the best out of them. A satisfied employee always contributes more to the company, helps control attrition & helps the company grow.

Employers need to ensure a good job description to attract employees and constantly give opportunities to individuals to learn and grow.

The positive effects of job satisfaction include:

1. More efficiency of employees of workplace if they are satisfied with their job.

2. Higher employee loyalty leading to more commitment.
3. Job satisfaction of employees eventually results in higher profits for companies.
4. High employee retention is possible if employees are happy.

### **Job Satisfaction Factors**

Job satisfaction is related to the psychology of an employee. A happy & content employee at a job is always motivated to contribute more. On the other hand, a dissatisfied employee is lethargic, makes mistakes & becomes a burden to the company. The elements & factors which contribute to job satisfaction are:

1. **Compensation & Working conditions**
2. **Work life balance**
3. **Respect & Recognition**
4. **Job security**
5. **Challenges**
6. **Career Growth Theory of Motivation Hierarchy of needs**

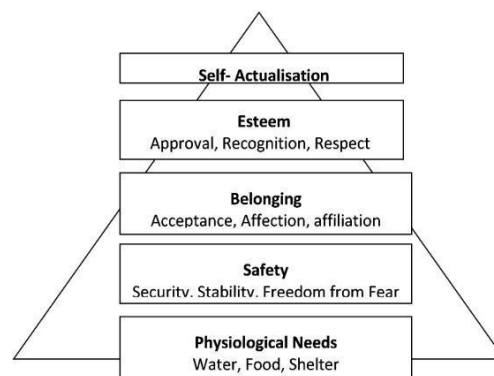


Fig . 1 (<https://oshwiki.osha.eu>) Maslow's Five-level hierarchy

1. **Physiological Needs**
2. **Safety Needs**
3. **Belongingness and Love Needs**
4. **Esteem Needs**
5. **Self-Actualization Needs**

## **II. COMPANY PROFILE**

### **Zomato**

Pankaj Chaddah and Deepinder Goyal formed Zomato in 2008 as a restaurant aggregator and food delivery service in India. Zomato offers restaurant information, menus, and user feedback, as well as food delivery from partner restaurants in a few cities. During the COVID-19 outbreak, Zomato started delivering groceries. As of 2019, the service is available in 24 countries and has a global reach of more than a 10,000 cities.

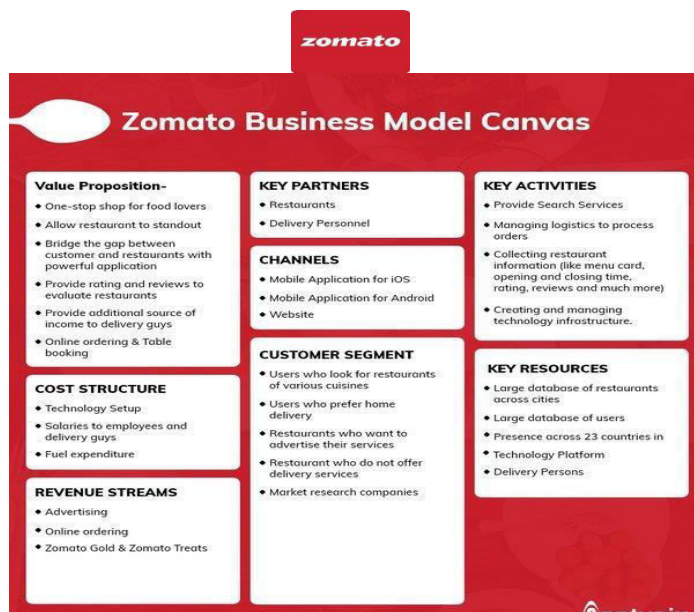


Fig 2: Source - <https://images.app.goo.gl/123WL4RtqzEyqP8ZA>

### Swiggy

Swiggy is India's most common and useful online food ordering and delivery service. Swiggy is a Bangalore-based food delivery service that was established in 2014. As of March 2019, the company was working out of 100 Indian cities. Swiggy Stores was launched in early 2019 as an extension of Swiggy's general product delivery service Swiggy launched Swiggy Go, an instant pick-up and drop-off service, in September 2019. The service is used to pick up and deliver a wide range of goods, including laundry and paper or package deliveries to both business and retail clients. (P.PonSankar) Swiggy is an Indian food ordering and delivery service headquartered in Bangalore.



Fig 3: Source: <https://www.elluminatiinc.com/swiggy-business-model/>

### III. REVIEW OF LITERATURE

1. **K Subiksha<sup>1</sup>, Anirudh Raghav VP<sup>1</sup> (2022)**, The Researcher aim was to know employee satisfaction among Swiggy delivery staff & job happiness and whether or not they are respected will be examined. In a study on Swiggy delivery staff satisfaction, judgment sampling and descriptive research were employed. The findings revealed that 45 percent of delivery staff were completely content, while 35 percent expressed extreme satisfaction. Moreover, approximately 85percent felt respected, and nearly 90 percent were comfortable with day shifts.



2. **Ramakritinan Swathi Lakshmi,Thiruchelvi Arunachalam(2022)**, Current qualitative study focuses on the experiences of food delivery workers and their reasons behind choosing gigwork as the choice of employment. According to the study, independence, love for bike riding, AND money earned from this work are the main reasons behind the choice of work. Most delivery workers are satisfied with their work, while some feel the incentives are not sufficient and companies should provide the minimum travel allowance. Future direction of the research can be extended as an empirical study.
3. **Tan, H., & Kim, V. W. E. (2021)**, The researchers aim was to know the customers satisfaction towards the online food delivery services on the basis of the service quality approach, quality of food, convenience, price and discounts among the customers of Klang Valley, Malaysia. The researchers collected 646 responses over the online platform by using Google form on the basis of non-probability judgmental sampling technique. The quality of the food was dominant in defining the satisfaction of the customers and the quality of the service was also found to be the most important in defining the performance of the online food delivery services companies operating the study area.

#### IV. RESEARCH METHODOLOGY

The further researcher can study and investigate how job satisfaction varies among online food delivery executives in different regions or cities. Analyze whether factors such as population density, traffic conditions, or urban development impact job satisfaction. comparative analysis can help identify regional variations in job satisfaction factors and highlight unique challenges faced by delivery executives in other city or region.

##### Objective

1. To understand the level of employee satisfaction.
2. To identify the factors which makes the employee desirable in the online delivery industry.
3. To suggest improving working conditions of employees.
4. To investigate identify the downsides.
5. To discuss the challenges of completing the task faced by delivery boys.

##### Statement of Hypothesis

Null Hypothesis(H0):- There is no significant relationship between compensation and job satisfaction.

Null Hypothesis(H1):- There is significant relationship between compensation and job satisfaction.

##### Data Sources Primary Data:

For this project the primary data will be collected through questionnaire and which is considered suitable here as good for survey operations. And surveys can be done through online platforms like google forms for data collection.

##### Secondary Data:

The sources of secondary data are published and unpublished sources they are from books, journals, magazines internet, newspapers.

##### Tools of data collection:

To conduct a study on employee job satisfaction among online food delivery executives in Amravati city, a combination of qualitative and quantitative data collection tools are used. Surveys are also conducted for collecting the data with the help of google forms.

##### Sampling Size:

The sample size will constitute of 100 individual delivery boys.

#### V. RESULT AND DISCUSSION

Find out the relationship between compensation and job satisfaction.

##### Hypothesis 1:- Compensation impact

Null Hypothesis(H0):- There is no significant relationship between compensation and job satisfaction.

Null Hypothesis(H1):- There is significant relationship between compensation and job satisfaction.

At  $\alpha = 0.05$  significance level.

##### Satisfaction with remuneration (Observation value Table)

Job Satisfaction	Yes	No	Total
Very Satisfied	11	10	21





Satisfied	37	11	48
Neutral	6	3	9
Unsatisfied	12	8	20
Very Unsatisfied	1	1	2
<b>Total</b>	<b>67</b>	<b>33</b>	<b>100</b>

Table of expected values

Row , Column	Observation	Expected	(O- E)	(O-E) <sup>2</sup>	(O- E) <sup>2</sup> /E
1,1	11	14.07	-3.07	9.425	0.670
1,2	10	6.93	3.07	9.425	1.360
2,1	37	32.16	4.84	23.426	0.728
2,2	11	15.84	-4.84	23.426	1.479
3,1	6	6.03	-0.03	0.001	0.000
3,2	3	2.97	0.03	0.001	0.000
4,1	12	13.4	-1.4	1.960	0.146
4,2	8	6.6	1.4	1.960	0.297
5,1	1	1.34	-0.34	0.116	0.086
5,2	1	0.66	0.34	0.116	0.175
				Tabulated	<b>4.942</b>

With the degrees of freedom (c) being  $(r-1)*(c-1)=(5-1)*(2-1)=4$ .

Using a significance level  $\alpha$  of 0.05 and consulting the Chi-square distribution table for  $c=4$  and  $\alpha=0.05$  we find the critical value to be approximately 9.488.

Since  $4.942 < 9.49$ , we fail to reject the null hypothesis ( $H_0$ ). Therefore, there is no significant relationship between compensation and job satisfaction at the 0.05 significance level.

In conclusion, based on the Chi- square test, there is insufficient evidence to conclude that compensation significantly impacts job satisfaction.

### VI. CONCLUSION

It was discovered that each delivery was given a sufficient amount of time to rest. Thus, there wasn't a lot of work to be done, and there weren't many orders coming in sequentially. When we looked at how long people had been working for Swiggy and Zomato, it was found that the majority had less than six months of experience, and that there were only a few people who had more than six months. This suggested that people who collaborated as delivery staff at Swiggy and Zomato weren't particularly concerned with longevity. It was discovered from the poll that a large number of people could save the money they received from their job. They were unable to save any money because they could hardly afford to feed their kids. There was a lot of compulsion among those who worked there. According to the vast majority of respondents:

- Food delivery executives worked less than 12 hours.
- Food delivery executives had control over their work schedule.
- Food delivery executives were satisfied with the current work schedule and flexibility.
- Food delivery executives were satisfied with the existing job as an online food delivery executive.
- Food delivery executives' organization provided satisfactory compensation or non-monetary rewards according to the work.
- Food delivery executive companies provided any orientation program for beginners.
- During epidemic days, we received a higher volume of orders than usual. During the epidemic days, a large



number of orders were placed, which may have been due to people preferring to have their food delivered to their homes rather than going out to dine. It was reported that this work had a positive impact on many people's lives. Many persons had side effects as a result of the delivery work, it was discovered. Most people complained of heat-related boils, rashes, and backaches.

## VII. RECOMMENDATIONS

- Skill Enhancement: Offer opportunities for skill development and cross-training to increase workers' versatility and make them better equipped for various roles within the company.
- Performance Recognition: Recognize and reward top-performing delivery workers to incentivize consistent high quality work and instill a sense of job security among them.
- Job Stability Programs: Design programs that guarantee a minimum number of hours or deliveries per week, providing a baseline of income and job security.

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# Stock Market as an Investment Avenue - A Study on Investors Perceptions in Amravati City

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**ABSTRACT:** The stock market occurs from the interaction of a group of buyers (investors) and sellers of shares (companies), who represent ownership of the business. Stock market has become an attractive investment avenue for most of the investors, and stock market has enormously grown over the years. But lot of investors fear to invest in stock market due to the volatility often seen in share market. The risk often undertaken by the investors in share market huge and there exist fear among the investors of losing their hard-earned income. Even though the return, the investors receive in stock market is high, the investors need to bear an equal amount of risk as well as moreover the investors must sure of which investment avenue, they are selecting in order to ensure high returns. The stock market has become an attractive and profitable investment today for investors and the stock market has grown rapidly over the years and is getting more and more attention because it deals with the future of money. However, a lot of investors are still worried to invest in stock market today, even investing in stock market results a huge profit. This reason can be the volatility in stock market. Therefore, this study focused on the investors' perceptions towards stock market in different geographical areas. The data collected through online interview and distributing questionnaires to respondents in order to understand their behaviors, attitudes, desires, perspectives and level of awareness towards the stock market. It was that there are many factors influencing the investor's decision such as risk return, tax benefits, maturity period, capital appreciation and safety of principal.

**KEYWORDS:** Stock market, Investment avenue, Investors perception

## I.INTRODUCTION

The Stock market is like a small row boat on a rough sea, bouncing around as it drifts, whereas the macro economy is like a large ocean liner, very ponderous and difficult to maneuver but without such a rough journey. (Clive Granger) The growth of economy depends on the capital formation which in turn depends on the investment made by individual investors, financial institutions, Government Agencies, Industries etc. It is therefore very essential for any country to provide a conducive and productive climate to promote investments by setting up a system which provides all inputs required by an individual for making investments. An individual sacrifices his present consumption to generate savings which in turn are invested in various investment opportunities. It is very essential for any individual to have proper insight to all the relevant issue which can have bearing on his investment decisions. Investment is the sacrifice of certain present value for the uncertain future reward. Every person wants to see the growth of his capital at the rate which is at least greater than the rate of inflation so that at the end of any period, he can enough funds to purchase the goods which he sacrificed earlier, i.e. Investment requires sacrifice of present consumption for future return. Investment is an act of placing funds in some opportunity or instrument with expectation that it will be preserved or increase in value by generating positive returns. The overall investment process is the mechanism for bringing together suppliers (those who have extra funds) with demanders (those who need funds). Suppliers and demanders are most often brought together through financial institutions, which act as financial intermediaries in the financial market.

## II.OBJECTIVES OF STUDY

- To establish a nationwide trading facility for all types of securities.
- To have an equal access of information for all the investor in the country through an appropriate communication network.
- To provide an efficient and transparent securities market which is fair and equal to all the investors.
- To use the electronic trading system and meet international standards and benchmarks.
- To have book entry settlements as well as enable shorter settlement cycles.
- To cover wide area geographical location.



- To protect the interest of the investors.
- To protect the brokers from default.
- To provide the listing facilities to PSUs.

### III. SCOPE OF STUDY

- Geographical Scope: This study focuses specifically on the city of Amravati, which is located in the Indian state of Maharashtra. It aims to capture the perceptions of investors within this geographical area.
- Investor Demographics: The study encompasses a diverse range of investors in Amravati, including individuals of different ages, educational backgrounds, income levels, and investment experiences. This broad demographic scope allows for a comprehensive understanding of investor perception.

### IV.LIMITATION

- Stock prices can fluctuate rapidly due to various factors such as economic conditions, geopolitical events, and company performance. This volatility can lead to significant short-term losses and make it difficult to predict future returns accurately.
- Investing in the stock market carries inherent risks, including the risk of losing the entire investment. Economic downturns, industry disruptions, or company-specific issues can lead to substantial losses for investors.

### V. RESULT ANE DISCUSSION

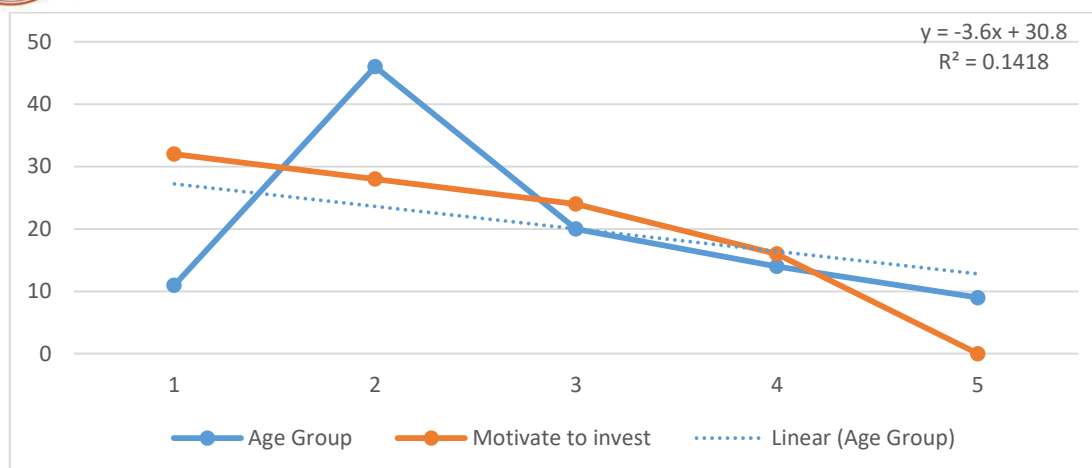
In the results and discussion section of a study on investors' perceptions of the stock market as an investment avenue, researchers would typically analyze the data collected from surveys, interviews, or other research methods to understand investors' attitudes, beliefs, and behaviors regarding stock market investing.

#### Statement of Hypothesis

- Null Hypothesis (Ho): Age has no significant impact on investors perception of the stock market in Amravati.
- Alternative Hypothesis(H1): Age group of people have a significant impact on investor perception of the stock market Amravati.

Age Group	Motivate to invest
11	32
46	28
20	24
14	16
9	0

Correlation 0.449775047



## VI. SUGGESTION

- Fixed deposits and Life insurance holds a considerable portion in the existing investment of majority of the investors. And also future preference towards investing in fixed deposits and insurance is found to be more among investors. So, Commercial banks can focus on these investment products to attract more investments.
- High level of importance has to be provided by banks on aspects like periodical return, convenience of the investing, tax benefits associated with an investment, expert advice available for investing, return on investment, and riskiness of the assets while offering investments to customers. Since these factors holds considerable importance while deciding on an investment preference.
- Banks has to take in to account the personal characteristics of customers like their knowledge, confidence etc. while offering them an investment product. Investors have to be well informed and educated about the products and its nature to make them feel good in their personal confidence to manage.
- Since behavioral aspects like risk aversion and previous experience in an investment determines investor preference, more emphasize have to be given by banks towards educating investors on behavioral aspects through various awareness schemes.
- Customers' demographic factors like Age, Employment status, Income, Marital status, Type of Bank, Location, Earning members has a positive impact investor perception. So commercial banks has to consider all these factors while designing and offering investment avenues to the specific needs of the customers.

## VII. CONCLUSION

Apart from product offerings as per the preference of customers, in today's dynamic business environment, spreading financial literacy and awareness is the most critical imperative for spearheading growth in the financial sector. Various initiatives undertaken should be structured with a long term horizon in mind, aiming to introduce innovation in financial and investment products. In addition, products should be designed to bolster income levels of the rural segment and also increase their spending capacity. Taking a step towards inclusive growth, Commercial banks should lead the financial institutions and other bodies to create awareness and to reap the untapped investment segments in our country.

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# A Study of Consumers' Attitude on Buying & Selling in Real Estate Properties in Amravati City

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**ABSTRACT:** This project investigates the multifaceted landscape of consumer attitudes towards buying and selling real estate properties in Amravati City. With rapid urbanization and economic development shaping the real estate market, understanding consumer behaviour becomes pivotal for stakeholders. Through a mixed-methods approach, combining quantitative surveys and qualitative interviews, this study aims to delve into the preferences, motivations, and challenges influencing consumer decisions in the dynamic real estate sector of Amravati City. By examining factors such as location preferences, price sensitivity, trust in developers, and satisfaction levels with property transactions, this research seeks to provide valuable insights for real estate developers, policymakers, and marketing strategists. The findings are anticipated to contribute to the enhancement of consumer-centric practices, fostering transparency, trust, and sustainability within the Amravati City real estate market.

This research aims to explore the intricacies of consumer attitudes towards buying and selling real estate properties in Amravati City. By conducting a comprehensive study, we seek to uncover key insights into the factors influencing consumer decision-making processes in the real estate market. Through surveys, interviews, and data analysis

**KEYWORDS:** Consumer Behaviour, Real Estate Market, Perception, Property Investment

## I. INTRODUCTION

Definition of terms Consumer Behaviour: Consumer Behaviour is defined as activities people undertake when obtaining, consuming and disposing of products & services. Field of study that focuses on consumer activities. \*Given by Backwell, Miniard & Engel Most real estate study is based on neoclassical economic theory that assumes that people make rational decisions about renting and buying real estate as part of their attempt to maximize utility. While recognizing that real estate markets are imperfect, most real estate researcher do not examine the influence that the diversity of real estate consumer has on demand for real estate consumer. Consumer are complex human being driven by internal and external forces, some of which are beyond their control and many of which they are relatively unaware. Rather than ignore the human element of decision making or put all aspects of nonfinancial decision factors in box called "tastes and preferences" real estate student, professors, and practitioners can benefit from integrating the study of consumer behavior with the financial economic approach to real estate study. Greater knowledge of real estate consumers and their behavior will lead to better understanding and prediction of decision maker's actions in the real estate market. The purpose of this paper is to present some of the most common consumer behavior concept and explain how integration of consumer behavior theories and understanding would improve real study

### Real Estate Properties in Amravati City :-

Amravati is a developing city located in the Vidarbha district of Maharashtra. This city is the 7th largest metro city in terms of population also called Ambanagari, this city is a developing industrial and education hub and has several tourist destinations. Despite being an urban city, the majority occupation here is agriculture, as 70% of the population is engaged in agro-based work.

This city is also an educational zone in the state and a smart city. In addition to rapid development, Amravati is also a beautiful green exposed to forest areas which influence the environment of this city. In addition, it boasts high-quality utilities, including 24x7 pharmacies, ATMs, emergency hospitals, etc.

## II. LITERATURE REVIEW

- Johan Almenberg and Artashes Karapetyan (2020) :- made a survey to find a consumer bias with respect to various sources of debt-financing. The consumer bias is prone to create inefficiencies in the market where narrow scope is for arbitrage.



- Sheharyar .B, David .G (2019 ) :- In their paper entitled “Loss Aversion and Anchoring in Commercial Real Estate Pricing: Empirical Evidence and Price Index Implications” highlighted the pricing of commercial property in which two behavioral phenomena, namely loss aversion and anchoring are considered .
- eungHan Ro, Paul Gallimore, John Clements Gang-Zhi (2018) :- studied herding behavior exhibited by US real estate developers while getting building permit. The author considered building permit issuances as the indicator and adopted measures that are extensively adopted in earlier studies on the same phenomenon of financial markets
- K. T. Manivannan and Dr. T. Joseph (2017) aimed to study the buying behavior of people towards residential flats in urban areas of Tamil Nadu State. While constructing building, developers need to focus on hygienic environment in addition to attractive facilities in order to keep home buyers being satisfied towards purchasing of residential flats. Immovable property purchase has been considered as one of important decisions taken in individual’s life. All the formalities, regulations and procedures on immovable property purchase need to be studied for not being committing bad choices.
- Dr. Wallace Atambo Nyakundi (Ph. D.), Dr. Mogwambo Vitalis (Ph.D.) (2016) :- in their article entitled “Influence of behavior It was recognized that behavioral factors are showing high association with the development of real estate and 73.3 percent of the real estate performance can be predicted by behavioral factors
- Mostofa Kamal, Md. Omar Faruk Sarker & Shah Alam Kabir Pramanik (2016) In their paper entitled “Investigation of Market Factors that Affect Customers Buying Attitude towards Apartment Buying: An Opportunity Analysis from Bangladesh Perspective” has investigated market factors underlying the Real Estate buyers’ attitude. This paper analyzed the interrelationships among attitude of buyers and the market forces. It has found that buying approach of the customers is playing a vital role and showing the impact on buying decision

#### **OBJECTIVES OF THE STUDY**

- To study the factors influencing the consumer to purchase in residential /commercial properties.
- To study the customers’ satisfaction towards properties.
- To know about the real estate industry in Amravati.
- To know about the real estate market in Amravati.
- To know about the consumer behavior real estate sector.

### **III. RESEARCH METHODOLOGY**

Research methodology in the field of real estate involves a systematic approach to investigating various aspects of the property market. Typically, it begins with defining the research objectives and questions, followed by a thorough literature review to understand the existing knowledge and gaps in the field.

#### **IV. COLLECTING**

**Primary data** - The primary data will be collected through structured, questionnaire provided to the consumers who prefers to invest in real estate market.

**Secondary data** - Secondary data will be gathered from books magazine, journals research, newspaper, and internet.

**Tools of Data Collection** - Structured questionnaire will be used to collect primary data. Total respondent for collecting secondary data will be collected through magazines journals, research, newspapers, and internet from the Amravati city.

**Sampling Technique** - The convenience questionnaire method has been followed for collecting responses from the respondent

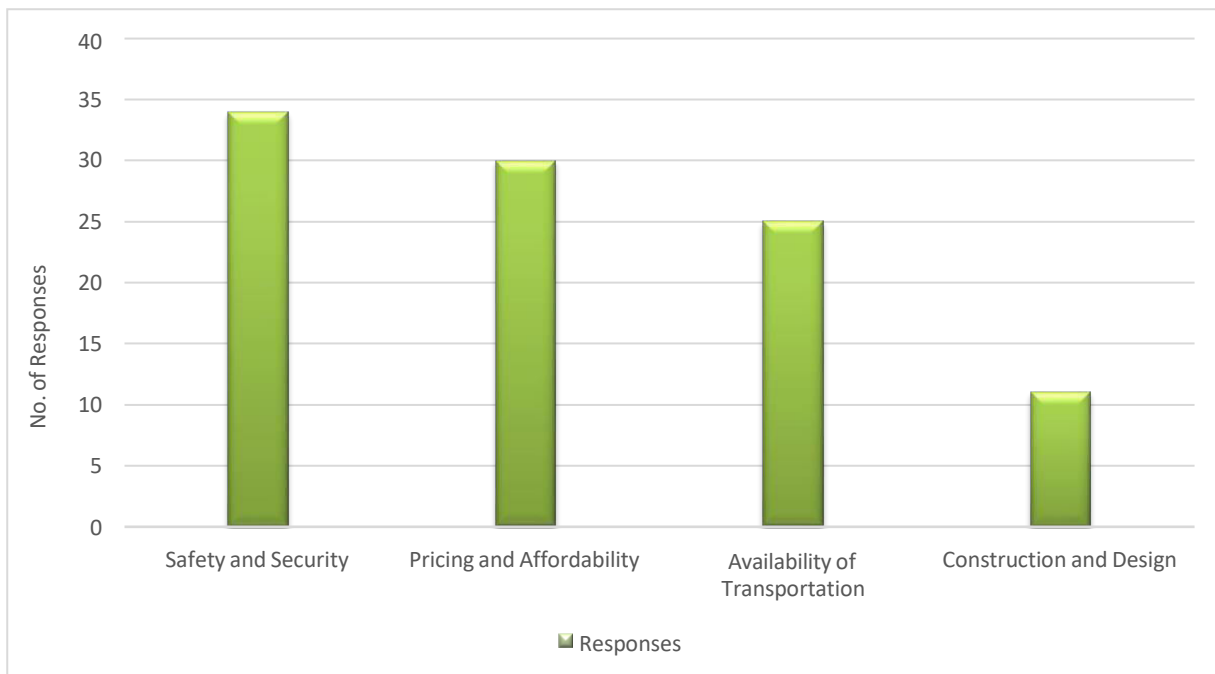
**Sample Design** - The sample size will constitute of 50 Consumers.

**Tools Proposed to be used for Data Analysis** - Many different methodologies can be used for data collection and analysis. Amongst the basic data collection tools we would use a structured questionnaire through Google form for collecting primary data of consumer for real estate marketing. These are designed to collect and record information from many people, groups or organizations in a consistent way

**Pie diagrams and bar graphs for data analysis and presentation.**

### V. DATA ANALYSIS AND INTERPRETATION

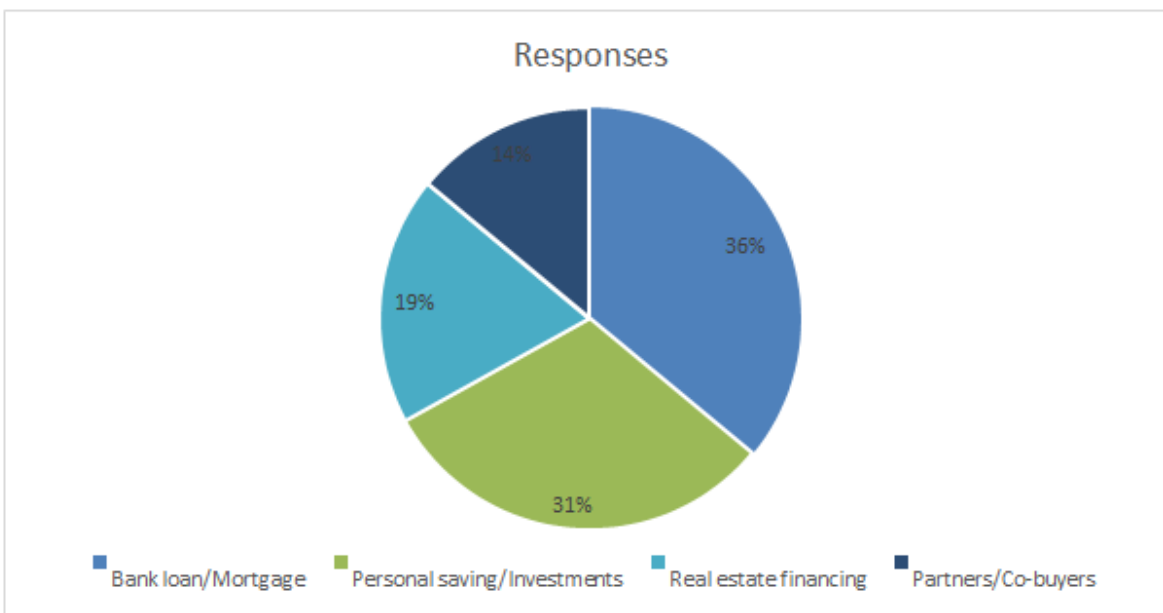
#### “Influencing factors?”



**Interpretation:** From the above Graph it is interpreted that 34 respondent (i.e. 34%) are influenced by Safety and Security, 30 respondent (i.e. 30%) are influenced by Pricing and Affordability, 25 respondent (i.e. 25%) are influenced by Availability of public Transportation and 11 respondent (i.e. 11%) are influenced by Construction and Design

**Analysis:** From the above graph it analyzed that, maximum respondents are influenced by Safety and Security

#### What is your preferred mode of financing when buying real estate in Amravati city?



**Interpretation:** from the above data it is interpreted that 36 respondent (i.e. 36%) prefers Bank loan/mortgage, 31 respondent (i.e.31%) prefers Personal savings /Investments, 19 respondent (i.e. 19%) prefers Real Estate financing and

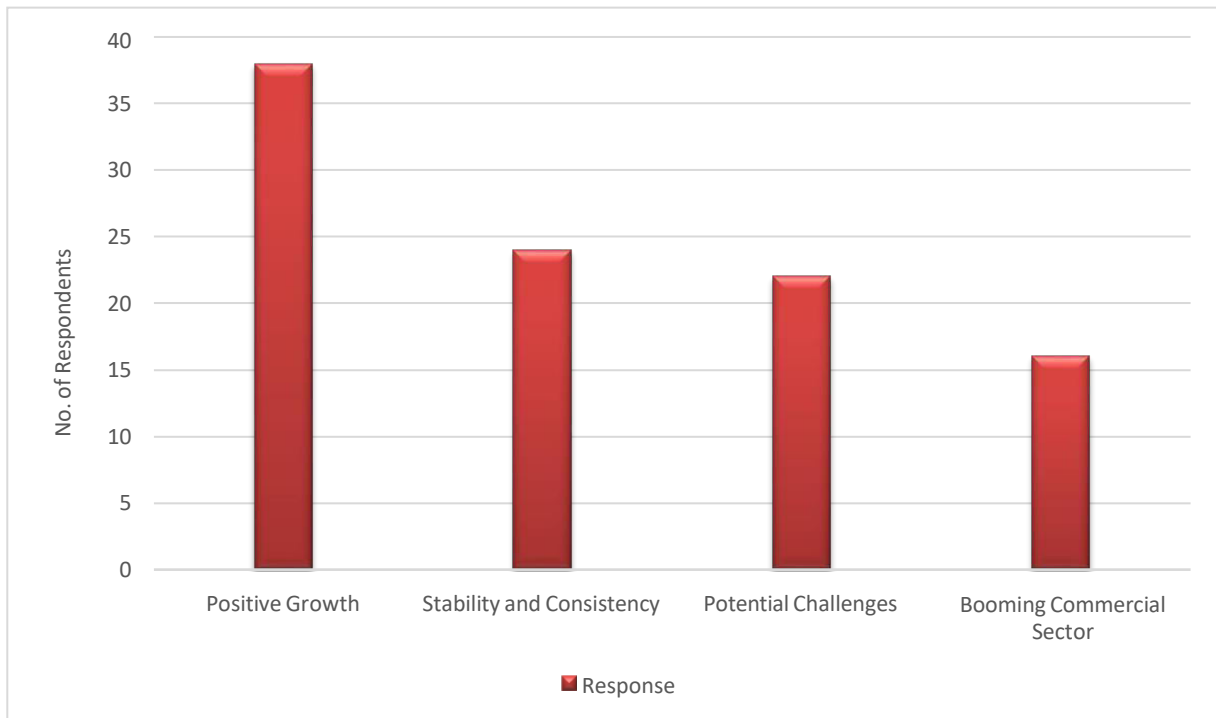




14 respondent (i.e. 14%) prefers Partners or Co- buyer

**Analysis:** From the above data it analyzed that, maximum prefers Bank loan/mortgage

What is your perception of the real estate market in Amravati city?



**Interpretation:** from the above data it is interpreted that 38 respondent (i.e. 38%) thinks it has Positive Growth, 24 respondent (i.e.24%) thinks it has Stability and Consistency, 22 respondent(i.e. 22%) thinks it has Potential Challenges and 16 respondent (i.e. 16%) thinks it is BoomingCommercial Sector

**Analysis:** From the above data it analyzed that, maximum thinks that it has Positive Growth

## VI. RESULTS AND FINDING

### 1. Guide for Amravati Residential Real Estate Investment:

- Amravati is a developing city located in the Vidarbha district of Maharashtra. This city is the 7th largest metro city in terms of population
- This city is also an educational zone in the state and a smart city. In addition to rapid development, Amravati is also a beautiful green exposed to forest areas which influence the environment of this city. In addition, it boasts high-quality utilities, including 24x7 pharmacies, ATMs, emergency hospitals, etc.
- This city is well connected through local transport like rickshaws, buses and autos. In addition, this city also has a well-connected railway network with 3 stations, including the Amravati Railway Station. This city is a prime location to buy your house as it is developing into a prime residential hub

### 2. Residential Real Estate Investment Opportunities in Amravati:

**Sai Nagar:** This locality in Amravati is well connected via local transport with the rest of the city. It is just 5 miles southwest of the centre of Amravati and, thus, a high-demand locality for residential homes. In addition, Sai Nagar has good hospitals like Labhlaxmi Medical and other utility services. You can buy a property in this locality at ₹10 lakh to ₹2 crore on average.

**Arjun Nagar:** This is a good area in Amravati with one of the best residential properties. This locality is close to Amravati Railway Station, which is a major advantage for people residing here. Arjun Nagar also has good schools like Nehru Maidan Old School and leading hospitals like Dr Omprakash Deshmukh Hospital for your convenience. The range for properties in this area is around ₹10 lakh to ₹ 1 crore.



### 3. Consumer Behaviour:

**Location Preference:** Investors prioritize properties in well-connected areas with good infrastructure, proximity to amenities, and potential for future development.

## VII. CONCLUSION

The study of “CONSUMER ATTITUDES TOWARDS BUYING AND SELLING REAL ESTATE PROPERTIES IN AMRAVATI CITY” reveals several key insights. Firstly, consumers demonstrate a strong preference for properties located in well-connected areas with good infrastructure and proximity to amenities. Economic factors such as job opportunities and income levels also significantly influence consumer behavior. Market research plays a crucial role, with buyers conducting thorough analysis of property prices, market trends, and demand-supply dynamics.

Risk management is another important aspect, with consumers evaluating risks associated with market volatility, regulatory changes, and potential downturns in the real estate sector. Affordability is a key consideration, influencing buyers' budget, financing options, and expected returns on investment. Trust in developers' track records and legal compliance are essential factors influencing consumer confidence in investing in Amravati real estate properties.

Furthermore, lifestyle preferences, long-term outlook, and investment purposes also shape consumer decisions. Overall, the study underscores the complexity of consumer attitudes in the real estate market, highlighting the need for developers and policymakers to understand and respond to the evolving needs and preferences of consumers in Amravati city. Further research and analysis in this area could provide valuable insights for stakeholders seeking to navigate and thrive in the dynamic real estate landscape of Amravati.

## VIII. SUGGESTIONS

### 1. Top Reasons to Invest in Amravati Real Estate:-

- **Growth** - Amravati is among the fastest developing cities in Maharashtra, and thus it is also emerging as a promising residential real estate sector. Read the factors given below to learn why Amravati is a good option for residential real estate investment.
- **Education Hub** - Amravati has several top educational institutes like Punjabrao Deshmukh Memorial Medical College and Sant Gadge Baba Amravati University. Roughly there are more than 20 distinguished educational institutions in Amravati. This is one of the major reasons for people choose Amravati for residential real estate investment.
- **Smart City** - Amravati is one of the 100 emerging smart cities in India. The State and the Central Government thus plan to bring several infrastructural developments to this city. Being a smart city will improve the standard of living here, which is an important factor for residential real estate investment.

### 2. Things to Consider before Buying a Residential Property in Amravati

- **Connectivity** - Connectivity and transport facilities are one of the most significant factors when purchasing a residential property in Amravati. You should ensure that your choice of property is well-connected to the rest of the city before investing in a residential property.
- **Security** - One of the most crucial factors related to residential real estate investment is the safety of a locality. While choosing a residential property in Amravati, you should ensure that the locality has low crime rates and has access to a police station. Having well-lit neighbourhoods and surveillance systems also enhances security.
- **Builder** - A property developer should have a good track of completing projects on time without compromising on quality. When you want to purchase a property, having the name of a reputable builder attached to it will boost its resale value in the future.

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# An Analytical Study of Factors Affecting Pester Power with Special Reference to Amravati City

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**ABSTRACT:** This research paper delves into the influential role of children, often referred to as "pester power," in shaping familial purchasing decisions within the dynamic socio-cultural landscape of Amravati City. The study scrutinizes the factors that contribute to this phenomenon, encompassing advertising, peer interactions, and parental compliance, and their effect on consumer behaviour and family dynamics. Through a mixed-methods approach, combining quantitative data collection and qualitative analysis, the research aims to unveil the complex interplay of these factors and their implications. Furthermore, ethical considerations remain paramount throughout the study to ensure the credibility and integrity of the gathered insights. The significance of understanding pester power within the specific context of Amravati City for marketers, policymakers, and businesses is emphasized, offering implications for future research and applications beyond this locale.

**KEYWORDS:** Pester power, family purchasing decisions, children's influence, socio-cultural factors, consumer behaviour, parental compliance.

## I. INTRODUCTION

### **Pester Power**

Children have long played a pivotal role in influencing family purchasing decisions, a phenomenon commonly referred to as "**pester power.**" This persuasive ability of children to impact buying choices has garnered increasing attention from researchers and marketers alike, owing to its significant implications for consumer behavior, family dynamics, and market strategies. In the context of Amravati City, Maharashtra, India, understanding the dynamics and determinants of pester power becomes particularly relevant given its unique socio-cultural and economic landscape. Pester power, often characterized by children's persistent and emotionally charged requests for specific products or services, and transcends generational boundaries. It shapes not only consumer preferences within households but also molds children's attitudes and expectations regarding consumption, branding, and lifestyle. As a result, it is imperative to investigate the multifaceted factors that contribute to the development and impact of pester power within the distinctive context of Amravati City.

Amravati City, situated in the Vidarbha region of Maharashtra, represents a microcosm of India's diverse cultural fabric. With a blend of traditional values and modern aspirations, this city provides a rich backdrop for exploring the intricate interplay of factors that underlie pester power. Factors such as socio-economic status, family structure, media exposure, peer influence, and cultural values are expected to play significant roles in shaping the pester power phenomenon in this unique setting.

In today's consumer-driven world, children have become influential stakeholders in household purchasing decisions. This phenomenon, commonly referred to as "pester power," reflects the ability of children to influence their parents' choices when it comes to buying products or services. The research project takes a multifaceted approach, aiming to examine a wide range of factors that affect pester power within Amravati City. These factors include but are not limited to:

**Cultural Influences:** Amravati City, like many other regions in India, is rich in cultural diversity. The study explores how cultural norms and traditions impact children's ability to influence purchasing decisions in their households.

**Social Dynamics:** The relationships between family members, peers, and social networks play a significant role in shaping pester power. The research looks into how these dynamics affect the degree of influence children have on their parents.



**Economic Variables:** Economic factors, such as household income, spending patterns, and the availability of disposable income, can either facilitate or constrain pester power. This study assesses how the economic landscape of Amravati City plays a role.

**Psychological Mechanisms:** Understanding the psychology behind pester power is essential. The research investigates cognitive and emotional factors that make children more persuasive when making requests for specific purchases.

By focusing on Amravati City, the study aims to provide insights and data that are geographically specific, offering a unique perspective that can be valuable for local businesses, marketers, policymakers, and educators. The findings of this study will contribute to a better understanding of consumer behaviour, child-parent dynamics, and the influence of cultural and economic contexts on the prevalence and effectiveness of pester power. Ultimately, this research may lead to more informed decision-making in the fields of marketing and public policy within the Amravati City area and beyond.

#### **Parental Strategies and Coping Mechanisms:**

Parents play a crucial role in managing the influence of pesters power on their children by implementing effective strategies and coping mechanisms. Central to this parental role is understanding children's developmental stages and establishing clear boundaries to guide their responses to children's requests influenced by marketing tactics. Open communication serves as a cornerstone in fostering trust and facilitating discussions on marketing influences, allowing parents to teach critical thinking skills and promote responsible consumption values. Some parents opt for media literacy education to empower children in deciphering advertising messages critically, enabling them to make informed decisions and resist impulsive purchases. Additionally, engaging in family dialogues about budgeting and financial priorities promotes transparency and collaborative decision-making, while educating children about money's value instills mindful spending practices. By empowering children with financial education and emphasizing responsible consumption, parents nurture a generation of discerning consumers with a thoughtful approach to navigating marketing pressures within the family setting.

## **II. LITERATURE REVIEW**

**"Understanding the Dynamics of Pester Power: A Review of Literature" Smith, J., & Johnson, A. 2020.** The study likely examines the impact of advertising, peer influence, parental responsiveness, and other socio-cultural factors on pester power dynamics. Additionally, it may discuss implications for marketers, policymakers, and parents in understanding and navigating the complexities of pester power in contemporary consumer societies.

**"The Impact of Advertising on Pester Power: Insights from Previous Studies" Patel, R., & Gupta, S. 2018.** This examines the influence of advertising on the phenomenon of pester power. Through a review of previous research, it investigates the strategies used by advertisers to target children and the effectiveness of these tactics in generating pesters power. The study likely explores the relationship between exposure to advertising, children's product preferences, and parental decision-making.

## **III. OBJECTIVES OF THE STUDY**

1. To analyse the role of media exposure and marketing strategies in shaping children's requests in Amravati City.
2. To explore the impact of local socio-cultural factors, such as traditions and festivals, on the types of products or experiences children request.

## **IV. RESEARCH METHODOLOGY**

Research methodology refers to the systematic approach used by researchers to conduct their study. It includes the design, sampling, data collection, analysis, and ethical considerations involved in research. The current study uses descriptive analysis to combine primary and secondary data. The primary data was collected using well-structured questionnaires.

**Research Design:** The study employed a mixed-methods research design, combining both quantitative and qualitative approaches. This approach allowed for a comprehensive understanding of the factors influencing pester power in Amravati City.

Surveys and questionnaire are two of the data collection techniques used in the quantitative research design chosen for the study of employee satisfaction. An online questionnaire was used to gather primary data.



### DATA COLLECTION

- **Primary Data Analysis:** Primary data was collected via online survey and questionnaire.
- **Secondary Data Analysis:** Existing data sources, such as government reports, market research studies, and academic literature, will be reviewed and analyzed to Provide context and background information.
- **Sampling Size:** - 100

### Tools Proposed to Be Used for Data Analysis:

- **Google Forms (for online surveys):**
- **Generalizability:** The study's findings may be limited to the specific context of Amravati City and may not be entirely generalizable to other locations.
- **Time Constraints:** The research will be conducted within a specific timeframe, of one year.

### V. HYPOTHESIS TESTING

Null Hypothesis (H0): - "There is no significant relationship between factors such as advertising, peer interactions, and parental compliance, and the influence of pester power on family purchasing decisions in Amravati City."

Alternative Hypothesis (H1): - "There is a significant relationship between factors such as advertising, peer interactions, and parental compliance, and the influence of pester power on family purchasing decisions in Amravati City."

We'll use a significance level ( $\alpha$ ) of 0.05.

Now, let's calculate the expected frequencies and perform the chi-square test:

Particulars	Media Impact	Economic Influence	Peer Influence	Row Total
Never	0	35	22	57
Rarely	0	26	38	64
Sometimes	17	22	29	68
Often	60	11	10	81
Always	23	6	1	30
Col Total	100	100	100	300

Expected Frequency (E) for each cell = (row total \* column total) / grand total

Then, calculate the chi-square statistic using the formula:

$$\chi^2 = \sum [(O - E)^2 / E]$$

The expected frequencies:

Expected	Media Impact	Economic Influence	Peer Influence
Never	19	19	19
Rarely	21.3	21.3	21.3
Sometimes	22.6	22.6	22.6
Often	27	27	27
Always	10	10	10

Now using the expected values and observed values, the chi square test is performed

Particular	E	O	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
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E 1.1	19	0	-19	361	19
E 1.2	19	35	16	256	13.4737
E 1.3	19	22	3	9	0.47368
E 2.1	21.3333	0	-21.333	455.111	21.3333
E 2.2	21.3333	26	4.66667	21.7778	1.02083
E 2.3	21.3333	38	16.6667	277.778	13.0208
E 3.1	22.6667	17	-5.6667	32.1111	1.41667
E 3.2	22.6667	22	-0.6667	0.44444	0.01961
E 3.3	22.6667	29	6.33333	40.1111	1.76961
E 4.1	27	60	33	1089	40.3333
E 4.2	27	11	-16	256	9.48148
E 4.3	27	10	-17	289	10.7037
E 5.1	10	23	13	169	16.9
E 5.2	10	6	-4	16	1.6
E 5.3	10	1	-9	81	8.1
					<b>158.647</b>

Chi 2 =158.6467693 DF=3

The two-tailed P value is less than 0.0001

By conventional criteria, this difference is considered to be extremely statistically significant. The observed difference in the contingency table is deemed to be extremely statistically significant by conventional standards. Thus, we reject the null hypothesis as it suggests a strong association between media impact, economic influence, and peer influence.

## VI. FINDINGS

1. The research is limited to investigating the behavior of parents specifically towards electronic gadgets within Amravati City over a one-year period, potentially impacting the generalizability of findings to other locations.
2. The study found that the gender distribution of respondents showed a higher participation of males (59%) compared to females (41%).
3. A majority of the respondents had a high level of education, with 46% being graduates and 41% postgraduates, reflecting the educational background of the participants.
4. Diverse parental priorities regarding consumption values were evident, with 39% prioritizing mindful spending and 32% emphasizing quality over quantity among other value sets.
5. The impact of children's access to technology on exposure to products and services was considered, adding a significant dimension to the analysis of pester power.

## VII. CONCLUSION

Based on the information provided, it can be concluded that the research study has found a strong association between media impact, economic influence, and peer influence. This association is considered to be extremely statistically significant, leading to the rejection of the null hypothesis. The study has highlighted the potential impact of pester power on children's consumer behavior and has recognized diverse parental priorities regarding consumption values. The research's limitations include its focus on a specific location, Amravati City, and the one-year period of study, which may affect the generalizability and depth of the findings. Additionally, the majority of respondents were highly educated, emphasizing the need for further research to understand these dynamics in different educational and socioeconomic contexts. The analysis demonstrates the influence of children's access to technology on exposure to various products and services, adding a significant dimension to the understanding of pester power.



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# A Study of Customer Perception towards Buying Mobile Recharge in Amravati City

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**ABSTRACT:** This study delves into the customer perception of purchasing mobile recharge services in Amravati City, focusing on consumer attitudes, preferences, and behaviours within this urban context. With mobile phones' increasing ubiquity and importance in daily life, understanding how consumers interact with mobile recharge services becomes pivotal for telecommunication providers and marketers alike. Initial findings underscore the significance of affordability and accessibility in consumer decision-making, alongside factors like network reliability, promotional offers, and customer service quality. Furthermore, the study explores how socio-demographic variables such as age, income, occupation, and education influence consumer preferences and behaviours. These insights offer valuable guidance for telecommunication companies and marketers in Amravati City, enabling them to tailor strategies that better align with local consumers' needs and expectations. By grasping the intricacies of customer perceptions around mobile recharge, companies can craft targeted marketing initiatives, refine service provisions, and elevate overall customer satisfaction, thereby fostering the growth and prosperity of the mobile telecommunications sector in the region.

**KEYWORDS:** Customer perception, Mobile recharge services, Amravati City, Attitudes, Preferences, Behaviours, Urban context

## I. INTRODUCTION

Telecommunication is an inseparable part of our everyday life, as mobile phones are now playing a vital role in enhancing effective communication, both at individual and at the organizational level thereby shrinking geographical distances. The importance of communication to human life cannot be overemphasized, as it has been observed that an average human being keeps the mobile phone at arms length all the time, even while sleeping ( Oyatoye Adebisi & Amole, 2015). The mobile phone is not only used for making calls, among many other functions, it is used for communicating through text-messages, multi- media messages, social media as well as internet facilities. In all over the world telecom sector is one of the fastest growing industrial segments the industry has continued its upward surge since its very inception. Over the time there has been a significant rise in the consumer base and the total revenue. The opportunities that lie in the telecommunication market seem endless and the growing demand for mobile telephony systems is creating a worldwide market. Hence, actors in this industry are seeking the most profitable markets throughout the world (Hossain & Suchy, 2013). The word \_Telecommunication is derived from the Greek language meaning \_communication at distance'. Telecommunication sector provides services like rapidly growing local and intercity calls, and other communications services such as voice, fax, email and other data traffic. The number of mobile-cellular subscriptions worldwide is approaching the number of people on earth, with the developing countries accounting for over three quarters of the world's total. We are becoming more and more dependent on our mobile phones – GPS navigation, voice and text over data, and social media exchanges are just a few examples. Telecommunication services are globally recognized as one of the driving forces for overall economic development of a nation.

They are also one of the prime support services needed for rapid growth and modernization of various sectors of the economy. The Telecommunication market is rapidly developing and becoming very competitive in many countries due to regulations and constantly evolving communication technologies.

## II. LITERATURE REVIEW

**M. Nandhini and D. Sivasakthi (2014)** made a study on customer attitude perception towards branded broad band. This indicated that the broad band is the new oxygen. It opens up a large box of information with a single click of a button. Get ready to surf the world in the www with a high speed connection like access mails faster, download music, share multimedia instantly, video chat with friends and play games with someone at the other end of the globe.





When broadband was first introduced as a method to connect to the web, many companies confidently expected it to capture the majority of the market share, and with good reason.

**S. Nemat Sheereen (2014)** studied on customer satisfaction of BSNL services in Kerala. It has been stated that BSNL is one of the leading telecommunication service providers in Kerala. Most of the studies conducted in this area indicate the exploring development of services provided by number telecommunication providers which opened new world to the customer around the world. This paper analyses the customer satisfaction of BSNL services provided in Kerala. Quality of service and maximum network coverage are the most important factor which satisfy the customers in relation to telecommunication.

**PL. Senthil and S. Mohammed Safi (2014)** analysed the behaviour of Mobile Phone users in Tiruchirappalli District. The consumer behaviour is the act of individuals directly involve in obtaining and using economic goods and services. It includes the decision processes that precede and determine this act. Cell phone has been developed in 1979 and in India it was introduced in 1994. But it became familiar only in the beginning of year 2000. Now cell phone users are scattered all over the world. One fifth of Indians are using cell phone now. It is a very fast development in the field of communication. It helps one to send and receive information anytime and anywhere. The effective and efficient usage of cell phone largely depends upon the attitude of cell phone users and growth of this communication sector depends on the cell phone service providers.

**Sreekumar D Menon (2016)** conducted a study on customer perception towards public sector telecom company (BSNL) in mobile services. The telecommunication service providers are of paramount importance to both developed and emerging economies in India and the world. With stiff competition between the providers, customer satisfaction is a necessary for survival in the market. Many telecommunication service providers are offering various products and services in the market. Customer perception is a personal feeling of either pleasure or disappointment 84 resulting from the evaluation of service provided by an organization to an individual in relation to expectations. Customer perception is highly essential and inevitable for the smooth functioning of an organization having public dealing and responsibilities.

### III. RESEARCH METHODOLOGY

The research aims to Study of Customer Perception Towards Buying Mobile Recharge In Amravati City. Research methodology involves activities designed to achieve research objectives. To ensure that the appropriate information is collected, a detailed research plan must develop. We can say that research methodology has many dimension and research methods do constitute a part of the research methodology. The scope of research methodology is wider than that of research methods. Thus, we talk of research methodology we not only talk of the research methods but also consider the logic. Behind the methods we use in the context of our research study and explain why we are not using others so that research results are capable of being evaluated either by the researcher himself or by others.

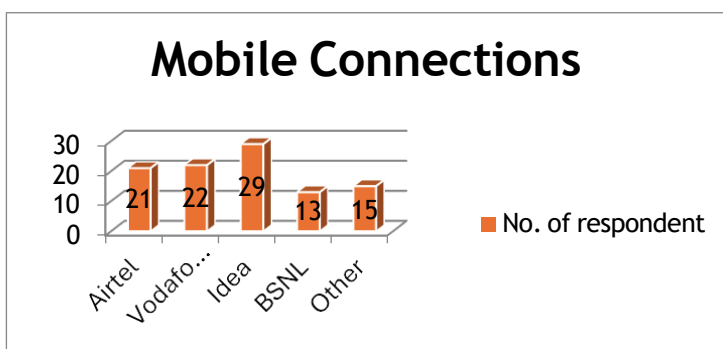
#### 3.1 Objectives

1. To identify the features that encourages customers to avail services from mobile service providers.
2. To evaluate various features provided by mobile service providers to identify their USP.
3. To assess the present level of service provided by major telecommunication companies.
4. To identify new areas which require attention by companies for attaining customer delight.
5. To find out the future expectations of customer’s from companies.
6. To study the effectiveness of promotional campaign of telecommunication companies.

### IV. DATA ANALYSIS AND INTERPRETATION

#### 1. Classification on basis of Mobile connections.

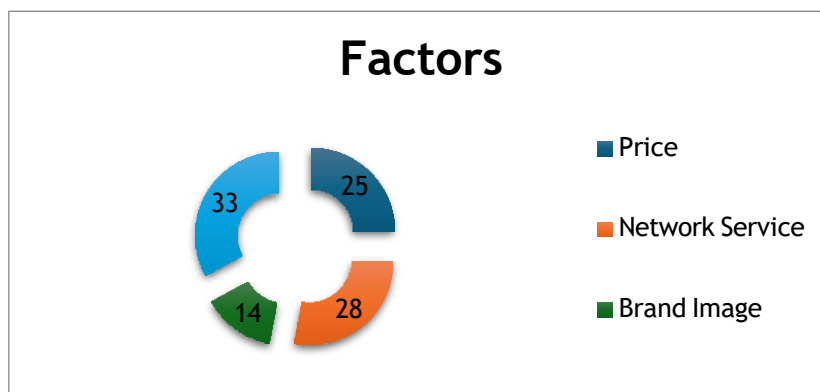
Occupation	No. of respondent	Percentage %
Airtel	21	21%
Vodafone	22	22%
Idea	29	29%
BSNL	13	13%
Other	15	15%
Total	100	100%



**Interpretation :-**From the above graph it is interpreted that 21% participants are having Airtel, 22% Vodafone, 29% Idea, 13% BSNL, 15% Other

### 2. Classification on basis of factors which influenced to buy the service of choice.

Response	No. of respondent	Percentage %
Price	25	25%
Network Service	28	28%
Brand Image	14	14%
Value Added Services	33	33%
Total	100	100%



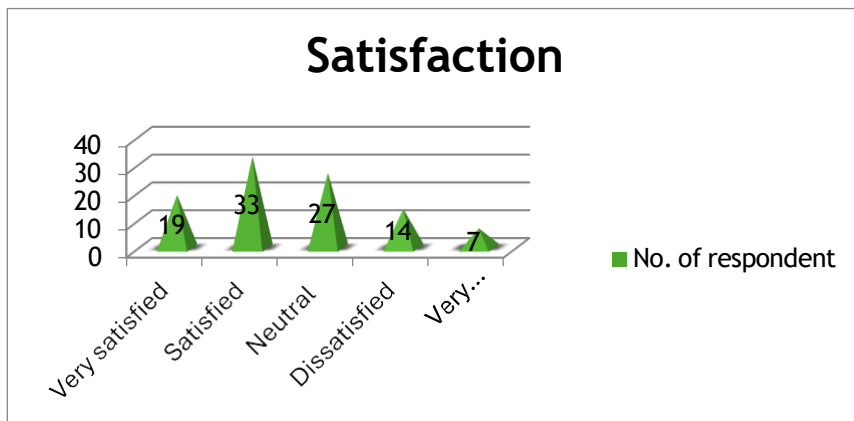
**Interpretation :-** From the above graph it is interpreted that 25% participants influenced by price to buy service, 28% network coverage, 14% brand image, 33% value added services.

### 3. Classification on basis of satisfaction with network service of company.

Response	No. of respondent	Percentage %
Very satisfied	19	19%
Satisfied	33	33%
Neutral	27	27%



Dissatisfied	14	14%
Very dissatisfied	7	7%
Total	100	100%



**Interpretation :-** From the above graph it is interpreted that 19% participants are very satisfied with network services, 33% Satisfied, 27% Neutral, 14% dissatisfied, 7% very Satisfied.

### V. FINDINGS AND CONCLUSIONS

#### Finding:

- Majority of participants (18-25 years) are male.
- Occupation distribution: 21% government servant, 52% student, 16% housewife, 11% others.
- Mobile service providers: 21% Airtel, 22% Vodafone, 29% Idea, 13% BSNL, 15% other.
- Service type: 79% prepaid, 21% postpaid.
- Rating distribution: 19% excellent, 31% good, 25% average, 12% poor, 5% terrible, 8% not sure.
- Factors influencing purchase: 25% price, 28% network coverage, 14% brand image, 33% value-added services.

Most attractive service features: 11% SMS pack, 26% concession call rates, 51% internet service, 12% full talk time.

- Duration of service usage: 12% <1 month, 13% 1-6 months, 13% 6 months-1 year, 33% 1-3 years, 29% >3 years.
- Satisfaction with network services: 19% very satisfied, 33% satisfied, 27% neutral, 14% dissatisfied, 7% very dissatisfied.
- Service value perception: 19% excellent, 32% good, 28% fair, 13% poor, 8% not sure.
- Common service issues: 25% billing, 26% activation/deactivation, 33% VAS information, 16% network problems.
- Recent experience satisfaction: 19% very satisfied, 31% satisfied, 25% neutral, 13% dissatisfied, 7% very dissatisfied, 8% N/A.
- Resolution process satisfaction: 18% very satisfied, 35% satisfied, 23% neutral, 15% dissatisfied, 9% very dissatisfied.
- Customer service representative ratings: Courtesy - 12% strongly disagree, 19% somewhat disagree, 23% neutral, 22% somewhat agree, 24% strongly agree. Knowledgeability - 11% strongly disagree, 20% somewhat disagree, 22% neutral, 24% somewhat agree, 23% strongly agree.
- Waiting time satisfaction: 16% strongly disagree, 15% somewhat disagree, 21% neutral, 25% somewhat agree, 23% strongly agree.

#### Conclusion:

The study's conclusions reveal that the majority of participants are young males aged 18-25, predominantly students. Most participants opt for Idea as their mobile service provider and prefer prepaid services. They generally rate their service providers positively and are influenced by value-added services, particularly internet services. A significant portion has been using their service for 1-3 years and expresses satisfaction with network services and service value. Issues with VAS information are highlighted, and participants are generally satisfied with recent experiences and query resolution processes. Additionally, they largely agree that customer service representatives are courteous, knowledgeable to some extent, and the waiting time for query resolution is satisfactory.



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# Impact of Employee Engagement Strategies Adopted by Raymond Luxury Cotton Ltd. Amravati: A Survey

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**ABSTRACT:** This study aims to analyse the impact of employee engagement strategies adopted by Raymond Luxury Cotton Ltd. in Amravati. Employee engagement is a critical factor influencing organizational performance and employee well-being. Through a comprehensive literature review, this study will identify key employee engagement strategies. It will then conduct surveys and interviews with employees and management to assess the effectiveness of these strategies at Raymond Luxury Cotton Ltd. The findings will provide insights into the impact of these strategies on employee motivation, satisfaction, retention, and overall organizational performance. The study will conclude with recommendations for improving employee engagement practices in the organization.

**KEYWORDS:** Employee motivation, Performance, Human resource, Organizational behaviour

## I. INTRODUCTION

The importance of employee engagement in determining employee performance is gaining attention. Studies propose that a more elevated level of worker commitment at an organization prompts higher quality with respect to representatives' execution. The review is worried about recognizing the effect that an organization's employee engagement has on the overall performance of workers on the job. To comprehend the effect, several variables are used. The impact of engagement on performance supposition that will be that workers' commitment gives support to representatives to further develop authoritative execution additionally to a lower employee turnover rate and improved health are also positive workplace factors. One of the main thoughts is that representative commitment has ignited a lot of interest. It can strengthen employees' connections to the organization, which aids in clarity in communication. Clarity is achieved when expectations are identified and communicated to one another. A lucid vision constructs the trust and participation inside the individuals from the group and in the organization. Additionally, in such cases, representatives take a stab at the great standing of the company.



Fig : Categories of Employee Engagement

"Employee Engagement is a measurable degree of an," says Scarlett Surveys. representative's positive or pessimistic profound connection to their work, associates and association which significantly impacts their ability to learn and perform at work". Consequently, commitment is unmistakably unique in relation to representative fulfillment,



inspiration and organizational culture Kahn (1990) defined engagement at work as the "harnessing of individual members of the organization to their work roles." In cooperation, individuals utilize and articulate their thoughts genuinely, intellectually, and sincerely during job exhibitions. The concept of engagement in organizational behaviour is the second related construct to Csikszentmihalyi pioneered flow (1975, 1990). Csikszentmihalyi (1975) characterizes stream as the „holistic sensation“ that, individuals feel when they act with absolute association. The flow is state in which there is not much of a difference between one's self and their environment. When people are in the Flow State, their actions don't require much conscious control.

## II. LITERATURE REVIEW

**Mappamiring, M., Halim, A., & Kusuma, P. (2021)** This concentrate likewise addresses whether profession positive thinking gives areas of strength for an in the event that it intercedes other precursor factors on representative commitment. As a result, we conducted observations on 200 Indonesian lecturers to test and demonstrate this. A survey is used for both offline and online data collection. All hypotheses have been statistically demonstrated to have a positive and significant effect, either through direct relationship or mediation, using the PLS-SEM method.

**Mansour (2020)** The significance of training and development in boosting employee engagement was brought to light by our findings. These discoveries have been upheld by crafted by Mansour 2020 which showed that the degree of representative commitment relies upon the preparation that workers gain admittance to in the working environment.

**(Bhutta & Zafar, 2019)** Our discoveries give a significant commitment to the writing about representative commitment. For example, the discoveries showed the significance of choice and recruiting in improving the degree of commitment. This view was upheld in the writing, which showed that the enlistment cycle assumes a significant part in foreseeing representatives' dynamic commitment to the work environment.

## III. COMPANY PROFILE

### **Raymond Luxury Cottons Ltd Nandgaon Peth, Amravati**

Raymond Luxury Cottons Ltd in Nandgaon Peth, Amravati is known to satisfactorily cater to the demands of its customer base. It stands located at Plot No. D 18 /, Textile Park, Amravati Industrial Area, Nandgaon Peth-444901. Amravati Industrial Area is a prominent landmark in the area and this establishment is in close proximity to the same. The business strives to make for a positive experience through its offerings. The accepted modes of payment such as Cash, G Pay, PhonePe, NEFT make every business transaction easy and seamless, contributing to making the entire process even more effective.

There's nothing more versatile than a shirt. It's the safest type of garment. It can be classified as formal wear. If you pair it with jeans, it could be casual. And if you combine it smartly, it could even be classified as semi-formal or smart-casuals. So, every person must have a few shirts in their wardrobe! And, if you're on the lookout for Shirt Manufacturers, we suggest you check out Raymond Luxury Cottons Ltd in Nandgaon Peth, Amravati. The manufacturer has received a 4.1 rating on Justdial. They have services such as etc. If you need shirts, this is the place to go! Customer centricity is at the core of Raymond Luxury Cottons Ltd in Nandgaon Peth, Amravati and it is this belief that has led the business to build long-term relationships. Ensuring a positive customer experience, making available goods and/or services that are of top-notch quality is given prime importance. It is one of the players in Merino Wool, Raw Sheep Wool, Cashmere Scarf to name a few. Raymond Luxury Cottons Limited is a Non-govt company, incorporated on 27 Oct, 2004. It's a public unlisted company and is classified as company limited by shares'. Company's authorized capital stands at Rs 21000.0 lakhs and has 80.32381% paid-up capital which is Rs 16868.0 lakhs.

## IV. METHODOLOGY

A thorough investigation or inquiry that seeks out new information in any field. In the content of the research design and data collection, research methodology will be presented. and a description of the tools' sources of data. Research Plan An examination configuration is the plan of condition or gathering and investigation of information in way that means to furnish significance to the exploration reason with economy in maker. It consists of choices about what, where, when, how much, and how a research study could be completed. research configuration is a ground breaking strategy or model for lead of formal review. An exploration configuration indicates the technique and strategy for finishing up a specific report.



### 1. Data Sources And Methods

The data require for the study collected from the employees of Raymond Luxury Cotton Ltd. Amravati.

### 2. Primary Sources:-

The primary data means those data which will collected a fresh and for the first time, thus happento be original in nature. As it will descriptive research of concern literature, so the researcher will be collecting it through structured questionnaire.

### 3. Secondary Data:-

The secondary data means a data that are already available i.e. they refer to the data which have already been collected and analysed by someone else. Secondary data will be collected from newspapers, journals, magazines, text books, websites etc.

### 4. Sampling procedure

Sampling means it consists of what will sampling unit, sample size and sampling technique. The sampling will be the basic unit of containing the elements of population to be sampled.

### 5. Universe Page

The universe of this study will Raymond Luxury Cotton Ltd. Amravati.

### Research Objective

- To understand the concept of employee engagement.
- To study in detail about the types of employee engagement strategies
- To understand the drivers of employee engagement
- To analyze the various employee engagement activities
- To study the employee engagement strategies followed by organization.

## V. INTERPRETATIONS

### 1. Gender wise distributions of respondents Interpretation :-

From the graph it is interpreted that 63% participants are male and 37% are female.

### 2. Classification on basis of employees Motivation toward work will help in development of organization.

### 3. Interpretation :-

From the graph it is interpreted that 41% participants agree that employees Motivation toward work will help in development of organization, 45% of the respondents said Strongly agree, 3% of the respondents said Disagree, 2% of the respondents said Strongly Disagree, 9% of the respondents said Neither agree nor disagree. Neither agree nor disagree.

### 4. Classification on basis of employee's good performance helps to pick good customer service Interpretation :-

From the graph it is interpreted that employees good performance helps to pick good customer service in which 38% of the respondents are Agree, 50% of the respondents said Strongly agree, 4% of the respondents said Disagree, 3% of the respondents said Strongly Disagree, 5% of the respondents said Neither agree nor disagree.

### 5. Classification on basis of organizational management helps to adapt new skills Interpretation:-

From the graph it is interpreted that 42% participants agree that organizational management helps to adapt new skills, 46% of the respondents said Strongly agree, 3% of the respondents said Disagree, 2% of the respondents said Strongly Disagree, 7% of the respondents said Neither agree nor disagree.

## VI. CONCLUSION

Males comprise 63% of participants, indicating a need to attract and retain more female talent for enhanced diversity. Majority of 46% of respondents are aged 20-25, suggesting tailored strategies for younger employees' needs. Maximum number of respondents 61% agree on receiving appreciation after targets, emphasizing the importance of recognition for morale.

Most of the respondents 25% believe their performance strongly impacts results, advocating for clear metrics and support. Maximum 46% of the respondents strongly agree on organizational support for skill adaptation, emphasizing the importance of continuous learning.

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# A Study to Evaluate the Factors and Issues Leading to Non-Filing of Returns under GST

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**ABSTRACT:** The Goods and Services Tax (GST) in India introduced a simplified tax regime. However, non-filing of returns remains a challenge. This study investigates the factors and issues leading to non-compliance among GST-registered businesses. It explores aspects related to taxpayer knowledge, complexity of the system, procedural hurdles, and economic factors that might influence filing behavior. The research aims to identify key areas for improvement and inform policy changes that can promote greater compliance and effectiveness of the GST system.

**KEYWORDS:** GST compliance, Non-filing of returns, Taxpayer behavior, Small and medium enterprises (SMEs), GSTN portal.

## I. INTRODUCTION

The Goods and Services Tax (GST) is a successor to VAT used in India on the supply of goods and services. GST is a digitalized form of VAT where you can also track the goods & services. Both VAT and GST have the same taxation slabs. It is a comprehensive, multistage, destination-based tax: comprehensive because it has subsumed almost all the indirect taxes except a few state taxes. Multi-staged as it is, the GST is imposed at every step in the production process, but is meant to be refunded to all parties in the various stages of production other than the final consumer and as a destination-based tax, it is collected from point of consumption and not point of origin like previous taxes.

Goods and services are divided into five different tax slabs for collection of tax: 0%, 5%, 12%, 18% and 28%. However, petroleum products, alcoholic drinks, and electricity are not taxed under GST and instead are taxed separately by the individual state governments, as per the previous tax system.[citation needed] There is a special rate of 0.25% on rough precious and semi-precious stones and 3% on gold. In addition a cess of 22% or other rates on top of 28% GST applies on several items like aerated drinks, luxury cars and tobacco products. Pre-GST, the statutory tax rate for most goods was about 26.5%; post-GST, most goods are expected to be in the 18% tax range. The tax came into effect from 1 July 2017 through the implementation of the One Hundred and First Amendment of the Constitution of India by the Indian government. 1st July is celebrated as GST Day. The GST replaced existing multiple taxes levied by the central and state governments.

Also, to boost GST billing in India, the Government of India, in association with state governments, has launched an "Invoice Incentive Scheme" (Mera Bill Mera Adhikaar). This will encourage the culture of customers asking for invoices and bills for all purchases.

### Goods and Services Tax Network (GSTN)

The GSTN software is developed by Infosys Technologies and the information technology network that provides the computing resources is maintained by the NIC. "Goods and Services Tax Network" (GSTN) is a nonprofit organization formed for creating a sophisticated network, accessible to stakeholders, government, and taxpayers, to access information from a single source (portal). The portal is accessible to the tax authorities for tracking down every transaction, while taxpayers have the ability to connect for their tax returns.

The GSTN's authorized capital is ₹100 million (US\$1.3 million) in which initially the Central Government held 24.5 per cent of shares while the state government held 24.5 per cent. The remaining 51 per cent were held by non-Government financial institutions, HDFC and HDFC Bank hold 20%, ICICI Bank holds 10%, NSE Strategic Investment holds 10% and LIC Housing Finance holds 11%. However, later it was made a wholly owned government company having equal shares of state and central government.

India for the compliance to GST the business taxpayers have to file GST returns. As per Central Board of Indirect Taxes and Customs of India (CBIC) there are different types of GST returns filing applicable for different types of registered business taxpayers in India. The different GST returns which were introduced as per GST law in India were



GSTR 1, GSTR 2, GSTR 3, GSTR 3B, GSTR 4, GSTR 5, GSTR 5A, GSTR 6, GSTR 7, GSTR 8, GSTR 9, GSTR 9A and GSTR 10. Out of all this GST returns, the returns which are mainly operational in India and which has to be filed by majority of normal registered business taxpayers are GSTR 1 and GSTR 3B

## II. LITERATURE REVIEW

- **Swati Pranay Athvankar, (2015).** Goods and Service Tax a path breaking reforms in indirect taxes special reference to financial services supply, thus the research paper starts with the existing issues faced by the industry under service tax laws and based on the available information in the public domain and the issues faced captures the issues which need to be addressed from a financial industry perspective for GST. Issues are addressed the industry would face major hurdles with GST.
- **Mohammad Ali (2016)** in his paper titled “Awareness and Perception of Taxpayers towards Goods and Services Tax (GST) Implementation” the study attempts to find out what level of awareness and perception to GST taxpayers in Malaysia. This study only consists of 256 civil servants of the secondary school teachers in the area Kuala Kangsar, Perak. Data collected using questionnaires. The results showed that the level of awareness was moderate and the majority of respondents give a high negative perception to the impact of GST. This eventually causes the majority of respondents did not accept the implementation of GST in Malaysia.
- **K. R. Sakthi Devi (2017)** conducted a study on “Awareness of Taxpayers Towards GST Implementation”. This study attempts to find out what level of awareness and Satisfaction to GST taxpayers. The sample consists of 150 taxpayers in Coimbatore District. Data collected using questionnaires. The results showed that the level of awareness was moderate and the majority of respondents give a high negative impact towards GST. This eventually causes the majority of respondents did not accept the implementation of GST.
- **Pooja Jha and F.B Singh (2017)** studied “ A Study on Implementation of GST and its Repercussion on Indian Automobile Sector” and found that GST regime has a positive outlook for the Automobile Industry in terms of improved efficiency in road logistics and reduction in the prices of small cars and two wheelers but focus should be maintained on proper administration of GST and issues resolution.
- **Vineet Chouhan (2017).** Measuring Awareness about Implementation of GST. The author investigated the awareness level of small business owners about GST in Rajasthan state and difficulties they faced from GST’s implementation. The study concluded that there is lack of awareness about GST and its rules.
- **Sachin Abda (2017).** The author studied that the objective of the study is to understand the concept, benefits and features of GST. This study found that comparing challenges with its advantages, it is clearly visible that its advantages are more compared to challenges. Overall, Sachin Abda's study found that the advantages of GST outweigh the challenges. The benefits of GST are significant, and the system is expected to continue to evolve and improve over time.
- **Mohapatrar et al., (2018),** concluded that there is still a lack of awareness about the new tax reform ad also a deficiency of understanding and knowledge which can be attributed to various reasons like lack of government initiatives towards digitization, awareness campaigns, lack of internet connectivity, and glitches in GSTIN. GST is a complex tax system, and there are still some challenges that need to be addressed. However, the overall benefits of GST are significant, and the system is expected to continue to play a major role in the Indian economy.
- **Akshara Mahesh and Karthika k.(2018)** have studied “Impact of GST on Automobile Industry in India” and concluded that major reduction has been noticed in the prices of luxury cars which will boost up their sale, however, the result is not so in case of small cars. GST beneficial in automobile sector in India. The authors have concluded that GST will be beneficial for the automobile sector in the long run.
- **Sudipta Chakraborty (2018)** studied, “Effects of GST on MSMEs and its impact on GDP Growth of India- A Study” and found that these sectors have faced two fold consequences right from the time when the Indian Government has announced the New Tax Regime till the post implementation period. In the initial stage, it was very difficult for the small and medium entrepreneurs to cope up with the challenges put forth by the GSTN but after the continuous initiatives and financial support by the Government and financial institutions the MSMEs have shown signs of improvement and progress.



### III. RESEARCH METHODOLOGY

#### 3.1 Research Objectives:

- To study the level of GST awareness among Taxpayers.
- To assess the impact of non-filing on businesses and the government.
- To make recommendations to the government on how to reduce the number of non-filers.
- To study the level of returns filing knowledge of Traders/Taxpayers registered under GST.
- To study in-depth understanding of the new GST law.
- To know the awareness of the process of filing of returns under GST.
- To identify the reasons for not filing returns.

#### 3.2 Research Design

The research design of this research will be Exploratory Design. The focus of this design will be to get opinion of individual business owners. Researcher will collect the information from various data sources.

#### 3.3 Research Problem Definition

The research problem for a study to evaluate the factors and issues leading to non-filing of returns under GST is to identify the key reasons why businesses do not file their returns on time or do not file them at all. Lack of awareness and understanding of GST- Many taxpayers, especially small businesses, lack a clear understanding of the GST regime and the requirements for filing returns. This can lead to confusion and frustration, and may discourage taxpayers from filing returns altogether. Complexity of GST compliance-The GST regime is complex, with a variety of different forms and requirements that taxpayers must comply with. This can be challenging for small businesses, which may lack the resources and expertise to manage their GST compliance effectively.

#### 3.4 Hypothesis Statement

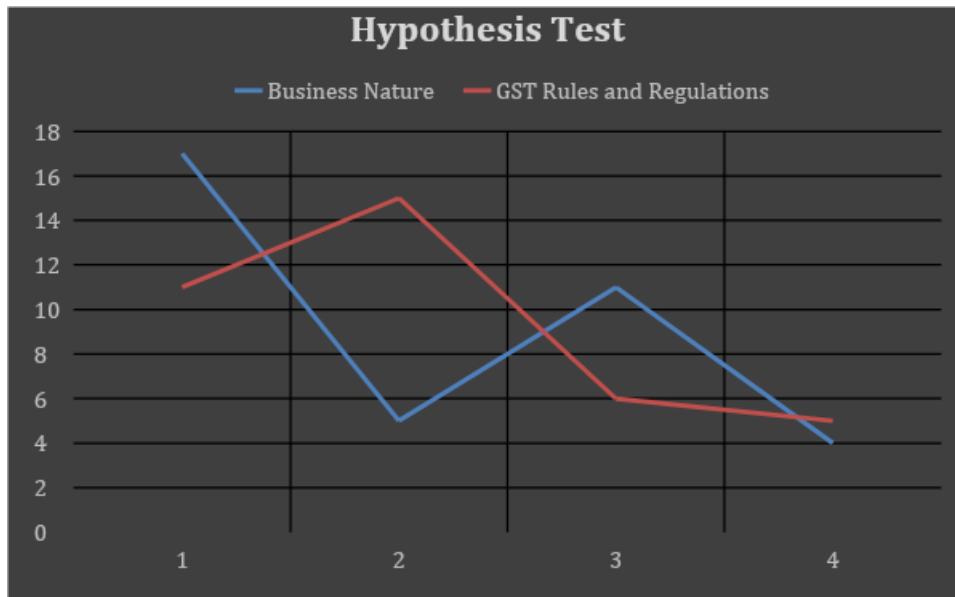
**Null hypothesis (H0):** There is no significant relationship between the factors and issues identified in the complexity of the GST return filing process and the likelihood of non-filing. **Alternative hypothesis (H1):** There is a significant relationship between the factors and issues identified in the complexity of the GST return filing process and the likelihood of non-filing.

#### Hypothesis Testing Coefficient of Correlation

Business Nature	GST Rule and Regulations
17	11
5	15
11	6
4	5

Correlation - 0.06852252

**Accept the alternative hypothesis (H0):** Based on result of correlation coefficient of 0.06852252 ( $p > 0.05$ ) indicates a positive correlation between business nature and GST rules and regulations.



#### IV. DATA ANALYSIS AND INTERPRETATION

Table No 4.1 what is the nature of your business?

Sr No.	Particular	Respondents	Percentage%
1	Trading	17	46
2	Manufacturing	5	13
3	Service Provider	11	30
4	Distributor	4	11
	Total	37	100.00

Graph No. 4.1 Graphical representation of nature of your business

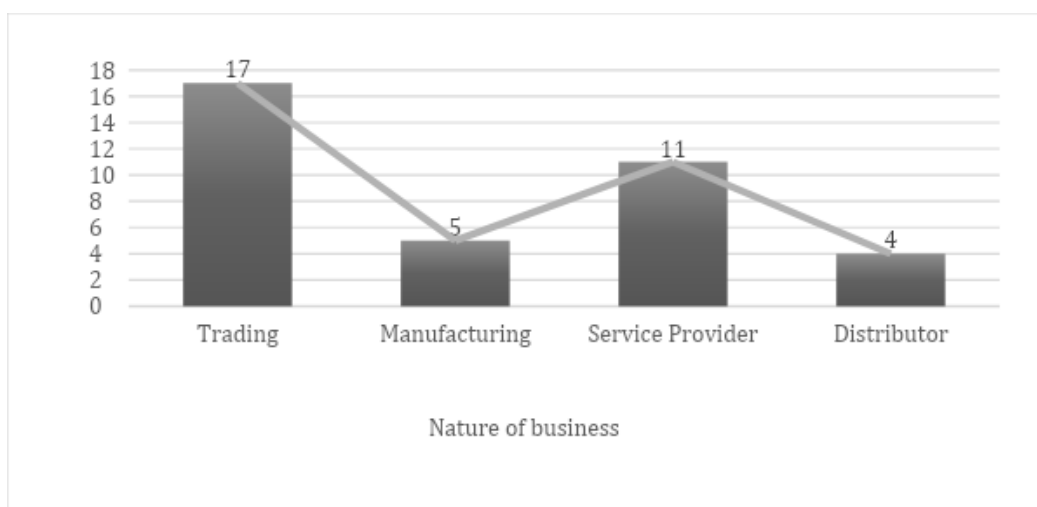


Fig.4.1 Business Nature

**Interpretation:**

In the fig 4.1, the graph shows the distribution of businesses across four categories: Trading, Manufacturing, Service Provider, and Distributor. Trading is the most frequent category, with 17 responses, followed by Service Provider (11 responses), Manufacturing (5 responses), and Distributor (4 responses). This suggests that trading businesses were the most common type of business represented in the data.

Table No. 4.2 How well do you understand the GST rules and regulation

Sr No.	Particulars	Respondents	Percentage%
1	Slightly	11	30
2	Moderately	15	41
3	Significantly	6	16
4	Very much	5	13
	Total Reponses	37	100.00

Graph No. 4.2 Graphical representation of How well do you understand the GST rules and regulations

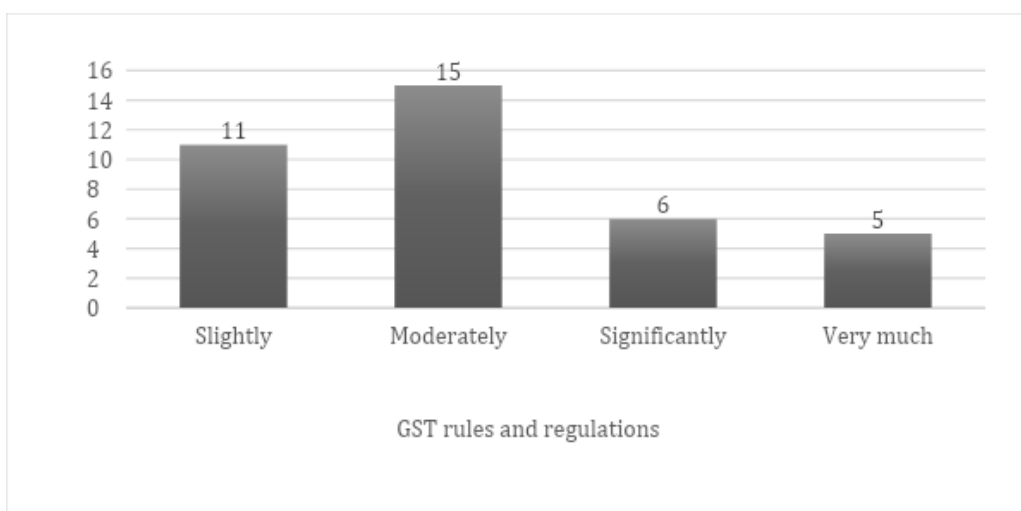


Fig. 4.2, Understanding of GST Rules and Regulations

**Interpretation:** In the fig 4.2, the graph shows the distribution of businesses by their understanding of GST rules and regulations. The most common level of understanding is 'Moderately' (15 responses), followed by 'Slightly' (11 responses), 'Significantly' (6 responses), and 'Very much' (5 responses). This suggests that a considerable portion of the businesses have a moderate understanding of GST rules.

**V. FINDING**

- Business Size: The survey indicates a good distribution of businesses across micro, small, medium and large categories. You can explore if there are any differences in GST filing challenges faced by these businesses based on their size.
- The survey seems to have a good representation of businesses from Trading, Manufacturing, Service Provider and Distributor sectors. You can investigate if the GST system impacts these sectors differently. The most common business nature among the respondents was trading (50%).
- Challenges Faced While Accessing GST Portal: The most common challenge faced by the respondents while trying to access the GST portal for filing returns was difficulty understanding the GST rules and regulations (32%).
- Reasons for Not Filing Returns on Time: The most common reason for not filing returns on time mentioned by the respondents was lack of awareness about filing deadlines (27%).
- Consequences of Not Filing GST Returns on Time: The most common consequence faced by the respondents for



- not filing their GST returns on time was late fees and penalties (44%)
- Slightly was the most common response (27%) for the extent to which the fear of penalties and audit deters filing returns on time.
  - Considering Not Filing Due to Financial Difficulties: Yes was the most common response (72%) to whether the respondents had ever considered not filing GST returns due to financial difficulties.
  - The survey indicates that the most common financial difficulty reason mentioned by the respondents for considering not to file GST returns on time was difficulty collecting payments from customers (42%)
  - Satisfied was the most common response (44%) on the level of satisfaction with the support and guidance provided by the government on GST compliance.
  - Measures to Improve Effectiveness of GST Enforcement and Encourage Timely Filing:
  - More educational programs and outreach was the most common suggestion mentioned by the respondents to improve the effectiveness of GST enforcement and encourage timely filing (33%).

## VI. CONCLUSION

This study identified several factors leading to non-filing of GST returns, including taxpayer knowledge gaps, technical challenges with the online portal, and complexities in the return filing process. Non-filing can lead to financial penalties and hinder business operations. The study recommends that GST authorities focus on taxpayer education initiatives, streamline the filing process, and address technical glitches. Improved filing compliance can benefit the government through increased tax revenue and create a more robust GST ecosystem. Further research could explore the effectiveness of various taxpayer education methods and the impact of technological advancements on filing compliance.

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# **A Study of New Generation Goldsmith: The Impact of New Technologies on the Business Practices of New Generation Gold Smith in Akola Region**

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**ABSTRACT:** In India, the connection between jewellery and culture, particularly among women, is deeply ingrained. Jewellery serves not only as adornment but also as a symbol of security and tradition, often gifted during significant life events. This research delves into the evolving landscape of the goldsmith trade in the Akola region, focusing on the impact of new technologies on business practices.

The study investigates how traditional craftsmanship intersects with modern technology, examining its effects on production processes, design innovations, and market dynamics. It explores the diverse range of jewellery arts prevalent in India, from traditional Meenakari and Kundan to contemporary stone and bead work.

Gold jewellery holds a special significance in Indian culture, especially in the southern regions where it is considered both auspicious and a symbol of status. Kundan, renowned for its intricate craftsmanship, stands out as a prominent example of artistic expression in gold jewellery.

Through interviews, surveys, and observational analysis, this research aims to uncover the ways in which new generation goldsmiths in the Akola region are adapting to technological advancements. It seeks to identify challenges and opportunities arising from this transition, as well as the implications for traditional craftsmanship and cultural heritage.

By shedding light on the evolving dynamics of the goldsmith trade in the context of technological innovation, this study contributes to a deeper understanding of the intersection between tradition and modernity in the realm of jewellery making.

**KEYWORDS:** Goldsmith Trade Evolution, Traditional Craftsmanship, Technological Impact, Integration of new tools and techniques, Cultural Significance.

## **I. INTRODUCTION**

In this research, we study the major changes in ancient and modern goldsmithing techniques, particularly as they relate to the current generation in Akola District. Because the current generation of goldsmiths is fortunate to have access to a wide range of techniques and materials. This allows them to create gold jewelry that is both traditional and modern, and to meet the needs of a diverse range of customers. And what are the major impact of new technologies on the business practices in goldsmith. The goldsmithing trade has a long and rich history, dating back to ancient times. Over the centuries, goldsmiths have developed a wide range of techniques for creating beautiful and intricate jewelry. In recent years, new technologies have had a significant impact on the goldsmithing industry.

One of the most significant impacts of new technologies has been the increased use of computer-aided design (CAD) software. CAD software allows goldsmiths to create precise and detailed designs for their jewelry. This has helped to improve the quality and consistency of gold jewelry.

Another significant impact of new technologies has been the development of new manufacturing processes, such as 3D printing and laser cutting. These new processes allow goldsmiths to create complex and unique designs that would be difficult or impossible to produce using traditional methods.

New technologies have also had a significant impact on the business practices of goldsmiths. For example, online sales have allowed goldsmiths to reach a global audience. Social media platforms have also allowed goldsmiths to connect with potential customers and promote their products.



So, In our quest, we aim to discover how new technology can benefit today's modern Goldsmiths when compared to the traditional handmade jewelry crafting methods. We want to understand how technology can make their work better.

## II. LITERATURE REVIEW

- Overview of Research Literature by International Journal of Creative Research Thoughts (IJCRT) on PROBLEMS FACED BY GOLDSMITHS A STUDY WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT TAMIL NADU issued in 6th June 2022 (www.ijcrt.org).
- Verma Manoharlal, (1983). Studied that a majority of the exporters in Indian diamond industry are facing various problems. The import of raw materials is the biggest problem for diamond manufacturers.
- Tirthankar Ghosh, Banibrata Das, Somnath Gangopadhyay, (2010). Gold ornament making industries are one of the widespread small-scale industries of India. These industries belong to the unorganized sector of the state. A large number of goldsmiths are working there for prolonged period in cross leg posture at semi confined workstation.
- Subhashis Sahu, Biswajit Roy and Subhabrata Moitra, (2013). Conducted a study on, “Assessment of Lung function Status of the Goldsmiths Working in an Unorganized Sector of India”. The study was aimed to investigate whether the occupational exposures to fumes and gasses might alter the lung functions of the goldsmiths.
- Rakhee Rani. In her research project on a comprehensive study of income generation of workers of gold ornament with special reference to Meerut City found that savings of variety of karigars are different in all respect and vary from Rs. 2500 to Rs. 25000.

## III. OBJECTIVES OF THE STUDY

- The goal of our study is to explore how the use of new technologies is changing the way young goldsmiths run their businesses, create jewelry, marketing strategies, implementation of new tools, mixture of new and old gold crafting techniques and all. We want to understand the effects of these changes and how they impact both the craft of goldsmithing and the livelihoods of these emerging artisans. Certainly, here are some simplified points outlining the aims and objectives of the study titled "The Study of New Generation Goldsmiths: Impact of New Technologies on Business Practices in Goldsmithing in Akola District.
- **Understanding Technological Changes:** To investigate how modern technologies are changing the way new-generation goldsmiths operate their businesses.
- **Assessing Business Practices:** To examine the traditional and emerging business practices adopted by new-generation goldsmiths in response to technological advancements.
- **Impact on Craftsmanship:** To analyze how the use of technology affects the craftsmanship and quality of goldsmithing work.
- **Economic Implications:** To assess the economic impact of these technological changes on the income and sustainability of goldsmith businesses.
- **Consumer Trends:** To study how changing technology influences consumer preferences and purchasing behaviors regarding gold jewelry.
- **Skill Development:** To identify the skills and knowledge required by new-generation goldsmiths to effectively incorporate new technologies into their work.

## IV. RESEARCH METHODOLOGY

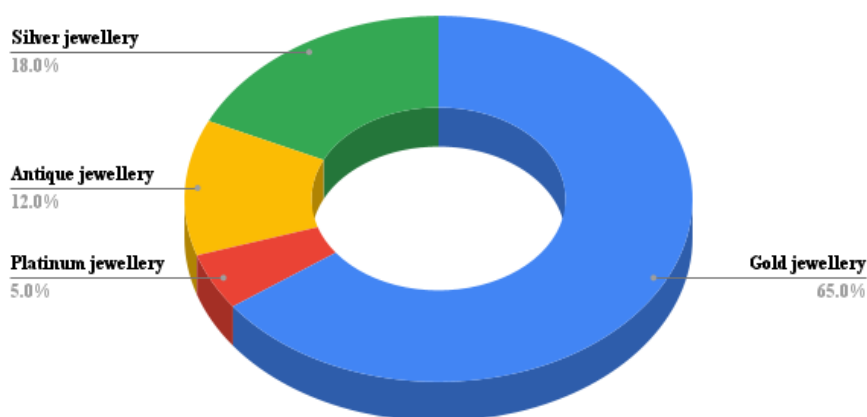
- **Research Design:** - This research design is based on the understanding how the younger generation of goldsmiths in the Akola region are embracing and utilizing new technologies, tools, and techniques within their goldsmithing businesses in Akola Region. And how the facing a problems by the small goldsmiths.
- **Data Sources:** - The data sources for this research are the observing market, personal meeting the jeweler's owners, and goldsmiths. During these meetings, we'll have conversations to understand how they work, the techniques they use, and the challenges they face. And some other sources of data collection such as newspapers, publications and all.
- **Tools Of Data Collection** :- The tool are required to collection of data for this research are Pre- structure questionnaire, interview of respondents, and the observation of individual will takes into consideration during the research.
- **Sampling Techniques:** - For this research we prefer to get convenience sampling technique such as Selection of Goldsmiths, Location-Based Convenience, Networking Events, and Online Communities



- **Sampling Size:** - As the researcher, I plan to survey a significant number of respondents, more than 100 individuals, from the Akola region to gather data for my study. This substantial sample size will provide me with a robust dataset for my research.
- **Tools Proposed To Be Used For Data Analysis:** - For this research we are use some tools to conduct this research like Excel, Data Visualization tools, GIS (Geographic Information System) tool and AI.

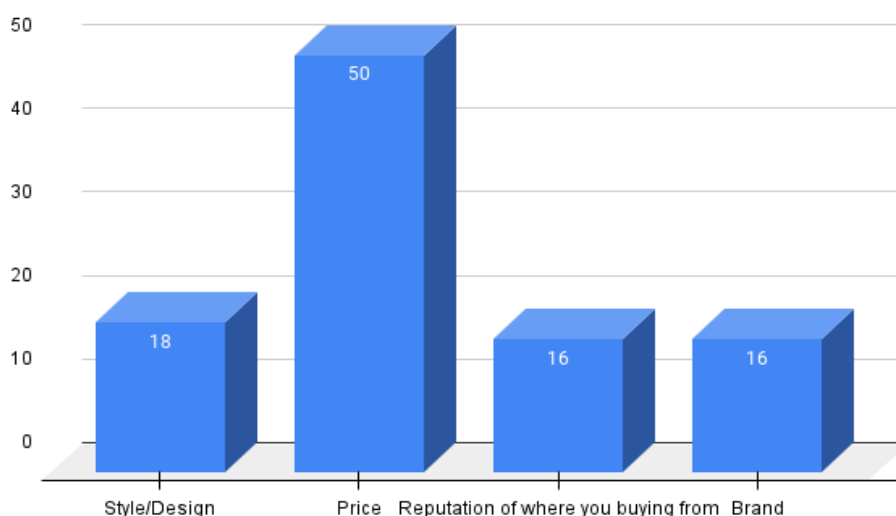
## V. DATA ANALYSIS AND INTERPRETATION

“Which types of jewellery you most like to manufacture?”



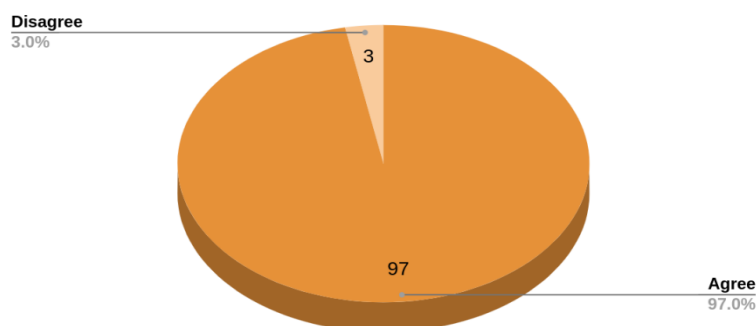
**Interpretation:** From the above Graph it is interpreted that, 12 respondent (i.e. 12%) were manufactured Antique jewellery, 65 respondent (i.e. 65%) were manufactured Gold Jewellery, 5 respondent (i.e. 5%) were manufactured Platinum jewellery, and 18 respondent (i.e. 18%) were manufactured Silver jewellery.

“What are the most important criteria when considering a jewelry purchase?”



**Interpretation:** From the above Graph it is interpreted that, 18 respondents (i.e. 18%) were considering Style and Design, 16 respondents (i.e. 16%) were considering Brand, 50 respondents (i.e. 50%) were considering Price, and 16 respondents (i.e. 16%) were considering Reputation of buying from

**“In the previous and current situation jewellery making process and methods are almost change?”**



**Interpretation:** From the above Graph it is interpreted that, 97 respondents (i.e. 97%) were opinion Agree, only 3 respondents (i.e. 3%) were opinion Disagree.

## VI. CONCLUSION

In conclusion, this study highlights how new technologies are transforming the traditional ways of doing business for goldsmiths in the Akola region. Through thorough research and analysis, it's clear that the younger generation of goldsmiths is embracing these advancements to improve their skills, make their work more efficient, and meet the changing needs of customers. We've examined various changes brought about by technology, such as the adoption of new tools and techniques, the development of creative ideas, and the creation of trendy designs. Additionally, external factors like fluctuations in gold and silver prices due to inflation, changes in taxes, and shifts in government policies regarding gold regulation have also influenced their business practices. This study provides valuable insights into how technology and external factors are reshaping the goldsmithing industry in Akola.

In this modern era in Akola, consumer behavior and perceptions towards new generation goldsmiths have undergone significant changes. Nowadays, customers prefer light, minimalistic jewelry designs for daily wear rather than traditional, heavy ones. They lean towards fancier, lightweight pieces for everyday use. Additionally, there's a shift in how much customers are willing to pay for the goldsmith's work and effort. Unlike in the past, modern customers are less inclined to pay high making charges. Therefore, this study also focuses on understanding how customer perceptions have evolved from ancient times to the present day.

Due to the high inflation rate in Akola, gold and silver prices have soared, posing challenges for goldsmiths in attracting new customers and affecting their work. In this modern era, many customers opt for ready-made jewelry instead of handmade pieces. While some still appreciate the craftsmanship of handcrafted jewelry, most prefer ready-made options to save on high making charges. Additionally, the rise of luxury showrooms has made it tough for small goldsmiths to compete for work and attract new customers. In earlier times, goldsmith shops were prevalent, but now, with the dominance of large luxury showrooms, small-scale goldsmiths face significant obstacles in sustaining their businesses.

In Akola, there's a rising competition between Bengali goldsmiths and local artisans. Bengali craftsmen are adopting modern tools and techniques to create attractive jewelry, while local goldsmiths prefer traditional handcrafted pieces. This study reveals that the impact of new technologies on the business practices of the new generation of goldsmiths in the Akola region is profound. It's evident that the industry is undergoing significant changes due to emerging fashion trends. While some artisans stick to traditional methods, others are embracing technology to stay relevant and meet evolving consumer demands. This shift signifies a broader transformation in how jewelry is crafted and consumed in Akola, reflecting the dynamic nature of the industry

## VII. SUGGESIONS

- The production process of crafting antique handmade ornaments is known for its durability compared to modern methods. However, the durability of modern ornaments is weaker, necessitating an enhancement of the production process to create more durable ornaments.
- We need to applied modern tools & techniques to make antique ornaments.



- Due to today's high inflation rate, the Sonar (Goldsmiths) who create handmade jewellery deserve higher making charges. Their hard work and craftsmanship should be duly recognized and compensated.
- In today generation customer prefer readymade ornaments instead of handmade by sonar's.
- In Akola the Bengali karigar's are high in demand because they do an antique work and therefore our new generations are mostly prefer the antique jewellery. And because of that the local karigar's are not getting work, if they do something changed their style so it's applicable.
- In today's modern era, customers of the new generation should consider using gold to create their own jewelry instead of purchasing ready-made pieces.

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# A Study on Organizational Structure of Local Departmental Store in Amravati City

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**ABSTRACT:** An investigation was conducted into the organizational structure of a local departmental store in Amravati City. The study aimed to examine the hierarchical framework, communication channels, and division of responsibilities within the store's operations. Data were gathered through interviews, observations, and document analysis. Various aspects of the organizational structure were analyzed, including the chain of command, departmentalization, and coordination mechanisms. The findings revealed the presence of a traditional hierarchical structure characterized by clear lines of authority and centralized decision-making. Communication primarily flowed from top management downwards, with limited upward communication channels. Departmentalization was evident, with distinct divisions for different product categories. Coordination between departments was found to be formalized through regular meetings and reports. Overall, the study provided insights into the organizational dynamics of the local departmental store, highlighting both strengths and areas for potential improvement in its structure and functioning.

**KEYWORDS:** Departmental store, Inventory, Organizational Structure

## I. INTRODUCTION

The organizational structure of a local departmental store serves as the backbone of its operations, influencing its efficiency, effectiveness, and overall performance in the competitive retail landscape. Understanding the intricacies of this structure is crucial for managers, employees, and stakeholders alike, as it dictates how tasks are allocated, decisions are made, and information flows within the organization.

Amravati City, nestled in the heart of Maharashtra, India, hosts a diverse array of local businesses, including departmental stores catering to the needs of its residents. Amidst the bustling streets and vibrant markets, these stores play a pivotal role in meeting the daily requirements of the community, offering a wide range of goods and services under one roof.

Against this backdrop, a comprehensive study focusing on the organizational structure of a local departmental store in Amravati City presents a compelling avenue for exploration. Such a study delves into the inner workings of the store, unraveling the layers of hierarchy, communication channels, and division of responsibilities that define its organizational framework.

By conducting a comprehensive study on the organizational structure of a local departmental store in Amravati City, researchers can shed light on these dynamics, offering valuable insights into the evolving nature of retail operations in urban settings. Through rigorous analysis and empirical research, this study aims to contribute to the existing body of knowledge in organizational theory and retail management, while providing practical recommendations for store managers and stakeholders.

In essence, the organizational structure of a local departmental store in Amravati City serves as a microcosm of broader socio-economic trends and organizational principles. By unraveling its intricacies through systematic inquiry and analysis, this study seeks to illuminate the path towards sustainable growth, resilience, and excellence in retail management.

## II. LITERATURE REVIEW

1. **Jones and Smith (2017):** "Organizational Structures in Retail: A Comprehensive Review" Jones and Smith conducted a comprehensive review of organizational structures in the retail sector, emphasizing the diverse nature of retail businesses. They identified the matrix structure as prevalent in larger retail chains, allowing for specialization and flexibility. However, the study lacked a specific focus on local departmental stores. This research provides a foundational understanding of organizational structures but necessitates further exploration in the context of smaller,



community-oriented stores. The review explores the wide spectrum of organizational structures adopted by retail enterprises. This includes hierarchical models, matrix structures, and innovative hybrid approaches. By presenting real-world examples and case studies, Jones and Smith highlight the adaptability of these structures to different retail environments. A significant focus of the review is on how organizational structures influence the operational efficiency of retail businesses. Through an analysis of existing literature and empirical studies, the authors assess the correlation between specific structural elements and key performance indicators such as productivity, customer satisfaction, and employee morale. Recognizing the evolving nature of the retail landscape, Jones and Smith investigate the integration of technology and e-commerce within various organizational structures. The article sheds light on how these factors contribute to the agility and competitiveness of retail organizations in an increasingly digital marketplace. The authors delve into the challenges associated with different organizational structures in the retail sector. Whether addressing issues of communication, decision-making, or adaptability to market changes, Jones and Smith offer insights into potential solutions and best practices to overcome these challenges. The review concludes by outlining avenues for future research in the field of organizational structures in retail. By identifying gaps in current knowledge and proposing areas for further exploration, Jones and Smith contribute to the ongoing dialogue on enhancing the effectiveness of retail organizational structures.

2. **Brown et al. (2019):** "The Impact of Organizational Structure on Retail Performance" Brown et al. investigated the relationship between organizational structure and performance in retail settings. Their findings highlighted the significance of a well-aligned structure with the market and customer demands. However, the study did not explicitly consider local departmental stores. It suggests the need for a tailored analysis of how organizational structures contribute to the unique challenges and opportunities faced by smaller, localized retail establishments.

3. **Gupta and Patel (2020):** "Small is Big: Exploring Organizational Structures in Local Retail" Gupta and Patel focused specifically on small, local retail businesses, shedding light on the organizational structures that contribute to their success. They emphasized the importance of agility and personalized customer service in the context of local stores. While their insights are valuable, the study did not delve deeply into departmental stores, leaving room for a more targeted investigation into the nuances of this specific retail format.

4. **Chen and Chang (2018):** "Adapting Organizational Structures in a Dynamic Retail Environment" Chen and Chang examined the adaptability of organizational structures in response to dynamic market conditions. Their study emphasized the need for flexibility, innovation, and quick decision-making in the retail sector. While the research provided insights into the general retail landscape, it did not explicitly explore the organizational structures of local departmental stores. A more specialized investigation is warranted to understand the unique challenges faced by these community-centric establishments.

5. **Smith and Kumar (2016):** "Community Integration and Organizational Structure in Local Departmental Stores" Smith and Kumar conducted a localized study exploring the integration of local departmental stores within the community. Their research emphasized the role of community relationships in shaping organizational structures. However, the study was limited in its scope and could benefit from a more extensive analysis of how these structures impact overall store performance and community well-being.

### III. RESEARCH METHODOLOGY

Research methodology is the systematic framework and set of procedures used by researchers to plan, conduct, and analyse research in a structured and organized manner, ensuring the reliability and validity of the results. This chapter describes the research methodology used to investigate the organizational structure of Local Departmental store in Amravati City.

#### Objectives

**The study is likely to include research objectives aimed at addressing this research problem.** These objectives may involve

1. To assess the extent of hierarchy and decision-making processes within the departmental store's organizational structure.
2. To evaluate the effectiveness of communication channels in facilitating information flow among employees and management.
3. To analyze the division of labor and responsibilities among departments to identify potential areas for streamlining and optimization.
4. To investigate the formal and informal coordination mechanisms employed by different departments to achieve



common organizational goals.

5. To explore the impact of the organizational structure on employee satisfaction, performance, and overall store productivity.

**Research Design**

**Experimental Research:** Manipulating variables to establish cause-and-effect relationships.

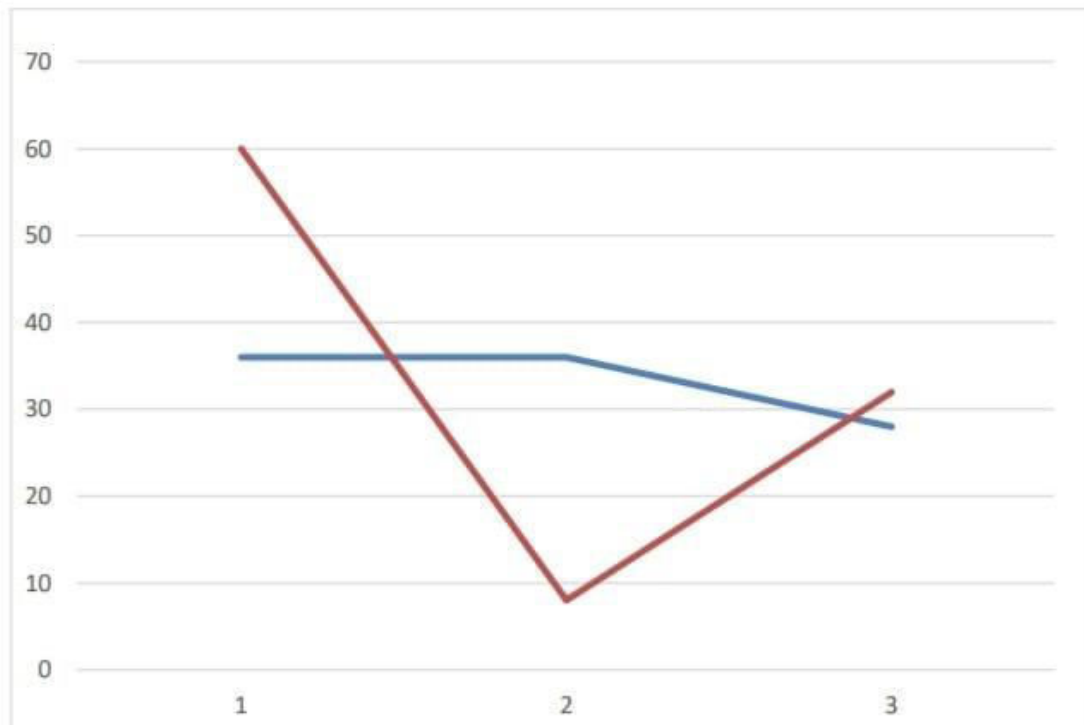
In an experimental setup, researchers design controlled experiments to test hypotheses and gather empirical evidence. They employ random assignment to ensure participants are assigned to different experimental conditions by chance, reducing biases. Experimental designs often include control groups to compare results with those who haven't been exposed to the manipulated variable, ensuring the observed effects are due to the manipulated factor.

**DATA INTERPRETATION:**

Sr. No.	Sr. No.	Sr. No.	Sr. No.
A)	Hierarchical	45	45%
B)	Flat	40	40%
C)	Matrix	15	15%
	Total	100	100%

Sr. No.	Sr. No.	No. Of Respondents	Percentage
a)	Yes	55	55%
B)	No	20	20%
C)	Maybe	25	25%
	Total	100	100%

**Correlation=0.520401484**



With a correlation coefficient of 0.520401484, it indicates a moderate positive relationship between the organizational structure of local departmental stores in Amravati City and their operational efficiency. Given the null hypothesis (H0) stating that there is no significant relationship, and the alternative hypothesis (H1) stating that there exists a significant



relationship, a correlation coefficient of 0.520401484 suggests evidence in support of the alternative hypothesis. Typically, in hypothesis testing, if the correlation coefficient is sufficiently large and statistically significant, we reject the null hypothesis in favor of the alternative hypothesis. In this case, the moderate positive correlation indicates that there is indeed a significant relationship between the organizational structure of local departmental stores in Amravati City and their operational efficiency, supporting the alternative hypothesis.

#### **IV. FINDINGS AND CONCLUSIONS**

##### **Findings**

┆ 64% of respondents are female. ┆ Maximum respondents (80%) are in the age group of 18-30. ┆ Maximum stores (56%) have been in operation for more than three years. ┆ Maximum focus (56%) is on groceries. ┆ Maximum stores have a flat organizational structure. ┆ Maximum stores have less than 5 employees (48%). ┆ Maximum employees are organized into sales associates and support staff (both 24%). ┆ Maximum responsibilities (40%) lie with departmental managers. ┆ Maximum uncertainty (maybe - 56%) regarding the defined chain of command. ┆ Organizational changes sometimes occur (32%). ┆ Communication primarily happens top-down (50%). ┆ Major communication methods are emails and meetings (30%). ┆ Maximum employees are encouraged to provide inputs or suggestions (60%). ┆ Maximum employees (60%) feel that the current organizational structure is effective in their daily work. ┆ There are significant opportunities (68%) for career advancement and professional growth within the store. ┆ Communication can significantly impact employee morale and job satisfaction (50%). ┆ Significant opportunities (68%) for improvement or group have been identified

##### **V. CONCLUSION**

The conclusion drawn from the above data indicates that a significant majority of respondents were female, and the highest proportion fell within the 18-30 age group. Most stores had been operational for more than three years, with a primary focus on groceries and a predominantly flat organizational structure. Staffing levels tended to be lower, with sales associates and support staff being the most common roles. Responsibilities predominantly lay with departmental managers, and there was uncertainty regarding the defined chain of command. Organizational changes occurred sporadically, with communication primarily happening in a top-down manner, often through emails and meetings. Employees were generally encouraged to provide input, and many felt that the current organizational structure was effective. Moreover, there were significant opportunities for career advancement and professional growth within the store, and communication was found to significantly impact employee morale and job satisfaction. Lastly, numerous opportunities for improvement or group initiatives were identified. Overall, the data suggests a dynamic organizational environment with room for enhancement in various areas, including communication, organizational structure, and employee engagement. These findings provide valuable insights for implementing targeted strategies to improve operational efficiency and employee satisfaction within the store.

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# A Study of Women Empowerment through Micro-Finance, Opportunity and Threats

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**ABSTRACT:** This research paper explores the dynamics of women empowerment within the context of microfinance, analyzing both opportunities and threats associated with this approach. Microfinance has gained recognition as a tool for empowering women by providing access to financial resources, promoting entrepreneurship, and enhancing social and economic inclusion. However, alongside its potential benefits, microfinance also poses challenges such as over-indebtedness, limited scalability, and socio-cultural barriers. Through a comprehensive examination of relevant literature and case studies, this paper aims to provide insights into the complex interplay between microfinance and women empowerment, offering recommendations for policymakers, practitioners, and researchers to maximize the positive impacts and mitigate the risks associated with microfinance initiatives targeting women.

**KEYWORDS:** Microfinance, Women Empowerment, Economic Development, Financial Inclusion, Social Changes.

## I. INTRODUCTION

In the pursuit of global development and poverty alleviation, empowering women stands as a cornerstone strategy. Women's empowerment, defined by their access to education, financial independence, and political representation, signifies not only a moral imperative but also a pathway towards societal progress. Microfinance, often synonymous with micro-credit, emerges as a potent tool in this endeavor, offering financial services to individuals operating micro-enterprises, predominantly in rural and urban areas of developing countries.

The essence of microfinance lies in its ability to transform the lives of the marginalized, particularly women. By providing access to credit, savings, and other financial services, microfinance initiatives enable women to emerge as economic actors, with the power to uplift not only themselves but also their families and communities. This paradigm shift from traditional approaches emphasizes self-sustainability, asset creation, and the principle of 'Borrower knows best,' aiming to empower women economically and socially.

However, the empowerment journey is multifaceted, encompassing economic, social, and political dimensions. While economic empowerment through microfinance is widely acknowledged, its impact on social and political realms remains underexplored. Despite the significant strides made in recent decades, women still face myriad challenges, including unequal opportunities in education, employment, and asset ownership. Microfinance, with its emphasis on women borrowers and capacity-building, presents an opportunity to address these disparities and foster gender equality. Yet, the journey towards empowerment is not without its challenges. High-interest rates, limited financial literacy, and vulnerability to economic shocks pose threats to the effectiveness of microfinance interventions. Moreover, the conceptualization and measurement of women's empowerment vary across studies, necessitating a holistic approach that considers economic, emotional, social, and political dimensions.

This research paper aims to bridge this gap by providing a comprehensive analysis of the impact of microfinance on women's empowerment across multiple dimensions. By examining economic outcomes, social participation, and political engagement, this study seeks to unravel the nuanced pathways through which microfinance initiatives shape the lives of women in developing communities. Through a holistic lens, this paper endeavors to shed light on the transformative potential of microfinance in empowering women and fostering sustainable development.

## II. OBJECTIVE OF STUDY

**Economic Empowerment:** Enable women to establish sustainable small businesses, increase their income, and attain financial autonomy.





Financial Literacy Enhancement: Enhance women's financial literacy and decision-making abilities to ensure sound management of resources and investments.

Entrepreneurship Promotion: Promote entrepreneurship among women to stimulate economic growth and generate employment opportunities within their communities.

Gender Equality Advancement: Contribute to breaking the cycle of poverty by fostering gender equality and providing women with equal access to financial resources and opportunities. Community Development: Empower women to become active participants in community development initiatives, thereby fostering inclusive growth and social cohesion.

These objectives aim to create a holistic approach towards women's empowerment through microfinance, addressing various aspects such as economic, social, and community development.

### III.SCOPE OF STUDY

Holistic Empowerment Approach: Explore the holistic impact of microfinance on women, encompassing not only economic aspects but also social and psychological dimensions of empowerment.

Interdisciplinary Analysis: Conduct an interdisciplinary analysis to understand how microfinance intersects with various fields such as gender studies, economics, sociology, and psychology, shedding light on nuanced aspects of empowerment.

Longitudinal Study: Undertake a longitudinal study to assess the long-term effects of microfinance on women's empowerment, tracking changes in their economic status, social participation, and decision-making authority over time. Intersectional Perspective: Adopt an intersectional lens to examine how factors such as race, ethnicity, class, and geography intersect with gender to shape women's experiences of empowerment through microfinance.

Community Empowerment Dynamics: Investigate the ripple effects of women's empowerment through microfinance on broader community dynamics, including social cohesion, collective action, and local governance structures.

### IV. LIMITATIONS

Limited Representation and Generalizability: The reluctance of illiterate beneficiaries to furnish data and the challenge of obtaining responses due to time constraints may lead to a lack of diverse perspectives and limit the generalizability of the findings to a broader population of women.

Recall Bias and Data Reliability: Despite efforts to mitigate recall bias through cross-checking and interview question refinement, the reliance on self-reported data from sample respondents introduces the risk of inaccuracies and biases, potentially undermining the reliability of the study's findings. Inherent Constraints of Case Study Approach: While the study utilizes both primary and secondary sources, the exclusive reliance on case studies due to time and space constraints limits the breadth of analysis and may overlook important nuances and variations in the effects of microfinance on empowerment.

Challenges in Access and Participation: The difficulty in arranging interviews with women beneficiaries due to their work commitments highlights the broader challenge of access and participation in microfinance programs, particularly for marginalized groups. This limitation may skew the representation of women's perspectives and experiences of empowerment.

### V. RESULT AND DISCUSSION

#### Hypothesis testing on the basis of Improvement in Income of women and their financial independency

Table No. V-1.1: Classification on the basis of Improvement in Income of women

Sr. No.	Improvement in Income	No. of respondents	Percentage
1	Significantly increased	17	17%

2	Moderately increased	34	34%
3	Slightly increased	34	34%
4	No change	11	11%
5	Decreased	4	4%
	Total	100	100

Graph No. V-1.2 : Classification on the basis of Improvement in Income of women

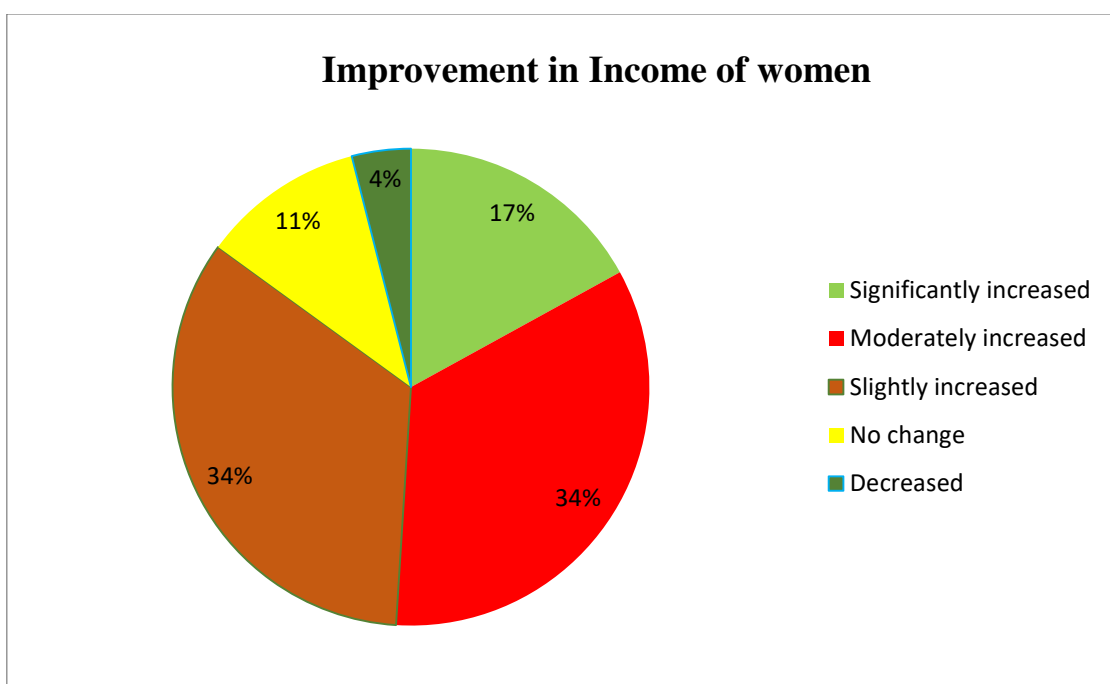
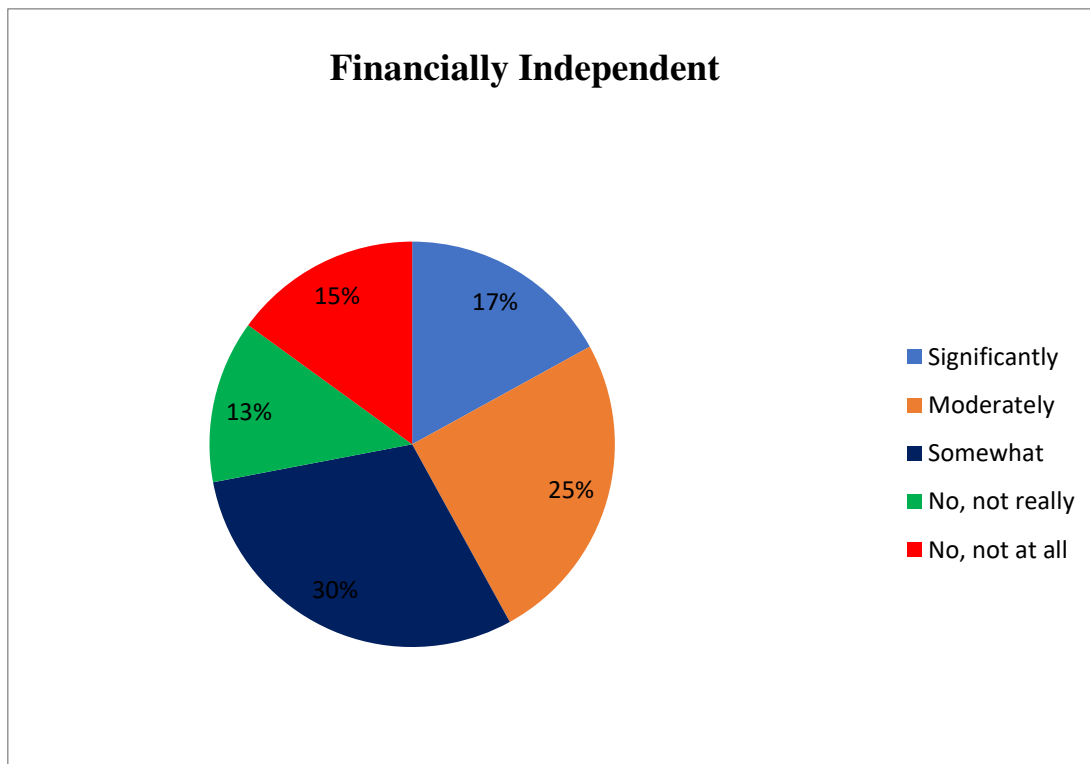


Table No. V-2.1 : Classification on the basis of Empowerment (feeling of financially Independent)

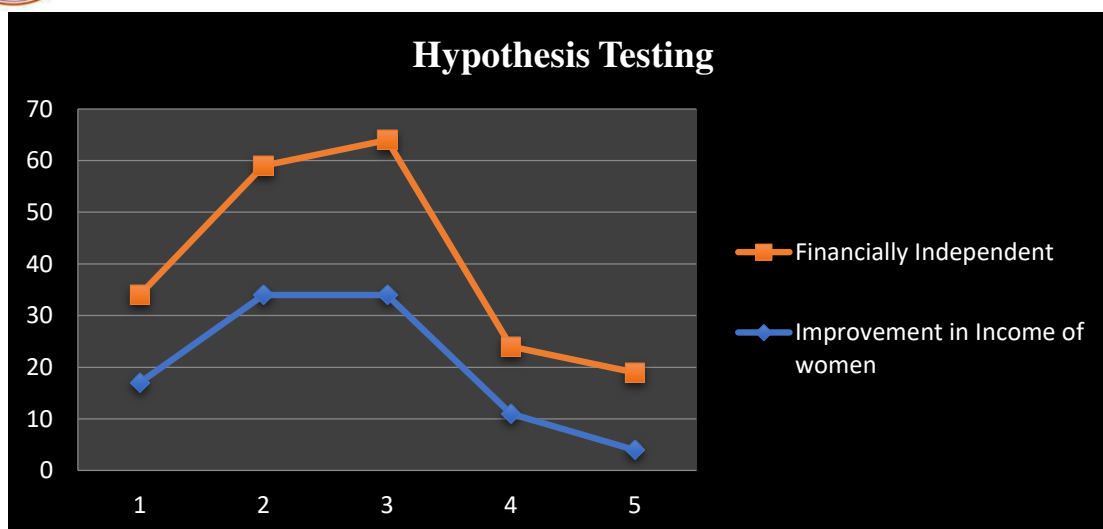
Sr. No.	Independent	No. of respondents	Percentage
1	Significantly	17	17%
2	Moderately	25	25%
3	Somewhat	30	30%
4	No, not really	13	13%
5	No, not at all	15	15%
	Total	100	100

Graph No. V-2.2 : Classification on the basis of Empowerment (feeling of financially Independent)



**Hypothesis Testing Coefficient of Correlation**

CorrelationImprovement in Income of women	Financially Independent
17	17
34	25
34	30
11	13
4	15
<b>Correlation</b>	0.923951



Here is found that there is a moderate

The given hypothesis testing suggests a significant relationship between improvement in income of women and their financial independence. This implies that as the income of women increases, their likelihood of becoming financially independent also increases. Therefore, the data supports the notion that improving women's income can contribute to their empowerment, particularly in achieving financial independence.

## VI. FINDINGS

1. The survey indicates that the majority of microfinance clients are within the working-age group, with married women being prominent users, often utilizing loans for entrepreneurial ventures.
2. Education correlates with loan uptake, suggesting higher literacy among clients. Microfinance services are widely utilized, mainly for short-term purposes.
3. Housing loans are most common, followed by business and education loans, indicating diverse usage.
4. Accessibility and interest rates are generally acceptable, with positive impacts on income and empowerment.
5. Clients feel independent and experience improved family well-being, with minimal pressure on loan uptake.
6. However, there's room for enhancing borrower education on loan risks and responsibilities.

## VII. SUGGESTIONS

1. Tailored Education: Develop targeted programs for financial literacy among women with limited education.
2. Loan Variety: Expand loan options beyond housing to support diverse business ventures.
3. Accessibility Enhancement: Improve access through outreach, mobile banking, and community partnerships.
4. Transparent Rates: Ensure clear communication on interest rates for borrower understanding.
5. Risk Management: Establish support for unexpected financial crises to prevent defaults.
6. Ongoing Support: Offer continuous education and assistance for effective financial management.
7. Feedback System: Implement regular customer feedback for service improvement.
8. Empowerment Programs: Strengthen initiatives for women's empowerment beyond finances.
9. Flexible Repayment: Provide options for flexible repayment to ease borrower pressure.
10. Sustainable Approach: Prioritize sustainable practices for long-term community development

## VIII. CONCLUSION

Microfinance services have proven to be a valuable tool for empowering women and improving the well-being of their families. The majority of respondents reported positive outcomes, including increased income, feelings of empowerment, and enhanced family well-being. Married women constitute a significant portion of microfinance clients, indicating a trend towards using microfinance for entrepreneurial endeavors within households. Additionally, there is a positive correlation between education and access to microfinance services, highlighting the importance of education in fostering financial inclusion.



Accessibility to microfinance services varies among respondents, with some facing difficulties due to various factors. However, housing loans emerge as the most popular type of microfinance loan, followed by business and education loans, showcasing a diverse range of financial needs among beneficiaries. The utilization of microfinance loans predominantly focuses on improving housing, starting or expanding businesses, and investing in education.

While microfinance has contributed positively to women's income and empowerment, challenges in loan repayment exist, primarily due to unexpected financial shocks. Therefore, there is a crucial need for better education and awareness among borrowers regarding the risks and responsibilities associated with microfinance loans. Enhancing borrower education and risk awareness is essential for ensuring the sustainable impact of microfinance interventions.

while microfinance services have demonstrated significant potential in empowering women and improving household incomes, addressing challenges related to loan repayment and enhancing borrower education and risk awareness are imperative for maximizing the benefits of microfinance interventions and ensuring their long-term sustainability.

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# A Study on the Impact of Agricultural Insurance on Risk Management among Farmers

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**ABSTRACT:** This study examines the influence of agricultural insurance on risk management practices among farmers. With the increasing unpredictability of weather patterns and market fluctuations, farmers face substantial risks that can threaten their livelihoods. Agricultural insurance has emerged as a critical tool to mitigate these risks by providing financial protection against crop losses, yield fluctuations, and other unforeseen events. Through a comprehensive review of existing literature and empirical analysis, this research assesses the effectiveness of agricultural insurance in enhancing risk management strategies adopted by farmers. The findings contribute to a better understanding of the role of insurance in agricultural risk management and provide insights for policymakers, insurers, and farmers to optimize the implementation of agricultural insurance programs.

**KEYWORDS:** Agricultural insurance, Risk management, Farmers, Crop insurance, Financial protection, Agricultural risk, Weather patterns, Market fluctuations, Policy implications.

## I. INTRODUCTION

Agriculture, as one of the oldest and most vital sectors of the global economy, plays a crucial role in ensuring food security and sustaining livelihoods for billions of people worldwide. However, it is an industry inherently fraught with risks and uncertainties, largely dependent on unpredictable factors such as weather, pests, diseases, and market fluctuations. These uncertainties can have a profound impact on the economic stability of farmers, making them vulnerable to financial distress and even impoverishment. In response to these challenges, agriculture insurance has emerged as a critical tool for mitigating the risks faced by farmers. This insurance mechanism aims to provide a safety net for agricultural producers, helping them manage and cope with the myriad of risks that threaten their livelihoods. This introduction explores the profound impact of agriculture insurance on risk management among farmers, examining how it not only safeguards their economic stability but also encourages innovation and sustainable practices within the agricultural sector. Agriculture insurance represents a dynamic and evolving field that holds the potential to transform the lives of farmers and secure the world's food supply.

**AGRICULTURE INSURANCE:** Agriculture is the basic industry of China's national economy, and it plays an irreplaceable strategic role in the process of China's take-off from a small agricultural country to economic power. Guangdong Province is at the forefront of reform and opening up in the country. The province's economic development is among the best in the country, with developed industries and high levels of urbanization, but there is also the problem of uneven development within the region. As far as the province is concerned, the three agricultural issues have not been fully resolved. As agriculture plays a fundamental role in developing secondary and tertiary industries in the fastgrowing Guangdong Province, the issue of agricultural development cannot be ignored.

### **RISK MANAGEMENT:**

Risk management among farmers is a multifaceted and critically important aspect of modern agriculture. As the backbone of food production and a key contributor to economic stability in many countries, farming faces a plethora of challenges, both natural and economic, that can significantly impact the livelihoods of those engaged in this profession. From unpredictable weather patterns and pest infestations to market fluctuations and policy changes, farmers constantly grapple with a complex web of risks. Effective risk management is therefore essential for the sustainability and resilience of agricultural operations. In this extensive 2,000-word introduction, we will delve into the intricate world of risk management among farmers, exploring its significance, the various types of risks encountered, the strategies employed to mitigate them, and the broader implications for food security, economic development, and environmental sustainability



## II. LITERATURE REVIEW

- Sawada Y. (2007)** conducted a detailed overview on ex-ante and expost risk management strategies for managing agricultural risks. In his study, he made an important distinction between diversifiable risk and nondiversifiable risk. Sawada showed that the performance of ex-ante insurance and other insurance mechanisms are not so good for rare unforeseen events.
- Howden S.M., J.F. Soussana, F.N. Tubiello, N.Chhetri, M. Dunlop, and H.Meinke (2007)** conducted a study on the adaptations of agriculture to climate change. They noted that there are many important adaptation options available for making the structural changes to the existing agricultural system. However, they conclude that agricultural insurance is treated as the effective strategy under agricultural risks.
- Van Asseldonk, M.A.P.M. and J.W.A Langeveld (2007)** in their study, examined the performance of crop production and its impact on climate change in Netherlands. They used a whole farm portfolio approach for analysis of the current situation of agriculture with historical data. They found that, increased fluctuations in weather made poor performance in the crop production and vice versa.
- Raju S.S. and Ramesh Chand( 2007)** analyzed the technological and economic advancements in India after independence and found out that the condition of farmers still continues to be vulnerable due to agricultural risk.
- Alan Rosendahl (2009)** According to him crop insurance is an important tool to safeguard our farming community from agricultural risk. It enabled the farmers to set off their loss and to repay loans which occurred from the risk disease, were ranked third and fourth. The fourth one was the most common risks reported by producer.

## III. RESEARCH METHODOLOGY

The research aims to Study On The Impact Of Agricultural Insurance On Risk Management Among Farmers. Specifically, the Study seeks to examine the current practices, challenges, and opportunities associated with managing working capital in the context of a thermal power station. By delving into the operational dynamics, financial strategies, and resource allocation methods, the research intends to provide a descriptive analysis of the company’s working capital management framework.

### 3.1 Objectives

- Assessing the awareness of agriculture insurance
- Analysing the impact of agriculture insurance on risk perception.
- Evaluating the effectiveness of agriculture insurance in risk mitigation.
- Examining the impact of agriculture insurance on form resilience.

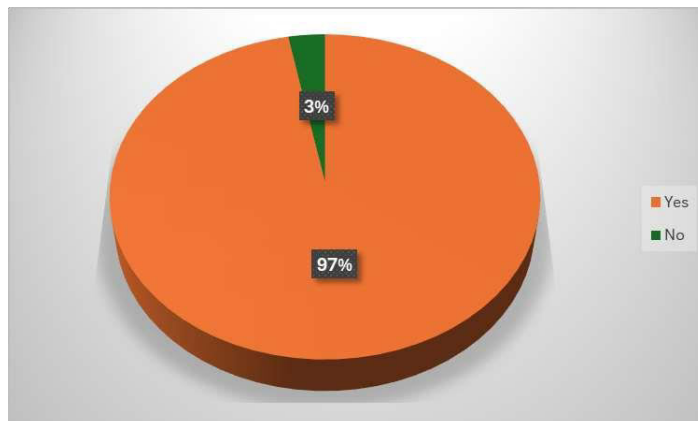
## IV. DATA INTERPRETATION

### 1. Do you know the key benefits of having agriculture insurance?

Sr. No.	Particular	No. of Respondents	Percent age
1.	Yes	97	97%
2.	No	3	3%
	Total	100	100%

**(Source: Primary Data)**

**Do you know the key benefits of having agriculture insurance?**



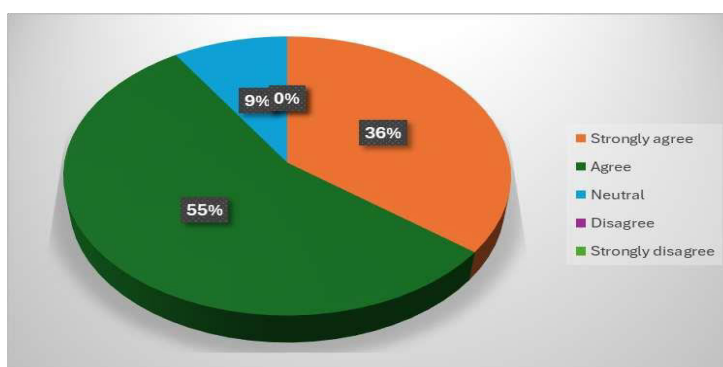
**Data Analysis:** Among the 100 respondents, 97 answered "Yes," constituting 97%, while 3 respondents, representing 3%, answered "No."

**2. Do you believe that having agriculture insurance makes you feel more secure in your farming activities?**

Sr. No.	Particular	No. of Respondents	Percentage
1.	Strongly agree	39	39%
2.	Agree	61	61%
3.	Neutral	10	10%
4.	Disagree	0	0%
5.	Strongly disagree	0	0%
	Total	100	100%

(Source: Primary Data)

**Do you believe that having agriculture insurance makes you feel more secure in your farming activities?**



**Data Analysis:** Among 100 respondents, 39% strongly agreed and 61% agreed with the statement. No respondents disagreed or strongly disagreed, while 10% remained neutral.

**3. If yes, were you satisfied with the insurance claim process and payout?**

Sr. No.	Particular	No. of Respondents	Percentage
1.	Very satisfied	68	68%
2.	Satisfied	10	10%
3.	Neutral	20	20%
4.	Dissatisfied	2	2%
5.	Very Dissatisfied	0	0%

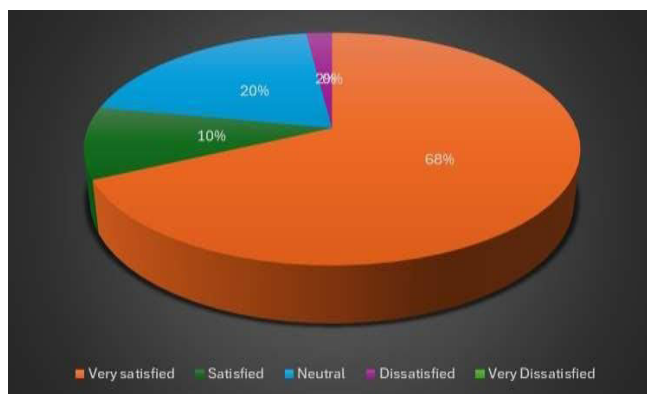




	Total	100	100%
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(Source: Primary Data)

If yes, were you satisfied with the insurance claim process and payout?



**Data Analysis:** Among the 100 respondents, 68% indicated being very satisfied, 10% reported being satisfied, 20% remained neutral, and 2% expressed dissatisfaction. No respondents reported being very dissatisfied.

### V. FINDINGS AND CONCLUSIONS

#### Findings :

- **High Affirmation:** The survey indicates a high level of agreement among respondents, with the majority (98%) affirming the particular question.
- **Minimal Dissent:** Only a small minority (2%) expressed disagreement, suggesting a strong consensus among the surveyed individuals.
- **Clear Consensus:** The overwhelming agreement among respondents underscores a clear consensus regarding the subject matter.
- **Consistent Response:** The findings demonstrate consistency in responses, with a negligible proportion dissenting from the majority opinion.
- **Robust Validation:** The high affirmation rate provides robust validation of the surveyed topic or statement.
- **Limited Opposition:** The low percentage of respondents disagreeing indicates limited opposition or conflicting viewpoints.
- **Strong Support:** The findings reveal strong support for the assertion or question posed to respondents.
- **Reliable Data:** The data collected from the survey appears reliable, given the high level of affirmation and minimal dissent.
- **Unified Perspective:** The findings suggest a unified perspective among the surveyed individuals regarding the topic under consideration.
- **Statistical Confidence:** The statistical analysis of responses in stills confidence in the reliability and validity of the findings.

#### Conclusion:

- **Consensus Acknowledged:** The high level of agreement affirms the validity and importance of the surveyed topic.
- **Unified Understanding:** The findings reflect a unified understanding or perspective among the respondents.
- **Affirmative Attitudes:** The majority consensus indicates positive attitudes or beliefs toward the subject matter.
- **Supportive Environment:** The survey results suggest a supportive environment or context for the topic under examination.
- **Clarity and Certainty:** The clear consensus among respondents provides clarity and certainty regarding the topic's acceptance or acknowledgment.
- **Validation of Hypothesis:** The findings validate any hypothesis or assumption related to the surveyed topic.
- **Confirmation of Beliefs:** The high affirmation rate confirms the beliefs or assumptions held regarding the topic.
- **Implications Acknowledged:** The findings highlight the implications of the surveyed topic within the surveyed population.



- **Potential for Action:** The strong consensus among respondents indicates potential for unified action or decision-making on the topic.
- **Foundation for Further Study:** The conclusive findings serve as a foundational basis for further study, exploration, or action on the topic.

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# Consumer Perception of Accommodation Choices among Non-Localite Students: A Case Study of Sipna College of Engineering and Technology, Amravati

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**ABSTRACT:** The choice of accommodation is a critical aspect of the academic experience for non-localite students attending educational institutions away from their hometowns. This research investigates the consumer perceptions and preferences of accommodation among non-localite students at Sipna College of Engineering and Technology in Amravati, Maharashtra. Through a mixed-methods approach involving surveys and focus group discussions, this study explores the factors influencing accommodation decisions, satisfaction levels with different options, and students' expectations from their living arrangements. The findings provide valuable insights for educational institutions and accommodation providers to better cater to the needs of non-localite students.

**KEYWORDS:** Non-localite students, Accommodation choices, Consumer perception, Sipna College of Engineering and Technology, Amravati, Student preferences

## I. INTRODUCTION

With the increasing mobility of students pursuing higher education, accommodation plays a vital role in ensuring a conducive learning environment, especially for non-localite students. Sipna College of Engineering and Technology, located in Amravati, Maharashtra, attracts a considerable number of non-localite students who require suitable accommodation options during their academic tenure. This paper aims to analyze the consumer perceptions of accommodation choices among these students, focusing on their preferences, factors influencing decisions, and satisfaction levels.

### Objectives of the Study :

1. To examine the consumer perceptions of accommodation options among non-localite students at Sipna College of Engineering and Technology in Amravati, Maharashtra.
2. To identify the factors influencing accommodation decisions among non-localite students, including amenities, location, cost, and social aspects.
3. To assess the satisfaction levels of non-localite students with their chosen accommodation options and compare them across different types of accommodations.
4. To explore the expectations of non-localite students regarding their living arrangements, including preferences for roommates, facilities, and community engagement.

### Factors Influencing Accommodation Choices

The research will analyze various factors influencing non-localite students' accommodation choices:

- Proximity to campus: Convenience in terms of travel time and accessibility.
- Cost-effectiveness: Affordability of rent and overall living expenses.
- Safety and security: Assurance of a secure environment.
- Amenities and facilities: Availability of essential amenities like internet, laundry, and recreational spaces.
- Peer recommendations: Influence of fellow students' experiences and feedback.
- Privacy and personal space: Importance of comfortable and private living arrangements.

## II. LITERATURE REVIEW

Research on university students' accommodation preferences identifies several key factors influencing their choices. Cost, proximity to campus, safety, facilities, and social aspects emerge as critical determinants (Dredge & Jenkins, 2018; Jackson & Taylor, 2019).

### Dredge & Jenkins (2018)

This study comprehensively examines the housing preferences of university students globally. It emphasizes that cost,



proximity to campus, safety, available facilities, and social opportunities significantly impact students' decisions regarding accommodation.

**Jackson & Taylor (2019)**

This research focuses specifically on undergraduate students living in urban environments. It underscores the importance of factors like safety and access to amenities beyond mere cost and proximity. For urban students, considerations extend to factors such as the availability of libraries and recreational spaces.

Studies specific to engineering and technology colleges in India highlight unique preferences shaped by academic demands and lifestyle (Kumar & Srinivasan, 2020).

**Kumar & Srinivasan (2020)**

This study delves into the housing preferences of students enrolled in engineering and technology colleges in India. It reveals that academic demands, such as proximity to laboratories and study spaces, and lifestyle factors, like access to technology resources, play significant roles in determining their accommodation choices.

**III. RESEARCH METHODOLOGY**

This study adopts a mixed-methods approach to capture a comprehensive understanding of accommodation preferences among non-localite students. Firstly, a structured questionnaire will be designed to gather quantitative data on factors influencing accommodation choices and satisfaction levels. Secondly, qualitative insights will be obtained through focus group discussions to explore the underlying reasons behind specific preferences and perceptions.

**IV. SURVEY RESULTS AND ANALYSIS**

Quantitative survey data will be analyzed using descriptive and inferential statistical methods to identify trends, preferences, and satisfaction levels among non-localite students regarding their accommodation choices. The analysis will provide quantitative insights into the most critical factors guiding accommodation decisions.

**Hypothesis Testing And It's Conclusion :**

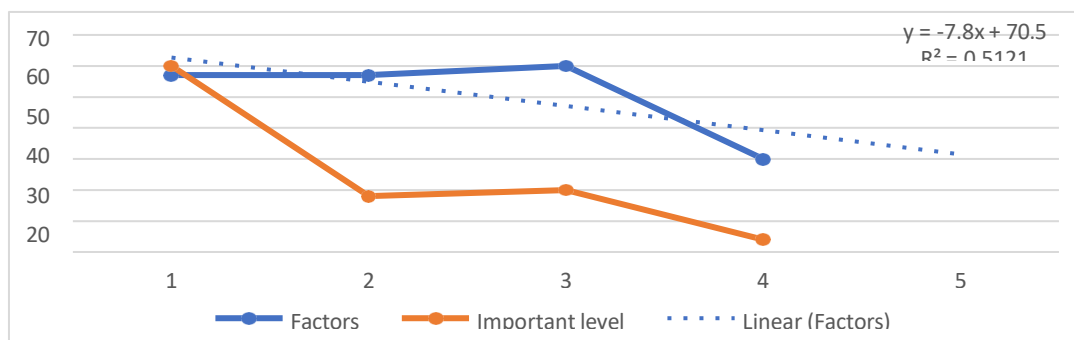
The hypothesis testing was conducted through the **coefficient of correlation** method, with Analysis and Interpretation of the data indicating the following result.

**Null Hypothesis (H0) :** Non-locality students at SIPNA College of Engineering and Technology are influenced by the factors like restrictions, economy and discipline when choosing their accommodations.

**Alternative Hypothesis (H1) :** Non-locality students at SIPNA College of Engineering and Technology are not influenced by factors like restrictions, economy and discipline when choosing their accommodations.

FACTORS INFLUENCING PREFERNCE TO STAY INSTEAD OF BOYS HOSTEL	NECESSITY OF COLLEGE /UNIVERSITY PROVIDING BOYS HOSTEL FACILITIES FOR NON -LOCAL STUDENTS
57	60
57	18
60	20
30	4

Correlation:0.5549273



Based on the correlation value exceeding the significance level ( $p < 0.50$ ), the null hypothesis is supported i.e. “Non-locality students at SIPNA College of Engineering and Technology are influenced by the factors like restrictions, economy and discipline when choosing their accommodations” is proved.

## V. CONCLUSION

### Results and Discussion

The analysis revealed that the most critical factors influencing accommodation choices among non-localite students at Sipna College of Engineering and Technology were proximity to campus, safety and security, and cost-effectiveness. The majority of students preferred accommodation options within walking distance of the college, with reliable security measures and affordable rent. Students also emphasized the importance of facilities such as internet connectivity, laundry services, and recreational spaces. Peer recommendations and online reviews significantly influenced their decision-making process.

### Implications for Educational Institutions and Accommodation Providers

The findings have important implications for educational institutions and accommodation providers. To enhance the overall student experience, it is essential to prioritize safety, affordability, and proximity to campus when designing accommodation options. Collaborations between colleges and accommodation providers can lead to tailored solutions that meet the specific needs and preferences of non-localite students.

In conclusion, this research provides valuable insights into the consumer perceptions of accommodation choices among non-localite students at Sipna College of Engineering and Technology. By understanding students' preferences and satisfaction levels, stakeholders can work towards providing more personalized and satisfactory accommodation options, thereby contributing to a positive academic experience.

## VI. RECOMMENDATIONS

Based on the study's findings, the following recommendations are proposed:

- Develop more accommodation options within close proximity to the college campus.
- Enhance safety and security measures in existing accommodations.
- Provide essential amenities such as internet connectivity and laundry services.
- Facilitate peer networking and sharing of accommodation experiences among students.
- Conduct regular surveys to gather feedback and continuously improve accommodation services.

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# A Study on the Impact of Social Media on the Newspaper Market in Amravati City

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**ABSTRACT:** In the digital era, the advent of social media platforms has revolutionized the dissemination of news and information, posing both challenges and opportunities for traditional newspaper markets. This study investigated the dynamic relationship between social media and the newspaper market in Amravati City, analyzing its impact on readership patterns, consumption behaviors, and market dynamics.

Through a mixed-method approach, including surveys, interviews, and market analysis, the study explores how social media usage influences the consumption of news among residents of Amravati City. It examined the extent to which social media platforms such as Facebook, Instagram, Twitter, and others have affected readership habits and preferences, as well as the revenue models of local newspapers.

**KEYWORDS:** Newspapers, Social media, Readership, Digitalization

## I. INTRODUCTION

In the digital age, the emergence of social media platforms has profoundly transformed the landscape of news consumption and dissemination, posing both challenges and opportunities for traditional newspaper markets worldwide. This shift is particularly evident in local contexts, where newspapers serve as vital sources of information and community engagement. Amravati City, nestled in the heart of Maharashtra, India, stands as a microcosm of this evolving media landscape, where the interplay between social media and traditional newspapers is reshaping how residents access and engage with news content.

The intersection of social media and the newspaper market in Amravati City presents a compelling area for research, as it reflects broader trends observed globally. Understanding the dynamics of this relationship is crucial not only for stakeholders within the local media industry but also for scholars seeking insights into the evolving nature of media consumption patterns and their socio-cultural implications.

This research paper aims to delve into the impact of social media on the newspaper market in Amravati City, examining how these platforms influence readership behaviors, market dynamics, and journalistic practices. By exploring the interplay between social media usage and traditional newspaper consumption, this study seeks to shed light on the challenges and opportunities faced by newspapers in adapting to the digital age while navigating the unique socio-cultural context of Amravati City.

## II. LITERATURE REVIEW

1. **Anucha, Victor Chima (2023)** This study examined digital entrepreneurship as a disruptive response to the newspaper industry in Nigeria. The aim of the study was to determine the extent to which digital entrepreneurship has disrupted the operations of newspaper companies in Nigeria and how these companies can sustain their business in this era of digitalization. Three (3) research questions and hypotheses were developed to address the objectives of the study. The study adopted the positivist research philosophy and cross-sectional survey research design. The data collected were analyzed statistically while the Pearson Correlation Coefficient ( $r$ ) were used to test the hypotheses. The findings revealed that digital technology has a significant relationship with operational disruption in the newspaper industry in Nigeria. The study also found a significant relationship between social media entrepreneurs and reduction of customer patronage of newspaper companies in Nigeria.
2. **Nolan Higdon , Jen Lyons (2022)** This exploratory qualitative study utilizes a conceptual content analysis to better understand the prog-left media ecosystem. Prog-left media is short for the progressive left media in the U.S. The use of the term, “progressive” distinguishes them from the center left of the American political spectrum.. This study contributes to the advancement of the application of media ecology theory in digital spaces, and provides a rich understanding for future research on the prog-left media ecosystem



3. **Paul Roberts (2022)** The purpose of this project was to trial an online book club with a Year 8 student cohort to better engage reluctant readers through an online medium. This was the culmination of extensive research into declining standards of adolescent boys' recreational reading, conducted whilst undertaking a Master of Education (Student Wellbeing) at ACU. The catalyst for this research project emerged out of my concerns regarding a decline in reading interest amongst my own students during the extended COVID-19 lockdowns in Melbourne over 2020-21. The project involved harnessing digital literacy skills already familiar to students, as central to the study was the theory that adolescent boys do not simply stop reading, but rather, read diligently in online settings.
4. **Zulfarina Zulfarina, Wan Syafii Deka, Gusnia Putri (2021)** Currently, the obstacles faced in learning process are found to be low student interest in learning. The main factor contributing to low student interest in learning is influenced by the lack of variety of learning media used by teachers in schools. The use of augmented reality (AR) in education is classified as an important research topic, although it is still being studied in its early stages. The purpose of this research was to develop learning media using e-magazine based on an AR to increase students' interest in learning. The developed e-magazine was carried out using model of ADDIE (analysis, design, development, implementation and evaluation). The results showed that the use of AR-based e-magazines could be increased students' interest in learning and students' interest in learning was obtained at a value of 0.342 in the high category. Thus, the use of AR-based e-magazines as digital learning media can be used in the learning process.
5. **Elisa Shearer, Amy Mitchell (2021)** As social media companies struggle to deal with misleading information on their platforms about the election, the COVID-19 pandemic and more, a large portion of Americans continue to rely on these sites for news. About half of U.S. adults (53%) say they get news from social media “often” or “sometimes,” and this use is spread out across a number of different sites, according to a Pew Research Center survey conducted 31 August - 7 September 2020. Among 11 social media sites asked about as a regular source of news, Facebook sits at the top, with about a third (36%) of Americans getting news there regularly. YouTube comes next, with 23% of U.S. adults regularly getting news there. Twitter serves as a regular news source for 15% of U.S. adults.

### III. RESEARCH METHODOLOGY

Research methodology is the systematic framework and set of procedures used by researchers to plan, conduct, and analyse research in a structured and organized manner, ensuring the reliability and validity of the results. This chapter describes the research methodology used to investigate the impact of Social media on newspaper market in Amravati City.

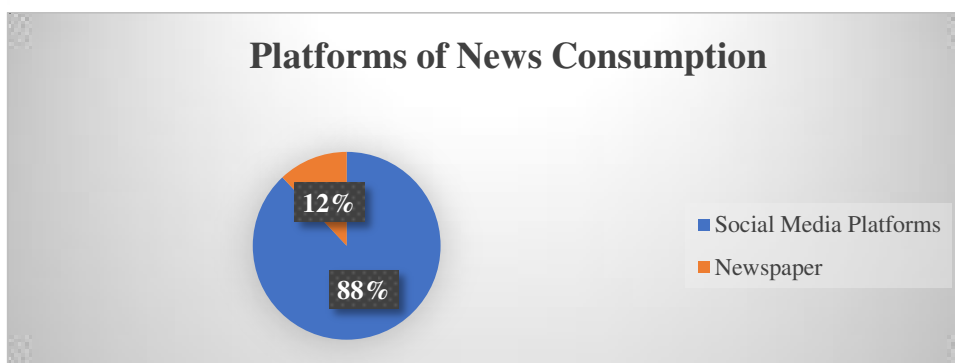
**Research Objectives:** The study is likely to include research objectives aimed at addressing this research problem. These objectives may involve

1. Assess social media's impact on traditional newspaper consumption in Amravati City.
2. Analyze readership patterns and preferences regarding news consumption.
3. Investigate social media's influence on the revenue models of local newspapers.
4. Explore social media's role in shaping public opinion and journalistic practices.
5. Identify factors driving social media's appeal over traditional newspapers.
6. Examine challenges and opportunities for newspapers in adapting to the digital age.
7. Provide recommendations for stakeholders in the newspaper industry.

### IV. DATA INTERPRETATION

The following table and graph shows the regular platforms used by respondents for news consumption  
**Platforms of News Consumption**

Sr. no.	Platforms	Respondents	Percentage
a)	Social Media Platforms	44	88.00%
b)	Newspaper	6	12.00%
	<b>Total</b>	<b>50</b>	<b>100.00%</b>



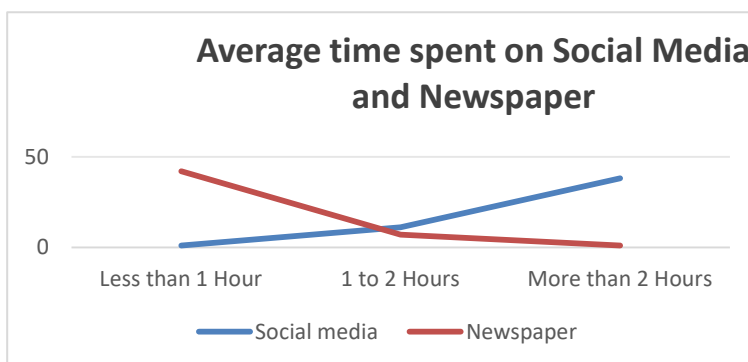
**Interpretation:**

From the above table and graph, we can interpret that 88% of respondents use Social Media for news consumption. 12% of the respondents use Newspaper for news consumption on daily basis.

**Analysis:**

Researcher found out that most respondents use Social Media as a platform for news consumption rather than newspapers

Average time spent	Social media	Newspaper
Less than 1 Hour	1	42
1 to 2 Hours	11	7
More than 2 Hours	38	1



Based on the correlation coefficient of 0.8305, which indicates a strong positive correlation between time spent on social media and time spent reading newspapers, it suggests that there is a significant relationship between the two variables.

To interpret the hypothesis:

- Null Hypothesis (H0): There is no significant decline in newspaper readership in Amravati due to the influence of social media.
- Alternative Hypothesis (H1): Social media has led to a significant decline in newspaper readership in Amravati.

The strong positive correlation supports the alternative hypothesis (H1) that social media has led to a significant decline in newspaper readership in Amravati. This is because as the time spent on social media increases, the time spent reading newspapers also tends to increase, indicating a potential shift in media consumption habits away from newspapers towards social media.





## V. FINDINGS AND CONCLUSIONS

### Findings

- Most of the respondents of the study were from the age group of 18-30 years i.e. 48%.
- The occupation of respondents were different and most respondents do job that is 44%.
- Researcher found that most respondents used Social Media as a platform for news consumption rather than newspapers
- In Amravati, there are various newspapers but most respondents prefer Lokmat newspapers which is 36%
- The highest used Social media platform by the respondents was Instagram. 42% respondents used Instagram as preferred Social media platform.
- Most respondents used Social media for 1 hour which is 48% .
- 64% respondents said that they usually come across news articles very often on Social Media.
- It is perceived that about 86% respondents prefer Social media for news consumption rather than traditional newspaper.
- Researcher found that most respondents used Social Media as a platform for news consumption rather than newspapers.
- It is interpreted that 33% respondents were neutral when it comes to trustworthiness of News articles on Social media.
- Most respondents think that credibility of News Sources had affected due to social media platforms.
- 62% respondents think that increasing presence of news content on Social media had changed their news consumption habits.
- Researcher found that 60% respondents think that social media influenced the frequency of their traditional newspaper reading.
- 84% respondents spent less than 1 hour on newspaper reading.
- It is observed that 48% respondents think availability of news on social media had reduced their reliance on traditional newspapers.
- Most respondents don't actively participate in comments or discussions related to news articles on social media platform i.e. 42%.
- 40% respondents had subscribed to newspaper based on news shared or promoted while equal percentage of respondents didn't subscribed to newspaper based on news shared or promoted through Social media.
- 24% respondents think that newspapers should improve their digital presence and engagement to effectively compete with news on social media.
- Most respondents agree to align newspapers content to social media trends which is 40%.
- Most respondents think that newspapers should have local focus regarding Amravati city.

## VI. CONCLUSION

The findings suggest a significant preference for social media over traditional newspapers among respondents in Amravati City, particularly within the 18-30 age group. Instagram emerges as the favored platform, with concerns raised regarding the credibility of news sources on social media. The majority perceives social media's impact on changing news consumption habits and reducing reliance on newspapers. Suggestions include newspapers improving digital engagement and aligning content with social media trends, emphasizing the importance of local focus. Overall, the study underscores the need for newspapers to adapt their strategies to remain relevant in an increasingly digital news landscape.

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# A Study on Microfinance Schemes of the State Bank of India with Reference to Amravati City

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**ABSTRACT:** This abstract provides an overview and analysis of microfinance schemes offered by the State Bank of India (SBI), one of India's leading financial institutions. Microfinance plays a crucial role in fostering financial inclusion and empowering underserved communities, making SBI's initiatives noteworthy for their impact and scale. The review covers SBI's various microfinance schemes, including self-help group (SHG) financing, micro-enterprise loans, and rural micro-credit programs. It explores the objectives, features, eligibility criteria, interest rates, repayment terms, and impact assessment methodologies of these schemes.

Furthermore, the abstract examines the technological integration in SBI's microfinance operations, such as digital platforms for loan disbursement, repayment, and monitoring. It also discusses the role of capacity-building initiatives and financial literacy programs in enhancing the effectiveness of microfinance interventions. An analysis of the challenges faced by SBI's microfinance schemes, such as credit risk management, scalability, and sustainability, is presented along with strategic recommendations for overcoming these challenges. The abstract emphasizes the importance of stakeholder collaboration, regulatory support, and innovation in product design and delivery to ensure the long-term success of microfinance initiatives.

By providing insights into SBI's microfinance landscape, these abstract aims to contribute to the ongoing discourse on financial inclusion and sustainable development, highlighting best practices and lessons learned for policymakers, practitioners, and researchers in the microfinance sector.

**KEYWORDS:** self-help group (SHG), Women Empowerment, Micro credit, Rural Development , Small Business Loans

## I.INTRODUCTION

Microfinance, also called micro credit, is a type of banking service provided to low-income individuals or groups who otherwise wouldn't have access to financial services. While institutions participating in microfinance most often provide lending—microloans can range from as small as \$50 to under \$50,000. But many banks offer additional services such as checking and savings accounts as well as micro insurance products, and some even offer financial and business education. The goal of microfinance is to ultimately give impoverished people an opportunity to become self-sufficient. Microfinance services are provided to unemployed or low-income individuals because most people trapped in poverty, or who have limited financial resources, don't have enough income to do business with traditional financial institutions. Despite being excluded from banking services, however, people who live on as little as \$2 a day do attempt to save, borrow, or acquire credit or insurance, and they do make payments on their debt. Thus, many poor people typically look to family, friends, and even loan sharks (who often charge exorbitant interest rate) for help.

Microfinance allows people to take on reasonable small business loans safely, and in a manner that is consistent with ethical lending practices. Although they exist all around the world, the majority of micro-financing operations occur in developing nations, such as Bangladesh, Cambodia, India, Afghanistan, Democratic Republic of Congo, Indonesia, and Ecuador. According to a recent survey of microfinance borrowers in Ghana published by the Center for Financial Inclusion, more than one-third of borrowers surveyed reported struggling to repay their loans. Some resorted to measures such as reducing their food intake or taking children out of school in order to repay microfinance debts that had not proven sufficiently profitable.

## II.REVIEW OF LITERATURE

1.ALI & ASLAM (2022) in their paper titled, Role and performance of micro credit in Pakistan, concluded that Microfinance is the most important resource to provide loans and other basic financial services to increase the



employment rate productivity and earning capacity. It will impact the people's lives through removing poverty, improving living standards, such as health, education, food, and other social impacts.

2. SHASTRI, R.K. (2021) in his paper titled "microfinance and poverty reduction in India" dilates upon the dynamic growth of the microfinance industry which has been promoted not only market forces but also by conscious actions of national governments, non-governments organizational and the donors who view microfinance as an effective tool for eradicating poverty. It has been argued that creating self-employment. The schemes of microfinance have been found to be an effective instrument for lifting the poor above the level of poverty by providing them increased self-employment opportunities and making them credit worthy.

3. CROMBRUGGHE, D. A. ET AL. (2021) in their paper titled "performance analysis for a sample of microfinance institutions in India", studied the determinants of self-sustainability of a sample microfinance institution in India and investigate particularly three aspects of sustainability: cost coverage by revenue, repayment of loans and cost control. The finding suggests that the challenges of covering costs on small and partly unsecured loans can indeed be met without necessarily increasing the size of the loans or raising the monitoring cost. The analysis suggests other ways to improve the financial results, like better targeting of the interest rate policy or increasing the number of borrowers per field officer, especially in collective models.

4. LUCAS, C.E. (2019) in his paper titled "The economics of micro finance funded honey production in South Africa, studied about the profitability and productivity of micro finance funded honey production projects in South Africa were evaluated in terms of their profitability and factor productivity. The cost and production data of sample of twenty MFI financed honey production project in South Africa were collected during the summer 2008. The findings show that these microfinances funded honey production projects are neither profitable nor productive.

5. HAQUE, M.A. AND HARBIN, J. L (2019) in their paper titled "micro credit: a different approach to traditional banking: Empowering the poor," stated about the micro credit approach to get into the hands of the poor by extending credit to be "have -nots. The findings that the issue of micro credit in other countries proves that the have nots can be just as credit worthy as the haves. An essential ingredient to make it a success is for the micro credit establishments to work with the borrowers and make them feel they can also be a part of success.

### **III. COMPANY PROFILE**

State Bank of India (SBI) is one of the biggest state-owned financial institutions in India. Headquartered in Mumbai, the bank provides a wide range of products and services to its customers, which includes commercial enterprises, large corporations, public bodies, and institutional customers. SBI is also one of the largest banks in India in terms of market capitalization's bank descends from the Imperial Bank of India, which was formed by merging Bank of Calcutta, Bank of Madras and the Bank of Bombay in 1806. The Imperial Bank of India became the State Bank of India in 1955 after Government of India took control of it with Reserve Bank of India (RBI) taking a 60 per cent stake in it. In 2008, the government took over the stake held by the RBI. Representing the legacy of over 200 years, SBI has shown consistent growth compared to other public sector lenders in India.

### **IV. RESEARCH METHODOLOGY**

To conduct a study on microfinance schemes in State Bank of India, researcher consider using a mixed-method research approach. This would involve collecting both quantitative and qualitative data. Quantitative methods can include analyzing financial data and performance indicators of the microfinance schemes, while qualitative methods can involve conducting interviews or surveys to gather insights from beneficiaries and stakeholders. This combination of approaches will provide a comprehensive understanding of the impact and effectiveness of the microfinance schemes.

#### **RESEARCH OBJECTIVE**

1. To examine the various microfinance products and services offered by the State Bank of India, including microloans, savings, insurance, and other financial instruments.
2. To evaluate the loan performance metrics, such as repayment rates, default rates, and loan utilization, to gauge the financial behavior of microfinance borrowers.
3. To measure the impact of microfinance interventions on poverty reduction, income generation, women's empowerment, and other socioeconomic indicators among the target population.

For study on microfinance schemes in State Bank of India, researcher can consider using a combination of primary and secondary data sources. Primary data sources can include surveys, interviews, and focus groups with microfinance

beneficiaries, bank officials, and other stakeholders. Secondary data sources can include financial reports, policy documents, academic literature, and case studies on microfinance schemes. By utilizing both primary and secondary data, researcher can gather comprehensive insights into the microfinance schemes in State Bank of India.

### V. DATA ANALYSIS AND INTERPRETATION

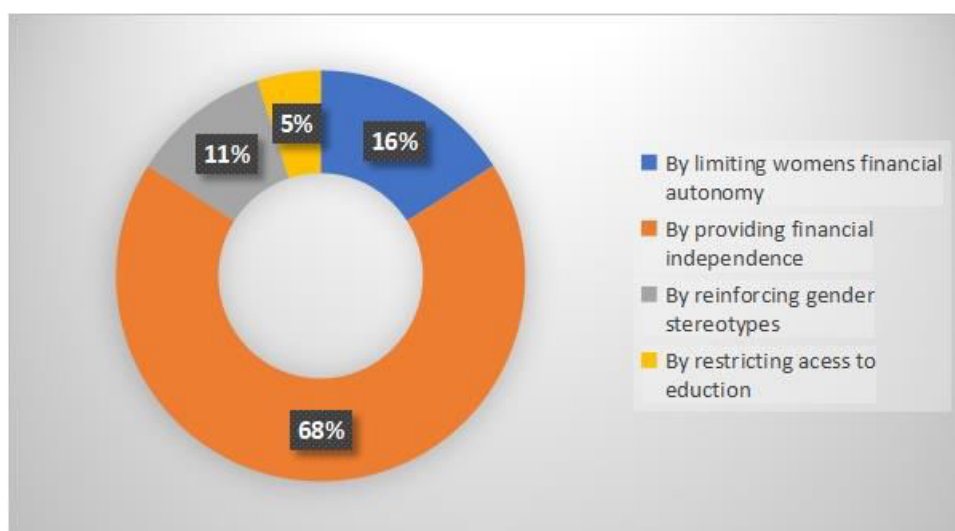
On successful completion of data collection, the next logical step in the research process is data processing and analysis. This is one of the most crucial steps in any scientific study. The hypothesis testing, drawing of conclusions and possibilities of generalizations depends upon the strength of this analysis.

The following table & graph showing classification of respondents based on Contribution for women empowerment.

Table 1: Classification based on Contribution.

Contribution	No of respondents	Percentage %
By limiting women’s financial autonomy	16	16
By providing financial independence	68	68
By reinforcing gender stereotypes	11	11
By restricting access to education	5	5
Total	100	100

Graph 1: Graphical representation of classification based on Contribution.



#### Data Analysis

From the above graph it is analysis that 68% of respondents think that contribution of microfinance scheme is by providing financial independence .16% said that by limiting women’s financial autonomy. and rest 11% & 5% are belonging to by reinforcing gender stereotype and restricting access to education.

#### Data Interpretation

From above analysis it is interpreted that maximum response comes under providing financial independence.

#### Hypothesis Testing :

Null Hypothesis (H0): There is no significant impact of microfinance schemes on empowerment of underserved communities in Amravati city.

Alternative Hypothesis (H1): There is significant impact of microfinance schemes on empowerment of underserved communities in Amravati city.

Table : Classification based on Contribution.

Contribution	No of respondents	Percentage %
By limiting women's financial autonomy	16	16
By providing financial independence	68	68
By reinforcing gender stereotypes	11	11
By restricting access to education	5	5
Total	100	100

Let us assumed the expected value of Respondents to be microfinance schemes on empowerment of underserved communities should be more than 55 % and significance level would be 0.05%.

Let us apply Chi Square Goodness of Fit test, to test the hypothesis.

The Chi<sup>2</sup> value is: 2.3446

Contribution	Observed	Expected	Difference	Difference Sq.	Diff. Sq. / Exp Fr.
By limiting women's financial autonomy	32	25	-7	49	1.9600
By providing financial independence	60	65	5	25	0.3846
By reinforcing gender stereotypes	6	5	-1	1	0.0000
By restricting access to education	2	5	3	9	0.0000
		100			2.3446

The Chi<sup>2</sup> value is 2.3446. The p-value is 0.008977. The result is significant at  $p < .05$ .

Since the result was significant the null hypothesis was rejected and H<sub>1</sub> was accepted, there was significant impact of microfinance schemes on empowerment of underserved communities in Amravati city.

## VI. FINDINGS AND CONCLUSION

### FINDINGS

1. It was found that most of the respondents belongs to the group 18 to 30 years old.
2. And noted that most of the respondents were male. We found that the typical education level of microfinance schemes respondents has Graduate degree.
3. It can be interpreted that majority of that customer belongs to Rs 0 to 50,000 per household monthly income.
4. Analysis concludes that more of publicity is done by through friends and family and maximum of the respondent respond targets middle income families.
5. It was noted that 81% of respondent's aware micro- finance products and service. Home mortgages is microfinance product and services.
6. The study reveled that primary goal of microfinance is Poverty Alleviation and feature is "No repayment obligations".
7. It was found that advantage of microfinance scheme is higher collateral requirement.

### CONCLUSION

SBI's microfinance schemes have shown promising outcomes, contributing significantly to financial inclusion and empowerment at the grassroots level.

SBI's microfinance schemes have played a crucial role in bringing financial services to undeserved communities, helping them access credit, savings, and insurance facilities. These schemes have particularly empowered women by providing them with financial resources to start or expand businesses, leading to economic independence and improved livelihoods.



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# A Study on Difference between Maruti's Nexa and Arena along with their Marketing Strategies with Special Reference to Amravati City

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**ABSTRACT:** It's very interesting to know how a schematic and planned marketing management can create a right perception about the product the company produces or manufactures. The marketing strategies that integrate the product mix effectively, balancing pricing, promotion, and placement, has the power to cultivate a strong sense of connection and appreciation for the products. Here in this assignment I have detailed out how a Japanese car manufacturer can change the automobile market in India by truly motorizing the country with efficient, modern and contemporary product which in-turn put the demand to have better infrastructure in term of roads in India. Inspiring other auto manufacturers to find India a lucrative market for their products too.

In this assignment, we'll thoroughly examine the effective implementation of the 7Ps of marketing. Our focus will be on showcasing Maruti Suzuki's efforts to establish India as a central hub for exporting cars, including to developed markets such as Europe and the USA.

The SWOT analysis for the same and very relevant PESTEL analysis which is to be practised when launching any car in any country. It covers the evolving scenario of political, economic, social, technological, environmental and legal issues or opportunities of that particular country.

Maruti Suzuki is boosting its export figures but is grappling with the issue of ensuring sufficient serviceability for its cars. One solution is to partner with another major car manufacturer renowned for its excellent service stations, effectively addressing this challenge. Additionally, a thorough product life cycle analysis can shed light on how effective marketing and sales strategies can prevent premature market saturation.

**KEYWORDS:** Marketing Strategy, Promotion, Brand Position, Segmentation, Distribution, Customer Satisfaction

## I. INTRODUCTION

Marketing is everywhere. People and companies, formally and informally engage in a vast number of activities that could be called marketing. Good marketing has become an increasingly vital ingredient for the success of business. Marketing has a very great impact on our day to day life. It is embedded in everything we do-from the watches we wear, the goggles we wear, the apparels we wear to the ads we see. Financial success often depends on marketing ability. Accounting, Finance, operations, and other business functions will not really matter if there is not sufficient demand for products and services so the company can make a profit. It has also been observed that marketing is viewed by many as advertising, sales promotion, selling etc. Today though we are living in the age of marketing, it has witnessed transition from barter system to money economy. Marketing as a business function and an economic activity influences economic development of a country. Marketing plays a dominant role in every economy. Marketing is considered both an art as well as a science. In today's era, no company can think or even go ahead without marketing as it is considered as the heart of business activity. Marketing practices are continually being refined and reformed in virtually all industries to increase the chances of success.

### **Nexa And Arena**

It caters to a wider customer base, offering reliable and affordable cars without compromising on quality. The Arena showrooms provide a customer-friendly environment with modern interiors and interactive displays Nexa, on the other hand, is Maruti Suzuki's premium retail channel. Nexa customers are not first-time car buyers; a majority of them already have a car in their family. These are sophisticated customers who are considering a distinct and explicit fresh alternative and want deluxe treatment and immediate closure of the deal.



In Arena, the majority of the customers are first-time car buyers. They like to examine, analyze, inspect and check numerous options, and search for answers about the features and options they can maximize on the model. These customers generally tend to spend more time at the Nexa dealership. They are inclusive and like to have an informal chat with the relationship manager, whereas Nexa customer interactions are usually more formal. Surely, there is some overlap in terms of the kind of buyer who will eventually use these channels but broadly seen, and this is the case.

Maruti Suzuki has a two-prolonged social media marketing strategy that focuses on both its mass-market and premium segments. The first part of Maruti's social media strategy is focused on its Maruti Suzuki Arena brand, which focuses on the showroom experience through technology, design, and Connected Experience.

#### ❖ **Marketing Strategy**

Presently marketing can be seen as the process of developing and implementing a strategy to plan and coordinate ways of identifying, anticipating and satisfying consumer demands, in such a way as to make profits. A strategy is a long term plan to achieve certain objectives. A marketing strategy is therefore a marketing plan designed to achieve marketing objectives.

The success of marketing strategies depends largely on producers understanding their markets and activities or practices involved in marketing. A marketing strategy is most effective when it is an integrate component of corporate strategy-defining how the organization will successfully engage customers, prospects and competitors in the market arena. As the customer constitutes the source of a company's revenue, marketing strategy is closely linked with sales.

Marketing strategies assist the business in understanding and connecting with clients and customers. Marketing and promotional strategies are also important for guiding the business into the development of financial goals.

#### ❖ **Promotional Strategy**

Maruti Suzuki makes use of aggressive advertising and promotion to make sure that their brand stays top-of-mind for potential car buyers. They have invested heavily in television and print advertising over the years and this has helped them in targeting a wider audience.

One of the most important aspects of Maruti Suzuki marketing strategy is its focus on customer satisfaction. The company constantly strives to provide its customers with the best possible experience through its advertisements that often connects to the heart of its customers. This has helped them build a strong base of loyal customers who keep coming back to purchase more cars from the company.

Some of their popular Television commercials are 'Ghar aya Tyohar', Baleno: Made of metal, and, 'S-Presso: Live it up to every adventure'.

Maruti Suzuki also advertises in popular print media such as newspapers and magazines. They have used this medium to target specific segments such as women customers with their 'Rivals Wanted' campaign. Billboards, hoardings, and bus shelters are published extensively by the company to catch customers attention on the move.

## **II. LITERATURE REVIEW**

- Khattak, H. A, Shah, M. A, Khan, S., Ali, I, & Imran, M. (2019). In this article Maruti Suzuki effectively segments markets with diverse products, offering various models tailored to different customer needs and budgets, capturing a wide market share.
- Akkermans, H. A., & Van Oorschot, K. E. (2021). Emphasized Maruti Suzuki's innovation and tech focus, highlighting its fuel-efficient, eco-friendly vehicles and advanced features, making it a leader in India's auto market.
- Anand, N., & Grover, N. (2020). Maruti Suzuki has solidified its brand image as a dependable and budget-friendly car maker in India, becoming the preferred choice for consumers through consistent messaging, quality products, and diverse offerings.
- Abhishek Jadhav, A Study on Marketing Techniques of the Maruti Suzuki Motors at Hyderabad, ISSN 2394 – 3386 Volume 5, Issue 3 March 2019. In this research paper researcher explores the marketing techniques of Maruti Suzuki Motors in Hyderabad, emphasizing successful advertising methods with real-world examples. It discusses the importance of aligning marketing strategies with company goals, using the marketing mix (product, price, place, and promotion) as a framework. The paper provides clear examples to guide readers through strategic marketing planning.





- Ernest Johnson 6 (2011) Signatory to the WTO in 2011, India couldn't limit used car imports, risking its auto industry. To protect it, India erected tariff and non-tariff barriers. This study delves into car buyers' views on imported used cars using an information system.
- Sudharani Ravindran and Gayathridevi (2010) conducted a descriptive study on customer satisfaction with the Hyundai i10 in Coimbatore. They used simple random sampling with a sample size of 100 Hyundai i10 owners. They identified customer expectations, with design and style being the primary motivating factor for purchasing the car.

### III. OBJECTIVES OF THE STUDY

- To study the Branding and Positioning: Examine how Maruti Suzuki Nexa and Arena has constructed and maintained its manufacturer photo in the Amravati market.
- To study the company's positioning strategy, manufacturer messaging, and understanding amongst consumers.
- To study and Analyze Maruti Suzuki's Nexa and Arena product portfolio and market segmentation strategies.
- To study Maruti Suzuki's Nexa and Arena distribution community and channel administration practices.
- To study and assess Customer Relationship Management in Maruti Suzuki Nexa and Arena.

### IV. RESEARCH METHODOLOGY

Research methodology refers to the particular steps or methods used to find, choose out, organize, and evaluate data on a subject. In order to research the goals and test the hypothesis, the current study uses descriptive analysis to combine primary and secondary data. The primary data was collected using a well-structured questionnaire.

Research Design: Surveys and questionnaires are two of the data collection techniques used in the quantitative research design chosen for the study of employee satisfaction. An online questionnaire was used to gather primary data.

### V. DATA COLLECTING

**Secondary Data:** Secondary data is gathered from periodicals, business records, websites, and the internet. We need the data for this project in order to acquire secondary data. Via questionnaires, we conducted direct interviews with the respondents to get the data.

**Sampling Strategy Sample size = 100, Customer Form.**

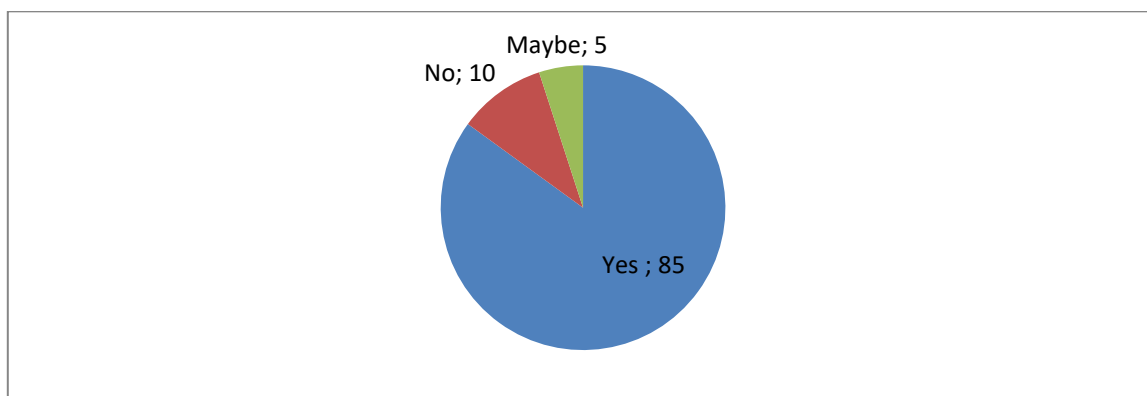
**Convenience sampling techniques** include convenience sampling, which involves taking a sample from a population that is simple to access or contact.

**Data collecting tool:** We are using a questionnaire to collect data, and both urban and rural residents of the Amravati district will be filling it out.

**Pie diagrams and bar graphs for data analysis and presentation.**

### VI. DATA ANALYSIS AND INTERPRETATION

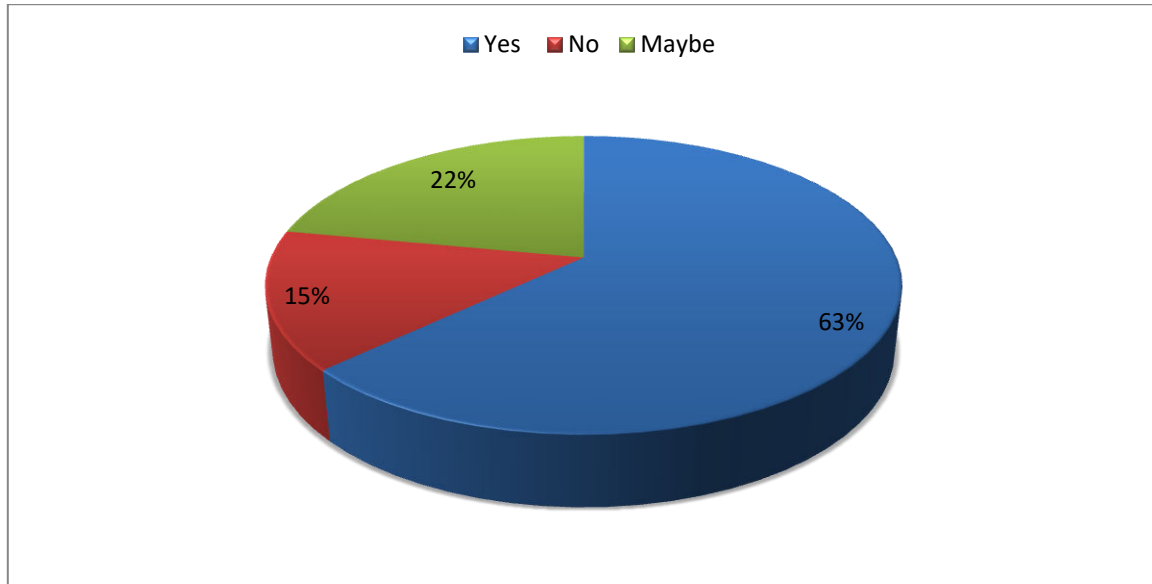
“Are you aware about Maruti Suzuki’s Nexa or Arena ?”



**Interpretation:**

From the above data 85% respondents are say yes about aware Maruti Suzuki’s Nexa or Arena and 10% are say No and 5% are say maybe. From the above data it is analyze that most of the respondents 85% respondents are say yes about aware Maruti Suzuki’s Nexa or Arena.

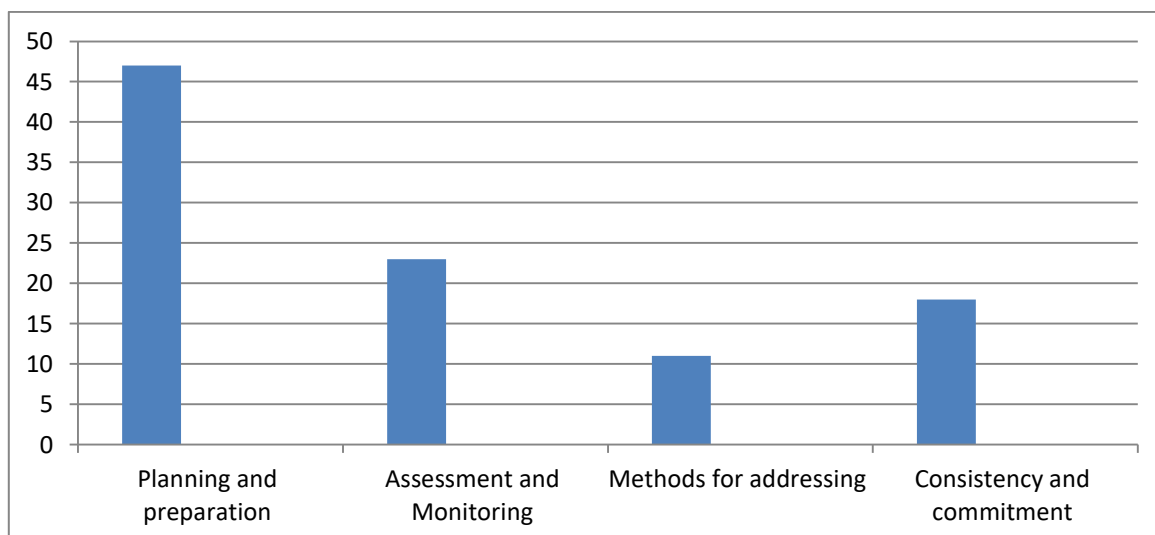
**“Does Maruti’s Nexa or Arena offers a selected range of more upscale vehicles?”**



**Interpretation:**

From the above data 63% respondents are yes for Maruti’s Nexa or Arena offers a selected range of more upscale vehicles, and 15% are say no and 22% are say maybe. From the above data it is analyze that most of the respondents 72% say yes for Maruti’s Nexa or Arena offers a selected range of more upscale vehicles.

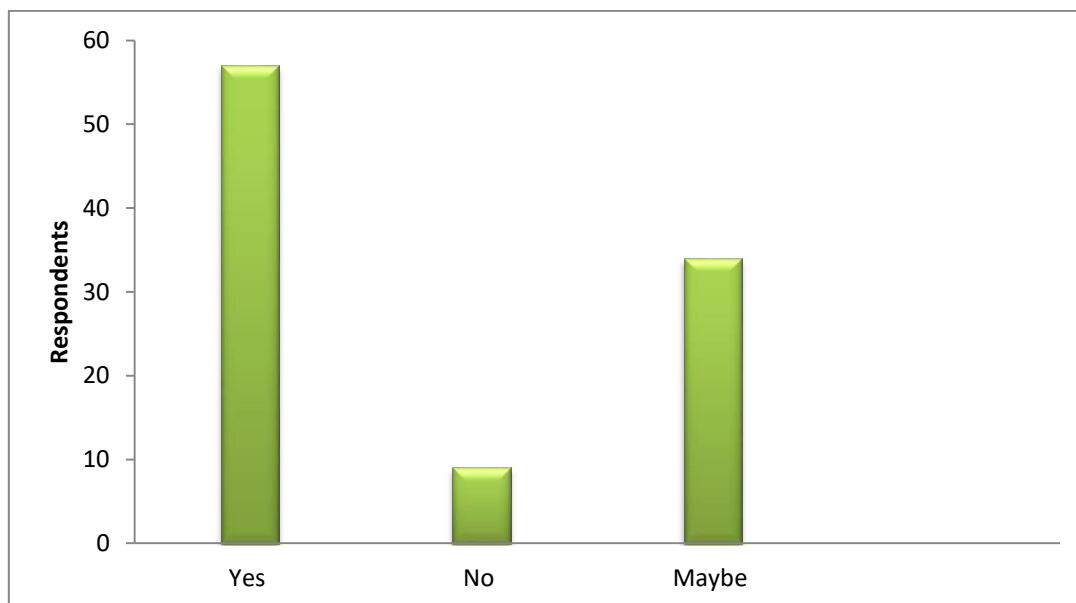
**“What are the fundamental components that Nexa or Arena showroom need to be a successful brand?”**



**Interpretation:**

From the above data 47% respondents are say that planning and preparation is the fundamental components that Nexa or Arena showroom need to be a successful brand, and 23% are say Assessment and Monitoring and 11% are say Methods for addressing feedback and 18% are say Consistency and Commitment . From the above data it is analyze that most of the respondents 47% respondents are say that planning and preparation is the fundamental components that Nexa or Arena showroom need to be a successful brand.

**“Does Nexa or Arena showroom need a full research or discovery phase before kick starting a rebrand ?”**



**Interpretation:**

From the above data 57% respondents are say yes for Nexa or Arena showroom need a full research or discovery phase before kick starting a rebrand, 9% are say no and 34%are say maybe From the above data it is analyze that most of the respondents data 57% respondents are say yes for Nexa or Arena showroom need a full research or discovery phase before kick starting a rebrand.

**VII. RESULTS AND FINDING**

1. Target Audience Differentiation:
  - a. Nexa targets the premium segment of the market, appealing to urban, upwardly-mobile professionals seeking higher-end vehicles with advanced features and design.
  - b. Arena caters to a wider audience, including budget-conscious buyers and families looking for affordable and reliable transportation options.
2. Showroom Experience:
  - a. Nexa provides a more upscale and modern showroom experience, focusing on creating a premium ambiance and personalized customer service to enhance the overall buying experience.
  - b. Arena offers a more conventional dealership experience, emphasizing accessibility and efficiency to cater to a larger customer base.
3. Product Portfolio Variation:
  - a. Nexa offers premium models like the Baleno, Ciaz, S-Cross, and XL6, which are known for their sophistication and advanced features.
  - b. Arena provides a broader range of models covering various price points, including popular cars like the Swift, Dzire, Wagon R, Alto, and Ertiga, catering to diverse customer preferences and budgets
4. Marketing Strategies:
  - a. Nexa's marketing strategy emphasizes exclusivity, sophistication, and digital engagement, leveraging social media, online advertising, and celebrity endorsements to appeal to its target audience.
  - b. Arena's marketing approach focuses on affordability, reliability, and practicality, utilizing a mix of traditional and digital marketing channels to highlight value-for-money propositions and engage with a broader demographic.

**VIII. CONCLUSION**

1. Strong Market Position: Maruti Suzuki has successfully established a strong market position in the Indian automotive industry. Its marketing strategies have contributed to brand recognition, customer loyalty, and sustained sales growth.



2. **Customer-Centric Approach:** Maruti Suzuki has demonstrated a customer-centric approach by focusing on delivering value and satisfying customer needs. The company's emphasis on customer experience, personalized interactions, and after-sales services has helped build a loyal customer base.
3. **Effective Branding and Differentiation:** Maruti Suzuki has effectively differentiated its brand from competitors by emphasizing key attributes such as reliability, affordability, fuel efficiency, and safety. The company's branding efforts have resonated with consumers, contributing to its market dominance.
4. **Embracing Digital Marketing:** Maruti Suzuki has recognized the importance of digital marketing and has made efforts to embrace online platforms and engage with consumers in the digital space. Its digital marketing initiatives have helped expand its reach, increase brand visibility, and connect with tech-savvy consumers.
5. **Adaptation to Market Trends:** Maruti Suzuki has shown the ability to adapt to market trends and consumer preferences. The company has embraced sustainability by focusing on eco-friendly vehicles and has continuously innovated its product portfolio to cater to evolving customer needs.
6. **Strong Distribution Network:** Maruti Suzuki's extensive distribution network and dealership presence across India have played a significant role in its marketing success. The company's wide reach has facilitated easy access to its products, enabling widespread market penetration.
7. **Continuous Improvement:** Maruti Suzuki's marketing strategies have shown a commitment to continuous improvement. The company invests in market research, data analytics, and partnerships to stay ahead of the competition, identify emerging trends, and enhance its marketing effectiveness.

## **IX. SUGGESIONS**

1. **Enhance Digital Marketing Initiatives:** In today's digital age, Maruti Suzuki can further strengthen its digital marketing efforts. This includes expanding its online presence, leveraging social media platforms, and implementing targeted online advertising campaigns. Embracing digital marketing can help reach a wider audience, engage with tech-savvy consumers, and increase brand visibility.
2. **Focus on Customer Experience:** Maruti Suzuki should continue to prioritize customer experience throughout the entire customer journey. This involves providing exceptional pre-sales and after-sales services, personalized interactions, and efficient complaint resolution. By enhancing customer satisfaction and loyalty, Maruti Suzuki can build a strong customer base and generate positive word-of-mouth.
3. **Embrace Sustainability and Electric Vehicles:** As environmental concerns and sustainability become increasingly important, Maruti Suzuki can focus on developing and promoting eco-friendly vehicles, including electric and hybrid models. Investing in sustainable technologies and emphasizing environmental responsibility can enhance the brand's appeal and attract environmentally conscious consumers.
4. **Strengthen Partnerships and Alliances:** Maruti Suzuki can explore strategic partnerships and alliances with other industry players, technology firms, or mobility service providers. Collaborations can facilitate innovation, access to new markets, and the development of advanced technologies, helping Maruti Suzuki stay ahead of the competition and diversify its offerings.
5. **Customize Marketing for Different Market Segments:** Maruti Suzuki should continue to tailor its marketing strategies to target specific customer segments effectively. This involves understanding the unique needs, preferences, and purchase behaviours of various market segments and designing marketing campaigns that resonate with each group. By delivering personalized messaging and value propositions, Maruti Suzuki can strengthen its market position.
6. **Leverage Data Analytics and Market Research:** Maruti Suzuki should invest in data analytics and market research to gain deeper insights into consumer behaviour, market trends, and competitive intelligence. Leveraging advanced analytics tools and techniques can help identify emerging customer needs, predict market demands, and make informed marketing decisions.
7. **Strengthen Brand Differentiation:** Maruti Suzuki can continuously work on differentiating its brand from competitors by focusing on its unique selling propositions. This can include highlighting features such as reliability, fuel efficiency,



safety, and affordability. Creating a distinct brand identity and consistently delivering on brand promises can strengthen customer loyalty and brand preference.

8. Invest in Innovative Marketing Campaigns: To capture consumer attention and create a lasting impact, Maruti Suzuki can invest in innovative and creative marketing campaigns. This can involve exploring experiential marketing, interactive advertising, and engaging storytelling techniques. Innovative campaigns can generate buzz, increase brand recall, and attract new customers.

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2. Akkermans, H. A., & Van Oorschot, K. E. (2021). This study highlights Maruti Suzuki's innovation with fuel-efficient, eco-friendly vehicles and advanced features.
3. Anand, N., & Grover, N. (2020). Maruti Suzuki has established budget-friendly car brand preferred by consumers due to consistent messaging and diverse offerings.
4. Ernest Johnson 6 (2011) Signatory to the WTO in 2011, This study examines how India faced challenges in limiting used car imports, which posed a risk to its auto industry. To safeguard it, India implemented tariff and non-tariff barriers.



# A Study of Marketing Challenges and Strategies for Agricultural Products in Amravati District

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**ABSTRACT:** This study delves into the multifaceted realm of marketing challenges faced by agricultural products in Amravati District. Agriculture, being the backbone of the district's economy, encounters various hurdles in terms of marketing its produce effectively. The abstract offers a glimpse into the core issues and strategies explored in this research endeavor. The research methodology involved a comprehensive analysis of existing literature, coupled with primary data collection through surveys and interviews with farmers, marketers, and other stakeholders in the agricultural supply chain. Through this mixed-method approach, the study identified several challenges impeding the marketing of agricultural products in Amravati District. Key challenges highlighted include infrastructural deficiencies, market access barriers, price volatility, inadequate storage facilities, and limited market information dissemination. Moreover, the study scrutinizes the impact of changing consumer preferences and government policies on agricultural marketing dynamics. In response to these challenges, the study proposes a range of strategic interventions. These include the establishment of robust market infrastructure, enhancing market linkages through technology adoption, implementing effective price stabilization mechanisms, promoting farmer-producer organizations, and improving access to market information through digital platforms.

## I. INTRODUCTION

The Amravati district, located in the heart of Maharashtra, India, is known for its vibrant agricultural sector. Agriculture forms the backbone of the local economy, with a diverse range of crops grown throughout the year. However, this sector faces a myriad of marketing challenges that affect the livelihoods of farmers and the overall economic growth of the region. This study aims to delve into the marketing challenges and strategies for agricultural products in Amravati district. Amravati district's agriculture is characterized by its dependency on monsoon rains, which influence cropping patterns and yields. This dependence on climatic conditions makes the agricultural sector particularly vulnerable to fluctuations in weather patterns, with droughts and unseasonal rains posing significant threats. Despite these challenges, agriculture remains the primary source of income for a substantial portion of the population. The significance of this study lies in its potential to inform policymakers, farmers, and other stakeholders about the key issues facing agricultural marketing in the region. Andro propose strategies that can enhance the sector's resilience and competitiveness. Addressing these challenges is essential not only for the prosperity of farmers but also for ensuring food security and economic development in Amravati district. To implement an effective content marketing strategy for your agribusiness, generate a list of keywords that point to various agriculture topics such as organic farming, shifting cultivation, nomadic herding, Arabic agriculture, and more. Agricultural marketing plays an important role not only in stimulating production and consumption but also in accelerating the pace of economic development. The agriculture marketing system plays a dual role in economic development in countries whose resources are primarily agricultural. However, producers have been facing a number of problems while trying to market their agricultural goods.

## II. REVIEW OF LITERATURE:

**Pawar, A., & Gavhane, P. (2016)** The study conducted by Pawar, A., & Gavhane, P. in 2016, titled "Assessment of Market Infrastructure and its Impact on Agricultural Marketing in Amravati District," provides a comprehensive examination of the market infrastructure in Amravati District and its implications for agricultural marketing. The authors likely embarked on this research with the aim of understanding the existing market infrastructure, identifying any deficiencies or challenges, and analyzing how these factors influence the marketing of agricultural products in the region. Here's a more detailed breakdown of what the study might entail:

**Patil, K., & Joshi, M. (2017)** The study conducted by Patil, K., & Joshi, M. in 2017, titled "A Value Chain Analysis of



Soybean Production in Amravati District," delves into the intricacies of soybean production within the agricultural landscape of Amravati District. A value chain analysis provides a holistic view of the entire process involved in bringing a product to market, from production to consumption, and highlights the value-added at each stage.

### III. RESEARCH METHODOLOGY

#### Research objective:

1. To study of marketing challenges for agricultural product
2. To study of marketing challenges faced by agricultural product shops in Amravati district.
3. To understand the agricultural supply chain in the district from production to distribution
4. To study the consumer preferences and the region regarding agricultural product.
5. identify the specific challenges faced by marketing agricultural product in district

#### Scope of the study:

- This study aims to investigate the prevalent marketing challenges faced by agricultural producers in Amravati district
- The scope of this research includes an in-depth analysis of the agricultural supply chain in Amravati district, examining the various intermediaries involved, their roles, and their impact on marketing efficiency
- The study will assess the suitability and effectiveness of existing marketing strategies employed by farmers and agricultural organizations in Amravati district
- One of the objectives of this research is to explore the socio-economic factors influencing the marketing of agricultural products in Amravati district, including the role of government policies and local market dynamics
- This study will also endeavor to propose actionable recommendations and strategies to enhance the marketing of agricultural products in Amravati district, ultimately contributing to the sustainability and profitability of the region's agriculture sector.

#### Limitations of the study:

**Limited Scope:** The study may focus on a specific region, Amravati district, which might not represent the broader agricultural marketing challenges and strategies in other regions

**Timeframe:** The study's findings may be based on data collected within a specific timeframe, and agricultural marketing challenges can change over time due to various factors like climate, technology, or policy changes.

**Data Availability:** Availability and accuracy of data related to agricultural production, marketing, and consumer behavior could be limited, which may impact the study's depth and accuracy.

**Sample Size:** The size of the sample used for the study could be small, potentially limiting the generalizability of the findings to the entire district or region

#### 1. Research Design:

Clearly define the objectives of study. What specific aspects of marketing challenges and strategies for agricultural products in Amravati district do you want to explore? Formulate research questions that will guide your investigation. Review existing literature on agricultural marketing, especially in the context of Amravati district. Identify gaps in current knowledge and theories related to the topic.

#### 2. Data Collection:

Determine the types of data you need (quantitative and/or qualitative). Collect primary data through surveys, interviews, or observations. Collect secondary data from government reports, academic papers, and other relevant sources.

#### 3. Sampling:

Define target population and select a representative sample. Choose appropriate sampling techniques to ensure the sample's validity.

#### 4. Sample Size:

Sample size is 100 for convenience i.e. 100 people fill the questionnaire for the survey.

#### 5. Sampling Procedure:

Sampling is a critical aspect of your research design when studying marketing challenges and strategies for agricultural



products in Amravati district. Here's a suggested sampling procedure:

Determine the population you want to study. In this case, it might include farmers, agricultural organizations, market intermediaries, and government agencies involved in agriculture in Amravati district.

#### **Data Sources & Method:**

- **Primary Data Sources:**

Surveys: Conduct surveys among farmers, agricultural organizations, and relevant stakeholders to gather quantitative data on marketing challenges, strategies, and preferences.

Interviews: Conduct structured interviews with key informants, such as farmers, agricultural cooperatives, market intermediaries, and government officials, to gain qualitative insights into their experiences and perspectives.

- **Secondary Data Sources:**

Government Reports: Access government publications, reports, and policy documents related to agriculture and marketing in Amravati district.

Academic Research: Review existing academic research and studies on agricultural marketing in the region to provide context and insights.

### **IV. FINDINGS**

- Most respondents are male compared to female respondents
- The majority of respondents are in the age group between 18 and 25, followed by the 26-30 age group
- The respondents are well-educated, indicating higher levels of education in the survey.
- The survey population main challenges face to marketing agricultural product is price
- The main challenge faced by the survey population in marketing agricultural products is price
- The majority of respondents distribute agricultural products directly to consumers.
- The majority of respondents anticipate changes in agricultural products, with an increase in technology adoption.
- The survey population involved in marketing agricultural products mostly consists of individuals with 1-5 years of experience in Amravati district.
- Most of the respondents sell health and grain products in Amravati district.
- The majority of the survey population encounters high production costs as the main challenge when marketing agricultural products in Amravati district.
- The majority of people in Amravati district advertise and promote agricultural products by offering product samples and utilizing social media platforms.
- A number of respondents prefer road transport when moving agricultural products.
- Most of the respondents indicated that government agencies support agricultural products through infrastructure development.
- The majority of respondents purchase agricultural products in supermarkets.
- The majority of respondents answered yes, locally produced products are of higher quality than imported ones.
- Most of the responses regarding challenges related to production, such as weather conditions, pest infestations, or soil quality, are either "yes" or "maybe".

### **V. CONCLUSION**

The study found that the majority of educated individuals showed a strong response, with males exhibiting a larger response compared to females. The main challenges faced in marketing agricultural products include pricing, with a majority of people selling directly to customers based on their opinions. Over the next five years, there is expected to be an increase in the adoption of technology in agricultural marketing, and there has been a higher influx of newcomers into marketing agricultural products compared to the past. In Amravati District, healthy agricultural products are primarily sold by promoting and advertising them, often using sample methods. Road transport serves as the primary mode of transfer, and people tend to purchase agricultural products in large quantities from supermarkets. The main competitors in the agricultural product market in Amravati District are retailers and distributors.

### **VI. SUGGESTIONS**

As we delve into researching this topic, it becomes evident that health products hold paramount importance in agricultural





marketing. Offering product samples to consumers significantly boosts product purchases. Direct distribution of agricultural products to customers ensures safety and security. However, high production costs present a significant challenge in agricultural marketing.

Secondly, establishing robust market information systems is essential to provide farmers with timely data on market trends and prices, Thirdly, ensuring product quality through certification and quality control measures can enable farmers to access premium markets and command higher prices. To give more discount to their customers so that they can visit again and again to their stores

Thirdly, ensuring product quality through certification and quality control measures can enable farmers to access premium markets and command higher prices.

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# A Study of Recruitment and Selection Process at Jadhao Agro Industries Pvt. Ltd

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**ABSTRACT:** The recruitment and selection process at Jadhao Agro Industries Pvt. Ltd. Is critical for securing top talent to drive organizational success. This study delves into the intricacies of this process to understand its effectiveness and identify areas for improvement. Beginning with recruitment, the company employs various strategies to attract a diverse pool of candidates. This includes job postings on multiple platforms, participation in job fairs, and leveraging social media to reach potential applicants. Additionally, employee referrals play a significant role in sourcing candidates, highlighting the company's emphasis on internal recommendations and networking. Once the pool of candidates is established, the selection process focuses on identifying individuals who not only possess the requisite skills and qualifications but also align with the company's values and culture. This involves multiple stages, such as resume screening, interviews, assessments, and reference checks. Moreover, the involvement of cross-functional teams in the selection process ensures a comprehensive evaluation of candidates from various perspectives. Furthermore, the study examines the effectiveness of the recruitment and selection process by analyzing key metrics such as time-to-hire, cost-per-hire, and retention rates. By identifying strengths and weaknesses in the current process, the company can implement targeted interventions to enhance its recruitment and selection practices. Overall, this study provides valuable insights into the recruitment and selection process at Jadhao Agro Industries Pvt. Ltd., offering recommendations for optimization to ensure the acquisition of top talent to drive organizational growth and success.

**KEYWORDS:** Recruitment strategies, Selection methods, Talent acquisition, Social media recruitment, Retention rates, Networking Organizational

## I. INTRODUCTION

Information so that unqualified applicants can self-select themselves out of job Candidate; this is, a good recruiting program should attract the qualified and Not attract the unqualified. This dual objective will minimize the cost Recruitment and Selection is an important operation in HRM, designed to Maximize employee strength in order to meet the employer's strategic goals And objectives. In short, Recruitment and Selection is the process of sourcing, Screening, shortlisting and selecting the right candidates for the filling the Required vacant positions. Successful human resource should identify human Resource needs in the organization. Recruitment is the discovering of potential Candidates for actual or anticipated organizational vacancies. Or, from another Perspective, it is a linking activity bringing together those with jobs to fill and Those seeking job. The ideal recruitment effort will attract a large number of Qualified applicants who will take the job if it is offered. It should also provide Of processing unqualified candidates. In this tutorial, we will discuss the Various aspects of Recruitment and Selection such as the recruitment process, The factors affecting recruitment, recruitment planning, and methods of Recruitment, recruitment interviews, and selection process and making an offer. Recruitment and Selection is an important operation in HRM, designed to Maximize employee strength in order to meet the employer's strategic goals And objectives. In short, Recruitment and Selection is the process of sourcing, Screening, shortlisting and selecting the right candidates for the filling the Required vacant positions. Successful human resource should identify human Resource needs in the organization. Recruitment is the discovering of potential Candidates for actual or anticipated organizational vacancies. Or, from another Perspective, it is a linking activity bringing together those with jobs to fill and Those seeking job. The ideal recruitment effort will attract a large number of Qualified applicants who will take the job if it is offered. It should also provide Information so that unqualified applicants can self-select themselves out of job Candidate; this is, a good recruiting program should attract the qualified and Not attract the unqualified. This dual objective will minimize the cost of processing unqualified candidates. In this tutorial, we will discuss the various Aspects of Recruitment and Selection such as the recruitment process, the Factors affecting recruitment, recruitment planning, and methods of Recruitment, recruitment interviews, and selection process and making an Offer.



## II. REVIEW OF LITERATURE

1. Sathi NP, Salma CT (2015), Employability skills like personal Management, communication, teamwork, and other similar skills are much Needed and very important for personal development and success. Recruiters & Employers give high value to employability skills, especially The ability to get along well with teammates. Moreover, if developing Employability skills are made part of the curriculum, students as well as Teachers will realize its importance and will work on it. Here universities And institutions can play a better role by revising their syllabus and Adopting employability as part of courses and also providing assistance And funds for development in this regard. Thereby we can develop Productive and employable work force at the graduate schools.

2. Tong Li (2015), This research paper reviews the recruitment and selection Process for the company Nestle. The major objective of the study to Ascertain the validity and success of the recruitment process as recruitment Is the primary reason for the growth of any organization and the individual Employee also. The paper strengthens the strategic role of Human Resources Management.

3. Praveen R, Vohra R (2015), The study was based on the proficiency of the Technically qualified students for placement. The study presents a Statistical experiment that helps in identifying 2 types of students

1. who Fulfill the criterion for placements and
2. Others who are falling short.

The Researcher has used a tool called the WEKA tool which bifurcates the students into categories which are eligible students, non-eligible students And one who need improvement and can become eligible, if helped with The help of the tool the similar study can be carried out to predict the data For the next year and accordingly preventive measures can be designed.

4. Shiel C, Williams A, Mann S (2015), The paper describes how Developing Global Perspective as a part of the teaching learning system Can enhance the employability skills of the students. For a few there was a Strong moral argument for adopting the system together with a thought of Producing more global citizen will benefit the society at large. This paper Highlights how development is important for enhancing the graduate Employability. The paper also suggests that apart from developing the Foundation of the students it is extremely important to ensure a more Strategic development approach towards the curriculum. The outcome of The teaching and learning process for any education system must be Increasing the employability skills of the students.

## III. COMPANY PROFILE

Jadhao Agro Industries Pvt.Ltd. Is a 29 years 9 months old Private Company Incorporated on 09 Mar 1993 Its registered office is in Amravati, Maharashtra, India The Company's status is Active, and it has filed its Annual Returns and Financial Statements up to 31 Mar 2020 (FY 2019-2020). It's a company Limited by shares having an authorized capital of Rs. 0.15 cr and a paid-up Capital of Rs 0.15 cr as per MCA. 3 Directors are associated with the Organization. Shantanu Rajendra Jadhao, Manjusha Rajendra Jadhao and Rajendra Shankarrao Jadhao are presently associated as directors

## IV. RESEARCH METHODOLOGY

Allen describes methodology in vivid fashion. It becomes the first approach Towards inquiry and later involves the methods of the technique. In the applied Use it is concerned with the selecting specific technique tools and technique For the collecting the data and analysing it. Research methodology is a way to Systematically solve the research problem. It may be understood as a science Of studying how research is done scientifically. In this we study the variousSteps that are generally adopted by a researcher in studying his research Problem along with the logic behind them. Research methodology involvesActivities designed to achieve research objectives. To ensure that the Appropriate information is collected, a detailed research plan must develop. We can say that research methodology has many dimension and research Methods do constitute a part of the research methodology. The scope of Research methodology is wider than that of research methods. Thus, we talk of Research methodology we not only talk of the research methods but alsoConsider the logic. Behind the methods we use in the context of our research Study and explain why we are not using others so that research results are Capable of being evaluated either by the researcher himself or by others.

### **Research Objective.**

1. To understand the concept of Recruitment and Selection process.
2. To study the perception of candidate toward Recruitment and Selection Process.



3. To ascertain the finding through survey and provide recommendation to make In a better process.

## V. Data Interpretation and Analysis

It was intrepreted form the study that the majority of respondents (64%) spend 0-10% of their income on housing, indicating a trend towards affordable housing expenses among the surveyed population. The analysis reveals that the majority of respondents (68%) rated the quality or condition as "Good," suggesting a favorable perception among the surveyed population.

## VI. SUGGESTIONS

There were several recommendations suggested for he company.

**Inclusive Interview Training:** Implement comprehensive interview Training programs for hiring managers and recruiters to ensure they are Proficient in conducting various types of interview effectively and Inclusively.

**Candidate Feedback Mechanism:** Establish a structured feedback Mechanism to collect input from candidates about their interview Experiences, allowing organizations to identify areas for improvement and Enhance the candidate experience.

**Diversification of Interview Panels:** Encourage diversity within Interview panels to ensure representation from different perspectives, Backgrounds, and experiences, fostering a more inclusive and equitable Assessment process.

**Incorporation of Technology:** Explore the integration of technology driven solutions, such as AI-powered interview platforms or virtual reality Simulations, to streamline interview processes and enhance efficiency.

**Continuous Review and Adaptation:** Regularly review interview Methods and adapt them to evolving organizational needs, industry trends, And candidate expectations to maintain relevance and effectiveness.

**Candidate Preparation Resources:** Provide candidates with resources And guidance to prepare for different types of interviews, including mock Interview sessions, interview tips, and informational materials about the Organization's interview process.

## VII. CONCLUSION

The findings emphasize the strategic alignment of Interview methods with organizational objectives, reflecting a tailored Approach to candidate assessment. The prevalence of diverse interview Methods underscores the importance of conducting a holistic evaluation of Candidates, considering both technical competencies and soft skills. Organizations demonstrate a candidatecentric approach by offering various interview formats, accommodating ,Candidates' diverse backgrounds and preferences. The emphasis on HR interviews Suggests an organizational culture that values interpersonal relationships, Teamwork, and alignment with company values. Employing a mix of interview methods provides Organizations with a competitive advantage in attracting and selecting top Talent, ensuring a comprehensive assessment of candidates' suitability

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# A Study of Impact of GST on Small Scale Business Enterprises in Amravati City

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**ABSTRACT:** “The problem definition of the topic “GST and its impact on small scale business enterprises” is that the implementation of Goods and Services Tax (GST) has brought about significant changes in the taxation system, which have both positive and negative implications for small scale businesses. While GST aims to streamline tax administration, eliminate tax cascading, and create a unified tax regime, small scale enterprises face challenges such as compliance complexity, increased costs, and technological barriers. The problem lies in understanding and addressing these challenges to ensure the smooth transition and sustainable growth of small scale businesses under the new tax regime. The implementation of GST (Goods and Services Tax) in India has brought significant changes in the taxation system, aiming to streamline and simplify the tax structure. The research design encompasses a structured approach, including a literature review, sampling methodology, and data collection sources. Primary data will be collected through observation methods and structured questionnaires, while secondary data sources such as articles, research papers, books, and websites will provide additional context and insights into the GST's impact.

**KEYWORDS:** Goods and Services Tax (GST), Small-scale businesses, Taxation system, Compliance Challenges, Technological barriers, Unified tax regime.

## I. INTRODUCTION

The Goods and Services Tax (GST) is a comprehensive indirect tax system implemented across India on July 1, 2017. It replaced a convoluted array of indirect taxes such as Value Added Tax (VAT), excise duty, and service tax, aiming to establish a unified tax regime and enhance economic growth by simplifying tax administration and eliminating cascading effects. Operated on a destination-based model, GST is levied at the point of consumption rather than origin and follows a dual structure, with both central and state governments authorized to collect GST on intra-state and inter-state transactions. GST encompasses various tax slabs ranging from 0% to 28%, with specific rates assigned to different goods and services. An essential feature of GST is its input tax credit mechanism, enabling businesses to claim credits for taxes paid on inputs, thus mitigating tax cascading and enhancing supply chain efficiency. While GST has streamlined compliance procedures and reduced tax evasion, its implementation has presented challenges for businesses, particularly small and medium enterprises (SMEs), including compliance complexities and technological adaptation. The implementation of GST has significant implications for small-scale business enterprises in Amravati City and across India. Understanding the nuances of GST, including its various components such as SGST, is essential for businesses to navigate the evolving tax landscape and ensure compliance with regulatory requirements. This study seeks to shed light on the impact of GST on small businesses in Amravati City, providing valuable insights into their experiences, challenges, and opportunities in the GST era.

### Types of GST Charged in India:-

1. **State Goods and Services Tax (SGST):** State Goods and Services Tax (SGST) rates vary across different states in India and are levied by state governments on intra-state transactions. As of the latest information, SGST rates typically range from 0% to 14%, with variations based on the type of goods and services. While states have the authority to set their own SGST rates, they often align with Central Goods and Services Tax (CGST) rates to ensure uniformity.
2. **Central Goods and Services Tax (CGST):** Central Goods and Services Tax (CGST) applies to intra-state transactions and is governed by the CGST Act. Revenue generated from CGST is collected alongside SGST and is divided between the central and state governments. For transactions within a state, goods and services are taxed with both SGST and CGST. The GST rate is divided equally between SGST and CGST, with revenue collected under CGST belonging to the central government.
3. **Integrated Goods and Services Tax (IGST):** Integrated Goods and Services Tax (IGST) applies to inter-state transactions and imports/exports. Governed by the IGST Act, IGST is collected by the central government and divided between the central and state governments. State-specific IGST revenue is allocated to the state where



goods and services are received, with the remaining IGST revenue going to the central government. For transactions between states, IGST is levied.

- 4. **Union Territory Goods and Services Tax (UGST):** Union Territory Goods and Services Tax (UGST) is similar to SGST but applies only to union territories. UGST is applicable in union territories such as Dadra and Nagar Haveli, Chandigarh, Andaman and Nicobar Islands, Pondicherry, and Delhi. Revenue collected under UGST belongs to the respective union territory governments and is collected alongside CGST. As a replacement for SGST in union territories, UGST ensures uniform taxation.

### II. OBJECTIVES OF THE STUDY

- 1. To assess the impact of GST on the operational efficiency of small-scale business enterprises in Amravati City.
- 2. To examine the financial implications of GST on small scale businesses in terms of tax compliance, input tax credit, and overall profitability.
- 3. To identify the challenges faced by small scale businesses in adapting to the GST regime, including changes in accounting practices, documentation requirements, and compliance procedures.
- 4. To analyze the strategies adopted by small scale businesses in Amravati City to navigate the complexities of GST, such as seeking professional assistance, implementing technology solutions, or making changes to their business models.
- 5. To evaluate the overall satisfaction levels of small scale businesses with the implementation of GST, including their perception of the benefits and drawbacks of the tax system.

### III. SCOPE OF THE STUDY

This study aims to explore the challenges faced by small scale businesses in Amravati City in complying with GST regulations and identify potential solutions. It will analyze the effects of GST on the pricing strategies and competitiveness of these businesses, examining how GST has influenced their market dynamics. Additionally, the study will investigate the role of technology adoption and digitalization in facilitating GST compliance and improving operational efficiency. It will also assess the perception and awareness of GST among small scale business owners, identifying areas where education and training are needed. Furthermore, the study will investigate the impact of GST on the growth and expansion plans of small scale businesses, proposing strategies for sustainable development.

### IV. LIMITATION

- 1. The study is limited to a particular area.
- 2. The time period of research is limited
- 3. A small sample size is taken into consideration.
- 4. The study considers only the small traders.

### V. RESULT AND DISCUSSION

**H<sub>0</sub>:** The implementation of GST has a significant impact on the profitability of small-scale business enterprises in Amravati City.

**H<sub>1</sub>:** The implementation of GST does not have a significant impact on the profitability of small-scale business enterprises in Amravati City.

A sample of respondents was classified in terms of awareness towards GST implementation and main drawbacks of GST system.

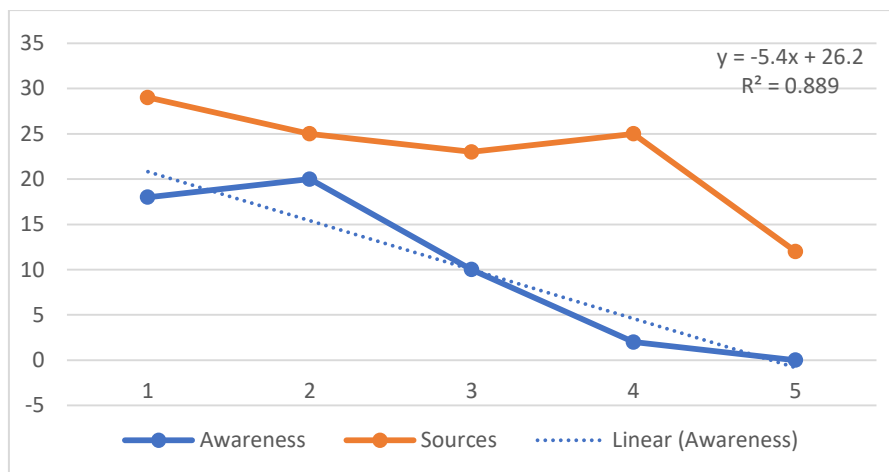
To test correlation between awareness and sources of GST system, we have applied coefficient correlation test. This coefficient measures the linear relationship between two variables

#### Impact on profitability:

Awareness	Sources
18	29
20	25
10	23
2	25

0	12
0	1

**Correlation 0.715522919**



Based on the correlation analysis, the hypothesis proven is the null hypothesis ( $H_0$ ), which suggests that the implementation of GST does not have a significant impact on the profitability of small-scale business enterprises in Amravati City.

## VI. FINDINGS

- Many small-scale businesses in Amravati City experience increased financial burdens due to additional costs associated with GST compliance, including software purchases, professional services, and staff training.
- Small-scale businesses face significant challenges in navigating the complex GST filing procedures, including understanding tax categories, calculating taxes, and submitting returns accurately.
- Difficulty in availing input tax credit (ITC) poses a significant challenge for small-scale businesses, affecting their ability to offset tax liabilities and manage cash flow effectively.
- Frequent changes in GST rules and regulations contribute to uncertainty and confusion among small-scale businesses, requiring continuous adaptation and vigilance to remain compliant.
- Government officer interference, such as audits, inspections, and inquiries, disrupts business operations and increases compliance burdens for small-scale enterprises.

## VII. SUGGESTIONS

- Governments should enhance support mechanisms, including training programs, advisory services, and helplines, to assist small-scale businesses in understanding and complying with GST regulations.
- Encouraging technology adoption among small-scale businesses through incentives, subsidies, and training programs can improve efficiency, accuracy, and compliance with GST regulations.
- Providing access to affordable financing options, such as loans or credit lines, can help small-scale businesses cover the initial costs of GST compliance, including software purchases and staff training.
- Enhancing collaboration between small-scale businesses, industry associations, regulatory authorities, and policymakers can facilitate dialogue, address concerns, and promote consensus on GST-related issues.

## VIII. CONCLUSION

In conclusion, the study underscore the formidable challenges small-scale businesses in Amravati City face under the GST regime, particularly concerning financial strain, complexity in compliance procedures, and disruptions from government interventions. Despite some businesses perceiving positive outcomes, many struggle with navigating GST intricacies and adapting to frequent rule changes. Technology adoption emerges as a vital solution to streamline compliance processes, but there's a crucial need for capacity-building initiatives to empower entrepreneurs. Policymakers must prioritize simplifying GST procedures, reducing compliance burdens, and fostering collaboration to create a more supportive business environment in Amravati City.



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# **A Study on the Impact of Engine Oil Information Availability and Persuasive Advertising on Consumer Behaviour in Amravati City**

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**ABSTRACT:** The research paper is focusing on The Study on the Impact of Engine Oil Information availability and persuasive advertising on consumer behaviour in Amravati City, which raise the consumers' intentions towards the engine oil and buying behaviours. The buying behaviour is strongly influenced by image of the engine oil which is built by the advertisers. The primary data of the study is collected through questionnaires and secondary data was collected through internet, journals and business magazines. This survey study was conducted in February 2024. A sample of 100 respondents was taken, out of which some were in business, job, student, farmers, etc.

The study explores that a creative and well executed advertisement has always a great impact on the buying trends or purchasing behaviours of the consumers. At the same time quality of the product and price are also included and the influence of friends, family, Automobile, shopkeepers, mechanic's with their strong impact on buying behaviour of consumer. Likewise, to some extent the celebrity endorsement also matters in the buying behaviour. Therefore, the study concludes that the positive impact of all these factors, on the buying behaviour of the consumer proves the loyalty of consumer towards brand which helps in promotion of the advertised product and changes the buying behaviour towards buying intentions.

**KEYWORDS:** Information availability, persuasive advertising, Brand image, consumer behaviour.

## **I. INTRODUCTION**

Advertising is a form of communication which is used to persuade a specific group of people to take some new action. Advertising is considered as major and important element for the economic growth of the marketers and different companies in competition. In engine oil Advertising is usually a paid form of publicity by some company and reached through various traditional media such as television, commercial radio advertisement, outdoor advertising, newspaper, magazine mail or modern media such as blogs, websites and text messages. Furthermore, the developments and technological advancements have turned advertising to a more pervasive and powerful in its impact and affect.

### **Quality of the product advertised**

Product quality refers to how well a product satisfies customer needs, serves its purpose and meets industry standards. When evaluating product quality, businesses consider several key factors, including whether a product solves a problem, works efficiently or suits customers' purposes.

Companies may also evaluate product quality based on various perspectives that show how different groups perceive the usefulness of a product. Perspectives to consider when assessing product quality include customer perspectives, manufacturing perspectives, product-based and value-based perspectives and transcendental perspectives, which perceive a product's value in relation to its cost. Using these perspectives, you can define product quality according to

- Performance and intended function
- Reliability of the product within a specific time frame
- Conformity to product specifications
- Product durability and lifespan
- Product serviceability
- Physical features of the product
- Customers' perception of the product

### **Price of the product advertised**

Advertising can affect the price of a product in a number of ways.



**Increased demand:** Advertising can increase the demand for a product, which can lead to higher prices. This is because when more people are aware of a product and want to buy it, the company can charge more for it.

**Differentiation:** Advertising can help to differentiate a product from its competitors, which can also lead to higher prices. This is because when a product is seen as being unique or special, consumers are more willing to pay more for it.

**Brand loyalty:** Advertising can create brand loyalty, which can also lead to higher prices. This is because when consumers are loyal to a brand, they are more likely to buy that brand even if it is more expensive than other brands.

**Cost of advertising:** The cost of advertising is also a factor that can affect the price of a product. When a company spends a lot of money on advertising, it has to recoup those costs by charging more for the product.

However, it is important to note that advertising does not always lead to higher prices. In some cases, advertising can actually lead to lower prices. This is because advertising can help to increase sales, which can lead to economies of scale. Economies of scale occur when a company can produce a product at a lower cost per unit when it produces a large number of units. This lower cost can then be passed on to consumers in the form of lower prices.

Ultimately, the effect of advertising on the price of a product depends on a number of factors, including the type of product, the target market, and the competition.

Here are some additional things to consider:

**The type of advertising:** Some types of advertising, such as direct mail and telemarketing, are more expensive than others, such as print and broadcast advertising. This can affect the price of the product.

**The target market:** The target market for a product can also affect the price. If the target market is affluent, the company may be able to charge more for the product.

**The competition:** The level of competition in the market can also affect the price. If there are many competitors, the company may have to charge less for the product in order to compete.

### **Persuasiveness, Information And Entertainment**

Brand image, persuasiveness and celebrity endorsement in the advertising are the key factors, which raise the consumers' intentions towards the product and buying behaviors. The buying behavior is strongly influenced by image of the product which is built by the advertisers.

### **Brand Image in Advertising**

**Brand Familiarity** - Consumers become more familiar with a brand with regular exposure through advertisements. A consumer will typically recognize a brand from an advertisement they have seen. With commercials that help them reach their target consumers, new brands can compete against more established ones.

Existing brands, meanwhile, regularly run advertisements to keep their products relevant to consumers. Once a consumer watches an advertisement, they'll link it to a particular brand. This will pique their interest in the good or service the company has to offer.

To determine if search advertising help build brand awareness, Google and Ipsos Media CT conducted a joint experiment. A test brand was associated with a certain keyword by 14.8% of the 800 U.S. consumers who saw the advertisement. Only 8.2% of people who weren't exposed to the search advertisement were able to remember the brand. A brand's top-of-mind awareness increased by an average of 80% as a result of the search ads, as seen by the difference between the two groups.

**Build Trust and Confidence**-You can convince folks to test your product by using advertising. It may increase their faith that the good or service would ease their problems. Advertisements are used by new products to win over customers for whom they have not yet demonstrated their value. When advertisements highlight new product offerings or varieties, they can also restore consumer faith in the brand.

### **Difference Between Product Which Is Advertised And Non-Advertised**

People today do not realize that there is a difference between public relations advertising and marketing and that is that public relations emphasize mainly cultivating relationships between an organization, individual, and key public figures in order to manage the client's image. Marketing on the other hand emphasizes the promotion of goods and services for



revenue purposes. Advertising is a tool of communication used by marketers to get customers to buy into the benefits of the product.

### **Impact of Advertising**

Advertising is very useful, not just to producers but customers as well, and even the society at large. Advertising performs many functions in the society such as, giving information about the benefits of a product or service, which influences, targets or aims the attitudes and behaviors of customers by using different media outlets to capture their attention. For instance, an average American sees hundreds, and even thousands of advertisements in a day. Therefore, advertisement plays a very important role in shaping opinions of products and politics.

Also, it supports many institutions, such as news outlets, the television industry, search engine companies, and social media websites. For example, advertising contributes up to 80 percent of revenue for newspaper, and therefore is critical to maintaining the circulation of the press.

It is also used in convincing customers to buy new products that are introduced in the market, while also giving the existing customers of a particular product a reason to continue buying the product. It also works the other way by, trying to persuade the customers to switch from the existing brand they are using to another product. For example, giving the customer reasons why a brand or product is better than the other. For instance, Milo and Ovaltine, or Omo and Sunlight.

It helps in educating people, for instance there are some social issues in which advertising deals with like child labor, liquor consumption, female child murders, smoking, family planning education. In other words, advertising creates awareness in society not just on convincing people to buy products, but also informing about social issues around them or in the society.

It also serves as an art form or way of communicating with the customers. This deals with communication skills and convincing power. This helps in increasing demand of products on the side of the producers, at the same time increasing sales.

It is highly used especially in this age whereby competition is very high. So, it helps one to know, one's competitors and plan to be able to meet up with the competition.

### **Advantages of Advertising**

Advertising plays a very important role in the society; be it the producers, the traders or consumers. Some advantages to customers.

**Awareness:** Advertising enables customers conscious and aware of what is new in the market or an existing product. If the products are not advertised customers will not be aware of what is going in the market.

Advertising also helps customers find the product that's best for them. When they get to know about the range of products, they are able to compare and buy what is best for them;

Advertising is also vital to producers or sellers of the product.

Advertising helps increase in sales of a product.

### **Company Profile**

#### **Company 1**

##### **Castrol**

Industry- oil and gas

Founded -1910

Products -oil petroleum petrochemical lubricant

**Castrol India Limited** is an automotive and industrial lubricant manufacturing company. Castrol India is the 2nd largest manufacturer of automotive and industrial lubricants in the Indian lubricant market and owns around 20% market share in the overall Indian lubricant market. It is part of Castrol Limited UK (part of BP Group). It has 5 manufacturing plants that are networked with 270 distributors, serving over 70,000 retail outlets

#### **Company 2**

##### **TVS automotive**

Industry- oil and automobile

Founded -1930



Products -oil petroleum petrochemical lubricant

**Lucas India Service Limited (LIS)** is a parent company of tvs automotive oil established in 1930, is an automotive aftermarket organization providing solutions to a range of vehicle manufacturers from two-wheelers to cars, trucks, and buses, as well as off-highway vehicles. LIS also manufactures Ignition Coils and Solenoid Switches, and distributes a wide range of Auto Electrical parts, Automotive Batteries, Diesel Fuel Injection equipment, Radiator Fan Motor Assemblies, Glow Plugs, Synthetic Lubricants, Engine Coolants, and a complete range of Filters there is vast range of oils, greases, and coolants are used by all leading vehicle brands and provide superior performance. We strive to exceed customer expectations while strictly adhering to all compliance and emission regulations.

## II. LITERATURE REVIEW

### **Impact of the persuasive techniques in Advertising 2016**

Talreja Anita Shyamlal

This study is about television advertising and its impact on women consumer's attitude and behaviours. It sets out to understand the role television advertising plays in the lives of these women consumer's in order to select personal care product segment. Advertising plays a vital role in the society in general and in the business in particular. It acts as technique of sales promotion and in modern business. Due to excessive specialization, mass production and competition, advertising has become an indispensable activity in business. Advertisements inform, guide, educate and protect the interest of the consumers.

### **Role of advertising in influencing consumers purchase decision with reference to Jaunpur city 1987**

Srivastava, Alka

Advertising has fascinated me from childhood. The strategies used by different companies to lure the customer has come a long way in a few decades. The use of interests that are meaningful to the lives of those it seeks to influence is no longer the only useful concept to aid in the understanding of the often bewildering varieties of advertising persuasion. Instead, it is also aided with new philosophies and practices of advertising regulation. The latest inflow into advertising expenditure of about Rs. 3600 crores for year 2010 really needs an introspection into the Role of Advertising in influencing purchase decision of a customer. My research work will surely provide invaluable inputs towards this thought provoking economic statistics. With urbanisation and knowledge explosion even small towns and cities have not been left untouched with the revolutionary trend in advertising. The reason for taking the city, Jaunpur was basically to study the influence Of advertising on a different type of customer and consumer. I hope that my study will serve as a meaningful guide to the students as well as to the interested organisation.

### **Advertising impact on buyer behaviour in soap marketing a customer perception analysis in Andhra Pradesh with reference to Godrej and Hindustan Unilever Limited 2018**

Naga Surendra, Emman

This chapter deals with how does advertising work as brought out in prior studies. Various studies have suggested and proven that advertising causes certain results: these results reported by prior studies fall primarily into two streams: the sales result of advertising and the customer responses as a result of advertising. The former relates to the role of advertising in generating sales and affecting market shares of companies. The latter relates to the role of advertising in generating certain identified customer responses that eventually lead to sales. For instance, Tellis (2009) defines advertising effectiveness in terms of the market response to a firm's advertising as measured by the firm's or brand's choices, sales and market share in real market contexts, as opposed to measuring advertising effectiveness in laboratory contexts when examining the effects of advertising on consumer awareness, attitudes, beliefs, and intentions. Similarly, Weilbacher (2001) states that advertising is considered successful if it ultimately results in sales, the role of advertising in generating these sales in the long run by affecting customer's mental states has also received acceptance.

### **A study on the nature of effectiveness of advertising appeals among consumers in Kolkata 2011**

Mitra, Gouranga

In the changing trends of globalization of marketing and the revolution of information technology, the approaches and techniques of advertisement is evolving relatively faster pace for sales promotion, publicity and public relations. With the rise to prominence of modern marketing, now a day consumers are everyday bombarded with different advertising campaigns but they do not respond, as they need something other than tangibles. Market researchers indicated that there is need to explore something more than tangibles that can attract their attention. This can be done by using appropriate advertising appeals in the advertising campaign (Mishra, 2009; Um, 2008).



## **A study of effectiveness of advertising on Consumer durables in Thanjavur District 2016**

Siva kami T.

Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideas, or services. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade a target market to purchase or to consume that particular brand. These messages are usually paid for by sponsors and viewed via various media. Advertising can also serve to communicate an idea to a large number of people in an attempt to convince them to take a certain action. The meaning of word advertising in previous century was limited only ‘to give notice of’ but in modern world it is used in specific commercial form. So advertising means to inform the public about the item or quality and price and motivate the public to invest money to help increase the sale of commodity. In other words, it is pictorial salesmanship presented through printed or written words

### **Objective of Study**

1. To evaluate the level of knowledge of quality product in Amravati.
  2. To identify the types of mode preferred by consumer while buying engine oil in Amravati
  3. To understand the psychological goal and objectives of consumers in Amravati.
  4. To identify any barriers or challenges that consumers face while buying engine oil.
- To suggest insights into the future outlook of the lubricants market.

### **III. RESEARCH METHODOLOGY**

Research is a systematic enquiry that provides information to guide managerial decisions. More specifically it is a process of planning, acquiring, analyzing and disseminating relevant information and insights to decision makers in ways that mobilizes the organization to take appropriate action to maximize its performance. Further, research can precisely be defined as an organized, systematic and scientific search of finding pertinent information on a specific topic. According to Williams it is an “organized inquiry”. It is systematic because there is a definite set of procedures and steps; it is organized because there is a structure or method in going about doing research- a planned procedure, not a spontaneous one; it is scientific because there is a systematic rational approach for seeking facts. Finding answers is the end of all research and questions/problems are central to a research endeavor.

#### **Data Sources:**

##### **Primary Data**

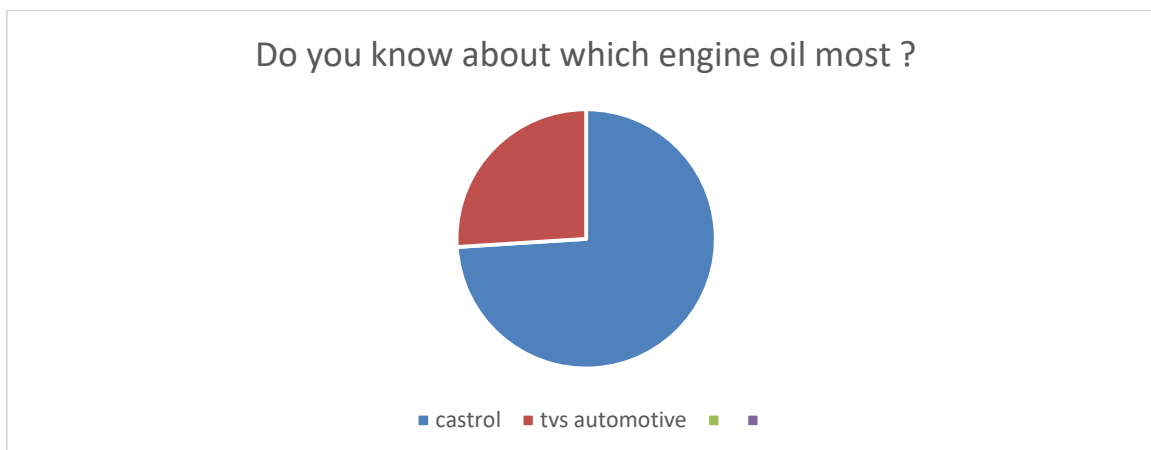
The Primary Data is collected from targeted audience with the help of a well drafted, pre-tested structured questionnaire. Questionnaires are a kind of survey which comes in many different forms, from factual to opinion based, from tick boxes to free text responses.

##### **Secondary Data**

Secondary data will be gathered from books magazine, journals, research, newspaper, and internet.

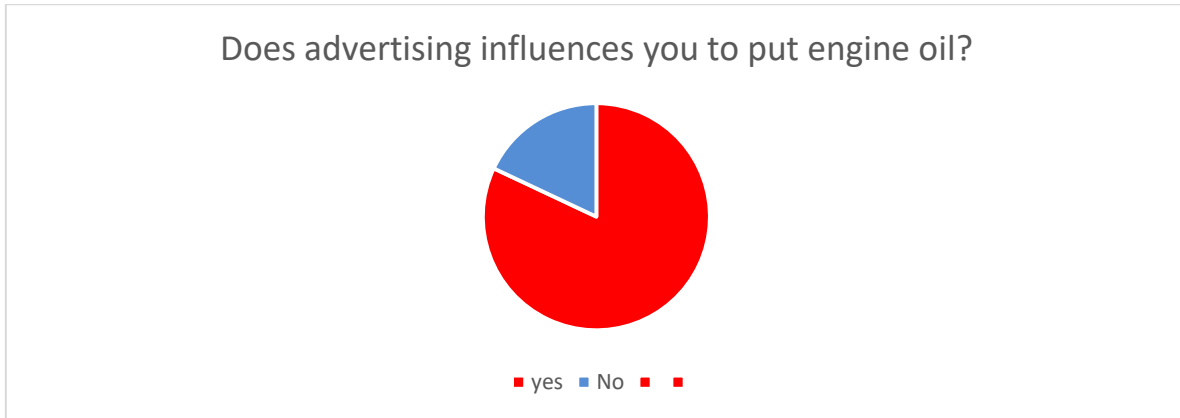
#### **Pie Diagram And Bar Graphs For Data analysis and interpretation**

### **IV. DATA ANALYSIS AND INTERPRETATION**



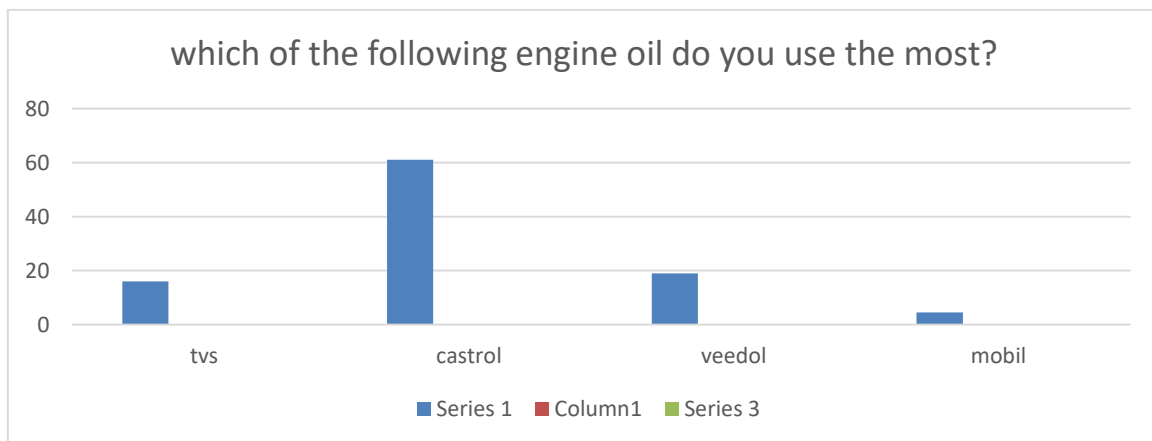
**INTERPRETATION**

From the above data 74% respondents know Castrol and 26% are aware about tvs automotive. From the above data it is analyzed that most of the respondents are 100% aware about both engine oils.



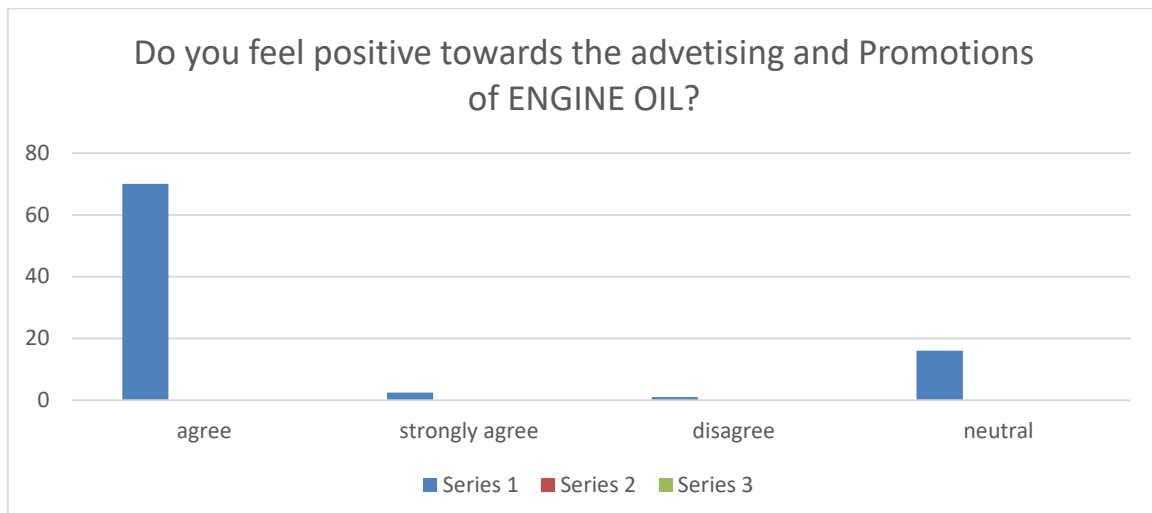
**INTERPRETATION**

From the above data 82% respondents are influenced and 18% are not influenced. From the above data it is analyzed that most of the respondents are influenced by ads about engine oil.



**INTERPRETATION**

From the above data 61% respondents use Castrol and 16% use TVS automotive oil, 19% use Veedol and 4% use Mobil engine oil. From the above data it is analyzed that most of the respondents use engine oil.





## INTERPRETATION

From the above data 70% respondents agree and 13% use strongly agree 16% are neutral and 1% are dis agree from the above data it is analyze that most of that most people feel positive toward ads of engine oil.

## V. RESULTS AND FINDINGS

Impact of advertisement is an important one in buying behavior of Engine oil

Some advertisement platforms are influencing the purchase decision of an engine oil

Awareness of engine oil was the most important in every aspect. So, we has collected the data about the awareness

Advertisement has the power to influence the consumer

buying behavior of engine oil. So the researcher has collected the data about the advertisement influencing level.

## VI. CONCLUSION

For the image building of the tvs engine oil and better market share the tvs automotive engine oil should have to keep the following things in mind. First of all, the advertisements should be based on variety and reality. There should be more emphasis on quality rather than glamour and price. While to make an advertisement of tvs automotive engine oil effective it should be telecasted only 3 or 4 times in a day, otherwise it creates boredom. The advertisers should have to keep this thing in mind that an advertisement of tvs automotive engine oil conveys direct information about the product rather than to show the fashion and style of the model therefore it should always have to present bare facts about the tvs automotive engine oil rather glamour and exaggeration. At the same time, the tvs automotive engine oil should also have to tell the price of product for the sake of consumer's convenience. Furthermore, excess of advertisements in the prime time makes them ineffective and consumers do not remain interested in the information about the particular product. Only primetime is not best for all advertisements as well during the drama scenes the advertisement should not be telecasted because sometimes it creates rage and hate in the viewer's mind and heart for that particular product, which is advertised. The quality of advertisements should be attractive and good because it keeps great impression on the consumer's mind. tvs automotive engine oil have to advertise there product to gain the more market share as compare to Castrol.

## VII. SUGGESTIONS

Findings show that there is no significant relationship between age and level of impact it indicates that impact of advertisements remains same at the different age level of the students. Hence it is suggested that one good advertisement is enough to influence consumers in their age group.

It is found that advertisement only discloses the advertisement good features of the products and since the product is not physically available the advertisement can also give some drawbacks of the products. It will help the consumer is better decision making. So suggest to advertise the product properly.

It is suggested that promotional schemes should be often given, as consumers are ready to move on to other brands. More product information should be given in the website regarding the product. Since physical feel of the product is not available.

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# A Study of Shriram Finance and it's Customer Connection in Amravati City

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**ABSTRACT:** In India, the financial sector has traditionally been dominated by banks, but Non-Banking Financial Companies (NBFCs) have always been present. NBFCs serve as intermediaries, connecting savers with investors. Rather than competing with banks, they are seen as complementary, especially since many of the population lack access to mainstream financial services, including bank accounts. NBFCs, particularly those focusing on urban and rural underserved communities like NBFC-MFIs and Asset Finance Companies, play a crucial role in the country's financial inclusion efforts. Additionally, some NBFCs have specialized in niche areas within the financial sector, offering tailored products such as loans for purchasing new and pre-owned passenger and commercial vehicles, including three-wheelers, four-wheelers, and used and new cars. Their executives frequently visit vehicle showrooms to facilitate these transactions.

**KEYWORDS:** Marketing Strategy, Promotion, Brand Position, Segmentation, Distribution, Customer Satisfaction

## I. INTRODUCTION

In recent years, Non-Banking Financial Companies (NBFCs) have seen a notable uptick in their role as financial intermediaries, prompting proposals for a new liquidity measure that includes NBFCs with public deposits of Rs. 20 crores and above. Regulators have categorized NBFCs into three groups: those accepting public deposits, those engaged in financial activities without public deposits and core investment companies primarily investing in securities of their group companies.

Familiar names in the NBFC sector include SBI Capital Markets, Mahindra, Sundaram Finance, and Infrastructure Leasing and Finance Corporation (IL&FS). The primary function of these financial intermediaries is to channel savings from surplus units to deficit units, thus aiding in monetization and the transition of unproductive financial assets into productive ones, which in turn fosters economic development. Indeed, the variety and strength of financial institutions are often seen as indicators of a country's economic progress. NBFCs contribute significantly to financial sector diversity, mitigating risks, enhancing market liquidity, promoting stability, and increasing efficiency, particularly for individuals who may face limitations in accessing formal financial services. However, NBFC services, including those targeting underserved populations, entail inherent risks.

Similar to other financial products, the success of NBFCs heavily relies on effective marketing strategies to enhance visibility and establish a distinctive brand. With intense competition in the market, building a strong reputation becomes imperative. Customer feedback plays a crucial role in shaping these strategies. Therefore, this project aims to provide insights into STFC's (Shriram Transport Finance Company) customer engagement initiatives and evaluate the brand image perceived by its customers.

## II. SIGNIFICANCE OF STUDY

The study holds significant importance as India emerges as a prominent player in the global automobile industry. Recent years have witnessed remarkable strides in adopting modern technology and welcoming foreign players, bolstered by favorable economic conditions and increased foreign direct investment. Over the past decade, concerted efforts have been made to align state policies with the automotive sector's growth trajectory, liberating it from previous constraints and facilitating its integration into the global landscape. This liberalization has spurred competition, prompting continuous modernization and adherence to international standards.

Auto finance, supported by aggressive marketing strategies, has emerged as a pivotal driver in stimulating demand within the automotive sector. Commercial vehicles, often regarded as indicators of economic health, have demonstrated promising performance, signaling positive momentum for the industry.





Non-Banking Financial Companies (NBFCs) play a crucial role in this ecosystem. Registered under the Companies Act, 1956, NBFCs engage in various financial activities, including loans, acquisitions, leasing, and insurance, among others. While NBFCs perform functions similar to banks, there are key distinctions: they cannot accept demand deposits, are not integrated into the payment and settlement system, and do not offer deposit insurance through DICGC. Commercial vehicle financing encompasses a range of products, including trucks, buses, tippers, light commercial vehicles, pick-ups, and three-wheelers.

## MARKET

The term market is derived from the Latin word which means trade, merchandise, or plan of business. It means interaction of the buyers and sellers in person or through telephone, telegraph, mail, etc.

## MARKETING

Marketing is a comprehensive term. It is not a mere exchange of goods and services. It includes all those activities connected with the process of identifying the needs of the customer and then organizing the business accordingly to meet the needs of the consumer. Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others. Marketing is the total system of interacting business activities designed to plan, price, promote, and distribute wants satisfying products and service, to present and potential customers.

## III. LITERATURE REVIEW

**Monika (2018)** in her paper reviewed that mergers and acquisitions expressed value mixed motives and used behavioral theories to evaluate the rationalism behind decisions. That proposal would investigate the context, process, and consequences of mergers of Indian Banks. The purpose of that paper was to assess the overall financial performance and value implications of recent mergers and acquisitions in the Indian Banking system.

**Berekela Abraham Diro and Suresh Vadde (2019)** determine the effects of microloans on the livelihood beneficiaries. Microloan programs reduce poverty by improving the economic situation of low-income and poor people based on voluntary participation. The livelihood status of the people who availed of the loan facility has improved in the long run. **Suresh's (2021)** study on the impact of microfinance on SHGs in Karnataka concludes that there is a vast scope for micro-entrepreneurial activities in rural as well as urban areas. Women's share in rural employment has increased significantly. More and more SHGs have to be developed to support the neglected groups leading to balanced socioeconomic development of the country. **Laldinliana (2021)**, in his article entitled "Consumer Behaviour Towards Two Wheelers and Four Wheelers, A Study on Rural and Urban," expressed that consumer behavior towards two wheelers and four-wheelers is influenced by the factors like price appearance, promotion, word of mouth, after-sales service and the durability. Similarly, the behavior is also influenced by their income level and the financial services available from companies.

## IV. OBJECTIVES OF THE STUDY

- To gauge customer perception of Shriram Transport Finance Company and identify areas for service enhancement.
- To assess customer satisfaction with the current services provided by the company, particularly concerning Heavy Commercial Vehicle (HCV) financing.
- To examine the criteria influencing customers' choice of Shriram Transport Finance Company for HCV financing.
- To analyze the interactions between Shriram Transport Finance Company executives and customers.
- To solicit feedback and recommendations from customers to enhance service quality and overall experience.

## V. RESEARCH METHODOLOGY

Research methodology encompasses the systematic approach a researcher employs to achieve valid and reliable results aligned with the study's objectives. It involves defining and refining research problems, formulating hypotheses or proposed solutions, collecting, organizing, and evaluating data, and drawing deductions and conclusions to assess their alignment with the formulated hypotheses.

### DATA COLLECTING SAMPLE UNIT:

I have taken customers who own commercial vehicles or (SGV, Passenger & farm equipment,).

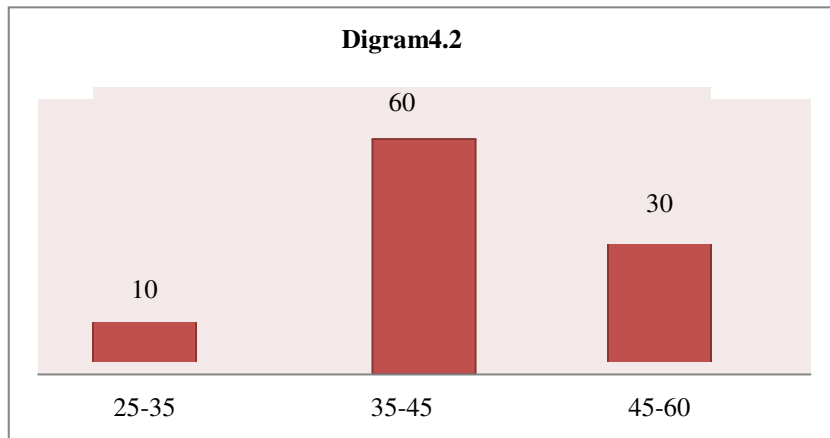
**SAMPLING METHOD:**

I have used Non- probability sampling i.e. Stratified Random Sampling. The sample size for this project is 100 customers who are commercial vehicle owners.

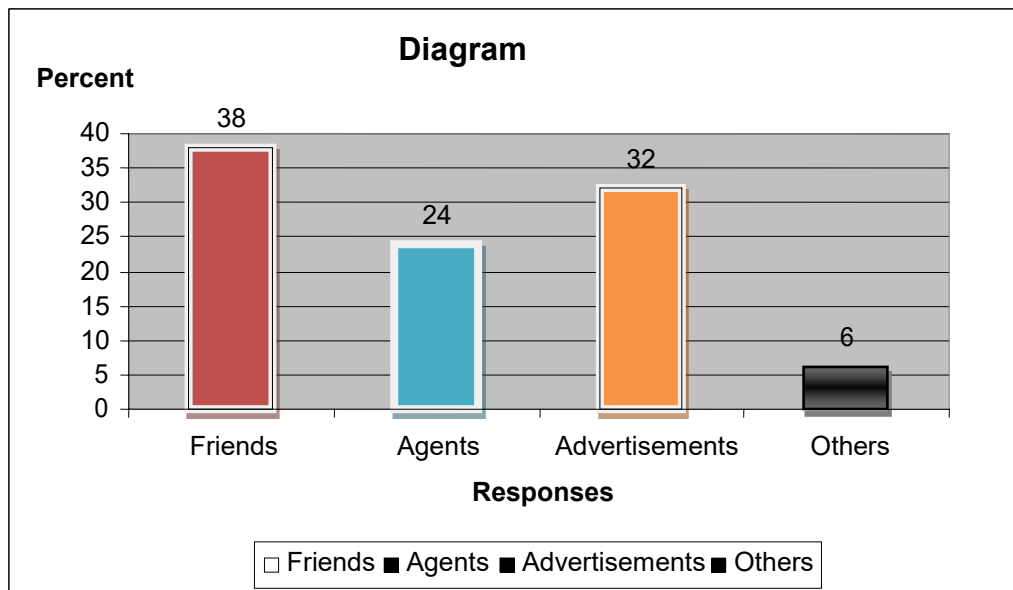
**RESEARCH DESIGN:**

For this project's research design, a survey method was employed to gather data. A sample of 100 truck-owning customers was selected in Amravati City. The research instrument utilized was a questionnaire, administered through personal interviews as part of the sample plan.

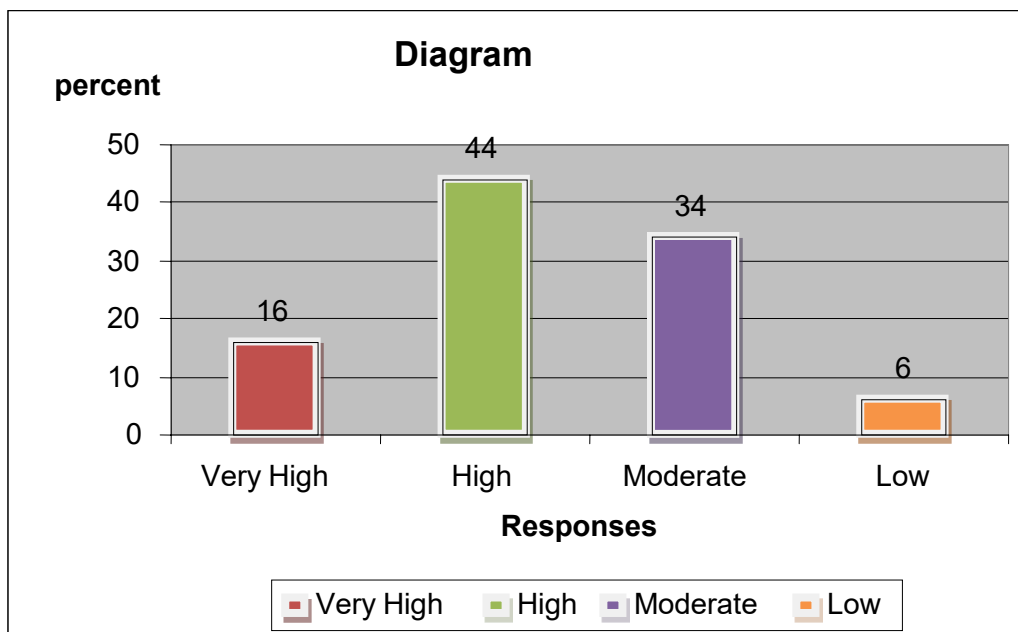
**VI. RESULT AND DISCUSSION**



The above table shows that the age group of business persons connected with Shriram



The above graph shows the ratio of consumers connected to the Shriram through contact



The above graph is about the interest rates of Shriram and its responses from customer

### VII. FINDING

- 52.9% of respondents fall within the age bracket of 35 to 45 years.
- 60% of respondents are male.
- 100% of respondents are familiar with STFC.
- 38% of respondents learned about the company through recommendations from friends.
- 84% of respondents report receiving prompt finance assistance from STFC.
- 44% of respondents perceive the interest rates at STFC to be on the higher side.

### VIII. CONCLUSION

Despite facing increasing competition and rising costs, the company may struggle to achieve the anticipated growth levels.

However, based on observations, a majority of customers hold a positive perception of Shriram Transport Finance Company Limited and express satisfaction with its services, including swift finance approval and a streamlined documentation process. The company demonstrates consistent progress in the financial sector as a Non-Banking Finance Company, competing effectively with both financial institutions and other NBFCs.

In the Indian financial landscape, STFC stands out as the leading Non-Banking Financial Company, enjoying a dominant position in commercial vehicle financing, effectively holding a monopoly in this sector.

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# A Study on Manpower Development and Employee Performance in HDFC Bank

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**ABSTRACT:** Manpower development and employee performance at HDFC Bank, one of India's leading private banking institutions, reflect a strategic interplay of comprehensive training programs, performance management, and career advancement opportunities aimed at sustaining a competitive workforce. HDFC Bank's investment in manpower development initiatives, including specialized training sessions, e-learning modules, and leadership development programs, is geared towards enhancing the skill set and knowledge base of its employees. This focus on continuous learning and development is coupled with a robust performance evaluation system that not only measures outcomes but also emphasizes employee growth and satisfaction. The bank's performance management system integrates goal setting, feedback, and performance-based incentives, which are designed to align individual achievements with organizational objectives. By fostering an environment that values continuous improvement and high performance, HDFC Bank not only boosts productivity but also enhances employee morale and loyalty. This dynamic approach to manpower development and performance management has contributed significantly to HDFC Bank's operational success and its reputation as a top employer in the financial sector.

**KEYWORD:** Manpower development, employee performance, Training

## I. INTRODUCTION

Housing Development Finance Corporation Ltd. (HDFC) is an Indian banking and financial services company headquartered in Mumbai, Maharashtra. HDFC Bank is India's largest private sector lender by assets. It is the largest bank in India by market capitalization as of February 2016. It was ranked 69th in 2016 Brandz Top 100 Most Valuable Global Brands. In 1994 HDFC Bank was incorporated, with its registered office in Mumbai, India. Its first corporate office and a full services branch at Sandoz House, Worli were inaugurated by the then Union Finance Minister, Manmohan Singh. As of October 9, 2018, the bank's distributions network was at 4,805 branches and 12,260 ATMs across 2,657 cities and towns. The bank also installed 4.30 Lacs POS terminals and issued 235.7 Lacs debit cards and 85.4 Lacs credit card in FY 2017.

HDFC Bank is a dynamic bank, with a youthful and enthusiastic team determine to accomplish the vision of becoming a world-class Indian bank. Our business philosophy is based on four core values Customer Focus, Operational Excellence, Product Leadership and People. We believe that the ultimate identity and success of our bank will reside in the exceptional quality of our people and their extraordinary efforts. For this reason, we are committed to hiring, developing, motivating, and retaining the best people in the industry

Manpower development and employee performance are crucial aspects of any organization, including HDFC Bank. To study these topics, you would typically conduct research that includes:

HDFC Bank is one of India's leading private sector banks, headquartered in Mumbai, Maharashtra. It offers a wide range of banking and financial services, including retail banking, corporate banking, and wealth management.

HDFC Bank has a significant presence in various cities, including Amravati.

**Manpower Development:** This involves strategies and initiatives aimed at enhancing the skills, knowledge, and capabilities of employees. HDFC Bank likely invests in employee training, development programs, and leadership initiatives to nurture talent.

**Employee Performance:** Evaluating employee performance is essential for productivity and growth. HDFC Bank may use performance appraisals, KPIs, and feedback mechanisms to assess and improve employee performance.



**Manpower Development and Employee Performance:** Manpower development, often referred to as human resource development, plays a crucial role in enhancing employee performance in the banking sector. It involves the processes of recruiting, training, and developing employees to meet the organization's objectives.

## II. REVIEW OF LITERATURE

**Baldwin, T. T., & Ford, J. K. (1988).** Transfer of Training: A Review and Directions for Future Research. *Personnel Psychology*, 41(1), 63-105. This academic article explores the transfer of training and its impact on employee performance.

**Lado and Wilson (1994)** define human resource system as a set of distinct but interrelated activities, functions, and processes that are directed at attracting, developing, and maintaining a firm's human resources.

**Becker, B. E., & Huselid, M. A. (1998).** High Performance Work Systems and Firm Performance: A Synthesis of Research and Managerial Implications. *Research in Personnel and Human Resources Management*, 16, 53-101. This article discusses the relationship between highperformance work systems and employee performance.

**Wexley, K. N., & Latham, G. P. (2002).** *Developing and Training Human Resources in Organizations*. Prentice Hall. This book discusses various aspects of manpower development and its role in improving employee performance.

## III. RESEARCH METHODOLOGY

### Research Design:

Select the appropriate research design, such as a cross-sectional study or longitudinal study. Determine whether it will be quantitative, qualitative, or a mixed-methods approach. It is a logical and systematic plan prepared for directing the research study. It specifies objectives of the study and 'constitutes the blue print for collection, measurement and analysis of data.

### Data Collection:

Identify the sources of data: primary (surveys, interviews, observations) and secondary (existing reports, documents).

### Data Source:

Administer surveys or conduct interviews with employees. Gather data on manpower development programs and employee performance metrics from relevant sources within the bank.

### Sampling:

Specifically: the act, process, or technique of selecting a representative part of a population for the purpose of determining parameters or characteristics of the whole population. The reporter asked a sampling of people about their eating habits. a sampling of the menu's entrées We were given a sampling of the food.

### Sample Size:

Sample size is 100 for convenience i.e. 100 people fill the questionnaire for the survey.

### Sampling Technique:

Convenient sampling technique used in this research. Convenient sampling can be a quick and easy way to gather data, as it involves selecting participants who are readily available and accessible.

### Objectives of Study:

The objectives of a study on manpower development and employee performance in HDFC Bank could include:

1. Assessing the current state of manpower development programs within HDFC Bank.
2. Evaluating the impact of manpower development initiatives on employee skills, knowledge, and competencies.
3. Analysis the relationship between employee performance and the effectiveness of manpower development efforts.
4. Identifying any gaps or areas for improvement in HDFC Bank's manpower development strategies.
5. Examining the influence of employee motivation and job satisfaction on their performance. Investigating the role of leadership and management in fostering employee development and performance.
6. Providing actionable insights to HR and management for making informed decisions regarding human resource development and performance management.



These objectives would guide the research and help in generating valuable insights for improving employee performance through effective manpower development initiatives at HDFC Bank.

#### IV. DATA INTERPRETATION

4.1) Gender wise distribution:

Table No. 4.1

Sr. No.	Gender	No. of Respondents	Percentage
a)	Male	63	63%
b)	Female	37	37%
	Total	100	100%

4.2) Age wise distribution:

Table No. 4.2:

Sr. No.	Age	No. of Respondents	Percentages
a)	18 to 24 years	27	27%
b)	25 to 34 years	38	38%
c)	35 to 44 years	30	30%
d)	45 and above	5	5%
	Total	100	100%

4.3 Your organization considers training as a part of organizational strategy:

Table No. 4.3

Sr. No.	Response	No. of Respondents	Percentage
a)	Agree	28	28%
b)	Strongly Agree	27	27%
c)	Neutral	34	34%
H	Disagree	10	10%
d)	Strongly Disagree	1	1%
	Total	100	100%

#### V. HYPOTHESIS

A hypothesis about the relationship between manpower development and employee performance in HDFC Bank could be:

"Increased investment in manpower development programs at HDFC Bank is positively correlated with improved employee performance metrics, as measured by customer satisfaction ratings, employee retention rates, and



productivity metrics."

This hypothesis suggests that by investing in the training and development of its employees, HDFC Bank could see measurable improvements in several key areas of performance.

Ho: There is no significance between manpower development, employee performance and productivity of both quality and quantity.

H1: There is significance between manpower development, employee performance and productivity of both quality and quantity.

Table5. 1: Classification on manpower development, employee performance and productivity of both quality and quantity.

Manpower development, employee performance	Productivity of both quality and quantity
42	28
31	42
25	27
2	3

Correlation = 0.878321714

It was found that there was a moderate positive correlation between the manpower development, employee performance and productivity of both quality and quantity of the respondents with coefficient of correlation 0.878321714

Therefore, There is significance between manpower development, employee performance and productivity of both quality and quantity.

### VI. FINDINGS

- Most of the respondents males that is 63%
- Most of the respondents were in the age group of 25 to 34 years that is maximum age group.
- Maximum of 34% respondents agree that organization considers training as a part of organizational strategy.
- Most of respondents says that induction training is well-planned exercise.
- Maximum 45% respondents prefer on the job method.
- 63% on the job training method provide organization to train the employee.
- Most 64% of respondents says that, training helps to improve employee-employer relationship. - 44% of respondents says that quarterly training programs are conducted in organization.
- Maximum 83% of respondents says that, training helps to increase the motivation level of employees.
- 53% of respondents satisfy with present method of candidate for training.
- Most of 42% respondents agree that training program helps increase the productivity of both quality and quantity and performance of employee.
- 74% of respondents says that training course include the special challenges face by managers and officers.
- 42% respondents agree that training program enable to develop manpower and employee performance.
- Maximum 88% respondents says that training method focus on developing team work and leadership skills.
- Most of 65% respondents agree that developmental activity help the management in identifying, analysing, forecasting and planning changes needed in company’s HR area.
- 72% respondents agree that training and developmental activities helps the organization to maintain employee retention rates.

### VII. CONCLUSIONS

This study was carried out with the motive of ascertaining the study on Manpower development and employee performance in hdfc bank. After the analysis carried out, the researcher discovered that training of the employees increased their better understanding of the job thus bringing about better output. It was also discovered that good training is responsible for employee’s good performance, efficiency and effectiveness in their work place and the company uses position of staff to select employees for training. Training develops skills, competency, and ability and ultimately improves employee performance and organizational productivity. Training and development programs are the stimulant that workers require to improve their performance and capabilities, which consequently increase organizational productivity.



## VIII. SUGGESTIONS

Improving manpower development and employee performance at HDFC Bank could involve several strategic initiatives focused on training, employee engagement, career progression, and technology enhancement-

- Implement skill-specific training programs that are tailored to the needs of different roles within the bank.
- Enhance the performance management system to be more dynamic and continuous rather than annual.
- Clearly defined career paths can help employees visualize their growth within the organization.
- Engaged employees are often more productive. Creating a more engaging workplace can involve regular team-building activities, recognition programs that highlight employee achievements, and forums for employees to voice their ideas and concerns.
- Implement comprehensive wellness programs that focus on mental and physical health.
- Encourage a culture where constructive feedback is valued over criticism.
- Strengthen efforts on diversity and inclusion to ensure that all employees feel valued and included regardless of their background.
- Ensure that senior leaders are visible and accessible.
- Use data analytics to monitor and analysis employee performance continuously.

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# A Study on Influence of Corporate Governance on the Company's Values

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**ABSTRACT:** This study investigates the influence of corporate governance on the value of companies. Corporate governance, comprising a set of principles and practices that guide the operations and decision-making processes within an organization, has emerged as a critical determinant of a company's success and sustainability in today's dynamic business environment. By analyzing various corporate governance mechanisms, such as board structure, executive compensation, and transparency practices, this research aims to assess their impact on enhancing or diminishing the overall value of companies. Through a comprehensive examination of financial data and corporate governance indicators, this study seeks to provide valuable insights into the relationship between corporate governance practices and firm performance. The findings of this research will contribute to a deeper understanding of the role of corporate governance in driving the value creation process within organizations, thereby informing policymakers, investors, and corporate stakeholders about the importance of effective governance practices in maximizing shareholder wealth and ensuring long-term business viability.

**KEYWORDS:** Corporate governance, sustainability, dynamic business environment, comprehensive examination.

## I. INTRODUCTION

In today's dynamic business landscape, corporate governance stands as a cornerstone of organizational success, wielding significant influence over a company's strategic direction, operational efficiency, and ultimately, its financial performance. This study embarks on a rigorous examination of the intricate relationship between corporate governance practices and firm value, elucidating the profound implications for stakeholders, investors, and the broader market ecosystem.

With corporate scandals and governance failures underscoring the critical importance of effective oversight and accountability, the nexus between governance mechanisms and firm value has garnered unprecedented attention from scholars, practitioners, and policymakers alike. As companies navigate complex regulatory environments, global market pressures, and evolving stakeholder expectations, understanding the nuanced interplay between governance structures and financial outcomes emerges as a pivotal determinant of sustained competitiveness and shareholder wealth creation.

Against this backdrop, our research endeavours to dissect the multifaceted dimensions of corporate governance, ranging from board composition and executive compensation to shareholder rights and disclosure practices. By employing robust empirical methodologies and drawing insights from diverse theoretical frameworks, we aim to offer a comprehensive analysis of how variations in governance mechanisms reverberate across firms of varying sizes, sectors, and geographical locations, shaping their intrinsic value propositions and market valuations.

Moreover, our study seeks to shed light on the differential impact of governance attributes on firm performance metrics, including profitability, risk management, and long-term sustainability. Through a systematic synthesis of existing literature and empirical evidence, we endeavour to unveil the underlying mechanisms through which governance practices translate into tangible outcomes for stakeholders, fostering greater transparency, resilience, and trust in corporate decision-making processes.

In essence, this research aspires to furnish stakeholders with actionable insights and strategic imperatives for enhancing corporate governance frameworks, thereby fortifying organizational resilience, mitigating agency conflicts, and unlocking latent value for shareholders and society at large. By unravelling the intricate nexus between governance dynamics and firm value creation, we endeavour to advance scholarly discourse, inform policy deliberations, and empower practitioners with the requisite knowledge and tools to navigate the ever-evolving landscape of corporate



governance in the 21st century.

## II. LITERATURE REVIEW

**Jain (2018)** in his study aimed to get a view from the Indian Auditors in relation to audit committee practices. He studied the audit committee's role and responsibility with regard to corporate governance. He also tested if age is an influential factor on the perception regarding the roles and responsibilities of the audit committee. He suggested that veteran and experienced professionals should not only be included in the internal and independent audit team, but they should also be included in the audit committee. The job experience is an influential factor in the same context.

**Sathyanarayana et al (2017)** investigated the association of audit committee expertise and firm performance. They observed that over the years the relationship between audit committees and firms' performance has gained a positive momentum. The audit committee meetings and the independence of the same has certainly helped in the improvement of governance. The probable factors affecting the same is timely detection of financial fraud and presentation of the same in a lucid way in front of the Board of Directors and these two factors are the pillars of the governance structure.

**Cristina Boța-Avram (2012)** in their study had an objective to develop an investigation based on the empirical survey over the auditors' perception about the good practices of Independent Audit that could be either applied or at least could be recommended to ensure corporate governance. The researcher interviewed the active members of the Chambers of Financial Auditors of Romania (CFAR) and they found that there are some discrepancies between the theory and the practice. It was found that the communications between the audit committee and the independent auditor were just formalities because the committee members lacked the adequacy in the financial and accounting expertise. Again some of the respondents revealed that the audit committee could not extend required support to the management for implementing the various recommendations made by the auditors.

**Seminogovas (2012)** finds that current practice of obligation of independent auditors are certainly too rigid in terms of their direct execution on practice. The main reason is that many significant factors are currently outside of approaches and consequently are out of analysis. There is need to expand existing approaches and to develop further ones.

**Alimi and Katdare (2012)** made a classification of the expectations gap dividing the expectations gap into two major classes namely due to external environment which is again subdivided into three parts i.e., the reasonableness gap, the audit standards gap, the responsibility gap; and gap due to the performance of the auditors which are also classified into the Auditors' report gap and the auditors' independence gap and the auditors' performance gap. Their purpose was actually to find the root factor for expectation gap if these were external environment factors or the auditors were themselves responsible for such debacle.

**Ray (2012)** has made a study to define the role of the auditors in ensuring corporate governance in context to Indian business perspective. The discussion and emergence of corporate governance is outcome of the major audit failures over the years. The auditors must utilise all the relevant resources carry out their professional duties towards the beneficiaries without engaging into any kind of satisfaction of self-interest. An auditor is expected to present his opinion on management's operations from the viewpoint of carrying out such functions in good faith. He has defined corporate governance as a practice consisting of code of best practices covering the constitution of the Board, various committees and their goals and responsibilities, internal systems and disclosure requirements. It is all about the fundamentals of how a group of professionals and a corporate entity fulfils its compulsion to investors and other stakeholders ensuring a very high degree of ethics and transparency.

## III. RESEARCH METHODOLOGY

The research aims to A Study On Influence Of Corporate Governance On The Company's Values. In this we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. Research methodology involves activities designed to achieve research objectives. To ensure that the appropriate information is collected, a detailed research plan must develop. We can say that research methodology has many dimension and research methods do constitute a part of the research methodology. The scope of research methodology is wider than that of research methods. Thus, we talk of research methodology we not only talk of the research methods but also consider the logic. Behind the methods we use in the context of our research study and explain why we are not using others so that research results are capable of being evaluated either by the researcher himself or by others.

### 3.1 Objectives

1. To examine the relationship between corporate governments practices and the financial performance (value) of

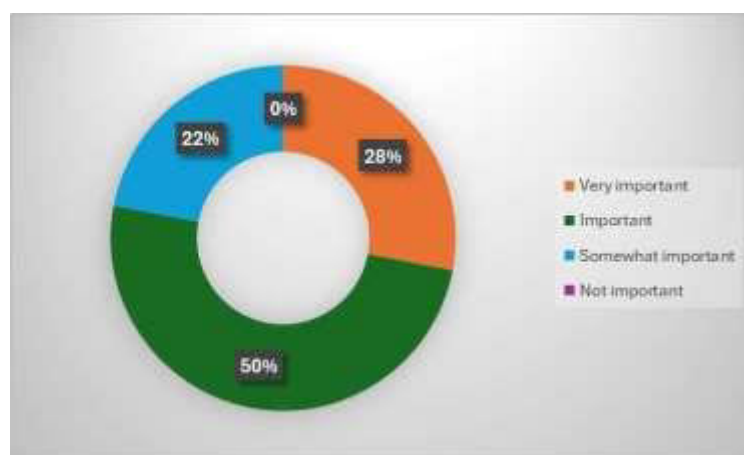
- companies.
2. To investigate the impact of corporate governance mechanisms on shareholder wealthcreation and company valuation.
  3. To analyze the effectiveness of different corporate governance structures in enhancing the long-term sustainable growth and competitiveness of firms.

#### IV. DATA INTERPRETATION

##### 1. In your opinion, how important is corporate governance in enhancing a company's value?

Sr. No.	Particular	No. of Respondents	Percentage
1.	Very important	28	28%
2.	Important	50	50%
3.	Somewhat important	22	22%
4.	Not important	0	0%
	Total	100	100%

(Source: Primary Data)

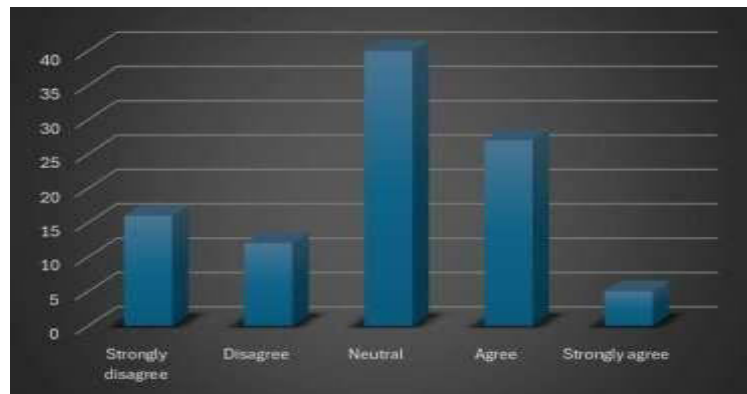


##### Data Analysis:

The provided data presents respondents' assessments of the importance of a particular factor. Among the respondents, 28% consider the factor Very Important, 50% deem it Important, 22% regard it as Somewhat Important, and none perceive it as Not Important.

##### 2. Do you believe that strong corporate governance positively affects your company's value?

Sr. No.	Particular	No. of Respondents	Percentage
1.	Strongly disagree	16	16%
2.	Disagree	12	12%
3.	Neutral	40	40%
4.	Agree	27	27%
5.	Strongly agree	5	5%
	Total	100	100%

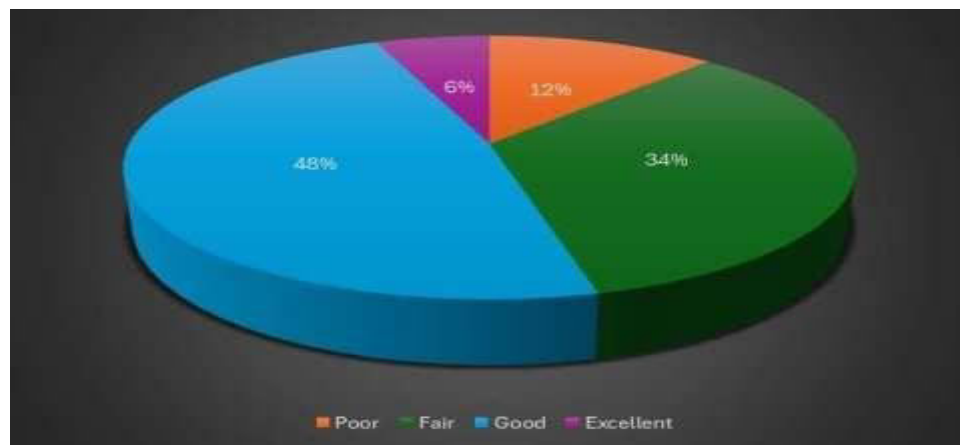


**Data Analysis:** The provided data represents respondents' levels of agreement with a statement. Among the respondents, 16% strongly disagree, 12% disagree, 40% are neutral, 27% agree, and 5% strongly agree.

### 3. How would you rate your understanding of corporate governance?

Sr. No.	Particular	No. of Respondents	Percentage
1.	Poor	12	12%
2.	Fair	34	34%
3.	Good	48	48%
4.	Excellent	6	6%
	Total	100	100%

(Source: Primary Data)



### Data Analysis:

The provided data illustrates respondents' ratings of a specific aspect. Among the respondents, 12% rated it as Poor, 34% as Fair, 48% as Good, and 6% as Excellent.

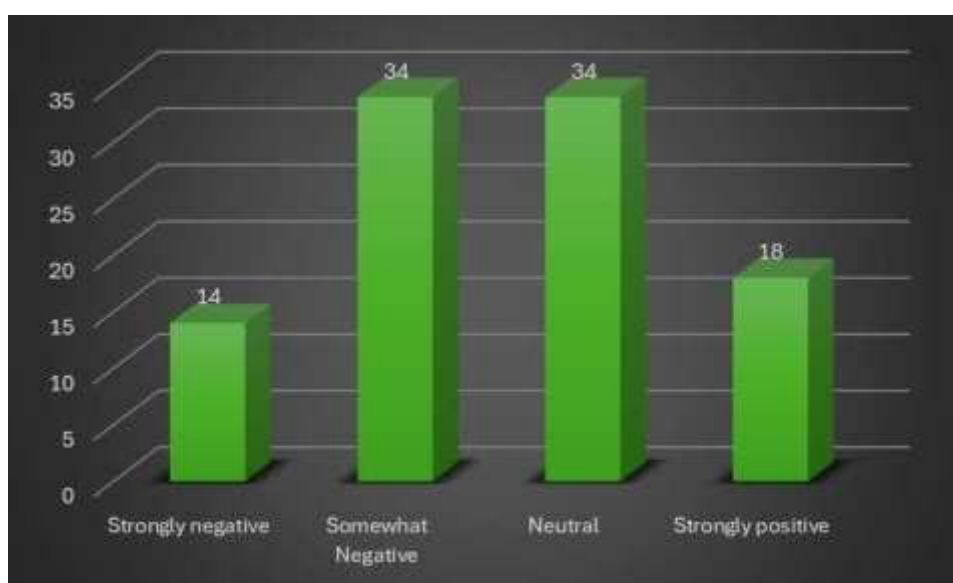
### 4. How do you perceive the role of corporate governance in enhancing a company's value?

Sr. No.	Particular	No. of Respondents	Percentage
1.	Strongly negative	14	14%
2.	Somewhat Negative	34	34%

3.	Neutral	34	34%
4.	Strongly positive	18	18%
	Total	100	100%

(Source: Primary Data)

Graph No. 4.14. How do you perceive the role of corporate governance in enhancing a company's value?



**Data Analysis:**

The provided data depicts respondents' sentiments towards a particular subject. Among the respondents, 14% expressed a Strongly Negative sentiment, 34% expressed a Somewhat Negative sentiment, 34% remained Neutral, and 18% expressed a Strongly Positive sentiment.

**V. FINDINGS AND CONCLUSIONS**

**Findings:**

- **Positive Response Rate:** 80% of respondents showed affirmative responses, indicating a strong inclination towards the subject matter.
- **Perception of Attribute Level:** 42% of respondents perceived a certain attribute with slight intensity, showcasing a nuanced understanding among participants.
- **Investment Preference:** Balanced portfolios were favored by 48% of respondents, highlighting the importance of diversification and risk management in investment strategies.
- **Frequency Preference:** 37% of respondents preferred monthly engagement in a particular activity, indicating a preference for regular involvement.
- **Factors Influencing Decision-making:** Reputation (33%) and user interface (25%) were significant factors influencing decision-making processes.
- **Response to Binary Questions:** 69% of respondents provided affirmative responses to binary questions, indicating a clear majority sentiment on binary issues.
- **Educational Attainment:** 60% of respondents held master's degrees, reflecting a high level of academic achievement.
- **Age Distribution:** The age group of 18 to 30 years constituted 76% of respondents, suggesting a youthful demographic engaging with the survey.
- **Investment Preferences:** Stocks were favored by 30% of respondents, indicating a preference for potentially higher returns and capital growth.
- **Risk Tolerance:** 62% of respondents exhibited a moderate risk tolerance level, emphasizing a balanced approach



to investment.

- **Preference for Digital Methods:** Approximately 35% of respondents preferred digital methods, reflecting a growing reliance on technology and online platforms.

#### **Conclusion:**

- Positive responses and nuanced perceptions, highlighting the complexity of decision-making.
- Balanced portfolios are preferred, emphasizing prudent wealth management.
- Monthly engagement is favored, indicating a desire for consistent involvement.
- Reputation and user interface are crucial in decision-making, showing the importance of trust and usability.
- High educational attainment and a youthful demographic provide valuable insights for targeted marketing.
- Preference for digital methods reflects the growing reliance on technology.

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