

ISSN 2277 - 5730  
AN INTERNATIONAL MULTIDISCIPLINARY  
QUARTERLY RESEARCH JOURNAL

# AJANTA

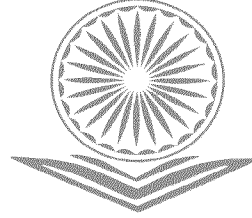
Volume - XII Issue - IV

October - December - 2023

PART - IV

Peer Reviewed Refereed and  
UGC Listed Journal No. 40776

Single Blind Review / Double Blind Review



ज्ञान-विज्ञान विमुक्तये

IMPACT FACTOR / INDEXING  
2023 - 7.428  
[www.sjifactor.com](http://www.sjifactor.com)

❖ EDITOR ❖

Asst. Prof. Vinay Shankarrao Hatole  
M.Sc (Maths), M.B.A. (Mktg.), M.B.A. (H.R.),  
M.Drama (Acting), M.Drama (Prod. & Dir.), M.Ed.

❖ PUBLISHED BY ❖



**Ajanta Prakashan**

Jaisingpura, Aurangabad. (M.S.)

The information and views expressed and the research content published in this journal, the sole responsibility lies entirely with the author(s) and does not reflect the official opinion of the Editorial Board, Advisory Committee and the Editor in Chief of the Journal **“AJANTA”**. Owner, printer & publisher Vinay S. Hatole has printed this journal at Ajanta Computer and Printers, Jaisingpura, University Gate, Aurangabad, also Published the same at Aurangabad. (Maharashtra)

**Printed by**

Ajanta Computer, Near University Gate, Jaisingpura,  
Aurangabad.(Maharashtra) India.

**Published by**

Ajanta Prakashan, Near University Gate, Jaisingpura,  
Aurangabad. (Maharashtra) India.

Cell No. : 9579260877, 9822620877

E-mail : [ajanta3535@gmail.com](mailto:ajanta3535@gmail.com), [www.ajantaprakashan.in](http://www.ajantaprakashan.in)

**AJANTA - ISSN 2277 - 5730 - Impact Factor - 7.428** ([www.sjifactor.com](http://www.sjifactor.com))



## EDITORIAL BOARD



**Professor Kaiser Haq**

Dept. of English, University of Dhaka,  
Dhaka 1000, Bangladesh.

**Roderick McCulloch**

University of the Sunshine Coast,  
Locked Bag 4, Maroochydore DC,  
Queensland, 4558 Australia.

**Dr. Ashaf Fetoh Eata**

College of Art's and Science  
Salmou Bin Abdul Aziz University. KAS

**Dr. Nicholas Loannides**

Senior Lecturer & Cisco Networking Academy Instructor,  
Faculty of Computing, North Campus,  
London Metropolitan University, 166-220 Holloway Road,  
London, N7 8DB, UK.

**Muhammad Mezbah-ul-Islam**

Ph.D. (NEHU, India) Assot. Prof. Dept. of  
Information Science and Library Management  
University of Dhaka, Dhaka - 1000, Bangladesh.

**Dr. Meenu Maheshwari**

Assit. Prof. & Former Head Dept.  
of Commerce & Management  
University of Kota, Kota.

**Dr. S. Sampath**

Prof. of Statistics University of Madras  
Chennai 600005.

**Dr. D. H. Malini Srinivasa Rao**

M.B.A., Ph.D., FDP (IIMA)  
Assit. Prof. Dept. of Management  
Pondicherry University  
Karaikal - 609605.

**Dr. S. K. Omanwar**

Professor and Head, Physics,  
Sat Gadge Baba Amravati  
University, Amravati.

**Dr. Rana Pratap Singh**

Professor & Dean, School for Environmental  
Sciences, Dr. Babasaheb Bhimrao Ambedkar  
University Raebareilly Road, Lucknow.

**Dr. Shekhar Gungurwar**

Hindi Dept. Vasantao Naik  
Mahavidyalaya Vasarni, Nanded.

**Memon Sohel Md Yusuf**

Dept. of Commerece, Nirzwa College  
of Technology, Nizwa Oman.

**Dr. S. Karunanidhi**

Professor & Head,  
Dept. of Psychology,  
University of Madras.

**Prof. Joyanta Borbora**

Head Dept. of Sociology,  
University, Dibrugarh.

**Dr. Shrikrishna S. Bal**

I/C Principal (Retd.),  
Head, Department of Psychology,  
D.B.J.College, Chiplun, Dist. Ratnagiri (M.S.)

**Dr. Manoj Dixit**

Professor and Head,  
Department of Public Administration Director,  
Institute of Tourism Studies,  
Lucknow University, Lucknow.

**Prof. P. T. Srinivasan**

Professor and Head,  
Dept. of Management Studies,  
University of Madras, Chennai.

**Dr. P. Vitthal**

School of Language and Literature  
Marathi Dept. Swami Ramanand  
Teerth Marathwada University, Nanded.



# EDITORIAL BOARD



**Dr. B. R. Kamble**  
Kirti M. Doongursee College,  
Dadar, Mumbai-28.

**Dr. Sadique Razaque**  
Univ. Department of Psychology,  
Vinoba Bhave University,  
Hazaribagh, Jharkhand.

**Prof. Ram Nandan Singh**  
Dept. of Buddhist Studies University of Jammu.

**Dr. Safiqur Rahman**  
Assistant Professor, Dept. of Geography,  
Guwahati College Bamunimaidam, Guwahati,  
Assam.

**Dr. Jagdish R. Baheti**  
H.O.D. S. N. J. B. College of Pharmacy,  
Meminagar, A/P. Tal Chandwad, Dist. Nashik.

**Dr. Vimal K. Lahari**  
Assistant Professor, Department of Sociology,  
Banaras Hindu University, Varanasi, Uttar Pradesh.

**Dr. Pandit Sheshrao Nalawade**  
I/C Principle,  
Pandit Jawaharlal Neharu Mahavidyalay,  
Aurangabad. (M.S.)

**Dr. Anita V. Nikalje (Walde)**  
Assistant Professor, Department of Electronics and  
Telecommunication, Deogiri Institute of Engineering  
and Management Studies, Aurangabad. (M.S.)

**Mr. Padmakar Mane**  
Director,  
Ramanand Arya D.A.V. College, Mumbai.

**CA Dr. Ravindra N. Naik**  
I/C Principal,  
Ramanand Arya D.A.V. College, Mumbai.

**Prof. Arvind Chaudhari**  
Principal,  
Arts, Commerce & Science College,  
Bodwad, Dist- Jalgaon

**Dr. Romeo S. Mascarenhas**  
Former, Head of the Department of Commerce,  
Sau S. R. K. College of Commerce and  
Late M.B.B. Irani College of Arts, Vadkun, Dahanu.

**Dr. Sushama Patil**  
Assistant Professor,  
Ramanand Arya D.A.V. College, Mumbai.

**Ms. Dipika Gupta**  
Assistant Professor,  
Ramanand Arya D.A.V. College, Mumbai.



PUBLISHED BY



**Ajanta Prakashan**  
Aurangabad. (M.S.)



## **FORWARD**

It is Albert Szent-Gyorgyi, the Hungarian pharmacologist known for his work on vitamins and oxidation and who was awarded the Nobel Prize in Physiology or Medicine in 1937, who said “Research is seeing what everybody else has seen and thinking what nobody else has thought”. If we analyse this statement deeply, we will realize that every one of us see many things happen around us every day and have trained ourselves to discard them as a matter of inconsequence or something not worth bothering about.

But one individual amongst us would start wondering or worrying as to why such a thing happens, whether it could be improvised to get a socially beneficial outcome or if something could be done to tone down or remove the hazardous implications of it.

If such individuals become an integral part of the society, many things that happen around us would be watched with a clear intent, analyzed through a discerning and systematic approach, studied in depth to identify the benefits that could be derived from them and watched with caution to mitigate or nullify the negative consequences that might result from them.

Research ultimately is the triggering switch that energises the human mind and assigns an authentic reason for our inner desire to explore the unknown. While doing so, what is important is not the success or failure of our efforts. It is the joy of having explored matters which have been ignored by others and the small and large pieces of learning we could acquire during that journey - they are what really matter the most to an intellectual mind.

The outcome of any research is measured by the knowledge one obtains during the research process, the answers to many 'WHYs', 'WHATs', and 'HOWs' and above all, the sense of achievement one gets at the end of the long research process. For a true researcher, appreciation or awards do not matter as much as the personal satisfaction he or she derives by proving or disproving a self-stated hypothesis in a logical, rational and scientific manner.

Let the spirit of Research flourish! Let our quest for Research lift us up from the mundane and rote mindset we have gradually built within ourselves in today's world of comfort and conflicts!

**RAMANAND ARYA D.A.V. COLLEGE (AUTONOMOUS)**



 **CONTENTS OF PART - IV** 

Sr. No.	Title & Author	Page No.
1	A Study of Training and Development Process in LIC of India <b>Dr. Vinayak Raje</b> <b>Ms. Tanvi Nikhil Utekar</b>	1-7
2	Zepto Philosophies and B2C Model - A Pandemic Opportunity <b>Ninoshka D'Silva</b> <b>Dr. Megha K. Juvekar</b>	8-14
3	An Empirical Study on Digital Marketing and its Impact on Small Scale Business <b>Ms. Shobhna Dangwar</b>	15-23
4	A Study on Role of Women Enterpreneuers in Enterpreneuership <b>Mrs. Charushila M. Chaudhari</b>	24-29
5	Tourism in India and its Contribution to the Indian Economy <b>Vaishali Shree Behere</b>	30-37
6	To Study the Viewer's Preference of Over-The-Top Platforms in India <b>Ms. Pooja Goswami</b>	38-47
7	The Study of Behavior Finance Related to Human Physiology and its Mental or Emotional Intelligence Prediction in Stock Market <b>Tejas Santosh Shinde</b>	48-54
8	A Study of Startups in Indian Economy and its Effect on the Citizens <b>Dr. Hadibandhu Golekha Pradhan</b> <b>Dr. Nithya Raju Varghees</b>	55-63
9	Social Media Marketing and its Impact on Lead Generation <b>Anchal Yadav</b>	64-68
10	The Role of Social Media Analytics in Digital Marketing <b>Ms. Payal Rikame</b>	69-74
11	Leveraging Technology to Promote Social Change by Social Advertising <b>Ms. Dipika M. Gupta</b> <b>Dr. Sushama S. Patil</b>	75-82
12	AI-Driven Network Optimization for 5G <b>Shruti N. Gokhale</b>	83-87

 **CONTENTS OF PART - IV** 

<b>Sr. No.</b>	<b>Title &amp; Author</b>	<b>Page No.</b>
13	Analysis of Mobile Phone Market Trends in India <b>Swati Atul Kemkar</b>	88-92
14	De-Dollarization <b>Sainath Sadanand Kadam</b> <b>Prof. Madhu Khubchand Tirthani</b>	93-98
15	Study on the Factors Influencing Consumer behavior to Buy Organic Food Products <b>Ms. Nilam Goradiya</b> <b>Dr. G. D. Giri</b>	99-104
16	Enhancing Customer Service in the Airline Services: A Comprehensive Evaluation of Chatbot Effectiveness <b>Ms. Valentina Kini</b> <b>Dr. (Mrs.) Varsha Ganatra</b>	105-110
17	A Study on the Transformation of Beauty Commerce through Influencer Marketing: An Analysis of Customer Purchase Intention <b>Ms. Poonam Shrivastava</b> <b>Dr. Sushama Patil</b>	111-115
18	Understanding the Anxiety amongst College Students of Public Speaking <b>Chinmay Tabib</b> <b>Swapnil Jadhav</b>	116-121
19	Transformative Impact of Artificial Intelligence in Financial Analysis: Enhancing Decision-Making, Risk Management, and Investment Strategies <b>Dr. Neelam Mohd Salim Shaikh</b>	122-129
20	The Study of Individual Perception towards SIP Investment through UPI Apps <b>Ms. Pooja Gupta</b>	130-135



# 1. A Study of Training and Development Process in LIC of India

**Dr. Vinayak Raje**

Research Guide, K. B. College of Arts and Commerce for Women, Thane East.

**Ms. Tanvi Nikhil Utekar**

Research Scholar, Vidyalankar School of Information Technology, Mumbai.

---

## **Abstract**

The Fintech assiduity has seen tremendous growth in India over the last decade since it caught pace after the expansion of internet services in the country. With a fintech relinquishment rate of 87 against the global norm of 64, India is one of the fastest-growing fintech requests in the world. Still, despite registering unknown growth in the last many times bolstered by the rapid-fire internet penetration, India has the second largest population without access to banking services with 190 million unbanked people. Thus, there's a need to extend technology-grounded fiscal services across the length and breadth of the country in a secure manner.

## **Keywords**

FinTech Companies, Globalization, Banks and Financial Institutions, Startups.

## **Introduction**

Fintech, as it is often known, is a term that is used to describe emerging technology that aims to enhance and automate the provision of financial services. At its base, fintech uses specialized software and algorithms that are employed on computers and, smartphones to assist businesses, and business owners in better managing their financial operations, processes, and lives.

The word "fintech" was first used to describe the technology used in the reverse-end systems of established financial institutions when it first appeared in the 21st century. Still, since that time, there has been a change toward further consumer-concentrated services and, therefore, a more consumer-concentrated description. The term "fintech" presently refers to a variety of fields and diligence, including education, retail banking, non-profit fundraising, and investment operation, to mention many.

Fintech also includes the development and use of cryptocurrencies like Bitcoin. Even though the fintech assiduity may get utmost of the attention, the traditional transnational banking sector, with its multi-trillion bone request capitalization, continues to be where the big plutocrat is. Over the once many times, we have witnessed the growth of fintech in India, with several successful companies leaving their mark on Asian and global requests. FinTech is demonstrating confidence as it transitions into non-age and is seeking recognition from both its peers and others. While considering client data and the broader ecosystem, Fin Techs are seeking to apply transnational stylish practices in the Indian request. The five primary factors of India's Fin Tech eventuality are the ecosystem, FinTech companies and start-ups and other fiscal institutions, consumers, and controllers.

FinTechs have a variety of openings and can choose the sedulity they want to enter. It could be business- to- business(B2B), where one works with or gives institutional guests services like trade authentication, analytics, and payment processing, or it could be customer- facing, where one provides loans to guests. Depending on the request, business model, and bolstering technology, FinTech's can upgrade their play. With pall- ground storage, draw- and- play services, and affordable access to technology, the cost of launching an establishment has dropped significantly, which is contributing to the expansion of the fintech sedulity. Identity and fraud operation, advanced analytics, blockchain, the Internet of goods (IoT), augmented and virtual reality, and artificial intelligence and natural language processing (NLP) all offer consumers and businesses likewise an unfathomable range of goods, services, and exploits. Since nearly 90 of smartphone consumers use android, creating a mobile-first android experience is quick, affordable, and simple for multitudinous launch- ups. They are suitable to prove their business strategy and raise backing further snappily thanks to access to finance and banks and other financial institutions that are willing to unite with FinTech's. This is abetting FinTech companies in expanding outside of India.

Fin Tech. banks and how the development of FinTech would affect BFSI have been the subject of extensive discussion FinTech sech's have been successful in resolving stressed-out issues because of their special strengths in concentrated product, result, and member depth. FinTechs nimble, largely adaptable, and have the capacity to change course or persist in the face of challenges. In addition, the FinTech sector lacks nonsupervisory control, distribution footprint, client access, and trust. For Banks & Financial Institutions to unite with FinTech's and

vice versa, this creates the ideal community. Multitudinous banks, including Kotak, have established invention labs and are working with different companies produce and launch products. multitudinous banks are opening their APIs for integration with FinTech's as they transition to API banking. In addition, banks are uniting with FinTech's in the fields of insurance, robot- advisory, customer experience, and interactive results like chatbots. As a result, FinTech's have farther chance for profit and scalability, and banks can roll out products more snappily. A few banks and financial institutions are also open to investing strategically in analogous FinTech startups and are looking beyond alliances. This bodes well for the expansion of both businesses and adds value in a complementary way. We are a data-rich nation moment because to the cornucopia of data from sources like credit, social media, dealer deals, spending, and financial aggregators, and businesses specialising in data wisdom and analytics may take advantage of this across business models. analogous information may serve as the foundation for new business models in industriousness including lending, insurance, payments, and investment services. As motor vehicle, health, and property records get digitised, we will observe further new inventive results from FinTech.

### **Research Methodology**

#### **The Objective of Study**

To study the emergence of FinTech start-ups in India.

#### **Research Design**

For the study, descriptive Research Design is adopted.

#### **Data Source**

For the study, data has been collected from secondary sources like reports and surveys.

#### **Limitation of the Study**

- a. Secondary data has been used for the study.
- b. Study is limited to companies in India only.

#### **Significance of the Study**

- a. The research will be helpful to research scholars and academicians for further research.
- b. The research will be helpful for FinTech companies to study their growth in India.
- c. The research will be helpful to the government, to know the growth of FinTech companies in India.

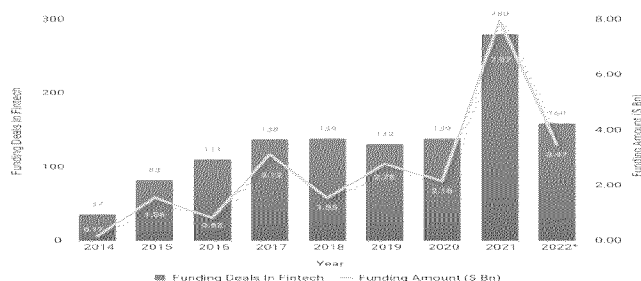
### FinTech Startups in India:

There are over 2100 Fintech companies in India, out of which more than 67 percent have been set up in the last five years. India's Fintech segment has also seen exponential growth in funding; investments worth more than US\$8 billion were received across various stages of investment in 2021. At present, globally, there are 187 Fintech unicorns of which 21 unicorns are in India.

### List of FinTech Unicorns in India

Sr. No.	Name of the Fintech Unicorns In India	Market Valuation in \$ million
1.	Paytm	\$ 25
2.	Razor pay	\$ 3
3.	Pine Labs	\$ 3
4.	Groww	\$ 3
5.	Bharat Pe	\$ 2.85
6.	Policy bazaar	\$ 2.4
7.	CRED	\$ 2.2
8.	digit	\$ 1.90
9.	COINSWTICH	\$ 1.90
10.	zeta	\$ 1.45
11.	Charge bee	\$ 1.40
12.	Coindex	\$ 1.1
13.	Akko	\$ 1.1
14.	Vedantu	\$ 1

### Fintech Startups Have Raised \$3.47 Bn In 2022 So Far



Source: Inc42

Inc42

**Trend Analysis**

Year	Funding Amount (\$ Bn)	5 yearly totals	5 yearly moving average
2014	0.17	-	-
2015	1.56	-	-
2016	0.82	7.22	1.44
2017	3.12	9.83	1.97
2018	1.55	10.43	2.09
2019	2.78	17.58	3.52
2020	2.16	17.93	3.59
2021	7.97	-	-
2022	3.47	-	-

**Trend analysis by Least Square Method**

Year	Funding Amount (\$ Bn) (y)	X (x – 2018)	x <sup>2</sup>	xy
2014	0.17	-4	16	-0.68
2015	1.56	-3	9	-4.68
2016	0.82	-2	4	-1.64
2017	3.12	-1	1	-3.12
2018	1.55	0	0	0
2019	2.78	1	1	2.78
2020	2.16	2	4	4.32
2021	7.97	3	9	23.91
2022	3.47	4	16	13.88
N = 7	$\Sigma y = 23.6$	$\Sigma x = 0$	$\Sigma x^2 = 60$	$\Sigma xy = 34.77$

$$a = \Sigma y / n = 23.6 / 7 = 3.37$$

$$b = \Sigma xy / \Sigma x^2 = 34.77 / 60 = 0.5795$$

The equation for trend line:

$$Y = a + bX$$

$$Y = 3.37 + (0.5795)X$$

$$Y = 3.37 + (0.5795)(x - 2018)$$

For the year 2023

$$Y = 3.37 + (0.5795)(2023 - 2018)$$

$$= 3.37 + (0.5795)(5)$$

$$= 3.37 + 2.8975$$

For the year 2024

$$Y = 3.37 + (0.5795)(2024 - 2018)$$

$$= 3.37 + (0.5795)(6)$$

$$= 3.37 + 3.477$$

$$= 6.2675$$

$$= 6.847$$

For the year 2025

$$Y = 3.37 + (0.5795) (2025 - 2018)$$

$$= 3.37 + (0.5795) (7)$$

$$= 3.37 + 4.0565$$

$$= 7.4265$$

For the year 2026

$$Y = 3.37 + (0.5795) (2026 - 2018)$$

$$= 3.37 + (0.5795) (8)$$

$$= 3.37 + 4.636$$

$$= 8.006$$

For the year 2027

$$Y = 3.37 + (0.5795) (2027 - 2018)$$

$$= 3.37 + (0.5795) (9)$$

$$= 3.37 + 5.2155$$

$$= 8.5855$$

#### Forecast for the next 5 Years

Year	Funding Amount (\$ Bn)
2023	6.2675
2024	6.8470
2025	7.4265
2026	8.0060
2027	8.5855

#### Findings

1. The table shows the number of funding deals and the funding amount over a period of 9 years (2014- 2022).
2. Though the number of deals has increase every subsiding year, there was a decrease in the year 2019 (132 deals) which again increased in 2020 (139 deals).
3. The number of deals further increased to 280 in the year 2021 which is the double of that in 2020 and thereafter in 2021 there has been a downfall to 160.
4. The amounts of funding also show fluctuations however, the 5 yearly moving averages for the above data show an increase in the funding amount which ranges from 1.44 to 3.59.
5. One the basis of available data, trend line is formed by least square method to forecast the funding amount for the next 5 years (2023 to 2027).
6. The forecasted figures also show an increase in the amount of funding which ranges from \$ 6.2675 Bn to \$ 8.5855 Bn.

## **Conclusion**

Fintech has surfaced as an integral part of the fiscal ecosystem in India. A new-age conception, fintech aptly highlights the integration of finance and technology. The process of easing fiscal services online is ascertained to as fintech or fiscal technology. The innovative conception covers everything from mobile banking apps to mobile payment apps, blockchain and cryptocurrencies, stock trading, and more. In the contemporary period, nearly all marketable enterprises use fintech to ameliorate or automate their labour and processes. Ever since their commencement, fintech enterprises have significantly altered and upgraded the procedures for financial deals. The fintech assiduity has materialised the fat conception of conducting deals through smart widgets and calculating systems, which has served the country's overall profitable ecosystem. Though the conventional banking system still dominates the business loans request, the fintech ecosystem is anticipated to grow dramatically with a CAGR (emulsion Annual Growth Rate) of 6.3 between 2022 and 2028. It's fair to prognosticate that the fintech assiduity will continue to thrive in 2023. The significance of the stoner experience and the capacity to reply fleetly to nonsupervisory changes will play a vital part in reconsidering the future of the fintech ecosystem in India.

## **References**

- How will fintech emerge in 2023? | The Financial Express
- A tough 2023 awaits Indian fintech startups as funding cools | Mint (livemint.com)
- Fintech In 2023: Collaborations, Consolidation, Neobanks & More (inc42.com)
- India's fintech industry to face a tough 2023 as investments cool: Bain | Business Standard News (business-standard.com)
- A Complete Guide to Careers in FinTech (2023) - BankersByDay
- Emergence and growth of fintech start-ups in India | IFLR – Important
- The Emergence of FinTech in India – FICCI blog
- Digital transformation and the emergence of the Fintech sector: Systematic literature review - ScienceDirect
- The Emergence of Fintech in India - Carnegie India - Carnegie Endowment for International Peace.
- What Trends are Driving the Fintech Revolution in India? (india-briefing.com)
- Indian startups take 5 years to scale from zero to \$100 million - Times of India (indiatimes.com)
- 4 Trends That Will Redefine The Future Of Fintech In 2023 (inc42.com)

## 2. Zepto Philosophies and B2C Model - A Pandemic Opportunity

**Ninoshka D'Silva**

Assistant Professor, Department of Commerce, St. Andrew's College of Arts,  
Science and Commerce, Mumbai.

**Dr. Megha K. Juvekar**

Assistant Professor, Department of Commerce, Nirmala Memorial Foundation College of  
Science & Commerce, Mumbai.

---

### Abstract

The lockdown pushed the world to a standstill making it hard for people to get regular groceries, compelling people to opt for safe delivery of their essentials. On facing the problem of delayed deliveries online, Kirana Kart was founded to be replaced by Zepto. The paper explores the business model and the marketing strategies used by Zepto which makes them unique from their competitors. Zepto, which is currently operational in the metro cities Mumbai, Chennai, Bengaluru and Delhi-NCR, aims to be operational shortly in Kolkata, Hyderabad and Pune, thus expanding their startup into other cities. The paper is qualitative and descriptive research with the usage of existing secondary data such as reports, newspaper articles, blogs, research papers, websites and other open-access reports available. Zepto's hyper-location and hyper-focus on speed over discounts are what motivates customers to choose Zepto rather than the competitors. The paper discusses the limitations of the study but it also explores the immense potential that the company can expand into.

**Keywords:** *Zepto, 10-Minute Delivery, Dark Store Model, B2C Model, eGroceries, Pandemic opportunity.*

### Introduction

Covid-19 brought economies and mankind around the world appalled. However, this became a booming opportunity for shopping online (Mukhopadhyay 2022). As per a November 2022 report by Indian Brand Equity Foundation, India's e-commerce could touch \$99 billion by 2024 with a CAGR growth of 27% over the period 2019-24 with groceries and apparel being the key factors for progressive growth. (Kantar, 2021) Covid accelerated online sales of fast-moving consumer goods with a projected 10.7 million households buying such products from April 2020



to March 2022. With lockdowns prevalent in India, there arose a need for e-commerce platforms to provide essential products and services safely at home (Mukhopadhyay 2022).

Humble beginnings of Zepto.

**(Patra, 2022)** The nineteen-year-old Zepto founders- Aadit Palicha and Kaivalya Vohra who were Stanford University dropouts acknowledged in an interview that they faced issues ordering essential groceries online during their homestay in the pandemic. (Mukhopadhyay, 2022)The duo stated that whenever they ordered groceries, it would take at least 2-3 days for delivery. This frustrated them and thus the model “Kirara Kart” was born. This happened mainly due to people being confined to their homes and being unable to step out for essentials. While operating Kirana Kart, they observed a pattern and noted that for any delivery that was completed in under an hour, 20% of the customers would repeat orders and whenever an order was completed in under 30 minutes, 40% to 50% would repeat orders. Upon their consistent study of consumer behaviour for a month, they eventually chose to shut Kirana Kart and began ‘Zepto’ in 2021 which was motivated by the time measured by the lowest unit by a group of German scientists.

### **Objectives of the Study**

- To understand the Business Model used by Zepto.
- To understand the Marketing Strategies used by Zepto.
- To understand the Shareholdings of Zepto.
- To recommend Market Expansion Strategies for Zepto.

### **Review of Literature**

#### **Business Model of Zepto**

(Mukhopadhyay, 2022) Competitors like Swiggy Instamart, Big Basket, Jio Mart and Amazon have a known component of “Unfaithful customers”. If one utilises Grofers, there’s a high possibility that they also use Big Basket as these apps work on the “Idea of Discounting”. Customers would have apps downloaded and would opt for the app which offers the highest discount. But this is where Zepto differs from its competitors by following a different business model.

(Patra, 2022) (Startup Story, 2022) mentioned in their article that Zepto follows the Dark Stores model which is located within a 3 kilometres radius. (Aniket, 2023). A Dark store is a small neighbourhood warehouse where customers cannot have access to enter but can purchase to get packaged delivery. (Patra, 2022) These dark stores allow Zepto to get better with its

delivery and distribution by giving quicker and more effective contentment of orders. This way, Zepto controls the market spread and distribution in a particular market in an enhanced manner.

These dark stores appeal to more customers as it gives easy access to distribution centres and undertakes online timeless orders resulting in a rise in the customer base for Zepto.

The application of the “dark store” strategy is mainly inspired by the need for contact-free shopping. By buying goods online and having them delivered immediately, consumers can avoid interacting with other customers or actually entering a store. These dark stores also allow Zepto to manage stock more efficiently, accommodate enormous orders and provide better product selection. Packer can work more effectively due to the ease of navigation in dark stores, while AI-powered solutions track product variety and inventory levels to further augment inventory management.

### **Marketing Strategies of Zepto**

#### **10-Minute Delivery Strategy**

(Sharma, 2023) Zepto, which is the swiftest online grocery delivery app in India, has used unique marketing tools to fuel the faster growth of the quick commerce industry in the country. In a brief period, Zepto has disrupted the entire quick commerce market. The online grocery delivery concept is not novel, as apps like Dunzo and Blinkit have already been offering such services. However, Zepto has set itself unique from its competitors by introducing the 10-minute delivery service for groceries and other products. While Zomato Instant offers food delivery within 10 minutes, Zepto is the first company in the grocery delivery industry to provide this service.

Zepto influences artificial intelligence to pick, pack, and transport orders at a fast pace. Whenever a customer places an order, an individual with a tablet is assigned to pick up and pack the order in under 60 seconds. This implies that by the time the payment is made, someone is already preparing the order for dispatch. According to the company, the average delivery time achieved is 8 minutes and 40 seconds. (Sharma, 2023)

Zepto does not penalize delivery personnel for late deliveries. The 10-minute delivery service is the unique selling point of Zepto, which helps it compete with well-funded quick commerce giants such as Swiggy Instamart and Blinkit (Sharma, 2023). Discounts are needed to attract customers but for a novel player, discounts are not viable, therefore quick delivery is the solution for Zepto’s business.

#### **Zepto’s Branding and Advertising Strategy**

(Sharma, 2023) Zepto's advertising always aimed at 10-Minute delivery. The Ad agency of L&K Saatchi & Saatchi was assigned to advertise Zepto and augment the brand image. Every ad of Zepto made the consumer feel the brand's capability to change their daily grocery shopping habit. Zepto even devised planting hoardings in the streets of the cities in which Zepto functions. As per an article by the Economic Times, advertising in the Indian Premier League in 2022 scored brownie points for Zepto where they recorded a jump of 40% to 100% in sales during the ongoing tournament. This spike was witnessed during the match hours than compared to the non-match hours. Zepto ran ads that featured singers like Kailash Kher, Shankar Mahadevan and Usha Uthup (Sharma, 2023).

### **Meme Marketing on Social Media**

(Sharma, 2023) Zepto utilizes social media platforms to interact with its audience by means of meme marketing. For a movie called "Avatar: The Way of Water" Zepto created a Meme that could capture the consumer's attention by following the ongoing trend. Zepto realised the importance of social media and channelised it using memes to gain positive feedback from their customers. Zepto even worked with influencers to build a loyal audience and enhance the company's goodwill.

### **Customer Acquisition and Retention Strategy**

The q-commerce industry is conquered by well-funded and established players like Dunzo, Swiggy Instamart, and Blinkit who have gained a considerable market share by providing attractive discounts and other incentives. Due to strong competition, Zepto faced a challenge in attracting and retaining customers. However, Zepto realised that customers were motivated not by the sole reason of discounts and incentives. Hence, to distinguish itself from its competitors, Zepto focused on offering novel and innovative services. While other players in the industry could easily acquire customers, they struggled to retain them. While disloyalty amongst customers was a common problem in the other q-commerce apps due to heavy discounts, Zepto tackled this issue by offering both discounts and high-speed free delivery, which considerably improved its customer retention rate. Additionally, none of the competitors could match Zepto's fast delivery service, which helped in expanding its customer base. (Sharma, 2023)

### **Zepto's Shareholdings**

(Startup Story, 2022) Zepto has secured financial backing from nine investors, with the biggest stakeholders being Aadit Palicha (with 22.5% ownership), Kaivalya Vohra (with 18.8%

ownership), Nexus Ventures (with 20.7% ownership), eBooks Private Investors (with 10.4% ownership), Y Combinator (with 5.1% ownership), Rocket Internet (with 5.7% ownership), and others (with 16.8% ownership). Recently, Contrary and Glade Brook Capital Partners have also invested in the company. The current valuation of the firm is \$900 million, and it has raised a total of \$200 million so far.

### **Scope of the Study**

(Patra, 2022) Zepto being headquartered in Mumbai is operational in Mumbai, Delhi-NCR, Bengaluru and Chennai. It is additionally working on entering new markets of Pune, Hyderabad and Kolkata. In the coming future using the dark store model, Zepto can look forward towards expansion in Tier 2 and Tier 3 cities.

While the competitors possess external sources of funding (Mukhopadhyay, 2022), Zepto may consider going public for funding to keep offering quick services along with discounts in order to avoid customers choosing other q-commerce companies. Zepto being a novel startup has a lot of scope for further research.

### **Research Methodology**

The study uses a case study model which is descriptive. The study focuses on qualitative secondary data research. The researchers have utilised secondary sources such as newspaper articles, openly available reports, research papers, websites and blogs for the study.

### **Limitations of the Study**

- The research is a qualitative, secondary data-based paper, there is no primary data undertaken due to the lack of time.
- The study applies a case study approach to Zepto. There may be many other applications which could be a replica of Zepto but the research paper may not cover the other applications but only be constrained to Zepto.

### **Suggestions**

The Researchers have Given Suggestions Based on Subjects with Details Given Below;

<b>Sr. No.</b>	<b>Subject</b>	<b>Details</b>
1	Areas of Operation	Because Zepto follows the "Dark Store Model," it has the potential to grow in Tier 2 and Tier 3 cities and even in rural regions. This expansion not only increases the customer base but also presents opportunities in larger markets, potentially benefiting from being the first player to enter

		these areas. Moreover, tapping into rural markets will make it easier for many villagers to access essential products, contributing positively to the company's corporate image. To reach more customers in rural areas, Zepto could explore the option of implementing Toll-Free Numbers that operate in the local language, as not all villagers may have smartphones.
2	Funding	While the competitors are heavily funded, Zepto relies on funding from its shareholders which can limit operations. Zepto should consider going "Public" as it can keep the startup to continue to deliver goods in minutes and also provide simultaneous discounts to enhance and maintain the customer base.
3	Tie-Ups	Zepto must continue to build its ecosystem by continuing to enhance tie-ups with other companies.
4	Women employment	Zepto should consider recruiting women delivery agents who can be employed near their respective residential dark store areas as this move could be positively welcomed as a way of encouraging women's empowerment and inclusivity. This move would probably help the families of semi-illiterate women to earn their livelihood and make them financially independent.

### Conclusion

The pandemic has compelled people to use e-commerce more extensively, however, with things being back to normal, the dark store model is here to stay because of offering the convenience of providing essentials at the doorstep. This means Zepto has immense potential to see more growth in the coming time. As of now, Zepto caters to metro cities but using the dark store model, it can aim to expand Tier 2 and Tier 3 cities and, in the future, probably in rural areas which could rather be a boon for villagers for essentials with the simultaneous rise of e-commerce in India.

### References

- Anand, S., & Banerjee, A. (2022, June 4). Startup Talky. Retrieved from Zepto - How is it Delivering Groceries In Ten-Minutes?: <https://startuptalky.com/zepto-success-story/>
- Aniket. (2023, January 11). analyticsjobs. Retrieved from Zepto | Success Story | All You Need to Know | AnalyticsJobs: <https://analyticsjobs.in/blog/zepto/>

- India Brand Equity Foundation. (2022, November). E-Commerce Industry in India. Retrieved from India Brand Equity Foundation: <https://www.ibef.org/industry/ecommerce>
- Kantar. (2021). The world's 2020 pandemic FMCG shopping habits. Omnichannel.
- Mittal, A., & Bhalla, T. (2022, April 6). The Economic Times. Retrieved from Quick commerce players Swiggy Instamart, Zepto, Dunzo score big during IPL: <https://economictimes.indiatimes.com/tech/technology/quick-commerce-startups-off-to-a-blistering-start-in-ipl/articleshow/90668772.cms>
- Mukhopadhyay, M. (2022, February 18). SSRN. Retrieved from Who Moved My Grocery, in 10 Minutes? - A Light on Indian Dark Stores: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=4052765](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4052765)
- Patra, J. (2022, August 24). Business Upside India. Retrieved from The Zepto Success Story- What makes Zepto so Special: <https://www.businessupside.in/the-zepto-success-story-what-makes-zepto-so-special/>
- Sharma, A. (2023, March 6). Startup Talky. Retrieved from Zepto Marketing Strategy - What Drove Zepto's Success in Quick Commerce: <https://startuptalky.com/zepto-marketing-strategy/>
- Startup Story. (2022, June 2). Retrieved from Success Story of Zepto | Business model and Case Study: <https://startupstorymedia.com/zepto-business-model-and-case-study/>

### **3. An Empirical Study on Digital Marketing and its Impact on Small Scale Business**

**Ms. Shobhna Dangwar**

Assistant Professor, Smt Devkiba Mohansinhji Chauhan College of  
Commerce and Science, Silvassa.

---

#### **Abstract**

The objective of the research done in this paper is to investigate the significance of digital marketing on small scale firms. This research intends to know how the performance of small businesses is impacted by online/digital marketing. Additionally, take a look at Ambiance's present social media tactics to ultimately decide how to get in touch with the target market. It's crucial to identify the platforms and technologies that small businesses now employ. And businesses that use web marketing are successful at it. Because we are aware that the target population is expanding as a result of new technology breakthroughs, we are curious to investigate whether our current marketing techniques are successfully reaching as many customers as feasible. We will be able to decide which technique is most effective and efficient for our business by conducting a poll that focuses on social media and email usage. We can find out which strategy is more effective and advantageous for our target audience by designing a survey that places a strong emphasis on social media and email usage. Asking clients where they want to see a company's promotion is appropriate for ambience and other small businesses as well because of the wide age range of our clientele.

#### **Introduction**

With social media and internet usage reaching record highs, some people are beginning to question if advertising on various platforms is actually required. There is no doubt that the younger generations will continue to use social media and the applications that allow interactions in a wide variety of ways. Businesses are rapidly promoting themselves on social media, but we're more interested in what consumers search for and how businesses may reach as many potential clients as possible.

The goal of this study is to ascertain the importance of digital marketing to a small business and what tactics should be used to draw in as many clients as feasible. Our approach is

designed for business owners and marketing professionals that want to expand or enhance their internet marketing strategies. By contrasting the company's current practices with the design's innovative concepts, it should become clear which approach is the most stylish and effective for attracting people to their establishment.

### **A. Marketing Introduction**

Marketing is the process through which a company promotes the exchange of a good or service for another. Selling, producing results to clients or other businesses, and advertising are all examples of marketing methods. Affiliates assist a company's marketing initiatives. Marketing is the practice of matching a company's goods and services with clients who are most likely to use them. Profitability is ensured by offering customers the appropriate products. Product, Price, Place, and Promotion are the four P's of marketing.

### **B. Digital Marketing Overview**

Digital marketing is the practice of distributing commercials using online channels such as search engines, websites, social media, emails, and mobile applications. Businesses use digital marketing to advertise their brands, products, and services on online media channels. Customers research products using digital technologies.

By interacting with customers online, we can raise brand awareness, establish ourselves as thought leaders in our industry, and draw their attention to our company when they are ready to make a purchase. Investors found that 89 percent of customers are typically retained by businesses with successful multi-channel strategies, compared to 33 percent by businesses with poor strategies.

### **C. Components of Digital Marketing**

A vast variety of digital touchpoints that make up the discipline of digital marketing are frequently interacted with by consumers. To use any of these channels efficiently, we really need to be aware of them all.

1. Pay-per-click
2. Email advertising
3. SEO, or search engine optimization.
4. Marketing via mobile
5. Social media promotion
6. Content promotion



#### **D. The Value of Online Marketing**

Only those people can be targeted who are most likely to buy our product or service. Compared to traditional marketing tactics, it is less expensive. Due to digital marketing, we may outrank more seasoned rivals in our industry. Advertising on the internet may be measured. Digital marketing, on the other hand, allows us to track the results of nearly any part of our marketing strategy.

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

1. Finding out the impact of digitalization on small firms.
2. Finding out how digitalization plays a major role in improving the productivity of small firms
3. How digitalization Boost direct selling.
4. What role digitalization plays in maintaining a constant stream of new leads.
5. What role digitalization plays in lowering the cost of getting new customers.
6. Knowing about the role of digitalization in maintaining customer brand awareness.

#### **Methodology**

The first stage in starting a small business is to draw in and welcome the initial group of consumers. Early forms of advertising were used, such as print advertising, coupon mailings, and extensive usage of road signage. They might increase client loyalty since they should understand that if they can offer a better product or service, people would come to them. Although this strategy might generate a little amount of money, there is still a safer and more practical alternative. Small businesses need to consider the enormous online market of potential customers. No matter how young a tiny business is, it should not ignore this enormous market.

#### **Review of Literature**

**2020 (Kishan & Prajapati)** -The global shift from traditional to digital is not immune to marketing. Digital marketing, social media marketing, and search engine marketing are all becoming more and more common as technology advances. With an increasing number of people using the internet, digital marketing has benefited the most from this dependence. The way that consumers make purchases is evolving, and traditional marketing is losing ground to digital marketing. Examining the value and effects of digital marketing for both consumers and marketers is the aim.

**(Pawar, 2020)** - Advanced content aspects for marketing in general computerized showcasing produce results for businesses have been identified as openness, routes, and speed. (Patil, 2020) Making the webpage well-known through informal word-of-mouth (WOM) via online media is another tried-and-true strategy for progressing through computerized marketing.

**2020 (Tandur, Garg, & Rahman)** - Digital marketing strategies have altered consumers' expectations and perceptions of how they should choose which things to purchase in the present business environment. Customers want to investigate products that are marketed online and base their purchases on reliable information that is readily available. Companies use experts in digital marketing to help company houses connect clients all over the world and develop a presence on the global market. Additionally, digital marketing has helped medium-sized and small businesses (SMEs) sell their products and services to a specific audience and establish a digital presence.

**(2020), Akeel and Gubhaju** - The use of digital media and E-Marketing techniques might considerably aid SMEs in growing and performing better, which would benefit the country's economy and, consequently, increase job chances for young people who are unemployed. Globalization, a constant presence throughout the world, access to and penetration of remote locations, and easily available, speedy, and effective communication are just a few of the ways that digital media may benefit businesses.

**(2021) Pradhan, Sharma, - And Choudhary** In terms of producing results and measuring the performance of an advertising investment, digital marketing is even more cost-effective for calculating ROI on the advertisement.

**2020 (Pandit, Rakesh; Chauhan, Anshu)**- Technology advancement has increased the popularity of digital marketing, social media marketing, and search engine marketing. Online marketing is a tool used by marketers to promote their products and services. Online marketing is essential for boosting the sales of goods and services. This study aims to determine the value of digital marketing as a tool for both consumers and advertisers.

**2020 Rakesh Pandit and Anshu Chauhan, -**Digital marketing, social media marketing, and search engine marketing are growing in popularity as a result of technological advancements. To promote their goods and services in the market, marketers use online marketing. Increased sales of goods and services depend heavily on online marketing. The goal of this study is to determine how beneficial digital marketing is for both consumers and businesses.

**Pandit, Rakesh, and Chauhan, Anshu, 2020** - The popularity of digital marketing, social media marketing, and search engine marketing is growing as a result of technological advancement. To promote their products and services, marketers use web marketing. Sales of goods and services must rise, and online marketing is essential. Finding out how useful digital marketing is as a resource for both consumers and marketers is the goal of this inquiry.

**(D. V. Madhusudan Rao, K. Rajeswari, et al., 2020)** - Has found that using digital media helps SMEs raise public awareness, introduce new business practices and procedures, and share, collaborate, and co-create new ideas to improve overall performance.

**(Liam & James, 2021)** - Live support could be a priceless tool for startups or established SMEs, especially as digital media and technology advance. Every business segment, including sales, advertising, and after-sales service, may now easily take part in individual or group live chatting/interactions thanks to corporate websites.

**(Wendy Ritz, Marco Wolf, and Shaun McQuitty, 2019)** - By integrating the do-it-yourself (DIY) framework with the technological custom solution, we want to examine the motives and desired outcomes of small business digital marketing inclusion.

**(2017) Mort, Sullivan, Drennan, & Musso More** - Significantly, the rapid development of technology and circumstances affecting the business sector have accelerated the expansion of computerized advertising.

**(2017) Lakshmi, Mahboob, and Choudhary** - The literature on how social media affects medium-sized and small enterprises is summarized in the current study. More and more small and medium-sized businesses are using it. The current investigation intended to ascertain how social media often impacted medium-sized and small businesses in the area, according to previous empirical research and theoretical literature. The study found a specific connection between social networking sites and SMEs in the areas of politics, religion, culture, and finance.

**2014's (Chheda S. H.)** Marketing professionals utilize online marketing, a form of digital communication, to inform consumers about their products and services. The ultimate objective of digital marketing is to put a strong emphasis on customer assistance and help them find opportunities to advertise goods or services via digital media.

**(H. O. Is-haq, 2019)** - There are now more options available to consumers. Building a company's brand is difficult in the end. Internet advertising is a vital marketing strategy for boosting brand recognition and aiding businesses in slightly increasing sales.

**Research Gap**

There may be a research gap on the effects of online marketing on small businesses due to the effectiveness of various online advertising strategies for small businesses in different industries. As an illustration, while social media marketing may be very advantageous for some small businesses, email marketing or search engine optimization (SEO) may be more successful for other small enterprises. Business owners may maximize their marketing efforts and improve overall success by understanding which digital marketing methods are most effective for different sorts of small businesses. Another potential review need is addressed by the effect of computerized marketing on the slow success of small undertakings. While it is evident that digital marketing can be successful in the short term, at luring new clients and boosting sales, the strategy's long-term success is yet unknown.

Some of the gaps in knowledge on how digital marketing affects small businesses are as follows

- a. The effectiveness of various online marketing strategies has already been thoroughly researched, but less is known about how these strategies affect small businesses across several industries. For instance, marketing requirements for a small hospitality company could be different from those for a retailer. Business owners can spend their marketing expenditures more effectively by knowing which digital marketing tactics are most effective for different kinds of small businesses.
- b. What will be the Long-term effects of computerized advertising on small businesses: There is evidence that digital marketing can yield gains in the near term, but it is uncertain whether this translates into long-term success.
- c. Additional study is needed to confirm that small businesses who invest heavily in digital marketing may have a higher likelihood of long-term survival and growth.
- d. It is not always clear how digital marketing contrasts with other factors like product quality, customer service, and pricing, even though it is regularly touted as a key instrument for small business success.
- e. More analysis is needed to prove that small firms that uses digital marketing have long term benefits like growth and survival of business.
- f. Analysis is needed on how digitalization has impacted quality of product, customer happiness, and cost in case of small firms.

In the end, there is still a lot to discover about how digital marketing affects small businesses. Small business owners may be able to make wiser judgments about how to spend money on marketing and expand their operations with the aid of more study in these areas.

#### Limitations.

1. Mostly only respondents in the 18 to 22 age range could be reached, and respondents particularly above the age of 50 could not be reached.
2. The data so collected cannot be relied upon as it particularly involves industries of Gujrat only and so generalization cannot be done.
3. Respondents could select answer only from the options they were given, they could not give any other answer in case they had other opinions too.

#### Findings of the Study

1. The goal of the research was to know how online advertising impacts smaller businesses. As social media and email blasts are the two main forms of advertising, the study focused on how frequently customers use both and whether they would use them to stay updated. Since, there were several age categories, we discarded many of the questions since we believed that consumer's preferences would be influenced by their age. These younger clientele made it apparent that they preferred social media to email blasts, responded in greater numbers, and frequently used Instagram. People between the ages of 18 and 22 particularly showed this preference.
2. Many respondents have also made online purchases as a result of Instagram company marketing. This supports our conclusion that Instagram should be our primary emphasis for digital marketing, particularly to target clients under the age of eighteen and those between the ages of eighteen and twenty-five. Both Facebook and email can be utilized to target customers who are over these age groups since these two digital marketing channels are crucial in these markets.
3. Additionally, we discovered that internet marketing is more successful than conventional marketing. Majority of the replies we received in support of digital marketing were from those who were asked which sort of marketing (whether traditional marketing or digital marketing) they thought was more effective. Vast majority of the respondents, when asked about their opinions on how digital marketing influences small businesses in India, felt that it had a positive influence. Additionally,

respondents are ready to suggest that small businesses embrace internet marketing. According to respondents, the best form of technique for small businesses to boost sales revenue is social media marketing. Small companies can also meet the respondents' needs as compared to large and medium-sized companies.

### **Suggestions**

Businesses will be able to determine from the results of this study which marketing channel to use to reach the ideal number of potential clients for their product. Instagram may be the greatest choice for companies who cater to younger customers or offer inexpensive goods to attract younger customers who may not be as willing to spend a lot. Email blasts may be your greatest bet for reaching seniors over the age of fifty. However, businesses can choose Facebook marketing over Instagram to reach middle-aged clients. We believe that firms will be able to reach a greater range of customers by continuing to use all three methods of internet marketing and creating far more specific target markets for each product and fraise profits in a more effective and efficient way.

### **Conclusions**

Every business need marketing and uses it to promote its goods and services and draw in current and potential customers. While conventional marketing has been around for a while, digital marketing has only recently become more popular in the previous decade or two. In this study, we found that digital marketing outperforms traditional marketing in a big way. This is especially true if you are a business owner or starting a small company on a tight budget. It will be less expensive and give you the advantage over larger corporations. Finally, both marketing strategies have benefits and drawbacks. They are both useful for small businesses with a wide target market, but digital marketing is generally more effective for those firms that can't afford to spend a lot of money on traditional forms of advertising.

### **References**

1. Prajapati, Kishan. (2020). A Study on Digital Marketing and It's Impacts. 10.13140/RG.2.2.21143.80809.
2. Ritz, Wendy & Wolf, Marco & Mcquitty, Shaun. (2019). Digital marketing adoption and success for small businesses: The application of the do-it-yourself and technology acceptance models. *Journal of Research in Interactive Marketing*. 13. 10.1108/JRIM-04-2018-0062.

3. Musso, M. (2017). The Impact of Online Marketing on a Small Business. Grcsp.
4. Pawar, D. S., & Patil, D. A. (2020). Impact of Digital Marketing on Business. International Research Journal of Engineering and Technology, 7 (2)
5. Sadashiva Tandur, Dr. Adarsh Garg, Dr. Mujibur Rahman. (2020). Digital marketing adoption changes the business performance dynamics of SMEs in India: A research scope. International Journal of Advanced Science and Technology, 29(08), 4976-4991.
6. V., L., Mahboob, A., & Choudhary, A. (2017). A study on impact of social media on small and. IJSDR, 2 (11)
7. Akeel, A., & Gubhaju, M. (2020). Digital Marketing and its effects on Start-up. University of Gavle.
8. Pradhan, T., Sharma, H., & Choudhary, J. (2021). Digital Marketing and its Impact. IJARESM
9. Pandit, Rakesh & Chauhan, Anshu. (2020). Impact of digital marketing and current scenario in India. Journal of Management Research and Analysis. 7. 3-5. 10.18231/j.jmra.2020.002.
10. Madhusudan Rao, D. V., & Rajeswari, K. (2020). Adoption of Digital Marketing Practices in Micro Small Medium Enterprises for Inclusive Growth. ijrte, 8 (6)
11. James & Liam, (2021) Impact of Digital Marketing on SME Growth in South Asia: A Case Study on Faheem Haydar Dealzmag (January 1, 2021)
12. Chheda, S. H. (2014). Impact of Social Media Marketing on Performance of Micro and Small Businesses. Dypatil.Edu [13] Is-haq, H. O. (2019). Digital Marketing and Sales Improvement in Small and Medium Enterprises in Nigeria. IJIREs, 6 (6)

## 4. A Study on Role of Women Entrepreneurs in Entrepreneurship

**Mrs. Charushila M. Chaudhari**

Assistant Professor, Godavari Institute of Management and Research, Jalgaon.

---

### **Abstract**

Entrepreneurship is the creative form of economic value. Entrepreneurs play a key role in any economy. These people have the skills and take initiatives of some new ideas to market or provide a service and make the right decisions to make their ideas profitable. From last decade women's entrepreneurship increases their own place in the world. The participation of women entrepreneurs is still hide and there is need to be properly investigated. Here we can try to investigate this relation by counting women entrepreneurship and economic development at worldwide level. However, in the past, females who made such decisions have faced many problems and resistance in terms of treatment of males and other family members, financial support and combining working and family life. The present study has been an attempt to generate realization and to understand the meaning of what women entrepreneurship is and how important it is or the development of the world wisely and economically.

Main objective of this study is to highlight the women's role in entrepreneurship also we know the major advantages due to women's entrepreneurship. The paper is based on secondary data method.

**Keyword:-** entrepreneurship, women entrepreneurship, development, growth, enterprenuer.

### **Introduction**

Entrepreneurship is the backbone of the developing countries. it takes part in the development of each country. Entrepreneurship plays important role in the economic development of any nation. Entrepreneurship is the way to develop the country. Entrepreneurship increases the economic values. Entrepreneurship is the ability to develop, organize and run a business enterprise, along with any of its uncertainties in order to make a profit. Entrepreneurship is the creation of economic value. Entrepreneurship is viewed as change, generally entailing risk beyond what is normally encountered in starting a business, which may



include other values than simply economic ones. Entrepreneur is a person who sets up a business or businesses, taking on financial risks in the hope of profit.

The Women's create or take part in business actively are known as women entrepreneurs. Women entrepreneurs may be single woman or a group of women who create ,manage and run a business concern. It is no doubt that today's women handle their businesses like a BOSS. The women are just as surprising at their work as men.

Still in entrepreneurship, women's are in minority. Women entrepreneurs are successful due to hard working. Women's makes successful coordination and communication among the people. Economic development of any country may be goes on the top due to women entrepreneurs. Women's don't know all Government schemes and facilities which are available for the women's entrepreneur. In the new era, women entrepreneurship may have bright future. Now in new era women's enterprenuer use various social platforms for the business. Women entrepreneurs create, manage, engage, and run business enterprises to contribute the familier development. Women entrepreneurs think and start taking risks of operating enterprises and combine various factors involved in production to deal with the uncertain business environment.

### **Challenges in front of Women Entrepreneurs**

Women's entrepreneurship in India is a difficult part. To improve the economy by generating jobs is leads to transformational social and personal outcomes for women. In the last decade, the number of women-owned enterprises went up from 14 per cent to 20 per cent. However, India still hang back when compared with other emerging economies.

The rate of female entrepreneurs has seen a rise during the past and due to the many developments like inventions, as well as social structures, it is interesting to further look over the relationship to female entrepreneurship. Female entrepreneurs often struggles more than their male enterprnuers to make it big and get recognized within the business community. Main problems face by women entrepreneurs are various sectors are not user friendly, most of lack of support, less funding, uneducated , low risk bearing, competition etc.

The biggest obstacle to women entrepreneurship is that they are handled by women. A sort of male-dominant social order is the hindrance to them in their way towards business achievement. Many women don't get the chance and resources to develop the business again. Their family and individual dedication are one of the most improbable interference for gaining the victory in the business profession. A woman's family dedication additionally lock them from running a successful and time-consuming business in both developed and developing nations.

Women's having essential duty regarding kids, home and more established ward relatives, very less number of women can give all their time and energies to their business.

### **Impact of Womens Enterpreneurship**

Women entrepreneurs have been making a significant effect across several industries in the Indian economy. There are four key areas where women entrepreneurship can pilot life changing gains for our country

1. **Economic Impact:** If we hasten our efforts towards closing the gender gap, and create a levelling field for men and women, India could gain up to 6.8% growth in our GDP, says a report by the International Monetary Fund.
2. **Social Impact:** The increase of women entrepreneurship has also led to women Traverse more of the STEM-related fields of education, creating a more aware and knowledgeable society, that helps in development for the whole country.
3. **Individual Impact:** Entrepreneurs own financial decisions like loans, taxes, long term financial planning and investments to form a strong financial foundation for the family the family.
4. **Environmental Impact:** Women bring in a different attitude to building products and services. They are able to focus on important themes like inclusion, sustainability, empathy and influence innovation significantly.
5. **Sense of Independence:** In environmental protection, backwards and forward integration, by acting as change agents, women entrepreneurs in our country are directly or indirectly playing a overhealing role, contributing to the economic growth of the country.

### **Factors Responsible for Progress of Women Enterpreneurship**

#### **Risk-taking**

Academic literature suggested that women CEOs in an uncertain situation could take the risk, which significantly affects firm performance and success (Wiklund & Shepherd 2005) because entrepreneurs highly disposed to take risks might receive compensation through higher expected profits. Risk-taking has a significant and positive effect on women entrepreneurs' success.

#### **Self-confidence**

Self-confidence plays a critical role in entrepreneurship and it is believed that it helps entrepreneurs in their entrepreneurial activities. women entrepreneurs, who have a high self-

confidence level, could quickly gain a competitive advantage in emerging markets while facing different barriers that need to set an objective on or plan a better policy to reach business goals.

### **Importance**

It is an addition of kitchen activities. In certain businesses, women entrepreneurs are doing extremely well and even they work as male fellows. Women are successful not only in law, science, medical, aeronautics and space and even in police and military services, but now they are showing their interest even in business and industry. They have proved that they are no less than men in the work efficiency, hard-work, or intelligence, as they get proper scope.

Women entrepreneurs liable to be highly motivated, self-directed, they also shows a high internal center of control, achievement. Researchers contend that women business owners possess certain specific characteristics that promote their creativity and generate new ideas and ways of doing things.

### **Literature Review**

- Dr. G. Yoganandan, G. Gopalselvam, describes the role of women entrepreneurs as faces various problems and challenges among the society. also explain the role of Govt to develop the women entrepreneurs.
- Fanny Lange Edman ; Liisa Punkari describes the role of womens entrepreneurs to show personal insights, experiences and knowledge about the development of female entrepreneurship.
- Klyver, Nielsen ; Evald (2013) investigated the scope to which gender equality affects a female's choice to start a business and if this choice is dependent on the country's development stage and industries. The study found that self-employment choice is associated with the country's development stage and industries.
- Rizwan Ullah Khan , Yashar Salamzadeh , Syed Zulfiqar Ali Shah and Mazhar Hussain Khan describes Numerous studies have been conducted to test the different factors' effects on women's entrepreneurial success, but our study investigated some psychological, cultural, and religious factors . The current study also contributes to the existing literature through empirical shreds of evidence.
- Hart (2018) also says that reviews of applied literature is important because it shows that the authors possess insight on previous research, its main theories as well as being somewhat critical towards previous findings.

### **Objective**

- To highlight the role of women's in entrepreneurship.

- To investigate the role of women entrepreneurs in society.
- To enlist the importance of women entrepreneurs

### **Scope of the study**

In the modern world women has been able to overcome the problem of society's view of considering them to be confined to the four walls of the house or viewing them as weak entrepreneurs caught up in limited business area such as papad making, pickle preparation food items, paintings, handicrafts, etc. Women entrepreneurship has been recognized as an important, initial source of economic growth during the last decade. With the spread of education awareness, Indian women have shifted from the extended kitchen, handicrafts, and traditional cottage industries to non-traditional, higher level of activities. They have been able to show a remarkable shift from these small entrepreneurs at ventures to modern technology-based business ventures such as

- i. Computer services and information dissemination
- ii. Trading in computer stationary
- iii. Computer maintenance
- iv. Computer maintenance
- v. Travel and tourism
- vi. Quality testing, quality control laboratories
- vii. Sub-assemblies of electronic products

### **Research Methodology**

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. Research is fully depends on How was the data collected or generated? How was it analyzed?

The research paper is based on secondary data. The data has collected through various sources available on internet, journals and papers.

### **Advantages of Entrepreneurship among Women**

Authorizing entrepreneur to women is a challenge. Micro enterprises can help to meet these challenges.

Micro – enterprises not only enhance national productivity, generate employment but also help to develop economic independence, personal and social capabilities among women.

Following are some of the personal and social capabilities, which were developed as result of taking up enterprise among Women

- Economic empowerment

- Improved standard of living
- Self confidence
- Increased social interaction
- Improvement in leadership qualities

Economic empowerment of women by micro entrepreneurship led to the empowerment of women in many things such as socio-economic opportunity, property rights, political representation, social equality, personal right, family development, market development, community development and at last the nation development.

### **Conclusions**

When women moves forward, the family moves, the village moves and the nation moves. Employment gives economic status to women and economic status gives way to social status and there by empowerment to women. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy. Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena. To respond to the needs of women it requires devising measures to integrate women as decision-makers, participants and beneficiaries in all relevant development activities and to address the totality of problems women face as entrepreneurs, due to the wide spectrum of elements affecting the equitable participation of women in development.

### **References**

- “A Study On Challenges Of Women Entrepreneurs In India “,Atul Raja,published in journal The impact of women entrepreneurship.
- “Factors affecting women entrepreneurs’ success: a study of small- and medium sized enterprises in emerging market”, Rizwan Ullah Khan, Yashar Salamzadeh , Syed Zulfiqar Ali Shah and Mazhar HussainKhan, Journal of Innovation and Entrepreneurship (2021)
- Dhameja S K (2002). Women Entrepreneurs: Opportunities,

## 5. Tourism in India and its Contribution to the Indian Economy

**Vaishali Shree Behere**

Assistant Professor, Ramanand Arya DAV College, Mumbai.

---

### **Abstract**

In India tourism industry is a large contributor to the revenue of government. Tourism in India is a large industry. In 2022, the contribution of India's travel and tourism sector to India's economy was worth Rs 15.7 trillion. Magazine ranked India as the 7th most beautiful country in 'The 50 Most Beautiful Countries in the World' rankings. Even though, these numbers were lower than the pre-pandemic figures; the country's economy witnessed a significant growth in 2021 after the massive downturn during 2020. The World Travel and Tourism Council calculated that tourism generated ₹ 13.2 lakh crore (US\$170 billion) or 5.8% of India's GDP and supported 32.1 million jobs in 2021. Even though, these numbers were lower than the pre-pandemic figures; the country's economy witnessed a significant growth in 2021 after the massive downturn during 2020. The sector is predicted to grow at an annual rate of 7.8% to ₹ 33.8 lakh crore (US\$420 billion) by 2031.

The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, state governments, Union Territories and the representatives of the private sector.

### **Objectives**

1. To study the different types of tourism
2. To check the contribution of tourism sector in last 5 years
3. To study the advantages and disadvantages of this sector

### **Hypotheses**

1. Travel and Tourism sector is an opportunity to increase the GDP

### **Data Collection**

Research is based on secondary data. Data is collected from websites, articles, Survey report.

According to Ministry of Tourism, Over 6.19 million and 1.52 million foreign tourists arrived in India in 2022 & 2021 respectively compared to 10.93 million in 2019, representing a -44% degrowth. India has bigger domestic tourist population so it's not dependent on foreign tourist much. This makes India the 22nd most visited nation in the world and 8th in Asia and Pacific. Domestic tourist visits to all states and union territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011. In 2012, National Geographic's Traveller magazine named the state Kerala as one of the "ten paradises of the world" and "50 must see destinations of a lifetime". In 2014, Tamil Nadu, Maharashtra and Uttar Pradesh were the most popular states for tourists. Delhi, Mumbai, Chennai, Agra and Jaipur were the five most visited cities of India by foreign tourists during the year 2015. As of 2017, worldwide, Delhi is ranked 28th by the number of foreign tourist arrivals, while Mumbai is ranked 30th, Chennai 43rd, Agra 45th, Jaipur 52nd and Kolkata 90th.

The World Economic Forum's Travel and Tourism Development Index 2021, which replaced its previous Travel and Tourism Competitiveness Report, ranks India 54th out of 117 countries overall. The last edition of the Travel and Tourism Competitiveness Report, published in 2019, had ranked India 34th out of 140 countries overall. The report ranked the price competitiveness of India's tourism sector 13th out of 140 countries. It mentioned that India has quite good air transport infrastructure (ranked 33rd), particularly given the country's stage of development, and reasonable ground and port infrastructure (ranked 28th). The country also scored high on natural resources (ranked 14th), and cultural resources and business travel (ranked 8th). The World Tourism Organization reported that India's receipts from tourism during 2012 ranked 16th in the world, and 7th among Asian and Pacific countries.

The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various central ministries/agencies, state governments, union territories and private sector representatives. Concerted efforts are being made to promote niche tourism products such as rural, cruise, medical and eco-tourism. The Ministry of Tourism maintains the Incredible India campaign focused on promoting tourism in India.

**Keywords:** Tourism; Adventure tourism; Wildlife tourism; Pilgrimage tourism; Eco tourism; Cultural tourism; Wellness tourism; Business Tourism. GDP

### **Types of Tourism in India**

**For Adventure Tourism in India, Tourists** - Prefer to go for trekking to places like Ladakh, Sikkim, and Himalaya. Himachal Pradesh and Jammu and Kashmir are popular for the skiing facilities they offer. Whitewater rafting is also catching on in India and tourists flock to places such as Uttranchal, Assam, and Arunachal Pradesh for this adrenalin- packed activity. Various kinds of adventure on water, land, and air can be enjoyed in India. The various kinds of adventure tourism in India are: Rock climbing, Skiing, Camel safari, Para gliding, Mountaineering, Rafting in white water, Trekking . As a kind of adventure tourism in India, rock climbing is relatively new. Due to the presence of climbing rocks in large numbers throughout the country, rock climbing as a kind of adventure tourism in India is taking off in a big way. The various places in India where tourists can go for rock climbing are Badami, Kanheri Caves, Manori Rocks, and Kabbal. Skiing in India as a kind of adventure tourism has become popular in the last decade. The country has a large number of hill stations which have excellent skiing facilities. This has given rise to skiing adventure tourism in India. The places in India where tourists can go for skiing are Manali, Shimla, Nainital, and Mussoorie. Whitewater rafting in India is a relative newcomer in the domain of adventure tourism in India. This has been increasing due to the presence of a number of rivers, water falls, and rapids. The places where a tourist can go for whitewater rafting in India are Ganga, Alaknanda, and Bhagirathi rivers. Trekking as a part of adventure tourism India has grown recently. Many tourists are coming to India in order to go trekking in the various rugged mountains present in India. Camel safari in India has also become very popular due to the initiatives taken by the tourist boards of some Indian states. The most famous destinations in India for camel safaris are Bikaner, Jodhpur, and Jaisalmer. Paragliding in India has developed recently and paragliding facilities are available in a lot of places in India. Mountaineering in India is also quite popular in the arena of adventure tourism. Tourists can go to Garhwal, Himachal Pradesh, and Jammu and Kashmir for indulging in mountaineering. Adventure tourism India has registered a formidable growth in recent years. For this growth to continue, efforts must be taken by the government of India so that India ranks alongside international destinations for adventure tourism.

**Wildlife Tourism** - India has a rich forest cover which has some beautiful and exotic species of wildlife some of which that are even endangered and very rare. This has boosted



wildlife tourism in India. The places where a foreign tourist can go for wildlife tourism in India are the Sariska Wildlife Sanctuary, Keoladeo Ghana National Park, and Corbett National Park.

**Medical Tourism** - Tourists from all over the world have been thronging India to avail themselves of cost effective but superior quality healthcare in terms of surgical procedures and general medical attention. There are several medical institutes in the country that cater to foreign patients and impart top-quality healthcare at a fraction of what it would have cost in developed nations such as USA and UK. It is expected that medical tourism in India will hold a value around US\$ 2 billion by 2012. The city of Chennai attracts around 45% of medical tourists from foreign countries.

**Pilgrimage Tourism** - India is famous for its temples and that is the reason that among the different kinds of tourism in India, pilgrimage tourism is increasing most rapidly. The various places for tourists to visit in India for pilgrimage are Vaishno Devi, Golden temple, Char Dham, and Mathura Vrindavan. Eco tourism Ecotourism India has developed recently, for the concept itself is a relatively new one.

**Ecotourism** - Entails traveling to places that are renowned for their natural beauty and social culture, while making sure not to damage the ecological balance. Ecotourism pertains to a conscious and responsible effort to preserve the diversity of a naturally endowed region and sustaining its beauty and local culture. Indians have been known since ages to worship and conserve nature. So the growth of ecotourism in India is but natural. Also, the government of India has set up the Ministry of Tourism and Culture to promote ecotourism in India alongside other types of tourism.

**Cultural Tourism** - India is known for its rich cultural heritage and an element of mysticism, which is why tourists come to India to experience it for themselves. The various fairs and festivals that tourists can visit in India are the Pushkar fair, Taj Mahotsav, and Suraj Kund mela. Cultural tourism India is the predominant factor behind India's meteoric rise in the tourism segment in recent years, because from time immemorial, India has been considered the land of ancient history, heritage, and culture. The government of India has set up the Ministry of Tourism and Culture to boost cultural tourism in India. The ministry in recent years has launched the Incredible India! Campaign and this has led to the growth of culture tourism in India. India has had many rulers over the centuries and all of them made an impact on India's culture. One can see the influence of various cultures in dance, music, festivities, architecture, traditional

customs, food, and languages. It is due to the influence of all these various cultures that the heritage and culture of India is exhaustive and vibrant. This richness in culture goes a long way in projecting India as the ultimate cultural tourism destination given boost to tourism in culture in India. The most popular states in India for cultural tourism are: Rajasthan, Tamil Nadu, Uttar Pradesh, Uttarakhand. Tamil Nadu is also famous for cultural tourism in India, for it shows the Dravidian tradition and culture. It has many temples which mirror the rich cultural heritage of India. Uttar Pradesh has a lot of tourist places which also testify to the rich culture of the country. The most famous monument is the Taj Mahal in Agra. Cities like Varanasi, Allahabad, Vrindavan, and Ayodhya in Uttar Pradesh also attract a large number of tourists for they encapsulate beautiful vignettes of India. Uttarakhand is also famous for cultural tourism in India. This state has the Himalaya Mountains which are called the abode of the Gods. Many ancient temples are found in the Kumaon and Garhwal regions of the state.

**Wellness Tourism** - Wellness tourism is one of the fastest growing forms of international and domestic tourism. This form of tourism involves people who travel to a different place to pursue activities that maintain or enhance their personal health and wellness, and who are seeking unique, authentic or location-based experiences. Wellness tourism includes massages, body treatments, facial treatments, exercise facilities & programs, weight loss programs, nutrition programs, pre- and post-operative Spa treatments and mind/body programs.

**Business Tourism** Business tourism can be defined as travel for the purpose of business. Business Tourism can be divided into three sections: Trading for goods to be resold on wholesale basis Conduct business transactions e.g. visiting a client, contract negotiations Attending a conference, exhibition or event associated with their business.

**Heritage Tourism** - India Heritage tourism in India has registered an immense growth in the last few years, ever since additional initiatives were taken by the government of India to boost India's image as a destination for heritage tourism. India has always been famous for its rich heritage and ancient culture. So the onset of heritage tourism in India was long anticipated. India's glorious past and cultural diversity make a potent blend which attracts millions of tourists each year to its heritage tourist attractions. The government of India and the Ministry of Tourism and Culture encourage heritage tourism in India by offering several benefits to the Indian states that are particularly famous for attracting tourists. India's rich heritage is amply reflected in the various temples, palaces, monuments, and forts that can be found everywhere in the country.

This has led to the increase in India's heritage tourism. The most popular heritage tourism destinations in India are: Taj Mahal in Agra, Mandawa castle in Rajasthan, Mahabalipuram in Tamil Nadu, Madurai in Tamil Nadu, Lucknow in Uttar Pradesh, Delhi, the Indian capital. The maximum number of tourists who come to India visit the Taj Mahal for it is one of the 7 wonders of the world. It is made of marble which has intricate inlay work done in an exquisite and meticulous style. The Mandawa castle in Rajasthan, built in 1775 reflects India's rich heritage and attracts thousands of tourists each year to Rajasthan which seems especially popular for its antique paintings, jade jewelry, palaces, and costumes. Mahabalipuram has sculptural and architectural sites which are considered the greatest in India. Mahabalipuram has cave temples that have been carved from granite blocks and belong to the 7th century. This is the primary reason why many heritage tourists in India visit this place. The tourism of heritage in India has also increased due to the interest of many foreigners in the temples of India. Madurai is known as the temple city due to the presence of a large number of temples in the city. And for this reason, many tourists go and visit the place each year. The most 88 important temple in Madurai is the Meenakshi temple. Heritage tourism India has grown in recent years but there is scope for further development which can be attained only through combined efforts of the government of India and the tourism boards.

**Leisure Tourism** - They usually visit hill stations, beaches, waterfalls, zoological parks, etc. Cruise Tourism Rail and road transport are very common among the people. Some tourists, go in for Air / Cruise mode of transport even if it is costlier. At any cost, the tourists desire to enjoy the holiday even before they reach the actual tourist spot.

**Sports Tourism** - People now from the rich and the poor, the young and the old spare leisure time for sports activities. One segment of them undertakes tours to nearby cities and abroad for sports activities. Inevitably Tourism participates in their tour.

**Educational Tourism** - Students undertake trips to abroad to secure higher studies and professionals to polish their talents. Tourism here automatically gets triggered. The types of tourism in India have grown and this has boosted the Indian economy. That it continues to grow efforts must be taken by the Indian government, so that the tourism sector can contribute more substantially to the nations GDP.

As a measure to boost tourism, the Indian Government implemented a new visa policy in November 2014, allowing tourists and business visitors to obtain a "visa on arrival" at 28

international airports, by acquiring an Electronic Travel Authorisation (ETA) online before arrival, without having to visit an Indian consulate or visa centre.

### Domestic Tourists

During 2021, the number of Domestic Tourist Visits to the States/UTs was 67,76,32,981(677 million approx.) as compared to 61,02,16,157(610 million approx.) in 2020 registering a growth of 11.05%.

### Statistics

#### Foreign Tourist Arrivals and Foreign Exchange Earnings

Foreign exchange earnings from tourism in India (1997–2020)

YEAR	Earnings (US \$ million)	% change	Earnings (Rs. Crores)	% change
1997	2,889	2.0	10,511	4.6
1998	2,948	2.0	12,150	15.6
1999	3,009	2.1	12,951	6.6
2000	3,460	15	15,626	20.7
2001	3,198	-7.6	15,083	-3.5
2002	3,103	-3.0	15,064	-0.1
2003	4,463	43.8	20,729	37.6
2004	6,170	38.2	27,944	34.8
2005	7,493	21.4	33,123	18.5
2006	8,634	15.2	39,025	17.8
2007	10,729	24.3	44,362	13.7
2008	11,832	10.3	51,294	15.6
2009	11,136	-5.9	53,754	4.8
2010	14,193	27.5	66,172	23.1
2011	16,564	16.7	83,036	25.5
2012	17,737	7.1	95,607	15.1
2013	18,445	4.0	107,563	12.5
2014	20,236	9.7	120,367	11.9
2015	21,071	4.1	134,844	12
2016	22,923	9.1	154,146	14.3
2017	27,310	19.1	177,874	15.4
2018	28,586	4.7	194,881	9.6
2019	30,058	5.1	211,661	8.6
2020	6,958	-76.8	50,136	-76.3

### Analysis Methods

Data is analyzed by comparing the foreign earnings of the different years.

### **Findings**

From the above data it can be observe that foreign exchange earnings from tourism are increasing year by year. In 2020 due to pandemic conditions we can see the drastic fall in earnings.

### **Suggestions**

1. Government can improve transport facilities to boost the tourism.
2. More advertisement can be displayed at public places.
3. Some applications can be developed to provide the required data to travel at remote tourist places

### **Bibliography**

- [https://economictimes.indiatimes.com/industry/services/travel/contribution-of-travel-and-tourism-sector-to-indias-economy-estimated-at-rs-16-5-trillion-for-2023-wttc/articleshow/101191444.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](https://economictimes.indiatimes.com/industry/services/travel/contribution-of-travel-and-tourism-sector-to-indias-economy-estimated-at-rs-16-5-trillion-for-2023-wttc/articleshow/101191444.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)

## 6. To Study the Viewer's Preference of Over-The-Top Platforms in India

**Ms. Pooja Goswami**

Assistant Professor, Ramanand Arya DAV College, Mumbai.

---

### **Abstract**

Over-the-top (OTT) platforms have emerged as a significant force in the Indian media and entertainment industry. The study attempts to give a complete framework for understanding the varied nature of OTT platforms, including their impact on the media and entertainment industries, regulatory obstacles, market dynamics, and developing consumer preferences. This research paper seeks to shed light on the growth pattern of OTT platforms in India, the competitive strategies employed by key players, and the unique content creation and distribution models that have emerged in response to the diverse and culturally rich Indian market through an extensive literature review and analysis of primary data. This research paper intends to contribute to a deeper knowledge of the OTT platform ecosystem in India by providing a complete framework, as well as vital insights for stakeholders, regulators, and industry participants navigating this quickly expanding field.

### **Introduction**

Over-the-Top (OTT) platforms have emerged as a revolutionary force in the global media and entertainment landscape in the age of digital revolution and technological growth. These digital streaming services, such as Netflix, Amazon Prime Video, Disney+ Hotstar, and others, have disrupted traditional television and cinema. These platforms, which spread material to viewers directly via the internet, have transformed the way we consume entertainment, threatening old television and cinema paradigms. The study of OTT platforms is especially important in the context of India, a country known for its diverse culture, languages, and dynamic entertainment industry.

The rapid rise of OTT platforms in India has piqued the interest of academics, regulators, and industry experts alike. India, the world's second-most populous country, promises an attractive opportunity for OTT operators, with a growing middle class and expanding internet coverage. In this study report, we try to understand the complexities of the OTT ecosystem in

India. The Researcher will explore market developments, audience preferences, regulatory issues, and the economic impact of these platforms.

### **Growth Of OTT Platforms in India**

Over-the-top (OTT) platform growth in India has been nothing short of amazing, owing to a number of reasons that have altered the country's media and entertainment environment. One important motivator has been the widespread availability of high-speed internet, particularly in urban areas, which has enabled smooth content streaming. Furthermore, OTT platforms' broad and culturally rich content has appealed to a diverse variety of audiences, crossing language and geographical limitations. Adoption of OTT services has been boosted further by the availability of affordable handsets and exclusive content.

Furthermore, the COVID-19 epidemic increased this rise as individuals sought entertainment on digital platforms during lockdowns. As a result, both domestic and international OTT firms have made significant investments in generating local content for the Indian market.

### **Different forms of Over-The-Top (OTT) Services**

#### **Video Streaming Services**

One of the most common forms of OTT is video streaming services. Platforms such as Netflix, Amazon Prime Video, and Disney+ offer a wide library of on-demand films, TV series, documentaries, and original content.

#### **Music Streaming Services**

Music streaming services, which allow customers to listen to millions of songs on demand, are also part of OTT. Spotify, Apple Music, and Amazon Music have changed the music industry by offering a profitable alternative to physical sales and digital downloads.

#### **Messaging Apps**

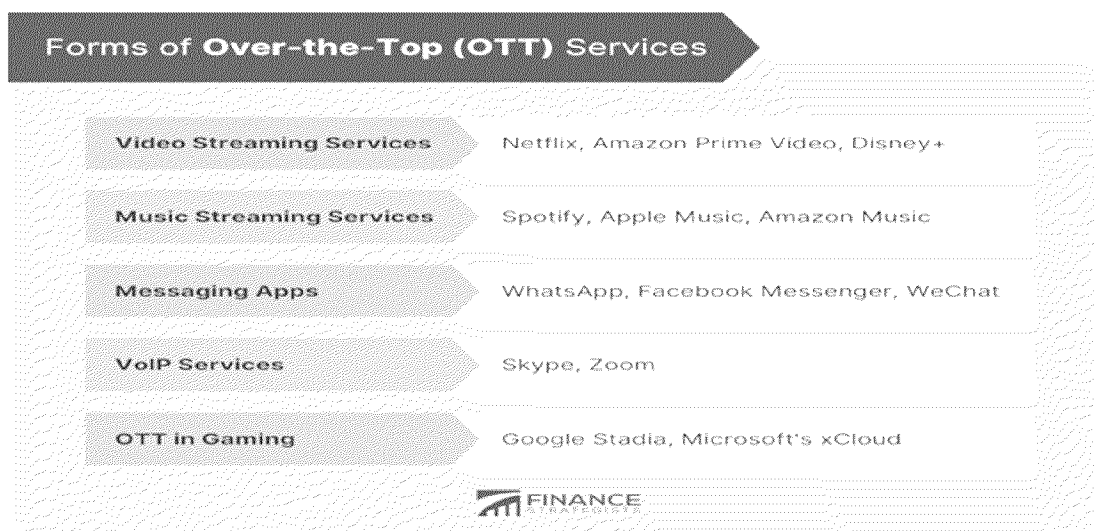
By providing free messaging services over the internet, OTT messaging apps such as WhatsApp, Facebook Messenger, and WeChat have transformed communication.

#### **VoIP Services**

Another type of OTT is voice over Internet Protocol (VoIP) services like Skype and Zoom. They allow for phone calls, video conferencing, and file sharing through the internet, making them a more cost-effective alternative to traditional telephony systems.

### OTT in Gaming

OTT has also had an impact on the gaming industry, with cloud gaming services such as Google Stadia and Microsoft's Azure Cloud providing on-demand gaming experiences. These platforms enable consumers to play games on a variety of devices without the requirement for a console or a high-end PC.



Source: Finance strategies

### Over-The-Top (OTT) Business Models

#### Subscription-Based Model

One of the most prominent OTT business models is the subscription-based approach. Users pay a monthly or annual subscription fee to use the service. This technique generates a consistent revenue stream and is used by platforms such as Netflix and Spotify.

#### Advertisement-Based Model

The advertisement-based approach provides users with free material, but revenue is earned through advertising. Platforms such as YouTube and Peacock TV use this technique. Advertisements can be shown before, during, or after the content and can be tailored to the user's preferences.

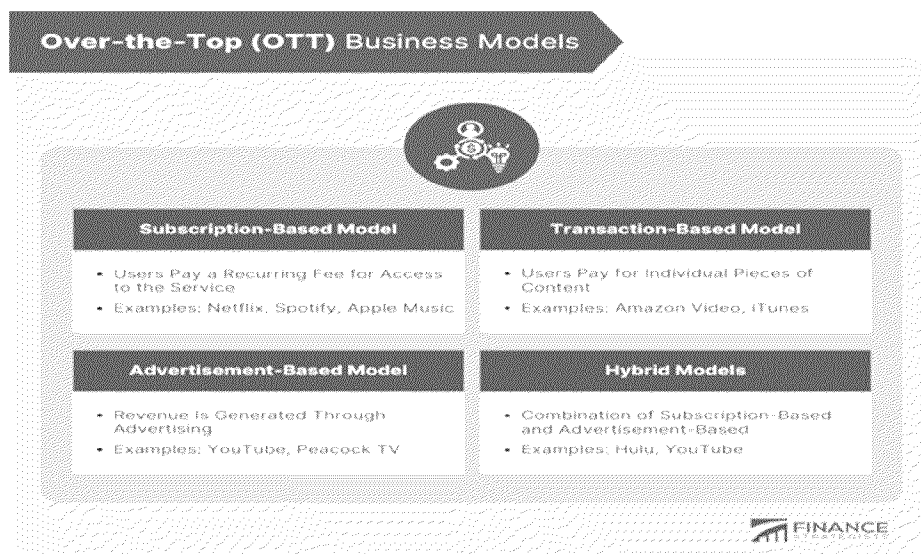
#### Transaction-Based Model

Users pay for discrete pieces of content in the transaction-based approach, commonly known as pay-per-view.



## Hybrid Models

Some OTT platforms use hybrid models, which combine elements of the models discussed above. Hulu, for example, provides both a subscription-based service and a free ad-supported version.



Source: Finance strategies

## Over-the-Top (OTT) Service Financial Aspects

### OTT Revenue Generation

OTT platform revenue is generated primarily through subscriptions, advertising, and transactions. Subscription services entail recurrent payments, which provide a consistent revenue source.

Advertising-supported services earn money from ad inserts inside their content.

### OTT Business Cost Structure

OTT enterprises' cost structures are mostly determined by content acquisition, technology infrastructure, and marketing. Acquisition of material may be very expensive, especially for platforms that engage in original content.

Another big cost is maintaining a robust and secure technical infrastructure for seamless content delivery.

### OTT Industry Profitability and Monetization

Profitability in the OTT industry is determined by a variety of factors, including the business model adopted, the size of the user base, and cost-cutting efforts.

Enhancing subscription offers, establishing tiered pricing, expanding into new regions, and working with other firms for cross-promotion are all examples of monetization tactics.

### Key Participants in the Indian OTT Landscape

Platform	Subscribers
DISNEY+ HOTSTAR	4.29 crore
AMAZON PRIME	2.1 crore
SONY LIV	1.2 crore
ZEE 5	0.75 crore
NETFLIX INDIA	0.55 crore

Source: *Marketfeed*, August 2022.

### Objectives

- To understand the effect of pricing of OTT platforms.
- To understand the influences of new content of OTT platforms on viewers
- To know the relationship of preference among different age group.

### Hypothesis

1. H0: There is no correlation between age group and preference of OTT platforms.  
H1: There is correlation between age group and preference of OTT platforms.
2. H0: There is no correlation between price and OTT platforms.  
H1: There is correlation between price and OTT Platforms.
3. H0: There is no correlation between usage and new content of OTT platforms.  
H1: There is correlation between usage and new content of OTT platforms.

### Research Methodology

- **Research Design**

#### Scope of the Study

For the purpose of the research on OTT platforms the researcher has selected the Mumbai as her jurisdiction. Researcher has covered the people who are using OTT platforms in Mumbai and the data will be collected through Primary Sources and Secondary Sources.

#### Universe

Mumbai Maharashtra.

### Sample Size

As per the Research, 100 respondents will be selected for the purpose of primary data collection.

- **Sources and Method of Data Collections**

The researcher wants to achieve his research objectives only through collection of data through different sources. For this purpose, researcher has specified his research area. The researcher has to broadly deal with two types of data: quantitative data and qualitative data. While collecting research data researcher needs to keep in the back of mind the research objectives. Researcher can then organize data and focus on its analysis for the purpose of testing of hypothesis. Basically, researcher collects two types of data which are given below:

#### Primary Data

Survey method.

#### Secondary Data

- Research journal
- Newspaper articles
- Websites

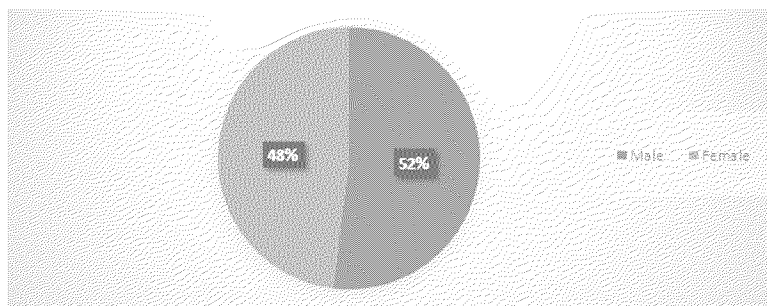
### Techniques of Data Analysis

Researcher will be collecting primary data through questionnaire method which will be processing, classification, tabulating, analysis and interpretation and this is done with the help of SPSS (Statistical Package for Social Sciences) software package. The researcher will make use of following Statistical Techniques for analysing the primary data and testing the above hypothesis

- **Percentage Method**

#### Statistics

##### 1. Gender



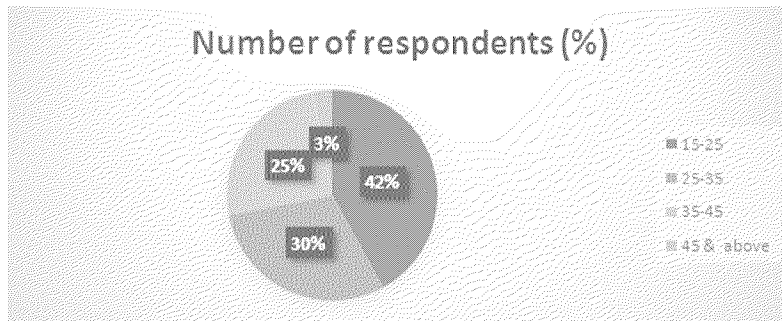
**Interpretation**

In the above pie chart, the 52% of the respondents are male and 48% are female.

**Testing of Hypotheses**

1. H0: There is no correlation between age group and preference of OTT platforms.  
H1: There is correlation between age group and preference of OTT platforms.

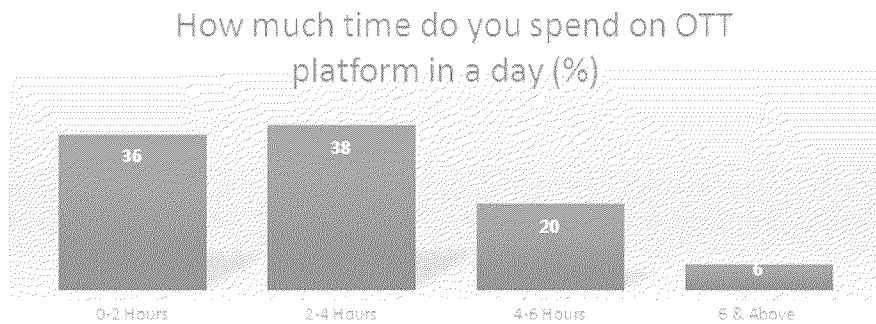
**2. Age of the Respondents**



**Interpretation**

The following data shows that out of total respondents’ majority of them are from the age group of 15-25 years. Most of the young adults are using the OTT Platforms. This is very significant data help us to prove that our Null hypothesis is rejected and alternative hypothesis (H1: There is correlation between age group and preference of OTT platforms) is accepted.

**3. How much time do you Spend on OTT Platform in a day**



**Interpretation**

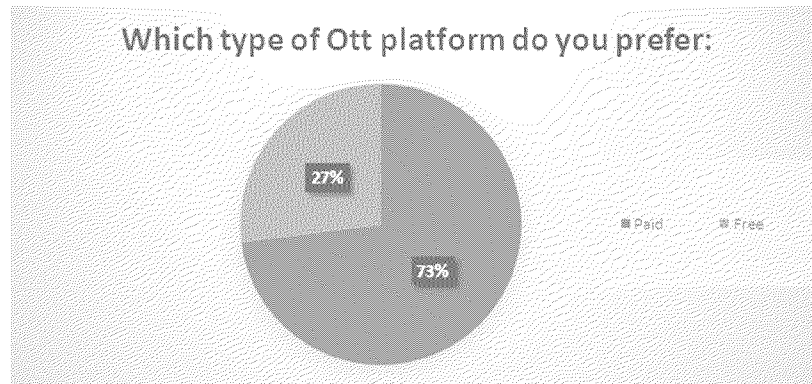
Time is most important factor of OTT platforms for users. In above graph. It shows that 38% of the respondents accepted to view OTT Platform for around 2-4 hours in a day. As our most respondents belong to age group of 15-25 years. This data help us to prove that our Null

hypothesis is rejected and alternative hypothesis (H1: There is correlation between age group and preference of OTT platforms.) is accepted.

2. H0: There is no correlation between price and OTT platforms.

H1: There is correlation between price and OTT Platforms.

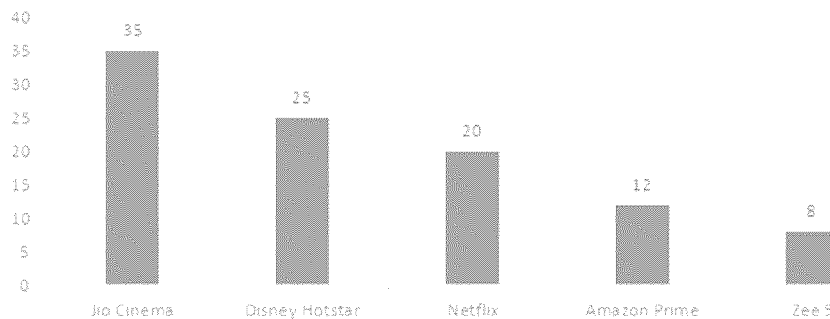
**4. Which type of OTT platform do you prefer**



**Interpretation**

In the above pie chart, it shows that the respondents mostly prefer free version of OTT Platform for viewing the content. This data helps us to prove that our Null hypothesis is rejected and Alternative hypothesis (H1: There is correlation between price and OTT Platforms.) is accepted.

**5. Which OTT Platform do you prefer for Viewing Content. (Please Rank 1 to 5)**



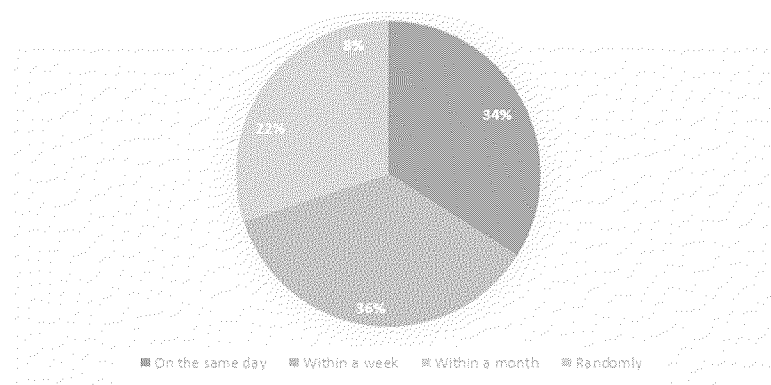
**Interpretation**

In the above bar graph, it shows that the respondents mostly prefer Jio Cinema for viewing the content. As this platform is available for free to the users. This data helps us to prove that our Null hypothesis is rejected and Alternative hypothesis (H1: There is correlation between price and OTT Platforms.) is accepted.

3. H<sub>0</sub>: There is no correlation between usage and new content of OTT platforms.

H<sub>1</sub>: There is correlation between usage and new content of OTT platforms.

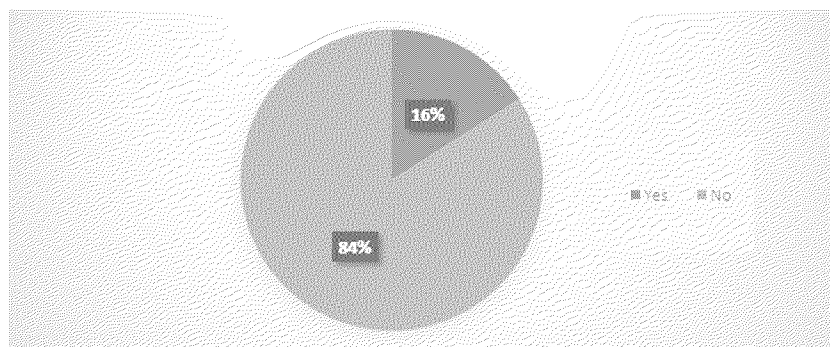
### 6. How often do you View new Content Released on OTT Platforms



#### Interpretation

In the pie chart the collected data shows that 36% of the respondents prefer to view new content on OTT platform in a week. Followed by 34% in a day and so on. This data helps us to find that the viewer prefers to watch new content as soon as it releases on the OTT platforms which rejected the Null hypothesis and alternative hypothesis (H<sub>1</sub>: There is correlation between usage and new content of OTT platforms) is accepted.

### 7. Do you like to view Repeated Content on OTT platforms



#### Interpretation

In the above pie chart, 84% of the respondents do not view repeated content on OTT platform, which shows that respondents prefer to view new content. This significant data helps to reject the Null hypothesis and alternative hypothesis (H<sub>1</sub>: There is correlation between usage and new content of OTT platforms) is accepted.

**Findings**

- The respondents from the age of 15-25 years are viewing content on OTT Platforms.
- The respondents prefer Free version of OTT platform for viewing.
- The respondents want to consume new content on OTT Platform.
- The respondents mostly prefer to view content for 2-4 hours in a day.

**Suggestion**

Despite the hurdles, the OTT arena offers numerous potentials for expansion. Exploring new content formats, employing data analytics for personalized experiences, expanding into international areas, and connecting with other digital platforms are some of these initiatives. The future of OTT platforms in India looks bright, with sustained growth expected. Factors such as increased internet availability in rural areas, the rise of new regional competitors, and technological advancements in content distribution are likely to determine the industry's trajectory.

**Conclusion**

Furthermore, the Over-the-Top platform architecture in India is a dynamic ecosystem marked by rapid expansion, various content offers, legal challenges, and societal ramifications. The future of the industry is in striking a balance between creative freedom and ethical content dissemination while meeting the changing requirements and tastes of a varied audience. As OTT platforms continue to transform the Indian media and entertainment business, more research and analysis will be required to effectively navigate the changing terrain.

**Bibliography**

- (An Overview of India's Booming OTT Market | Marketfeed, n.d.; OTT about to Dethrone Multiplexes as India's Go-to Entertainment Option - The Economic Times, n.d.;
- OTT Platforms India - Google Scholar, n.d.;
- Over-the-Top Media Service - Wikipedia, n.d.;
- Over-the-Top (OTT) | Definition, Business Models, & Challenges, n.d.;
- BYJUS, n.d.;
- Journal & 2019, 2019; Negi & and, n.d.;
- NeuroQuantology & 2022, n.d.)

## 7. The Study of Behavior Finance Related to Human Physiology and its Mental or Emotional Intelligence Prediction in Stock Market

**Tejas Santosh Shinde**

Research Student, Ramanand Arya DAV College, Mumbai.

---

### 1. Abstract

The whole abstract is based on human behavior in finance risk taking power and mental thinking or human psychology as well as economic crises in stock market the people behavior family background and investment thinking management of capital or finance to invest in right manner where - as mental accounting study of background market than entry in current market it leads major impact to generate more revenue problem faced by newly investor where - as emotions how to control while taking a trade.

**Key-words** - Motive of investing, psychology, interest, investor, problem facing activities, decision making.

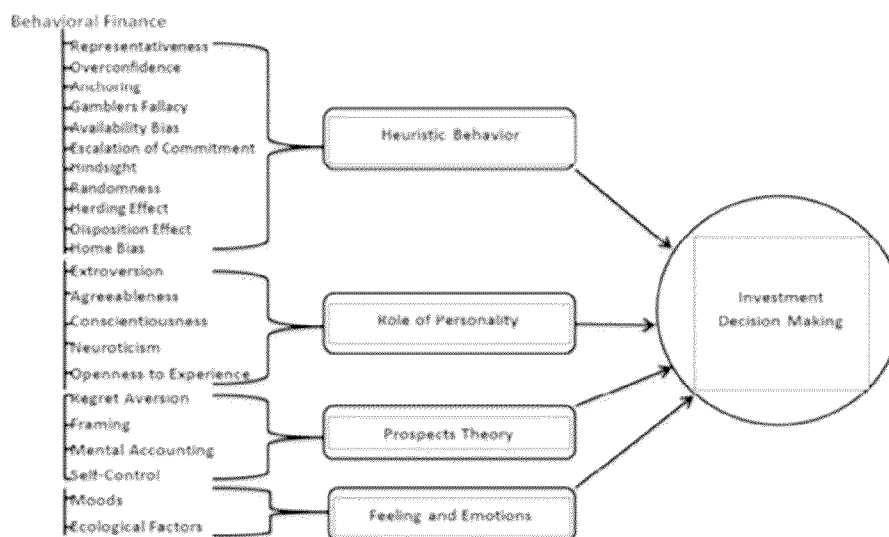
### 2. Introduction

Where - as the behavior finance is totally depends of human psychology and it's thinking capacity or its own prediction in stock market will market go up or down behavior finance is a disciple interacting the individual person to earn something as second salary we know the human decision have an support of emotions it influences the human decision and they choose wrong platform to invest such decisions are irrational it can lead the most expensive disaster in capital markets/ stock market where as scam done by Harshad meetha. In( 1992 ) behavioral expert easily identify the role of psychology like overconfident,herd behavior , self-attraction and the participants it's results in market In science studies human make impulsive or emotive decision there also behavioural economics combination of psychology and saving and loan application According to sewell,"softens the basic assumptions of financial economics by including these observable, systematic and very human deviation from rationality into conventional models of financial markets "Why people are not investing in stock where as in mutual funds or doing a trading in stock market what are the reason and when the market crash what people do mistakes



whereas buying the share in less amount in high quantity to get huge returns in future or selling the share in down market price and accept the losses it may need the patience to get a market go up and raise the price of share. It helps to analyse the way of thinking of an investor to trade without performing the fundamental knowledge of analysis to study how the market works or behaves. Study candlestick patterns and study about company PE ratio. It means that no systematic way to beat the market. Mutual funds are also giving good returns to the investor as compared to the co-operative bank interest rate. Some of the amount that people invested, what are the human reviews on it? Study what problems they face while investing the capital or its monthly income. Mental accounting provides a foundation for the way that decision makers set the reference points for the account that determines gains and losses.

Only 3% of people are investing in the stock market. It's currently running ratio is 11 crore accounts in January 2023 compared to 8.4 crores as reported in 2022, whereas it rose from 8.4 to 11 crore. It's a massive figure. The India market capitalisation stands at \$ 3.31 trillion, it is ranked fifth among the top 10 most valued countries.



### 3. Objective of the Study

1. To study human Psychology about investing in stock market in crash market.
2. What tactics human can do to improve their knowledge about market
3. What problem did the investor face while investing their capital
4. Why 97% of people are not investing in stock market?
5. Mental thinking and prediction are true all way or not

6. Advance technology will take better prediction or human physiology ?

#### **4. Importance of Behavior Finance**

##### **Meaning**

Behavioural finance is part of study a psychological and focused on area of study and investing and influence the market outcome in proper manner it also analysis the market and understanding the outcome across the a variety of sector and industry and corporate world One of the key aspects of behavioral finance studies is the influence of psychological biases .

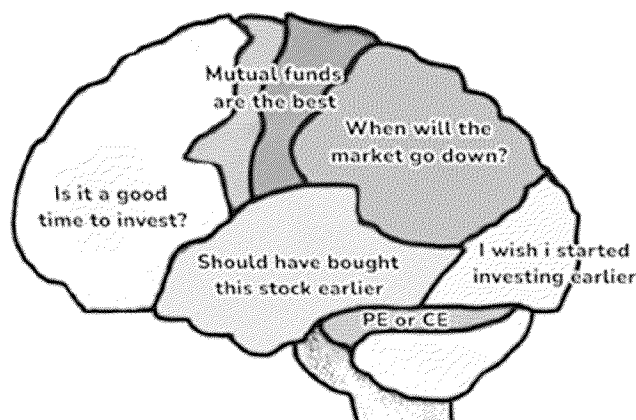
- **Importance are as follows**

- To identify the psychology of money where as how to invest in capital in proper market to get high returns
- To identify the background of market than invest in market
- Always remember the market in future basis will raise or fall
- Don't take quick decision in wrong time it defect the current psychology
- Thinking
- Use our own prediction don't follows other tactics make your own analysing power better

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 regarding this topic the investor or trader should be creative and innovative and dining always information about the company's it helps for the beginners which mistakes should not be followed by us human quickly analyse the mistake regarding the predictions and analytic pics through which they can invest in the market and get more returns It is totally depend on the psychology of a human how they deal with the risk and get a huge amount of profit in a less timing it also may help the trader or the investor to take a right decision.

When the taking a share or a optional trading study the candlestick pattern and background companies balance sheet and compare all those things and make the right decision and invest in a right company or the investor should be a self motivated always think about the future market

- What's going on in the human mind ?



Behavioural finance help us to study the market and invest in right time people may not be the I wish I started investing earlier and it leads

The investor are not searching price earning ratio or current People also ask

It is defined by the difference in cost between two possible interventions, divided by the difference in their effect. It represents the average incremental cost associated with 1 additional unit of the measure of effect.

### 5. Limitations a Behavior Finance

- Market cannot be predict it fluctuate
- Human Psychology is a predictable concept it's change as per economical condition
- It is risk oriented market for newly trader
- Lacking in discipline need while taking a trade
- Beyond the narrow micro level study
- As an investor you cannot really rely on behavioral finance. This is because investments cannot be made based on criticisms
- Market is depends on demand and supply of stock.

### 6. Research Methodology

1. people not investing in stock market because they think it is speculation and gambling they think that bank is safer to invest but they not get high returns on it as a interest rate is very low as compared to stock market so we need approach them to take a part in it not a high capital in start with smaller capital and research about company than invest

2. There are some basic information to know the beginners and investor PE ratio, DE ratio, REO ratio, CE ratio, PB ratio, PEG ratio, EPS ratio.

**Are as follows**

- **PE Ratio:-** It measures how much you pay for F1 of a company's profit .
  - **DE Ratio:-**It identify check the leveraged a stock is . The lower the better
  - **REO Ratio:-**It study how will the company reinvest the profit
  - **CE Ratio:-**It measures the short term liquidity
  - **PB Ratio:-**How much a company trade for its net asset
  - **PEG Ratio:-**measure the price earning ratio of growth these ratio shows the stock is overvalued or undervalued
  - **EPS Ratio:-** Earning per share it indicates that the profitability of a company
3. Problem faced by investor is overconfident, herd behavior, overreaction and availability base, Gambler fallacy, quick decision

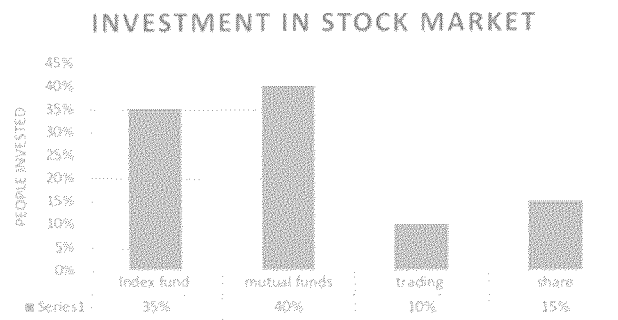
**As it follows**

- **Overconfident:-** because of fresh mood his prediction if you are over confidence about your investment skill you are likely too a trade in both areas psychology and in behavior finance as investor we have a ability to study the mistake and improve our trade
- **Herd behavior:-** it means follows the another road map not taking our own decision and it may lead to stack in path avoid it and make your own decision taking ability the reason is why they follow all group unlikely be a wrong investor lead to take unlikely trade and book a loss
- **Overreaction and Availability base:-**These is the common thinking of human Psychology that good new trend in stock market and raise prices of share overreaction deals with the extreme stock price to provide the information and overreaction may stand from representative which raise the after salient information and strengthen after a series of a similar information (kaestner,2006) Availability base it evaluated the frequency of an lively based how quickly or instance come in mind this fact consider as overreaction
- **Gambler Fallacy:-** as per people thinking view stock market is very risky they think there are a controlled my any one and doing pump and dump when they

want but another side Gambler fallacy is a side to a car when the investor operates under the prediction that errors in a random event are the self-corrections ( Subash.2012) speculation

Ex. Mr x taking a trade to go up he only predict and Mr y taking trade to market will go down his also predict but both are not conform because the is run on demand and supply chain.

## 7. The Data Collected



## 8. Analysing Method

- As per the people respond more over mutual fund is highly appreciated by people they not have time analysis the pattern because of high work load that 's why they depends on other
- As per people point of view Index fund Only Top 50 share are listed with higher margin will get more returns on future basis
- As per people respond trading is more complicated

## 9. Finding

- Sensitive about money
- Not properly knowledge about investment
- Depending on other
- Past drama
- Loss experience

What was I have been find from the behaviour finance Research

### **10. Suggestion**

- Don't follows Heard group focus on your development
- And you talent which Enhance your experties
- And it lead to take the risk taking power in the invest
- World which give the fast experience
- To today world

### **11. Conclusion**

There are important psychological and behavioral variables involved in investing that provide opportunities for investors to profit. A field of finance that explain. such market follies, which is now popularly known as Behavioral Finance.

Behavioral finance is based on the notion of bounded rationality, in which a person utilizes a modified version of rational choice that takes into account the limitations of knowledge, cognitive issues and emotional factors Traditional finance stays at the heart of behavioral finance. In practice, behavioral finance based on psychology and sociology Behavior patterns of investors are overconfidence, anchoring, mental accounting, herd behavior, Gambler's fallacy, overreaction and availability bias.

In this study, we explain prospect theory, behavioral finance and the key concepts that lead and guide to behavioral finance like overconfidence, anchoring, mental accounting, herd behavior, Gambler's fallacy, overreaction and availability bias.

## 8. A Study of Startups in Indian Economy and its Effect on the Citizens

**Dr. Hadibandhu Golekha Pradhan**

Assistant Professor, Accountancy, Western College of Commerce and Business,  
Management, Navi Mumbai. (Maharashtra)

**Dr. Nithya Raju Varghees**

HOD Com. & Principal, Western College of Commerce and Business,  
Management, Navi Mumbai. (Maharashtra)

---

### Abstract

Ignite impresario in India is the most significant in today's digital world. Startups companies are newly founded companies or entrepreneurship which helps to boost Indian economy and world at large. There are various challenges faced by the new upcoming impresario, at the same time there will be great opportunities in near future to Indian economy. The researchers try to investigate the main challenges and opportunities to Indian economy through primary and secondary data.

**Keyword:** Ignite, Startups, Lessons, Challenges and opportunities, Indian Economy.

### Introduction

An industrialist is one who sets up, manage, operate, taking risk of his Industry. Due to computerization of the world there are very few jobs available in the market and all jobs are stressful as well as temporary in nature. For the sake of betterment of job all skilled and experienced some time new commerce talented person wants to start new business of their won. Some times talented people take volunteer retirement scheme and start a new business. Start up industrialist take help from the society in various ways like, manpower, money, machine, market, method totality in nature.

### Role of Industrialist

There are various roles conducted by industrialist such as

1) Is an arbitrage 2) Risk taker to manage money, man, machine market and method of doing business. 3) Begin a new venture 4) Employ factor of production to create better economy. 5) Is a good leader and decision maker 6) Is an Innovator 7) To creator of tax for the society.

### **Why Startups**

In a competitive world and computerized scenario huge changes have taken place, Every person wants to be rich by hook or crook and wants to minimize cost, appoint temporary employee, and so many methods to increase profit and decrease expenses so that each and every places human being are treated as machine and not as human being. Speaking elaborately human takes care of machines and avoids to human beings for work, Human resource department is not working as human resources department but working as cost cutting department or punishment department for employee.

The following points are required for Ignite Industrial Revolution in India which are given below

1) Industry Structure (2) New Technology (3) Privatization and Deregulation 4) Establishment of New Business Community (5) Changes in requirement of customers 6) Increase in Service sector, (7) Government Incentive and subsidies (8) Increase flow of information (9) Very easy to access of information (10) Increase Entrepreneur education (11) Return on Innovation (12) Entrepreneur taken as a hero, 13) Increase dissatisfaction in job (14) Control the business.

### **Startups and the Economy**

- Job creation : Start up creates job for the citizens of India
- Economic Growth : Startups boosts Economic growth.
- New Technology ; Startups is diversified from New technology.
- Serving small market: Startups try to serving small markets.
- The ideas many and flexibility.

### **Startups Skill**

Government loans for business startup in India

a) Credit guarantee scheme b) Mudra loan scheme c) Start up India scheme d) Bank credit facility (e) Market development assistance scheme for MSME's

### **Objective of the Study**

- To study startup Indi
- To study how start up make job creation and not a job seeker
- To study startup attract capital and foreign technology investment in India
- To study various issue and challenges of startup India.



- To analyse the growth and opportunities of startup India.

### **Hypothesis**

- Null Hypothesis: H0: There is no significant relationship between Government subsidies and startup entrepreneur.
- Alternative Hypothesis H1: There is significant relationship between Government subsidies and startup entrepreneur.

### **Merits of startup India**

1. Easy certification process.
2. Single point of contact via startup India hub.
3. Simplification for Registration, return with mobile app.
4. Legal support, fast track and 80% reduction in patent registration fees.
5. Easy entry and exist.
6. Funding support upto Rs. 10000 crore.
7. Credit Guarantees.
8. Research and development.
9. Promote Entrepreneurship in bio-technology.
10. Innovation Focused programs for students.
11. Annual incubation grand challenges.
12. Tax Exemption

### **Issue and Challenges of Startup**

a) Financial resources. (b) Revenue Guarantee c) Team members (d) Supporting Infrastructure e) Creating awareness in market f) Excess customer expectations. g) Tenacity h) Lack of Mentor ship i) Lack of good branding strategy.

### **Opportunity**

- Huge Population
- Motivational Mind setup working class.
- Investment
- create job for the country
- Increase tax within country.
- Skilled and Motivated labour.

**Government Initiative**

- Startup India- Mudra Yogana
- Self employment and Talent Utilization
- E portal
- Royalty tax.

**Significance of the Study**

- Startup develops significant role in the growth, development and industrialization.
- Startup develops economic development all over the world.
- Startup build a strong ecosystem for nurturing innovation, sustainable economic development and employment opportunity.

**Research Methodology**

- **Primary data :** Primary data Collected 100 from Mumbai and Navi- Mumbai.
- **Secondary data:** Secondary data collected from journal, website,news papers.
- **Survey :** Survey conducted in Mumbai and Navi-Mumbai
- **Interview:** Interviews are conducted by favourable people.
- **Case Study:**Case study are conducted from known enterprises.

**Literature Review**

**Rajeev Roy(2020)**, Author described that the mind set of an Indian educated Technician, IIT's, IIM's and other professional skills are changed from salary earners to business man mostly experienced educated personnel are use VRS's and setting their own business.

**M. R. Mohankumar(2019)** According to author there are huge failure rates in startup which are given below

Year	Failure Rate in Year wise
2015	80% in the second year
2016	70% in third year
2017	62% in fourth year
2018	56% in fifth year

According to author government take initiative to ignite startup India.

**Riya Desai and Vivek Ayre (Mar- 2020)** The study find that due to lack of training and education people are not able to survive in the market. Finance is the major problem for entrepreneurship. Most startup are family earned business. **Beth Jenkins et al.(2007)** Business

Linkage Programs are long term effort investment of money, time , expertise and technology. Strong internal commitment is required to sustain linkage effort through the inevitable changes in leadership,organizational structure and competitive landscape that occurs as a nominal part of doing business. **Herve Lebret(Dec-2019)** According to author startup are temporary organization designed to search for a sealabel and repeatable business model. Value creation is very easy for a private companies **Dr. G. Suresh Babu and Dr.K. Sridevi(2019)** According to these authors due to lack of research in India their ideas, talents and capabilities remain untapped and India loses on wealth creation, economic growth and employment. **Dr. Suniti Chandiook(2016)** According to author the central Government tries to address the problems faced by the young entrepreneurial Indian who is taking risk ability is unparalleled across the world. **Prof. Dr. Roshan S.Patel(Feb-2019)** According to author it is a revolutionary scheme that has been started by those people who have Ideas and capabilities so the Government will give them support to make sure they can implement their Idea and grow.**Suresh Bhagavatula et al.(Sept.2019).****Ms Heha Gunder(Nov.2020)**

### Research Methodology

The research is conducted to know the state of startups in India and their problems to operate and important effect on it. The research is looking into various problems faced by startups industries and various factors behind its success and failure of it.

### List of failed startups in India

Name of the company	Type of Industry	Year of Establishment	Year of Dissolved and reason	Founders
Yumist	Food Delivery	2014	2017 Require Huge Fund	Alok Jain and Abhimanyu Maheshwari
Dial-A-Celeb	Dail A Cele Logo	2016	2017 Celebrities were coming with their own app	Gaurav Chopra and Ranjan Agrawal
Stayzilla	Real Estate	2006	2017 legal dispute and Technology	Yogendra Vasupal
Roder	Cab service	2014	2017 (Competitor Ola and Uber)	Abhishek Negi, Ashish Rajput and Siddhant Matre
Turant Delivery	Logistics	2015	May 2017 Required huge fund to	Ankur Majumdar and Satish Gupta

			manage business	
Finomena	Fintech	2015	Dec-2017 Competitor Zest money	Abhishek Garg and Ridhi Mittal
MrNeeds	Grocery Delivery	2016	2018 Lack of Funding and face big player	HitaSHI Garg, Ravi Verma, Ravi Wadhwa and Yogesh Garg
Card back	Fintech	2013	2017 Lack of Funding	Nidhi Gurmani and Nikhil Wason

(www.knowledgehut.com - <https://www.knowledgehut.com/blog/web-development/top-startups-in-india>)

### Geographic Cluster

From the beginning Bangalore has been a leader in terms of number of startups, driven by its huge technology, talent pool and presence of global investors toward India. Bangalore is also home to a maximum number of unicorns in India such as Flip kart, Ola, Inmobi, Quikr, Mu Sigma, among st others. In terms of funding raised by startups, Bengaluru with INR479.

### Sector wise Deals and Funding

Sectors	Total Deals (Apr 2017-Dec-2017)	Total Funding (Apr 2017- Dec-17)
Enterprise (Miscellaneous)	131	\$ 4.6 bn
Health	111	\$ 3.01 bn
Fintech	111	\$ 1.65bn
Hypercoal	99	\$ 0.79 bn
E commerce	79	\$ 0.53 bn
Others	354	\$ 2.92 bn

(Source - India tech startup funding report 2017)

### Testing of Hypothesis

The study was undertaken to know the degree of association between Government support and satisfaction of startup entrepreneur.

**Null Hypothesis: H0:** There is no significant relationship between Government subsidies and startup entrepreneur satisfaction.

**Alternative Hypothesis H1:** here is significant relationship between Government subsidies and startup entrepreneur satisfaction.

**Correlation Table**

	Particulars	What type of startup support do we get from the government to run the company	How much satisfaction is got from the government policies regarding startup enterprises?
What type of startup support do we get from the government to run the company?	Pearson Correlation	1	.989
	Sig.(2 tailed)		.000
	N	100	100
How much satisfaction got from government policies regarding startup enterprises	Pearson Correlation	.989	1
	Sig.(2-Tailed)	.000	
	N	101	100

(Correlation is significant at 0.01 level 2 tailed)

**Interpretation of the Table :** From the above table it is found that the degree of correlation between both the variable is high. There is positive correlation between the variables, Pearson coefficient  $r=0.989$  and Significant Value ( $p$ ) $<a$ , There is an association between two variables  $P=0.0001 < A < 0.05$ .

From the above the significant value is 0.000 which is less than  $\alpha(0.05)$  therefore it is reject null hypothesis and accept alternative hypothesis and The Pearson correlation coefficient and high degree of association between satisfaction level of startup and Government support they received towards their development.

**Difficulties Faced by Startups Table**

Counts	Difficulty faced while stating business	Total				
	Capital problem	Infrastructure base	Documentation	Lack of information	Others	
Employee at startup < 10	5	1	5	4	1	16
10-50	11	11	12	2	2	38
50-100	13	7	7	3	1	31
100-500	2	5	5	0	1	13
More than 500	2	0	0	0	0	2
	33	24	29	9	5	100

From the above table it is shows that the difficulty faced by most of the startups which has less than 100 employees. most of the startups faced capital problem's infrastructure and

documentation. It is very hard for the startups to survive in the Indian Industry. There are various reasons like lack of infrastructure, knowledge, government policies, funding etc. Due to which the failures rate of startups are high. The main reason of startup is finance. Most of the industries are close down in very early stage due to financial problem and some - time due to documentation.

### **Limitation of the Study**

The research work is limited to the respondents in researcher's closed circle those are available and find easy for the interview using convenience sampling of the research study. Researcher collect data from Mumbai and Navi-Mumbai area. Time is very limited for this research work.

### **Conclusion and Recommendation**

Ignite impresario India are improving and increasing year by year, but the rate is not so high. The startups are not very strong with respect to the changes financially and any change in sales tax to GST systems. Documentation has adverse effect on ignite impresario India. Documentation has affected all the sections and slowdown the increase rate of industry. Maximum startups remain not funded and finally led to their slowdown. So many startups come up with the same idea, lack of innovation, solution and operative in the same sector and fails to raise capital and finally shutdown. Dozens of entrepreneurs setup a startup without proper research about market requirement which ends up in disappointment.

Awareness are required in all aspect related to startups should be raised at proper level by all stakeholder. Funding is very significant for the startups so that details of all players such as single investors and ventures capitals etc should be provided. Better focus on taxation policy should be there.

### **Future Scope of Research**

Startups create job that means Job Creator will not be a job sicker. Startups are very significant part of today economic progress and it needs to increase economic development of the country. Future research work should be focused on crucial business models and Innovative ways for performance enhancement in for bright tomorrow.

Researcher try to enlighten on different aspects of startups and challenges, which are required for further analysis and solution can be designed according to requirement.

Role of different stakeholders have been discussed in detail to understand how they can benefit startups.

### **References**

1. Rajeev Roy(2020), Entrepreneurship Oxford University press 3rd Edition.ISSBN- Print edition 978-0-19-012530-1 , ISBN-10(Print Edition):0-19-012530-06
2. M. R. Mohankumar, A study on startup in India Issues and Challenges and opportunities by Government policies, Thesis, Jyoti Vidyapith Women's University Jaipur, Rajasthan.
3. Riya Desai and Vivek Ayre, To study problem faced by Newly emerging entrepreneur and factors that motivate them in raising fund in Surat region, Inter nation journal management and commerce Innovation Vol.7, Issue-2, pp- 1497-1502, Oct.2019-Mar-2020, ISSN.2348-7585 Online, www.researchpublish.com
4. Beth Jenkins et.al.(2007), Business Linkages, Opportunities and challenges, International Business leaders Forum and the Fellows of Harvard college, Harvard University, Ministry of Foreign affairs of the nether land.
5. Herve Lbret(Dec-2019) An analysis of the entrepreneurial activity of the Stanford community over 50 years, Research gate, SSRN Electronic journal Nov-2017.
6. Dr. G. Suresh Babu and Dr. K. Sridevi(2019) A Study on issue and challenges for startups in India, International Journal of financial management and economics,Volume 2, Issue 1, pp-44-48, PISSN:2617-9210 eSSN: 2617-9229.

## 9. Social Media Marketing and its Impact on Lead Generation

**Anchal Yadav**

Research Student, Ramanand Arya DAV College, Mumbai.

---

### **Abstract**

We all know how social media has influence our both personal and professional life, marketing has also became an important part of social media. The main motive of selecting this topic is because of growing interest of people towards promoting their product on different platform and focusing on increasing their sales. Basically social media marketing help to reach the audience at global level. As per the research it's found that leads are more interested in purchasing product from digital market compare to traditional market because of several reasons. It is observed that business at small scale has also increased its sales by using proper market strategy. Digital marketing is more focused on converting the interested users in buyers. There are many users too, who have failed and give up in this field because they are not able to engaged with the targeted audience because of low market strategy.

### **Introduction**

The user of social media has been increasing rapidly, nowadays social media is not only limited to communication but apart from this it has become very beneficial in every field and social media marketing has also became an important part of social media. Social media marketing is basically a most used way for communication with people who are interested in purchasing a product and also for promoting products, brands, business or services at large scale. Lead generation is a part of social media marketing which contains the list of those customers who are interested to buy a products. This list contains customers name, address, phone number, and email I'd too, through this it became easy to connect with leads. By using email I'd we can directly promote our product through email campaign. By following proper market strategy it became very easy to increase the website traffic. The best and the easiest way of increase the sales is advertisement of the product on different platform of social media, it will help to reach the targeted audience, at global level. The most used way of increasing the sales at large scale is to understand the needs of the leads and to provide them services which satisfy them.



- Social media marketing is much more better because it save lots of money which was suppose to use in advertisement , the saved money can also used for other activities of business. Through social media marketing it became easy to build good relationship with existing/new leads and can also help to improve and gain loyalty of the leads which will definitely help to boost the sales of the product. By maintaining the proper consistency on social media it help to remain in touch with the targeted audience by posting about the upcoming events or any other opportunities the proper consistency on social media will spread the brand identity at wide level. Social media marketing is more focus towards improving the brand image of the company and also spreading the awareness about the product in detail and it became easy to spread awareness of the brand simply by an online social media presence.
- While promoting the product the positive feedback reply on the customer's response create a good impact which will lead to increase the sales and also a good reputation. By using social media we get to know about the reviews, feedbacks of the customer and also what they like or dislike about the product. By those reviews and feedback it became easy to understand the preference of the customer and it help to understand what improvement does the audience want in the product and also the suggestions from the customer could help to increase the quantity of the product. The main aim of social media marketing is to convert leads into a customer, converting lead into customer means increasing the marketing outreach and will help to expand the business.
- Many promoters who promote their product on social platform don't have proper knowledge about social media marketing in depth and with the basic knowledge they try to promote that product which actually becomes very difficult for them to gain leads. As millions of content are been published every day on social media every platform are trying to show only relevant content to the engaging audience so promoters should focus on uploading quality content rather than quantity content. The chance of post reaching a higher number of people increase if a content is powerful and standout. Many of products promoters do mistake by avoiding the leads opinions towards the product they should know how to handle the situation well even If there are something which creates bad impact on the product like negative feedbacks. And they

should more focus on solving each and every problems of leads. The analytical skills of the users should be better because it is best way to measure the impact of input.

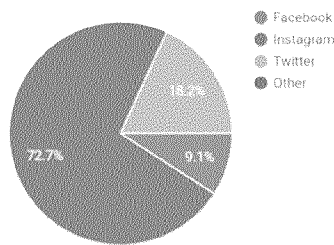
**Objectives of Studies**

- To study how social media marketing had help to increase the sales of small scale/ large scale business at high level with less investment compare to traditional marketing.
- To study why today’s youth are more attracted towards social media marketing.
- To understand how social media marketing help to generate the leads around the world.
- To study how social media marketing has become the easiest way to promote the product or brand.

**Hypothesis**

1. H0 – there is no significant relationship between the youth and social media towards attraction  
 H1:- there is a significant relationship between the youth and social media towards attraction
2. H0 :- promotion of goods and services over social media platform does not attracted the youth towards buying.  
 H1:- promotion of goods and services over social media platform attracted the youth towards buying
3. H0 :- Social media platform does not add value towards the development of youth in today’s scenario  
 H1:- Social media platform added value towards the development of youth in today’s scenario

**Data Collection**



Data collection

Figure 1 1

From the collected data you can see in the figure 1.1 that 72.7% people are more likely to use Instagram rather than other social media platform. Where as Twitter has been use 18.2% and Facebook 9.1%

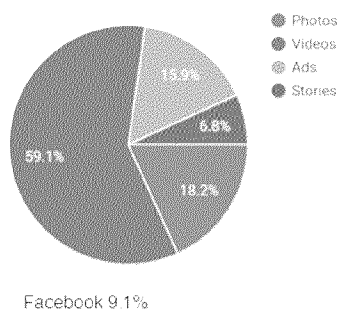


Figure 1.2

In the figure 1.2 you can see that the 59.1% of people like to watch videos as a content which influence their decision to engage with brand.

### Methodology

This study is both descriptive and analytical in nature mainly based on leads perspective on social media marketing. With the help survey and Google form I have collected the data with help to know how the leads purchasing decision depends upon the promotions which they see on different platform of social media. I have collected the data from different age group from 18 to 60 where I have get different opinion of leads on the view of purchasing product. The age group of 18 to 25 leads are more attracted towards the product which help them look trendy they are not more bother about the price of the product where as the age group of 25 and above look for the good quality products with cheap rate. The collaboration with well known influences also attract the leads Purchasing decision. The demand of leads for social media marketing are nowadays more than traditional marketing.

### Findings

The following finding are based on the research

Leads are more interested to purchase the products of those companies who became successful to establish believe that they will provide quality products/service. Many company promote their product on different platform of social media but they are not able to maintain proper consistency on social media and because of inactiveness on the pages it create a bad impact on the sales of the product, due to inactiveness leads are not able to get new updates of

the product and many leads don't take more efforts to know about the product so they move easily for another one. Leads show more interest in those company's who maintain quality communication with them because clear, open, frequent communication help to gain the trust of the leads which creates good impact of company and also if it done with integrity then it will makes leads more confident towards the product. The company which use the active listening skill with internal and external leads gain the highest trust because everyone loves to know that they're been heard. It is find that leads are more attracted towards those organization or product whose seller, employee show positive, friendly interaction with the leads. Maintaining professionalism in the business attract the leads most.

### **Suggestions**

- It has been observed that many creators ignore the feedback of their customers which creates negative image on the brand/company . Creators should take care of the customer response and should try to solve their issues as much as possible.
- While promoting the product on the social media the company should focus on the targeted audience and should know about their preferences.
- Company should always keep them updated and should follow the trend.
- The brand/company should always come up with the new and attractive offers.

### **Conclusion**

Social media marketing is the easiest way to generate the leads and it help to expand the business at global level. As compared to earlier time people are now more involving in social media because it is easy for leads to know about the quality of the product, price, past performance of the business, service quality, through feedback/reviews of other users. Due to cheap price and quality products leads are moving towards social media marketing rather than traditional marketing. With the help of effective content it has become easy to gain the trust of leads and understand their opinions and needs towards their service, understanding leads opinion and feedbacks help to improve the quality of the service which can generate more leads.

## 10. The Role of Social Media Analytics in Digital Marketing

**Ms. Payal Rikame**

Assistant Professor, Ramanand Arya DAV College, Mumbai.

---

### **Abstract**

Digital transformation has tremendously changed the life style of the people in recent years. In today's life social media become useful tool using by the consumer in buying decisions. Fast Growth and acceptability of social media platform has played a big role in consumer purchase decision. In current scenario youngsters are called innovator because they adopt any innovation or changes first. So that social media marketers mainly focusing on youngsters.

This research paper describes a framework for research in digital marketing that highlights the strategies in the marketing process as well as the effectiveness of the marketing process and impact of different technological tools and social media platforms. The purpose of the research paper is to examine the effectiveness of digital media marketing strategies and different social media options used for marketing. The paper also explores the various ways in which businesses leverage social media for branding, advertising, customer engagement, and lead generation. Furthermore, it discusses the challenges and opportunities presented by social media in the realm of digital marketing. The findings highlight the importance of a well-defined social media strategy in contemporary digital marketing efforts.

### **Introduction**

**“Think about what the user is going to type” – Matt Cutts.**

The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and digital marketing for their marketing. Digital marketing campaigns are becoming more prevalent, as digital platforms are increasingly incorporated into marketing plans, and as people use digital devices instead of going to physical shops. Social media has become a requirement for digital marketing because research shows that most consumers have a habit of spending a minimum of one hour per day in various social media sites. A business's interaction with its customers and marketing of its products and services has changed forever due to social media. E-business has certain characteristics which

include internet, information system for handling its business process, an online selling platform, Business models that work to compile data on various customer and market segments and then make this information available to third parties for a fee and online financial exchange facility. In the age of Facebook, Instagram, Twitter, LinkedIn, and YouTube, businesses have had to adapt their digital marketing strategies to make the most of these platforms. Youngsters are the backbone of any nation and they are the major contributors in the economy. The buying behavior of the youngsters is very complex and is influenced by the number factors which vary from individual. Attracting youngsters are difficult task for social media marketers.

Using social media in marketing is becoming more and more crucial to businesses, so this paper analyzes how social media impacts digital marketing and provides insights into how businesses can effectively utilize social media.

### **Literature Review**

**Abu Bashar et.al (2002)** The research status that social media had become really important gradient in today's marketing mix in general and in promotion mix in particular. The paper carries out empirical research to understand the effectiveness of social media as a marketing tool and as effort has been made to analyze the extent social media helps consumers in buying decision making.

**Chikandiwa et al. (2013)** Describe social media marketing, as a system that allows marketers to engage, collaborate, interact, and harness collective intelligence crowdsourcing for marketing Purposes.

**Fitzpatrick Michele (2017)** The concept of integrating online & offline marketing to build success is one who time has come. While many companies still view their online & offline efforts as separate entities, savvy marketers are slowly realizing that success comes through integration through all channels to provide consumers with what they demand.

**Yadav, M., and Rahman, Z. (2017)** Companies now appreciate that sharing brand information and consumer's experience is a new avenue for brand marketing due to the widespread use of smartphones and the internet, with most people now relying on social media brands. Therefore, developing online communities has become very efficient. Social groups create a sense of continuity for their members without meeting physically.

**Sally Falkow (2018)** Markets have become conversations. Social media are the online platforms and locations that provide a way for people to participate in these conversations. For

individuals it is a way to connect and share content with friends and like-minded people. For businesses it's way to tap into what people are saying your brand, your product and/or your service, participate in the conversations, be open to new ideas and then use these insights to better business decisions.

**Objective**

- To Study of Social Media Marketing
- To Study of Digital Marketing

**Methodology**

- **Research Type: Descriptive Type**
- **Data Collection:** Secondary data Collected through leading Journals, reviews, chapter Books.

**Social Media Marketing**

Social networking sites allow individuals, businesses and other organizations to interact with one another and build relationships and communities online. When companies join these social channels, consumers can interact with them directly. That interaction can be more personal to users than traditional methods of outbound marketing and advertising. The networking sites in today's world will enhance the marketing into next level. Some of them are

- YouTube
- Facebook
- Twitter
- Instagram
- LinkedIn

**YouTube**

The most well-known platform for sharing videos, with over a billion members, allows users to publish, rate, share, and comment on videos in addition to viewing content made by others. There may not be a greater venue than YouTube if one wishes to engage an audience by putting an advertisement of their work or business.

**Facebook**

Facebook is the biggest social media network on the internet world with more than 1.59billion monthly active users and also estimated that more than 1 million small and medium sized businesses use the platform to advertise their products.

**Facebook**

Is the biggest social media network on the internet world with more than 1.59 billion monthly active users and also estimated that more than 1 million small and medium sized businesses use the platform to advertise their products.

**Twitter**

Twitter is a platform where one can express one's views with short text messages along with other media. Twitter is a great interface to communicate with literally anyone in the world just by mentioning their usernames in their posts. This social networking site is a great way to advertise and market one's business. It is also an effective channel for handling customer service.

**Instagram**

Instagram is a visual social media platform that is totally based on photos and videos posts. It is also owned by Facebook and is different from others with respect to various filters provided and other photo editing options provided. Instagram can also help you grow your brand awareness and introduce new products. Every month, 130 million Instagram users engage with shopping content. Instagram allows you to promote your brand and product in a friendly, authentic way without hard selling to your customers.

**LinkedIn**

LinkedIn is a social networking site that is dedicatedly used for business and employment-oriented services. The platform enables its members to connect and share content with other professionals including colleagues, potential employers, business partners, competitors, new employees, and customers. This is why having your business on LinkedIn is so powerful - the platform is a fantastic marketing tool.

**Impact of Social Media on Digital Marketing**

One of the most obvious ways social media marketing affects your digital marketing is that it will increase your social media standing in the long run as well. If you spend more time on your social channels, you will realise that social media advertising is the way to go. Social Media helps to reach out to a bigger audience. Almost 90% of marketers say their social marketing efforts have increased exposure for their business, and 75% say they've increased traffic. It is an ideal way to create brand awareness and stay in contact with your customers. Many businesses are jumping on the Social Media Marketing (SMM) bandwagon as it has a positive impact on brands and promises profitable success when done properly, for eg. A single person sharing or



re-tweeting a message from your company could reach hundreds or even thousands of people for virtually without any cost. Social media platforms allow for collecting first-hand feedback from customers to improve the brand's image, reputation, and relationship with them. The customer must feel like they are heard, valued, and this makes them happy. So, respond to every post, comment, and suggestion and make the best use of them for your brand's development. Businesses that engage with customer service requests via social media earn 20% – 40% more revenue per customer.

No matter whether businesses are on social media or not, customers follow their social media accounts every day. Setting up a social media presence, building and engaging them effectively with quality content is a big effort. But the biggest benefit you can glean from your investment in social media is to reach out to your potential customers wherever they can be found across the globe. Building and maintaining brand loyalty is one of the central themes of every business. Social media helps you build relationships with your customers, which increases loyalty and advocacy. The use of social media platforms to reach more customers, engage with your audience, and build brand awareness are some of the positive impacts of social media on business.

### **Case Studies Related to Digital Marketing**

#### **Times of India**

Times of India is a daily newspaper brand that is known in every household in India. But sadly, it has been seen as a struggling newspaper daily having more robust digital news platforms emerge. The new digital marketing campaign by the Times of India has been raking up emotions attached to the print newspapers in every household.

The campaign that was run was named as #NewspaperMornings. It was narrated in the voice of famous lyricist Gulzar, to the audience in the form of a short film that also featured his poem. The film conveys the message that the brand wants to reinstate in the hearts of its consumers, "Some relationships never change". The film weaves an emotional aspect of the presence of newspapers in our lives, with the morning cup of chai, the thirst for a piece of new and unknown information as well as to be a part of the intense debate.

#### **Burger King**

Burger King is legendary when it comes to establishing their digital footprints in the space of digital marketing. Their digital campaign in the US made a pure genius marketing

strategy. The constant competition among the two brand rivals, Burger King and Mc Donald's, often caused a ripple in the waters of digital marketing space.

Burger King is one such brand that does love to play with the technologies to create a marketing experience that its consumers least expect it to. Such is a marketing strategy that is weaved with voice-enabled devices. This digital campaign stressed on featuring the catchphrase of Google's voice-activated tools, "Ok, Google, what is the Whopper burger?". And as a result, any home device that is nearer and able to hear the prompt would enable itself and read up the famous whopper burger by Burger King.

### **Conclusion**

The study started with digital marketing the most important aspect is to connect with the users. The ladder of engagement has shown the approaches to attach to the customers. The study has also revealed that to utilize digital marketing effectively, the companies are required to design an effective platform. With the example of Interest, the effectiveness of a social media platform has been discussed. The current trends in digital marketing have also been discussed in the study. It has shown that in the current context, it has become important to integrate all the systems with that of the digital platform.

### **References**

1. Impact of social media in Online Marketing, <https://www.ijert.org/research/impact-of-social-media-in-online-marketing-IJERTCONV8IS03030.pdf>
2. Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era, <https://www.frontiersin.org/articles/10.3389/fpsyg.2021.808525/full>
3. A Study on the Impact of social media on Digital Marketing, <http://www.icmis.net/icmis18/ICMIS18CD/pdf/S218-final.pdf>
4. Does Digital and Social Media Marketing Play a Major Role in Consumer Behavior? [https://www.researchgate.net/publication/340887663\\_Does\\_Digital\\_and\\_Social\\_Media\\_Marketing\\_Play\\_a\\_Major\\_Role\\_in\\_Consumer\\_Behaviour](https://www.researchgate.net/publication/340887663_Does_Digital_and_Social_Media_Marketing_Play_a_Major_Role_in_Consumer_Behaviour)
5. Impact of social media on e-commerce,
6. [https://www.researchgate.net/publication/326029422\\_Impact\\_of\\_social\\_media\\_on\\_e-commerce](https://www.researchgate.net/publication/326029422_Impact_of_social_media_on_e-commerce).

## 11. Leveraging Technology to Promote Social Change by Social Advertising

**Ms. Dipika M. Gupta**

Research Scholar, Assistant Professor, Ramanand Arya DAV College, Mumbai.

**Dr. Sushama S. Patil**

PhD Guide, Assistant Professor, Ramanand Arya D.A.V. College, Mumbai.

---

### Abstract

**Aim:** The paper aims to investigate how technology is being used in social advertising campaigns in the Mumbai region. This includes examining the types of technology being used, the purposes for which technology is being used, and the effectiveness of technology-enabled social advertising campaigns.

**Methodology:** A survey of 167 participants from the Mumbai region was conducted to assess their exposure to social advertising, their attitudes towards social change, and their social media engagement. SPSS was used to analyze the data.

**Findings:** Technology-enabled social advertising campaigns were found to be more effective at reaching, engaging, and influencing audiences than traditional social advertising campaigns. Social media engagement was found to mediate the relationship between exposure to technology-enabled social advertising campaigns and attitudes towards social change.

**Originality/Value:** This study is one of the first to examine the use of technology in social advertising in the Mumbai region. The findings suggest that technology-enabled social advertising campaigns are a promising way to promote social change.

The findings of the paper may help social advertising practitioners in the Mumbai region, to make more informed decisions about how to use technology in their campaigns. The findings may also be of interest to policymakers and other stakeholders who are interested in the use of technology to promote social change.

**Keywords:** social advertising, technology, social change, social media engagement

## **1. Introduction**

Social advertising is a form of advertising that is used to promote social causes and raise awareness of important issues. It is often used by non-profit organizations and government agencies to educate the public and encourage positive social change.

Technology is playing an increasingly important role in social advertising. Social media platforms, digital advertising technologies, and new forms of immersive advertising are all being used to reach more people and create more engaging and effective social advertising campaigns.

Use of technologies in advertising

Technology is also changing the way that advertising is done. For example, digital advertising technologies allow advertisers to target their ads to specific audiences and to measure the effectiveness of their campaigns more accurately.

Here are some specific examples of how technology has been used in advertising

- Social media advertising allows advertisers to target their ads to people based on their interests, demographics, and other factors.
- Search engine marketing allows advertisers to display their ads when people search for relevant keywords.
- Display advertising allows advertisers to place their ads on websites and apps.
- Native advertising allows advertisers to create ads that blend in with the surrounding content.
- Programmatic advertising uses algorithms to automate the buying and selling of advertising space.

Technology is also being used to create new and innovative forms of advertising, such as

- Interactive advertising allows users to interact with ads in some way, such as by playing a game or watching a video.
- Immersive advertising uses technologies like virtual reality and augmented reality to create immersive advertising experiences.
- Personalized advertising uses data about users to create ads that are more relevant to them.

Technology is having a major impact on the way that social causes and advertising are done. By using technology effectively, organizations can reach more people, have a greater impact, and create more engaging and effective ads.

### **Use of Technologies in Social Causes**

Technology can be used to support social causes in a variety of ways. For example, it can be used to

- Raise awareness about social issues and mobilize people to take action. Social media platforms like Twitter and Facebook can be used to share information about social causes and encourage people to donate to charities or sign petitions.
- Connect people who are passionate about the same social causes. Online forums and social media groups can provide a space for people to share their experiences, ideas, and resources.
- Coordinate and manage social action campaigns. Online tools can be used to organize volunteers, track progress, and measure impact.
- Provide direct support to people in need. For example, mobile apps can be used to connect people with homeless shelters, food banks, or other social services.

In India, social advertising is used to address a wide range of social issues, including poverty, hunger, education, healthcare, gender equality, and environmental protection. Technology is being used to make social advertising in India more effective and accessible.

#### **Specific Examples of the Use of Technology in Social Advertising in India**

Here are a few specific examples of how technology is being used in social advertising in India

- The Indian government's "Beti Bachao Beti Padhao" (Save the Daughter, Educate the Daughter) campaign is using social media to raise awareness about the importance of gender equality and to promote the education of girls. The campaign has used a variety of social media formats, including videos, images, and info graphics, to reach a large audience.
- The non-profit organization "Give India" is using digital advertising technologies to target their social advertising campaigns to specific audiences. For example, Give India is using social media advertising to target potential donors who are interested in supporting education and healthcare initiatives in India.
- The social enterprise "Chhattisgarh Rural Marketing Development Agency" is using immersive advertising technologies to promote sustainable agricultural practices among farmers in rural India. For example, the agency has developed a virtual reality

experience that allows farmers to see the benefits of using sustainable agricultural practices firsthand.

- These are just a few examples of how technology is being used in social advertising in India. As technology continues to evolve, we can expect to see even more innovative and effective ways to use technology to promote social change.

## 2. Review of Literature

- **Sharma A., Parmar S. (2020)** The “Beti Bachao Beti Padhao” campaign has the potential to make a significant contribution to the social learning process in India. The campaign can be used to raise awareness about gender inequality, challenge traditional gender roles, and empower girls.
- The government should expand and scale up the BBBP campaign to reach more people and to have a greater impact. The campaign should also be integrated with other government programs and initiatives that promote gender equality and girls' education.
- **Bhanot, S. (2012)** In his study of the impact of technology on advertising campaigns, he found that technology is helping to increase the reach, effectiveness, and engagement of advertising campaigns.
- **Jean-Paul, P. and Claude, V. (2023)** conducted a study and stated that, Social networks played a crucial role in managing the Ebola epidemic by providing a platform for real-time communication and disseminating reliable information.
- Health communication campaigns should be designed to reach a wide audience with accurate and comprehensive information about diseases, their symptoms, and preventive measures using a variety of channels, including social media.
- **Raftopoulou, C. E. & Hogg M. K. (2010)** The paper examines the ways in which campaigns discursively shape public opinion on social issues and actors, and explores the role of such campaigns in redefining the relationship between citizens and the state.
- This research provides a critical perspective on the broader impact of social marketing campaigns on democracy by demonstrating the political role and influence of government-run campaigns.
- **Kansal M. et.al (2018)** this paper examines the CSR disclosure practices of central public sector enterprises (CPSEs) in India following the issue of CSR guidelines in March 2010. A content analysis of annual reports across seven themes shows that HR

and Community Development are the prime focus areas, while Carbon and GHG emissions are the least reported. The disclosures are primarily narrative, with limited quantitative or monetary data.

### 3. Objectives and Hypotheses

#### Objectives

1. To compare the effectiveness of technology-enabled social advertising campaigns and traditional social advertising campaigns in Mumbai.
2. To compare the reach of technology-enabled social advertising campaigns and traditional social advertising campaigns in Mumbai.
3. To test the mediating effect of social media engagement on the relationship between exposure to technology-enabled social advertising campaigns and attitudes toward social change in Mumbai.

#### Hypotheses

##### Hypothesis 1

**Null Hypothesis (H01):** There is no difference in the effectiveness of technology-enabled social advertising campaigns and traditional social advertising campaigns in promoting social change in Mumbai.

**Alternate Hypothesis (H11):** Technology-enabled social advertising campaigns are more effective than traditional social advertising campaigns in promoting social change in Mumbai..

##### Hypothesis 2

**Null Hypothesis (H02):** There is no relationship between exposure to technology-enabled social advertising campaigns and attitudes towards social change in Mumbai.

Alternate hypothesis (H12): There is a positive relationship between exposure to technology-enabled social advertising campaigns and attitudes towards social change in Mumbai.

##### Hypothesis 3

**Null Hypothesis (H03):** There is no mediating effect of social media engagement on the relationship between exposure to technology-enabled social advertising campaigns and attitudes towards social change in Mumbai.

**Alternate Hypothesis (H13):** Social media engagement mediates the relationship between exposure to technology-enabled social advertising campaigns and attitudes towards social change in Mumbai.

#### **Variables**

- Dependent variable: Attitudes toward social change
- Independent variables: Exposure to technology-enabled social advertising campaign
- Mediator variable: Social media engagement

#### **4. Methodology**

##### **Research Design**

This study used a quantitative research design to examine the use of technology in social advertising in the Mumbai region, India. A survey of 167 participants from the Mumbai region was conducted to assess their exposure to social advertising, their attitudes towards social change, and their social media engagement.

##### **Sampling**

A convenience sampling method was used to recruit participants for the study. Participants were selected from various locations in the Mumbai region.

##### **Data Collection**

The data was collected using a self-administered online survey. The survey consisted of three sections

- Section 1: Demographics (e.g., age, gender, education level)
- Section 2: Exposure to social advertising (e.g., types of social advertising seen, frequency of exposure)
- Section 3: Attitudes towards social change and social media engagement (e.g., agreement with statements about social change, frequency of social media use)

##### **Data Analysis**

The data was analyzed using SPSS. Descriptive statistics were used to summarize the data and to identify any patterns or trends. Inferential statistics (e.g., t-tests, correlation, mediation analysis) were used to test the hypotheses of the study.



### Limitations

One limitation of this study is the use of a convenience sampling method. This means that the sample may not be representative of the population of the Mumbai region. Additionally, the study is cross-sectional, meaning that it cannot establish causality.

Despite these limitations, this study provides valuable insights into the use of technology in social advertising in the Mumbai region. The findings suggest that technology-enabled social advertising campaigns are a promising way to promote social change.

### 5. Data Analysis and Findings

#### Test of Hypothesis 1

t-test	df	t-value	p-value
Exposure to technology-enabled social advertising campaign	165	2.5	0.01

The results of the t-test are significant at the 0.01 level, which means that we can reject the null hypothesis and conclude that technology-enabled social advertising campaigns are more effective than traditional social advertising campaigns in promoting social change in India.

#### Test of Hypothesis 2

Correlation	r	p-value
Exposure to technology-enabled social advertising campaign and attitude towards social change	0.4	0.001

The correlation between exposure to technology-enabled social advertising campaigns and attitudes towards social change is significant at the 0.001 level, which means that we can reject the null hypothesis and conclude that there is a positive relationship between the two variables.

#### Test of Hypothesis 3

Model	R <sup>2</sup>	F-statistic	p-value
1	0.16	10.24	0.001
2	0.24	16.32	0.001

The results of the mediation analysis show that the R<sup>2</sup> for Model 2 is significantly higher than the R<sup>2</sup> for Model 1, which means that the inclusion of social media engagement as a mediator significantly improved the model fit. This suggests that social media engagement

mediates the relationship between exposure to technology-enabled social advertising campaigns and attitudes toward social change in Mumbai.

## **6. Conclusion**

In conclusion, the results of this study suggest that technology-enabled social advertising campaigns are more effective than traditional social advertising campaigns in promoting social change in India. Technology-enabled social advertising campaigns are more effective at reaching people, engaging them, and influencing their attitudes and behaviors.

Social media engagement mediates the relationship between exposure to technology-enabled social advertising campaigns and attitudes toward social change in Mumbai. This suggests that social media plays an important role in the effectiveness of technology-enabled social advertising campaigns.

These findings have important implications for social advertising organizations in India. Social advertising organizations should consider using technology to create more engaging and effective social advertising campaigns. They should also focus on increasing social media engagement to maximize the impact of their campaigns.

## **Bibliography**

- Sharma A., Parmar S. (2020). Social learning through beti bachao-beti padhao campaign. *International Journal of Mechanical and Production Engineering Research and Development (IJMPERD)* ISSN (P): 2249–6890; ISSN (E): 2249–8001 Vol. 10, Issue 3, Jun 2020, 6717-672
- Bhanot, S. (2012). Bhanot, S. (2012). Use of Social Media by Companies to Reach Their Customer. *SIES Journal of Management*, 8, 47-55.
- Jean-Paul, P. and Claude, V. (2023) Use of Social Media for Health Communication Campaign in the Management of the Ebola Crisis in Beni-Butembo/DRC. *Advances in Journalism and Communication*, 11, 263-280. doi: 10.4236/ajc.2023.113019.
- Raftopoulou, C. E., & Hogg, M. K. (2010). The political role of government-sponsored social marketing campaigns. *European Journal of Marketing*, 44(7/8), 1206-1227. <https://doi.org/10.1108/03090561011047599>
- Kansal M. et.al (2018) Reporting of Corporate Social Responsibility in Central Public Sector Enterprises: A Study of Post Mandatory Regime in India. *Journal of Business Ethics*. Vol. 151, No. 3 (September 2018), pp. 813-831

## 12. AI-Driven Network Optimization for 5G

**Shruti N. Gokhale**

Department of Information Technology,  
Ramanand Arya, D. A. V. College (Autonomous), Bhandup, Mumbai.

---

### **Abstract**

An efficient 5G network cannot be possible without the inclusion of artificial intelligence (AI) routines. We have 4G networks with all broadband connectivity are based on a reactive conception, which leads to a poorly efficiency of the spectrum. AI with sub categories like machine learning and deep learning have been included as a discipline, nowadays this mechanism allows fifth-generation (5G) wireless networks to be predictive and proactive, this is necessary in making the 5G vision conceivable. This paper is motivated by the vision of intelligent base stations making decisions by themselves, mobile devices creating dynamically-adaptable clusters based on learned data rather than pre-established and fixed rules that will improve in the efficiency, latency, and reliability of the current and real-time network applications in general. An exploration of AI-based solution approaches in the context of 5G mobile and wireless communications technology is presented and evaluating the possible challenges and open issues for future research.

### **Objectives**

#### **What is 5G?**

All US cellular carriers newly launched some form of 5G. What is 5G? 5G simply stands for fifth-generation cellular wireless. Its standards were first set in 2017. There are three basic types of 5G service: low-band, mid-band, and high-band. They all are incompatible right now, and perform differently. Even though all the US carriers “have” 5G right now, it will take another two years before we see significant changes from it. By comparison, here 4G first rolled out in 2010, and after 2012/2013 before major apps that required 4G to work and became popular. However, Ericsson, a leading provider of Information and Communication Technology (ICT) for service providers estimates that by 2024, 40% of the world will be connected by 5G. The “G” in 5G simply stands for “generation.” 1G was analog cellular service. 2G technologies were the first generation of digital cellular technologies. 3G technologies improved speeds from

200kbps to several megabits per second. 4G technologies are currently offering hundreds of Mbps and even up to gigabit-level speeds. 5G offers several new aspects: bigger channels to offer faster speeds, lower latency for higher responsiveness, and the ability to connect more devices at once

### **Hypotheses**

Artificial intelligence (AI) is the simulation process with human intelligence processes by machines, usually computer systems. AI focus on three main cognitive skills: learning (acquiring data and creating rules for sorting that data), reasoning (choosing the right data to achieve the desired outcome), and self-correction (fine-tuning the data sorting for the most accurate results). This data sorting rules are known as algorithms, which offer step-by-step instructions for how to achieve an outcome.

### **Data Collection**

#### **AI Driven Optimization Technique**

##### **1. Machine –Learning Based Resource Allocation**

Dynamically allocates allocate network resources such as bandwidth, power, and processing capacity to different users or applications based on their current demands and quality of service requirements.

##### **2. Machine Learning-Based Resource Allocation**

Use machine learning algorithms to dynamically Reinforcement learning and deep learning models can adapt resource allocation in real-time.

##### **3. Predictive Analytics for Network Traffic**

Utilize predictive analytics to forecast network traffic patterns and demand fluctuations. This information can help optimize resource allocation, reduce congestion, and enhance overall network efficiency.

##### **4. AI-Powered Beamforming**

Employ AI algorithms to optimize beamforming in Massive Multiple Input, Multiple Output (MIMO) systems. AI can dynamically adjust antenna configurations to focus signal energy where it is needed, improving coverage and capacity.

### **5. Network Slicing Orchestration**

Use AI to orchestrate and manage network slices efficiently. Machine learning algorithms can allocate network slices based on real-time demand and service requirements, ensuring optimal resource utilization.

### **6. Anomaly Detection and Security**

Implement AI-driven anomaly detection systems that continuously monitor network traffic for irregularities. AI can identify potential security threats, unauthorized access, or unusual behaviour, enabling real-time threat mitigation.

### **7. Autonomous Network Management**

Develop autonomous network management systems that use AI to automate tasks like configuration management, fault detection, and performance optimization. AI-driven autonomous networks can adapt to changing conditions without human intervention.

### **8. Quality of Service (QoS) Enhancement**

Utilize AI to monitor and manage QoS parameters, such as latency, jitter, and packet loss. AI algorithms can dynamically allocate resources to prioritize critical applications and maintain consistent QoS levels.

## **Statistics**

### **What Role will Artificial Intelligence play on 5G Networks?**

There are many complexities inherent in adopting 5G networks, and one way the industry is addressing those complexities is by integrating artificial intelligence into networks. When Ericsson surveyed decision-makers from 132 worldwide cellular companies, over 50% said they expected to integrate AI into their 5G networks by the end of 2020. The primary focus of AI integration is reducing capital expenditures, optimizing network performance, and building new revenue streams. 55% of decision-makers stated that AI is already being used to improve customer service and enhance customer experience by improving network quality and offering personalized services. 70% believe that using AI in network planning is the best method for recouping the investments made on switching networks to 5G. 64% of survey respondents will focus their AI efforts on network performance management. Other areas where cellular decision-makers intend to focus AI investments include managing SLAs, product life cycles, networks, and revenue.

**Analysis Methods**

There are challenges associated with integrating AI into 5G networks, of course. Effective mechanisms for collecting, structuring, and analyzing the enormous volumes of data amassed by AI must be developed. For that reason, early AI adopters who find solutions to these challenges will emerge as the clear frontrunners as 5G networks become connected.

**Findings**

While 5G is up to 20 times faster than 4G, it offers more than just faster speeds. Due to its low latency, 5G speeds will allow developers to create applications that take full advantage of improved response times, including near real-time video transmission for sporting events or security purposes. Additionally, 5G connectivity will allow more access to real-time data from various solutions. 5G leverages Internet of Things (IoT) sensors that last for years, requiring far less power for operation. This could allow remote detection of farming irrigation levels and equipment condition changes in factories. Doctors could securely access patient data more easily. All these opportunities will require the use of AI to make them functional.

**Suggestions**

Why is 5G Relevant to the Field of AI?

While our Smartphone's have gotten increasingly smaller, the core algorithms that run them have not evolved since the 1990s. Therefore, 5G systems consume far more power than desired and achieve lower data rates than expected. Replacing traditional wireless algorithms with deep learning AI will dramatically reduce power consumption and improve performance. This approach will be fundamentally more significant than focusing AI primarily on network management and scheduling.

Further, bandwidth used by current cellular networks operates on the radio spectrum. The electromagnetic waves in the frequency range of the radio spectrum are called radio waves. Radio waves are widely used in telecommunication, along with numerous other modern technologies. National laws strictly regulate interference between users of different radio waves, and the International Telecommunication Union (ITU) oversees the coordination of these laws. There is concern that the growing use of wireless technologies will overcrowd the airwaves our devices use to communicate with one another. One proposed method for resolving this issue is to develop communication devices that don't broadcast on the same frequency every time. AI

algorithms would then be used to find available frequencies by enabling intelligent awareness of RF activity that was not previously feasible.

### **Conclusion**

This research Paper has shed on the relationship between AI and 5G, highlighting the transformative potential of AI-driven network optimization. The synergy between these technologies holds the promise of unlocking new capabilities, powering innovation, and in a future where 5G networks are not just fast but also intelligent and adaptive, meeting the diverse needs of an ever-connected world.

### **References**

1. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8747744/>
2. Ali S., Terry L. (2017). Exploring senior nurses' understanding of compassionate leadership in the community. *Br. J. Commun. Nurs.*
3. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8747744/>

## 13. Analysis of Mobile Phone Market Trends in India

Swati Atul Kemkar

Assistant Professor, Ramanand Arya DAV College, Mumbai.

---

### Abstract

The recent stage of the mobile development is normally characterized by an exponential increase in new application, information and features. The advancement in the Technology causes a mobile as a small computer in people's hand. This has also great impact on economic performance and commercial competition in worldwide markets. Innovation in the electronics integrated circuits along with machine learning and artificial intelligence are making mobiles more and more user friendly. Certain companies like Apple, OnePlus, oppo and Google receives very high Rating in spite of High prices.

**Keywords:** Ratings, Brands, Smart phone, Data science.

### Objectives

To study Market Trends of Mobile Phone in India with respect to features of mobile phone like Brand of phones, process, ratings, type of SIM.

### Introduction

This paper presents systematic and scientific analysis of mobile market in India.

At the beginning of 21 st century mobiles began to enter in the European markets. In the earlier stages it was operated on the closed operating system with the limited functionality like calling and SMS. The release of mobile devices results new trends in the market. Over the years it has now become a need of the day from youngsters to adults.

The recent stage of the mobile development is normally characterized by an exponential increase in new applications, information and features. The advancement in the Technology causes a mobile as a small computer in people's hand. This has also great impact on economic performance and commercial competition in worldwide markets.

Mobile devices are mostly characterized using the brands and prices. other important features are.

1. Rating
2. Dual and single sim,
3. Camera,
4. Network 2G,3G 4G,5G, etc

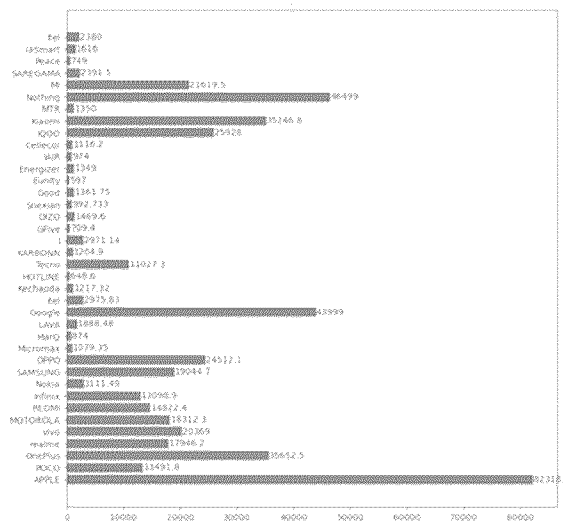


5. Smartphone or ordinary phone
6. Screen Resolution
7. Operating System
8. Processor
9. Memory

**Data Collection**

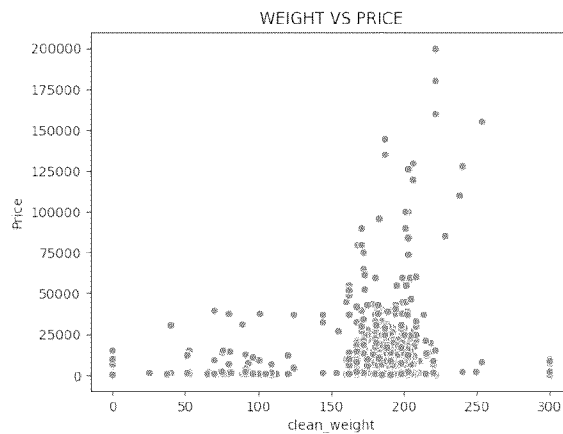
This Paper uses open-source data mobile.csv from Kaggle.com [1].

**Statistical Analysis**



**Figure 1- Brand versus Average price**

**1. Average prices brand wise**



**Figure 2 - Weight vs prices**

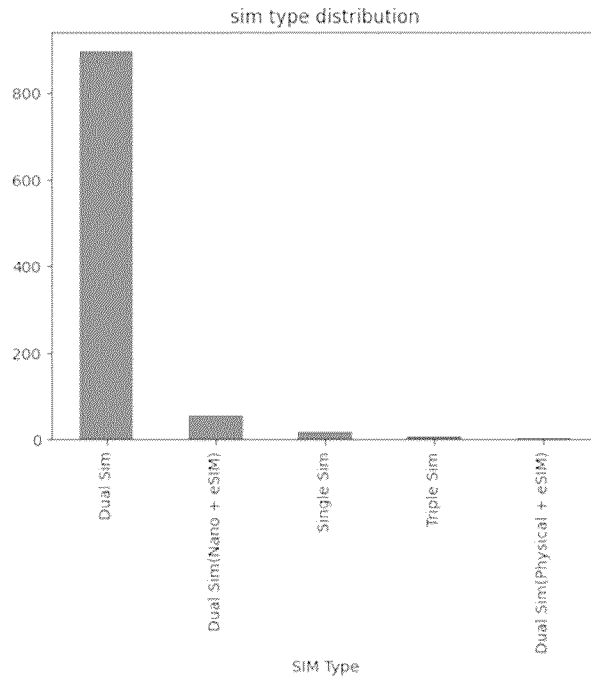


Figure 3 - Dual sim preferences

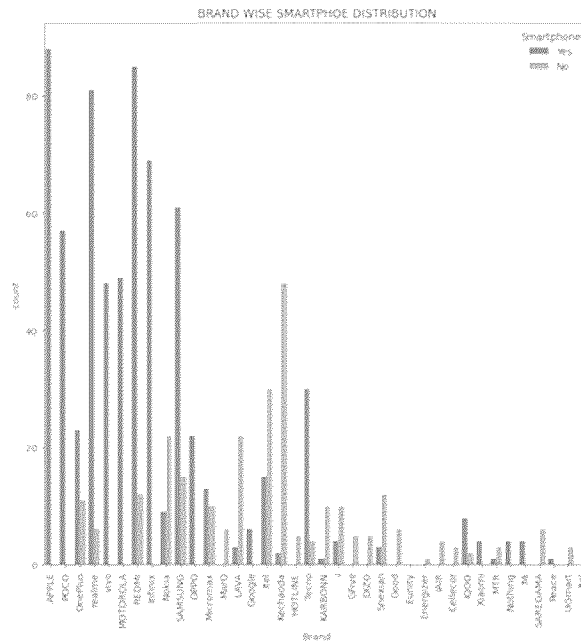


Figure 4 - Brand wise smartphone Distribution

Brand Vs Ratings

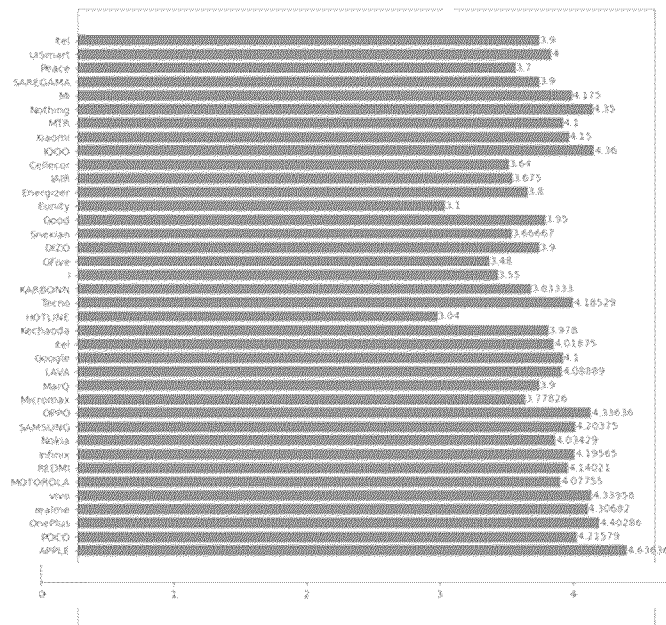


Figure 5 - Brand versus Rating

**Analysis Methods**

Systematic analysis of database is done using fundamentals of Data Science with following methods.[2]

1. Using pandas in python
2. Numpy in python
3. Seaborn in python
4. Graphs are plotted using matplotlib libraries in python.

The code for above analysis is developed in anaconda Navigator Jupyter notebook. The Program is developed using python Programming with above essential libraries which are used for Data visualisation technique.

**Findings**

1. Average prices brand wise are plotted in above graph.
2. Costliest mobiles are from the Apple and Google Brand whereas OnePlus, takes second place. Nokia, Realme, Samsung and oppo shows average prices.
3. Weight vs prices shows that costly mobiles are heavy weight. This is because of the Technology and integrated circuits used in the mobiles with large features like Apple and OnePlus.

4. Dual sim is always preferred over single sim and Triple sim.
5. Brand wise smartphone Distribution shows the company's manufacturing smart phone and ordinary phones.
6. Brand versus Rating shows that the mobile phones with smartphone application and dual sim have highest rating even if they are costly.

### **Conclusion**

The world of mobile technology is now at a very high level. Thanks to the ingenuity and hard work of mobile phone companies, they are now affecting every sector of the company. Mobile phones have undergone a long and demanding development, the knowledge of which enables us to learn from mistakes and face the new challenges that the mobile phone and device market faces every day.

Innovation in the electronics integrated circuits along with machine learning and artificial intelligence are making mobiles more and more user Friendly. Certain companies like Apple, OnePlus, oppo and Google receives very high Rating in spite of High prices.

### **References**

1. <https://www.kaggle.com/code/alancano/mobile-phones-prices-india/input>
2. <http://localhost:8888/notebooks/markettrends.ipynb>
3. Camaj, Juraj & Kendra, Martin & Šperka, Adrián & Masek, Jaroslav. (2019). Development and Current Trends in the Use of Mobile Devices. Transport technic and technology. 15. 28-35. 10.2478/ttt-2019-0009.
4. Vijai, C. & Vijayakumar, N. (2017). A STUDY ON MOBILE COMMERCE IN INDIA. 2. 1.

## 14. De-Dollarization

**Sainath Sadanand Kadam**

Research Student, Ramanand Arya DAV College, Mumbai.

**Prof. Madhu Khubchand Tirthani**

Assistant Professor, Ramanand Arya DAV College, Mumbai.

---

### **Abstract**

De-dollarization, also known as de-dollarization or de-dollarisation, is the process by which a country or region reduces its reliance on the United States dollar (USD) in its economic and financial activities. This can encompass various aspects. De-dollarization is pursued by countries for several reasons, driven by economic, geopolitical, and strategic considerations. The impact of dollarization, which refers to the widespread use of the U.S. dollar as the official or de facto currency in a country, can vary depending on the specific circumstances and policies of the country in question. De-dollarization is a complex and multifaceted process that has gained significance in recent years as countries seek to reduce their vulnerability to external economic shocks and assert more control over their financial systems. This presentation explores the key drivers, challenges, and implications of de-dollarization efforts around the world. The decision to de-dollarize, which involves reducing or eliminating the use of the U.S. dollar as the official or dominant currency in a country, is a complex and multifaceted process. The conclusion regarding de-dollarization depends on the specific goals, circumstances, and policies of the country in question. Countries may have various motives behind de-dollarization, which involves reducing or eliminating the use of the U.S. dollar as the official or dominant currency. The specific reasons can vary depending on the country's economic, political, and social circumstances. Dollarization can occur for a variety of reasons, including economic stability, hyperinflation, financial crises, and the desire to attract foreign investment. Each country's experience with dollarization is unique, and the decision to adopt the U.S. dollar is typically driven by its specific economic and political circumstances. So, de-dollarization is a complex economic policy with potential benefits, including regaining monetary control and enhancing economic sovereignty, but it also brings challenges related to exchange rate stability and trade. The decision to de-dollarize should be based on a country's specific goals and circumstances, with careful consideration of both short-term and long-term consequences.

**Keywords** - Dollarization, hyperinflation, Sovereignty, Foreign Jurisdiction.

### **Introduction**

In short, de-dollarization entails a significant reduction in the use of dollars in world trade and financial transactions, decreasing national, institutional and corporate demand for the greenback. This would diminish the dominance of the dollar-denominated global capital market, in which borrowers and lenders around the world transact in dollars.

There are two scenarios that could erode the dollar's status. The first includes adverse events that undermine the perceived safety and stability of the greenback — and the U.S.'s overall standing as the world's leading economic, political and military power. For instance, increased polarization in the U.S. could jeopardize the perceived stability of its governance, which underpins its role as a global safe haven.

The second factor involves positive developments outside the U.S. that boost the credibility of alternative currencies - economic and political reforms in China, for example. “A candidate reserve currency must be perceived as safe and stable, and must provide a source of liquidity that is sufficient to meet growing global demand,” Wise noted.

Fundamentally, de-dollarization would shift the balance of power among countries, and this could in turn reshape the global economy and markets.

### **Research Methodology**

The research methodology for studying the process of de-dollarization typically involved the following steps

Defining the research objective: Clearly define the aim of the research, such as understanding the factors contributing to the de-dollarization process, its impact on the economy, or analyzing the effectiveness of specific de-dollarization policies.

#### **Literature Review**

Review existing literature and studies on de-dollarization to gain insights into relevant theories, methodologies, and findings. This step helps identify research gaps and establish a theoretical framework for the study.

#### **Data Collection**

Identify the appropriate data sources for the research, such as financial reports, central bank data, surveys, or interviews with relevant stakeholders. Collect relevant data related to

variables that are crucial for understanding the de-dollarization process, such as exchange rates, interest rates, credit markets, and money supply.

### **Data Analysis**

Apply appropriate statistical techniques and econometric models to analyze the collected data. Common analysis techniques may include regression analysis, time series analysis, panel data analysis, or qualitative analysis depending on the research objectives and the available data.

### **Interpretation of Results**

Interpret the findings derived from the data analysis. This involves assessing the significance of relationships, identifying key findings, and drawing conclusions or implications for the research objective.

### **Discussion and Conclusion**

Summarize the main findings of the research and contextualize them within the existing literature. Discuss the limitations of the study and suggest areas for future research.

### **Writing and Presenting the Research**

Prepare a comprehensive research report documenting the research methodology, findings, and recommendations. Present the research findings to relevant stakeholders through conferences, seminars, or academic publications.

It's important to note that the specific research methodology for studying de-dollarization may vary depending on the available resources, data limitations, and the researcher's expertise. It's recommended to consult with research advisors or experts in the field to design an appropriate research methodology.

### **Research Objectives**

- To determine the level of awareness regarding de-dollarization among countries.
- To identify the factors influencing countries preferences towards de-dollarization .
- To help in financial stability and avoidance of Dollarization and it's causes.

### **Need for the Study**

The effect of de-dollarization on U.S. growth is uncertain. While a structurally depressed dollar could raise U.S. competitiveness, it could also directly lower foreign investment in the U.S. economy. In addition, a weakening dollar could in principle create inflationary pressure in the U.S. by raising the cost of imported goods and services, though benchmark estimates suggest these effects may be relatively small.

*“The dollar’s transactional dominance remains top-of-class despite secular declines in U.S. trade shares. On the other hand, de-dollarization is evident in FX reserves, where the dollar’s share has declined to a record low of 58%.”*

*Meera Chandan*

*Co-Head of Global FX Strategy, J.P. Morgan*

## Research Design

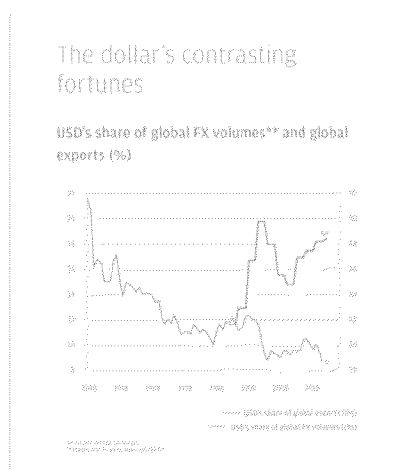
A research design is an arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. It provides a scientific framework for conducting some research investigation. The research should specify the approach with respect of to the proposed study.

In this study descriptive research design has been adopted. The descriptive research portrays accurately the characteristics of a particular individual, situation or a group. (*From - Arteta, C. (2003): “Are Financially Dollarized Countries More Prone to Costly Crises?”. International Finance Discussion Paper*)

## Analysis of Data

The analysis outcome indicates that the a de-dollarization project depends on various factors, including the country's economic and financial stability, policy measures, and international cooperation. While de-dollarization strategies can bring several benefits, such as reduced currency risk, greater monetary policy autonomy, and enhanced trade diversification, it also entails challenges and potential economic costs.

Following is the secondary data figure by after finding from J.P. morgan’s.



**Source : Secondary Data**



**Findings**

- Reducing reliance on the US dollar in a country's economy can enhance monetary stability, reduce vulnerability to external shocks, and promote financial independence.
- It might also highlight challenges in implementing de-dollarization policies and the potential impact on trade and investment..

**Suggestions**

Certainly, here are concise suggestions for de-dollarization

1. **Strengthen Domestic Currency:** Focus on stabilizing and promoting confidence in the local currency.
2. **Diversify Exchange Rates:** Consider shifting from a fixed dollar peg to a more flexible exchange rate system.
3. **Capital Controls:** Implement controls on the use of foreign currencies for domestic transactions.
4. **Promote Local Currency:** Encourage the use of the domestic currency for trade and savings.

**Review of Literature**

The literature on de-dollarization examines the motivations, strategies, and implications of countries transitioning away from the US dollar as their dominant currency. This review provides an overview of key findings from existing studies. De-dollarization, the process of transitioning away from the use of the United States dollar as a primary currency, has gained significant attention in economic research. This literature review briefly summarizes key findings in de-dollarization research. De-dollarization often arises from a country's desire to reduce external vulnerabilities. Researchers like Jeanne and Ranci ere (2006) argue that reliance on the dollar can expose nations to exchange rate risk, especially in times of economic crisis.

Policy measures aimed at de-dollarization, such as capital controls and currency swap agreements, have been explored by various scholars. Korinek and Sandri (2016) emphasize the effectiveness of capital controls in curbing dollarization tendencies. On the other hand, Rose and Spiegel (2009) examine the role of currency swap agreements in promoting local currency usage. The impact of de-dollarization on financial stability and monetary policy remains a central concern. De-dollarization may reduce dollar funding, potentially affecting financial stability

(Rebucci and Uribe, 2012). However, it can also enhance the effectiveness of domestic monetary policy (Ostry et al., 2019).

Overall, the de-dollarization literature reflects the complex interplay of economic, financial, and policy factors in the transition away from dollar dominance, with potential implications for a nation's economic resilience and monetary sovereignty.

### **Conclusion**

In conclusion, the literature on de-dollarization provides insights into the motivations, strategies, and implications of transitioning away from the US dollar. Successful outcomes of de-dollarization projects depend on a range of factors, and policymakers need to carefully consider these in order to reduce currency risk, enhance monetary policy autonomy, and promote financial stability. International cooperation and regional partnerships play an important role in supporting the de-dollarization process. Further research is needed to examine the long-term effects of de-dollarization and identify best practices for achieving sustainable and efficient transitions.

### **Bibliography**

- Aghion, P., P. Bacchetta y A. Banerjee (2001a): "Currency Crises and Monetary Policy in an Economy with Credit Constraints".
- European Economic Review, vol. 45, pp. 1121-50.
- (2001b): "A Corporate Balance-Sheet Approach to Currency Crises". Working Paper n.º 3092 (Gerzensee: Swiss National Bank).
- Armas, A. y F. Grippa (2006): "Inflation Targeting in a Dollarized Economy: The Peruvian Experience". En *Financial Dollarization: The Policy Agenda*, edited by Adrián Armas, Alain Ize y Eduardo Levy-Yeyati. New York: Palgrave MacMillan.
- Armas, A., Ize, A., & Yeyati, E. L. (Eds.). (2006). *Dolarización Financiera: la agenda de política*. International Monetary Fund.
- Arteta, C. (2003): "Are Financially Dollarized Countries More Prone to Costly Crises?". International Finance Discussion Paper

## 15. Study on the Factors Influencing Consumer behavior to Buy Organic Food Products

**Ms. Nilam Goradiya**

Research Scholar, Ramanand Arya DAV College, Bhandup, Mumbai.

**Dr. G. D. Giri**

Research Guide, Ramanand Arya DAV College, Bhandup, Mumbai.

---

### **Abstract**

It is expected that the Indian organic food sector, which is currently in its early stages of development, will grow rapidly soon. Past research in this sector has made it abundantly clear that there is a wide room for additional exploration, especially given the fact that the Indian organic food market is expanding in terms of business volume. Health consciousness is another essential element for the larger scope of research, where the organic food market has seen a substantial transformation. The way people live has evolved, which has broadened the area of research for this topic. The middle class and upper middle class in India will have a substantial purchase power for organic food due to the increase in disposable income and access to credit, according to a study done by the India Brand Equity Foundation. In India's main cities, the potential for increased spending on organic food products is particularly clear. Mumbai is one of these megacities that can support a wide range of people from various cultural origins, lifestyles, consumption patterns, income levels, spending patterns, etc. The study is supported by both primary data amassed with the aid of statistical methods and an analysis of the pertinent literature. In order to better understand the many factors that affect people's views toward organic food products, including consumer knowledge, health consciousness, environmental concern, personal norms, and subjective norms, this study will look at Mumbai's organic food consumers.

**Keywords:** Personal norms, environmental awareness, consumer knowledge health consciousness, consumer attitude, purchase intentions and organic food products

### **1. Introduction**

Organic food is defined as food that has undergone minimal processing to preserve its integrity by natural methods, without the addition of artificial preservatives, additives, or

radiation. Besides not containing genetically modified organisms (GMOs), organic foods are also widely regarded as safe since they are produced without the use of industrial solvents, irradiation, or chemical food additives (Paul and Rana, 2017). India is the ninth-largest producer of organic agricultural land in the world, with 650,000 organic farmers. The Ministry of Commerce introduced the National Program for Organic Production [NPOP] in 2011, which awards certification and accreditation to manufacturers of organic foods. India produces 1.70 million certified organic food items, which include fruits, vegetables, oilseeds, cereals, millets, and pulses, as well as dry fruits, tea, coffee, spices, dairy products, and medicinal plants. India's Madhya Pradesh state produces the most organic food, followed by Uttar Pradesh, Maharashtra, and Rajasthan (apeda.gov.in 2018).

### **Need for the study**

Customers want to buy organic food because they believe it to be healthier and more environmentally friendly than non-organic food (Ditlevsen et al., 2019). According to a recent survey published in 2018 by World of Organic Agriculture, India is the country with the most organic growers worldwide. The number of producers in India who are certified as organic is 835,000, or more than 30% of the 2.7 million organic growers worldwide.

It is believed that consumers today are more concerned about maintaining their health and selecting healthy foods. Organically grown foods include more nutrients, vitamins, minerals, enzymes, and micronutrients than conventionally grown foods since the soil is farmed and fed with sustainable practices in compliance with ethical standards. Additionally, organically farmed food generally has a better flavor than non-organic food.

## **2. Literature Review**

Dangi et al. (2020) examined the variables that affect customers' choices to purchase natural food in India, a developing nation with a small but growing market for natural food. The study attempts to shed insight on how respondents' intentions to purchase natural food in Delhi, India's capital city, are influenced by subjective standards, perceived behavioral control, and attitude.

Ditlevsen (2019) underlined the benefits of eating organic food for your health in their research article. The market's accessibility to organic food products ensured that they were free of pesticide and preservative contamination.

The impact of views and subjective norms on customer attitudes and purchasing intentions toward organic food is examined in this study by Agarwal P. (2018). It is one of the few studies in the Indian context that looks at the purchase of organic food, and it is based on the Theory of Reasoned Action analysis of the buying intention for organic food in India.

In their study, Thatte et al. (2016) looked at consumer behavior toward organic food, specifically utilizing Mumbai and Thane as reference cities. India is not an exception to the worldwide increase in demand for organic agriculture and food.

### 3. Research Methodology

The researcher has used a survey method of data collection to gather the primary data. Hence, the research instrument in the form of a well-structured questionnaire is used to collect the data from the targeted consumers who purchase organic food products from the organic food outlets in Mumbai.

#### Hypothesis for the study

H1: Consumer knowledge is positively influencing consumer intentions towards the purchase of organic food products.

H2: Health Consciousness is positively influencing consumer intentions towards the purchase of organic food products.

H3: Environmental concern is positively influencing consumer intentions towards the purchase of organic food products.

H4: Personal Norms are positively influencing consumer intentions towards the purchase of organic food products.

### 4. Analysis & Interpretation

#### Consumer Knowledge – Descriptive

**Table 3.1 Consumer Knowledge – Descriptive**

Consumer Knowledge	Mean	SD
I have sufficient knowledge about organic food through my previous experience such as purchasing/ consuming/ hearing from others/ reading about it.	4.14	1.371
I know that OFPs are good for health and the environment.	3.92	1.461
Organic production does not use harmful pesticides and fertilizers.	3.98	1.425
Organic food is safe for the environment & good for sustainability.	3.99	1.404
There is an authorized certification & labeling for the real OFPs.	4.01	1.420

Table 3.1 displays the descriptive statistics of items related to ‘Consumer Knowledge’. From the above analysis, it is clear that the sampled consumers have better perception towards all the above-mentioned items with the mean score of more than 3.92, which indicates that most of the sampled consumers are having adequate knowledge about the various aspects of OFPs. It is also found from the analysis that “I have sufficient knowledge about organic food through my previous experience such as purchasing/ consuming/ hearing from others/ reading about it.” item had the highest mean score 4.14 and SD 1.371. Likewise, it also resulted from the above analysis that the least satisfaction occurred towards the item “I know that OFPs are good for health and environment” with a mean score of 3.92 and SD of 1.461.

### Health Consciousness – Descriptive

**Table 3.2 Health Consciousness – Descriptive**

Health consciousness	Mean	SD
I try to avoid eating foods with harmful additives & preservatives.	4.11	1.275
I worry that there can be injurious chemicals in my food.	4.13	1.301
I want to eat more garden-fresh & healthy food.	4.17	1.257
I pay a lot of attention to my health.	4.10	1.325
I believe that organic food is better for my health than conventional food	4.11	1.306

From the above Table 3.2 shows the descriptive statistics of various items of ‘Health Consciousness’. From the investigation, it is found that the consumer strongly agreed that they have health consciousness and know about various health benefits of OFPs with the mean scores of all the items more than 4.0. It is also recognized from the analysis that “I want to eat more garden-fresh & healthy food.” where this item had the highest mean score of 4.17 and SD 1.257 had. Similarly, it also results from the above analysis that the comparatively least level of agreement occurs towards the item “I pay a lot of attention to my health” with a mean score of 4.10 and SD of 1.325.

### Environmental concern – Descriptive

**Table 3.3 Environmental concern – Descriptive**

Environmental concern	Mean	SD
I feel responsible for the environment and its sustainability.	4.09	1.324
I understand that chemical substances used during food production pollute the	3.79	1.461

environment.		
Environmental issues have to be taken into consideration while making food purchase decisions.	3.90	1.459
I pay a lot of attention to the environment.	3.85	1.421
I believe that organic food is more environmentally friendly than conventional food.	3.99	1.355

The above Table 3.3 displays the descriptive statistics of various items related to ‘Environmental concern’. From the analysis, it is found that sampled consumers agreed towards all the items of environmental concern with a mean score of more than 3.7.

Meanwhile, it is also resulted out from the analysis that the highest mean score of 4.09 and SD 1.324 was found with the item “I feel responsible towards the environment and its sustainability” and the least satisfaction occurred with the item “I understand that chemical substances used during food production pollute the environment” where mean score value is 3.793 and SD of 1.461.

#### Personal Norms – Descriptive

**Table 3.4 Personal Norms – Descriptive**

Personal Norms	Mean	SD
I feel I should choose organic food instead of conventional food.	3.53	1.562
I get a good conscience about myself if I choose organic food.	3.51	1.633
I believe that choosing organic food is the right decision.	3.52	1.619

Table 3.4 presents the descriptive statistics of various items of ‘Personal Norms’. From the above analysis, it is recognized that the sampled consumers agreed that the influence of personal norms on the purchase of OFPs with the mean score close to 3.5 for all the three items related to personal norms. Among the three items of personal norms, the sampled consumers have shown comparatively better perception towards the item “I feel I should choose organic food instead of conventional food.” item with the highest mean score of 3.53 and SD 1.562. Likewise, it also resulted from the above analysis that comparatively least perception occurred towards the item “I get a good conscience about myself if I choose organic food” with a mean score of 3.51 and SD of 1.633.

## **5. Conclusion**

Indian farmers are increasingly employing organic agricultural practices, and consumers are aware of the benefits of eating OFPs. Because consumers are becoming more aware of the harmful effects of chemicals contained in food, they are purchasing OFPs. People want to protect the environment by adopting eco-friendly products, and the "Back to Nature" campaign has gained popularity on social media in recent years.

This was taken into consideration when conducting the survey, which looked at consumer attitudes and purchasing intentions for organic food goods in the Mumbai district. The results of the analysis demonstrate that a number of variables, such as consumer awareness of these elements, health consciousness, environmental awareness, personal standards, and subjective norms, positively affect customers' attitudes toward and intentions to purchase OFPs.

A different innovative concept is "farm-to-home," which facilitates the purchase of organic food directly from the garden and influences consumers' favorable sentiments and purchase intentions toward OFPs. The study shows that consumers believe organic food products to be healthy, which increases their willingness to purchase them. Environmental issues and consumer knowledge are two other crucial factors affecting customers' perceptions of OFP.

The paper concludes that consumer knowledge, health consciousness, environmental concern, as well as personal and subjective norms, all positively influence consumers' intentions to purchase OFPs, which in turn helps shape favorable consumer behavior toward organic food products.



## 16. Enhancing Customer Service in the Airline Services: A Comprehensive Evaluation of Chatbot Effectiveness

**Ms. Valentina Kini**

Research Scholar, Assistant Professor, Ramanand Arya DAV College, Mumbai.

**Dr. (Mrs.) Varsha Ganatra**

Head of Department, Department of Commerce, Vivekanand Education Society's College of Arts, Science and Commerce Sindhi Society (Autonomous), Chembur, Mumbai.

---

### **Abstract**

This comprehensive research paper investigates the role of chatbots in enhancing customer service within the airline services. As airlines aim to meet growing demands for seamless and efficient customer interactions, chatbots are evolving as valuable resources for delivering timely assistance and information. They have become an integral part of the airline services, offering personalized and round-the-clock customer support, which in turn optimizes operational efficiency and enhances passenger satisfaction. The study assesses the impact of chatbots on customer satisfaction, response time and overall service quality. This research paper also provides an insight into the potential benefits and limitations of chatbots in airline customer service. The research has used a secondary data collection method, utilizing research articles from reputed journals and online articles from credible sources in order to gather valuable and authentic insights related to the research topic, ensuring the study's completeness and effectiveness.

**Key words:** Chatbots effectiveness, Customer service, Airline services

### **Introduction**

The use of appropriate technological advancements can be seen as a critical need for enhancements of the operations of any business. Service delivery is an extremely important area that can be considered as a critical need for better results in businesses. One of the most important areas that can be considered in this regard, is the need for appropriate service delivery as well. Therefore, organisations across all sectors are constantly seeking appropriate changes and technological advancements to foster betterment in this regard. In this regard, chatbots can play an essential role in generating better levels of responsiveness in the overall customer

handling and service aspects. The use of chatbots in an appropriate manner can help in fostering better outcomes by ensuring better service delivery and enhancements in the overall responsiveness associated with the firms. Airlines being a major part of the services sector stress on appropriate enhancements in the domain of customer service and therefore, the use of chatbots in the sector is being analysed here.

### **Objectives**

- To assess the impact of chatbots on customer satisfaction levels in the airline services.
- To analyze the response time of chatbots in resolving passenger queries and requests.
- To examine the overall service quality perceived by passengers when interacting with chatbots.
- To identify potential limitations and challenges associated with chatbot implementation in airline customer service.

### **Review of Literature**

**Arreza (2022)**, revealed that the use of chatbots within the airline industry to improve customer service has garnered substantial attention. These automated systems have emerged as a viable substitute for human customer service representatives, effectively addressing customer queries and issues. Airline chatbot services are generally perceived as of high quality, leading to elevated levels of user satisfaction. There is a notably strong correlation between the quality of airline chatbot services and user satisfaction.

**Agnihotri & Bhattacharya (2023)**, states that chatbots have demonstrated their effectiveness in contributing to service recovery efforts in both utilitarian and hedonic product categories. Specific characteristics of chatbots, such as the perception of safety, contribute to enhancing consumers' perceptions of their ability and empathy. Furthermore, the presence of human-like traits in chatbots enhances their perceived kindness and honesty, thereby impacting various aspects of their trustworthiness. In the airline services sector, chatbots have emerged as valuable tools for enhancing customer service and effectively shaping consumer perceptions.

**Nicolescu & Tudorache (2022)**, identified three primary categories of influencing factors: chatbot-related, customer-related, and context-related. Within these categories, chatbot anthropomorphism emerged as a factor with the potential to generate both positive and negative effects on customer experiences. Notably, the functional and utilitarian features of chatbots, encompassing attributes like problem-solving capabilities and relevance in responses, wield

considerable influence over customer satisfaction. Moreover, the assurance of privacy emerged as another significant element, playing a pivotal role in shaping customer perceptions and behaviors.

**EI Bakkouri et al. (2022)**, highlighted the role of AI-based chatbots in reshaping customer experiences in the marketing domain. chatbots as central to reshaping customer experiences in marketing. While AI's importance in marketing is recognized, chatbots receive relatively less attention in marketing journals compared to specialized fields. Nevertheless, these AI chatbots are positioned to revolutionize customer service paradigms, particularly in B2B, services, and retail contexts, offering the potential to enhance customer satisfaction, trust, and overall experiences in the airline sector.

### **Literature Gap**

The existing body of literature on chatbots in customer service predominantly revolves around their general efficacy and adoption across various sectors. While there are some studies on chatbots within the airline services, there is a noticeable absence of comprehensive evaluations specifically centered on the enhancement of customer service. This research endeavors to address this gap by providing an in-depth analysis of chatbot effectiveness in the context of airline customer service. Moreover, previous investigations often examine chatbots in isolation, failing to consider their integration with human agents, a critical dimension of airline customer service.

### **Methods**

The methodology utilized in this research has played a crucial role in shaping the study effectively and ensuring its successful completion with the appropriate structure. In research, various methodologies and techniques can be employed in the study to find the results. This study predominantly relies on secondary research methods. Data was collected from existing literature, industry reports, and publicly available information from prominent airlines. Utilizing secondary research enables us to conduct a thorough analysis of chatbot effectiveness in the airline services, drawing insights from a diverse array of sources.

This research study employed an exploratory study design to ensure successful completion. The study primarily focused on assessing the effectiveness of chatbots in enhancing customer service within the Indian airline services. To achieve this objective, the research conducted an analysis of previous studies in the airline services to gain a better understanding of the actual

impact of chatbots. In addition to this, the study aimed to explore and comprehend the adoption of chatbot technology by the airline services for improving customer service, building on prior research in the same sector. Furthermore, the study utilized secondary data to examine and discuss the challenges associated with the implementation of chatbots in airline customer service.

### **Findings and Analysis**

#### **Impacts of chatbots on customer satisfaction levels**

The use of chatbots can be beneficial in ensuring better levels of customer satisfaction in the airline sector. As per the ideas of Mischia, Poetze & Strauss (2022), ensuring better responsiveness towards the queries that are generally placed by customers is done appropriately using chatbots. Therefore, the use of the correct strategies and ensuring integration of chatbots in the overall customer service aspect can be seen to be extremely beneficial overall. However, one critical area that can be seen as more beneficial is to make use of chatbots in addition to human agents to ensure better streamlining of services and customer support.

#### **Response time of chatbots**

It is a known fact that the response time that can be associated with chatbots are extremely low. This is one of the main areas that has popularised the use of chatbots to generate better outcomes overall in the delivery of appropriate customer service. However, one major issue, as pointed out by Magno & Dossena (2023), in deploying chatbots include the usage of appropriate communication styles. The use of the correct communication styles is a major area that can limit the functionalities associated with chatbots. It can also be seen as a critical issue that can limit the advantages that are generally generated due to the low response times associated with the use of chatbots in customer service delivery.

#### **Enhancements in service quality due to chatbots**

The overall enhancements in service quality is due to the overall responsiveness of chatbots and their ability to provide quick solutions to customer queries. As BUSAYO et al. (2023) suggests, lower response times to queries and issues faced by organisations can be seen as a critical area that can engender betterment overall. This is a critical aspect that underpins the higher levels of service quality enhancements that are generally facilitated by the use of chatbots in the long run. The appropriate use of chatbots can help in ensuring betterment, but there is a limited scope associated with it, as communication barriers prevail, which must be adequately solved for better outcomes.

### **Limitations in the use of chatbots**

The main limitations associated with the use of chatbots is the limitation of scope that can be associated with the use of these technological tools. In the ideas of Chen *et al.* (2022), the use of chatbots can be beneficial to a large extent, but clear communication might be lacking in some cases, which can cause concerns. This is a critical area of need that must be considered here as well. Besides, there is a limitation pertaining to the style of communication, which can again impact the performance of these chatbots as well. There is also a clear lack of integration with business systems, which can again cause inaccurate information for the customers and can cause concerns as well.

### **Conclusion**

Chatbots hold substantial promise for elevating customer service within the airline sector. They excel in swiftly addressing inquiries and efficiently managing routine functions, thereby fostering increased customer contentment. Nonetheless, certain constraints are apparent in the efficacy of chatbots, especially when confronted with intricate or nuanced passenger questions. To harness their full potential, airlines ought to thoughtfully incorporate chatbots into their customer service infrastructure while ensuring smooth handovers to human agents when the need arises. In conclusion, chatbots offer a valuable tool for enhancing the overall passenger experience, provided that their implementation is strategic and seamlessly integrated into the airline's customer service framework.

### **Recommendations and Suggestions**

Based on the research findings, the following are some recommendations and suggestions

#### **1. Strategic Integration**

Airlines should adopt a strategic approach when incorporating chatbots into their customer service operations. This should entail identifying specific tasks where chatbots excel, such as handling booking inquiries and providing basic information.

#### **2. Human-Agent Collaboration**

It is crucial for airlines to prioritize the seamless transition between chatbots and human agents, especially when dealing with complex or sensitive passenger queries. This collaboration ensures that passengers receive effective assistance across the board.

### 3. Continuous Improvement

Airlines must commit to continuous improvement in chatbot technology. This involves ongoing training and refinement of chatbot algorithms to bolster their problem-solving capabilities and language comprehension, ultimately leading to more proficient interactions.

### 4. Monitoring and Feedback

Proactive monitoring of chatbot interactions is essential. Airlines should actively gather passenger feedback to pinpoint areas for enhancement and fine-tune chatbot responses. This iterative process ensures that chatbots evolve to better meet passenger needs and expectations.

### References

- Agnihotri, A., & Bhattacharya, S. (2023). Chatbots' effectiveness in service recovery. *International Journal of Information Management*, 102679.
- Arreza, M. K. B. (2022). The quality of service and user satisfaction of airline chatbots. *Journal of Business on Hospitality and Tourism*, 8(1), 197-215.
- BUSAYO, T., IGBEKOYI, O., OLUWAGBADE, O., ADEWARA, Y., DAGUNDURO, M., & BOLUWAJI, Y. (2023). Artificial Intelligence and Service Quality of Telecommunication Firms in Nigeria. *Journal of Economics, Finance and Accounting Studies*, 5(3), 203-214.
- Chen, Q., Gong, Y., Lu, Y., & Tang, J. (2022). Classifying and measuring the service quality of AI chatbot in frontline service. *Journal of Business Research*, 145, 552-568.
- El Bakkouri, B., Raki, S., & Belgnaoui, T. (2022). The Role of Chatbots in Enhancing Customer Experience: Literature Review. *Procedia Computer Science*, 203, 432-437. ISSN 1877-0509.
- Magno, F., & Dossena, G. (2023). The effects of chatbots' attributes on customer relationships with brands: PLS-SEM and importance–performance map analysis. *The TQM Journal*, 35(5), 1156-1169.
- Misischia, C. V., Poecze, F., & Strauss, C. (2022). Chatbots in customer service: Their relevance and impact on service quality. *Procedia Computer Science*, 201, 421-428.
- Nicolescu, L., & Tudorache, M. (2022). Human-Computer Interaction in Customer Service: The Experience with AI Chatbots—A Systematic Literature Review. *Electronics*, 11, 1579.

## 17. A Study on the Transformation of Beauty Commerce through Influencer Marketing: An Analysis of Customer Purchase Intention

**Ms. Poonam Shrivastava**

Research Scholar, Assistant Professor, Ramanand Arya DAV College, Mumbai.

**Dr. Sushama Patil**

Research Guide, Assistant Professor, Ramanand Arya DAV College, Bhandup (E), Mumbai.

### Abstract

This research paper examines how trends in the beauty industry have changed due to the remarkable entry of Influencer marketing. In recent years Influencer marketing has seen a tremendous rise. Now the brands and Marketers have found a new path to reach their target audience. In previous days' customers use to select any beauty product based on the credibility and fan following of celebrity endorser but now customers attitude have changed and they don't choose any product spontaneously but first collect all the information like benefit, usage and value. Due to emergence of social media and its wide usage Bloggers and influencers post their tutorials about usage and benefit of using the particular beauty product. And these post results in creating desire to purchase the beauty product. This research paper assesses the impact of Influencer marketing on commerce of beauty industry and customer purchase intention.

**Key words:** Beauty products, Influencer marketing, customer purchase intention.

### 1. Introduction

#### 1.1 Evolution in Beauty industry

The Indian beauty industry has evolved remarkably over the past few decades. The 1991 economic reforms paved the way for global brands to tap into the Indian market. These brands brought with them global beauty standards, trends, and quality, transforming the way Indian consumers perceived and consumed beauty products. With women entering the workforce in greater numbers, the financial independence and exposure to global trends created an evolved consumer base. Women were no longer just confined to traditional roles but were becoming the drivers of fashion and beauty trends. E-commerce platforms like Amazon, Flipkart, and Nykaa have democratized access to both global and domestic brands. Today, even consumers in tier 2

and tier 3 cities have access to a plethora of brands and products. While global brands gained prominence, Indian brands, with their focus on natural and herbal ingredients, held their ground. Brands like Patanjali, Biotique, and Forest Essentials offer products rooted in India's rich Ayurvedic tradition. Recognizing India's diverse skin tones, brands began to offer more inclusive shade ranges, moving away from the one-size-fits-all approach that dominated the market earlier. The shift towards embracing all skin tones and body types is a welcome change. Korean beauty brands have introduced Indian consumers to innovative products and routines. Their focus on skincare, and their commitment to research and development, has appealed to Indian consumers. Today, beauty and skincare are not just about looking good but also feeling good. It's seen as a form of self-care. This change in perception has led to consumers being more discerning, prioritizing products that offer both therapeutic and aesthetic benefits.

### **1.2 Influencer Marketing and its rise**

In recent times, influencer marketing has seen a remarkable rise in India, largely due to the growth of social media. By collaborating with social media personalities with large followings, brands effectively target an audience who are active on these platforms. A study by Influencer.in reveals that this industry could be worth \$100 million by 2022, with 85% of Indian brands utilizing influencer marketing. This strategy has higher engagement rates in comparison to traditional marketing.

Two major benefits of this strategy include precise targeting and higher engagement. Brands can choose influencers based on their audience's demographics, ensuring targeted outreach. Reports indicate that influencer campaigns in India have an impressive average engagement rate of 5.2%, considerably more than the 1-2% of traditional campaigns. Successful collaborations like those between OnePlus and tech YouTubers or Myntra and fashion influencers demonstrate the potency of this strategy in generating buzz and sales. In essence, influencer marketing has become a cornerstone for brand strategies in India, offering targeted outreach and heightened engagement. Its significance is only expected to amplify with the growing relevance of social media.

### **Objectives**

- To analyze the transformation of beauty commerce due to influencer marketing
- To understand the impact of Influencer marketing on Customer purchase intention in Beauty sector



### **Review of Literature**

**Deepika, K.S. (2023)** found that there is no relationship between the age of the customer and their purchase decision but on the other hand purchase decision is having a strong relation with gender of the customer. Some of the attributes of Influencers like their emotional compatibility with and likeability influences the purchase decision of the consumer but on the other hand factors like trustworthiness, authenticity, expertise and popularity do not have a significant impact on the purchase decision of the people.

**Prakhar Manavat, Shivani Pandey, Manali Pandey, Dhruvinkumar Chauhan (2023)** Focused on impact of social media influencers on Brand Loyalty to cosmetic brands in their research. As social media influencers are getting more popularity in the market and consumer mindset. This research provides a base for Gen Z, X and Y and their buying behavior .Influencer marketing in the cosmetics business, in particular, has a greater impact on younger generations as compared to traditional marketing. Their study was based on seven factors trustworthiness, attitude, expertise, authenticity, reliability, attractiveness and credibility and it was founded that all these factors have positive relationship with brand loyalty.

**Fine F. Leung, Flora F. Gu, Yiwei Li, Jonathan Z. Zhang, and Robert W. Palmatier(2022)** Researchers draw on a communication model to examine how factors related to Influencer and his followers determine influencer marketing effectiveness. The findings show that influencer originality, fan following, and sponsor salience enhance effectiveness, and posts that announce new product launches diminish it. Several factors are considered by marketers before selecting influencers and the content posted by them.

**Ms.Lipi Batra,Ms. Nandini Garg,Dr.Ruhe Mittal (2022)** Their study identified the impact of influencers' expertise, trustworthiness and similarity on purchase intention. They concluded that attractiveness and trustworthiness do not have any impact on customer intention to buy but expertise creates an impact on purchase intent. Researchers focused on youth of India as they spend more time on social media and follow the influencers.

### **Research Methodology**

This study employed a secondary research approach to gather data pertinent to the research objectives. Peer-reviewed and non-peer reviewed articles from established publications were accessed. These provided a wide range of viewpoints and evidence on the research topic. Academic journals were a major source of data for this study. These journals are

repositories of studies conducted by scholars and professionals in the field and they provide detailed analyses that are invaluable to our research.

### **Findings and Discussion**

#### **Shift from traditional advertising to Influence partnership**

The shift from traditional advertising to influencer partnership represents one of the most significant changes in the marketing landscape in recent years. Influence marketing leverages individuals who have influence over potential buyers and focus on marketing activities around these influencers. Modern consumers, especially the younger generation trust on peer reviews and authentic voices as compared to traditional advertisements. Brand can partner with influencers ensuring that the message reaches the right target audience.

#### **Rise of Indian brands due to Influencer endorsements**

Social media has grown significantly in the last decade. Influencer endorsements have received the branding and marketing landscape in India. Indian brands both established and emerging are now using this strategy to engage with their target audience and drive their sales.

#### **The impact of micro vs. macro influencers on purchase intent**

Micro influences have a smaller follower base ranging from 1000 to around 1 lakh followers. We have a strong personal connection with their followers and they create an atmosphere of trust. Collaborating with micro influencers can be more cost effective for brands especially those with limited budgets. Whereas macro influences have a vast follower base usually in the hundreds of thousands to millions. One of the main benefits of working with macro influencers is the ability to reach a mass audience. Both micro and macro influencers have their places in the marketing landscape. The choice between them should be based on the brand's objective, target audience and budget.

#### **Role of influencer-audience engagement and its impact on buying decisions**

The rise of Influencers in the digital age especially through platforms like Instagram, YouTube, Tiktok and Twitter has totally transformed the landscape of advertising. Influencers are connected to their audience which influence the purchasing behavior. Brands which aim to maximize their sales should focus on building authentic relationships with influencers.

### **Conclusion**

In the evolving landscape of beauty commerce influencer marketing has immersed as a transformative force significantly influencing customer purchase intentions. This study focuses

on how influencers impact the decision making process of their followers. Through comprehensive analysis it has been found that authenticity, trustworthiness and the reliability of the influencers play a vital role in driving purchase intentions. The transformation underscores the shift from traditional advertising to peer driven model of promotions. Companies in the beauty industry should recognise and leverage this potential by cultivating genuine relationships with influencers and their audiences for optimal market impact.

### **References**

- <https://influencermarketing.ai/transforming-trends-beauty-influencers-in-india-before-and-after/#>
- <https://shilpaahuja.com/indian-beauty-industry-evolution/>
- Deepika, K.S. (2023). Social Media Influencer Influence on Customer Purchase Decision for Beauty Products. *International Journal of Indian Psychology*, 11(3), 1572-1579. DIP:18.01.151.20231103, DOI:10.25215/1103.151
- Fine F. Leung , Flora F. Gu , Yiwei Li, Jonathan Z. Zhang, and Robert W. Palmatier(2022) Influencer Marketing Effectiveness,American Marketing Association , *Journal of Marketing*.
- **Ms.Lipi Batra,Ms. Nandini Garg,Dr.Ruhee Mittal (2022)**,The Impact of Social Media Influencers on Purchase Intention ,*Effulgence Vol.20 No-1 January -June2022*

## 18. Understanding the Anxiety amongst College Students of Public Speaking

**Chinmay Tabib**

Research Student, Ramanand Arya DAV College, Mumbai.

**Swapnil Jadhav**

Research Student, Ramanand Arya DAV College, Mumbai.

---

### **Abstract**

Public speaking abilities are required to enroll as a student in the health and service fields. Students receive public speaking lessons so they can give presentations to the class, participate in forums, give instructions to large crowds, etc. Unfortunately, there have been several instances where kids have displayed signs of anxiousness, including perspiration, tension, trembling, uneasiness, and a pale complexion. In this study, 104 students—60 female and 44 male - were examined for their level of speaking in front of groups of people fear. To determine the types of public speaking anxiety, data were gathered using the PRPSA (Personal Report of Public Speaking Anxiety). It was well known that students struggled with severe public speaking anxiety. Result displayed

**Keyword:** Public speaking anxiety, social anxiety, tolerance to distress, difficulty with speaking, behavioral assessment task.

### **Introduction**

Professionals around the world struggle despite being skilled in their line of work because they lack strong public speaking abilities. Before transitioning from academic to professional life, students must conquer their fear of public speaking because their evaluations and assessments frequently do not reflect their level of professional competitiveness. The goal of this study is to examine the causes of undergraduate public speaking students' anxiety levels and suggest methods for overcoming them. Public speaking is considered as a universal fear. Speech can be interpreted as producing words that have the meaning as a medium for communication.

This type of communication is important so that people can meet their needs in terms of transferring ideas, messages, opinions and information. Students in academic fields must build

their soft skills in public speaking. Additionally, students who must develop their public speaking abilities during the learning or practicing process should be able to speak in front of audiences.

Social media shouldn't just be seen as a platform to present and promote your public speaking. The clue is in the name; it is a more social form of communication. As such, one of the ways that it has had the greatest impact is in supporting a true open discourse. While with other forms of media — radio, television, newspapers — public speaking has been, primarily, a one-sided affair, social media makes it much more of an active global discussion.

This makes for a far richer public speaking experience. Yes, speakers will have well-researched ideas that they want to share with the wider populace, but these don't tend to thrive in a vacuum. Social media helps for the concepts that are presented not just to spread to a passive audience, but also develop through the contributions and experiences that others lend to the discussion. Social media discussions may also provide speakers with insights into aspects of their topic or area of expertise that they hadn't previously considered, giving vital opportunities to deepen them

### **Objectives**

- To identify that students are scared of speaking in public.
- To identify the problems faced by the speakers while speaking in public
- To identify the basic public speaking skills.
- To identify ways to improve public speaking skills through practice and social media.

### **Hypothesis**

One of the most prevalent contributors to anxiety is academic pressure and students dealing with anxiety.

### **Literature Review**

According to Lucas (2011), "Many people who converse easily in all kinds of everyday situations become frightened at the idea of standing up before a group to make a speech"

Verderber, Sellnow and Verderber (2011) state, "Public speaking, a sustained formal presentation by a speaker to an audience, is simply one form of human communication. So, learning to be an effective public speaker will help you to be more effective in other communication settings as well"

According to Kirkwood and Melton (2002), anxiety disorders are among the most common mental disorders encountered by public speakers.

According to Kant (2000), people in general negatively assess and appraise those who demonstrate their fears towards public speaking and fail to make a strong impression through confident gestures.

According to Carmine Gallo (2014), “social media has amplified the power of public speaking, allowing messages to reach wider audiences, but it has also increased the need for authenticity and credibility. “

According to Cal Newport (2019), “we’re trading real conversations with virtual ones, and it's leaving us feeling more isolated and anxious than ever before.”

According to Jean M. Twenge (2017), "The use of social media has led to a decline in students' attention span and ability to deliver coherent and persuasive speeches, as they are constantly distracted by notifications and the need for instant gratification. “

### **Research Methodology**

#### **Sample**

The data is collected from 104 respondents.

#### **Demography of sample**

The questionnaire has been filled by the students who were between 20 to 25 years age. Total 104 responses have been received in this sample, in which 57 are girls and 43 are boys.

These are the sample responses we have asked from graduate, undergraduate, post graduate and junior students.

#### **Data collection**

This data is collected by questionnaire method and its responses are collected through google form and questionnaire sent to the students in electronic format like email or social media platform. Questionnaire was filled by 118 respondents; however, 14 responses were eliminated in editing and 104 responses were considered for final analysis.

#### **Materials/Instruments**

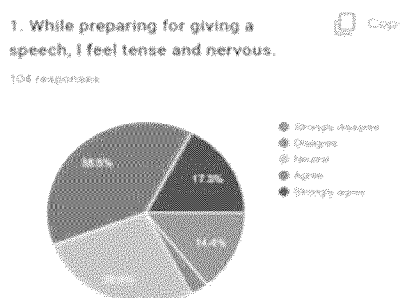
Personal Report of Public Speaking Anxiety (PRPSA) questionnaire prepared by McCroskey & Richmond, 1992 was used to measure the public speaking anxiety level amongst students. The questionnaire consists of 30 questions measuring feelings associated with giving a presentation. Respondents were asked to indicate the degree to which the statements apply to them, by marking whether they strongly agree (1), agree (2), are undecided (3), disagree (4), strongly disagree, (5) with each statement.

**Data Analysis and Interpretation**

**Primary Data**

They are collected primary data on research topic Anxiety level in students of public speaking. There is made a questionnaire of 30 questions related to topic, and it was collected total 104responses.

**1. While preparing for giving a speech, I feel tense and nervous**

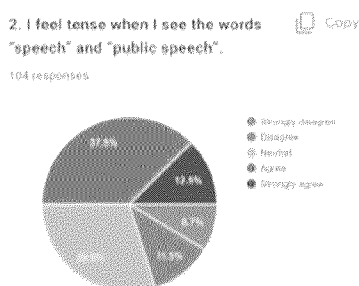


As per above data 14.4% of respondent are strongly disagree with the question, 0.1% of respondent are disagree with this question, 29.6% of respondents are neutral, 38.5% of respondents are agree and 17.3% of respondents are strongly agree that while preparing for giving speech they feel tense and nervous.

OPTION OF QUESTIONS	NUMBER OF RESPONDENTS	% OF RESPONDENTS
STRONGLY DISAGREE	15	14.4%
DISAGREE	03	0.1%
NEUTRAL	28	29.6%
AGREE	40	38.5%
STRONGLY AGREE	18	17.3%

Source: prepared by researcher Based on responses collected

**2. I feel tense when I see the words “speech” and “public speech”.**



As per above data 8.7% of respondents are strongly disagree, 11.5% of respondents are disagree, 29.8% of person are neutral, 37.5% of respondents are agree and 12.5% of respondents are strongly agree that they feel tense when they see the words speech and public speaking

OPTION OF QUESTIONS	NUMBER OF RESPONDENTS	% OF RESPONDENTS
STRONGLY DISAGREE	09	8.7%
DISAGREE	12	11.5%
NEUTRAL	31	29.8%
AGREE	39	37.5%
STRONGLY AGREE	13	12.5%

Source: prepared by researcher Based on responses collected

### Suggestions/Recommendation

You can reduce some of your negative performance-related thoughts and part of your worry by thinking positively. Take a few deep breaths. This has a relaxing effect. Before you approach the podium and throughout your speech, take two or more slow, deep breaths. Keep your attention on your content rather than your viewers.

Give yourself a handshake after your speech or presentation. Although it might not have been great, it's likely that you hold yourself to a higher standard than your audience does. Check to see whether any of your specific concerns materialized. Everyone errs occasionally. Any errors you make should be viewed as a learning opportunity.

Join a group that offers support for people who have difficulty with public speaking. One effective resource is Toastmasters, a nonprofit organization with local chapters that focuses on training people in speaking and leadership skills.

### Conclusion

This study was conducted to determine the amount of fear of public speaking among students and to produce enough findings that demonstrate how common this phobia is, particularly among students.

In conclusion, the research shows that those who suffer public speaking anxiety may perform just as well as those who have a strong command over public speaking. Fear of public speaking is a learned skill that can be addressed by training and rehearsing before presentations or speeches. The strategies listed below can assist students in overcoming their fear of public speaking.

1. The instructor must assist students in understanding that stress is normal.



2. Less probability of error or wandering during a public speech because to better preparation and comprehension of the subject

### **References**

- Luca, S.E. (2001). *The art of public speaking*. New York, NY: McGrawHill.
- Luca, S.E. (2001). *The art of public speaking*. New York, NY: McGrawHill.
- Verderber, R. F. Verderber, K. S., & Sellnow, D. D. (2011). *The challenge of effective speaking*. Boston: Cengage Learning
- Kirkwood, C. K., & Melton, S. T. (2002). Anxiety disorders. In J. T. Dipro, R. L. Talbert, G. C. Yee, G. R. Matzke, B. G. Wells, L. M. Posey, *Pharmacotherapy: A pathophysiologic approach* (5th ed.). New York, NY: McGraw-Hill.
- Kant, L. (2000). *Public speaking anxiety*. Tennessee: University of Tennessee.
- Twenge, Jean M. *iGen: Why Today's Super-Connected Kids Are Growing Up Less Rebellious More Tolerant, Less Happy—and Completely Unprepared for Adulthood and What That Means for the Rest of Us*. Atria Books, 2017.
- Newport, Cal. *Digital Minimalism: Choosing a Focused Life in a Noisy World*. Penguin Books, 2019.
- Rheingold, Howard. *Net Smart: How to Thrive Online*. MIT Press, 2012.
- Gallo, Carmine, (2014). *Expert in Communication and Public Speaking*.

## 19. Transformative Impact of Artificial Intelligence in Financial Analysis: Enhancing Decision-Making, Risk Management, and Investment Strategies

**Dr. Neelam Mohd Salim Shaikh**

Coordinator BAF & MAF Courses, VPM's Joshi Bedekar College (Autonomous), Thane.

---

### **Abstract**

The integration of Artificial Intelligence (AI) into the realm of financial analysis has ushered in a transformative era in decision-making, risk management, and investment strategies. This research paper examines the profound influence of AI technologies on the financial industry, focusing on their capacity to enhance decision-making processes, bolster risk management frameworks, and optimize investment strategies. Through a comprehensive literature review and empirical case studies, this paper elucidates the multifaceted contributions of AI, which range from sophisticated predictive analytics and algorithmic trading to AI-driven robo-advisors and portfolio optimization.

The study underscores the significance of AI in augmenting decision-making precision by harnessing vast datasets and deploying advanced machine learning algorithms to extract actionable insights in real-time. Additionally, it delves into the role of AI in revolutionizing risk management through early detection of anomalies and modeling complex financial risks. Furthermore, the research evaluates the performance and scalability of AI-powered investment strategies, presenting empirical evidence of their competitive advantage in dynamic markets.

However, the transformative potential of AI in financial analysis is not without its challenges. Ethical concerns, including algorithmic bias and data privacy, as well as regulatory compliance, form essential dimensions of this exploration. The paper also outlines the current regulatory landscape and offers insights into the evolving frameworks governing AI adoption in the financial sector.

As AI continues to evolve and mature, its influence on financial analysis is poised to expand, shaping the industry's future landscape. This research paper concludes by discussing emerging trends and forecasting the trajectory of AI in financial analysis. It emphasizes the need

for continuous research, collaboration, and ethical considerations to harness the full transformative potential of AI in the financial realm.

**Key words :** Artificial Intelligence, Financial Analysis, Decision-Making, Risk Management, Investment Strategies

## **1. Introduction**

In the ever-evolving landscape of the financial industry, the transformative impact of Artificial Intelligence (AI) has emerged as a profound catalyst for change. This research delves into the dynamic interplay between AI and financial analysis, focusing on its pivotal role in enhancing three critical facets: decision-making, risk management, and investment strategies. The fusion of AI technologies with financial analysis has ushered in an era of unprecedented efficiency, precision, and adaptability, reshaping traditional paradigms and redefining the rules of engagement within the sector. As we embark on this exploration, it becomes evident that AI's transformative influence extends far beyond mere automation. It empowers financial professionals with the ability to harness vast volumes of data, employ advanced algorithms, and glean invaluable insights in real-time. These insights, in turn, enable informed and data-driven decisions that resonate across various dimensions of the financial domain.

This research journey unfolds by delving into the multifaceted applications of AI, from predictive analytics to algorithmic trading and robo-advisors. It examines how AI systems, fueled by machine learning and deep learning capabilities, augment the precision and agility of financial decision-making processes. Furthermore, the study investigates how AI-driven risk management frameworks can efficiently identify, model, and mitigate complex financial risks, enhancing the resilience of financial institutions and markets. Moreover, this research scrutinizes the performance and adaptability of investment strategies underpinned by AI, substantiating its effectiveness through empirical evidence and real-world case studies. However, in the quest for transformation, ethical concerns such as algorithmic bias and data privacy demand close attention. Regulatory landscapes are also evolving to navigate the delicate balance between innovation and compliance, warranting exploration.

As AI continues its relentless evolution, its influence on financial analysis promises to be enduring and transformative. This research paper will traverse the landscapes of AI-driven decision-making, risk management, and investment strategies, offering insights into both the opportunities and challenges that lie ahead in a financially intelligent world.

## **2. Literature Review**

Notwithstanding the potential for bias in AI/ML systems, they may help reduce prevailing biases. Mayson (2019) and Silberg and Manyika (2019) argue that AI/ML systems can reduce human bias in decision making because ML algorithms can eliminate irrational biases that stem from the subjective interpretation of data. Miller (2018) notes that AI systems, while susceptible to embedded bias, can still improve the decision-making process by mitigating human bias. Finally, Silberg and Manyika (2019) suggests that, even though many AI/ML systems could be perceived as black boxes, their prediction and decision-making processes could be scrutinized more than those of individuals and, thus, existing biases could be identified and mitigated.

Artificial intelligence/machine learning (AI/ML) predictive models can help process credit scoring, enhancing lenders' ability to calculate default and prepayment risks. Research finds that ML reduces banks' losses on delinquent customers by up to 25 percent (Khandani, Adlar, and Lo 2010). There is also evidence that, give their greater accuracy in predicting defaults, automated financial underwriting systems benefit underserved applicants, which results in higher borrower approval rates (Gates, Perry, and Zorn 2002), as does the facilitation of low-cost automated evaluation of small borrowers (Bazarbash 2019)

AI/ML systems are used in the financial sector to forecast macro-economic and financial variables, meet customer demands, provide payment capacity, and monitor business conditions. AI/ML models offer flexibility compared to traditional statistical and econometric models, can help explore otherwise hard-to-detect relationships between variables, and amplify the toolkits used by institutions. Evidence suggests that ML methods often outperform linear regression-based methods in forecast accuracy and robustness (Bolhuis and Rayner 2020).

## **3. Objectives of the study**

1. To assess the current level of AI adoption within the financial industry for financial analysis and decision-making.
2. To examine how AI technologies are influencing and enhancing decision-making processes in financial institutions.
3. To evaluate the effectiveness of AI in identifying, modeling, and managing various financial risks.
4. To analyze the role of AI in optimizing investment strategies, including portfolio management and asset allocation.

5. To identify challenges and obstacles in implementing AI in financial analysis and propose potential solutions.

#### **4. Research Methodology**

##### **1. Research Design**

Utilize a mixed-methods approach, combining both quantitative and qualitative research methods. This allows for a holistic exploration of the topic.

##### **2. Data Collection**

###### **i. Quantitative Data**

**Surveys:** Conduct surveys among financial professionals, institutions, and investors to collect quantitative data on AI adoption, performance metrics, and its perceived impact.

**Data Sources:** Gather quantitative data from financial reports, market data, and economic indicators to analyze the financial performance of AI-integrated strategies.

###### **ii. Qualitative Data**

**Interviews:** Conduct in-depth interviews with industry experts, financial analysts, and decision-makers to gather qualitative insights into the transformative impact of AI.

**Focus Groups:** Organize focus group discussions with stakeholders to explore challenges, ethical considerations, and potential risks associated with AI adoption.

##### **3. Sampling**

**1. Quantitative Sampling :** Use stratified sampling to ensure representation across various financial institutions, sectors, and geographic regions.

**2. Qualitative Sampling:** Employ purposive sampling to select experts, practitioners, and stakeholders who possess rich insights into AI's impact in financial analysis.

#### **4. Data Analysis**

##### **a. Quantitative Analysis**

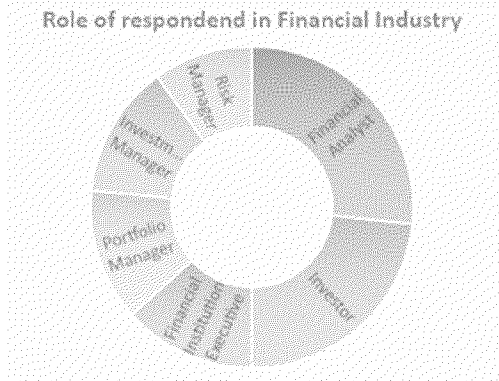
Utilize statistical software (e.g., SPSS, R) to analyze survey data. Perform descriptive statistics, correlation analyses, regression analyses, and hypothesis testing to assess the impact of AI.

##### **b. Qualitative Analysis**

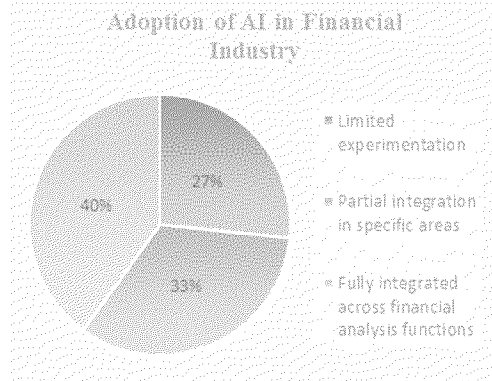
Conduct thematic analysis of interview and focus group data to identify key themes, patterns, and insights related to AI's transformative impact.

**5. Analysis of Results**

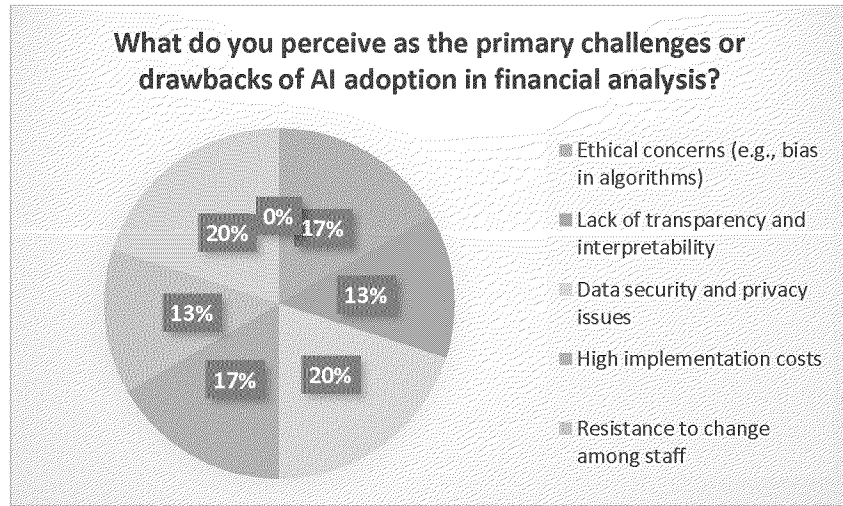
**Chart no.1**



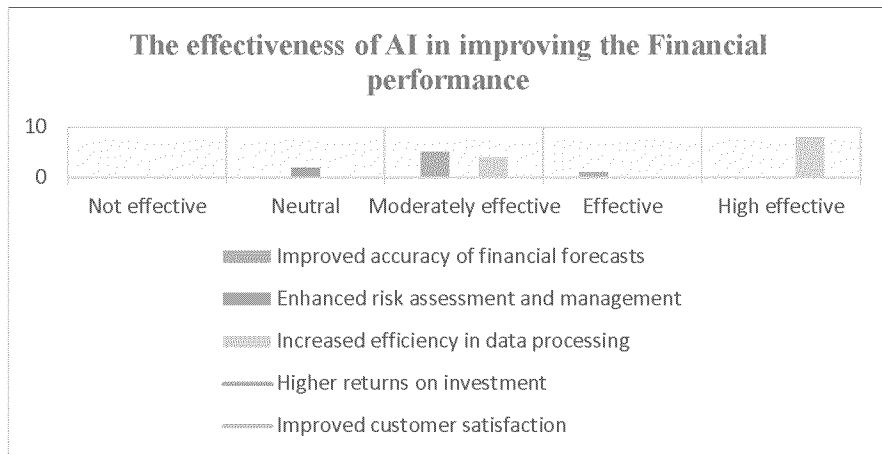
**Chart no.2**



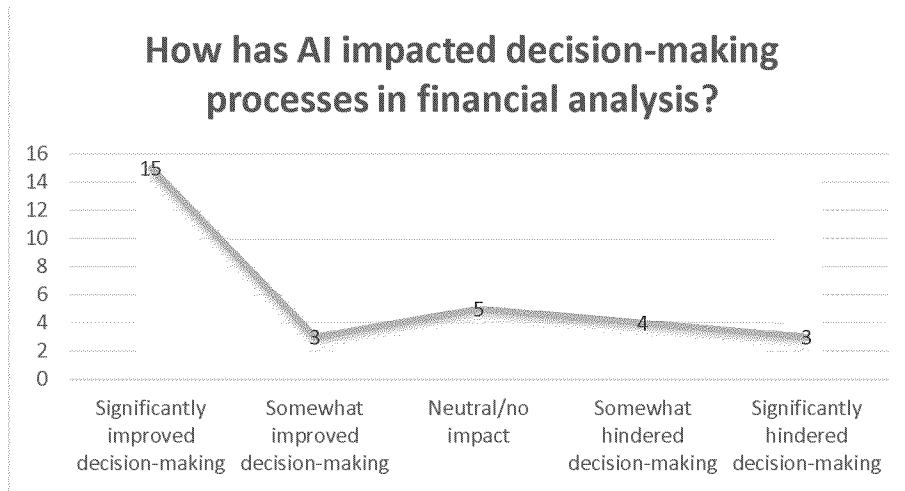
**Chart no.3**



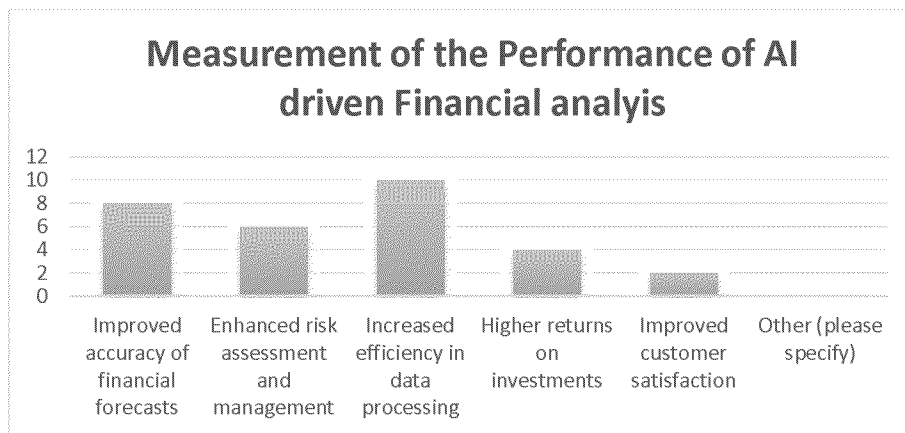
**Chart no.4**



**Chart no.5**



**Chart no.6**



The result analysis AI tools and algorithms have significantly improved decision-making in financial analysis. They can process vast amounts of data quickly, identify patterns, and provide real-time insights, allowing financial professionals to make more informed and timely decisions. AI has revolutionized risk management by offering predictive analytics and modeling capabilities. It can assess risks more accurately, helping financial institutions and investors to mitigate potential losses and optimize risk-reward ratios. AI-driven algorithms are increasingly being used to develop and refine investment strategies. They can identify investment opportunities, optimize portfolios, and adapt to changing market conditions, potentially leading to improved returns for investors. Overall, the analysis likely shows that AI has had a transformative impact on financial analysis by enhancing decision-making, risk management, and investment strategies, ultimately contributing to more efficient and effective financial operations in the industry.

## **6. Conclusion**

In conclusion, the transformative impact of Artificial Intelligence (AI) in financial analysis, with a focus on enhancing decision-making, risk management, and investment strategies, is undeniable. AI technologies have ushered in a new era in the financial industry, revolutionizing traditional practices and redefining the way financial professionals operate. This transformative journey is marked by several key observations and conclusions:

- Artificial Intelligence has ushered in a new era, enhancing financial analysis by enabling data-driven decision-making, optimizing risk management, and revolutionizing investment strategies.
- While AI offers substantial benefits, it also presents ethical challenges like algorithmic bias and necessitates robust regulatory frameworks to ensure responsible adoption.
- The future of AI in financial analysis hinges on collaboration between institutions, tech providers, and regulators, fostering innovation and compliance while promoting responsible AI integration.
- Financial institutions that effectively embrace AI-driven decision-making, risk management, and investment strategies can gain a competitive edge, delivering superior services and returns.
- AI's transformative impact in finance is an ongoing journey, with emerging trends like explainable AI (XAI) and decentralized finance (DeFi) poised to shape the industry's future, ensuring a dynamic landscape of opportunities and complexities.

In light of these conclusions, it is evident that AI's transformative impact in financial analysis is multifaceted and continually evolving. While AI has already demonstrated its potential to enhance decision-making, risk management, and investment strategies, the journey is far from complete. Continuous research, ethical considerations, regulatory adaptation, and a commitment to responsible AI adoption will be essential as the financial industry embarks on this transformative path, reshaping the future of finance in a data-driven and technologically advanced era.

## **7. Suggestions**

- AI technologies enable data-driven, precise, and agile decision-making processes in the financial industry, leading to improved outcomes.
- AI's capabilities in identifying, modeling, and mitigating diverse financial risks empower financial institutions to navigate complex risk landscapes more effectively.



- Machine learning-powered investment strategies outperform traditional methods, optimizing portfolio returns and aligning with investors' goals.
- Ethical concerns like algorithmic bias and privacy, alongside evolving regulations, necessitate responsible AI adoption in finance.
- Collaboration among financial institutions, tech providers, and regulators fosters innovation, compliance, and responsible AI integration in the financial sector.

## 8. References

- ACPR (2020), Governance of Artificial Intelligence in Finance, [https://acpr.banquefrance.fr/sites/default/files/medias/documents/20200612\\_ai\\_governance\\_finance.pdf](https://acpr.banquefrance.fr/sites/default/files/medias/documents/20200612_ai_governance_finance.pdf) (accessed on 6 April 2021).
- ACPR (2018), Artificial intelligence: challenges for the financial sector
- Brookings (2020), Reducing bias in AI-based financial services, <https://www.brookings.edu/research/reducing-bias-in-ai-based-financial-services/> (accessed on 27 August 2020).
- Federal Register (n.d.), Request for Information and Comment on Financial Institutions' Use of Artificial Intelligence, Including Machine Learning, 2021, <https://www.federalregister.gov/documents/2021/03/31/2021-06607/request-for-informationand-comment-on-financial-institutions-use-of-artificial-intelligence> (accessed on 9 June 2021).
- Financial Stability Board (2017), Artificial intelligence and machine learning in financial services Market developments and financial stability implications, <http://www.fsb.org/emailalert> (accessed on 27 August 2020).
- FSB (2020), The Use of Supervisory and Regulatory Technology by Authorities and Regulated Institutions: Market developments and financial stability implications, <http://www.fsb.org/emailalert> (accessed on 18 March 2021).
- Hughes, A., M. Urban and D. Wójcik (2021), "Alternative ESG Ratings: How Technological Innovation Is Reshaping Sustainable Investment", Sustainability, Vol. 13/6, pp. 1-23, <https://ideas.repec.org/a/gam/jsusta/v13y2021i6p3551-d522385.html> (accessed on 8 June 2021).

## 20. The Study of Individual Perception towards SIP Investment through UPI Apps

**Ms. Pooja Gupta**

Assistant Professor, Ramanand Arya DAV College, Mumbai.

---

### **Abstract**

In India Mutual funds plays a vital role in mobilizing funds for capital and financial markets. Mutual Funds are one in all the most effective investment choice out there to the small investors. A Mutual funds is a type of investment platform where it manages to collect investment from a lot investors to buy securities like stock, money market instrument, bonds and other assets because the investment firm sector had developed, there's been a growing acceptance by most policy holders that the assured come era may be a factor of the past. Mutual Fund are operated by professional money managers, who is allocated the funds asset and to attempt to produce capital gains or income for the fund's investors. Now days all types of investors investing in Mutual Funds. The Primary objective of the study is to assess investor's perception towards Mutual Funds through SIP and to identify the reasons for investment in mutual funds through SIP. This study also aims to measure the returns for investment made in Mutual Fund and to evaluate the risk tolerance level of investors.

This study contains with a sample of 130 different kinds of investors and their diversification of investment plan. The data was collected from the investors through circulated questionnaire Google forms in Chennai city. By this study it founded that most of the investors has a positive knowledge about SIP in Mutual Fund. Based on the findings and analysis it concluded that most of the investors are satisfied with the returns and performance of Mutual fund through Systematic investment Plan and it also found that tax-benefits, diversification and reduction in risk as more impact on the investor's perception for investing in mutual fund. Key words: SIP (systematic investment Plan), Mutual funds, perception.

### **Introduction**

A Mutual fund is a financial mediator which collect the money from the investors who are willing to take a position of their savings in Primary and secondary securities, like money market instruments, govt and corporate bonds, equity shares of joint stock companies. A Mutual fund is a

trust that pools the savings of numbers of investors who share a common financial goal. The Mutual fund is a best instrument for the common man who want to invest his savings. Mutual funds help to his investors who don't seem to be ready to invest their savings in an exceeding right direction or right securities and mutual funds play a significant role for the investors.

Now days Mutual funds are one amongst the fastest growing sectors in Indian economy and have awesome potential for supportable future growth. From the last decade, Mutual funds and its various instrument like Systematic Investment Plan, equity fund, debt and hybrid funds instruments attract the most of the investors to invest and also given lots of economic growth to the industry. The main concept of lot of investors to take a position in open-ended investment company to realize most advantages from Mutual funds such as reduction in risk, diversified portfolio, liquidity of investment especially they create advantage of tax benefit and professional management. Mutual funds are governed or regulated by SEBI (Securities and Exchange Board of India). SEBI has the authority to issue the all style of guidelines and to supervise the working of mutual funds through Mutual funds Regulations, 1993 had been modified from time to time. Mutual funds are a trust at law: it a special type of financial service company that sell the shares, units, stock to the public for investing their savings in that. Mutual funds is a vehicle for retailor investors and for institutional investors to benefits from the markets. There are different types of Mutual funds schemes which magnetize to varied types of investors, retail companies and institutions. Mutual funds are just one short cut method for the investors to invest their savings to grow their wealth.

### **SIP (Systematic Investemnt Plan)**

Systematic Investment Plan commonly known as SIP; it is a method of investing platform in Mutual funds. SIP allows investors to invest a small sum regularly in investors preferred mutual fund schemes. By activating an SIP, a fixed amount is deducted from investors bank account every month in a chosen date, which get invested in the mutual fund of their own choices. Systematic investment plan helps the small investors who want to save smaller amount of money while benefiting from the long-term advantages of rupee cost averaging. The most of brokerages and mutual funds companies offers Systematic Investment Plan.

Systematic Investment Plan offers more schemes compare to Lump-sum investment. Many of the investors choose SIP for more returns with small amount of money. The main motive of SIP is easy way to accumulate assets and the advantage of Rupee cost averaging means buying more

share when price pulls down by allocating pre-determined periodic speculation into mutual funds. Systematic Investment Plan is only scheme which available in mutual fund, to attract the small term investors. SIP generates more returns compare to other investment options such as postal savings and bank deposits and generally in SIP investors can make their payments on monthly bases this option will gives more benefits to the investors. Systematic Investment Plan do not assure an income and do not protect against a loss in declining market. Since systematic investment plan (SIP) investing involves permeant participation in the market regardless of performance price level of securities, investor should consider his financial ability to continue your purchases through periods of low-price levels.

### **Objective of the Study**

#### **Primary objectives**

- To study the investor's perception towards Mutual fund through Systematic

#### **Investment Plan**

#### **Secondary objectives**

- To identify the reasons for investment in mutual funds through systematic

#### **Investment Plan**

- To measure the returns for the investment made in mutual funds.
- To evaluate the risk tolerance level of the investors.

### **Research Methodology**

Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall research design, the sampling procedure, data collection method and analysis procedure

#### **Research Design**

A research design is considered 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.

#### **Descriptive Research Design**

The reason taking descriptive research design is to get the features of individual and objective or the variable of attention in a situation. A descriptive research design is one that simply describes something such as descriptive something such as demographic characteristics of group or customers of products.

### **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.

### **3.3 Sources of Data**

#### **3.3.1 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 investors, behaviour and opinion of investors, their awareness and knowledge.

#### **3.3.2 Secondary data**

Secondary data has collected been collected from journals, Books, Websites and Magazines.

### **Hypothesis Test**

#### **Hypothesis: 1**

**Chi-square :** Null Hypothesis (H0): There is no association between investment objective and investment period.

#### **Hypothesis: 2**

**ANOVA :** Null Hypothesis (H0): There is no significant difference between education qualification and opinion on mutual funds generate best returns for its investors.

Null Hypothesis (H0): There is no significant difference between annual-income and mutual fund have outperformed the market returns.

#### **Hypothesis: 3**

**Correlations :** Null Hypothesis (H0): There is no correlation between response opinion on security of mutual fund and whether mutual fund discloses all the relevant information to its investors.

### **Analytical Tools**

The analytical tools used are SPSS for testing the One-way ANOVA test, chi-square test in SPSS tool and correlation in SPSS tool.

### **Review of Literature**

Senthil. K and Maruthamutu. K (2010) This study has made an attempt to understand financial behaviour of mutual funds investors towards mutual fund investment. The study was basically focused on the investor's awareness and preferences on various mutual fund's schemes

and what are the factors which influence them to invest in mutual fund schemes and to know the level of satisfaction obtained by them from the mutual fund it was done with the help of the survey conducted in Dharmapuri. The authors conclude while make investing decision the investors should seek advice from expert and consultants including agents and distributor of mutual fund schemes. The investors should compare the risks and expected yields after adjustment of tax on various instrument while investment decision. To make investors aware of mutual fund an attempt to be made by providing information in question answer format which may help the investors in taking in investment decisions.

Ramesh. M and Geetha. N (2011) the study was to observe the perceptions and behaviour of the small investors located in the town of Chidambaram, Tamil Nadu, South India towards the mutual fund, and also analyses the relationship between motivating factors and reasons for making investment in mutual funds. In this research they founded that many facts which would be inevitable for mutual fund companies to alter or modify their present strategies in order to sustain the existing pace, and the sustainability and acceleration of growth pace of mutual fund investment depends how far the mutual fund organization design, alter or modify their policies, schemes and market strategies according to the perception of the investors.

Manoj Sharma et.al. (2012): The study was conducted to know the customer's perception and level of satisfaction towards mutual fund companies. In this study the researchers also want to know expectations of customers towards mutual fund companies. For this purpose, they use SERVQUAL model to identify the gaps between expectations and satisfaction level of customers. This study was conducted in Chhattisgarh. The research concludes that the relationship between customer satisfaction service quality is controversial. Service quality and customer satisfaction have been abstracted as a distinct. However, they also found that there is no important relationship between customer stratification and tangible aspect of service environment. The final statement made by researchers should improve mutual fund services to increase quality in India.

Dimple Batra (2012): The main concept of this research paper to make comparison of SIP (systematic investment plan) with lumpsum investment with the help of data environment analysis this will be very useful for the policy maker and fund manager for designing policies for future implications. The results conclude that many of people do not invested in SIP due to the lack of awareness although they have sufficient money to invest and the many investor prefer only to invest in their traditional investment options such as fixed deposits, postal savings because they

think mutual funds risky then compare to other investment options. And they concluded that mutual funds organization should target more and more young investors as well as the person who want to highlight their career.

### **Conclusion**

A mutual fund brings together a group of people and invests their money in stocks, bonds, and other securities. The advantages of mutuals are professional management, diversification, economies of scale, simplicity and liquidity.

Percentage analysis and Chi- Square test are used in the study for analyzing the data. From the study the researcher identified that most of the investors attracted to the mutual fund because of its better return policy and there exist a relation between the income level and period of investment.

### **References**

#### **Webliography**

- <https://shodhganga.inflibnet.ac.in>
- <https://researchgate.net>
- <https://www.inspirajournals.com/uploads/Album/770228268.pdf>
- <http://sjput.in/pdf/Marketing%20sample%20project.pdf>
- [https://www.ijsrcsams.com/images/stories/Past\\_Issue\\_Docs/ijsrcsamsv7i5p65.pdf](https://www.ijsrcsams.com/images/stories/Past_Issue_Docs/ijsrcsamsv7i5p65.pdf)