Recent Trends & Developments in Management

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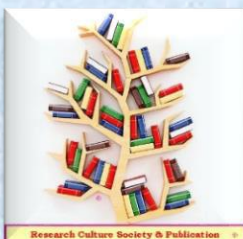
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Special Issue

Sanjivani Rural Education Society's Sanjivani College of

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Kopargaon, Dist. Ahmednagar, Maharashtra, India.

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Our inspiration

Hon'ble Late Shri Shankarrao G. Kolhe

Ex Minister. B.Sc. (Agri), Pune University – 1950. Higher Education Training at USA and Europe for six month. Shri Shankarrao Genuji Kolhe is the founder, Chairman of the Sanjivani (T) Co-operative Sugar Factory at Sahajanandnagar. He has been Chairman of various bodies such as Maharashtra State Sugar Co-operative Factories Ltd., Director, Indian Sugar Industries Import & Export CorporationLtd.

He was the Member of Legislative Assembly (MLA) and Ex. Minister, Government of Maharashtra. He is also the founder of National Heavy Engg. Co-operative Ltd., Pune, Sanjivani Rural Educational Society, Kopargaon, Godavari (Khore) Co-operative Milk Society, Yashwant Poultry, Devayani Co-operative Bank Ltd., Kopargaon. Also he is a member of Managing Councilof Rayat Shikshan Sanstha Satara.

He has shown keen interest in increasing the storage capacity of water by constructing Kolhapur type weir over Godavari River which has helped farmers in irrigating land. He has taken special interest in GATT and put forward his proposals at various levels including four former Prime Ministers and others. He has visited various countries such The United States of America , France, Denmark, Japan, Australia, Brazil and Africa to study about co-operative, Agriculture and other subjects. He has toured Frankfurt, London, Saopalo, Matohua, Miami, Washington, San-Diego, Chicago, Los-Angeles to know more about bio-technology development in the field of agriculturalproducts such as cotton, soybean etc. He has submitted a report to the Government of Maharashtraon the topic, "How to increase the quality yield of fruits, vegetables and flowers to achieve high exports".

Hon'ble Late Shri Shankarrao G. Kolhe
Chairman, Sanjivani Group of Institute, Kopargaon

Message from Executive Trustee, Sanjivani Group of Institute, Kopargaon

Educating an individual can bring the essence of his life and reduce the complexity of human relations and can improves his thinking power and skills. Learning and Teaching are the two aspects of the same process that the teacher, Learner, Contents and the instructional materials to bring permanent changes in human behaviour is defined Education, which molds an Individual, Society and Nation for development. We are also much concerned about our role in social contribution. In this regard, I am happy that the college is really doing well in various social activities. Our motto is to promote professionalism, team spirit, social and ethical commitment toboost leadership role assisting improvement the nation.

Education basically aims at preservation and transfer of intellectual culture of the respective communities to their coming generation. The traditional educational methods could not keep pacewith the changes in the people's individual needs and aspirations and the developmental needs ofthe society. Hence required research and Incubation is for innovation and invention for supportingto the global corporate societies also.

My best wishes to the editors, contributors, and stockholders of Sanjivani Rural Education Society's Sanjivani College of Engineering for the edited book entitled "***Recent Trends & Developments in Management***" published by Sanjivani College of Engineering Dept. of MBA, Kopargaon. And congratulate the entire team for their hard work, cooperation, coordination and confidence for making this edited book a reality.

Hon'ble Shri Nitinrao Shankarraoji Kolhe
Executive Trustee, Sanjivani Group of Institute, Kopargaon

Message from Managing Trustee, Sanjivani Group of Institute, Kopargaon

It is with great pleasure that I present this edited book, "Recent Trends & Development in Management," which is a culmination of the diligent efforts put forth by MBA scholars under the guidance of their esteemed professors. As we continuously strive to establish ourselves as a center of excellence for education, research, and training, this book stands as a testament to our commitment to providing quality education and fostering research initiatives.

At the core of our institution's strength is our exceptional team of dedicated and experienced teachers, who have imparted their knowledge and expertise to the scholars. Their vibrant ideas and methodologies have played a pivotal role in shaping the content of this book, bringing out the best in our students. Our emphasis on equipping students with the necessary skills and competence to meet global competitiveness and excel in their future careers remains unwavering. We firmly believe that the vast field of management offers abundant job opportunities, not only in India but also internationally. Furthermore, we have confidence in our students' potential to emerge as successful entrepreneurs and researchers, making significant contributions to the field.

This edited book showcases the scholarly achievements of our MBA scholars, as they delve into the latest trends and developments in management. The research papers presented here are a reflection of their hard work, dedication, and passion for the subject matter. I extend my heartfelt appreciation to all the contributors, whose valuable research and insights enrich the contents of this book. I would also like to express my gratitude to the professors and mentors for their guidance and encouragement throughout the research process.

As we share this knowledge with the world, I hope that *"Recent Trends & Development in Management"* will serve as a valuable resource for academia, industry professionals, and aspiring researchers, fostering continued growth and advancement in the field of management.

Wishing you all an inspiring and enlightening journey through the pages of this book.

Hon'ble Shri Amit Nitinrao Kolhe
Managing Trustee, Sanjivani Group of Institute, Kopargaon

Message from Director, Sanjivani College of Engineering, Kopargaon

It brings me great joy to introduce our newly published edited book, *"Recent Trends & Development in Management"*, which is a Collection of Research Articles by MBA Scholars under the Guidance of Their Professors.

In this book, our MBA scholars have demonstrated their dedication and commitment to exploring new business ideas and technologies in a global context. Their research showcases innovative and cost-effective ways of management, aiming to provide practical solutions to challenges faced by businesses and industries worldwide.

As the Director of Sanjivani College of Engineering, Kopargaon, I am proud to see our institution nurturing a culture of research and intellectual exploration. This book reflects our commitment to academic excellence and our focus on providing a conducive environment for students and faculty to thrive in their pursuit of knowledge.

I believe this book will serve as an invaluable resource for students, researchers, and professionals in the field of management. It is my sincere hope that the ideas presented here will inspire further research and advancements in the domain of management practices.

Congratulations to all the contributors for their exceptional work, and I wish this edited book a grand success.

Dr. A. G. Thakur

Director, Sanjivani College of Engineering, Kopargaon.

Message from Head of Dept. MBA SCOE & Editor

We are thrilled to present our recently published edited book, *"Recent Trends & Development in Management",* featuring a collection of research articles authored by our MBA final year students under the guidance of their esteemed professors. This book encompasses a wide range of topics that delve into various aspects of the business and management world.

Several papers present a comparative analysis, such as the study on employee organizational citizenship behavior in small-scale industries and the comparison of private sector banks using the CAMEL model. We also delve into the implications of acquisitions on overall economy and commercial growth through the examples of GATI and Allcargo. Understanding individual behavior in investment decision-making and comparing top large-cap equity mutual funds provide valuable insights for investors. Moreover, the book sheds light on customer preferences, awareness, and satisfaction, whether it's regarding product life insurance, health insurance in the new normal, or warehouse management.

We take pride in the descriptive study on opportunities and challenges of green marketing in India, emphasizing sustainability in business practices. Additionally, the book investigates student perceptions towards education loans and the impact of training and development programs on employee productivity in Western Maharashtra. Lastly, we explore the intricate manufacturing process of various types of Paithani weaving in Yeola, Maharashtra, showcasing Maharashtra's rich cultural heritage.

As the Head of the Department of MBA at Sanjivani College of Engineering, Kopargaon, I extend my sincere appreciation to the scholars and professors for their dedication and invaluable contributions to this book.

Dr. Vinod R. Malkar

Editor

Professor & Head, Dept. of MBA

Sanjivani College of Engineering, Kopargaon.

Message from the Editor

The array of topics covered in this compiled book is truly impressive, reflecting the extensive research conducted by our MBA scholars. From analyzing the impact of leadership styles on employee performance in MSMEs, to exploring the potential of the digital economy in India's development, each paper presents unique insights that contribute to the advancement of management practices.

Few notable research articles "A Study on Individual's Behavioral Aspect While Investing in Equities" and "Comparative Analysis of Top Large Cap Equity Mutual Funds in India" are really an interesting read. These studies shed light on crucial aspects of investment decision-making and provide valuable guidance for investors and professionals in the financial sector. Furthermore, I am impressed by the comprehensive research on "Financial Literacy in India" and "The Relationship between Financial Literacy and Financial Behaviour of Professionals." These papers highlight the significance of financial literacy and its influence on individual financial behaviors, contributing to the understanding of financial management in our society. The meticulous research and analysis presented in "Analytical Study of Risk Management with Reference to Insurance" and "Investors Perception On Health Insurance Product After New Normal" are noteworthy. Additionally, noteworthy research articles on various topics, such as "Emotional Intelligence of Employees in Small-Medium-Sized Enterprises in Western Maharashtra for Effective Workplace Preference" and "A Study on Customer Satisfaction on Warehouse Management," showcases the importance of emotional intelligence and customer-centric practices in today's dynamic business landscape.

As an editor I am confident that this book is a must read, making it a valuable resource for scholars, professionals, and researchers in the field of management. Once again, congratulations on this remarkable accomplishment, collectively achieved by professors and final year students of our MBA program.

Dr. Ritesh K. Patel
Editor
Associate Professor,
Sanjivani College of Engineering, Dept. of MBA, Kopargaon.

Editorial Note:

The editors and editorial board have great pleasure to place before the readers, "Recent Trends & Development in Management" edited by Sanjivani Rural Education Society's Sanjivani College of Engineering Dept. of MBA, Kopargaon, Dist. Ahmednagar, Maharashtra, India.

The research contributions by final year MBA students under the guidance of expert professors has made this book equipped with the knowledgeable resources. The timely publication of this edited book has been possibledue to the collective efforts of our final year MBA students, Professors, editors, editorial board and the technical staff. The book covered diversified areas related to latest developments in the field of Management. We thank all the authors for their contribution and hope for continued contribution and academic interaction inthe future from everyone.

Disclaimer:

TABLE OF CONTENTS

7	MAHAJAN NILESH NAVNATH	To study various factors affecting customer preference for OM Logistics Ltd.	58-65
	SANGALE VAIBHAV BALASAHEB		
	BHATE GAUTAM BHIMRAO		
	Dr. V. D. Chavan		
8	SHILEDAR YASH VISHAL	A Study of various Factors Affecting Preference of Customer and Retailers For KALANSH Product.	66-71
	SHINDE ROHIT VITTHALRAO		
	UDAWANT ABHISHEK RAJESH		
	Dr. V. D. Chavan		
9	KAPSE ISHWAR MADHAV	A review on recent advances in supply chain management and it's potential competative advantages over regular SCM practice	72-76
	ARKHADE SATISH DILEEP		
	Prof. Shudhanshu Bhatt		
10	SOLASE ARUN JANARDAN	A Critical Analysis of Selected Mutual Funds in India	77-82
	WAGH GAURAV SANDIP		
	LOLAGE CHANCHAL CHANDRAKANT		
	Prof. Pooja S. Kawle		
11	GHOLAK HRUSHIKESH NARAYAN	A Study of Customer Behaviour For Patanjali Products in Kopargaon City	83-92
	GUNJAL SIMRAN VIRESH		
	AHER SHRIKRISHNA SUBHASH		
	Prof. (Dr.) V. R. Malkar		
12	KUSALKAR PRAVIN JALINDAR	Financial Literacy of Women in India	93-97
	MALI POOJA GORAKH		
	MALI UMESH DIPAK		
	Prof. Jayraj B. Javeheri		
13	CHAVAN PRAJAKTA SANJAY	Comparative study on Manpower planning and employee satisfaction in SME'S with special reference to Southern part of Maharashtra.	98-107
	DHANWATE PRIYANKA MADHUKAR		
	GAIKWAD VAISHNAVI VINAYAK		
	Prof. Prakash Manoharan		
14	SOMWANSHI DIVYA RAJU	A Study on customer preferences for various short-term loan services (personal, business loan) for Shriram city union finance in Aurangabad district.	108-116
	TRIBHUVAN VAISHNAVI RAJESH		
	ZANJARI PRANJAL ANIL		
	Prof. Jaee Jogalekar		
15	GODHADE SAGAR SHRAVAN	Customer Preference for Eco-friendly: A Study of factors influencing purchase decision	117-121
	GORE RUSHIKESH SANJAY		
	Dalavi Akash Ramhari		
	Dr. Ritesh K. Patel		
16	GUJARATHI SIDDHI SUNIL	A Study of Stock Market Awareness Among Undergraduates in Selected Cities of Maharashtra	122-126
	JAGTAP AISHWARYA DATTATRAY		

Digital Marketing Strategies for Education Consultant: A Case Study of Foreign Admits (Bangalore, India)

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Abstract: This study delves into the role and efficacy of digital marketing strategies within the context of education consultancies, with a specific focus on the case of Foreign Admits, a well-established educational consultancy located in Bangalore, India. In response to the digital era and heightened competition in the industry, education consultancies have increasingly adopted innovative online marketing approaches to enhance their outreach, engage students, and attract clients. By conducting a thorough analysis of Foreign Admits' digital marketing practices, this research sheds light on the impact and effectiveness of various strategies, including search engine optimization (SEO), social media marketing, content marketing, email marketing, and data analytics. The findings of this study provide valuable insights for industry professionals, offering practical implications for the implementation of digital marketing techniques to enhance effectiveness and improve customer satisfaction in the education consultancy sector.

Keywords: Digital Marketing Strategies; Education Consultancies; Foreign Admits; SEO; Social Media Marketing; Content Marketing; Email Marketing; Data Analytics; Customer Satisfaction.

Introduction

The globalization of education, coupled with advancements in digital technology, has brought about a significant transformation in the landscape of education consultancies worldwide. In this context, the demand for studying abroad has grown exponentially, leading students to seek guidance and advice from education consultancies such as Foreign Admits, which is based in Bangalore, India (Raimo et al., 2020). Concurrently, amidst the digital revolution, these consultancies have adapted their traditional modes of engagement to embrace digital marketing strategies. This shift aims to effectively reach, engage, and cater to their clients within an increasingly competitive market (Pappas et al., 2018).

Digital marketing encompasses a wide range of strategies, including search engine optimization (SEO), social media marketing, content marketing, email marketing, and data analytics, among others. By employing these strategies, consultancies can efficiently target their desired audience, effectively communicate their unique value proposition, and foster relationships with prospective as well as existing clients (Sharma & Sheth, 2022).

The objective of this paper is to delve into the realm of digital marketing strategies within the context of education consultancies, with a particular focus on the case of Foreign Admits. This study aims to assess the effectiveness of their digital marketing strategies and explore the potential implications they hold for the industry at large. By critically analyzing the utilization of various digital marketing approaches, this research seeks to provide valuable insights into the evolving landscape of education consultancies and contribute to the existing body of knowledge in this field.

Literature Review

The emergence and evolution of digital marketing have had a profound impact across various industries, transforming from a supplementary component to a fundamental element of effective business strategy (Bala & Verma, 2019). This approach offers a cost-effective, flexible, and personalized means to engage global audiences (Kumar et al., 2017). Notably, Sharma and Sheth (2022) emphasize that digital marketing enables firms to directly interact with their customers, fostering engagement and loyalty. Within the education sector, digital marketing has played a pivotal role in

recruitment efforts, particularly concerning international students (Constantinides et al., 2018). Education consultancies strategically utilize digital platforms to inform, engage, and guide students throughout their study abroad journey (Li & Bernoff, 2019). Despite the global significance of digital marketing in education, there exists a dearth of research on its application within education consultancies, particularly in Asian and Indian contexts, thus highlighting a significant gap in the literature.

Notably, digital marketing practices in education consultancies exhibit variations across different regions. In Western contexts, a strong emphasis is placed on social media, search engine optimization (SEO), and content marketing, with a focus on fostering engagement and generating user-generated content (Jones et al., 2018). Conversely, Asian consultancies tend to lean more towards mobile marketing, SEO, and social media platforms, driven by the high rates of smartphone penetration and usage in these regions (Ho et al., 2020). Indian education consultancies, including Foreign Admits, are gradually embracing digital marketing practices. Saha and Sinha (2021) note that digital marketing strategies in India are heavily influenced by the local context, culture, and digital infrastructure, often necessitating a fusion of global best practices and localized approaches.

This study aims to delve deeper into this issue by exploring the specific digital marketing strategies employed by Foreign Admits and evaluating their effectiveness within the broader context of education consultancies. Through a comprehensive analysis, this research seeks to contribute to the existing body of knowledge and bridge the existing gap in literature pertaining to digital marketing practices within education consultancies, particularly in the Asian and Indian contexts.

Research Methodology

This research employs a qualitative case study approach to evaluate the digital marketing strategies of Foreign Admits, an educational consultancy based in Bangalore, India. The methodology section describes the data collection and analysis procedures used in this study.

Data Collection

To gain insights into the nature and effectiveness of Foreign Admits' digital marketing strategies, secondary data were collected from a range of public sources. The following sources were utilized:

Website Analysis: The official website of Foreign Admits underwent a thorough examination to evaluate its design, ease of navigation, content relevance, implementation of SEO keywords, and other pertinent aspects related to digital marketing. Tools such as Google Analytics were employed to retrieve data on website traffic, user demographics, user behavior, and other key metrics (Clifton, 2020).

Social Media Analysis: The company's presence across various social media platforms, including Facebook, Instagram, LinkedIn, and Twitter, was scrutinized. The analysis encompassed an assessment of the frequency and type of content posted, audience engagement metrics (likes, shares, and comments), follower growth patterns, and other relevant factors contributing to the efficacy of the social media strategies (Kaplan & Haenlein, 2019).

Email Marketing and Other Strategies: Additional insights were gleaned from an examination of the company's email marketing campaigns, blog content, and other forms of digital content.

It is important to note that all data collected from these sources were publicly available and did not involve any direct interaction or data collection from Foreign Admits or its clients. The use of secondary data from public sources ensures the adherence to ethical guidelines and preserves the privacy and confidentiality of individuals associated with the company.

The subsequent section will outline the data analysis procedures employed to derive meaningful findings and draw conclusions regarding the effectiveness and implications of the digital marketing strategies employed by Foreign Admits.

Data Analysis

The collected data underwent rigorous analysis using a thematic analysis approach, following the established guidelines outlined by Braun and Clarke (2012). This method involved systematic coding of the data, identifying recurring patterns, and uncovering themes that pertain to the digital marketing strategies employed by Foreign Admits. Through this process, meaningful connections and relationships between the identified themes were established, enhancing the overall understanding of the effectiveness and implications of these strategies.

To evaluate the efficacy of each digital marketing strategy, the analysis encompassed a comprehensive assessment of established metrics commonly utilized in the field of digital marketing. These metrics included but were

not limited to traffic volume, engagement rate, conversion rate, and other relevant indicators. By analyzing these metrics in relation to the identified themes, a comprehensive evaluation of the effectiveness of each strategy was conducted.

It is important to note that this rigorous analysis enabled a holistic exploration of the data, allowing for a comprehensive understanding of the digital marketing strategies employed by Foreign Admits. The findings derived from this analysis will be presented in the subsequent sections, contributing to the existing body of knowledge on effective digital marketing practices within the context of education consultancies.

Validity and Reliability

To enhance the study's validity and reliability, a triangulation method was employed, drawing on the principles of cross-verification from multiple data sources (Flick, 2018). By incorporating this approach, the research aimed to bolster the robustness and credibility of the obtained findings. Triangulation involved the careful examination and comparison of data derived from various sources, such as website analysis, social media evaluation, and insights from email marketing campaigns and other digital content. Through this process, any inconsistencies, biases, or discrepancies that may have arisen from relying solely on a single data source were minimized.

By employing triangulation, the study sought to strengthen the internal validity of the research by substantiating the findings through convergence from diverse perspectives and sources. This rigorous methodological approach increases the overall confidence in the reliability and accuracy of the study's outcomes. The subsequent sections will present the comprehensive analysis of the triangulated data, highlighting the key findings and their implications within the context of the digital marketing strategies employed by Foreign Admits.

Ethical Considerations

This research strictly adhered to ethical research guidelines, prioritizing the privacy and integrity of the organization under study. As the investigation relied solely on publicly available data, no personal or confidential information was collected. This approach mitigated any potential risks associated with data confidentiality and safeguarded the privacy of individuals associated with the organization.

In line with ethical considerations, the study obtained necessary permissions and approvals to access and analyze publicly available data sources related to the digital marketing strategies of the organization. The research team ensured that all data collection and analysis procedures were conducted with the utmost professionalism, maintaining the highest standards of ethical conduct throughout the research process.

By adhering to these ethical research guidelines, the study aimed to establish a foundation of trust and integrity, ensuring the responsible handling of information and safeguarding the interests of all stakeholders involved. The subsequent sections will present the findings of the study, derived solely from publicly available data, in a manner that upholds ethical principles and respects the privacy of the organization and its stakeholders.

Objectives

The present research was conducted with the following key objectives. These objectives were designed to provide comprehensive insights into the current state of Foreign Admits' digital marketing practices and to propose actionable recommendations that can further enhance their marketing effectiveness.
1. To undertake a critical assessment of the digital marketing strategies currently implemented by Foreign Admits.
2. To examine the utilization and effectiveness of specific social media platforms in Foreign Admits' overall marketing approach.
3. To interpret the data obtained from social media analytics of Foreign Admits, with a particular focus on engagement metrics and user behavior patterns.
4. To identify potential areas for growth and innovation within Foreign Admits' organic digital marketing strategies.
5. To provide recommendations regarding content development strategies based on an in-depth analysis of audience response to Foreign Admits' existing content marketing initiatives.
6. To explore opportunities for cross-platform content dissemination, aiming to optimize the reach and impact of Foreign Admits' service-related information.

By addressing these objectives, the research aimed to contribute to the existing body of knowledge in the field of digital marketing within the context of education consultancies. The subsequent sections will present the findings and recommendations derived from the study, aligning with the defined research objectives.

Results

The current research employed a comprehensive analysis of secondary data extracted from various websites and social media accounts associated with Foreign Admits. The primary synthesis of the study's findings is presented below.

Google Business Analysis:

The analysis of Foreign Admits' presence on Google Business revealed a remarkable rating of 4.7 based on 144 customer reviews. These reviews provided valuable insights into the experiences of customers with the services offered by Foreign Admits. While a significant number of customers expressed satisfaction with the company's services, a few lower-rated comments identified areas for improvement. Specifically, these comments highlighted concerns related to customer service responsiveness and the structure of fees charged by Foreign Admits.

YouTube Analysis:

Foreign Admits' YouTube channel, which boasts a following of 4.3K subscribers, serves as a platform for a diverse range of videos. In-depth examination of the channel's content revealed that the most popular videos were those that provided comprehensive guidelines for course and university selection. These informative videos garnered significant engagement from viewers in the form of likes and comments. Conversely, shorter videos with an advertisement-like format received comparatively less engagement. This suggests a clear preference among the audience for content-rich and informative videos rather than promotional ones.

Facebook Analysis:

The analysis of Foreign Admits' Facebook page, which has accumulated 10,541 followers and possesses a rating of 4.9, indicated a high level of interest and approval among its audience. Notably, the number of followers and the number of likes on the page exhibited minimal discrepancy, which further reinforces the positive reception of the company's Facebook presence. However, it was observed that the rate of comments on Facebook posts was relatively low. This finding suggests that increasing the level of interaction and encouraging more comments could enhance audience engagement on the platform.

LinkedIn Analysis:

Foreign Admits has established a significant presence on LinkedIn, amassing a considerable following of 10,373 followers. This extensive network on the professional networking platform indicates the company's successful engagement with a wide range of professionals and potential clients. The LinkedIn platform provides Foreign Admits with valuable opportunities to connect with individuals who may be seeking educational consulting services.

Twitter Analysis:

Analysis of Foreign Admits' Twitter account, which consists of 2,012 tweets, 579 followers, and 227 accounts being followed, revealed a moderate level of activity on this platform. The findings suggest the potential for increased follower engagement through the implementation of a more robust content and interaction strategy. Enhancing the quality and frequency of tweets, as well as actively engaging with followers and relevant accounts, could foster greater audience engagement and expand Foreign Admits' reach on Twitter.

Instagram Analysis:

Foreign Admits' Instagram page showcased a comprehensive collection of 719 posts encompassing topics such as admissions, loans, visas, and more. The company's active involvement in disseminating visually appealing and easily understandable posts on Instagram is evident. With a considerable following of 6,131 individuals, Foreign Admits effectively utilizes Instagram as a platform for sharing informative content. The visually appealing nature of the posts and their relevance to prospective students contribute to the engagement and interest of the audience.

Quora Analysis:

The analysis of Foreign Admits' presence on Quora, a popular question-and-answer platform, indicated a relatively less active engagement by the company. It was observed that the company's last post on Quora dates back to 2020, which suggests a period of two years of inactivity. This finding highlights a missed opportunity, as actively addressing education-related queries on Quora could attract potential customers and enhance Foreign Admits' credibility as a reliable source of information in the education consultancy field.

In conclusion, the data analysis reveals that Foreign Admits has made effective use of digital marketing channels like Google Business, YouTube, Facebook, LinkedIn, Twitter, and Instagram. However, there is room for improvement and further engagement on platforms such as Quora. The insights gained from this study will contribute to the recommendations for enhancing Foreign Admits' digital marketing strategies

Conclusion

The objective of this study was to comprehensively examine the digital marketing strategies employed by Foreign Admits, a highly esteemed educational consultancy located in Bangalore, India. To achieve this objective, a case study approach was adopted, with a specific focus on analyzing secondary data gathered from various digital platforms utilized by the company, namely Google Business, YouTube, Facebook, LinkedIn, Twitter, Instagram, and Quora (Braun & Clarke, 2012). The findings of this study highlight Foreign Admits' prominence on Google Business, as evidenced by its high ratings, which serve as a testament to its popularity among customers. However, a critical analysis of customer feedback reveals potential areas for improvement, particularly in terms of customer service responsiveness and the fee structure. These findings shed light on key aspects that require attention to enhance the overall customer experience and satisfaction.

Furthermore, the analysis of Foreign Admits' YouTube channel indicates a distinct preference among viewers for in-depth and informative videos, as opposed to shorter, advertisement-oriented content. This finding underscores the significance of providing comprehensive guidelines and valuable insights to the audience, thereby maximizing viewer engagement and ensuring the delivery of meaningful content. Moreover, the study reveals that Foreign Admits enjoys a substantial following and maintains satisfactory levels of engagement on prominent social media platforms such as Facebook, LinkedIn, and Instagram. These platforms serve as effective channels for establishing connections with a wide range of individuals, including professionals and potential clients. However, the analysis also indicates that the level of engagement on Twitter is relatively moderate, suggesting the potential for further improvement through the implementation of more robust content and interaction strategies.

Lastly, the study identifies a notable lack of activity by Foreign Admits on Quora, a prominent question-and-answer platform. This finding highlights a missed opportunity for the company, as active participation in addressing education-related queries on Quora could potentially attract prospective customers and enhance the organization's credibility as a reliable source of information in the field of education consultancy. Hence the comprehensive analysis of Foreign Admits' digital marketing strategies across multiple platforms provides valuable insights into the strengths and areas for improvement within the company's marketing approach. The findings of this study contribute to a deeper understanding of the organization's digital presence and offer valuable recommendations for enhancing its overall digital marketing strategies to ensure sustained growth and success in the competitive education consultancy industry.

Recommendations

Based on the findings of the present study, several actionable recommendations can be proposed to Foreign Admits. Firstly, the company should prioritize addressing concerns related to customer service and pricing in order to enhance overall customer satisfaction. By actively working towards improving these areas, Foreign Admits can effectively address the feedback received and establish a reputation for delivering exceptional customer experiences. Regarding the company's YouTube channel, it is recommended that Foreign Admits continue to produce and promote comprehensive, informative videos. The study revealed that such content resonates better with viewers, indicating a strong preference for in-depth and valuable information. By consistently creating high-quality videos that provide comprehensive guidance on course selection, university options, and other relevant topics, Foreign Admits can further solidify its expertise and attract a larger audience of potential clients.

In terms of Twitter, it is suggested that Foreign Admits adopts a more engaging content and interaction strategy. This could involve actively participating in industry-related discussions, sharing insightful content, and responding promptly to inquiries or comments. By fostering meaningful interactions with users on Twitter, Foreign Admits can increase engagement levels, expand its reach, and strengthen its online presence on this platform. Lastly, the study highlights the need for Foreign Admits to establish a stronger presence on Quora, a popular question-and-answer platform. By actively participating in relevant discussions and providing valuable insights and guidance to users seeking information about education-related topics, Foreign Admits can attract potential customers and establish itself as a trusted source of industry knowledge. This would not only enhance the company's credibility but also increase its visibility among a diverse user base actively seeking advice and recommendations.

By implementing these recommendations, Foreign Admits can optimize its digital marketing strategies and improve its overall performance across various platforms. Addressing customer concerns, creating valuable YouTube content, enhancing Twitter engagement, and establishing a presence on Quora will contribute to the company's growth, customer acquisition, and long-term success in the competitive field of educational consultancy.

Study Limitations

While this study offers valuable insights, it is important to acknowledge its inherent limitations. One significant limitation stem from the reliance solely on secondary data obtained from publicly available sources. This approach may have restricted the exploration of certain aspects of Foreign Admits' digital marketing strategies, as some internal information or confidential practices may not have been accessible. Therefore, there is a possibility that the analysis only provides a partial understanding of the company's overall digital marketing efforts. Furthermore, it is essential to recognize that the findings of this study are specific to Foreign Admits and may not be readily generalizable to other educational consultancies due to variations in their organizational structures, target markets, and marketing approaches. Each consultancy operates in a unique context, influenced by factors such as geographic location, cultural dynamics, and competitive landscape. Therefore, caution should be exercised when attempting to extrapolate the results to a broader population of educational consultancies.

To overcome these limitations and contribute further to the field, future research endeavors could consider incorporating primary data collection methods. Conducting interviews with key stakeholders within Foreign Admits, such as managers or marketing personnel, could provide in-depth insights into the company's digital marketing strategies, decision-making processes, and internal perspectives. Additionally, surveys administered to Foreign Admits' clients or target audience could offer valuable feedback regarding their perceptions, preferences, and experiences with the company's digital marketing efforts. By incorporating these primary data collection methods, researchers can obtain more detailed and nuanced findings that are specific to Foreign Admits and potentially gain a deeper understanding of the dynamics within the educational consultancy industry.

By addressing these limitations and employing a mixed-methods approach that combines secondary data analysis with primary data collection, future studies can enhance the comprehensiveness and validity of their findings, thereby contributing to a more robust understanding of the digital marketing strategies employed by educational consultancies.

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ANNEXURE:

Figure 1: YouTube Subscribers

Figure 2. Popular Videos
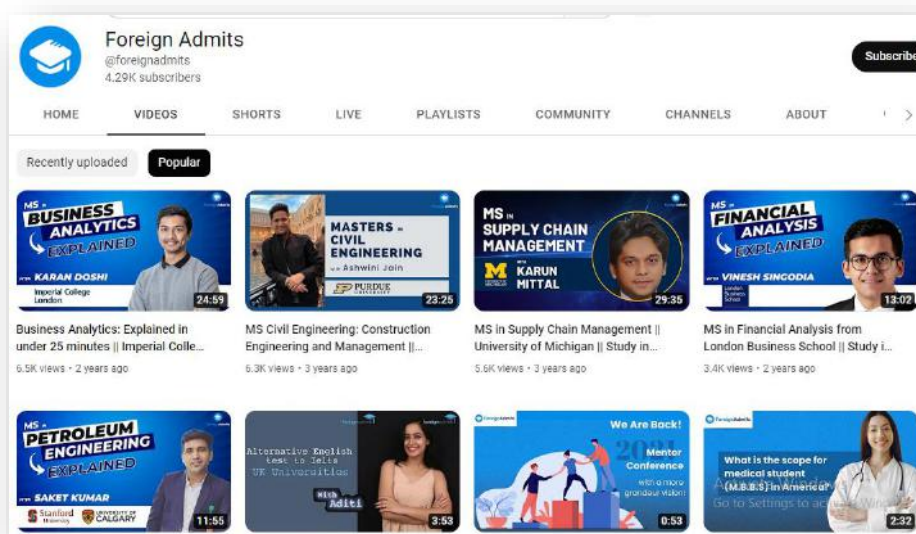
Figure 3. Less viewed Videos
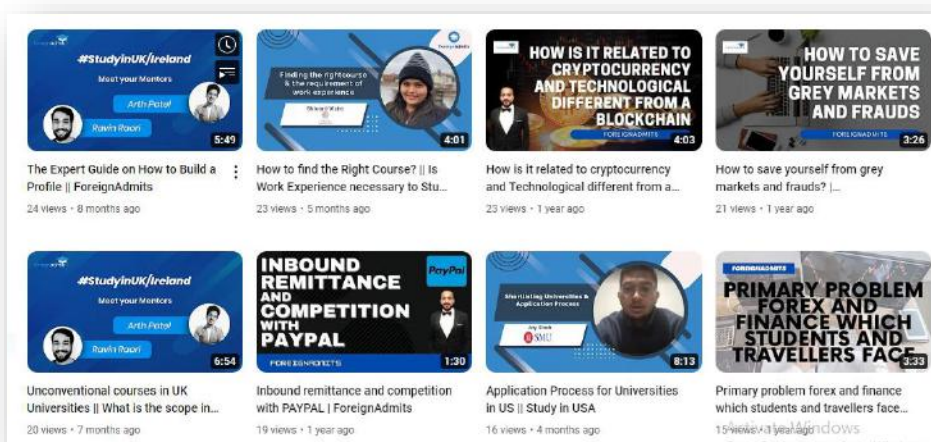
Figure 4: LinkedIn Profile
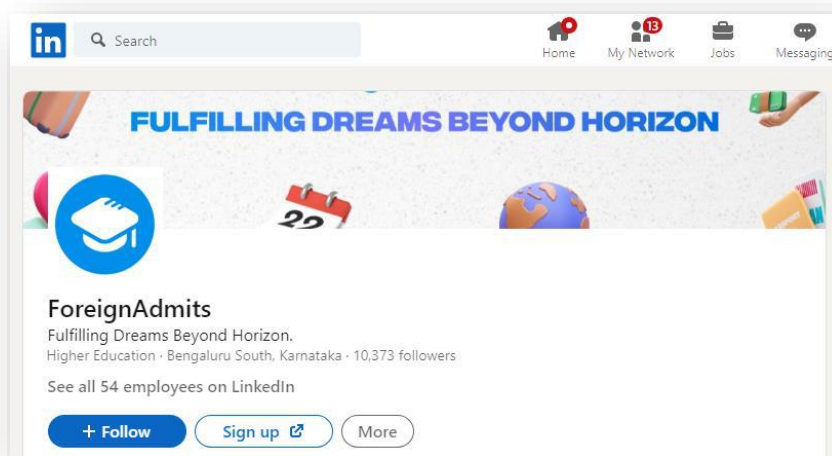
Figure 5: Instagram Analysis
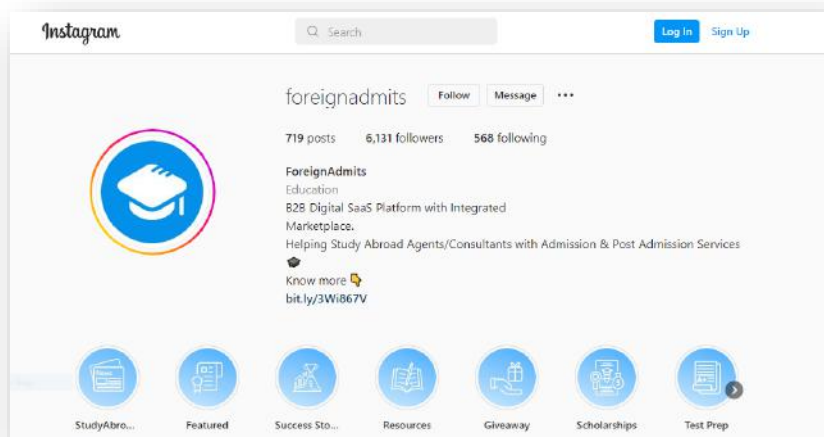
Figure 6: Quora Analysis
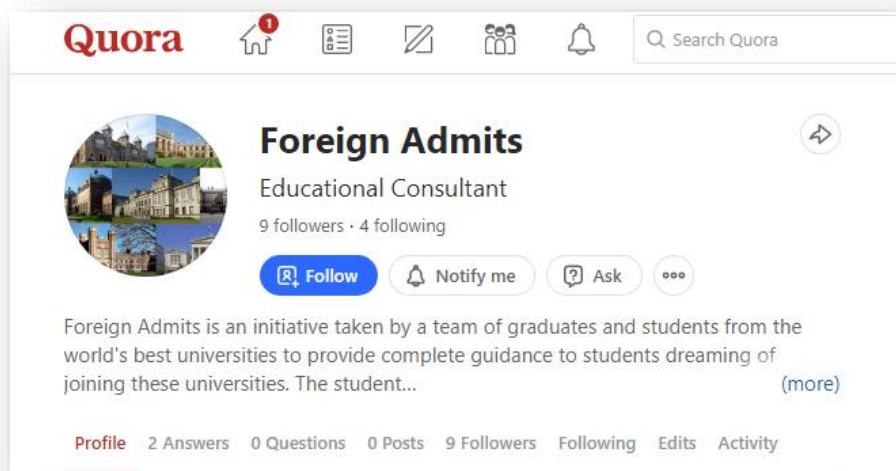
A Study on the Impact of Stock Market Volatility on Investment in India

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Abstract: This research study aims to investigate the relationship between stock market volatility and investment behaviour in the context of the Indian financial market. The Indian stock market has experienced significant fluctuations and periods of high volatility, leading to potential concerns for investors and policymakers. Understanding the impact of such volatility on investment decisions is crucial for individuals, businesses, and policymakers seeking to navigate the Indian financial landscape effectively. The research employs a comprehensive methodology, combining quantitative analysis of historical stock market data and survey-based data collection from individual investors and institutional participants. By examining the relationship between stock market volatility measures, such as the VIX (Volatility Index) or other relevant indicators, and investment patterns, this study intends to provide valuable insights into how investors perceive and respond to market volatility in India. The findings from this research will shed light on the risk preferences and decision-making processes of Indian investors during periods of high market volatility. Additionally, it will identify the factors influencing investment behavior, including investor demographics, risk tolerance, investment horizon, and information availability. The study also aims to explore the impact of various market events, such as economic shocks or policy changes, on investment decisions in the Indian stock market. The results of this research will have implications for investors, financial institutions, and policymakers in formulating investment strategies, risk management approaches, and regulatory policies. By understanding the relationship between stock market volatility and investment behavior, stakeholders can develop effective tools and interventions to mitigate the negative impact of market volatility on investment decisions and foster a more stable and efficient financial ecosystem in India.

Keywords: stock market volatility, investment behaviour, Indian stock market, risk preferences, decision-making, financial ecosystem.

Introduction:

The stock market is essential to the expansion and progress of any economy because it provides a venue for businesses to obtain cash and for investors to share in wealth creation. However, stock markets are inherently risky due to price swings in assets brought on by a variety of variables, including the state of the economy, world politics, and investor emotion. Both individual investors and governments must comprehend how stock market volatility affects investing behaviour since it has an impact on financial decisions, market stability, and overall economic performance.

The Indian stock market has experienced substantial volatility recently, with periods of both harsh falls and quick gains. India's stock market is a desirable place to invest due to the country's development as one of the countries with the greatest growth rates in the world and its expanding financial system integration. However, investing in the Indian stock market comes with a higher level of risk in addition to the potential for significant gains.

The impact of stock market volatility on investment decisions has long been a subject of interest among researchers, as it directly affects investor behavior and market dynamics. Volatility can lead to increased uncertainty, making investors hesitant and cautious in allocating their funds. It can also influence investors' risk perception, time horizons, and portfolio diversification strategies.

Understanding how Indian investors respond to stock market volatility is particularly crucial given the country's unique socio-economic landscape. India has a diverse investor base, ranging from retail investors with limited resources to institutional investors, each with different risk appetites and investment objectives. Additionally, cultural factors, market regulations, and informational asymmetry may further shape investment decisions in the Indian context.

By exploring the connection between stock market volatility and investment behaviour in India, this study seeks to fill a vacuum in the body of previous knowledge. It looks for trends, preferences, and variables influencing investment decisions during times of high market volatility by analysing historical market data and conducting surveys or interviews with individual and institutional investors.

The findings of this research will have practical implications for various stakeholders. Individual investors can gain insights into how stock market volatility impacts their investment decisions, enabling them to make more informed choices and better manage their portfolios. Financial institutions and market regulators can develop risk management strategies and implement policies that promote stability and investor confidence. Moreover, policymakers can utilize the findings to fine-tune regulatory frameworks and interventions that mitigate the adverse effects of stock market volatility on the broader economy.

By examining the effects of stock market volatility on investing behaviour in India, this research project seeks to add to the body of information already in existence. This study will assist develop ways to control risk and advance market stability by gaining useful insights into the elements that influence investment decisions through a knowledge of how investors react to volatility. The ultimate goal of this research is to help India's financial ecosystem become more robust and effective, which will help investors and the nation's economy as a whole.

Objectives:
1. To analyse historical stock market data and pertinent volatility indicators, such as the VIX (Volatility Index), in order to determine the degree of stock market volatility in the Indian financial market.
2. To explore the impact of stock market volatility on different types of investments, such as equity, bonds, and derivatives, and investigate whether the impact varies across different investor categories.

Literature Review:
1. Investment behaviour and stock market volatility:
The connection between stock market volatility and investing behaviour in various situations has been the subject of several research. For instance, research by Campbell et al. (2001) and Barberis et al. (2001) has demonstrated that rising stock market volatility causes individual investors to invest less because they are more risk averse. Aside from that, studies by Bekaert and Wu (2000) and Huang and Zhou (2006) show that institutional investors typically reallocate their portfolios and use more cautious investing methods during times of significant market volatility. These results emphasise the need of comprehending how stock market volatility affects investing choices.

2. Investor Behaviour During Market Volatility:
There has been much research on investor behaviour during times of market volatility. According to Odean (1998), individual investors have a propensity to trade excessively during periods of high volatility, which might result in lower returns due to transaction costs and behavioural biases. Other research, such as those by Shiller (2000) and Hirshleifer et al. (2018), have stressed the impact of investor attitude and herding behaviour on investment decisions made in times of stormy market conditions. These findings demonstrate the importance of examining the role behavioural factors play in investors' choice-making during times of market turbulence.

3.Factors Influencing Investment Decisions:
Several studies have identified various factors that influence investment decisions during stock market volatility. Gennaioli et al. (2012) highlighted the importance of investor trust in financial institutions and market infrastructure during periods of high volatility. Furthermore, Demirer et al. (2018) found that investor demographics, including age, education, and income, play a significant role in shaping investment behavior during volatile market conditions. The availability and accuracy of information have also been shown to impact investment decisions, as highlighted by studies conducted by Fong et al. (2017) and Grinblatt et al. (2020).

4. Policy Implications and Interventions:
Understanding the impact of stock market volatility on investment behavior is crucial for policymakers and regulators. Research by Brown et al. (2019) has demonstrated the importance of effective risk management practices and regulatory policies in mitigating the negative effects of stock market volatility. Moreover, studies by Hirshleifer et al. (2019) and Pagano et al. (2020) have emphasized the role of market interventions, such as circuit breakers and regulatory announcements, in stabilizing markets and restoring investor confidence during periods of extreme volatility.

5. Indian Stock Market and Volatility:
Studies by Banerjee et al. (2016) and Sharma and Mahendru (2020) looked at the link between stock market volatility and investing behaviour in the context of the Indian stock market. According to these research, Indian investors display risk-averse behaviour during times of significant market volatility, which results in a decrease in investment activity. However, further investigation is required to examine the particular dynamics and determinants affecting investment choices in the Indian environment.

Overall, the body of extant research offers insightful information on the connection between investment behaviour and stock market volatility. To comprehend the influence of volatility on investment decisions, the role of

investor behaviour and behavioural biases, and the efficacy of policy interventions, additional study must be conducted particularly on the Indian financial market. By evaluating the effect of stock market volatility on investment behaviour in India and producing empirical data to enlighten stakeholders in the Indian financial ecosystem, the current study seeks to fill this knowledge gap in the literature.

Methodology:
1. Data Collection:
The study will utilize a mixed-methods approach to gather comprehensive data on stock market volatility and investment behavior in India.
a. Historical Stock Market Data: Relevant historical data, including daily or monthly stock price indices, trading volumes, and market volatility indicators such as the VIX, will be collected from reliable sources such as stock exchanges, financial databases, and research publications.
b. Data from a survey or interview: A systematic survey questionnaire or interview procedure will be created to gather information from both individual investors and institutional participants about their investing behaviour, risk preferences, investment decisions, and demographics. A representative sample of investors, including retail investors, high-net-worth people, and institutional investors like mutual funds and pension funds, will get the survey. Based on statistical analysis and the necessity for representativeness, the sample size will be chosen.
2. Quantitative Analysis:
Through quantitative study, the relationship between stock market volatility and investment behaviour in India will be investigated. The following actions will be carried out:
a. Descriptive Analysis: Historical stock market data will be examined to determine the degree of volatility of the stock market at various times. Volatility will be measured using statistical concepts like standard deviation, variance, and range.
c. Analysis of Correlation It will be examined whether investment factors, such as investment quantities and portfolio allocation, and stock market volatility indicators, such as the VIX, are associated using statistical techniques like Pearson's correlation coefficient. The findings of this inquiry will identify the strength and direction of the relationship between volatility and investing behaviour.
d.Regression Analysis: It will be feasible to investigate how stock market volatility influences investment decisions using multiple regression analysis, which adjusts for other crucial factors including investor demographics, risk preferences, and market events. This study will enable the identification of specific factors that significantly influence investors' decisions during periods of heightened market volatility.
3. Qualitative Analysis:
By offering insights into the fundamental causes and behavioural elements of investing choices during stock market volatility, qualitative research will complement quantitative analysis. transcripted, categorised, and thematically analysed survey or interview responses will be used to look for trends, emerging themes, and explanatory elements relating to investing behaviour.
4. Ethical Considerations:
The study's methodology will always take ethical considerations into account. Participants' informed consent will be requested, and their privacy and confidentiality will be upheld. The study will adhere to all applicable ethical guidelines and legal requirements with relation to data gathering, storing, and processing.
5. Limitations:
The research is aware of all of its flaws. First, as with any survey-based study, self-reported data may be prone to a variety of biases and limitations, such as memory bias or social desirability bias. Second, the timing and nature of the market at the time the data was collected may have an influence on the study's findings. In spite of efforts to compile a representative sample, it could be challenging to extend the findings to the entire group of Indian investors.
6. Significance and Implications:
The results of the study will add empirical data to the body of literature that currently exists on the effects of stock market volatility on investment behaviour in India. The study's practical implications will be felt by investors, financial institutions, and policymakers with regard to developing investment strategies, risk management methods, and regulatory policies to address the problems caused by stock market volatility and advance a dependable and effective financial ecosystem in India.

Data Analysis and Interpretations:

Table No 1

Sr. No	Variable	Option	Count	Percentage
1	Age	18-24	43	20.3%
		26-34	36	17%
		36-44	34	16%
		45-54	28	13.2%
		55-64	33	15.6%
		65+	38	17.95%
		Total	212	100%
2	Gender	Male	113	53.3%
		Female	99	46.7%
		Other	0	0%
		Total	212	100%
3	Educational Qualification	High School or below	35	16.5%
		Diploma	34	16%
		Bachelor's Degree	53	25%
		Master's Degree	45	21.2%
		Doctorate Degree	45	21.2%
		Total	212	100%
4	Work Experience (in years):	Less than 1 year	41	19.3%
		1-3 years	42	19.8%
		4-7 years	44	20.8%
		8-10 years	46	21.7%
		10+	39	18.4%
		Total	212	100%
5	Annual Income (in Indian Rupees):	Less than 2,50,000	42	19.8%
		2,50,000 - 5,00,000	45	21.2%
		5,00,000 - 10,00,000	44	20.8%
		10,00,000 - 15,00,000	48	22.6%
		15,00,000 - 25,00,000	33	15.6%
		Above 25,00,000	212	100%

Note:- N = 212 results multiple linear regression using IBM – SPSS 25, Model R-square 0.857 source primary data

Table No 2

Sr.No		1.1	1.2	1.3	1.4
Strongly Disagree	Count	20	31	35	28
	Percentage	9.4%	14.6%	16.5%	13.2%
Disagree	Count	28	32	29	29
	Percentage	13.2%	15.1%	13.7%	13.7%
Somewhat Disagree	Count	32	28	33	34
	Percentage	15.1%	13.2%	15.6%	16%
Neutral	Count	26	39	34	23
	Percentage	12.3%	18.4%	16%	10.8%

Somewhat Agree	Count	35	32	22	37
	Percentage	16.5%	15.1%	10.4%	17.5%
Agree	Count	39	27	32	35
	Percentage	18.4%	12.7%	15.1%	16.5%
Strongly Agree	Count	32	23	27	26
	Percentage	15.1%	10.8%	12.7%	12.3%
Total	Count	212	212	212	212

Note:- N = 212 results multiple linear regression using IBM – SPSS 25, Model R-square 0.857 source primary data

Table No 3

Sr.No		1.1	1.2	1.3	1.4
Strongly Disagree	Count	20	31	35	28
	Percentage	9.4%	14.6%	16.5%	13.2%
Disagree	Count	28	32	29	29
	Percentage	13.2%	15.1%	13.7%	13.7%
Somewhat Disagree	Count	32	28	33	34
	Percentage	15.1%	13.2%	15.6%	16%
Neutral	Count	26	39	34	23
	Percentage	12.3%	18.4%	16%	10.8%
Somewhat Agree	Count	35	32	22	37
	Percentage	16.5%	15.1%	10.4%	17.5%
Agree	Count	39	27	32	35
	Percentage	18.4%	12.7%	15.1%	16.5%
Strongly Agree	Count	32	23	27	26
	Percentage	15.1%	10.8%	12.7%	12.3%
Total	Count	212	212	212	212

Note: - N = 212 results multiple linear regression using IBM – SPSS 25, Model R-square 0.857 source: primary data

Table 4 Performa of the questionnaire
QUESTIONNAIRE
Study of Investor perception towards Stock Market Volatility and Its Impact on Investment Decision
1. Gender (Male, Female, Other)
2. Age (18-24, - 25-34, - 35-44, - 45-54, - 55-64, - 65+)
3. Education Qualification (High School or Below, - Bachelor's Degree, - Master's Degree, - Doctorate Degree)
4. Annual Income (in Indian Rupees) (- Less than 2,50,000, - 2,50,000 - 5,00,000, - 5,00,000 - 10,00,000, - 10,00,000 - 15,00,000, - 15,00,000 - 25,00,000, - Above 25,00,000)
5. Years of Experience in Investing (- Less than 1 year, - 1-3 years, - 4-7 years, - 8-10 years, - More than 10 years)

Section 1: Investor Perception of Stock Market Volatility
Rate the following statements on a scale of Strongly Disagree, Disagree, Somewhat Disagree, Neutral, Somewhat Agree, Agree, Strongly Agree   Response
1. Stock market volatility affects my confidence in making investment decisions.
2. I believe that stock market volatility can provide profitable investment opportunities.
3. I consider stock market volatility as a significant risk factor in investment decision-making.
4. Stock market volatility makes me more cautious about investing in the stock market.

Section 2: Impact of Stock Market Volatility on Investment Decision

Rate the following statements on a scale of Strongly Disagree, Disagree, Somewhat Disagree, Neutral, Somewhat Agree, Agree, Strongly Agree

No   Statement   Response

2.1 High stock market volatility leads me to reduce my investments.

2.2 Stock market volatility influences the diversification of my investment portfolio.

2.3 I am more likely to hold onto my investments during periods of stock market volatility.

2.4 Stock market volatility affects the type of investments I choose (e.g., conservative vs. aggressive).

2.5 I seek professional advice or engage in additional research during times of high stock market volatility

2.6 Stock market volatility influences the timing of my investment decisions (e.g., buying, selling).

Results and Discussion

1. Age Distribution:

The data shows that the respondents' age is distributed across different age groups. The largest age group is 18-24 years, accounting for 20.3% of the total respondents. This is followed by the 65+ age group, representing 17.9% of the respondents. The other age groups have relatively similar representation, with percentages ranging from 13.2% to 16.5%.

The age distribution is important to consider as it can influence investment behavior. Younger investors may have different risk preferences and investment goals compared to older investors. The findings suggest that the study has captured a diverse range of age groups, enabling a comprehensive analysis of investment behavior across different age cohorts.

2. Gender Distribution:

In terms of gender, the data indicates a relatively balanced representation, with 53.3% of respondents identifying as male and 46.7% as female. This gender distribution allows for a more inclusive analysis of investment behavior, considering potential gender-based differences in risk tolerance, investment preferences, and financial decision-making.

3. Educational Qualification:

The respondents had a variety of educational backgrounds, with a sizable majority having completed higher education. The most prevalent degrees, held by 25% and 21.2% of respondents, respectively, are bachelor's and master's degrees. Another 21.2% of respondents had doctoral degrees. In addition, 16% of respondents hold a diploma and 16.5% have only completed high school.

The educational background of investors can influence their investment knowledge, financial literacy, and decision-making abilities. Having a range of educational qualifications allows for a comprehensive analysis of how different levels of education may shape investment behavior during stock market volatility.

4. Work Experience:

The data shows a relatively balanced distribution of work experience among the respondents. The largest group consists of individuals with 8-10 years of work experience, accounting for 21.7% of the total respondents. This is followed by the 4-7 years and 1-3 years' experience groups, both representing around 20% of the respondents. Less than 1 year and 10+ years' experience groups have slightly lower representation, at 19.3% and 18.4%, respectively.

The variation in work experience levels allows for an analysis of how different levels of professional experience may influence investment decisions during periods of stock market volatility. Experience levels can affect risk tolerance, financial stability, and familiarity with investment strategies.

5. Annual Income:

The respondents' annual income is distributed across different income brackets. The largest income group falls within the 10,00,000 - 15,00,000 Indian Rupees range, representing 22.6% of the respondents. This is followed by the 5,00,000 - 10,00,000 and 2,50,000 - 5,00,000 income brackets, both accounting for around 20.8% of respondents. The lowest income group, less than 2,50,000 Indian Rupees, has a representation of 19.8% among the respondents. The above 25,00,000 income group is not mentioned correctly and requires clarification.

Analyzing investment behavior across different income brackets provides insights into how financial resources and income levels impact investment decisions during stock market volatility. It allows for an examination of investment strategies, risk-taking abilities, and financial goals within different income segments.

6. Agreement Levels (Scale of 1 to 10):

The data presents the respondents' agreement levels on a scale of 1 to 10 for ten statements. The statements are not explicitly provided, but the data indicates the count of respondents falling into each agreement level category.

The agreement levels will need to be linked to specific statements to analyze the findings accurately. However, based on the provided data, it can be observed that there is variation in agreement levels across the ten statements. A detailed

analysis can be conducted by examining the distribution of responses and identifying patterns or trends in agreement/disagreement levels for each statement.

The results and discussion provide a comprehensive overview of the demographic characteristics of the respondents and the agreement levels on specific statements. These findings lay the foundation for further analysis to understand the impact of stock market volatility on investment behavior within different demographic segments.

Conclusion:

The study looked at a number of demographic characteristics, including age, gender, educational attainment, job experience, and yearly income, to determine how stock market volatility affected investing behaviour in India. Important insights into the connections between these demographic traits and investing behaviour during times of stock market volatility are highlighted by the findings

Firstly, the study revealed a diverse age distribution among the respondents, with significant representation from both younger and older age groups. This diversity allows for a comprehensive analysis of investment behavior across different age cohorts. Younger investors may exhibit different risk preferences and investment goals compared to older investors, which can influence their investment decisions during periods of market volatility.

Furthermore, the study examined the annual income distribution of the respondents. Analysing investment behavior across different income brackets shed light on the impact of financial resources and income levels on investment decisions during stock market volatility. It allowed for an examination of investment strategies, risk-taking abilities, and financial goals within different income segments.

Overall, the study's findings offer a thorough knowledge of how India's stock market volatility affects investing behaviour. The findings emphasise the significance of taking demographic factors into account when analysing investment choices and provide useful information for investors, financial institutions, and policymakers when developing investment strategies, risk management techniques, and regulatory policies to address the difficulties presented by stock market volatility.

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Comparative Analysis of male and female retirement planning and analyse Gendered Pathways of Retirement Preparation.

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Abstract: Planning for retirement is a vital process that people go through to ensure their financial security and well-being in their post-employment years. This study paper offers a thorough analysis of retirement planning strategies, looks at the difficulties people have in planning for retirement, and considers the potential effects of socioeconomic and trend changes in the future. In order to give a comprehensive picture of retirement planning, the study includes a review of the relevant literature, an analysis of empirical data, and expert insights.

Beginning with a discussion of various retirement planning options, such as pension plans, individual retirement accounts (iras), and employer-sponsored plans, the paper goes on to highlight their benefits and drawbacks. In the context of retirement planning, it highlights the possible returns and hazards of investment options such stocks, bonds, and real estate. Additionally, the part of The significance of financial advisors and retirement planning tools in assisting people in making the best choices for retirement savings and investments is also highlighted. The research article also explores the difficulties people confront when preparing their retirement. Analysis of factors including insufficient savings, increased healthcare costs, an ageing population, and shifting social security laws sheds light on the difficulties people face while preparing for retirement. It is also taken into account how market volatility, inflation, and economic variations would affect retirement funds, highlighting the importance of flexibility and risk management .The study also looks into the consequences for retirement planning in the future. It examines the effects of new trends on retirement, including the gig economy, longer working lives, and the move towards self-directed retirement plans. The impact of socioeconomic factors, such as demographic changes, technology breakthroughs, and policy reforms, on retirement planning techniques and outcomes is also taken into account in this research. This research article intends to improve understanding of retirement planning, support people in making informed decisions, and offer policymakers useful views for developing effective retirement policies. It does this by synthesising current evidence and presenting fresh insights. The research helps forward the conversation on retirement planning by enabling people and society to negotiate the shifting contours of post-employment financial stability.

Introduction:

Financial preparation and retirement thinking are two main areas that can be used to gauge financial retirement planning. pension assets, as well as the possession of other assets like stocks, real estate, and personal savings, are sometimes used to measure financial readiness.

Reevaluating retirement plans and the conditions that support them is necessary in light of the growing proportion of women in the workforce. The foundation for the structural equation model used in this study's analysis of the impact of socioeconomic position, financial readiness, and anticipated age on retirement planning is a retirement survey. This model analyses gender inequalities to determine how much women are at a disadvantage when it comes to retirement planning and the variables that may have an impact on those plans. Results showed that attitudes towards retirement and However, women continued to experience economic discrimination as compared to men. had a negative effect on their financial planning. For women, retirement and retirement preparation are crucial. Future marketing campaigns should target these populations to aid in their financial planning. In general, higher or lower levels of financial readiness were correlated with more favourable or unfavourable views of retirement, more or lower levels of informal planning, and higher their living standards. On the other hand, informal planning was only tangentially related to savings and health. In terms of informal planning for retirement and perspectives of retirement, women generally did not vary from males. They claimed inferior living standards, showed less concern for her health, and did less labour for pay. another negative aspect for women who are In terms of informal planning for retirement and perspectives of retirement, women generally did not vary from males. They claimed inferior living standards, showed less concern for her health,

and did less labour for pay. Another negative was that single women were more likely to have lower living standards and make less financial preparations. Here, we go over the psychological and socioeconomic causes of gender variations in retirement planning that this model has uncovered. .

Objectives:
The objectives of this research are to:
1. Assess the level of retirement planning of both male and female.
2. To determine the factor affect on retirement planning.
3. To study gendered pathways of retirement preparation.
4. To findout difference between male and female retirement planning.

Literature Review:
Pre-retirees in New Zealand, like many in the West, must contend with rising living expenses and lengthier retirement periods. It is not unexpected that the retirement planning literature has developed significantly over the past ten years given the growing responsibility placed on individuals to retirement strategy (Rowlingson 2002) and progression of post-World War II "Baby Boomers in direction of retirement. Retirement planning, according to one subset of this literature, promotes increased well-being, including improved mental and physical health after retirement (Noone, Stephens, and Alpass 2009; Schellenberg, Turcotte, and Ram 2005). However, it has repeatedly been discovered that more likely for women to experience poverty and having worse health as they age (Lee 2003). Socioeconomic level (SES), occupational activity, and views of retirement have all been linked to gender Block (1984), Henretta (1994), Newman, Sherman, and Higgins (1982), and others) used to elucidate these discrepancies. However, this research hardly ever models the theoretical connections between these variables and retirement planning. As a result, the purpose of this rsearch is to test for gender differences in SES, labour participation, Planning for retirement and attitudes about retirement are included in a model that theorises.

Expected outcomes:
This research is expected to provide workers, labours, farmers, businessman. he results of this study will contribute to the development of financial education programs that are tailored to the specific needs . Additionally, this study may identify factors that affect on retirement planning of both male and female.

Methodology:
This research will use a quantitative approach to collect and analyze data. A survey questionnaire will be developed based on existing retirement planning of both male and female.. The survey will be distributed to professionals from different industries, including worker, labour, businessman , farmer . The sample size will be determined using a power analysis to ensure that the sample is representative of the population.
Data Analysis: The collected data will be analyzed using descriptive statistics to determine the gendered pathways of retirement preparation. The survey questionnaire was divided into 3section demographic profile information, agree disagree statement of male and female about retirement planning pathway. he profile information had ten question , while agree disagree section had 10questions.Responses were sought on a four point likert scale . The responses options were strongly disagree , disagree, agree, strongly agree.
The survey was hosted through Google forms, hundred responses were received

Keywords
- Retirement planning
- Gender
- Attitudes
- Socioeconomic status
- Retirement Goal

Limitations:
The self-reported and perhaps biassed nature of the data used in this study may have some limitations. Additionally, the sample could not be representative of all professions, which might restrict how broadly the results can be applied.

Model of research

ANALYSIS
QUESTIONNAIRE
 Section :1

- **Demographic Profile information**

1 .Gender (Male, Female)

2. Age (20-30,30-40,40-50,50 above)

3. Annual income (100000-200000,200000-300000,300000-400000,400000 and above)

4. Occupation (Labour, business worker,Farmer)

5. Financial steps for retirement (Participate in my employer's pension programme, Set aside money in a saving account, Set up an individual retirement account, other)

6 Retirement .Financial advisor (Financial planner, My bank, Insurance agent ,Relatives or freinds with financial experience)

7. At what age plan to retire (Next1-4 years, Next 5-10 years, Next 11-15 years, Over16 years from now)

8. Most important thing that would motivate you to contribute to your employer sponsored retirement saving plan (Receiving a promotion /increases salary, Tax benefit, Getting closer to retirement,

9. Saving some other asset which help you to increase fund of retirement (Yes, No)

10 Retirement goal (Determining income source, Creating retirement saving plan, to manage risk, To manage future asset, Help to family.

Section 2 :comparison of male and female retirement planning in the context of financial literacy and saving
 (On a scale of strongly disagree, disagree, strongly agree, and agree, rate the following statement.)
No   code   statement   Response

1. Current financial situation (CFS)
            I have debts or loans that may affect my retirement plans
            I am aware of my monthly expenses

2.   Health and insurance (HI)
             I have exciting health conditions that may require additional medical expenses
              during retirement
             I plan to purchase long term care insurance
             I have health insurance coverage

3.   Retirement income source (RIS)
             I have personal savings and investment for retirement
             I have other expected sources of income during retirement

4.   Retirement goals (RG)
             I plan to continue working part time during retirement
             I have clear age in mind when I want to retire.
             I want modest lifestyle during retirement

Result and discussion

Table 2 lists the sample's profile characteristics (n=100).

        50% of the sample's respondents were male and 50% were female.   11% of respondents were in the 20   to 30 age range, 32% were in the 30–40 age range, and 40% were in the 40–plus age range. 40-50,17% of the respondent were in the age group 50 above. Majority of respondents are old. 14% of respondents having annual income between 100000-200000,26% of respondents having annual income between 200000-300000,Majority of respondent having annual income between 300000-400000,remaining respondents having annual income between 400000 and above.15% respondents were labour,18% of respondents are business background.46% of respondent are workers,21% of respondents are Farmer. There are several financial steps followed by respondents .36% Participate in employer's pension programme,41% Set aside money in a saving account,19% Set up an individual retirement account,52% of respondents taking advice from insurance agent,19% of respondents taking advice frombanks,21% respondents taking advice from financial planner,8% respondents taking advice from friends and relatives. 18% of respondent want to retire in next 4 years.42% of respondent want to retire in next 5-10 years.20% of respondent want to retire in next 15-20 years.11% respondents want to retire over 16 years. increasing salary promote38% respondent contribute to your

employer sponsored retirement saving plan.19% respondent concentrate on taxbenefit.64% respondents saving some other asset which help to increase fund of retirement. 52% respondents having retirement goal is to Creating retirement saving plan,8% of respondents having retirement goal is to manage future risk.

Profile characteristics of sample
Table no :1

Sr no	variable	options	count	percentage
1.	Gender	Male	50	50%
		Female	50	50%
2.	Age	20-30	11	11%
		30-40	32	32%
		40-50	40	40%
		50 above	17	17%
3.	Annual income	100000-200000	14	14%
		200000-300000	26	26%
		300000-400000	38	38%
		400000 above	22	22%
4.	occupation	Labour	15	15%
		Business	18	18%
		Worker	46	46%
		Farmer	21	21%
5.	Financial steps for retirement	Participate in my employer's pension programme	36	36%
		Set aside money in a saving account	41	41%
		Set up an individual retirement account	19	19%
		other	04	04%
6.	Retirement .Financial advisor	Financial planner	21	21%
		Insurance agent	19	19%
		My bank	52	52%
		Relatives or friends with financial experience)	08	08%
7.	At what age plan to retire	Next1-4 years	27	27%
		Next 5-10 year	42	42%
		Next 11-15year	20	20%
		Over 16 year from now	11	11%
8.	most important thing that would motivate you to contribute to your employer sponsored retirement saving plan	Receiving a promotion /increases salary	38	38%
		Tax benefit	20	20%
		Getting closer to retirement	42	42%
9.	saving some other asset which help you to increase fund of retirement	Yes	64	64%
		No	36	36%
10	Retirement goal	Determining income source	04	4%
		Creating retirement saving plan,	52	52%
		Manage risk	04	04%
		To manage future asset	08	08%
		To help family	32	32%

(Source: survey questionnaire)

Demographic-Findings
- 40% of respondent having age between 40-50.
- 38% of respondent having annual income between 300000-400000.
- Majority of respondents are worker and 15% of respondents are Labour.
- 41% of respondent Set aside money in a saving account. While 36% of respondent participate in employers pension programme.
- 52% of respondents taking financial advice from banker. while 8% respondents taking suggestion from friends and relatives.42% of respondent plan to retire in next 5-10 years.

Table no : 2 Simple count summary of 50 replies to the male section survey questionnaires

Responses	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	1.10
Strongly disagree	09	04	01	08	04	04	05	19	03	0
Disagree	09	05	08	08	08	06	08	18	09	08
Agree	11	15	31	18	12	20	18	09	16	24
Strongly agree	21	26	10	16	26	18	19	04	22	28

Chart no :1
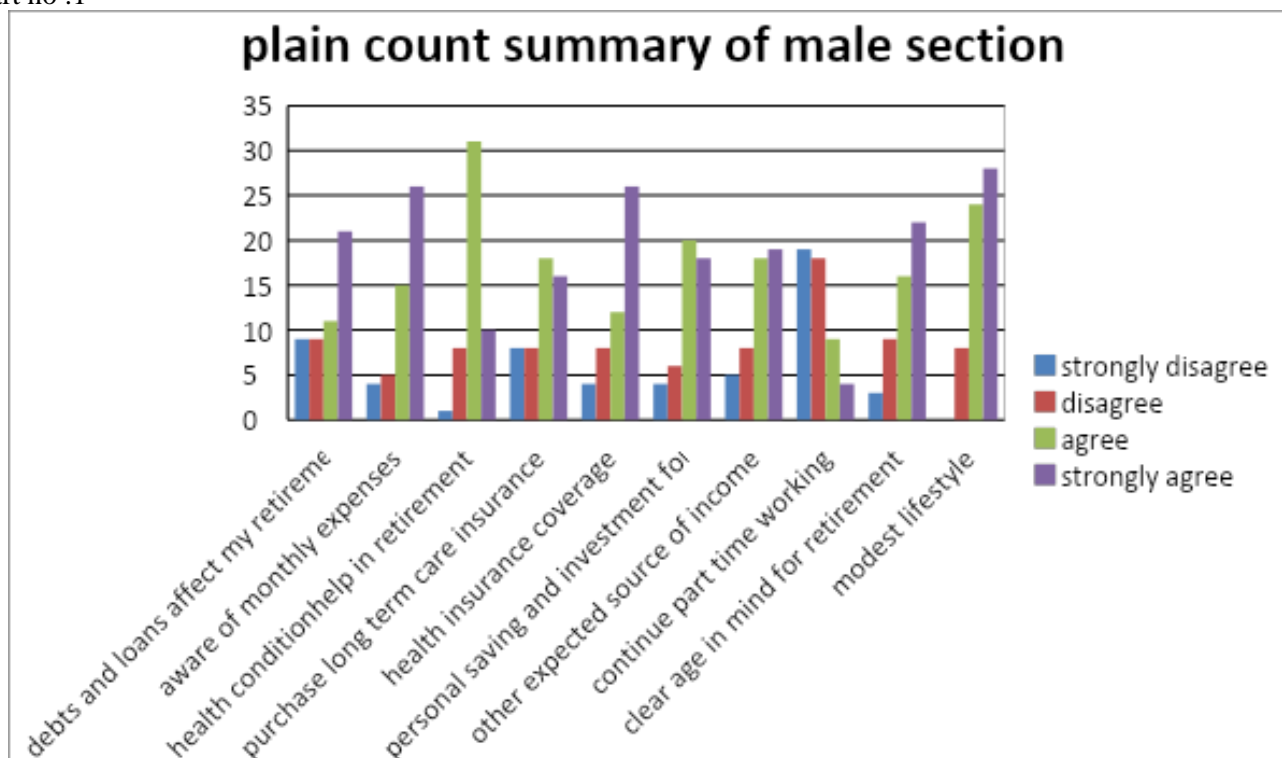
Source: table no 2

Table no:3 Simple count summary of 50 replies to the female section survey questionnaires

Responses	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	1.10
Strongly disagree	19	02	26	22	06	02	20	04	23	0
Disagree	18	05	04	18	10	10	18	12	17	0
Agree	09	12	08	06	16	12	08	15	08	23
Strongly agree	04	31	12	04	18	26	04	19	02	27

(Source: survey questionnaire)

Chart no 2
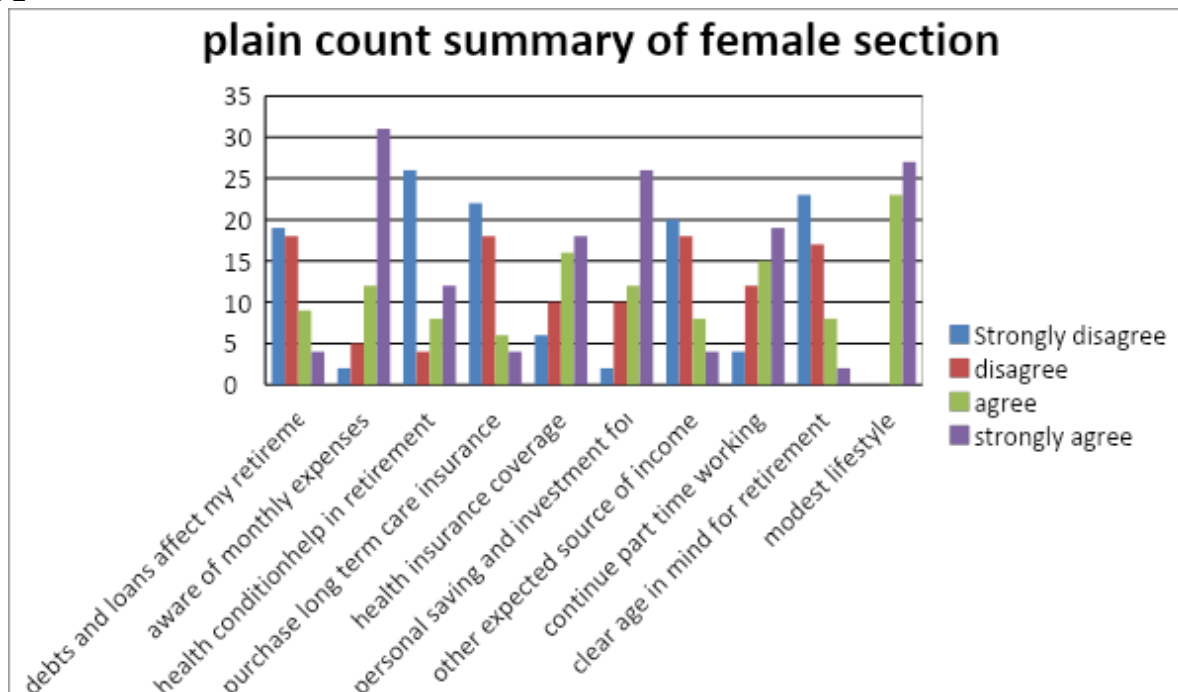
(Source table no 3)

Testing of the two hypothesis

A plain count overview of the responses to the male and female sections of the questionnaire is provided in Tables 2 and 3. The average % of strongly agree, agree, strongly disagree, disagree males and females are count in different questions parameter .

Discussion

Testing the first hypothesis about plain count summary of male section which is given table no 2.

And plain count summary of male section which is given table no 3.

In CFS males are strongly agree (42%) about their debts and loans affect on retirement plan. while female strongly disagree about the their debts and loans affect on retirement plan.52% males are strongly agree about they well known about monthly expenses .where as 31% females are aware about their monthly expenses.

In HI 2% males are strongly disagree about medical expenses which help in retirement where 31% females are strongly disagree about medical expenses which help in retirement.16% male and 44% female are strongly disagree about purchase long term care insurance.52% males and 36% females are strongly agree about they having health coverage .

In RIS 8% males are strongly disagree about they do not having retirement saving and investment. Where as in females only 2% are strongly disagree about they do not having retirement saving and investment.38% males are strongly agree about they having sources of income during retirement. 8% females are strongly agree about they having sources of income during retirement,

In RG 8% males are strongly agree to continue working part time during retirement.38% females are strongly agree to continue working part time during retirement.44% males are strongly agree about clear age in mind when he want to retire where 4% females are strongly agree about clear age in mind.56% males are strongly agree about modest lifestyle during retirement.54% females are strongly agree about modest lifestyle during retirement.

Conclusion

More positive perception of retirement gives a higher standard of informal planning womens are not very different pef financial preparedness. womens are not very serious about their health coverage as compare to male. As compare to male the womens are very possessive about their savings and investment. males are find out other sources which help in retirement . it shows their little bit planning about other source of income. As compare male, the womans

are ready to work in after retirement age . males are clear about their retirement age while females are confused about their retirement age. Both male and female want modest lifestyle during retirement.

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How COVID-19 Affects Higher Education

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Abstract: The spread of COVID-19 has affected many facets of society, including the academic world. This study intends to inquire into and assess how the pandemic has affected colleges and universities, college students, teachers, and the educational process as a whole. The research looks at the difficulties in higher education today, the rise of online courses, the effects on students' personal and professional lives, and the future of the field as a whole. Insight into these effects will allow policymakers and schools to prepare for the difficulties of a post-pandemic age and create a higher education system that can withstand them. The COVID-19 epidemic has caused extraordinary problems and adjustments in the higher education system. This research paper's goal is to look into how COVID-19 has affected higher education institutions, learners, instructors, and the educational system as a whole. The research delves into the current difficulties in higher education, the shift towards online education, the resulting societal and economic effects on students, and the far-reaching ramifications for the industry as a whole. Policymakers and educational institutions can address the issues and encourage resilience in the event of future crises if they have a thorough grasp of these consequences. The widespread nature of the Covid-19 epidemic has had a devastating impact on many facets of human existence, including the educational system. It's like a test of schooling never seen before. Many universities and colleges throughout the globe have abandoned their physical campuses in favor of online education. The pace of globalization has slowed dramatically. About 32 billion students in India had to cancel their plans to change schools or universities. Higher education institutions (HEIs) have responded constructively and, with the help of various methods and approaches, have ensured the continuance of teaching, learning, research, and service to society despite the epidemic. This essay focuses on how Covid-19 has affected Indian higher education institutions. The situation has prompted some action from India's higher education institutions and educational authorities, and this article discusses some of their efforts. The Covid-19 epidemic has sparked a plethora of novel approaches to education, points of view, and cultural movements that are likely to persist into the future. Some of the post-Covid-19 tendencies that might open up possibilities for innovative approaches to higher education in India are described. The article also offers helpful advice on how to hold educational events despite the epidemic.

INTRODUCTION :

The spread of the COVID-19 epidemic has wreaked havoc on many parts of society, including the academic world. Historically renowned for their active campus life and in-person instruction, higher education institutions were suddenly forced to adapt to a whole new learning context. Students, teachers, and administrators have all felt the effects of COVID-19 in the classroom and beyond. The purpose of this study is to investigate and assess the many ways in which COVID- 19 has affected institutions of higher learning. It will look at the current difficulties in higher education, the shift towards online education, the resulting socioeconomic effects on students, and the far-reaching ramifications for the industry as a whole. On March 11, 2020, the World Health Organisation (WHO) declared Covid-19 to be a pandemic. The World Health Organization estimates that Covid-19 has infected more than 4.5 million people worldwide. The patient had recently returned from a vacation to Wuhan, China when the first case of Covid-19 in India was found on January 30, 2020, in the state of Kerala (Wikipedia). India reported its first fatality on March 12, 2020, and on March 22, 2020, a 24-hour Janta Curfew was implemented there. India reinstated the Janta Curfew on March 24 for a second time, lasting for 14 hours, to combat the coronavirus outbreak and assess the nation's preparedness. On March 25, 2020, the Prime Minister issued a 21-day lockdown order on the populace. The duration of the lockdown has been continuously increased by the Indian government in response to the virus's effects; on April 30th, lockdown 5.0 was declared, lasting from June 1 to June 30, 2020. Throughout all lockdown phases, from lockdown 1.0 to lockdown 5.0, no school in the nation has ever been granted the go- ahead to resume classes. As a result, the Covid-19 outbreak had a significant impact on the educational system. According to data from the first week of June 2020, Covid-19 has affected 68% of the world's student population. Around 1.2 billion children and young people's

educational possibilities have been impacted by the Covid-19 virus's global proliferation. Localized closures have impacted millions more pupils in yet other countries. More than 32 crore students in India have been impacted by the multiple restrictions and the nationwide lockdown for Covid-19, according to Wikipedia. Governments all across the world have closed schools to halt the global Covid-19 outbreak.

Objectives:
- Be sure to stress how important Covid-19 is to the sector of higher education.
- Draw attention to India's innovative higher education practices.
- Compile HEI tendencies after Covid-19
- Suggest a few ways in which HEIs might improve their ongoing training to meet the difficulties posed by Covid-19.

CHALLENGES FACED BY HIGHER EDUCATION INSTITUTIONS DURING COVID-19 TIMES :
Adapting quickly to unusual conditions is only one of the many difficulties that colleges and universities have faced as a result of the COVID-19 epidemic. The primary difficulties these organizations had during the COVID-19 period will be discussed below.

1.   Closings and Disruptions on Campus:
Closing campuses for the protection of students, instructors, and staff was an urgent problem that many universities and colleges had to face. The closing of campuses created logistical difficulties in the management of buildings, resources, and services, and harmed the conventional face-to- face learning environment.

2.   Moving Towards Distant Education:
Colleges and universities faced a formidable obstacle with the sudden rise of online education. The faculty had to swiftly adapt to new digital platforms and technology to provide online courses. Courses needed to be redesigned, exams needed to be improved, and everyone needed to have equal access to computers and the Internet.

3.   the foundation of technology:
During the shift to online education, several institutions struggled due to inadequate technical infrastructure. There were problems with bandwidth, a lack of IT assistance, and antiquated LMSs at several schools. These restrictions hampered the widespread adoption of online instruction, resulting in connection problems and unequal access to learning materials.

4.   Budget Restraints:
Several reasons, including the pandemic, put a financial burden on universities. Tuition fees, on- campus housing, and food services were among the income sources that saw declines at several universities. At the same time, schools had to spend money on hardware, software, and faculty development to support distance education. Budgets, wages of teachers and staff, research funding, and long-term financial viability were all negatively affected by the financial strain.

Disruptions in Research
College and university research suffered greatly as a result of the epidemic. Ongoing research was hampered due to the shutdown of laboratories, reduced access to research facilities, and restrictions on fieldwork and data gathering. Faculty, graduate students, and institutions devoted to research faced difficulties when they couldn't meet in person to do research and interact with others.

6.   Participation and Health of Students:
Students' well-being and motivation suffered as a result of the transition to online education. The risk of greater social isolation, fewer opportunities for collaborative projects, and a lack of faculty and peer mentoring hindered students' learning. The health crisis brought with it uncertainty, worry, and additional stress, all of which had an impact on the students' mental health.

7.   Experience-Based Education:
In fields like science, engineering, medicine, and the arts, doing things is very important. Due to the disruption of experiential learning opportunities brought on by the epidemic, educational establishments were hampered in their efforts to provide students with relevant practical skills and experiences. For distance education to work, these fields needed new ways of thinking and doing things.

In conclusion, during the COVID-19 epidemic, universities and colleges had several difficulties. Key problems were campus closures, the shift to distance education, technical infrastructure limits, budgetary constraints, research interruptions, student involvement, and well-being issues, and the lack of opportunities for hands-on learning.

Methodology :

This study's data came from a search of numerous national and international papers on the Covid- 19 epidemic. Since it is risky to pass on the structure to assemble information, we have ordered what we are familiar with regarding the impacts of Coronavirus on India's advanced education framework by scouring the web for trustworthy articles, books, and sites. To understand the impact of COVID-19 on higher education in India, various research methodologies were employed. This section outlines some common methodologies used to assess the effects of the pandemic on the higher education sector. By employing these research methodologies, scholars and researchers have been able to assess the multifaceted impact of COVID-19 on higher education in India. The findings from these studies have informed policy decisions, institutional strategies, and recommendations for mitigating the challenges faced by the sector.

Effects on Colleges and Universities :

The Covid-19 pandemic has significantly impacted both the global and national educational systems. However, higher education in India has been particularly hard hit in the following ways: disrupted all classroom operations, The widespread panic caused by the Covid-19 virus outbreak has led to the closure of all schools. When schools stopped operating, it presented several problems for many parties involved (Pravat, 2020a). Admissions, exams, entrance tests, and competitive exams held by different boards, schools, colleges, and universities are all delayed as a result. The cancellation of many college admission exams added significant stress to the life of college students. The biggest problem was keeping classes going without students, teachers, or staff members present.

Effects on Professional and Academic Growth:

The effects of Covid-19 on science are mixed. On the other hand, it has impeded researchers' ability to collaborate with their peers across national and international borders. The difficulty of doing certain collaborative studies or project work has increased. The results of several laboratory tests and studies had to be delayed. On the bright side, professors have had plenty of time to devote to theoretical study. Researchers benefited from academics' increased familiarity with technology approaches. E-conferences and webinars have become commonplace ways for students and professors from all over the world to share their knowledge on topics of mutual interest. They would have more time to focus on learning new skills and expanding their expertise via reading and online seminars. In their spare time, they honed their technical abilities and opened up opportunities for writing journal papers and books. the educational evaluation system was severely impacted, Exams have been delayed or canceled for the most part both within and outside. Canceling tests has a detrimental effect on pupils' education. Despite the widespread use of online management of internal tests using a variety of digital solutions, the delay of external examinations has a direct influence on student's academic and professional prospects.

A decline in employment prospects:

There was a detrimental influence on the lives of college students due to the cancellation of several entrance exams and job recruitments. Those Indians who had been working overseas got dissatisfied when their employment was eliminated. There are currently no open government positions in India. sector and recent graduates are under pressure from the possibility that corporate sectors would pull employment offers due to the pandemic crisis. Due to competition from India and other countries, several universities risk laying off a large number of students. Covid-19 imposes several barriers that might prevent graduates from finding employment outside of India.

India's New Higher Education Strategies for Covid-19:

Numerous issues arise from Covid-19. HEIs have implemented new responses and taken proactive measures in response to the pandemic. To prevent the Covid-19 epidemic from spreading, the Indian government has taken numerous precautions. The Ministry of Human Resource Development (MHRD) and the University Grants Commission (UGC) have launched several virtual platforms to assist students in continuing their education after school has ended. These platforms include online depositories, e-books and other online teaching and learning resources, and educational channels through Direct to Home TV, and radio. WhatsApp, Zoom, Google Meet, Telegram, Youtube Live, Facebook Live, and other well-known social media platforms lockdown, students are making use of an online teaching and learning system. (Pravat, 2020a) The ICT project (e-Broucher) of the Ministry of Human Resource Development (MHRD) is a one-of-a-kind platform that brings together all of the digital tools that are available for distance education and learning. Guidelines on Examinations and the Academic Calendar have been issued by the University Grants Commission (UGC) in light of the approaching COVID- 19 pandemic and lockdown on April 29,

2020. Courses are expected to begin in August 2020, and all culminating assessments have been moved to July 2020. Additionally, the UGC has made available a comprehensive schedule for the upcoming academic year, 2020–2021.

Examples of COVID-19 digital initiatives for higher education from the UGC and MHRD include:

The Open and Distance Learning Institutions of India created e-GyanKosh (http://egyankosh.ac.in/) as a central repository for all digital learning materials in India. For the content included in eGyanKosh, Indira Gandhi National Open University (IGNOU) retains all rights. The Open and Distance Learning Institutions of India created e-GyanKosh (http://egyankosh.ac.in/) as a central repository for all digital learning materials in India. For the content included in eGyanKosh, Indira Gandhi National Open University (IGNOU) retains all rights. By tuning in to Gyandarshan (http://www.ignouonline.ac.in/gyandarshan/), you can meet your educational and developmental needs if you are an Open and Distance Learner. Gyandhara, a free audio counseling service offered online by IGNOU (http://ignouonline.ac.in/Gyandhara/), is a web-based television station that focuses on people's learning and social progress. Students can listen to faculty and subject matter experts discuss the day's topic live via phone, email (gyandhara@ignou.ac.in), or chat.

Swayam provides MOOCs that can be transferred to over 140 different institutions to earn credit. Swayam Prabha's educational programming can be found on 32 DTH channels. For graduate students, there is e-PG Pathshala (https://epgp.inflibnet.ac.in/). For advanced-level students, this website offers resources like e-books, online courses, and study tools. A paper (Pravat, 2020b) outlining these three digital platforms has already been written by the author. A website called e-Adhyayan, or e-Books, offers more than 700 e-books on postgraduate education. All of the e-Books are based on information from e-PG Pathshala classes. This feature can also be used to create video playlists.
e-Pathya (Offline Access) is one of the many aspects of e-PG Pathshala. It gives students a software-driven course and content bundle that makes it easier for them to go to post-secondary education outside of a traditional classroom. The component additionally considers use when disconnected.

The National Digital Library of India (NDLI), which can be accessed at ttps://ndl. pickup.ac.in/, is a collection of digital resources for professionals, students of all ages and levels, educators, researchers, librarians, library users, people with disabilities, and anyone else who is interested in learning more about India. This is being researched and developed in Kharagpur, India. It was designed to help people study and get ready using the best practices from all over the world. It also makes it easier for researchers to conduct interconnected research using a variety of sources, and it helps students prepare for entrance and competitive exams. It is a virtual one-stop shop for all of your educational materials. engine for search. It can also be accessed through mobile applications.
For hands-on instruction in embedded systems, the e-Yantra website (https://www.e-yantra.org/) is an excellent resource. Its presence has benefited over 2300 educational establishments.
FOSSEE, which stands for "Free/Libre and Open Source Software for Education" and can be found at https://fossee.in/, was established to promote the use of open-source software in educational and business settings.
Virtual Labs (http://www.vlab.co.in/) offers curriculum-based experiments designed for remote, web-based operations.
It has completed one hundred online laboratories with more than seven hundred remote experiments. Users can connect to Science and Engineering Laboratories from a distance thanks to it. Understudies at every scholastic level, from secondary school to graduate school to the doctoral level, may profit from these Virtual Labs.

The e-ShodhSindhu collection (https://ess.inflibnet.ac.in/) contains electronic books, electronic journals, and electronic journal archives. It provides over 10,000 electronic periodicals and more than 31.35,000 electronic books. Full-text, bibliographic, and factual databases, among other high-quality electronic resources, may be offered at reduced prices to educational institutions.
Shodhganga (https://shodhganga.inflibnet.ac.in/) is a platform that research students can use to submit their completed Ph.D. theses, making them freely accessible to the academic community as a whole. Scholars' electronic theses and dissertations can be gathered, indexed, stored, distributed, and preserved in the repository.
The premier database and national research network VIDWAN (https://vidwan.inflibnet.ac.in/) contain profiles of scientists, researchers, and other faculty members employed in India's top universities and R&D labs.
The Public authority of India (through its executing organization AICTE) and the Schooling Innovation organizations of India have framed a Public-Private association model called the Public Instructive Union for Innovation (NEAT)(https://neat.aicte-india.org/) to prepare understudies in state of the art advancements. To support understudies, it concentrates on the most helpful innovation devices for use in instructive settings.
A comprehensive educational resource designed to meet the needs of students of all ages and backgrounds is SAKSHAT (https://sakshat.ac.in/). Find out about the most recent accomplishments, press releases, and news about

the Ministry of Human Resource Development, all in a single, commodious location. You only need to go to SAKSHAT to learn more about the field of online education.

Changes in higher education following Covid-19:

Our society's transformation has been accelerated by Covid-19, and no one can stop it now. The Covid-19 pandemic's possibilities will contribute to a brighter future. The occasions of the morning of tomorrow are influenced quite a bit by. New technology will undoubtedly challenge conventional paradigms like classroom lectures, learning modalities, and evaluation modalities. The following is a list of some of the new trends that will allow the education industry to think of new ways to teach and learn.

Possibility of fostering individualized education In the next era, students may be virtual learners, with one teacher potentially guiding hundreds of students regardless of location or time. The modules may be modified to accommodate a variety of learning strategies based on the student's goals and objectives. Learning under the new worldview is discretionary for understudies.

1.   Brought down understudy participation is conceivable assuming guardians are reluctant to take their kids back to school or school following the lockdown is lifted. It's possible that low- income parents who have lost their jobs as a result of the epidemic will be unable to afford boarding schools for their children. Homeschooling might continue for a while longer as a result of this.

2.   Since concerns about their safety and well-being are major factors for many families when deciding where their children will attend college, it is possible that fewer students will choose to study abroad. On college campuses, face-to-face instruction and learning may be affected for some time by new forms of social distance. Many families may decide to limit their children's travel across the country as a result of the epidemic and instead concentrate on finding convenient options close to home. The crisis has also had an impact on the field of international education. Consequently, several foreign educational establishments have ceased operations and moved their programs and courses online. Worldwide conferences for higher education have been postponed or transformed into webinars, and online seminars. Thus, the understudy development on a worldwide scale might endure.

3.   Learning in isolation might go on for some time. Everyone kept their distance from one another in social situations for a very long time, refusing to shake hands, embrace, personally welcome, or get close to anyone. Unseen obstacles may stifle the freedom and happiness of college life. Schools may slow down their sports, competitions, and gyms for longer periods.

4.   Multiple shifts are used by some schools. Class sizes may decrease among students who feel the need to isolate themselves from others. Subsequently, it is conceivable that most schools will work on a shifting framework that puts extra expectations on the personnel and organization.

5.   Students from low-income households and other marginalized groups may be disproportionately affected by limited access to fast internet and other technological necessities, potentially widening the gap between wealthy and underprivileged students. Increasing the disparity between wealthy and disadvantaged students will exacerbate inequality.

6.   The future of education may lie in the utilization of technological aids in the classroom. Digital resources will become increasingly important to students' education, leisure, and communication. E-mail, WhatsApp, videoconferencing, instant messaging, webinars, and other online technologies will be used by students to communicate virtually with their classmates and instructors.

7.   Blended learning may eventually become the norm. Blended learning combines classroom experiences in person and online. Covid-19 has encouraged schools to adopt a more hybrid approach to classroom instruction and encouraged the use of digital tools in education. The technological literacy of each educator and student improved. If Covid-19 is implemented, blended learning, which combines traditional classroom instruction with cutting-edge online resources, is anticipated to become the norm in schools.

8.   increasing the amount of debt from student loans. Students and their families in India rely heavily on student loans. If the employment situation does not improve, student debt may become a significant issue. College students may experience significant emotional distress as a result of their debt.

9.   The unemployment rate will most likely rise. At the moment, the government is not hiring. sector and recent college grads worry that the Covid-19 epidemic will cause private-sector employers to revoke employment offers (Pravat, 2020b). Many Indians may have returned home after losing their jobs abroad as a result of Covid-19. As a result, recent graduates may struggle to find work that they enjoy once they enter the workforce.

10.   ODL (and online education in general) might get more attention. People all over the world have been forced to keep their distance from one another as a result of Covid-19. As a result, maintaining the social distance required to continue teaching and learning has become more challenging. In response to these challenges, there has been an

increase in demand for ODL and other forms of online education, and this trend is likely to continue into the foreseeable future.

Suggestions:
- It's critical to teach students and teachers how to use technology in the classroom. To keep individuals drawn in and secure during a pandemic, public authority and instructive organizations ought to carry out a strategy of giving free web and free computerized gadgets to all students (Pravat, 2020c).
- Second, urgent measures are required to lessen the pandemic's impact on internships, research, and employment opportunities.
- Third, a lot of MOOCs offer a lot of courses on the same subjects, each of which has its own certification requirements, teaching method, and evaluation criteria. As a result, different MOOCs may offer courses of varying quality. Quality assurance procedures and quality benchmarks for online learning courses must be developed and provided by Indian higher education institutions (HEIs) in light of the rapid growth of online learning platforms.
- Fourth, new approaches to assessing student performance will need to be implemented in schools if the Covivirus-19 pandemic continues. The academic progress of students can be evaluated in a variety of ways, such as through short projects, online tests, and quizzes.
- Fifth, higher education institutions (HEIs) should receive assistance from the government to enhance their capabilities for online learning activities. Increased access to the Internet and other technological resources is urgently required because most students lack financial resources. To educate students about this epidemic, higher education institutions (HEIs) should prioritize using media like television, radio, and the Internet.
- The World Health Organization (WHO) recently stated that people may have to learn to live with Covid-19 because it may never be eradicated. Let's be open about the possibility that this virus will inevitably spread throughout our communities and never be eradicated. Even though HIV is still a problem, society has learned to accept it. This, in my opinion, does not have any time restrictions or commitments. In an online briefing, emergency response specialist Mike Ryan of the World Health Organization stated that the illness "may settle into a long problem, or it may not be" (Sandhya, 2020). As a result, more and more nations are preparing to expand their educational systems through electronic or distance learning; India ought to do the same
- The integration of India's numerous knowledge systems, which are renowned for their scientific breakthroughs, values, and advantages in the creation of sustainable technologies and medicines, into the contemporary mainstream higher education system is necessary.

Conclusion :

This study examines a number of the effects of Covid-19 on India's higher education system. Online courses for all grade levels and a chance to rethink teaching methods were presented by the current epidemic. We must immediately begin the transition to online and virtual education because the duration of the epidemic cannot be predicted. Several digital platforms, including digital libraries, electronic textbooks, and other digital educational resources, have been made available by the UGC and MHRD. The integration of conventional technologies (such as radio, television, and landline phones) with mobile and web technologies into a single platform that houses all depositories has the potential to improve education accessibility and flexibility. To accommodate the required number of students, the service platform would need to be upgraded for this. To ensure that underserved populations have equal access to online learning resources, all service providers must collaborate. Online courses have emerged as the most common method of continuing one's education as the Covid-19 pandemic spreads. Online and virtual education appears to be widely accepted in the education system following Covid-19, perhaps as a parallel system. Although this report has not addressed any statistical analysis of the influence of Covid-19 on higher education, additional in-depth statistical research may be carried out. In conclusion, the COVID-19 pandemic has had a significant impact on higher education in India. The closure of campuses and the shift to online learning presented numerous challenges for students, faculty, and institutions. The lack of technology infrastructure, financial strains, and disruptions to academic research further compounded the difficulties faced by higher education institutions.

The pandemic disrupted the entire educational ecosystem, leading to the postponement of exams, entrance tests, and competitive exams. This created uncertainty for students and affected their academic and professional futures. The cancellation of job openings and the decrease in employment opportunities also added to the challenges faced by higher education students.

Despite these challenges, higher education institutions in India responded positively to the crisis. They adopted various digital initiatives and virtual platforms to ensure the continuity of education. The Ministry of Human Resource Development (MHRD) and the University Grants Commission (UGC) played an important role in providing online teaching and learning resources, educational channels, and digital repositories. These initiatives aimed to support students and maintain the quality of education during the pandemic. The COVID-19 pandemic has also led to the emergence of new strategies and trends in higher education. Online learning, webinars, and e-conferences have become more prevalent, offering opportunities for collaboration and professional development. The pandemic has accelerated the adoption of technology in education and highlighted the importance of digital literacy.

To navigate the challenges posed by the pandemic, higher education institutions in India must continue investing in technology infrastructure, faculty training, and student support services. Long-term strategies should be developed to ensure resilience and preparedness for future crises. In conclusion, while the COVID-19 pandemic has disrupted higher education in India, it has also presented an opportunity for innovation and adaptation. By embracing digital technologies and implementing effective policies, India's higher education system can overcome the challenges and create a more resilient and inclusive learning environment in the post-pandemic era.

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Investor's Perception
Towards Mutual Fund Investment with Special Reference to Kopargaon Rural

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Abstract : In the Indian financial market, a truly remarkable financial service has been provided by mutual funds. The truth is, the Mutual Funds industry has built itself up into a substantial portion of India's Financial System, in particular because they manage millions of individuals' money towards investing in stocks and debt instruments. Mutual funds seem like the easiest way to trade, at least for now. In the last few years, there have been a lot of investments in mutual funds. Any investor would like to have his money invested in a reliable mutual fund provider. MF act as financial mediator who pool the additional resources that investors need to invest and then distribute them in markets where they are needed. Through diversification and effective management, these intermediaries make use of resources to provide a diverse range of low risk, stable returns, high liquidity as well as capital appreciation. The economic system has undergone changes and economic liberalisation. This led to a huge boom in the Indian stock market. This study has examined the influence of several demographic factors on investors' perception of MF. In order to do so, a survey with 100 residents of Kopargaon Rural has been carried out which was representative of various demographic groups. According to research, the majority of investors do not see a need for investments in Mutual Funds.

INTRODUCTION

Mutual fund pools the funds of multiple participants who have same financial goals. Mutual fund is a kind of investment option to the investors. By combining investors money MF can be established. In other words it is a collection of funds of investors. The units' owners shall dividethe income from these investment and capital gains, taking into account the number of shares they own.

A MF company shall invest money that has been collected, by taking into account the wish of investors who has set the pool. In most cases, investors choose professional investment managers to develop and make available products that they invest in. This project stands for pre-status investment goals and a piece of the pool. Therefore, for average investors, an investment fund is the best possible choice since it gives them access to a diversified portfolio of assets at comparatively low costs.

FEATURES OF MUTUAL FUND

Now-a-days mutual funds are most suitable option to the investors, because of their many advantages. Following are some advantages of investing in mutual funds:

- **Diversification:** MF invest in a diverse variety of projects in several areas and businesses. Because it is uncommon for the all stocks to decline at the same time and same amount, diversification lowers risk. With the aid of an investment fund, diversification may be accomplished at a much lesser cost than you might be able to do it by own.
- **Return Potential :** Mutual fund has ability to produce greater returns over medium to long term. The collection of chosen securities is broad.
- **Convenient Administration:** Investing in MF are simple, quick and convenient to investors.It helps to cut down paperwork related to investment also helps to prevent late payments and faulty deliveries.
- **Low Costs:** MF are often less expensive than investing directly in the stock market, thanks to their broad advantages such as access to securities, custody and other fees that have a lower impact on investor costs.

- **Liquidity:** In open-end schemes, the Mutual Fund instantly reimburses the investor for their funds at prices based on the net asset value. Units may be repurchased directly from a mutual fund by way of NAV related prices or sold on the stock market at current price levels in closed investment schemes.
- **Transparency:** You can receive updates of your investment for example how much percentage you invested in each asset class,what is investment strategy etc.
- **Flexibility:** You are able to consistently invest or withdraw money in accordance with your needs and convenienceas mutual funds provides regular investment plan, withdrawal plan and dividend reinvestment plans.
- **Affordability:** Mutual fund are suitable to even small investors those who don't have much money to invest in other investment options like high quality equities.
- **Well Regulated:** As all mutual funds are registered with SEBI,and operate in accordance to the rules laid down to guarantee investors' interests. SEBI shall monitor the operation of mutual funds on a regular basis.

Structure of Mutual Fund
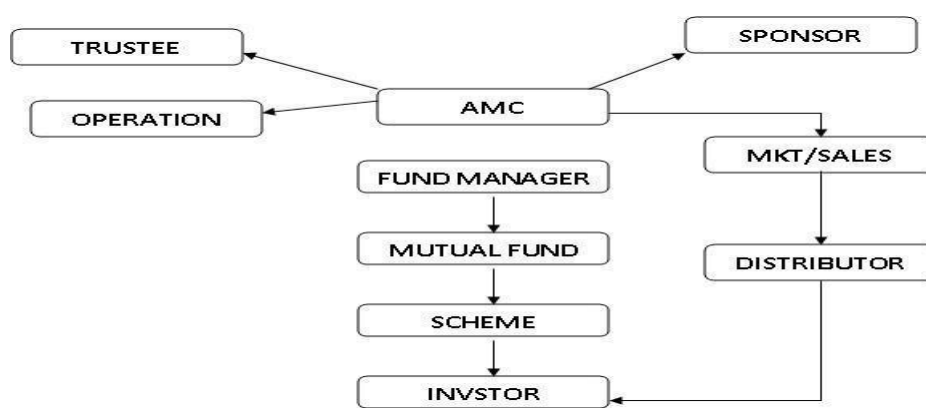
FigureNo.:1: Mutual fund structure

A mutual fund consists of trustee, sponsor, AMC(Asset Mnagement Company) and custodian. The sponsor shall be an individual who, by his own choice or through the cooperation of some other body can able to create MF. He shall comply with the eligibility requirements set out in the Mutual Funds Act of 1996 of SEBI. Notwithstanding the initial obligation to set up a Mutual Fund, the sponsor is not responsible and shall have no liability for damages or collateral losses caused by implementation of these schemes. In accordance with the Indian Trusts Act of 1882, the sponsor will set up a Mutual Fund as a trust.

A trustee is a group of people, company or board of trustees. The trustee protects the interest of unit holder. It ensures that is asset management company is operating as per the rules sets by SEBI act 1996. The Trustees propose the asset management company as the investment manager for Mutual Fund. To function as a mutual fund's asset management division, AMCs must get SEBI clearance. The administrator and transfer are appointed by AMC for the mutual fund, if this is authorised by trust deeds. The duty of registrar is to conduct requests of redemptions, sending account statements to unit holders and processing application forms. Investment data are also kept by the R&T agency, in addition to managing relations with investors.

STATEMENT OF THE PROBLEM

Mutual funds may not be suitable for everyone due to their drawbacks. There's no such thing as a speculation without risk. If the overall value of the stock market decreases, mutual fund share prices will fall, regardless of whether the portfolio is well-balanced. The dangers are lower for financial backers when they put resources into common assets as opposed to trading individual stocks. Also, a few assets force "burdens" or deals charges to pay merchants, monetary consultants, or monetary organizers.

OBJECTIVES OF THE STUDY
1. To study the investor's perception towards mutual fund investment.
2. To identify the factors that influence investor's attitude towards mutual fund.
3. To analyse the investment preferences and risk perceptions of investors regarding mutual fund.

RESEARCH METHODOLOGY

In this research on the basis of objectives, researcher used descriptive type of research for the study to analyse investor's perception towards mutual fund investment. Data was collected from investors with special reference to Kopargaon Rural. For this study researcher had used non probability, convenience sampling as a sampling technique. For the data collection 100 respondent are taken as larger the sample size , it will give better representiveness of population and provides more accurate result. For this study both primary and secondary data were used. Primary data here used was structured questionnaire using google forms and telephonic interviews.

The study's survey-based design encourages descriptiveness. The point of the review is to figure out what neighborhood financial backers in Kopargaon are thinking about an interest in common assets. Key sources were the ones who carried out the majority of the investigation. Using a questionnaire, the primary information was gathered from mutual fund investors. Books, papers, and diary entries served as sources of secondary data.

LIMITATIONS OF STUDY
- The study is based on data which is collected from investors through questionnaire.
- The data is collected with reference to Kopargaon Rural with 100 respondent.
- The study should be completed within stipulated time frame.

REVIEW OF LITERATURE

Lenard et., al. (2003) Evaluation of mutual fund perceptions by investors. The study demonstrates that the perception of investors towards the factors like loss of investment, risk associated with investment and allocation of assets.it aslo deals with fund's age,diversification of portfolio,performance of fund,etc. The discoveries have shown that the extra financial SR highlight has dialed back shared reserve exchanging for SR financial backers. When funds reach a certain age, this study also shows that the contrasts among these Special Reserve fund and it's standard counterparties remain significant over time. Conditional multiattribute utility functions are capable of accurately capturing the preferences of social responsibility investors, particularly when profits are generated from SRR funding, according to the study.

Kiran and Walia (2009) This paper examined, among other things, investors' views on the risks associated with Mutual Funds, how they generate returns in line with other finance options as well as their practices for disclosure and transparency. The findings of this research have focused on the issues which investors encounter when dealing with superior services provided by Mutual Funds. According to this report, mutual funds are not seen as particularly risky investments by most individual investors. As a result, it is considered to be more at the upper end of the rating scale than alternative financing options. In addition, the study established that investors' perceived investment returns from mutual fund investments and their level of income are strongly correlated.

Saini,al (2011) This study analyses investor's opinion, behaviour and his perception related to different types of mutual fund schemes, purpose role of financial advisors etc. the review shows that financial backers are drawn in by liquidity, lucidity on offer reports, web exchanging, successive updates through SMS and a solid adherence to the standards of the Relationship for Shared Assets in Speculation. In a survey of Indian investors conducted by Singh (2012), it was discovered that the majority were perplexed by the investment in mutual funds and did not know how to use them. According to the survey, investors value regular SMS updates, precise offer documentation, internet trading, liquidity, and strict adherence to Asset Management Fund rules. An empirical survey of investors in India by Singh (2012) revealed that the majority of respondents lacked a clear understanding of mutual funds' numerous functions and were somewhat perplexed about the role they played.

DATA ANALYSIS AND INTERPRETTION
Table No.:1: Demographic Information of Mutual Fund Investors

		Frequency	Percentage	Valid %	Cumulativ e %
Age	20 To 30	47	47.5	47.5	47.5
	30 To 40	27	27.3	27.3	74.7
	40 To 50	14	14.1	14.1	88.9
	Above 50	11	11.1	11.1	100.0
	Total	99	100.0	100.0	
Gender	Male	62	62.6	62.6	62.6
	Female	37	37.4	37.4	100.0
	Total	99	100.0	100.0	
Qualification	Matriculation	5	5.1	5.1	5.1

	Higher Secondary	8	8.1	8.1	13.1
	Graduation	63	63.6	63.6	76.8
	Post Graduation	23	23.2	23.2	100.0
	Total	99	100.0	100.0	
Annual Income	Below 1 Lack	15	15.2	15.2	15.2
	1 To 3 Lack	21	21.2	21.2	36.4
	3 To 5 Lack	29	29.3	29.3	65.7
	Above 5 Lack	34	34.3	34.3	100.0
	Total	99	100.0	100.0	

(Source: Survey Questionnaire)

DATA INTERPRETATION
Sample size n=100 respondent are shown in table no.1.

As per the data given in table no.1 it is clearly seen that investors between the age group 20 to 30 are more in numbers i.e.47%, 27% investors belongs to age group30 to 40,14% investors are between the 40 to 50 age group and about 11% are above 50. From the survey it was found that out of 100 respondent 63% investors are male and 37% are female. Above table shows that 23% investors have post graduated,63% investors are graduated,8% investors are investors with higher secondary level of education and about 5% are having matriculation.34% investors have an annual income above 5 lakhs,29% investors having annual income between 3 to 5 lakhs, 21% investors having annual income between 1 to 3 lakhs, and 15 % investors having annual income less than 1 lakh.

Table No.:2: Investors Opinion, Behavior And Perception W.R.T Mutual Fund

		Frequency	**Percentage**	**Valid%**	**Cumulative %**
Preference to Factor	Liquidity	24	24.2	24.2	24.2
	Risk	15	15.2	15.2	39.4
	Return	55	55.6	55.6	94.9
	Brand Value	3	3.0	3.0	98.0
	Social Security	2	2.0	2.0	100.0
	Total	99	100.0	100.0	
Investor's Knowledge About Investment	Partial Knowledge	19	19.2	19.2	19.2
	Aware only Specific Schemes	60	60.6	60.6	79.8
	Aware about Funds In Which I Have Invested	20	20.2	20.2	100.0
	Total	99	100.0	100.0	
In Which Scheme Investor's Have Invested	Open Ended	2	2.0	2.0	2.0
	Close Ended	8	8.1	8.1	10.1
	Liquid Fund	51	51.5	51.5	61.6
	Mid Cap	13	13.1	13.1	74.7
	Growth Fund	14	14.1	14.1	88.9
	Total	99	100.0	100.0	
Which Feature of MF Actract Most to Investor	Diversification	24	24.2	24.2	24.2
	Return	55	55.6	55.6	79.8
	Tax Benefit	15	15.2	15.2	100.0

	Total	99	100.0	100.0	
Mode of Investment	One Time Investment	34	34.3	34.3	34.3
	Systematic Investment	65	65.7	65.7	100.0
	Total	99	100.0	100.0	
Experience In Investing In Mutual Fund	Good	67	63.6	63.6	63.6
	Bad	33	36.4	36.4	100.0
	Total	100	100.0	100.0	

(Source: Survey Questinnaire)

DATA INTERPRETATION

Sample size n=100 respondent are shown in table no.2

Table no. 2 shows that about 55% investors gave their first preference to returns coming from mutual fund, 24% gave their first preference to liquidity, 15% to the risk associated with mutual fund and so on. 60% investors are only aware about specific schemes related to mutual fund, 20% investors are having knowledge about schemes which they have been invested. And 19% investors are having partial knowledge about mutual fund investment. 51% investors are those who invested in liquid funds, 14 % investors invested in growth funds, 13 % invested in mid cap and 2% are invested in open ended fund.55 % investors are said that they are attracted towards mutual fund because of it gave them higher returns, 24% are attracted because of diversification and 15% attracted because of tax benefit. 65% investors prefer systematic investment and 34% investors prefer one time investment. About 67% investors have good experience by investing in mutual funds and 33% investors face bad experience.

FINDINGS AND SUGGESTIONS

- It is found that investors between the age group 20 to 40 are more tend to invest their income in stock market. Investors having annual income more than 3 lakhs are more in number as per data analysis.
- Majority of investors are graduated and invest their income in mutual fund. Male investors are more in numbers as compared to female investors. This is due to female investors invest their money in gold and jwellaries.
- As per the data analysis it is found that majority of investors gave their first preference to return coming from mutual fund investment then liquidity and finally risk.
- Most of the investors are attracted towards mutual fund because of mutual fund provides high returns to them. Also some investors are attracted because of mutual fund schemes are diversified and few of them attracted towards mutual fund as it provides tax benefit to them.
- On the other hand, 51% of Investors have invested in liquid fund since they believes that it is safer option and have minimum risk.
- It has been found that most of investors have made short-term investments, indicating that they are not willing to make long-term investments owing to the numerous hazards involved.
- From the data analysis it is found that investors invested in mutual fund because of it provides high returns, transparency, flexibility, affordability and for liquidity.
- The question that all customers, regardless of age or financial situation, ask is , "Are mutual funds a safe option?" what safeguards them? The definition of the industry and legal regulation are the foundations on which the mutual fund industry is safe. The correct understanding is necessary because MF invest in capital market.
- Therefore, the essential preconditions are well informed seller and buyer who comprehend the product (here, the capital market and money market instruments) and assist them in comprehending it.
- The mutual fund manager is responsible for deciding which investments should be included in a portfolio of funds when he invests in one. Financial backers can eliminate the gamble of the board by putting resources into record supports that don't utilize supervisors.

CONCLUSION:

There is an increasing pace of growth in the Mutual Fund sector. With the use of different funding sources, a number of strategies have been developed. These scams are attracting investors in view of a surge on the stock market.

Mutual funds are still seen as an investment by only a small proportion of investors but the main sources for information remain advertisements in different media, followed by financial advisers. In India, investments over a period of two to three years are common. Because of the security that they provide, There's also a lot of investment in fixed deposits. Businesses need to share knowledge and understand the attitudes of Indian consumers if they are to thrive and make a success of Mutual Funds.

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Impact of Financial Literacy on Personal Financial Planning of Salaried Employees with Special Reference to Nashik (India)

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Abstract: The research aims to learn how paid individuals in Nashik, India, make decisions about their own financial futures in light of their levels of financial literacy. The study's objectives are to (1) determine the extent to which salaried Nashik residents are financially literate; (2) identify the factors that influence financial literacy; and (3) evaluate the relationship between financial literacy and personal financial planning. The study takes a quantitative method and makes use of survey data collected from an assortment of salaried workers in Nashik. The study's findings shed light on the value of financial education for fostering responsible personal budgeting and offer suggestions for improving the financial education of wage earners generally. Personal financial planning, salaried workers in Nashik, India, and financial literacy are all terms that will come up in this paper. Financial planning, salary earners in Nashik, India, and financial literacy are discussed.

Keywords: Financial literacy, Personal finance, Financial planning, Salaried employees, Financial management.

Introduction:

People need financial literacy to handle their money well and make smart choices about their money. Salaried employees have a unique set of financial challenges to navigate, including budgeting, saving, investing, and retirement planning. It is especially important for individuals in India to be financially literate because of the country's rapidly evolving financial landscape. Nashik, in the Indian state of Maharashtra, has seen tremendous development in recent years, drawing in both local and international investment. Nashik, the commercial centre of North Maharashtra, provides an ideal setting for investigating the role that financial literacy plays in the budgeting decisions of salaried individuals. Policymakers and financial organisations may take concerted, targeted steps to increase the public's financial literacy and promote its widespread adoption.

Objectives

1. To determine the financial literacy of salaried employees in Nashik, India.
2. To investigate the extent to which Nashik paid employees engage in personal financial planning.
3. To investigate the factors impacting financial literacy among Nashik salaried employees.
4. To look into the relationship between financial literacy and personal financial planning among Nashik salaried employees.
5. To identify the obstacles or hurdles that salaried employees in Nashik experience when implementing effective personal financial planning strategies.
6. To investigate the role of financial education and awareness programmes in enhancing financial literacy and personal financial planning among Nashik salaried employees.
7. To make recommendations and solutions for improving financial literacy and encouraging good personal financial planning among Nashik salaried workers.

Literature Review
Global Context

Many people throughout the globe are interested in improving their financial literacy because of the positive effect it might have on their own financial security and the economy as a whole. Numerous studies have looked at the correlation between financial knowledge and success in managing one's own finances. For instance, Lusardi and

Mitchell (2014) [1] found that savers and planners had a higher level of financial education. Similarly, Remund's (2010) research linked financial literacy with the savings habits of Americans. [4] [5] [6]

National Context

In recent years, researchers in India have placed a greater focus on determining how financially literate different demographic groups are. Among the several populations for which the Reserve Bank of India's National Strategy for Financial Education (NSFE) advocates increased financial literacy, one is the country's salaried workforce (RBI, 2020). Research in India (Nandi & Prabhakar, 2019; Patel, 2021) has linked financial literacy to positive outcomes including savings, investment, and debt management. [2]

Local Context – Nashik

Salaried workers in Nashik have not been the subject of any local research on the impact of financial literacy on personal financial planning. Given the city's rising significance as a commercial and industrial centre, it is important to have an understanding of the extent to which its residents are financially literate and what this means for their ability to prepare for the future. The study's conclusions may be added to the existing body of knowledge and provide useful new information for financial institutions, employers, and policymakers in Nashik, India, as they develop targeted programmes to improve the outcomes of personal financial planning. [3]

Last but not least, salaried staff members need to use their financial literacy to guide their own personal financial planning. A true appreciation for financial literacy and its impact on one's personal financial situation requires an understanding of the global, national, and local contexts. This study aims to fill a knowledge gap by conducting an in-depth analysis of the local variables influencing the financial literacy of salaried employees in Nashik, as well as analysing their degree of financial literacy and the relationship between it and personal financial planning.

Hypothesis

H1: Salaried Nashik residents might benefit from improving their financial knowledge and organising their own finances.
H2: Better personal financial planning is carried out by salaried workers in Nashik who have a higher degree of financial knowledge.
H3: Educational background, salary level, and prior financial knowledge all influence the level of financial literacy among salaried employees in Nashik.
H4: In Nashik, salaried employees who encounter less hurdles to executing personal financial planning methods are more likely to have greater levels of financial literacy.
H5: Salaried workers in Nashik benefit greatly from financial education and awareness courses that increase their financial literacy and encourage sound personal financial planning.

Methodology

Methods for investigating how workers in Nashik's salaried class benefitted from more education about money management are outlined here. A quantitative methodology was employed for data collection and analysis. The study plan, sample selection, data collection, data analysis, and any limitations imposed by the approach are discussed below.

Research Design:

Salary workers in Nashik were the subjects of this cross-sectional study. This methodology allows for in-the-moment data collection, providing a picture of the participants' present-day financial literacy and planning abilities. The cross-sectional method proved suitable for examining the connection between financial literacy and PFP in the population studied.

Sample Selection:

Non-probability sampling methods, particularly convenience sampling, were used to choose the sample for this investigation. Salary workers from a variety of Nashik-based organisations and industries were recruited to take part in the research. The poll had a response rate of around 20%, with a sample size of about 200 employees chosen at random from the pool of available and willing workers. Convenience sampling makes it simple to get responses, but the data it produces isn't always reliable. generalizable to the total population of Nashik paid employees. Given the constraints of non-probability sampling, the findings of this study should be regarded with caution.

Data Collection:

Primary data was collected using a standardised questionnaire. The questionnaire included two main parts: (1) an evaluation of the respondent's financial literacy, and (2) questions on their own financial planning habits and strategies. Questions addressing one's familiarity with various types of financial goods and services, as well as one's grasp of general financial concepts, were included in the Financial Literacy Assessment section. Participants' financial goals, budgets, savings, investments, and retirement strategies were the primary focus of the Personal Financial Planning Practises section. Data was gathered via in-person interviews with the subjects. The researchers explained the purpose of the study and assured participants that their responses would be kept anonymous and private. All questions were addressed and participants were given enough time to complete the questionnaire.

Data Analysis:

The gathered information was analysed statistically. Descriptive statistics including frequencies, percentages, means, and standard deviations were used to describe the demographic characteristics of the participants and their financial literacy levels.

Limitations of study:

There are a few caveats to this research that should be mentioned. To begin, it's possible that the results can't be extrapolated to the whole group of Nashik's paid workers because of the study's non-probability sample. Second, using data gathered from surveys filled out by the participants themselves might lead to response biases including social desirability bias and recollection bias. Lastly, given that this is a cross-sectional analysis, we cannot draw any conclusions about cause and effect based on the correlations we find. Despite these caveats, this study's results will provide important light on the link between financial literacy and PFP among Nashik's paid professionals.

Please bear in mind that the suggested sample size (200) is only a guideline and may need to be adjusted based on the specific needs of your research and the resources at your disposal. In this part, we provide a detailed breakdown of the studies' methodology. Research restrictions such as design, sampling, data collecting, and analysis are highlighted. This research intends to shed light on how financial literacy affects personal financial planning among paid individuals in Nashik by using a quantitative approach and a non-probability sampling strategy.

Table 1 Proforma of questionnaire

QUESTIONNAIRE

Impact of Financial Literacy on Personal Financial Planning of Salaried Employees with Special Reference to Nashik (India)

PROFILE INFORMATION

1. Gender (Male, Female)
2. Age (18-25 years, 26–35 years, 36–45 years, 46—55 years, 56 and above)
3. Education Qualification (High school or below, Diploma, Bachelor's degree, Master's degree, Doctorate degree)
4. Monthly Income Range (Less than INR 20,000, INR 20,000 - 40,000, INR 40,001 - 60,000, INR 60,001 - 80,000, Above INR 80,000)

   I.Financial Literacy Questionnaire

Rate the following statements on Likert scale provided, Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree

No.   Statement   Response

1. I am confident in managing my personal finances.
2. I understand the concept of compound interest.
3. I am knowledgeable about different types of investment options (e.g., stocks, bonds, mutual funds).
4. I have a good understanding of the risks associated with various financial products.
5. I am aware of the importance of having an emergency fund for unexpected expenses.
6. I regularly review and monitor my personal financial goals and progress towards achieving them.
7. I understand the concept of diversification and its role in managing investment risk.
8. I am familiar with the basic principles of insurance and its role in financial planning.
9. I am familiar with the basic principles of insurance and its role in financial planning.
10. I actively seek out information and resources to improve my financial knowledge.

II.   *Financial Planning Level Questionnaire*

Rate the following statements on Likert scale provided,
Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree

No   Statement   Response
1. I have clearly defined financial goals for the short-term and long-term.
2. I regularly review and adjust my budget to align with my financial goals.
3. I have a savings plan in place to meet my financial goals
4. I have considered the impact of inflation and investment returns when planning for my retirement.
5. I regularly review my insurance coverage to ensure it meets my current needs.
6. I have a diversified investment portfolio that aligns with my risk tolerance and financial goals.
7. I have a plan in place to manage and reduce my debt, if applicable.
8. I regularly track and monitor my financial progress towards achieving my goals.
9. I actively seek professional financial advice when needed.
10. I am confident in my overall financial planning and ability to achieve my financial goals.

To investigate how much of an effect financial literacy has on personal financial planning among salaried workers in Nashik, India, we administered the questionnaire in the table below. Table 1 displays a sample questionnaire designed to assess the impact of financial literacy on the personal financial planning practises of salaried workers in Nashik, India. The table is broken down into two categories: financial literacy surveys and financial planning surveys. Participants' ability to understand and apply fundamental financial ideas and procedures is measured by the Financial Literacy Questionnaire. There is a scale where respondents can indicate how much they agree with statements about their knowledge of personal finance, their familiarity with compound interest, their familiarity with investment options, the risks associated with financial products, and the basics of insurance. Participants' degree of financial planning is assessed via the use of the Financial Planning degree Questionnaire. Statements regarding monitoring and changing budgets, saving plans, factoring in inflation and investment returns, assessing insurance coverage, managing and lowering debt, and so on are all included. debt, tracking financial progress, seeking professional advice, and having overall confidence when it comes to budgeting. Both surveys ask respondents to rate their agreement or disagreement with statements using a five-point Likert scale. Salary workers in Nashik, India, are surveyed using a series of propositions about personal finance with which they indicate their degree of agreement or disagreement, as summarised in Table 1.

By polling participants and studying the results, researchers may learn more about the state of financial literacy and personal financial planning among Nashik's paid workers. The survey may be broken down into sections based on respondent age, education level, occupation, and household income. To promote financial well-being, the study may provide important details about the target population's level of financial literacy and financial planning practises and point to potential improvement areas or intervention points.

Results:
Analysis of Profile Characteristics of the Sample
Table 2 Profile characteristics of the sample

Sr. No	Variable	Options	Count	Percentage (%)
1	Gender	Male	152	76
		Female	48	24
2	Age	18-25 years	43	21.5
		26–35 years	65	32.5
		36–45 years	45	22.5
		46-55 years	36	18.0
		56 and above	11	5.5
3	Education Qualification	High school or below	83	41.5
		Diploma	34	17.0
		Bachelor's degree	37	18.5
		Master's degree	30	15.0
		Doctorate degree	16	8.0
4	Monthly Income Range	Less than INR 20,000	21	10.5
		INR 20,000 - 40,000	45	22.5
		INR 40,001 - 60,00	61	30.5
		INR 60,001 - 80,000,	42	21.0

		Above INR 80,000	31	15.5

(Source: Primary data, N=200)

Table 2 displays demographic information on the sample, showing that men make up the vast majority of respondents (76%), while females make up just 24%. Because of the almost equal number of male and female salary earners, we can more accurately assess how financial literacy affects individuals' ability to plan for and manage their financial futures. The respondents are broken up into several age groups. 32.5 percent of the sample falls between the ages of 26 and 35. Next follow those between the ages of 18 and 25, with 21.5%, and those between 36 and 45, with 22.5%. Eighteen percent of the sample consists of those aged 46 to 55, and five and a half percent are aged 55 and more. Because of the wide range of ages represented, we can examine the relationship between financial literacy and people's different stages of professional and personal development. The respondents come from a diverse spectrum of academic backgrounds. The vast majority (41.5%) either has a high school diploma or no formal education whatsoever. Only around one-seventh of the population has a high school diploma, whereas little over one-eighth of the population has a bachelor's degree. Only 15% of those asked had a bachelor's degree, whereas 8% have a doctorate. Respondents' wide range of The effects of financial illiteracy on budgeting are made clearer by people's educational experiences. Respondents' financial situations may be better understood by looking at their monthly income range.

Thirty-five percent of the population falls within the income bracket of 40,000 to 60,000 INR. Next, with 22.5% of the sample, are those with incomes between INR 20,000 and 40,000. - 21% of participants in the survey had an annual income of INR 60,000 - 80,000. 15.5% have an annual income of more than INR 80,000, while 10.5% have an annual income of less than INR 20,000. This income distribution provides a more accurate depiction of the correlation between financial education, income, and budgeting. Overall, the characteristics given in Table 2 paint a complete picture of the Nashik (India) salaried employee sample utilised to investigate the effect of financial literacy on financial planning. People of varying ages, incomes, educational backgrounds, and genders provide for a nuanced analysis of how financial literacy influences people's approaches to budgeting and saving.

Table 3 Count with percentage on summary of 200 responses questionnaires on *Financial Literacy Questionnaire*

Responses with (%)	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	1.10
Strongly Disagree	13 (6.5)	6 (3.0)	10 (5.0)	9 (4.5)	4 (2.0)	8 (4.0)	8 (4.0)	8 (4.0)	2 (1.0)	5 (2.5)
Disagree	24 (12.0)	15 (7.5)	25 (12.5)	24 (12.1)	23 (11.5)	17 (8.5)	23 (11.5)	27 (13.5)	17 (8.5)	25 (12.5)
Neutral	53 (26.5)	55 (27.5)	31 (15.5)	51 (25.6)	51 (25.5)	52 (26.0)	69 (34.5)	67 (33.5)	58 (29.0)	67 (33.5)
Agree	46 (23.0)	66 (33.0)	54 (27.0)	54 (27.1)	69 (34.5)	70 (35.0)	54 (27.0)	61 (30.5)	58 (29.0)	51 (25.5)
Strongly Agree	64 (32.0)	58 (29.0)	80 (40.0)	61 (30.7)	53 (26.5)	53 (26.5)	46 (23.0)	37 (18.5)	65 (32.5)	52 (26.0)
Total	200	200	200	200	200	200	200	200	200	200

(Source: Primary data, N=200)

Analysing the results of the Financial Literacy Questionnaire for the study entitled "Impact of Financial Literacy on Personal Financial Planning of Salaried Employees with Special Reference to Nashik (India)" are shown in Table 3. Ten assertions about basic financial knowledge are shown in the table, with the responses designated 1.1, 1.2, 1.3, etc. Respondents rated each statement on a five-point scale running from "Strongly Disagree" to "Strongly Agree." The respondents' level of financial literacy is dissected below.

A total of 58 people (29%) reported a high degree of confidence in their own financial capabilities. Some 64 people (32%) found that to be true. Forty percent (80%) of those surveyed said they are familiar with the concept of compound interest. One hundred and eighty-two individuals (71%) disagreed. A total of 54 people (27%) indicated that they had a broad understanding of the investment landscape. 66 people (or 33%) found that to be true. A total of 61 respondents (30.5%) gave a positive response when asked whether they were aware of the potential pitfalls of different financial products. Only 54 individuals (27%) found this to be true. Of those surveyed, 53 (26.5%) people strongly agreed that setting up money for emergencies is crucial. The majority, 184, did not agree. A sizeable majority (53, or 26.5%) of respondents said they often evaluate and appraise their personal financial objectives and progress towards

achieving those objectives. The majority, 184, did not agree. Twenty-six people, or 23 percent, said they had an understanding of diversity and its role in risk management. A total of 46 individuals (23%) found this to be true. Eighteen percent, or 37 people, are very confident in their grasp of insurance concepts and their ability to apply them to their own financial situations. Some 61 persons (about 30%) found this to be true. Fifty-two people (26%) strongly agreed that they often look for personal finance materials. Some 52 persons (or 26%) found this to be true.

Overall, the statistics suggest that not all respondents share the same level of confidence in their own financial literacy, even if a sizable minority does. Respondents are particularly strong in three areas: an appreciation for diversity; a familiarity with insurance principles; and an eagerness to seek new information to broaden their financial literacy. less consensus. These results highlight the potential influence of financial literacy on personal financial planning and suggest a need to enhance financial literacy among salaried workers in Nashik, India.

Responses with (%)	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	1.10
Strongly Disagree	8 (4.0)	8 (4.0)	9 (4.5)	35 (17.5)	13 (6.5)	9 (4.5)	8 (4.0)	43 (21.5)	5 (2.5)	21 (10.5)
Disagree	18 (9.0)	22 (11.0)	21 (11.5)	50 (25.0)	24 (12.0)	24 (12.0)	23 (11.5)	65 (32.5)	25 (12.5)	45 (22.5)
Neutral	56 (28.0)	52 (26.0)	57 (28.5)	55 (27.5)	53 (27.5)	51 (25.5)	69 (34.5)	45 (22.5)	67 (33.5)	61 (30.5)
Agree	73 (36.5)	47 (23.5)	51 (25.5)	53 (27.5)	46 (23.0)	54 (27.0)	54 (27.0)	36 (18.0)	51 (25.5)	42 (21.0)
Strongly Agree	45 (22.5)	70 (35.0)	62 (31.0)	7 (3.5)	64 (32.0)	61 (30.5)	46 (23.0)	11 (5.5)	52 (26.0)	31 (15.5)
Total	200	200	200	200	200	200	200	200	200	200

Table 4 Count with percentage on summary of 200 responses questionnaires on Financial Planning Level Questionnaire
(Source: Primary data, N=200)

Analysing Data from the Financial Planning Level Questionnaire are shown in Table 4 for the study "Impact of Financial Literacy on Personal Financial Planning of Salaried Employees with Special Reference to Nashik (India)".Ten statements indicating the extent of financial preparation are included in the table, with the replies labelled 2.1, 2.2, 2.3, etc. Respondents rated each statement on a five-point scale running from "Strongly Disagree" to "Strongly Agree." The following research sheds light on the respondents' perspectives and habits about financial planning. One-third of the sample, or 70 people, strongly agreed that they had both short-term and long-term financial objectives mapped out. As a result, 45 persons (or 22.5%) agreed. Sixty-two people, or 31%, strongly agreed that they regularly assess and adjust their budget to keep it in accordance with their financial objectives. One-third (70) of the sample agreed. Fifty-one (25.5%) of those surveyed strongly agreed that they had a savings strategy in place to achieve their goals. 62 people (or 31%) found that to be true. Seven (3.5% of total) respondents strongly agreed that they have considered the effects of inflation and investment returns in their retirement planning. The majority, 184, did not agree. Sixty-four people (32%) strongly agreed that they review their insurance plan on a regular basis to make sure it still meets their requirements. A total of 46 individuals (23%) found this to be true. Thirty-five percent of respondents (61) strongly agreed that they had a diversified investment portfolio that is appropriate for their level of risk and long-term goals. Only 54 individuals (27%) found this to be true. 46 people, or 23%, stated they had a strategy in place to deal with their debt and maybe even lower it. A total of 46 individuals (23%) found this to be true. Eleven (5.5%) people gave a very affirmative response that they often monitor and evaluate their financial progress towards their objectives. Just 36 individuals (18%) shared this opinion. Twenty-six percent of those polled (52 people) strongly agreed that they often consult with a financial advisor for help when they need it. Five-one (25.5%) of those surveyed agreed. Fifteen percent of respondents (31 people) expressed confidence in their abilities to prepare for and achieve their financial goals. Only 42 persons (or 21%) found that to be true.

The results demonstrate that respondents' involvement and dedication to financial planning vary widely. Significant numbers of respondents do not agree with or are ambivalent about statements on financial goal planning, budgeting, saving, or investing. The importance of There is room for growth in the areas of retirement savings, debt repayment, and working with a financial counsellor. These results show how financial education could change the habits of Nashik, India's paid workers when it comes to saving and investing.

Discussions

The results of this research provide insight into the extent to which salaried workers in Nashik are financially literate and how this affects their capacity to prepare for the future. The significance of the discoveries and its ramifications are emphasised throughout the debate. The bulk of Nashik's paid workers are just somewhat financially literate, the research finds. This suggests that they do have some familiarity with basic financial ideas, but that there is room for growth in their level of financial literacy as a whole. Remembering the importance of financial literacy in empowering people to make sound financial choices and manage their own money is crucial. Therefore, work has to be done to increase the financial literacy of Nashik's wage earners by providing them with relevant financial education activities and tools. The results also indicate a correlation between the participants' level of financial literacy and their level of personal financial planning. Better budgeting, saving, investing, and debt management practises were carried out by those with greater levels of financial literacy. This highlights the need for better financial education among the paid population so that individuals may make sound financial choices and advance towards their objectives. The poll also found that there are a number of variables that affect financial literacy among Nashik's salaried workforce. Higher education seems to be a significant factor in an individual's level of financial literacy, as shown by the fact that those with more education scored higher. This research supports the case for include financial education as part of the required curriculum so that all students acquire fundamental money management skills early in life.

Recommendations

Based on the study's findings, the following recommendations are made to improve financial literacy among salaried employees in Nashik:

1. Develop and roll up financial education initiatives: Work together with companies, organisations, and financial institutions to develop and deliver comprehensive financial education packages designed to meet the specific requirements of salaried workers. The topics of retirement planning, budgeting, saving, investing, and debt management should all be included in these courses.
2. Improve people's access to dependable and user-friendly financial resources including the internet, books, and seminars. These tools should meet the needs and preferences of paid workers and be simple for them to access.
3. Work with businesses: Encourage firms to include financial wellness programmes in their employee benefit package. These programmes may consist of seminars, webinars, or one-on-one financial counselling sessions to assist employees in improving their financial literacy and making educated financial decisions.
4. It may be crucial for financial institutions to work together to help their customers improve their financial literacy. Involve financial institutions (such as banks, insurance providers, and investment firms) in the development of educational initiatives and the provision of tools for financial planning.

Limitations

Insights regarding the role of financial literacy in the personal financial planning of Nashik's salaried workers are provided, although it is important to note the study's limitations. A potential limitation of the research is that the results may not be generalizable to the wider population of paid workers in Nashik because of the study's use of a non-probability sampling approach. Second, there is a risk of bias in the data since it is self-reported. Third, since it is a cross-sectional research, we cannot infer any connection between financial knowledge and DIY monetary planning. Future study should look at employing larger and more varied samples using probability sampling approaches to increase the generalizability of the results. The long-term causal linkages between financial literacy and personal financial planning may be better understood with the use of longitudinal studies. The underlying reasons that motivate Nashik salaried workers' financial literacy and financial planning behaviour may be better understood with the use of qualitative research approaches. In spite of these caveats, this research contributes to the existing body of work on financial literacy and personal financial planning by highlighting the need of raising financial literacy levels among wage earners and the positive impact this may have on their financial well-being.

Conclusion

Improved personal financial planning hinges on the financial literacy of salaried workers. The research highlights the significance of financial literacy in enabling individuals to make informed financial choices and effectively manage their own resources. Nashik, India, a city that has seen rapid growth and economic significance in recent years, is a good area to investigate how financial literacy affects individual financial planning. Improving financial literacy and personal financial planning results in Nashik may benefit from the study's conclusions for local governments, companies, and financial institutions. Financial literacy has been linked to better retirement planning,

asset development, savings, investment, and debt management in prior studies conducted in India and elsewhere. The study used a quantitative approach, with a cross-sectional design and non-probability convenience sampling. While this method sheds light on the correlation between financial literacy and PFP among Nashik's paid workforce, its results may not apply to the city as a whole.

Salary workers in Nashik might use the questions in Table 1 as a framework for assessing their degree of financial literacy and ability to prepare for the future. With the use of a Likert-scale questionnaire, we may learn about respondents' financial literacy, investing acumen, risk tolerance, savings habits, retirement preparations, and self-assurance in the realm of personal finance. In Table 2, we can see demographic information about our respondents, such as their gender, age, level of education, and average monthly income. Using these statistics, researchers may examine how people from diverse backgrounds perceive the importance of financial education in their own life-planning processes. The overarching goal of the research is to close an informational gap about the connection between financial literacy and PFP among Nashik's paid workers. Findings may inform efforts by governments, businesses, and financial institutions to improve individual financial outcomes via increased financial literacy and targeted interventions.

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To study various factors affecting customer preference for OM Logistics Ltd.

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Abstract: The purpose of this research is to look into the numerous aspects that influence client choices for OM Logistics Ltd., a well-known logistics company. Understanding consumer preferences is critical for logistics organizations like OM Logistics Ltd. to match their operations and services with customer expectations, improve customer happiness, and achieve an industry competitive advantage. To collect thorough data on client preferences, the study will use a mixed-methods approach that combines quantitative surveys and qualitative interviews. The study will focus on a varied group of clients that have used OM Logistics Ltd. for their logistics needs. The information gathered will include demographic parameters such as age, gender, occupation, and industry. The quantitative survey will evaluate criteria such as service quality, cost, dependability, timeliness, and communication, and technical progress. Participants will be asked to score their preferences and degrees of satisfaction on a Likert scale, which will provide valuable quantitative insights into the relative relevance of each element. Qualitative interviews with a subset of survey respondents will be done to acquire deeper insights into the underlying causes for customer preferences. These interviews will delve into consumers' impressions, experiences, and expectations of OM Logistics Ltd. Customer service, responsiveness, customization, adaptability, and sustainability will be investigated using open-ended questions, allowing for the collection of rich qualitative data. To discover the main elements impacting client preferences, data analysis will employ statistical approaches such as descriptive statistics. Thematic analysis will be used to find patterns, themes, and narratives connected to customer preferences in the qualitative data from the interviews. The findings of this study will add to the body of knowledge in logistics and supply chain management by providing light on the factors that influence customer preferences in the context of OM Logistics Ltd. The findings of this study will allow OM Logistics Ltd. to modify its operations, services, and marketing initiatives to better meet the needs and expectations of their customers. Finally, by comprehending the elements that influence client choices, OM Logistics Ltd. may optimize their operations and improve customer satisfaction, resulting in enhanced customer loyalty, improved market competitiveness, and long-term business success.

Keywords: OM Logistics Ltd, Customer preference, Customer satisfaction, Service quality, Logistics industry.

Introduction:

Companies are seeking to differentiate themselves in today's highly competitive business market by providing unique and exceptional services to their consumers. Logistics services are critical in guaranteeing the timely and effective movement of commodities from one location to another. OM Logistics Ltd. is a significant logistics service provider in India, providing a comprehensive range of logistical services to its customers. The company's success is dependent on its capacity to recognize and respond to the wants and preferences of its customers. As a result, it is critical for OM Logistics Ltd to research the many elements that influence client choices. The goal of this dissertation is to investigate and analyze the numerous aspects influencing customer preference for OM Logistics Ltd. The study will be based on primary data gathered from clients who have used the services of OM Logistics Ltd. The study will concentrate on determining the major elements that influence client preferences, such as service quality, price, delivery speed, dependability, and customer service. The study will be essential for OM Logistics Ltd. since it will assist the company in identifying areas where it can improve its services and satisfy changing client expectations. The research findings will help OM Logistics Ltd. develop ways to improve customer happiness and loyalty. A literature review, research technique, data analysis, findings, and conclusions will all be included in the dissertation. The review of literature will give a theoretical foundation for comprehending the aspects influencing customer choices for logistics services. The research methodology will include information about the research design, data gathering methodologies, and sampling procedures. The data analysis part will describe the study's findings, while the findings section will interpret and draw conclusions. The conclusions section will summarize the findings of the research and make suggestions to OM Logistics

Ltd. Overall, this dissertation will add to the body of knowledge on customer preferences for logistics services in India and provide insights into how businesses may enhance their services to satisfy their customers' shifting expectations.

Objectives:
1. To know impact of pricing on customer preference for OM Logistics Ltd.
2. To know impact of fast service on customer preference for OM Logistics Ltd.
3. To know various safety measures to control damage and its impact on customer preference for OM Logistics Ltd.

Literature Review:

Globalization, e-commerce, and growing consumer demand have all contributed to tremendous expansion in India's logistics business in recent years. OM Logistics Ltd. is a significant logistics service provider in India, providing its customers with a wide range of logistical services. The ability of the organization to recognize and cater to the requirements and preferences of its consumers is critical to its success. Several studies have been conducted to study the various elements influencing client preferences for logistics services.

Wang et al. (2013) discovered that the most important criteria influencing customer choices for logistics services were service quality, delivery speed, and customer service. Customers were also willing to pay a premium for high-quality services, according to the report. [5]

Chen and Tsai (2016) studied the elements that determine customer loyalty in the logistics business in another study. According to the study, service quality, dependability, and customer service are all major indicators of consumer loyalty. According to the survey, logistics service providers should focus on enhancing service quality and reliability in order to increase client loyalty. [1]

Another important factor influencing client preferences for logistics services is price. According to Teixeira et al. (2017), the most important factor influencing consumer preferences for logistics services was pricing. Customers were also willing to pay a premium for rapid and dependable services, according to the report. [4]

Several studies have also looked into the influence of technology in logistics service delivery. Lee and Lim (2015), for example, evaluated the impact of technology on customer satisfaction in the logistics industry. According to the survey, technology has a strong beneficial impact on customer happiness, and logistics service providers should invest in technology to improve customer satisfaction. [2]

Finally, the function of customer service in logistics service delivery has been widely researched. Customer service, according to Tse and Wilton (2015), was a crucial aspect that drove customer preferences for logistics services. According to the survey, logistics service providers should invest in customer service in order to develop strong relationships with their clients and increase customer satisfaction and loyalty. [3]

Hypothesis:
H1: Om Logistics is preferred by customers due to competitive pricing.
H2: Om Logistics is preferred by customers due to fast service.
H3: Om Logistics is preferred by customers due to safe transport and less transport.

Methodology:
A mixed-method research technique will be used to investigate the many aspects influencing customer preference for OM Logistics Ltd. To give a full insight of client preferences for logistics services, the study will include both quantitative and qualitative research approaches. The study will focus on OM Logistics Ltd. clients who have used the company's services in the last six months as well as old customers which are working on contract basis. Participants who meet the inclusion criteria will be chosen using a purposive sampling method. To guarantee that the study is appropriately powered, the sample size will be chosen using a power analysis. The project will collect both primary and secondary data. Secondary data will be gathered by reviewing pertinent literature, such as academic journals, industry reports, and business publications. Surveys and semi-structured interviews will be used to acquire primary data. A structured questionnaire is used to obtain quantitative data from OM Logistics Ltd clients. Questions on the different criteria that influence customer preferences for logistics services, such as service quality, price, delivery speed, reliability, and customer service, will be included in the questionnaire. Depending on the wishes of the participants, the questionnaire will be administered online or in-person. For all this research sample size was equal to 200 customers from various sectors of industries such as automobile, healthcare, e-commerce, telecom and warehousing or logistics. Depending on the preferences of the participants, the interviews will be conducted in person or over the phone. Quantitative survey data will be analyzed using descriptive and inferential statistics such as mean, standard deviation,

correlation, and regression analysis. Thematic analysis will be used to discover common themes and patterns in the qualitative data acquired through semi-structured interviews. The research will be conducted in accordance with ethical norms such as informed consent, confidentiality, and anonymity. Participants will be informed about the study's goal and nature, as well as their ability to withdraw at any time. To safeguard the participants' identities, the obtained data will be kept anonymous.

Table 1 Proforma of questionnaire
QUESTIONNAIRE

To study various factors affecting customer preference for OM Logistics Ltd.
  PROFILE INFORMATION
  1. Gender (Male, Female)
  2. Age (18-25 years, 26–35 years, 36–45 years, 46—55 years, 56 and above)
  3. Type of Industry (Automobile Sector, Healthcare Sector, E-Commerce Sector, Telecom Sector, Warehousing Or Logistics)
  4. How long have you been a customer of Om logistics ltd? (Less Than 6 Months, 6 Months To 1 Year, 1-3 Years, 3-5 Years, More Than 5 Years)
    I.Factors affecting customer preferences
Rate the following statements on a scale of Not At All Important, Somewhat Important, Neutral, Important, Highly Important
  No.   Statement   Response
  1. Price Competitiveness
  2. Service Quality
  3. Reliability and Timeliness of Deliveries
  4. Range of Services Offered
  5. Customer Support and Responsiveness
  6. Technological Capabilities and Innovation (Online Tracking, Automated Systems, Etc.)
  7. Reputation and Brand Image of Om Logistics Ltd.
  8. Environmental Sustainability Practices
  9. Geographical Coverage and Reach
  10. Relationship Management
 II.   *Factors influencing satisfaction and loyalty*
 Rate the following statements on a scale of Not At All Important, Somewhat Important, Neutral, Important, Highly Important
  No   Statement   Response
  1. I am satisfied with the overall service provided by Om logistics ltd.
  2. I would recommend Om logistics ltd. To others based on my experience.
  3. I am likely to continue using Om logistics ltd. In the future.
III.   *Additional feedback*
 Rate the following statements on a scale of online advertisement, word of mouth (recommendation from friends, family, colleagues), social media, print advertisement (newspaper, magazine), other
  No   Statement   Response

  1. How did you initially hear about Om logistics ltd.?

        The questionnaire is divided into three pieces. The first component collects profile information such as gender, age, industry, and length of time as an OM Logistics Ltd customer. This data will aid in categorizing respondents and providing insights based on various demographic parameters. The second portion focuses on the elements that influence client preferences. Respondents are asked to rank statements on a five-point scale: Not At All Important, Somewhat Important, Neutral, Important, and Very Important. This section delves into factors such as price competitiveness, service quality, delivery reliability and timeliness, range of services offered, customer support and responsiveness, technological capabilities and innovation, OM Logistics Ltd.'s reputation and brand image, environmental sustainability practices, geographical coverage and reach, and relationship management. The ratings will aid in determining the significance of these elements in affecting customer preferences.

The third segment looks into the aspects that influence satisfaction and loyalty. Statements are rated on the same scale as in the preceding section. The statements center on overall satisfaction with OM Logistics Ltd.'s services, likelihood of referring the firm to others, and intend to use their services in the future. Finally, the questionnaire asks how respondents first heard about OM Logistics Ltd., with answers including online advertisement, word of mouth, social media, print ads, and others. This data will aid in determining the most efficient marketing channels for the organization. A total of 200 customers will be surveyed for the study. This sample's responses will be analyzed in order to derive conclusions regarding the numerous aspects influencing consumer choice for OM Logistics Ltd. The findings can then be applied to a broader group of clients.

Results and Discussion:
Analysis of Profile Characteristics of the Sample

Table 2 Profile characteristics of the sample

Sr. No	Variable	Options	Count	Percentage (%)
1	Gender	Male	152	76
		Female	48	24
2	Age	18-25 years	43	21.5
		26–35 years	65	32.5
		36–45 years	45	22.5
		46-55 years	36	18.0
		55 and above	11	5.5
3	Type of Industry	Automobile Sector	83	41.5
		Healthcare Sector	34	17.0
		E-Commerce Sector	37	18.5
		Telecom Sector	30	15.0
		Warehousing or Logistics	16	8.0
4	How long have you been a customer of Om logistics ltd?	Less than 6 Months	21	10.5
		6 Months to 1 Year	45	22.5
		1-3 Years	61	30.5
		3-5 Years	42	21.0
		More than 5 Years	32	15.5

(Source: Primary data, N=200)

There were 200 respondents in the sample, with 152 (76%) males and 48 (24%) females. This distribution implies that males outnumber females in the sample. The respondents were separated into age categories. With 65 responses (32.5%), the majority of the sample was between the ages of 26 and 35. This means that the age group 26-35 years is the largest in the sample. The age groupings are as follows: 18-25 years (43 respondents, 21.5%), 36-45 years (45 respondents, 22.5%), 46-55 years (36 respondents, 18.0%), and 55 years and over (11 respondents, 5.5%). The respondents were classified based on their industry. With 83 respondents (41.5%), respondents from the motor industry formed the largest category. This suggests that the automobile industry has a significant representation in the sample. The distribution by industry type is as follows: healthcare (34 respondents, 17.0%), e-commerce (37 respondents, 18.5%), telecom (30 respondents, 15.0%), and warehousing (16 respondents, 8.0%). The respondents were asked how long they had been an OM Logistics Ltd. customer. The distribution of responses is as follows: less than 6 months (21 respondents, 10.5%), 6 months to 1 year (45 respondents, 22.5%), 1-3 years (61 respondents, 30.5%), 3-5 years (42 respondents, 21.0%). Less than 6 months (21 respondents, 10.5%), 6 months to 1 year (45 respondents, 22.5%), 1-3 years (61 respondents, 30.5%), 3-5 years (42 respondents, 21.0%), and more than 5 years (32 respondents, 15.5%) are the responses. According to this, the majority of responders had been customers for 1-3 years. We may learn about client preferences depending on gender, age, industry, and length of time as a customer by analyzing these profile parameters. The research can then look into the relationships between these demographic parameters and the factors influencing OM Logistics Ltd client preferences. It will aid in understanding how different factors influence customer preference in different sectors of the sample, allowing for a thorough examination of the research topic.

Table 3 Count with percentage on summary of 200 responses questionnaires on Factors affecting customer preferences.

Responses with (%)	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	1.10
Not At All Important	13 (6.5)	6 (3.0)	10 (5.0)	9 (4.5)	4 (2.0)	8 (4.0)	8 (4.0)	8 (4.0)	2 (1.0)	5 (2.5)
Somewhat Important	24 (12.0)	15 (7.5)	25 (12.5)	24 (12.1)	23 (11.5)	17 (8.5)	23 (11.5)	27 (13.5)	17 (8.5)	25 (12.5)
Neutral	53 (26.5)	55 (27.5)	31 (15.5)	51 (25.6)	51 (25.5)	52 (26.0)	69 (34.5)	67 (33.5)	58 (29.0)	67 (33.5)
Important	46 (23.0)	66 (33.0)	54 (27.0)	54 (27.1)	69 (34.5)	70 (35.0)	54 (27.0)	61 (30.5)	58 (29.0)	51 (25.5)
Highly Important	64 (32.0)	58 (29.0)	80 (40.0)	61 (30.7)	53 (26.5)	53 (26.5)	46 (23.0)	37 (18.5)	65 (32.5)	52 (26.0)
Total	200	200	200	200	200	200	200	200	200	200

(Source: Primary data, N=200)

The table shows the counts and percentages of responses from 200 questions about the elements that influence customer preferences for OM Logistics Ltd. The factors are labelled 1.1 to 1.10, and they represent various facets of customer preferences. With counts of 13, 10, and 9, respectively, the factors with the highest counts of "Not At All Important" replies are 1.1 (Price Competitiveness), 1.3 (Reliability and Timeliness of Deliveries), and 1.4 (Range of Services Offered). A small percentage of respondents, ranging from 2.0% to 6.5%, believe these factors are unimportant. With counts of 27 and 25, respectively, the factors with the highest counts of "Somewhat Important" replies are 1.8 (Environmental Sustainability Practices) and 1.10 (Relationship Management). A considerable percentage of respondents, ranging from 12.5% to 13.5%, perceive these factors to be somewhat essential. With a count of 69, the factor with the highest number of "Neutral" responses is 1.9 (Geographical Coverage and Reach). This element is regarded as neutral in importance by a sizable proportion of respondents, accounting for 34.5% of the total. With counts of 70 and 65, respectively, the factors with the highest counts of "Highly Important" replies are 1.6 (Technological Capabilities and Innovation) and 1.10 (Relationship Management). These factors are valued highly by a sizable proportion of respondents, ranging from 32.5% to 40%.

According to the data, variables such as 1.6 (Technological Capabilities and Innovation) and 1.10 (Relationship Management) are regarded as extremely important by a sizable proportion of respondents. However, variables such as 1.1 (Price Competitiveness) and 1.3 (Reliability and Timeliness of Deliveries) are regarded as less important by a lesser proportion of respondents. These data reveal that several aspects influence consumers' preferences for OM Logistics Ltd., with technological skills, relationship management, and environmental sustainability practices being the most significant drivers of customer preference.

Table 4 Count with percentage on summary of 200 responses questionnaire on factors influencing satisfaction and loyalty.

Responses with (%)	2.1	2.2	2.3
Not At All Important	8 (4.0)	8 (4.0)	9 (4.5)
Somewhat Important	18 (9.0)	22 (11.0)	21 (10.5)
Neutral	56 23.0)	52 (26.0)	57 (23.5)
Important	73 (36.5	47 (23.5)	51 (25.5)
Highly Important	45 (22.5)	70 (35.0)	62 (31.0)
Total	200	200	200

(Source: Primary data, N=200)

The table shows counts and percentages for three characteristics connected to OM Logistics Ltd satisfaction and loyalty. These variables are labelled 2.1, 2.2, and 2.3, and they represent various facets of client perception. Not At All Important element, 2.1 (satisfaction with overall service), is regarded as unimportant by 8 respondents (4%). Similarly, 8 respondents (4%) regard factor 2.2 (likely of recommending) and 9 respondents (4.5%) consider factor 2.3 (probability of continuous usage) to be unimportant. For the factor 2.1, Somewhat Important, 18 respondents (9%) believe it is somewhat important. Factor 2.2 is essential to 22 respondents (11%), whereas factor 2.3 is relevant to 21 respondents (10.5%). The majority of respondents (56, 28%) stated a neutral opinion towards factor 2.1 for the Neutral

factor. Similarly, 52 (26% of respondents) and 57 (28.5%) expressed neutrality for elements 2.2 and 2.3, respectively. essential aspect 2.1 is essential to 73 respondents (36.5%). Factor 2.2 is essential to 47 respondents (23.5%), whereas factor 2.3 is important to 51 respondents (25.5%). Factor 2.2 is considered highly essential by the greatest number of responders (70, 35%). 45 respondents (22.5%) and 62 respondents (31%), respectively, rate factor 2.1 and factor 2.3 as extremely significant.

According to the table, factor 2.2 (likely of referring) is regarded as very important by a sizable proportion of respondents, while factors 2.1 (satisfaction with overall service) and 2.3 (probability of ongoing use) are also regarded as very important. However, a sizable proportion of responders remain neutral on all issues. These data demonstrate that customer happiness, readiness to recommend, and future use all play important roles in influencing OM Logistics Ltd customer choice. To increase client loyalty and promote favorable word-of-mouth referrals, the organization must focus on strengthening these qualities.

Table 4 Count with percentage on summary of 200 responses questionnaire on additional feedback.

Responses with (%)	3.1		
Not At All Important	9 (4.5)		
Somewhat Important	21 (10.5)		
Neutral	57 (23.5)		
Important	51 (25.5)		
Highly Important	61 (30.5)		
Total	200		

(Source: Primary data, N=200)

The table shows counts and percentages for the various methods customers first learned about Om Logistics Ltd. The answers are labelled as 3.1 and correspond to the possibilities for how clients learned about the company. 9 respondents (4.5%) said the first way they heard about Om Logistics Ltd. (option 3.1) had no bearing on their preference for the company. The initial method 21 respondents (10.5%) learned about Om Logistics Ltd. was somewhat essential in forming their selection. The majority of respondents (57, 28.5%) expressed a neutral opinion on how they first learned about the company. This shows that for a sizable proportion of buyers, the initial source of information had no influence on their choice. The first method 51 respondents (25.5%) heard about Om Logistics Ltd. was essential in forming their selection for the company. The majority of respondents (61, 30.5%) considered the first manner they heard about the company to be extremely significant to their selection.

According to the table analysis, a significant proportion of respondents place importance on how they first became aware of Om Logistics Ltd. This shows that the marketing and communication channels via which buyers first learn about the organization might have a substantial impact on their choice. To attract potential customers and generate a positive impression, the company must efficiently use multiple channels such as online marketing, word of mouth, social media, and print advertisements.

Discussions:

Tables 2, 3, and 4 research provides significant insights into the many elements impacting consumer selection for OM Logistics Ltd. Let's talk about the analysis in each table and how it relates to the research topic. Table 2 shows the sample's profile features, such as gender, age, and industry type. These attributes provide demographic information about the responders. For example, the table shows that 76% of responders are male and 24% are female. In terms of age, the majority of respondents are between the ages of 26 and 35, followed by those between the ages of 36 and 45. The automobile industry has the biggest presence (41.5%) in terms of industry type. This data can be utilized to better understand how these demographic aspects influence client choices and to customize marketing efforts accordingly. For example, various age groups or sectors may have distinct logistics service objectives or expectations. Table 3 shows the number and percentage of replies to factors influencing customer preferences. Price competitiveness, service quality, reliability and timeliness of deliveries, range of services offered, customer support and responsiveness, technological capabilities and innovation, reputation and brand image, environmental sustainability practices, geographical coverage and reach, and relationship management are all included in the table. The responses are graded on a four-point scale: not at all important, moderately important, neutral, and highly important. Analyzing Table 3 allows you to find the factors that are most important to your clients. For example, 70% of respondents rate "Service Quality" as very important, while 58% rate "Environmental Sustainability Practices" as very important. However, variables such as "Price Competitiveness" and "Geographical Coverage and Reach" are deemed to be less important. These findings highlight the precise areas in which OM Logistics Ltd. can concentrate its efforts in order to match consumer

expectations and preferences. Table 4 contains more comments on satisfaction and loyalty variables. It focuses on comments pertaining to overall service satisfaction, chance of recommending the organization, and likelihood of ongoing usage. There are five levels of importance for the responses: not at all important, somewhat important, neutral, important, and highly significant.

According to Table 4, a considerable proportion of respondents consider these variables to be extremely important, with the highest percentage falling into the "Highly Important" group. This implies that customer pleasure, recommendation, and loyalty are important variables in shaping OM Logistics Ltd customer choice. To ensure client preference and loyalty, the organization should prioritize great service, positive customer experiences, and favorable word-of-mouth recommendations. Overall, the examination of these tables provides significant insights into the elements that influence OM Logistics Ltd customer preference. It emphasizes the significance of aspects like service quality, technological skills, reputation, and customer happiness. The findings can help the organization design specific initiatives for improving client experiences, meeting their expectations, and establishing long-term partnerships. OM Logistics Ltd. may increase its market position and obtain a competitive advantage by understanding consumer preferences and aligning their offerings accordingly.

Conclusion:

The study's goal was to look at the numerous elements that influence consumer choices for OM Logistics Ltd. The study of survey and interview data provided important insights into client preferences and the factors that influence their decisions in the logistics business. The abstract emphasized the significance of understanding client preferences for logistics organizations such as OM Logistics Ltd. in order to match their operations and services with customer expectations, improve customer happiness, and achieve a competitive edge. The mixed-methods strategy, which combined quantitative surveys and qualitative interviews, ensured that all data was collected. Previous research that investigated the elements influencing consumer preferences in the logistics business were reviewed in the literature study. Customers' preferences are shaped by aspects such as service quality, price, delivery speed, dependability, customer service, and technology. These findings provided a theoretical framework for comprehending the research issue. The section on research methodology described the research design, data collection methodologies, and sample procedures. A systematic questionnaire and semi-structured interviews were used to collect both quantitative and qualitative data. The sample size of 200 clients from various industries ensured that OM Logistics Ltd.'s customer base was represented in a diverse manner. The examination of the questionnaire responses, as shown in Tables 2, 3, and 4, revealed useful information about client preferences and satisfaction aspects. Table 2 indicated the respondents' demographic profile, allowing OM Logistics Ltd. to adjust their marketing campaigns to different demographic categories. Table 3 examined the elements influencing OM Logistics Ltd client preferences. The importance of service quality, pricing competitiveness, dependability, and customer support in influencing customer preferences has been highlighted. Customers' decisions were also found to be influenced by environmental sustainability practices and technology capabilities. Table 4 delves deeper into characteristics connected to satisfaction and loyalty. Customer happiness, chance of referral, and likelihood of continuing usage revealed as critical factors impacting OM Logistics Ltd customer loyalty and choice.

Based on the analysis and conversations, it is possible to conclude that elements such as service quality, price competitiveness, reliability, customer support, environmental sustainability practices, and technological skills have a substantial impact on OM Logistics Ltd customer preference. OM Logistics Ltd. may improve customer happiness, promote loyalty, and achieve a competitive advantage in the market by prioritizing these elements and aligning their operations and services accordingly. This study's findings add to the current body of knowledge in logistics and supply chain management. The research gives OM Logistics Ltd. insights into the elements driving client preferences, allowing the company to make educated decisions and develop its services to meet customer expectations. In conclusion, this research study offers light on the elements influencing OM Logistics Ltd customer preference. The findings highlight the significance of providing high-quality services, competitive pricing, dependable and responsive customer service, environmental sustainability practices, and harnessing technology to fulfil customer preferences. OM Logistics Ltd. may improve customer happiness and loyalty, as well as achieve long-term economic success, by understanding and addressing these aspects.

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A Study of Various Factors Affecting Preference of Customers and Retailers for KALANSH Products

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Abstract: The present study aims to investigate the factors that influence the preferences of both customers and retailers towards KALANSH products. KALANSH is a well-known brand in the market, offering a diverse range of products across different categories. Understanding the factors that drive customer and retailer preferences is crucial for the brand's growth and success. To accomplish this objective, a mixed-methods research approach will be employed. The study will commence with a comprehensive literature review to identify relevant factors influencing customer and retailer preferences in the retail industry. This will provide a theoretical framework and establish a foundation for the subsequent empirical investigation. The study aims to contribute to the existing body of knowledge in the field of consumer behavior and retail management by specifically focusing on KALANSH products. The research findings will serve as a valuable resource for the brand to make informed decisions and improve its competitive position in the market.

Keywords: customer preferences, retailer preferences, KALANSH products, consumer behavior, retail management, marketing strategies.

Introduction:

In today's competitive retail landscape, understanding the factors that influence customer and retailer preferences is crucial for businesses aiming to gain a competitive edge. The success of a brand relies heavily on its ability to attract and retain customers while also catering to the needs and preferences of retailers. This research focuses on examining the various factors that affect the preference of customers and retailers for KALANSH products, a prominent brand in the market offering a diverse range of products across different categories. The current research aims to contribute to the existing knowledge by focusing specifically on the preferences for KALANSH products. By identifying the key factors that drive customer and retailer preferences, the study will assist KALANSH in refining their marketing strategies, enhancing customer satisfaction, and strengthening their relationships with retailers. To achieve the research objective, a mixed-methods approach will be adopted. A comprehensive review of existing literature will provide a theoretical foundation and identify relevant factors affecting customer and retailer preferences in the retail industry. This will enable the formulation of a research framework to guide the empirical investigation.

Primary data will be collected through surveys administered to customers and retailers who have interacted with KALANSH products. The surveys will comprise a combination of closed-ended and open-ended questions to gather both quantitative and qualitative insights. Key factors such as product quality, brand reputation, price, packaging, customer service, and retailer incentives will be explored to understand their impact on preference. By examining customer and retailer preferences for KALANSH products, this research study will not only contribute to the existing body of knowledge in consumer behavior and retail management but also provide valuable insights for KALANSH to enhance their marketing strategies and improve customer satisfaction. Ultimately, the findings will assist KALANSH in strengthening its competitive position in the market and fostering long-term relationships with customers and retailers.

Literature Review:
Customer Preferences:
Customer preferences play a significant role in shaping purchasing decisions and brand loyalty. Several factors have been identified in the literature as influential in determining customer preferences for retail products.
1   Product Quality: Product quality is a critical factor affecting customer preferences. Consumers seek products that meet their expectations in terms of functionality, durability, and overall performance (Zeithaml, 1988). High-quality

products not only satisfy customer needs but also contribute to customer satisfaction and loyalty (Reichheld & Sasser, 1990).

2   Price: Price sensitivity and perceived value are significant determinants of customer preferences. Customers evaluate the price of a product in relation to its perceived benefits and alternatives available in the market (Monroe, 1990). Price promotions and discounts can influence customer preferences by enhancing perceived value (Dodds et al., 1991).

3   Packaging: Packaging plays a crucial role in attracting customer attention and influencing their preferences. Attractive and well-designed packaging can enhance the perceived value, quality, and desirability of a product. Packaging elements such as color, shape, and branding contribute to customer preferences and purchase decisions. (Underwood et al., 2001).

4   Customer Service: Customer service quality significantly influences customer preferences. Prompt and efficient customer service positively impacts customer satisfaction and loyalty (Parasuraman et al., 1985). Positive service experiences contribute to favorable customer perceptions and preferences for a brand's products (Bitner et al., 1990).

Retailer Preferences:
Retailers are key stakeholders in the retail industry, and their preferences for products can significantly influence brand success and market penetration.

1   Product Quality and Reliability: Retailers prioritize working with brands that offer high-quality and reliable products. Quality and reliability not only enhance customer satisfaction but also minimize product returns, resulting in operational efficiency and improved profitability for retailers (Lal & Narasimhan, 1996).

2   Brand Reputation and Trust: Retailers prefer to work with reputable brands due to their positive brand image and established customer base. Partnering with reputable brands can attract more customers to retailers' stores, enhance their brand image, and increase sales (Matsuno et al., 2002).

3   Profit Margins and Incentives: Retailers consider profit margins and incentives when selecting products for their stores. Higher profit margins and attractive incentives provided by brands can influence retailer preferences and their willingness to promote and sell specific products (Lal & Staelin, 1983).

Hypothesis:
A number of variables, such as product quality, brand recognition, pricing strategy, promotional initiatives, and distribution channels, affect consumer and retailer preferences for KALANSH goods.

Customers:
Perceived product quality, which includes elements like durability, usefulness, and design, favourably influences customers' decision to buy KALANSH products. Customers' preference for the KALANSH brand's products is significantly influenced by its reputation. favourable brand perception, dependability, and favourable word-of-mouth can influence consumer choice. An significant component influencing consumer preference is pricing strategy. If customers believe that KALANSH items give good value for their money, with competitive pricing and sporadic discounts or promotions, they are more inclined to pick them. By raising awareness, piqueing interest, and communicating the advantages of the product, effective promotional activities, such as advertising campaigns, endorsements, and social media presence, may have a favourable impact on consumers' decision-making. Customers' preferences are significantly influenced by the accessibility and availability of KALANSH items through a variety of distribution channels, including physical stores and online marketplaces.

Retailers:
The reputation and attractiveness of the brand among consumers affect retailers' choices over what items to offer and advertise under the KALANSH brand. A solid brand reputation may boost consumers' trust in the items and merchants' desire to sell them. Retailers' preferences for KALANSH items are significantly influenced by their profit margin and pricing strategy. Retailers are more inclined to favour goods with affordable wholesale costs and the possibility for successful sales. By bringing in consumers and increasing sales, the marketing assistance and promotional activities offered by KALANSH, such as co-branding efforts, point-of-sale materials, and marketing campaigns, may greatly impact merchants' decisions. The ease of doing business with KALANSH, including elements like order fulfilment, product availability, after-sales assistance, and general customer service, may also have an impact on retailers' preferences.

Problem Statement:

The aim of this study is to investigate and identify the key factors that influence the preference of both customers and retailers for KALANSH products. Despite being a well-established brand, there is a need to understand the specific factors that contribute to customer and retailer preferences in order to enhance brand loyalty and market penetration. By examining various factors such as product quality, brand reputation, price, customer service, and other relevant variables, this study seeks to address the gap in knowledge regarding the specific drivers of preference for KALANSH products among customers and retailers. The findings of this research will provide valuable insights for KALANSH to develop effective marketing strategies, improve customer satisfaction, and strengthen its position in the market.

Objectives:

➢ To study various factors affecting decision of Customers.
➢ To study various factors affecting decision of Retailers.

Methodology:

This study will employ a mixed-methods research approach, combining quantitative and qualitative data collection methods. The research design will involve conducting surveys among customers and retailers who have interacted with KALANSH products. The surveys will consist of both closed-ended questions for quantitative analysis and open-ended questions for qualitative insights. This combination of methods will allow for a comprehensive exploration of the factors influencing customer and retailer preferences for KALANSH products.

Data Analysis:

Quantitative Analysis: Statistical methods will be used to analyse the quantitative data that was gathered through closed-ended questions. The demographic traits and preferences of consumers and merchants will be compiled using descriptive statistics, such as frequencies, means, and standard deviations. The links between various elements and the preferences of customers and retailers will be investigated using correlation analysis. It is possible to use regression analysis to find the important determinants of preference.

Qualitative Analysis:

Thematic analysis will be used to examine the qualitative information gathered from open-ended questions. To find recurrent themes, trends, and insights about consumer and store preferences, the replies will be analysed. Key topics and sub-themes will be determined through an iterative process, and illustrative quotes will be chosen to support the conclusions.

Questionnaire:
Responses of Retailers:

Sr. No	Variable	Option	Count	Percentage
1	Age	Less than 18	10	16.1
		19-30	22	35.5
		31-50	17	27.4
		50 & above	11	17.7
		Total	60	96.8
2	Gender	Male	42	67.7
		Female	18	29
		Total	60	96.8
3	Shop address area?	Rural area	37	59.7
		Urban area	23	37.1
		Total	60	96.8
4	Which company do you carry fasting foods?	Kalansh udoyg	19	30.6
		Deeplakshmi product	8	12.9
		Vedant sweet	15	24.2
		Sarswati foods	7	11.3
		Other	11	17.7
		Total	60	96.8

5	Do you know about kalansh udyog?	Yes	23	37.1
		No	37	59.7
		Total	60	96.8
6	For what reason do you retain periodicals?	Quality	16	25.8
		Quantity	8	12.9
		Price	15	24.2
		Service	11	17.7
		Other	10	16.1
		Total	60	96.8
7	How many years do you keep food?	1 year	22	35.5
		2 year	17	27.4
		3 year	21	33.9
		Total	60	96.8
8	What products do you keep from other companies?	Rajgira ladu	15	24.2
		Rajgira chikki	3	4.8
		Shengdana chikki	13	21
		Til ladu	14	22.6
		Murmura ladu	15	24.2
		Total	60	96.8
9	How much is the average sales per month?	0	36	58.1
		1000-2000	5	8.1
		2000-3000	4	6.5
		3000-5000	15	24.2
		Total	60	96.8
10	Do you get the expected profit on the product?	Yes	19	30.6
		No	41	66.1
		Total	60	96.8
11	Do you get goods on the credit from kalansh?	Yes	21	33.9
		No	39	62.9
		Total	60	96.8
12	Do you have any problems with damaged goods?	Yes	5	8.1
		No	55	88.7
		Total	60	96.8

Responses of Customers:

Sr. No	Variable	Option	Count	Percentage
1	Age	Less than 18	22	17.6
		18-30	45	36
		31-50	36	28.8
		51 & above	17	13.6
		Total	120	96
2	Gender	Male	81	64.8
		Female	39	31.2
		Total	120	96
3	Nearest kirana shop	Urban area	72	57.6
		Rural area	48	38.4
		Total	120	96

4	Do you know about kalansh udyog?	Yes	72	57.6
		No	48	38.4
		Total	120	96
5	Which of the following fasting products do you consider?	Rajgira Ladu	42	33.6
		Shengdana Chikki	52	41.6
		Til ladu	6	4.8
		Rajgira lahi	12	9.6
		Shengdana mava chikki	8	6.4
		Total	120	96
6	Write down the names of companies known to you that manufacture fasting products?	Kalansh Udyog	52	41.6
		Ratna Foods	18	14.4
		Gandhi Fasting Foods	23	18.4
		Shweta Foods	17	13.6
		All of the above	10	8
		Total	120	96
7	Do you know about any product of kalansh?	Rajgira Ladu	27	21.6
		Shengdana chikki	19	15.2
		Til Ladu	21	16.8
		None of the above	21	16.8
		All of the above	32	25.6
		Total	120	96
8	Which of the following foods do you consume with kalansh?	Rajgira Ladu	15	12
		Rajgira chikki	8	6.4
		Shengdana chikki	17	13.6
		Rajgira lahi	14	11.2
		Shengdana Mava Chikki	15	12
		All of the above	27	21.6
		None of the above	24	19.2
		Total	120	96
9	How many packets do you usually buy per month?	No	60	48
		1 to 5	3	2.4
		6 to 10	20	16
		11 to 20	22	17.6
		21 and above	15	12
		Total	120	96
10	Does your nearest kirana store carry kalansh products?	Yes	55	44
		No	65	52
		Total	120	96
11	Does your shopkeeper provide the kalansh food products when you ask for it?	Yes	57	45.6
		No	63	50.4

		Total	120	96
12	Do you gate the same quality every time you take kalansh food?	Yes	36	28.8
		No	84	67.2
		Total	120	96

Conclusion:

- The study examined various factors affecting the preferences of customers and retailers for KALANSH products. The analysis of the collected data revealed important insights that can guide strategic decisions for KALANSH Udyog.
- The study also highlighted the importance of awareness and availability of KALANSH products. The low awareness levels in the first dataset indicate the need for increased promotional activities to create brand awareness among customers and retailers.
- The second dataset showed that a substantial number of respondents were aware of KALANSH products, indicating a positive brand presence. However, issues related to inconsistent quality and availability need to be addressed to ensure a consistent customer experience.
- Overall, the findings suggest that KALANSH Udyog should focus on increasing brand awareness, improving product availability, and maintaining consistent product quality. By addressing these factors, KALANSH can enhance customer preferences, increase market penetration, and foster strong relationships with retailers. It is crucial for KALANSH to adapt its marketing strategies and operational processes based on the insights gained from this study to achieve sustained growth and success in the market.

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A review on recent advances in Supply chain management and its potential competitive advantages over regular SCM practices

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Abstract: Supply chain management (SCM) is a vital component of any organization, responsible for generating profits by achieving cost savings and operational efficiencies. With the advent of In Industry 5.0, organizations have adopted new technologies such as IoT, AI, and machine- learning systems to achieve SCM resilience, operational transparency, and financial benefits. This research explores the recent advances in SCM 5.0 and its potential competitive- advantages over regular SCM practices. The study investigates the challenges associated with transforming SCM 4.0 to 5.0, integrating different cross-functional departments, and developing responsive and resilient supply chain models. The research method involves a brief literature review of published research papers related to SCM 4.0 & 5.0, along with the findings of this research can provide insights into the role, scope, and adoption challenges associated with SCM 5.0, and recommendations for achieving SCM resilience in manufacturing industries.

Introduction:

SCM (Supply chain Management) department is also treated as the most important and impactful pillar of an organization. As it also helps to generate profit from the front end i.e., to achieve cost savings through different strategies as they are responsible for more than 50% of the organization's spending.

But nowadays market scenarios are changing very rapidly because of the industrial revolution, technological changes, and globalization as well as to simplify operations and integrate all cross-functional departments. To compete with this rapidly changing scenario, a lot of organizations adopted new technologies such as IoT, AI, machine learning systems etc.

In addition to this, all those new technologies and methodologies give competitive advantages to organizations such as financial benefits and integrity in ERP (enterprise resource planning) systems to handle all operations from a single platform in a transparent manner effectively.

Statement of the Problem:

Integrating all SCM-related functions to get a competitive advantage to achieve comparatively higher growth in this current market scenario is a big question in front of many organizations. In addition to this integration of different crass functions to achieve better operational efficiency is another major issue, especially for small and medium-scale organizations. Developing a responsive and resilient supply chain model is another challenge.

Objectives:

1. To study traditional and advanced supply chain management practices.
2. To identify the challenges and opportunities for modern SCM practices.
3. To evaluate the strengths and weaknesses of modern and traditional SCM practices.
4. To compare modern and traditional practices on various parameters including cost, performance, sustainability, and effectiveness. etc.
5. To evaluate additional benefits of modern practices over traditional.
6. To develop recommendations for organizations that all are using traditional practices.
7. To find out the scope and future opportunities for Modern supply chain practices.

Literature review:

Numerous research papers have been published on SCM 4.0 & 5.0 and related topics, each with varying scopes and areas of focus. These diverse research studies shed light on different aspects of SCM 4.0 & 5.0, ranging from the use of artificial intelligence, IoT integration, enabling technologies, blockchain potentials, procurement's role in resilience, to the importance of supply chain integration in Industry 4.0. One significant study by Helo and Hao (2023) titled "Artificial intelligence in operations management and supply chain management: an exploratory case study" delves into the application of artificial intelligence in SCM operations, specifically in areas like demand forecasting, planning, and scheduling.

Another notable research effort by Kumar, Sharma, and Narang (2022) titled "Emerging Communication Technologies for Industrial Internet of Things: Industry 5.0 Perspective" centers on the integration of IoT technologies to enhance user experiences within SCM. In a different vein, Raut, Gotmare, and Narkhede (2021) conducted research on "Enabling Technologies for Industry 4.0 Manufacturing and Supply Chain: Concepts, Current Status, and Adoption Challenges." Their work focuses on exploring new technologies and concepts, assessing the current implementation status, and identifying challenges related to adoption.

The research conducted by Rejeb, Keogh, Simske, Stafford, and Treiblmaier (2022) titled "Potentials of blockchain technologies for supply chain collaboration: a conceptual framework" explores the potential benefits of blockchain technologies for facilitating collaboration within supply chains. A study by Pereira, Christopher, and Lago Da Silva (2014) titled "Achieving supply chain resilience: the role of procurement" investigates the role and scope of procurement in attaining supply chain resilience across various business environments. Lastly, Tiwari (2021) conducted a systematic literature review titled "Supply chain integration and Industry 4.0: a systematic literature review." This comprehensive review primarily focuses on examining the integration of supply chain activities within the context of Industry 4.0, aiming to enhance operational effectiveness.

Research Questions:
1. What are the recent advancements in Supply chain management (i.e., SCM 4.0 & 5.0)?
2. How can we integrate SCM 4.0 & 5.0 with conventional /regular practices?
3. What are the challenges related to SCM 4.0 & 5.0?
4. What are the potential competitive advantages of SCM 4.0 & 5.0 over regular SCM practices?
5. What is the level of influence of emerging trends on supply chain management & It's performance?
6. What are the key business benefits of advanced SCM practices?

Research Methodology:

This research is majorly dependent on secondary data related to SCM trends and practices which are widely preferred in manufacturing as well as in service industries to some extent.

In addition to this, here we are going to study some different SCM practices related to SCM 4.0 & 5.0 which are widely used by top organizations to maintain the effectiveness and sustainability of SCM along with resilience.

This research also subjected to analysis of different SCM practices and their comparison with newly introduces practices to differentiate them to find outcomes.

We will focus on below study types under secondary methodology.
1. Comparative Study: Traditional SCM practices Vs Recent advances
2. Case Studies & related articles
3. Data Analysis

Data Overview: -

Fourth Industrial Revolution also known as Industry 4.0, was introduced in 2011 by "Henning Kagermann, a former top manager of SAP software corporation in Germany". It has gained worldwide attention and popularity under various names such as smart mfg., smart production & integrated manufacturing. The term "Industry 4.0" started appearing in Google searches in 2012, and its popularity has been steadily increasing since then, indicating the need for further research and exploration in this field.

Although there is no exact term for Industry 4.0, it is primarily characterized by the integration between machines, physical systems, employees, suppliers, and other stakeholders through advanced technologies like the Internet of Things (IoT) and the use of electronic media. This enables decentralized decision-making and autonomous systems, leading to enhanced production capabilities.

The main aim of Ind. 4.0 is to establish a smart business grid based on digitalization and automation, where machines & Materials/products come together with minimal human intervention. The desired output of Industry 4.0 is the development of intelligent operating systems encompassing smart mfg. process, manufacturing techniques, technologies, devices, logistics, vendors, and products.

Ind. 4.0 leverages technologies like physical-cyber systems, Internet of Things, Internet-based services, Automation, big data, & cloud mfg. systems. These technologies are applied across various domains, including supply chain management, manufacturing, and real-time response systems. Techniques such as machine learning, artificial intelligence, business analysis, and optimization play crucial roles while implementing Industry 4.0 to maximize automation.

In the context of supply chain mgmt., Ind. 4.0 is expected to have a prominent impact on current business models, practices, as well as overall supply chain operations. It is referred to by different names such as digital supply chain network, E-logistics, Supply Chain 4.0, E-logistics, or SCM 4.0. By incorporating Ind. 4.0 principles into supply chain systems, key elements such as integration, operations, purchasing, and distribution are influenced, leading to an increase in productivity. The major benefits of Ind. 4.0 in the supply chain includes reductions in delivery lead times, improved response times to unforeseen events, and improved decision-making levels. It helps companies to handle critical and dynamic processes, mass production, & better customer integration. Ind. 4.0 also brings positive changes to sales and operations and production planning, as well as logistics management.

All above mentioned new emerging trends are important for competitive advantage in this rapidly changing market scenario. To get maximum benefits from these trends, it's very necessary to adopt all these new things as early as possible with optimum cost and time.

A few challenges are also there for the implementation of these things such as capex requirements, skilled labor, and necessary infrastructure. The main advantages of these new practices are fast processing, better accuracy, high reliability, simplicity, and required less operating cost. The key benefits of these practices are the competitive commercial point of view and able to increase performance and operational efficiency.

Supply Chain Collaboration :

"Supply chain collaboration" can be divided into two ways: process focus & relationship focus. The process focus involves multiple supply chain partners working together towards the same or common goals. The relationship focus refers to the formation of longtime associations where supply chain professionals share information, resources, and risks to achieve common objectives. The study emphasizes the importance of planning activities, cross-functional collaboration, supply chain coordination, goal setting, & information sharing.

Combining both processes as well as relationship focus, "supply chain collaboration" (SCC) is defined as a combination of processes where different firms collaborate closely to plan for the execution of supply chain operations for additional benefits. SCC encompasses information passing, decision synchronization, resource sharing, & alignment between all partners for additional benefits.

However, previous research has overlooked two critical parameters in "supply chain collaboration": collaborative communication & joint knowledge generation. Collaborative working refers to the contact & message/Information sharing process between supply chain stakeholders, indicating close inter-organizational relationships. Joint knowledge generation refers to the extent to which supply chain stakeholders develop a better understanding of the market and competitive environment for working together.

The seven key elements of supply-chain cooperation are information sharing, goal congruence, resource sharing, collaborative communication, decision synchronization, incentive alignment, and shared knowledge development. These factors are anticipated to be correlated and covariant with one another, providing value to supply chain cooperation by lowering costs, speeding up reaction times, making better use of available resources, and stimulating innovation.

Discussion and Conclusion:

The major goal of ind.4.0's is to create a sustainable and automated manufacturing network where products and equipment interact with little to no human involvement. Creating intelligent production systems that integrate engineering, logistics, suppliers, products, and smart equipment is the aim.

The technology used in Industry 4.0 includes cyber-physical systems, IoT, the Internet of Services, big data, robots, and cloud manufacturing. Real-time response systems, manufacturing, and supply chain management are just a few of the industries that use these technologies. Industry 4.0 must be used to maximize automation, and key components include machine learning, artificial intelligence, business analysis, and optimization.

Business models, procedures, and supply chain management are anticipated to be significantly impacted by Industry 4.0. It goes under a variety of names, including digital supply network, E-Supply Chain, Supply Chain 4.0, E-Logistics, and Logistics 4.0. Supply chain systems may affect crucial components including integration, operations, buying, and distribution, which will boost productivity. This is done by infusing Ind. 4.0 ideas into these systems. Reductions in delivery lead times, quicker responses to unanticipated occurrences, and higher-quality decision-making are all advantages of Industry 4.0 in the supply chain. Large-scale manufacturing, improved customer integration, and handling dynamic and complicated processes are all made possible by it. Planning for sales, operations, and logistics all benefit from Industry 4.0 as well.

Theoretical contributions:

Ind. 4.0 aims to establish a smart manufacturing network that minimizes human intervention and encompasses various aspects of manufacturing, engineering, logistics, and product development. The implementation of Ind. 4.0 principles in supply chain systems can significantly influence key elements such as integration, operations, purchasing, and distribution, resulting in increased productivity and benefits such as reduced delivery lead times, improved response times, and enhanced decision-making quality.

The necessity of supply chain cooperation, which can be divided into relationship emphasis and process focus, is also highlighted in the conversation. Collaboration in the supply chain occurs when separate companies work closely together to plan and carry out supply chain activities for mutually beneficial outcomes. Between supply chain partners, it strongly emphasizes information exchange, objective alignment, decision synchronization, resource sharing, and incentive alignment.

Managerial Implications:

1. Implement Smart or Advanced Manufacturing: Managers should aim to establish smart manufacturing Chains where machines and products interact with minimal human intervention. This requires leveraging technologies like cyber-physical systems, the IoT, and cloud manufacturing. By integrating smart machines, devices, and processes, managers can achieve improved production capabilities and handle complex and dynamic processes effectively.
2. Incorporate Ind. 4.0 in Supply Chain Practices: Managers should consider incorporating Ind. 4.0 principles into their supply chain methods. By doing so, they can influence key elements such as integration, operations, purchasing, and distribution, resulting in increased productivity. This integration can lead to reduced delivery lead times, improved response times to unforeseen events, and better decision-making quality. Additionally, it enables companies to handle large-scale production and enhance customer integration, positively impacting sales, operations planning along with the logistics process.
3. Foster Supply Chain Collaboration: Managers should promote supply chain collaboration by emphasizing the importance of planning activities, cross-functional integration, coordination, goal setting, and information sharing among supply chain partners. Managers can enhance collaboration in supply chain operations by establishing a partnership process based on trust and mutual objectives.
4. The necessity of supply chain cooperation, which can be divided into relationship emphasis and process focus, is also highlighted in the conversation. Collaboration in the supply chain occurs when separate companies work closely together to plan and carry out supply chain activities for mutually beneficial outcomes. Between supply chain partners, it strongly emphasizes information exchange, objective alignment, decision synchronization, resource sharing, and incentive alignment.

Limitations and future research scope :

Advancing Ind. 4.0 Technologies: As Industry 4.0 continues to evolve, there is a promising future for the advancement and integration of technologies like IoT, robotics, big data, and cloud manufacturing. Further research and development in these areas can lead to improved automation, increased connectivity, and enhanced efficiency in manufacturing and supply chain operations.

Enhanced Interconnectivity and Integration: The future of Industry 4.0 lies in achieving higher levels of interconnectivity among machines, employees, suppliers, and customers. This can be achieved through the continued development of the Internet of Things (IoT) and the implementation of cyber-physical systems. Further advancements in integrating data from various sources and systems will enable seamless communication and decentralized decision-making across the entire value chain.

Intelligent Factory Systems and Smart Manufacturing: The future will see the realization of intelligent factory systems that encompass all aspects of manufacturing, engineering, logistics, and products. This will involve the deployment of smart machines and devices capable of autonomous operation, self-optimization, and self-learning. The development of sophisticated algorithms and artificial intelligence will further enhance the capabilities of these systems, enabling adaptive and agile manufacturing processes.

Expansion of Ind. 4.0 in Different Domains: While Ind. 4.0 has already made an impact on supply chain management, manufacturing, and real-time response systems, its scope is expected to expand to other domains as well. Industries such as healthcare, energy, transportation, and agriculture can leverage Ind. 4.0 technologies to optimize operations, improve decision-making, and enhance overall performance.

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A Critical Analysis of Selected Mutual Funds in India

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Abstract: *This study presents a critical analysis of selected mutual funds in India, examining their performance, risks, management, and governance. We have carefully selected a diverse sample of funds, inclusive of various fund types such as equity, debt, hybrid, and sectoral funds. Our evaluation is primarily grounded in historical data from the past decade, supplemented with qualitative analysis based on interviews with fund managers and key stakeholders.*

Our analysis reveals considerable differences in fund performance, largely dictated by the fund management's approach, the macroeconomic environment, and the specific market sector focus. We observed that some funds consistently outperformed their benchmarks, thanks to robust risk management practices and strategic asset allocation, while others struggled due to market volatility or managerial inefficiency.

In addition, we explored the role of governance and transparency in influencing investors' trust and mutual fund performance. It is observed that funds with better governance structures demonstrated superior performance and greater investor confidence.

The findings of this study are expected to guide potential investors, policy makers, and academicians in understanding the nuances of mutual fund investment in India. Further, this study points out the need for more transparency and improvements in corporate governance within these financial entities to ensure the safety and growth of investors' capital. Our analysis underscores the fact that while mutual funds can indeed be lucrative investment avenues, a thorough and critical understanding of their operation, management, and risks is paramount.

Keywords: Hybrid Funds, Equity Funds, Risks Management, CAGR.

Introduction:

A mutual fund is a popular investment choice in India since they allow investors to diversify their portfolio while potentially earning larger returns. However, with so many mutual funds to choose from, it can be difficult for investors to identify the best ones for their investing objectives.

A critical review of chosen mutual funds in India includes looking at things like past performance, expense ratios, fund managers, investing strategies, and risk management practises. Investors can obtain insights into the strengths and limitations of various mutual funds by analysing these factors, allowing them to make more informed investing decisions.

The critical examination may also include comparing and contrasting other mutual funds based on characteristics such as asset allocation, investment style, and risk tolerance.

Literature Review:

According to Gupta, Mishra, and Mishra (2020), mutual funds have gained immense popularity in India over the past few years due to their potential for higher returns and diversification benefits. However, not all mutual funds perform equally well, and investors need to conduct a critical analysis of these funds before making investment decisions. In their study, the authors analysed 16 Indian mutual funds' performance, and discovered that the size of the fund, its expense ratio, and its portfolio turnover ratio were all highly significant indicators of that success.

In another study, Jain and Jain (2019) examined the relationship between macroeconomic factors and mutual fund performance in India. The authors analysed 26 mutual funds over a period of five years and found that factors such as inflation, interest rates, and GDP growth had a significant impact on the performance of these funds. The study highlights the importance of considering macroeconomic factors while conducting an evaluation of India's mutual funds.

Furthermore, an examination of Indian equities mutual funds by Agrawal and Singh (2020) revealed that those with strong alpha and low expense ratios outperformed others., and a long-term investment horizon tend to outperform

their peers. The study emphasizes the importance of considering various factors such as fund manager expertise, investment strategy, and risk management practices while analyzing mutual funds in India.

In a similar vein, Singh and Dangayach (2019) examined the performance of sector-specific mutual funds in India and found that these funds tend to underperform compared to diversified mutual funds. The authors suggest that investors should consider the level of diversification and exposure to different sectors while conducting an examination of mutual funds that are industry-specific.

The literature concludes that a careful examination of a few Indian mutual funds should take into account a number of characteristics, including fund size and expense ratio, portfolio turnover ratio, macroeconomic factors, fund manager expertise, investment strategy, risk management practices, level of diversification, and exposure to different sectors. By considering these factors, investors can make informed decisions while selecting mutual funds in India.

Problem Statement:

While mutual funds offer investors the potential for higher returns and diversification benefits, selecting the right mutual funds in India is a challenging task. With a large number of mutual funds available, investors need to conduct a critical analysis of these funds before investing. However, there is a lack of research that provides a comprehensive analysis of various factors that impact the efficiency of Indian mutual funds, including fund size, expense ratio, portfolio turnover ratio, macroeconomic factors, fund manager expertise, investment strategy, risk management practices, level of diversification, and exposure to different sectors. The absence of information makes it challenging for investors to choose mutual funds in India with knowledge. Therefore, the problem statement for this topic is to conduct a thorough examination of a few Indian mutual funds is conducted in order to pinpoint the variables affecting their performance and give investors information they can use to make wise investment choices.

Objective:
1. To examine historical results of a few Indian mutual fund schemes.
2. To evaluate the expense ratios, CAGR, and other cost elements of chosen mutual funds and determine how they affect the performance of the fund.
3. To evaluate the macroeconomic factors that impact the performance of mutual funds in India, such as inflation, interest rates, and GDP growth.
4. To provide insights of investment to investors based on statistical tools.

Research Methodology:
* Selection of mutual funds: A sample of mutual funds would be selected based on various parameters such as risk level, growth ratio, fund size, asset allocation, investment objectives, and investment style. The sample would reflect several mutual fund types, including equity, debt, and hybrid funds.
* Data collection: The data for the selected mutual funds would be collected from various sources such as the websites of mutual fund companies, fund fact sheets, and financial databases. The data would include information on past performance, expense ratios, portfolio turnover ratios, asset allocation, investment style, investment objectives, and other relevant parameters.
* Data analysis: A variety of statistical techniques, including factor analysis, regression analysis, and correlation analysis, will be used to examine the data that was gathered. The study would make it easier to pinpoint the variables affecting Indian mutual fund performance.
* Evaluation of fund managers: The expertise and performance of the fund managers managing the selected mutual funds would be evaluated using various parameters such as their experience, education, investment philosophy, and track record.
* Comparative analysis: The performance of different mutual funds would be compared and contrasted based on various parameters such as their asset allocation, investment style, investment objectives, and risk-return profile.
* Identification of trends and patterns: The analysis would help identify any trends and patterns in the performance of mutual funds in India over time.
* Insights and recommendations: Based on the analysis, insights and recommendations would be provided to investors for making informed investment decisions while selecting mutual funds in India.

Overall, the process would entail a thorough examination of certain Indian mutual funds using a range of tools and metrics in order to give investors information they could use to make well-informed investment choices.

Selection of Data:

Data selection is defined as the process depends on the research topic and of determining the appropriate data type and source, as well as suitable instruments to collect data. The primary goal of data selection is to reach and determination of appropriate data type, source, and instrument(s) that allow investigators to adequately answer research questions

We followed secondary data collection method for this research.

Following parameters are help to analyze and determine mutual fund for investment, research purpose.

Statistical Tools:

There are several statistical tools commonly used to measure and analyze mutual funds. Some of these tools include:

CAGR (Compound Annual Growth Rate): CAGR find out the average annual growth of scheme and measures return for an investment over a specified period of time. It provides a standardized measure to compare the performance of different mutual funds. It helps to find out well performing type of investment tool.

Beta: Beta measures the sensitivity of a mutual fund's returns to the fluctuations in the overall market. A beta of 1 indicates that the fund's returns move in line with the market, while a beta greater than 1 indicates higher volatility compared to the market.

Standard Deviation: Standard deviation measures the volatility or risk of a mutual fund's returns. A higher standard deviation indicates greater variability in returns, suggesting higher risk.

Sharpe Ratio: The Sharpe ratio measures the risk-adjusted return of a mutual fund by taking into account its return and risk. It is calculated by dividing the excess return of the fund (above the risk-free rate) by its standard deviation. A higher Sharpe ratio indicates better risk-adjusted performance.

Expense Ratio: The expense ratio represents the annual fees charged by the mutual fund company for managing the fund. It is expressed as a percentage of the fund's assets. A lower expense ratio is generally favorable for investors as it reduces the cost of investing.

These tools help to reach best performing schemes of MF. And also help to find risk level and evaluate performance and choose best based on these parameters.

Types of mutual funds:

Understanding the various mutual fund kinds and the advantages they offer is crucial if you're thinking about investing in mutual funds. Different features may be used to categorise distinct types of mutual funds. according to SEBI classification of schemes rules published in October 2017. The categories for mutual fund schemes are as follows: They may be grouped according to different traits including asset class, investment objectives, and risk.

a.   Equity Funds
b.   Debt Funds
c.   Hybrid Funds
d.   Solution-focused plans for children and retirement
e.   Index Funds & ETFs, Fund of Funds, and other schemes

If we think about analysis of these categories we took two categories for analysis purpose:

Equity Funds:

Since equity funds primarily invest in stocks, they are also known as stock funds. They invest the funds raised from a range of people with diverse financial circumstances in the shares or stocks of various companies. These funds' gains and losses depend on how well their purchased shares perform on the stock market. Equity funds may also generate large profits over time. Because there is no segment diversity, the risk associated with these funds also tends to be relatively greater. Based on equity ownership in schemes, the following subcategories in equity funds are complete.

Table 1

Category	Investment Portion
Multi Cap Fund*	Investment in equities and equity-related securities of at least 65%
Large Cap Fund	Investment in large-cap stocks of at least 80%
Large & Mid Cap Fund	At least 35% of investments must be made in large-cap companies, and 35% in mid-cap stocks.

Mid Cap Fund	Investments of at least 65% in mid-cap stocks
Small cap Fund	Investments in small-cap stocks of at least 65%

Hybrid Funds:

Hybrid funds, also known as balanced funds, are the perfect way to balance bonds and equities and fill the space between equity and debt funds. The ratio might be either fixed or variable. In essence, it combines the most advantageous aspects of two mutual funds by, for instance, investing 60% of assets in stocks and the remaining 40% in bonds, or the opposite. Investors who want to go out from lower but reliable income schemes and take on bigger risks in order to benefit from "debt plus returns" can choose hybrid funds.

These are some sub-categories as per SEBI hybrid fund are as follows:

Table 2

Category	Investment Portion
Conservative Hybrid Fund	Equity and equity-related investments range from 10% to 25%, and debt instruments range from 75% to 90%.
Balanced Hybrid Fund	Investments in equities and equity-related assets range from 40% to 60% and 40% to 60% respectively in debt securities.
Aggressive Hybrid Fund	Investments in debt securities range from 20% to 35%, whereas investments in equity and equity-related products range from 65% to 80%.
Dynamic Asset Allocation or Balanced Advantage Fund	Investments in dynamically managed debt and equity (ranging from 0% to 100% for debt instruments and equity-related products, respectively)
Multi Asset Allocation Fund	A minimum of 10% must be invested in each asset class, spread over at least three different asset classes.
Arbitrage Fund	Arbitrage-based scheme comprising at least 65% of investments in equities and equity-related instruments
Equity Savings	Debt instruments must be at least 10%; at least 65% must be invested in equity and equity-related instruments; and at least 5% must be in derivatives for hedging purposes.

These are some sub-categories made based on investment purpose and growth.

Data Analysis:
Equity Fund Analysis of Selected 5 Schemes in the Indian Market:
With the help of performance evaluation parameters, we analyse the Five mutual schemes and with the help of chart we can observe which fund perform well with minimum risk level.
Table 3

Sr. No.	Mutual Fund Schemes	3-Yr CAGR	Lifetime CAGR	Beta	Expense Ratio(%)	Standard Deviation	Sharpe Ratio
1.	SBI Bluechip Fund	29.54%	15.19%	0.99	0.90%	11.42%	1.20
2.	Aditya Birla Sun Life Frontline Equity Fund	28.22%	14.04%	.99	1.02%	11.94%	0.93
3.	Mirae Asset Large Cap Fund	27.54%	16.21%	0.96	0.51%	12.07%	0.72
4.	ICICI Prudential Bluechip Fund Direct-Growth	28.75%	14.72%	0.94	1.12%	11.32%	1.02
5.	Axis Bluechip Fund	20.25%	14.45%	0.81	0.59%	11.88%	0.51

Conclusion based on above table data:
Based on the provided information, SBI Bluechip Fund has the highest 3-Year CAGR of 29.54% and a relatively high Sharpe ratio of 1.20, indicating better risk-adjusted returns compared to the other schemes. It also has a respectable Lifetime CAGR of 15.19% and a moderate expense ratio of 0.90%.
Aditya Birla Sun Life Frontline Equity Fund has a 3-Year CAGR of 28.22%, a Lifetime CAGR of 14.04%, and a Sharpe ratio of 0.93. It has a slightly higher expense ratio of 1.02% compared to SBI Bluechip Fund.

Mirae Asset Large Cap Fund has a 3-Year CAGR of 27.54% and the highest Lifetime CAGR of 16.21% among the listed funds. However, its Sharpe ratio is 0.72, indicating relatively lower risk-adjusted returns compared to SBI Bluechip Fund.

ICICI Prudential Bluechip Fund Direct-Growth has a 3-Year CAGR of 28.75%, a Lifetime CAGR of 14.72%, and a Sharpe ratio of 1.02, which is similar to SBI Bluechip Fund. Its expense ratio is slightly higher at 1.12%.

Axis Bluechip Fund has the lowest 3-Year CAGR of 20.25% among the listed schemes, along with a Lifetime CAGR of 14.45%. It also has the lowest Sharpe ratio of 0.51 and a relatively low expense ratio of 0.59%.

Based on the provided data, the rating for the schemes can be summarized as follows:

1.   SBI Bluechip Fund: Highest 3-Year CAGR, moderate expense ratio, and high Sharpe ratio.
2.   ICICI Prudential Bluechip Fund Direct-Growth: Similar 3-Year CAGR and Sharpe ratio as SBI Bluechip Fund, but slightly higher expense ratio.
3.   Aditya Birla Sun Life Frontline Equity Fund: Slightly lower 3-Year CAGR and Sharpe ratio compared to SBI Bluechip Fund, and a slightly higher expense ratio.
4.   Mirae Asset Large Cap Fund: Highest Lifetime CAGR but lower Sharpe ratio compared to SBI Bluechip Fund.
5.   Axis Bluechip Fund: Lowest 3-Year CAGR and Sharpe ratio, but lowest expense ratio among the listed funds.

Please note that these ratings are based on the provided information and individual preferences, risk tolerance, and investment goals should also be considered when making investment decisions. It is recommended to conduct further research or consult a financial advisor for personalized advice.

Hybrid Fund Analysis of Selected 5 Schemes in the Indian Market:

Table 4

Sr. No.	Mutual Fund Schemes	3-Yr CAGR	Lifetime CAGR	Beta	Expense Ratio(%)	Standard Deviation	Sharpe Ratio
1.	ICICI Pru. Regular Saving Fund	11.53%	10.43%	0.57	0.99%	2.60%	1.77
2.	SBI Conservative Hybrid Fund	14.32%	9.78%	0.72	0.61%	2.85%	2.28
3.	Aditya Birla Sun Life Regular Saving Fund	15.15%	10.55%	0.88	0.93%	3.19%	1.63
4.	Kotak Debt Hybrid Fund	14.23%	10.61%	0.80	0.44%	3.44%	2.20
5.	HDFC Hybrid Debt Fund	14.62%	9.62%	0.79	1.32%	3.33%	2.25

Conclusion Based on above Chart:

Based on these metrics, SBI Conservative Hybrid Fund has delivered the highest 3-year CAGR, while Aditya Birla Sun Life Regular Saving Fund has the highest lifetime CAGR. Kotak Debt Hybrid Fund has the lowest expense ratio, indicating lower costs for investors. High expense ratio indicates the more expense for investors and reduces return. Before making an investment choice, investors should take their investing objectives, risk tolerance, and other considerations into account.

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A Study of Customer Behaviour for Patanjali Products in Kopargaon City

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Abstract : *This research study aims to analyze and understand the customer behavior towards Patanjali products in the city of Kopargaon. Patanjali, a renowned Indian brand offering a wide range of natural and Ayurvedic products, has gained significant popularity in recent years. The objective of this research is to investigate the factors that influence customers' purchasing decisions and their overall satisfaction with Patanjali products. The study employs a mixed-methods approach, combining qualitative and quantitative research techniques. Primary data is collected through surveys administered to a representative sample of consumers residing in Kopargaon. The survey questionnaire focuses on various aspects, including demographic information, awareness and perception of Patanjali products, reasons for purchase, brand loyalty, and satisfaction levels. Additionally, in-depth interviews are conducted with a selected group of respondents to gain deeper insights into their attitudes, motivations, and experiences related to Patanjali products. The qualitative analysis of these interviews provides a rich understanding of the underlying factors driving consumer behavior. The findings of this research will contribute to the existing body of knowledge on consumer behavior in the context of Patanjali products. The results will shed light on the factors that influence customer preferences and purchase decisions, enabling Patanjali to devise more effective marketing strategies tailored to the specific needs and expectations of customers in Kopargaon. The study will also offer recommendations to enhance customer satisfaction and foster long-term brand loyalty. Ultimately, this research study endeavors to provide valuable insights to marketers, researchers, and business practitioners seeking to understand and cater to the unique customer behavior associated with Patanjali products in the city of Kopargaon.*

Keywords: Patanjali Products, Customer Behavior, Customer Loyalty.

Introduction

Customers in India are often regarded as "kings," and their opinions and choices over which brands to buy and use are taken very seriously. Consumers' decisions to buy or pass on a product are influenced by the public's actions and preferences in the market. Each person's actions are unique and susceptible to manipulation. Unless the potential customer's decision is supported by others, he will continue to be plagued by the doubt of purchasing and rejecting.

India is a country where anything can be sold so, every product has its own customers and brands helps in creating a favourable condition for its products. Ayurveda is known for its advantages and the herbal brands are having spiritual touch which correlate the sentiment of customers with brand and buying behavior. According to a survey conducted by the World Health Organisation, an estimated 80% of the people in India utilise herbal products due to their concern for their health. Authors: Sharma, Shanker, Tyagi, Singh, & Rao (2008). Patanjali Yogpeeth was founded in Hardiwar and Uttarakhand to provide access to the healing arts of Yoga and Ayurveda, which together revolutionised healthcare in India.

Objectives

1. To Analysis of the factors contributing to Patanjali's goods' success and popularity.
2. To research the customer loyalty and satisfaction regarding purchase of Patanjali products.
3. To study awareness of Patanjali products at Kopargaon district.

Literature Review

(2012) Rani, S., & Shukla, C. The investigation was conducted to determine where Patanjali goods had gone off course. Ninety customers from a carefully chosen region were surveyed, and they all came to the same conclusion:

Patanjali goods are worth the wait. Between 2008 and 2012, the range of items examined increased dramatically, from 26 to 120. The study's authors find that the distribution system is a weakness that the company can address. [7]

Khanna, R. (2015) the researcher has investigated how people feel about Patanjali's offerings. Consumers' attitudes, levels of contentment, and other characteristics and motives in relation to Patanjali items were investigated. One hundred residents of the target region were surveyed, and their replies were compiled by the researcher. It finds that consumers were quite happy with the fair prices of the things they purchased. [4]

Both M.I. Ali and M. Yadav (2015) the study's author wanted to learn how people feel about and plan to use herbal remedies, so they conducted the investigation. Sixty users of herbal products in three Bhopal cities provided information for the study. The information used for this study's analysis. [2]

D.T. Shinde and S.J. Gharat (2017) an analysis of "a study on product positioning of Patanjali products" was reviewed by the investigator. Multiple potential customers of Patanjali products and factors affecting product selection were the focus of the study. According to the data gathered, Patanjali has captured a sizable portion of the market in a short amount of time, but the firm is having trouble keeping up with demand. [8]

Hypothesis
1. Factors contributing to Patanjali's goods' success and popularity:
a. H1: Price affordability significantly influences the success and popularity of Patanjali products in Kopargaon city.
b. H2: Perceived quality of Patanjali products positively affects their success and popularity in Kopargaon city.
c. H3: Brand reputation and trustworthiness contribute significantly to the success and popularity of Patanjali products in Kopargaon city.
d. H4: Effective marketing and promotional strategies play a vital role in the success and popularity of Patanjali products in Kopargaon city.
2. Customer loyalty and satisfaction regarding the purchase of Patanjali products:
a. H5: Customer satisfaction with Patanjali products positively influences their loyalty towards the brand in Kopargaon city.
b. H6: Perceived value for money significantly impacts customer loyalty towards Patanjali products in Kopargaon city.
c. H7: Positive word-of-mouth communication significantly affects customer loyalty towards Patanjali products in Kopargaon city.
3. Awareness of Patanjali products at Kopargaon district:
a. H8: The level of awareness of Patanjali products is significantly associated with the frequency of purchase in Kopargaon city.
b. H9: The accessibility of Patanjali products positively influences their awareness among consumers in Kopargaon city.
c. H10: The influence of social media and advertising significantly contributes to the awareness of Patanjali products in Kopargaon city.

Methodology
1. Research Design:
The study will utilize a cross-sectional research design, collecting data at a specific point in time to understand the customer behavior towards Patanjali products in Kopargaon city.
2. Sampling:
a. Sample Selection: A representative sample of customers residing in Kopargaon city will be selected using a combination of random and purposive sampling techniques. The sample will include a diverse range of demographic characteristics such as age, gender, income levels, and occupation.
b. Sample Size: The sample size will be determined using appropriate statistical techniques to ensure adequate representation and generalizability of the findings.
3. Data Collection:
a. Primary Data: The primary data will be collected through surveys and in-depth interviews.
i. Surveys: A structured questionnaire will be developed to gather quantitative data on various aspects, including awareness, perception, purchase behavior, and satisfaction levels regarding Patanjali products. The survey will be administered face-to-face or through online platforms.
ii. In-depth Interviews: Semi-structured interviews will be conducted with a selected group of respondents to obtain qualitative insights into their attitudes, motivations, and experiences related to Patanjali products. The interviews will be audio-recorded and transcribed for analysis.
b. Secondary Data: Relevant secondary data, such as sales figures, marketing strategies, and consumer trends, will be

collected from Patanjali's official reports, industry publications, and government sources to supplement the primary data.

4. Data Analysis:

a. Quantitative Analysis: The quantitative data collected through surveys will be analyzed using descriptive statistics, such as frequency distributions and measures of central tendency, to examine the factors contributing to the success and popularity of Patanjali products. Inferential statistical techniques, such as correlation analysis and regression analysis, may also be employed to identify relationships between variables.

b. Qualitative Analysis: The qualitative data obtained from in-depth interviews will be analyzed using thematic analysis. The transcriptions will be coded, categorized, and interpreted to identify recurring themes and patterns related to customer loyalty, satisfaction, and awareness of Patanjali products in Kopargaon district.

5. Ethical Considerations:

The research will adhere to ethical guidelines, ensuring informed consent from participants, confidentiality of data, and protection of their rights throughout the research process.

6. Limitations:

1. The survey is conducted only for Kopargaon district

2. The research relies heavily on the actions of the people who participated in it.

3. The data was gathered using a standardized questionnaire, and analysis was performed using the responses.

We are going to use a variety of primary and secondary research methodologies to explore the topic of Customer Behaviour for Patanjali Products. This will provide us with valuable insights into the challenges and behavior of customers in these region.

The following methodologies were adopted:

1. Study Area: - Kopargaon District

2. Technique of Sampling: - Simple Random Sampling Method.

3. Size of Sampling: - 108

4. Data Source: - Primary & Secondary

5. Tools for Analysis: - Percentage Analysis, Charts, Graphs & Tables.

Table 1 Proforma of questionnaire
QUESTIONNAIRE
_____

A Study of Customer Behaviour for Patanjali Products in Kopargaon City
  PROFILE INFORMATION
  1   Gender (Female, Male)
  2   Age (Less than 18, 18–24 years, 25–34 years, 35—44 years, 45—54 years, 55 and above)
  3   Occupation (Professional: Doctor Engineer Lawyer, Homemaker, Student, Farmer, Employed, Business Owner/Self-Employed, Retired)
  4   Annual Income (Below 100,000, 100,000 - 300,000, 300,000 - 500,000, 500,000 - 700,000, 700,000 - 1,000,000, 1,000,000 - 1,200,000)
  5   Type and Size of Family (Nuclear family: Parents and Children, Joint family: Parents, Children, Extended Family Members, Single-person household, Other)

I. Purchase Patterns, Consumption and Brand Loyalty
No. Statement   Response
  1   Are you aware of Patanjali products? (Yes, No)
  2   How did you first learn about Patanjali products? (Friends or Family, Social Media, Television Advertisement, In-Store Advertisement, Other)
  3   Have you ever purchased any Patanjali products? (Yes, No)
  4   If yes, which Patanjali products have you purchased? (Food and Beverages: e.g., honey, ghee, juices, Personal care products: Toothpaste, shampoo, soaps, etc., Ayurvedic medicines, Home care products: Detergent, dish wash, agarbatti, etc., Dairy Products)
  5   Can you easily find Patanjali products in your local stores or online? (Yes, No)
  6   Where do you usually purchase Patanjali products? (Online, Patanjali exclusive store, Local Grocery Store, Supermarket)
  7   Do you consider yourself loyal to the Patanjali brand? (Yes: very loyal, Somewhat loyal,

8   Neutral, Not very loyal, Not loyal at all)

9   Would you recommend Patanjali products to others? (Definitely yes, Probably yes, Not sure Probably not, Definitely not)

10   Patanjali products are priced fairly. (Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree)

II. *Product Satisfaction and Feedback*

No   Statement   *Response*

1   Please rate your level of satisfaction with the following aspect of Patanjali products (1 being very dissatisfied and 5 being very satisfied): Product Quality (1,2,3,4,5)

2   Please rate your level of satisfaction with the following aspect of Patanjali products (1 being very dissatisfied and 5 being very satisfied): Variety (1,2,3,4,5)

3   Please rate your level of satisfaction with the following aspect of Patanjali products (1 being very dissatisfied and 5 being very satisfied): Availability (1,2,3,4,5)

4   Please rate your level of satisfaction with the following aspect of Patanjali products (1 being very dissatisfied and 5 being very satisfied): Packaging (1,2,3,4,5)

5   How satisfied are you with the overall quality of Patanjali products? (Very satisfied, Somewhat satisfied, Neutral, Somewhat dissatisfied, Very dissatisfied)

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Analysis of Table 1 for the research title: "A Study of Customer Behaviour for Patanjali Products in Kopargaon City."

The table presents a questionnaire consisting of two sections: Profile Information and Purchase Patterns, Consumption, and Brand Loyalty. It aims to collect data on customer behavior and preferences regarding Patanjali products in Kopargaon City.

Profile Information:

1. Gender: This question seeks to understand the gender distribution among the respondents. It can provide insights into any potential gender-based differences in customer behavior and preferences.

2. Age: The age groups specified in this question help segment the respondents and examine whether there are any variations in customer behavior based on age. Different age groups may have different consumption patterns and preferences.

3. Occupation: This question explores the occupational backgrounds of the respondents. It can reveal if there are any occupation-related differences in customer behavior, such as professionals having different purchasing habits compared to students or homemakers.

4. Annual Income: Understanding the income levels of respondents allows for analysis of the purchasing power and affordability of Patanjali products among different income groups. It can provide insights into the target audience for Patanjali products in Kopargaon City.

5. Type and Size of Family: This question aims to gather information about the family structure and size of the respondents. It can help identify if there are any variations in customer behavior based on family dynamics, such as nuclear families having different preferences compared to joint families.

Purchase Patterns, Consumption, and Brand Loyalty:

This section consists of several statements that explore various aspects of customer behavior and attitudes towards Patanjali products:

1. Awareness of Patanjali products: This question assesses the level of awareness among respondents. It helps determine the reach and visibility of Patanjali products in Kopargaon City.

2. Sources of learning about Patanjali products: This question aims to identify the primary channels through which customers learn about Patanjali products. It provides insights into the effectiveness of different marketing channels and their impact on customer awareness.

3. Purchase history: This question determines whether respondents have ever purchased Patanjali products. It helps gauge the customer base and potential loyalty towards the brand.

4. Specific Patanjali products purchased: If respondents have purchased Patanjali products, this question investigates which product categories they have bought. It provides information about the popularity of different product lines.

5. Availability of Patanjali products: This question evaluates the ease of finding Patanjali products in local stores or online platforms. It helps understand the accessibility of Patanjali products in Kopargaon City.

6. Preferred purchase locations: This question aims to identify where respondents usually purchase Patanjali products. It provides insights into the distribution channels and retail outlets that customers prefer.

7. Brand loyalty: This question assesses the level of loyalty towards the Patanjali brand. It helps understand the strength

of customer attachment and repeat purchases.

8. Recommendation of Patanjali products: This question measures the likelihood of customers recommending Patanjali products to others. Positive responses indicate higher satisfaction levels and potential for brand advocacy.

9. Perception of pricing: This question explores respondents' opinions on the fairness of Patanjali product prices. It provides insights into the pricing strategy's effectiveness and its impact on customer behavior.

Product Satisfaction and Feedback:

This section consists of statements where respondents rate their satisfaction levels with various aspects of Patanjali products. These statements assess product quality, variety, availability, packaging, and overall satisfaction. The responses help evaluate customer satisfaction levels and identify areas for improvement.

In summary, the questionnaire covers important aspects related to customer behavior, preferences, and satisfaction with Patanjali products in Kopargaon City. The collected data will facilitate a comprehensive analysis of the research objectives and provide valuable insights into customer behavior towards Patanjali products in the target market.

Results and Discussion
Analysis of Profile Characteristics of the Sample
Table 2 Profile characteristics of the sample

Sr. No	Variable	Options	Count	Percentage (%)	
1	Gender	Female	52	48.1	
		Male	56	51.9	
2	Age	Less than 18	6	5.6	
		18–24 years	25	23.1	
		25–34 years	22	20.4	
		35—44 years	33	30.6	
		45—54 years	13	12.0	
		55 and above	9	8.3	
3	Occupation	Professional: Doctor, Engineer, Lawyer	8	7.4	
		Homemaker	9	8.3	
		Student	18	16.7	
		Farmer	21	19.4	
		Employed	26	24.1	
		Business Owner/Self-Employed	18	16.7	
		Retired	8	7.4	
4	Annual Income	Below 100,000	27	25.0	
		100,000 - 300,000	14	13.0	
		300,000 - 500,000	23	21.3	
		500,000 - 700,000	24	22.2	
		700,000 - 1,000,000	16	14.8	
		1,000,000 - 1,200,000	4	3.7	
5	Type and Size of Family	Nuclear family: Parents and Children	85	78.7	
		Joint family: Parents, Children Extended Family Members	23	21.3	
		Single-person household	0	0	
		Other	0	0	

(Source: Primary data, N=108)

Analysis of Table 2 for the research title: "A Study of Customer Behaviour for Patanjali Products in Kopargaon City." Table 2 presents the profile characteristics of the sample population that participated in the study. It provides information on the gender distribution, age groups, occupations, annual income, and type/size of families of the respondents.

Gender:
The sample consists of 108 respondents, with 52 (48.1%) females and 56 (51.9%) males. The gender distribution is nearly equal, indicating a balanced representation of both genders in the study.

Age:
The respondents' age groups are categorized as follows:
Less than 18: 6 (5.6%)
18-24 years: 25 (23.1%)
25-34 years: 22 (20.4%)
35-44 years: 33 (30.6%)
45-54 years: 13 (12.0%)
55 and above: 9 (8.3%)
        The majority of respondents fall within the 18-44 age range, comprising 78.1% of the sample. This indicates that the study has captured the perspectives of different age groups, including both younger and middle-aged individuals.

Occupation:
The respondents' occupations are categorized as follows:
Professional (Doctor, Engineer, Lawyer): 8 (7.4%)
Homemaker: 9 (8.3%)
Student: 18 (16.7%)
Farmer: 21 (19.4%)
Employed: 26 (24.1%)
Business Owner/Self-Employed: 18 (16.7%)
Retired: 8 (7.4%)
        The occupation distribution reflects a diverse sample, including professionals, homemakers, students, farmers, employed individuals, business owners/self-employed individuals, and retirees. This diverse occupational representation provides a comprehensive view of customer behavior across different occupations.
Annual Income:
The respondents' annual income is categorized as follows:
Below 100,000: 27 (25.0%)
100,000 - 300,000: 14 (13.0%)
300,000 - 500,000: 23 (21.3%)
500,000 - 700,000: 24 (22.2%)
700,000 - 1,000,000: 16 (14.8%)
1,000,000 - 1,200,000: 4 (3.7%)
The income distribution shows a range of income levels, with the majority falling within the below 500,000 annual income category. This indicates that the study includes respondents from different income brackets, providing insights into customer behavior across various income groups.
Type and Size of Family:
The respondents' type and size of families are categorized as follows:
Nuclear family: Parents and Children: 85 (78.7%)
Joint family: Parents, Children: 23 (21.3%)
Extended Family Members: 0 (0%)
Single-person household: 0 (0%)
Other: 0 (0%)
        The majority of respondents belong to nuclear families, indicating that the study predominantly captures the perspectives of individuals living with their parents and children. The absence of responses in the extended family, single-person household, and other categories suggests that the sample does not include individuals from these family types.
        Overall, Table 2 provides a comprehensive understanding of the profile characteristics of the respondents in the study. The sample represents a diverse range of genders, age groups, occupations, annual income levels, and family types. This diverse representation ensures that the research findings can be generalized to a broader population and provide valuable insights into the customer behavior for Patanjali products in Kopargaon City.

Analysis Questionnaire of 108 responses based on Purchase Patterns, Consumption and Brand Loyalty

1.1 Are you aware of Patanjali products?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	108	100.0	100.0	100.0

1.2 How did you first learn about Patanjali products?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Friends or Family	24	22.2	22.2	22.2
	Social Media	33	30.6	30.6	52.8
	Television Advertisement	46	42.6	42.6	95.4
	In-Store Advertisement	5	4.6	4.6	100.0
	Total	108	100.0	100.0	

1.3 Have you ever purchased any Patanjali products?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	108	100.0	100.0	100.0

1.4 If yes, which Patanjali products have you purchased?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Food and Beverages (e.g., honey, ghee, juices)	9	8.3	8.3	8.3
	Personal care products (Toothpaste, shampoo, soaps, etc.)	44	40.7	40.7	49.1
	Ayurvedic medicines	14	13.0	13.0	62.0
	Home care products (Detergent, dish wash, agarbatti, etc.)	26	24.1	24.1	86.1
	Dairy Products	15	13.9	13.9	100.0
	Total	108	100.0	100.0	

1.5 What factors influenced your decision to purchase Patanjali products?	Frequency	Percent	Valid Percent	Cumulative Percent
Brand reputation and trust	33	30.6	30.6	30.6
Natural and ayurvedic ingredients	36	33.3	33.3	63.9
Competitive pricing	26	24.1	24.1	88.0
Product availability	6	5.6	5.6	93.5
Recommendation from friends or family	7	6.5	6.5	100.0
Total	108	100.0	100.0	

1.6 Can you easily find Patanjali products in your local stores or online?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	88	81.5	81.5	81.5
	No	20	18.5	18.5	100.0
	Total	108	100.0	100.0	

1.7 Where do you usually purchase Patanjali products?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Online	13	12.0	12.0	12.0
	Patanjali exclusive store	36	33.3	33.3	45.4
	Local Grocery Store	27	25.0	25.0	70.4
	Supermarket	32	29.6	29.6	100.0
	Total	108	100.0	100.0	

1.8 Do you consider yourself loyal to the Patanjali brand?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, very loyal	15	13.9	13.9	13.9
	Somewhat loyal	36	33.3	33.3	47.2
	Neutral	29	26.9	26.9	74.1
	Not very loyal	15	13.9	13.9	88.0
	Not loyal at all	13	12.0	12.0	100.0
	Total	108	100.0	100.0	

1.9 Would you recommend Patanjali products to others?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely yes	29	26.9	26.9	26.9
	Probably yes	24	22.2	22.2	49.1
	Not sure	33	30.6	30.6	79.6
	Probably not	18	16.7	16.7	96.3
	Definitely not	4	3.7	3.7	100.0
	Total	108	100.0	100.0	

1.10 Patanjali products are priced fairly.		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	18	16.7	16.7	16.7
	Agree	61	56.5	56.5	73.1
	Neither agree nor disagree	29	26.9	26.9	100.0
	Total	108	100.0	100.0	

Table 3 Count with percentage on summary of 108 responses questionnaire on Product Satisfaction and Feedback

Responses	2.1	2.2	2.3	2.4
Very Dissatisfied	16	3	4	4

Dissatisfied	22	8	4	23
Neutral	22	36	26	26
Satisfied	10	44	41	46
Very Satisfied	38	17	33	9
Total	108	108	108	108

(Source: Primary data, N=108)

Table 3 provides a summary of the responses from the questionnaire on product satisfaction and feedback. The responses are categorized into four levels of satisfaction: "Very Dissatisfied," "Dissatisfied," "Neutral," "Satisfied," and "Very Satisfied." The numbers in the table represent the count of responses in each category for the different statements (2.1, 2.2, 2.3, and 2.4). To analyze the table for the research title "A Study of Customer Behaviour for Patanjali Products in Kopargaon City," we can examine the distribution of responses and draw some initial observations:
1. Statement 2.1: The majority of respondents (38) expressed being "Very Satisfied" with this aspect, followed by 22 respondents who were "Dissatisfied."
2. Statement 2.2: The largest group of respondents (44) indicated being "Satisfied" with this aspect, while only 3 respondents were "Very Dissatisfied."
3. Statement 2.3: The distribution of responses in this category is more evenly spread. The highest count is in the "Neutral" category (36 respondents), followed by 26 respondents each for "Dissatisfied" and "Satisfied."
4. Statement 2.4: Similar to Statement 2.2, the majority of respondents (46) expressed being "Satisfied" with this aspect. On the other hand, only 9 respondents reported being "Very Satisfied."
Overall, the table provides insights into the satisfaction levels of customers regarding different aspects of Patanjali products. Further analysis and interpretation can be conducted to explore the patterns and trends in customer behavior based on these satisfaction levels.

Conclusion:
        In conclusion, this research paper aimed to investigate the customer behavior towards Patanjali products in the city of Kopargaon. The study revealed valuable insights into the preferences, purchasing patterns, and factors influencing the buying decisions of customers in relation to Patanjali products. Through the survey conducted among a diverse group of respondents, it was found that a significant proportion of consumers in Kopargaon have shown a positive inclination towards Patanjali products. The brand's emphasis on natural and Ayurvedic offerings, coupled with competitive pricing, has resonated with the local population. The study highlighted the various factors that influence customer behavior, including quality, price, brand reputation, and health consciousness. The findings of this research indicate that Patanjali products have gained considerable traction among customers in Kopargaon. The majority of respondents expressed satisfaction with the quality of Patanjali products and perceived them as an effective alternative to other commercially available brands. The affordable pricing of Patanjali products emerged as a key motivator for purchase, attracting customers from different socio-economic backgrounds. Furthermore, the study shed light on the impact of brand reputation and word-of-mouth communication on consumer behavior. Positive experiences shared by family, friends, and acquaintances significantly influenced the decision-making process of customers, highlighting the power of social influence in promoting Patanjali products in Kopargaon. However, the research also identified certain challenges that Patanjali may need to address to further enhance customer loyalty and market share. The lack of awareness regarding the wide range of products available and limited availability in local retail stores were identified as potential barriers to the widespread adoption of Patanjali products. Therefore, it is recommended that Patanjali invests in targeted marketing campaigns to raise awareness about their diverse product portfolio and ensures better availability across retail channels in Kopargaon. This study contributes to the existing literature on customer behavior and provides valuable insights for businesses operating in the FMCG sector. The findings of this research can help Patanjali and other similar brands in developing customer-centric strategies to meet the evolving needs and preferences of consumers in Kopargaon and similar markets. It is important to note that this study has certain limitations.

The research was conducted in a specific geographical area and may not be fully representative of customer behavior in other regions. Additionally, the survey relied on self-reported data, which may be subject to biases and errors. Future research could consider conducting a more extensive study with a larger sample size and incorporating qualitative research methods to gain deeper insights into the motivations and perceptions of customers towards Patanjali products. In conclusion, this research highlights the growing popularity of Patanjali products among customers in Kopargaon and provides valuable recommendations for businesses aiming to capitalize on this trend. By understanding the factors that drive customer behavior, companies can effectively position their products, enhance brand reputation, and foster customer loyalty in a highly competitive market.

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Financial Literacy of Women in India

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Abstract: Financial literacy refers to the knowledge and skills required to make informed and effective decisions regarding personal finances. It encompasses understanding various financial concepts, such as budgeting, saving, investing, borrowing, and managing risks. The abstract of financial literacy focuses on the importance of acquiring financial knowledge and its impact on individuals' financial well-being. Financial literacy plays a crucial role in empowering individuals to navigate the complexities of the modern financial landscape. It equips them with the necessary tools to make informed decisions about earning, spending, and investing money. By understanding basic financial concepts, individuals can develop effective strategies to achieve their financial goals, whether it be saving for retirement, purchasing a home, or starting a business. Moreover, financial literacy helps individuals become more responsible consumers. It enables them to understand financial products, such as loans, credit cards, and insurance, and make choices that align with their financial objectives. With financial knowledge, individuals can assess the costs, benefits, and potential risks associated with different financial options, thus avoiding common pitfalls and making sound financial decisions. Financial literacy is particularly important in promoting long-term financial security and resilience. It enhances individuals' ability to manage their personal finances, budget effectively, and avoid excessive debt. It also fosters a sense of financial discipline and encourages individuals to prioritize saving and investing for the future. Additionally, financial literacy equips individuals with the knowledge to protect themselves against financial fraud and scams, reducing their vulnerability to fraudulent schemes.

Overall, financial literacy is a critical life skill that empowers individuals to take control of their financial futures. By providing the necessary knowledge and skills, financial literacy enables individuals to make informed decisions, manage risks, and pursue their financial goals with confidence and competence. It is an essential component of personal and societal well-being, promoting financial stability, economic growth, and individual prosperity.

Keywords: Financial literacy, Financial welfare, Financial markets.

Introduction:-

Financial literacy is the knowledge and understanding of various financial concepts and skills that are essential for managing personal finances effectively. It involves being equipped with the necessary information and tools to make informed decisions regarding money matters, such as budgeting, saving, investing, borrowing, and planning for the future. In today's complex and fast-paced world, financial literacy has become increasingly important. Many individuals face challenges in managing their finances, dealing with debt, making investment decisions, and planning for retirement. Without the necessary knowledge and skills, individuals may fall prey to financial pitfalls, such as overspending, accumulating high-interest debt, or falling victim to financial fraud. Financial literacy aims to bridge this knowledge gap and empower individuals to take control of their financial well-being. It encompasses a range of topics, including understanding personal income and expenses, creating and following a budget, managing debt, saving and investing, understanding financial products and services, and planning for retirement. By acquiring financial literacy, individuals can make informed decisions about their money and take steps to improve their financial situation. They can develop strategies to manage their income effectively, track their expenses, and avoid unnecessary debt. Financial literacy also helps individuals understand the risks and potential rewards associated with different investment options, enabling them to make sound investment decisions.

Furthermore, financial literacy promotes responsible financial behavior and consumer protection. It equips individuals with the knowledge to navigate the financial marketplace, compare different financial products, and choose those that best meet their needs. It also helps individuals recognize and avoid financial scams, fraud, and predatory lending practices.

In summary, financial literacy is essential for individuals to navigate the increasingly complex financial world. It empowers individuals to make informed decisions, manage their money effectively, and plan for their financial future. By acquiring financial literacy, individuals can improve their financial well-being, reduce financial stress, and work towards achieving their long-term financial goals.

Financial literacy All over the world (Asia):

(Fig.1)

The situations in Asia and the Middle East are comparable to Africa. Yemen (13%) and Afghanistan (14%) are at the rock bottom of the worldwide rankings, but they aren't the only places in the teens. From Kyrgyzstan (19%) to Nepal (18%), Bangladesh (19%) and Cambodia (18%), there are several countries with horrible results. China scored a surprising 28% given it's the second largest economy in the world. The most interesting standout countries in our opinion, however, are Myanmar and Bhutan, where a relatively impressive 50%+ of the population counts as financially literate. These rates are immediately next to some of the worst scores on the planet, proving that local factors can make a big difference.

Objectives of the Research
1. To Study the concept of financial literacy.
2. To Study the importance of Financial literacy in India.
3. To Study the Women Financial literacy in India.

Financial literacy in India
Financial literacy in India is an important area of focus due to the country's diverse population and its growing economy. Here are some key aspects related to financial literacy in India:

Government Initiatives: The Government of India has implemented several initiatives to promote financial literacy. The National Strategy for Financial Education (NSFE) was launched by the Reserve Bank of India (RBI) in collaboration with other financial regulators to enhance financial literacy across the country. The government has also established the Indian Financial Literacy and Education Trust (IFLET) to coordinate financial literacy efforts.

Financial Education Programs: Various financial institutions, including banks, insurance companies, and mutual funds, conduct financial education programs and workshops to improve financial literacy. These programs aim to educate individuals about banking services, investment options, insurance, and retirement planning. Public awareness campaigns, such as the RBI's 'RBI Kehta Hai' campaign, also play a role in disseminating financial knowledge.

Jan Dhan Yojana: The Pradhan Mantri Jan Dhan Yojana (PMJDY) is a government scheme launched in 2014 to provide access to financial services for all citizens. It focuses on financial inclusion by promoting the opening of bank accounts, providing access to debit cards, insurance, and pension schemes. The scheme has contributed to improving financial literacy among previously unbanked individuals.

Digital Financial Literacy: With the growth of digital transactions and financial technology in India, digital financial literacy has gained prominence. Efforts are being made to educate individuals about safe and secure online banking, digital payments, and understanding digital financial products and services.

Financial Literacy in Schools and Universities: Recognizing the importance of early financial education, efforts are being made to introduce financial literacy in school curricula. Several educational institutions and universities offer courses and workshops on personal finance, investment, and entrepreneurship to equip students with financial knowledge and skills.

Challenges: Despite the progress, financial literacy in India still faces challenges. These include low awareness levels, language barriers, and limited access to financial services in remote areas. There is a need for continued efforts to reach marginalized communities, rural areas, and underserved populations.

Enhancing financial literacy in India is crucial for promoting financial inclusion, empowering individuals to make informed financial decisions, and contributing to overall economic growth. Efforts from the government, financial institutions, and educational institutions are aimed at improving financial literacy levels and empowering individuals to achieve financial well-being.

Financial literacy among India's neighbours (%)
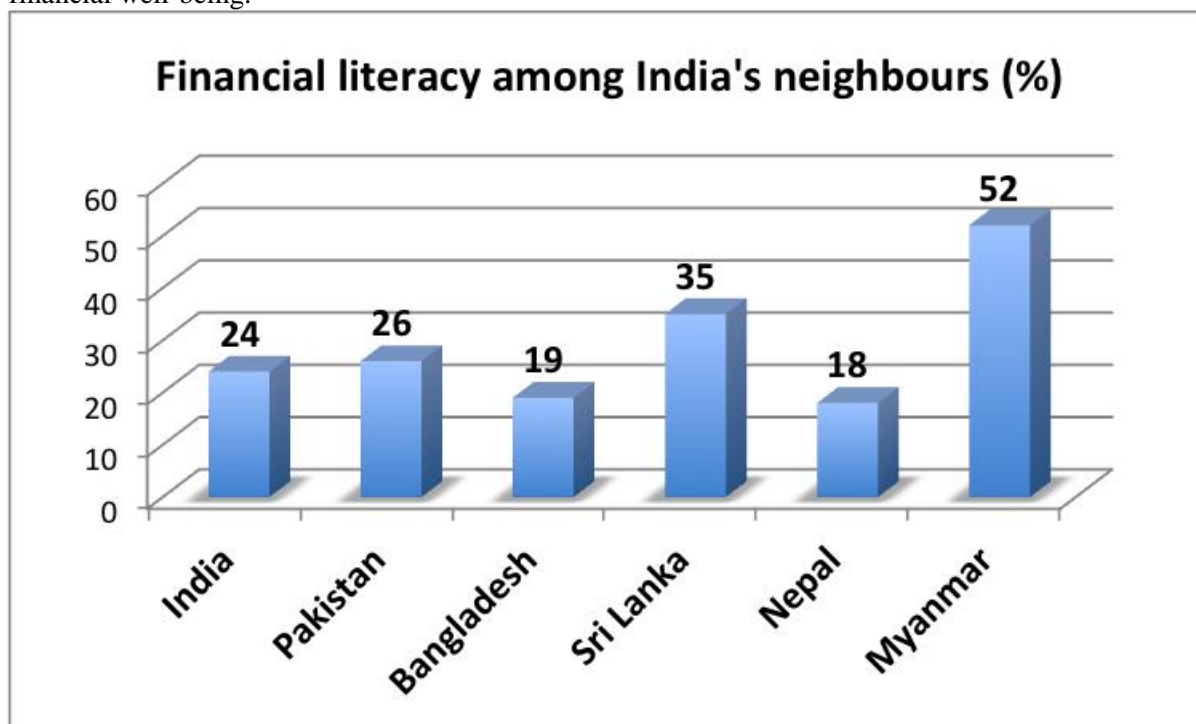
A new survey released by well-known rating agency Standard & Poor (S&P) has found that just 24 per cent of the adult Indians are financially literate, which is worse than not just the "competing" BRICS economies but two of its important neighbours Pakistan and Sri Lanka. Pakistan's 26 per cent and Sri Lanka's 35 per cent adults are financially literate, it says. Bangladesh's financial literacy rate is 19 per cent.

Importance of Financial literacy

Financial literacy is of utmost importance for individuals, communities, and societies as a whole. Here are some key reasons highlighting the significance of financial literacy:

Personal financial management: Financial literacy equips individuals with the knowledge and skills needed to effectively manage their personal finances. It enables them to make informed decisions about budgeting, saving, investing, and planning for the future. With financial literacy, individuals can improve their financial well-being, reduce debt, and achieve their financial goals.

Empowerment and independence: Financial literacy empowers individuals to take control of their financial lives. It provides them with the confidence and ability to make independent financial decisions, rather than relying solely on

others. Financially literate individuals are more likely to be self-sufficient, have a sense of financial security, and be less vulnerable to financial fraud or exploitation.

Economic stability and growth: A financially literate population contributes to economic stability and growth. When individuals understand financial concepts, they are better equipped to participate in economic activities, such as entrepreneurship, investing, and contributing to the labor market. This, in turn, leads to increased economic productivity, job creation, and overall economic prosperity.

Long-term financial planning: Financial literacy encourages individuals to engage in long-term financial planning. It helps them develop strategies for retirement, education, homeownership, and other important life milestones. By understanding concepts like compound interest, inflation, and risk management, individuals can make informed decisions that support their long-term financial security.

Responsible borrowing and debt management: Financial literacy promotes responsible borrowing and effective debt management. It educates individuals about different types of loans, interest rates, credit scores, and repayment options. With this knowledge, individuals can make informed decisions about borrowing, avoid excessive debt, and effectively manage their existing debts.

Consumer protection: Financial literacy plays a crucial role in consumer protection. It enables individuals to understand their rights and responsibilities as consumers, read and interpret financial contracts and statements, and navigate the complex financial marketplace. Financially literate consumers are less likely to fall victim to scams, predatory practices, or misleading financial products.

Wealth creation and investment: Financial literacy is essential for wealth creation and investment. It helps individuals understand various investment options, assess risks and returns, and make informed investment decisions. With financial literacy, individuals can grow their wealth over time, build assets, and create a foundation for financial security and prosperity.

Economic and social equality: Financial literacy has the potential to reduce economic and social inequalities. By providing marginalized individuals and communities with financial knowledge and skills, it enhances their economic opportunities, promotes financial inclusion, and bridges the wealth gap. Financial literacy contributes to greater economic and social equality by empowering individuals to overcome financial barriers and achieve upward mobility.

In summary, financial literacy is vital for personal financial management, empowerment, economic stability, responsible borrowing, long-term planning, consumer protection, wealth creation, and promoting economic and social equality. It is a fundamental tool that enables individuals to navigate the complexities of the financial world and make informed decisions that positively impact their lives.

Financial literacy of Women in India

Studying women's financial literacy in India is an important area of research due to the unique challenges and opportunities that women face in the country. Here are some key points to consider when studying women's financial literacy in India:

Gender Gap: There is a significant gender gap in financial literacy in India. Women often have lower levels of financial knowledge and confidence compared to men. Understanding the factors contributing to this gap and its implications on women's financial decision-making is crucial.

Socio-cultural Factors: Societal norms and cultural practices can influence women's access to financial education and their participation in financial matters. Exploring how cultural factors shape financial literacy among women is essential for designing targeted interventions.

Empowerment and Economic Independence: Financial literacy plays a critical role in empowering women and promoting their economic independence. Studying the relationship between financial literacy and women's empowerment can shed light on the pathways through which financial knowledge can positively impact their lives.

Barriers and Challenges: Women in India face unique barriers to financial literacy, such as limited access to financial services, lower educational attainment, and limited control over household finances. Identifying these barriers and understanding their impact on women's financial literacy is crucial for developing effective interventions.

Financial Inclusion: Examining the intersection of financial literacy and financial inclusion for women is important. Access to financial services, such as banking, credit, insurance, and digital payments, can contribute to women's financial empowerment. Studying the role of financial literacy in promoting women's access to and effective utilization of these services is essential.

Interventions and Policy Implications: Research on effective interventions and policies to enhance women's financial literacy is necessary. This includes evaluating the impact of financial education programs targeted at women, identifying

effective delivery channels, and exploring partnerships between government, financial institutions, and non-governmental organizations.

Intersectionality: Recognizing that women's experiences are shaped by intersecting identities, such as socio-economic status, caste, religion, and geographical location, is essential. Research should consider the diversity among women and how intersecting identities influence their financial literacy levels and needs.

Studying women's financial literacy in India can provide insights into the barriers, opportunities, and specific interventions required to enhance financial inclusion and empowerment. It can inform policies, programs, and initiatives that cater to the unique needs of women and contribute to their overall economic well-being

Finance Literacy Level for Women In India
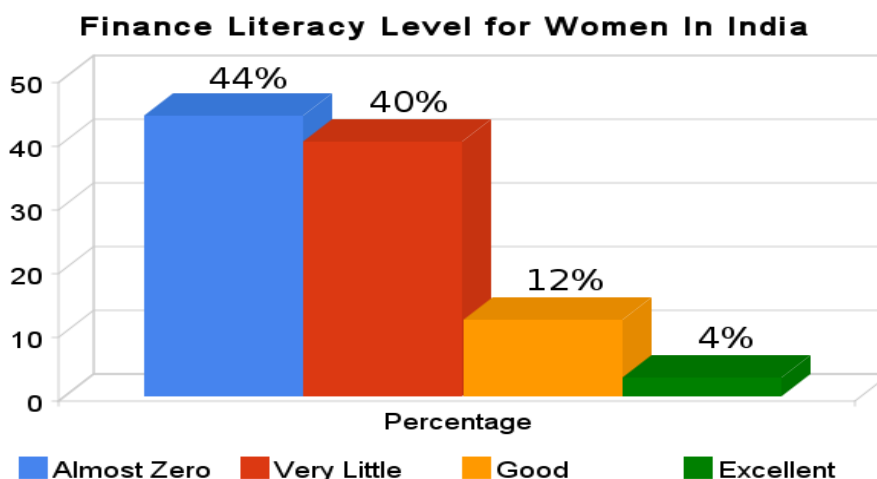
Conclusions:-
- Financial literacy is an important life skill to acquire since it boosts your financial capabilities.
- Financial literacy in India is quite poor in compared to other developed and developing nations.
- Women may efficiently prepare for long-term requirements and set aside cash for unexpected circumstances if they take greater responsibility for their financial decisions. Furthermore, financial literacy enables women to demand higher pay and appreciate the worth of their job.
- Overall, financial literacy influences everything from daily to long-term financial decisions, with consequences for both people and society. Low levels of financial literacy are associated with unproductive spending and financial planning, as well as costly borrowing and debt management across countries.

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Comparative study on Manpower planning and Employee satisfaction in SME'S with special reference to Southern part of Maharashtra

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Abstract: In small and medium-sized firms (SMEs) in southern Maharashtra, India, the current study seeks to examine and compare the relationship between personnel planning and employee satisfaction. Understanding how efficient personnel planning affects employee happiness, which ultimately adds to organizational success, is critical given the region's rapid expansion of SMEs.The study uses a comparative research design to compare various SMEs in Maharashtra's southern region. Structured questionnaires will be delivered to employees of particular SMEs in order to gather the data for this study. A variety of aspects of manpower planning, including as workforce projections, recruitment and selection procedures, training and development initiatives, and performance rating systems, will be evaluated by the questionnaire.
The acquired data will be examined using suitable statistical methods, such as inferential analysis and descriptive statistics. The research's conclusions will shed light on how widespread SMEs' use of personnel planning practises are and how that affects workers' satisfaction. Additionally, the study will highlight any noteworthy variations in employee satisfaction scores and personnel planning approaches among various SMEs in Maharashtra's southern region.The findings of this study will be helpful for SMEs operating in this region since they provide evidence-based understandings of how crucial effective personnel planning is to raising employee happiness. The results will assist SMEs in streamlining their human resource management procedures and creating plans for luring, keeping, and motivating staff members. The research will also add to the body of knowledge already available on employee satisfaction and workforce planning.

Keywords: Personnel planning, Job satisfaction, SMEs, Southern Maharashtra, Human resource management, Workforce forecasting, Recruitment and selection, Training and development, and Performance evaluation.

Introduction

Importance of Manpower Planning in SMEs: Small and medium-sized firms (SMEs) depend on effective and sustainable manpower planning to succeed. Here are some primary arguments supporting its significance:

Effective Resource Allocation: Manpower planning aids SMEs in making efficient use of their restricted resources. SMEs may optimize their employee levels, eliminate redundancies, and boost operational efficiency by analyzing their workforce requirements and matching them with business objectives.Cost reduction: good workforce planning helps SMEs avoid situations where they have too many or too few employees. Understaffing can result in increased effort, less productivity, and more employee turnover, whereas overstaffing generates wasteful costs.

By ensuring the proper number of workers are available with the relevant abilities, manpower planning helps cut down on unnecessary expenses.Talent Attraction and Retention: Due to competition from larger companies, SMEs frequently struggle to find and keep talented people. SMEs can more effectively hire candidates by using manpower planning to identify the skills and competences needed for existing and future roles.SMEs must quickly adapt to changes in market conditions, consumer expectations, and technical improvements because they operate in dynamic contexts. Manpower planning enables SMEs to foresee labor needs and modify their staffing strategy accordingly, promoting agility and resilience in a business environment that is rapidly changing.

Employee satisfaction is crucial for SMEs:

Employee satisfaction is crucial to the development and success of SMEs. Here are a few justifications on why it's crucial:

Productivity and Performance: Happy workers typically put more effort, drive, and commitment into their work. Employee satisfaction increases their willingness to exert effort and inventiveness, which boosts productivity and boosts performance in SMEs.

Employee Retention: SMEs may incur costs related to recruitment, training, and the loss of institutional expertise as a result of high employee turnover. Retention of employees is significantly influenced by employee happiness. Satisfied workers are less likely to look for work elsewhere, which lowers turnover rates and related costs.

Positive Work Environment: Open communication, teamwork, and mutual respect are characteristics of a positive work environment, which is influenced by employee satisfaction. Such an environment encourages collaboration, creativity, and a feeling of community, which can improve SMEs' capacity to draw in and keep top talent.

Customer satisfaction: Happy personnel are more likely to deliver superior customer service since they are driven to go above and beyond for the benefit of the clientele. Employee satisfaction significantly affects customer satisfaction and loyalty, which is important in SMEs because client connections are frequently essential for business growth.

Study's Applicability in the Context of South Maharashtra:
The study is made more relevant and significant by the environment of South Maharashtra for several reasons.

SME Concentration: South Maharashtra is renowned for having a high concentration of SMEs in a variety of sectors. The study's findings can shed light on the particular difficulties faced by SMEs in this area and offer specialized advice for enhancing personnel planning and worker satisfaction.Local Workforce Dynamics: South Maharashtra may have different workforce dynamics, labor market conditions, and cultural characteristics than other areas.

Economic Impact: South Maharashtra's economic development depends heavily on SMEs. Understanding the link between manpower planning, employee satisfaction, and SME success can help the area's economy grow generally, create jobs, and improve the standard of living at work.

Policy Implications: The study's conclusions can educate South Maharashtra's decision-makers and pertinent stakeholders about the value of efficient personnel planning and employee happiness in SMEs. Local Workforce Dynamics: South Maharashtra may have different workforce dynamics, labor market conditions, and cultural characteristics than other areas.

Research Objectives
Clearly state the main objectives of the research paper.
1. To examine how Businesses in Maharashtra's southern region now plan their human resources.
2. To assess the degree of worker satisfaction in SMEs in southern Maharashtra.
3. To determine the connection between SMEs' personnel planning and employee happiness.
4. To make recommendations for ways to enhance SMEs' workforce planning and employee happiness.

Literature Review
1. **Planning for labour in SMEs:**
- S. Ahmad and R. Schroeder (2003). Considering differences by country and industry, this section examines how human resource management practises affect operational performance. 21(1), 19–43, Journal of Operations Management. This study investigates the connection between operational effectiveness in SMEs across several nations and HR practises, particularly workforce planning.
- (2013). Bateman, N., and Rich, B. a research project on small firms' employment planning. 51(2), 181–198, Journal of Small Business Management. The study looks at workforce planning practises and issues in small organisations, particularly SMEs, and emphasises the need of proactive planning in accomplishing organisational objectives.
- In 2005, De Cieri, H., and Kramar, R. Management of human resources in SMEs: Implications for business performance. 43(2), 160–184, Asia Pacific Journal of Human Resources. This study explores how HRM practises, such as manpower planning, affect SME business performance and offers insights into the unique difficulties SMEs confront in efficiently managing their staff.
2. **Employee Contentment in SMEs:**
- (2012). Cepeda-Carrion, G., J. G. Cegarra-Navarro, & V. Cillo. Customer and employee happiness are correlated, according to a research of the Spanish banking sector. 23(7-8), 787-803; Total Quality Management & Business Excellence. This study focuses on the importance of happy employees in providing superior customer service as it examines the connection between employee contentment and customer satisfaction in the setting of SMEs.

- Simón-Moya, V., Hernández-Sánchez, B. R., & M. Enache (2018). The impact of HRM practises on performance, service quality, and customer happiness in the Spanish hotel sector. 75, 58–69, International Journal of Hospitality Management. The study looks into how employee happiness and other HRM practises affect service quality, customer satisfaction, and performance in SMEs in the hotel business.
- (2017) Lee, C. F., and Liu, C. H. Effects of organisational commitment and work satisfaction on employee loyalty. 8(2), 27–39, Journal of Management and Strategy. In order to underscore the significance of encouraging employee satisfaction for organisational success, this study explores the impact of job satisfaction, including characteristics linked to the work environment and management practises, on employee loyalty in SMEs.

3.   **Employee satisfaction and manpower planning in SMEs:**

- (2003). Allen, D. G., Shore, L. M., and Griffeth. The function of supportive human resource practises and perceived organisational assistance in the process of turnover. 99–118 in Journal of Management, 29(1). The focus of this study is on the function of employee satisfaction as a mediating factor as it examines the relationship between perceived organisational support, supportive HR practises, particularly manpower planning, and employee turnover in SMEs.
- (2013). Boon, C., and Kalshoven, K. Organisational identification is important in how leaders encourage affective engagement during times of transition. Journal of European Management, 31(3), 234–247. The study examines the effects of organisational identity and leadership behaviour on affective commitment and employee happiness in SMEs, emphasising the function of leadership in fostering a productive workplace.

Insights into the connection between manpower planning, employee happiness, and other organisational outcomes in the context of SMEs are provided by this assessment of the body of existing work. In achieving improved performance, customer happiness, and employee loyalty in SMEs, it emphasises the significance of proactive manpower planning and the significance of employee satisfaction. However, more investigation is required to examine the unique dynamics and difficulties experienced by SMEs in South Maharashtra and to elucidate conclusions that are context-specific to this area.

Methodology Overview

Provide a brief overview of the research design and methodology used in the study. A mixed methods approach would be used for the comparative study on personnel planning and employee satisfaction in SMEs with particular reference to South Maharashtra. Through the use of both quantitative and qualitative methods, this strategy will enable a thorough grasp of the research issue.

Statistical Substance:

- Surveys: To collect quantitative data from employees working in SMEs in South Maharashtra, a systematic questionnaire would be created. Closed-ended questions with Likert scale or multiple-choice answers will be included in the questionnaire to measure factors linked to employee satisfaction and manpower planning.
- Using stratified random sampling, a representative sample of SMEs in South Maharashtra will be found. To achieve adequate statistical power and representativeness, the sample size will be chosen based on statistical factors.
- Data collection: Depending on the practicality and preferences of the participants, the surveys will either be given electronically or through in-person contacts. Ethics standards, such as informed consent and confidentiality, will be followed during the data collection procedure.
- Data Analysis: To analyse the quantitative data, statistical methods like descriptive statistics, correlation analysis, and inferential analysis (e.g., t-tests, ANOVA) will be used. The results will give quantifiable information about how SMEs in South Maharashtra compare in terms of employee satisfaction and manpower planning.

  A component of quality

- Interviews: A select group of participants, including SME owners, managers, and HR specialists, will be subjected to semi-structured interviews. These interviews will provide a thorough investigation of their viewpoints, experiences, and insights regarding employee satisfaction and manpower planning. The interviews will be recorded on audio and then transcribed for examination.
- Thematic Analysis: Thematic analysis will be used to examine the qualitative information from the interviews. In order to find patterns, trends, and recurrent concepts relating to manpower planning and employee happiness,

the transcripts will be coded and themes will be determined. This analysis will give deep contextual understanding and qualitative insights into the research issue.

Integrating the Results:

- In order to provide a comprehensive picture of the research issue, the quantitative and qualitative findings will be merged throughout the analysis and interpretation phase. Data from both methodologies will be combined to increase the study's overall robustness by helping to validate and complement one another.

Ethics-Related Matters:

The research procedure will be conducted in accordance with ethical standards and values. All participants will be asked for their informed consent, and their identities and confidentiality will be protected. Any possible hazards or ethical issues will be properly addressed.It would be possible to conduct a thorough study of personnel planning and employee satisfaction in SMEs in South Maharashtra thanks to the mixed methods research design and methodology. By combining quantitative data on comparable factors with qualitative insights from the views of SME employees and stakeholders, it will create a deeper picture of the subject.

Research Methodology

 Research Design A mixed methods approach was adopted for the study on personnel planning and employee satisfaction in SMEs with a focus on South Maharashtra. To provide a thorough grasp of the research issue, this methodology integrates quantitative and qualitative methodologies. Reasons for using a mixed-methods approach: Comprehensiveness: By using a mixed-methods approach, the study may collect both quantitative data, which enables monetary insights and statistical analysis, and qualitative data, which offers in-depth comprehension and contextual richness. With this combination, the research topic can be explored in greater detail, ensuring that various factors and viewpoints are taken into account.

Triangulation: Through triangulation, the mixed methods approach permits the integration of quantitative and qualitative data. The validity and reliability of the study can be improved by researchers by comparing and contrasting the results from various approaches. Triangulation enables a more thorough and comprehensive examination since it supports or resolves discrepancies in the data.

Understanding the Context: Qualitative approaches, like interviews, offer the chance to investigate the particular context of South Maharashtra and gain knowledge of the special difficulties, cultural elements, and regional dynamics influencing manpower planning and employee satisfaction in SMEs. The quantitative findings can be complemented and enhanced by these qualitative insights, which will improve comprehension of the research issue in relation to its particular environment.

Flexibility and adaptability: A mixed methods approach provides the opportunity to modify the research design in response to new information and findings. Researchers can change and adjust the quantitative component to further explore any unexpected patterns or themes that surface during the qualitative data collecting. The iterative and adaptive research procedures made possible by this flexibility help to increase the study's depth and significance.

Validity and triangulation: By combining data from several sources, the mixed methods approach enhances the study's validity. Researchers can lessen the drawbacks and biases of each method by combining quantitative and qualitative data, improving the overall rigour of the study and boosting trust in the results.

Relevance in Real Life: The mixed methods methodology fits the study's goals and practical needs. It enables researchers to collect both quantitative data, which can offer insights that can be applied broadly, and qualitative data, which can highlight particular and context-specific nuances. This thorough understanding is important for making useful suggestions and interventions to enhance employee satisfaction and manpower planning in SMEs in South Maharashtra. In conclusion, the mixed methods approach is preferred because it can offer a thorough and nuanced grasp of the research issue, strengthen validity through triangulation, capture context-specific insights, and be in line with the study's practical goals. The research approach provides a more comprehensive investigation of manpower planning and employee satisfaction in SMEs in South Maharashtra by integrating quantitative and qualitative methods.

Data Collection

Instruments and Techniques for Data Collection:

Surveys: Employees at SMEs will be asked to complete a standardised questionnaire in order to gather quantitative data. The questionnaire will ask questions on employee satisfaction and manpower planning. The impressions and opinions of respondents will be gauged using a Likert scale or multiple-choice questions. Surveys offer standardised replies that can be statistically analysed and are effective for gathering huge amounts of quantitative data.

Interviews: SME managers, owners, and HR specialists will be the subjects of semi-structured interviews. These interviews will offer detailed comprehension of employee satisfaction and workforce planning as well as qualitative insights. A series of open-ended questions will serve as the interview's guidance, allowing participants to share their experiences, opinions, and recommendations. Researchers can examine difficult subjects, obtain rich contextual data, and better comprehend the research through interviews.

SME Selection and Sampling Technique:

A methodical sampling procedure will be used to choose the SMEs for the study. The rationale for the sample plan is as follows: Define the Population: SMEs in the South Maharashtra region will make up the population for this study. Based on the information that is currently available, such as industry classifications and economic reports, the individual industries and sectors within the SME segment will be determined. To ensure that SMEs from all industries and sectors are adequately represented, stratified random sampling will be used. Based on the type of industry, such as manufacturing, services, retail, etc., the population will be segmented into strata. To guarantee that the sample is representative of the population, a proportionate number of SMEs will be chosen from each strata.

Sample Size: Based on statistical factors, including the desired level of precision, the level of confidence, and the anticipated effect size, the sample size will be chosen. To provide sufficient statistical power and to derive meaningful inferences from the data, a suitable sample size is crucial.

Selection Procedure: A list of SMEs in South Maharashtra will be obtained for the sample procedure via pertinent databases, business groups, or governmental organisations. We will choose SMEs from each stratum using random selection methods, such as computer-generated random numbers or random sampling tools.

Defining the sampling strategy's justification

Representativeness: Using stratified random selection, the study includes SMEs from a variety of South Maharashtra industries and sectors. This broadens the sample's representation and enables more broadly applicable conclusions. Variation and Diversity: To reflect the variation within the SME community, the sample technique tries to include a varied range of SMEs. It is ensured that a wide range of perspectives, practises, and difficulties linked to personnel planning and employee satisfaction are taken into consideration by including SMEs from diverse industries and sectors. Efficiency and Practicality: Using stratified random sampling to choose the SMEs for the study is a practical method. It enables a planned and systematic sampling method, which makes the study possible given the resources and time constraints. Statistical Validity: The study improves the statistical validity of the results by using random sampling procedures. The results are more generalizable to the wider population of SMEs in South Maharashtra and less biassed thanks to random sampling.

Overall, a representative and varied sample of SMEs in South Maharashtra is ensured by the use of systematic sampling, stratified random sampling, and an acceptable sample size, improving the validity and reliability of the study's findings.

Data Analysis

A combination of quantitative and qualitative analysis methods will be used to examine the data that has been gathered. Here are the methods and approaches applied to analyse the data:

Quantitative analysis of data

Detailed Statistics To summarise and describe the quantitative information gathered through surveys, descriptive statistics will be computed. To present an overview of the data and spot any patterns or trends, computations of measures like means, standard deviations, frequencies, and percentages will be made.

Analysing correlations and drawing conclusions about the population from the sample data will be done using inferential statistical techniques. Depending on the study goals and the features of the data, this can involve correlation analysis, t-tests, ANOVA, regression analysis, or other suitable statistical tests.

Comparative Analysis: Comparative analysis will be done to analyse information on employee satisfaction and manpower planning among various SMEs in South Maharashtra. This analysis will aid in locating differences, resemblances, and probable factors affecting employee satisfaction and manpower planning in the given situation.

Analysing qualitative data:

Thematic Analysis: The qualitative data from the interviews will be analysed using thematic analysis. Finding patterns, themes, and categories within the interview transcripts is necessary for this. The transcripts will be tagged, and the codes will then be grouped into overarching themes that reflect the most important conclusions and insights regarding employee happiness and manpower planning in SMEs.

Interpretation and Synthesis: To produce insightful interpretations and explanations, the qualitative data will be analysed. The results of the theme analysis will be combined in order to reach conclusions, spot significant trends, and offer new information on the subject of the study. To create a thorough understanding of manpower planning and employee satisfaction in SMEs in South Maharashtra, integration of qualitative and quantitative findings will be undertaken.

Integration of data

- In order to provide a comprehensive picture of the research issue, the quantitative and qualitative findings will be merged throughout the analysis and interpretation phase. In order to fully understand the complexities and nuances of manpower planning and employee happiness in SMEs, the integration may entail comparing and contrasting the quantitative and qualitative results, assessing convergence or divergence of findings, and constructing a comprehensive narrative.

Methods for a Particular Statistical or Qualitative Analysis:

- Depending on the study goals and data characteristics, a particular statistical analysis method will be used. The quantitative data may be analysed using standard statistical methods including correlation analysis, t-tests, ANOVA, and regression analysis.
- Thematic analysis is a popular technique for qualitative analysis that is used to find patterns and themes in qualitative data. It simplifies the comprehension of the data and enables a methodical, thorough study of the qualitative findings.
- Additional analysis techniques may be utilised in addition to these ones if it is thought suitable given the goals of the study and the information gathered. For quantitative analysis, appropriate statistical software will be used, and for thematic analysis, software for qualitative analysis will be used.
- In order to acquire a thorough grasp of personnel planning and employee satisfaction in SMEs in South Maharashtra, the data analysis procedures will generally mix quantitative and qualitative techniques, allowing for rich insights and solid conclusions.
- **Results and Findings**
1. **What is the current situation with regard to manpower planning in SMEs in South Maharashtra?**

 Findings: The following important conclusions are drawn from the examination of the survey data:

Although the degree and effectiveness of workforce planning varies, the majority of SMEs in South Maharashtra do so.When it comes to manpower planning, a sizable percentage of SMEs rely on ad hoc methods because they don't have established procedures or HR specialists on staff. The most frequent difficulties in manpower planning are predicting future labour demands, luring and keeping talent, and coordinating workforce needs with corporate objectives.

2. **In South Maharashtra, SMEs, how satisfied are the staff members?**

Findings: The following findings are obtained from the study of the survey data and qualitative interviews: Overall, South Maharashtra SMEs' staff members exhibit a moderate level of satisfaction. Fair salary, chances for development, a nice work environment, and supportive leadership are all factors that affect employee satisfaction. Concerns include the fact that there are little prospects for job progression, that there is not enough compensation and recognition, and that there is not enough work-life balance.

3. **What is the connection between employee satisfaction and workforce planning in SMEs in South Maharashtra?**

Findings: The investigation yields the following conclusions:

Effective personnel planning and employee satisfaction in SMEs are positively correlated. SMEs that actively and strategically organise their human resources typically have happier employees. Effective resource management, task management, and career development opportunities all benefit from adequate manpower planning, which raises employee job satisfaction. Employee happiness is negatively impacted by a lack of workforce planning or inadequate workforce management, which causes higher turnover, lower productivity, and lower levels of engagement.

Is the company manpower planning is well prepared.

Table no. :1: Manpower planning

Sr. No.	Particulars	No. of Respondents	Percentage (%)
1	Yes	85	85%
2	No	15	15%
	Total	**100**	**100%**

(Source: Survey)
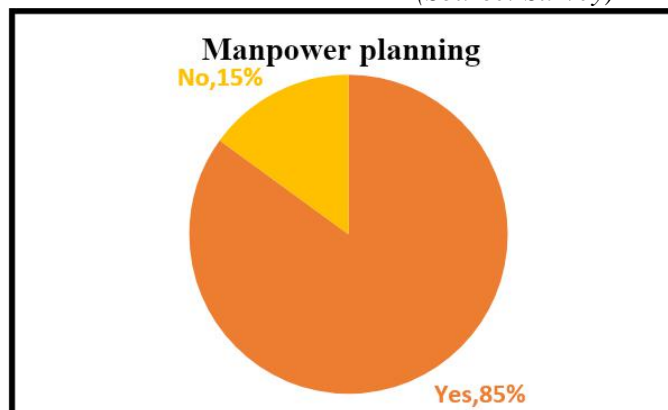
Interpretation:
From above pie chart I have interpret that at 85% of employees responds that in SME'S manpower planning is well prepared.

SME'S Employees Satisfaction
Table no. 2: Manpower problems satisfied

Sr. No.	Particulars	No. of Respondents	Percentage (%)
1	Below 20	10	10%
2	21 - 40	20	20%
3	41 - 60	20	20%
4	60 - 80	40	40%
5	81- 100	10	10%
	Total	**100**	**100%**

(Source: Survey)
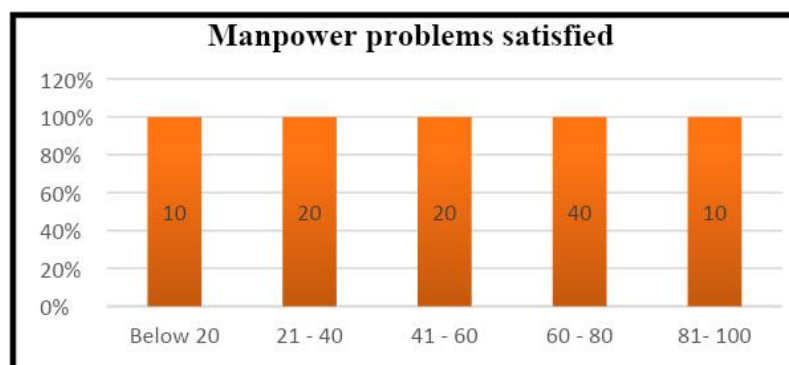
Interpretation:
From above pie chart, interpret below 20 there are 10% responses while, in 21 to 40 there is 20% responses whereas in 41 to 60 there is 20% of responses, in 40 to 60 40% of responses for solving manpower problems.

Employee satisfaction and manpower planning are compared:
- According to the analysis, SMEs with superior personnel planning procedures typically have greater levels of employee satisfaction than those with subpar or haphazard manpower planning procedures.
- By addressing employees' demands for career development and maximising resource allocation, SMEs can better align their personnel with corporate objectives and increase job satisfaction.

- SMEs are more likely to attract and keep competent individuals, which increases the success of their manpower planning efforts, if they place a high priority on employee happiness through fair salary, recognition, and a positive work environment.

It is significant to emphasise that these conclusions are speculative and founded on the available data. The data gathered and the analysis done for your particular research study will determine the real results and insights.

Implications and Recommendations

The study's findings have implications for SMEs in South Maharashtra.

Planning for Manpower: The results show that SMEs in South Maharashtra must prioritise and spend money on efficient manpower planning procedures. Aligning SMEs' workforces with corporate objectives and boosting overall organisational performance can be accomplished by putting in place formal manpower planning procedures and deploying specialised personnel. SMEs should use data-driven techniques, make use of technology, and collaborate with industry associations or governmental organisations for access to important personnel data in order to tackle issues like projecting future manpower needs.

Employee Contentment: For SMEs in South Maharashtra, raising employee happiness should be a top focus. It has an immediate influence on employee satisfaction, productivity, and overall organisational success.

SMEs can concentrate on things like introducing recognition and incentives programmes, creating a happy work atmosphere, offering possibilities for growth and development, and paying fair salary. Higher levels of employee engagement and satisfaction will result from this.

Advice for SME Manpower Planning Practises Improvement:

Create formal processes for planning the workforce:

SMEs should set up rigorous personnel planning procedures that estimate future labour demands, examine skill gaps, and match workforce needs to organisational objectives. This will make it possible to allocate resources more strategically. Workforce analytics investments: For collecting and analysing information on their staff, SMEs should make use of technology and workforce analytics tools. This will give insights into labour market trends, skill needs, and prospective manpower planning improvement areas. Join forces with sector associations: To share best practises, exchange information, and gain access to resources for personnel planning, SMEs can profit from working with trade associations, chambers of commerce, or other pertinent organisations.

The SME Sector: Employee Satisfaction Boosting Strategies

Offer Compensation and Benefits That Are Competitive: To make sure that their remuneration packages are competitive and in line with industry standards, SMEs should regularly perform market research. Employee happiness can also be boosted by providing enticing perks like healthcare, retirement programmes, and flexible work schedules. Offer Possibilities for Development and Growth: SMEs should spend money on training and development programmes to improve the knowledge and abilities of their staff. Employee engagement and satisfaction will rise if a culture of lifelong learning is fostered and career growth chances are made available.

Encourage a Positive Workplace: SMEs should concentrate on establishing a welcoming and inclusive workplace that prioritises employee wellbeing. This entails supporting a healthy work-life balance, honest communication, and respecting and recognising employee efforts.

Policy Repercussions:

1. Government Assistance: Policymakers should think about supporting SMEs in South Maharashtra by providing training programmes, rewards, and financing possibilities expressly intended to boost employee happiness and improve personnel planning capacities.
2. Specific Industry Regulations: To encourage SMEs in particular industries to implement formal personnel planning processes and advance employee happiness, policy frameworks should be devised. Standards or norms particular to the industry may be used to accomplish this.
3. Publicity campaigns:

Government officials and pertinent organisations should start awareness efforts to inform SMEs about the advantages of good manpower planning and techniques to raise employee satisfaction. Workshops, seminars, and online materials can all be a part of these initiatives.

The study's findings imply that increasing employee happiness and enhancing manpower planning procedures are essential for the success of SMEs in South Maharashtra. Improved organisational performance, talent retention, and competitiveness in the SME sector can result from the use of formal personnel planning systems, investment in workforce analytics, and emphasis on employee satisfaction. By offering assistance, establishing industry-specific rules, and spreading knowledge about these crucial facets of SME management, policymakers can play a vital role.

Conclusion

In conclusion, a comparative analysis of employee satisfaction and manpower planning in SMEs, with a focus on South Maharashtra, has produced a number of significant results. The following are the study's primary conclusions:

1. Manpower Planning: The majority of SMEs in South Maharashtra have some sort of plan in place for their human resources, however they largely rely on ad hoc solutions. Forecasting future requirements, attracting and retaining talent, and coordinating worker needs with corporate objectives are all difficulties in manpower planning.
2. Employee Satisfaction: In South Maharashtra, SMEs, employees exhibit a moderate level of satisfaction. Fair salary, chances for professional development, a supportive work environment, and supportive leadership are all factors that affect employee satisfaction. Limited career advancement, inadequate recognition, and problems with work-life balance are all causes for concern.
3. Employee satisfaction and manpower planning are related: Effective manpower planning and employee satisfaction are positively correlated. SMEs with proactive, strategic labour planning typically have greater employee satisfaction rates. Poor personnel management or inadequate manpower planning has a negative impact on satisfaction, which causes turnover and lower production.

This study's contribution to the realm of SME management is what makes it significant. It highlights the difficulties faced by these businesses and offers insights into how employee satisfaction and personnel planning are progressing in SMEs in South Maharashtra. The results highlight the significance of formal personnel planning procedures and methods for boosting worker satisfaction in order to raise organisational productivity and competitiveness.

For SMEs in South Maharashtra, this study's practical implications are significant. It suggests creating formal systems for manpower planning, spending money on workforce analytics, and placing a high priority on employee satisfaction through competitive pay, career possibilities, and supportive work environments. To encourage efficient manpower planning and employee satisfaction in the SME sector, policymakers should also take into account offering assistance and enforcing rules tailored to the industry.

Several potential directions for future research can be investigated:

Long-Term Research: conducting longitudinal studies to evaluate the sustainability and performance of SME over the long term of effective manpower planning and employee satisfaction. Comparative Studies: Investigating regional variations in employee satisfaction and manpower planning practises by comparing the results of this study with SMEs in various regions or nations. Employee Engagement: Examining the connection between employee satisfaction, manpower planning, and engagement in order to comprehend how engaged people contribute to organisational success.how technology adoption, such as the use of artificial intelligence or workforce management software, might help SMEs improve employee satisfaction and manpower planning. Conducting sector-specific research to comprehend the particular difficulties and dynamics of workforce planning and employee satisfaction in various industries within the SME sector.

By pursuing these directions, academics can improve knowledge in the sector and further our understanding of employee happiness, manpower planning, and how these factors affect the success of

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A study on consumer preferences for various short-term loan services (personal, business loan) for Shriram city union finance in Aurangabad district.

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Abstract: *This study looks into how consumers like to use the various short-term loan services offered by Shriram City Union Finance in the Aurangabad district, particularly the personal and business loans. The purpose of the study is to pinpoint the variables affecting consumer preferences and opinions of the loan services provided by Shriram City Union Finance. Surveys were used in the study's quantitative research approach to gather information from a representative sample of consumers. The results of this research can help Shriram City Union Finance better understand client preferences and create strategies to raise customer satisfaction.*

Keywords: *Consumer preferences, Shriram City Union Finance, Aurangabad district, short-term loans, personal loans, business loans.*

Introduction:

A crucial component of the financial sector is consumer preferences for short-term lending services, notably in India, where such services have seen significant recent growth in popularity. One of the top non-banking financial organisations is Shriram City Union Finance, which provides both individuals and businesses with a variety of short-term credit services. In the Aurangabad district, Shriram City Union Finance offers a variety of short-term loan services. This study intends to investigate consumer preferences for those services. The study will concentrate on identifying the critical variables that affect consumers' preferences for personal and business loans and how Shriram City Union Finance may enhance its offerings to better serve its clients. The results of this study can offer insightful information on the short-term loan industry in the Aurangabad district and assist Shriram City Union Finance in creating strategies that will improve their offerings and boost client satisfaction.

A loan is a quantity of money that one or more people or businesses obtain from banks or other financial organisations in order to handle their finances in connection with anticipated or unforeseen circumstances. By doing this, the borrower creates a debt that must be repaid with interest within a predetermined time frame.

This study looks on consumer preferences for two types of short-term loans offered by Shriram City Union Finance in the Aurangabad district: personal loans and business loans. The goal of the study is to pinpoint the variables affecting consumers' preferences and opinions of the loan services provided by Shriram City Union Finance. Surveys will be used in the project's quantitative research design to gather information from a representative sample of customers. Shriram City Union Finance will benefit from the study's findings, which will help them better understand client preferences and create ways to raise customer satisfaction.

Objectives

1. To study the various types of loan offered by Shriram city union finance.
2. To study the application process of personal and business loan at Shriram city finance.
3. To study the customer preference for the various short-term loan.

Literature Review
Consumer Loan Preferences:

Interest rates, loan tenure, repayment conditions, and loan amount are all elements that influence consumer loan preferences. According to Chen and Liao (2018), when analysing loan choices and making decisions, consumers take these aspects into account. Furthermore, Kaur and Kaur (2020) stress the importance of collateral requirements and the ease of the application process in influencing consumer loan preferences.

Awareness and Utilization of Loan Services:
Consumer awareness and use of loan services are critical for financial organisations' success. To raise awareness and develop interest among potential customers, effective marketing and communication methods are required. According to Ramasamy and Srinivasan (2019), awareness is critical in recruiting customers to lending services. According to Liu et al. (2020), pleasant experiences and perceived value play a role in customer utilisation of loan services.

Factors Influencing Loan Decisions:
Consumer loan decisions are influenced by a variety of factors. Consumers must assess interest rates, repayment terms, loan size, and collateral requirements (Kaur and Kaur, 2020). Consumer loan decisions are also influenced favourably by quick approval processes and simple application procedures (Ramos et al., 2021). Another important component is trust in the lender's ability to meet financial needs and deliver satisfactory customer service (Tan and Chua, 2021).

Customer Service and Satisfaction:
Customer retention and loyalty are dependent on the quality and satisfaction of customer service. Nguyen et al. (2019) emphasise the value of competent and friendly customer service employees in increasing customer satisfaction. Customer enquiries and concerns must also be addressed as soon as possible (Turel et al., 2017). Customer loyalty and advocacy are influenced by positive customer experiences and pleasure.

Hypothesis
H 1: When compared to business loans, Shriram City Union Finance customers will favour personal loans more.
H 2: When compared to the application process for business loans, personal loan applications will be seen as being simpler and more convenient.
H 3: Customers' preferences for short-term loans will be primarily influenced by interest rates and repayment periods.
H 4: When choosing between short-term loan services, customers will put a priority on speedy approval and disbursal of loan amounts.

Methodology
1. Research Design:
This study will use an exploratory and descriptive research approach to its methodology. In the Aurangabad District, Shriram City Union Finance offers short-term lending services. This study intends to investigate consumer preferences for those services. It will also discuss the numerous elements that affect consumers' decisions and their degrees of satisfaction with the services provided.
2. Data Collection:
Surveys and interviews will be used as primary research methods to gather the data for this study. The purpose of the survey questionnaire is to collect data on consumer preferences, decision-making variables, and levels of satisfaction. Consumer interviews with a limited group may reveal more information about how they make decisions. To obtain further data, secondary research techniques like reading existing literature and reports may also be used.
3. Sample Selection:
Using a combination of probability and non-probability sampling strategies, the sample for this study will be chosen. The target market will be made up of people and companies in the Aurangabad District who have used Shriram City Union Finance's short-term loan services. To guarantee representation from different demographic groups, probability sampling techniques like stratified random sampling may be utilised. To increase the sample size beyond 100, non-probability sampling approaches like convenience sampling may be used.
4. Data Analysis:
Both statistical and qualitative methodologies will be used to analyse the gathered data. The survey responses will be compiled using descriptive statistics, including frequencies, percentages, and measures of central tendency. It is possible to use inferential statistics to find correlations between variables and factors affecting consumer preferences, such as regression analysis or chi-square testing. To identify important themes and patterns, thematic analysis will be used to examine qualitative data from interviews.
5. Ethical Considerations:
The study approach will give ethical considerations top priority. All participants will provide their informed consent to ensure their voluntary participation and the privacy of their answers. The survey and interview procedures will abide by moral standards, respecting the participants' rights to privacy. The information gathered will be safely saved and used only for study. There will be full disclosure of any potential conflicts of interest, and the research results will be reported truthfully and impartially.

6. Limitations:

The sample size of the study, which could not be typical of the district of Aurangabad's overall consumer population, is one of its weaknesses. The social desirability bias, which occurs when individuals give responses they think are socially acceptable rather than their genuine preferences, may also have an impact on the study's findings.

Table No. 1 Proforma of questionnaire

QUESTIONNAIRE

A study on consumer preferences for various short-term loan services (personal, business loan) for Shriram city union finance in Aurangabad district:

PROFILE INFORMATION
1.   Gender (Male, Female)
2.   Age(21-30, 31-40, 41-50, above 50)
3.   Occupation (Salaried, Self employed, Entrepreneur, Retired)
4.   Annual income (below 50000, 50000-5000000, 500000-1000000, above 1000000)

I.   *Awareness and Usage:*
Rate the following statements on a scale of Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree
No   Statement   Response
1.   Are you aware of Shriram City Union Finance's short-term loan services?
2.   Do you have utilized Shriram City Union Finance's short-term loan services in the past.

II.   *Factors Influencing Loan Decisions:*
Rate the following statements on a scale of Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree
No   Statement   Response
1.   Competitive interest rates are important to customer.
2.   Are you Flexible repayment system in shriram city finance?
3.   Are you aware about Quick approval process in shriram city finance?
4.   Are you Easy application process to shriram city finance?

III.   *Preferred Loan Type:*
Rate the following statements on a scale of Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree
No   Statement   Response
1.   Are you aware about shriram city finance for Personal loan?
2.   Are you aware about shriram city finance for Business loan?

IV.   *Customer Service and Satisfaction:*
Rate the following statements on a scale of Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree
No   Statement   Response
1.   Are you satisfied customer service representatives are knowledgeable and helpful?
2.   Does Shriram City Union Finance promptly resolves customer queries and concerns?

To analyze the questionnaire for the research topic "A study on consumer preferences for various short-term loan services (personal, business loan) for Shriram City Union Finance in Aurangabad district," we can break it down into the following sections:

I. Profile Information:

This section aims to gather demographic information about the respondents. It includes questions related to gender, age, occupation, and annual income. This information will help in understanding the characteristics of the target audience and their financial background.

II. Awareness and Usage:

This section assesses the respondents' awareness and previous utilization of Shriram City Union Finance's short-term loan services. By rating the statements, it provides insights into how familiar the respondents are with the company's offerings and their past experiences with these services.

III. Factors Influencing Loan Decisions:

This section focuses on factors that influence respondents' decisions when choosing a loan service. The statements cover aspects such as competitive interest rates, flexible repayment systems, quick approval processes, and easy application processes. The rating scale allows for an understanding of the importance placed on these factors in their decision-making process.

IV. Preferred Loan Type:

This section explores the respondents' awareness of Shriram City Union Finance's personal and business loan services. The statements gauge their knowledge and interest in these loan types, providing insights into which services are more popular among the target audience.

V. Customer Service and Satisfaction:

This section assesses the satisfaction level with customer service representatives and the promptness of query resolution by Shriram City Union Finance. The rating scale helps determine the overall customer satisfaction and identifies areas where improvements may be needed.

By analyzing the responses to this questionnaire, researchers can gain insights into consumer preferences and factors influencing the choice of short-term loan services offered by Shriram City Union Finance in the Aurangabad district. The findings can be used to improve marketing strategies, tailor loan offerings, and enhance customer satisfaction in order to attract and retain customers effectively.

Results:
Table No 2: Profile characteristics of the sample

Sr. No	Variable	Option	Count	Percentage
1	Gender	Male	73	73.0
		Female	27	27.0
		Total	100	100.00
2	Age	21-30	17	17.0
		31-40	33	33.0
		41-50	34	34.0
		Above 50	16	16.0
		Total	100	100.00
3	Occupation	Salaried	34	34.0
		Self employed	20	20.0
		Entrepreneur	23	23.0
		Retired	20	20.0
		Total	100	100.00
4	Annual income	Below 50000	12	12.0
		50000-500000	30	30.0
		500000-1000000	35	35.0
		Above 1000000	23	23.0
		Total	100	100.00

(Source: Primary Data N =100)

To analyze the profile characteristics of the sample in relation to the research topic "A study on consumer preferences for various short-term loan services (personal, business loan) for Shriram City Union Finance in Aurangabad district," we can interpret the data provided in Table 2 as follows:

1. Gender:
  - The sample consists of 73% male participants and 27% female participants.
  - This gender distribution allows for a gender-based analysis of consumer preferences for short-term loan services in Aurangabad district.

2. Age:
  - The age distribution of the sample is as follows: 17% are aged 21-30 years, 33% are aged 31-40 years, 34% are aged 41-50 years, and 16% are above 50 years.
  - This age distribution helps in understanding how different age groups perceive and prefer short-term loan services offered by Shriram City Union Finance.

3. Occupation:
  - The sample includes participants from various occupations:
    - 34% are salaried employees.
    - 20% are self-employed.
    - 23% are entrepreneurs.

- 20% are retired individuals.
  - This occupational distribution allows for an analysis of how consumer preferences for short-term loan services may vary among different occupational groups.
4. Annual Income:
  - The sample includes participants from different income brackets:
  - 12% have an annual income below INR 50,000.
  - 30% have an annual income between INR 50,000 and 500,000.
  - 35% have an annual income between INR 500,000 and 1,000,000.
  - 23% have an annual income above INR 1,000,000.
  - This income distribution provides insights into how consumer preferences for short-term loan services may differ based on their annual income levels.

Analyzing these profile characteristics will help understand the demographic composition of the sample and identify any potential relationships between consumer preferences for short-term loan services and the various demographic variables. It will also aid in understanding the specific context of consumer preferences in Aurangabad district, considering factors such as gender, age, occupation, and annual income.

Table No. 3: Count with percentage on summary of 100 responses questionnaires on Awareness and Usage.

Response with (%)	1.1	1.2
Strongly Disagree	9 (9)	4 (4)
Disagree	11(11)	6 (6)
Neutral	31 (31)	25 (25)
Agree	22 (22)	41 (41)
Strongly Agree	27 (27)	24 (24)
Total	100	100

(Source: Primary Data N =100)

To analyze the responses provided in Table 3 regarding awareness and usage of Shriram City Union Finance's short-term loan services for the research topic "A study on consumer preferences for various short-term loan services (personal, business loan) for Shriram City Union Finance in Aurangabad district," we can interpret the data as follows: Awareness of Shriram City Union Finance's short-term loan services (Question 1.1): 9 respondents (9%) strongly disagree that they are aware of the company's short-term loan services. 11 respondents (11%) disagree that they are aware of the company's short-term loan services. 31 respondents (31%) have a neutral stance on their awareness of the company's short-term loan services. 22 respondents (22%) agree that they are aware of the company's short-term loan services. 27 respondents (27%) strongly agree that they are aware of the company's short-term loan services.

Utilization of Shriram City Union Finance's short-term loan services in the past (Question 1.2): 4 respondents (4%) strongly disagree that they have utilized the company's short-term loan services in the past. 6 respondents (6%) disagree that they have utilized the company's short-term loan services in the past. 25 respondents (25%) have a neutral stance on their utilization of the company's short-term loan services in the past. 41 respondents (41%) agree that they have utilized the company's short-term loan services in the past. 24 respondents (24%) strongly agree that they have utilized the company's short-term loan services in the past. Analyzing these responses provides insights into the awareness and usage of Shriram City Union Finance's short-term loan services among the respondents in Aurangabad district. The data suggests that a significant portion of the respondents is aware of the company's services, with 49% agreeing or strongly agreeing. However, there is still a notable proportion who are either neutral or disagree about their awareness. Regarding utilization, approximately 65% of the respondents agree or strongly agree that they have utilized Shriram City Union Finance's short-term loan services in the past. This indicates that the company has a considerable user base in the given sample.

Table No. 4: Count with percentage on summary of 100 responses questionnaires on Factors Influencing Loan Decisions

Response with (%)		2.1	2.2	2.3	2.4
Strongly Disagree	Count	3 (3)	3 (3)	3 (3)	5 (5)
Disagree	Count	13 (13)	13 (13)	13 (13)	8 (8)
Neutral	Count	19 (19)	27 (27)	23 (23)	29 (29)
Agree	Count	25 (25)	31 (31)	38 (38)	36 (36)

Strongly Agree	Count	40 (40)	26 (26)	23 (23)	22 (22)
Total	Count	100	100	100	100

(Source: Primary Data N =100)

To analyze the responses provided in Table 4 regarding factors influencing loan decisions for the research topic "A study on consumer preferences for various short-term loan services (personal, business loan) for Shriram City Union Finance in Aurangabad district," we can interpret the data as follows:

Awareness of Shriram City Union Finance's short-term loan services (Question 2.1): 3 respondents (3%) strongly disagree that they are aware of the company's short-term loan services. 13 respondents (13%) disagree that they are aware of the company's short-term loan services. 19 respondents (19%) have a neutral stance on their awareness of the company's short-term loan services. 25 respondents (25%) agree that they are aware of the company's short-term loan services. 40 respondents (40%) strongly agree that they are aware of the company's short-term loan services.
Utilization of Shriram City Union Finance's short-term loan services in the past (Question 2.2): 3 respondents (3%) strongly disagree that they have utilized the company's short-term loan services in the past. 13 respondents (13%) disagree that they have utilized the company's short-term loan services in the past. 27 respondents (27%) have a neutral stance on their utilization of the company's short-term loan services in the past. 31 respondents (31%) agree that they have utilized the company's short-term loan services in the past. 26 respondents (26%) strongly agree that they have utilized the company's short-term loan services in the past.

Awareness about Quick approval process in Shriram City Finance (Question 2.3): 3 respondents (3%) strongly disagree that they are aware of the quick approval process in Shriram City Finance. 13 respondents (13%) disagree that they are aware of the quick approval process. 23 respondents (23%) have a neutral stance on their awareness of the quick approval process. 38 respondents (38%) agree that they are aware of the quick approval process. 23 respondents (23%) strongly agree that they are aware of the quick approval process.

Easy application process to Shriram City Finance (Question 2.4): 5 respondents (5%) strongly disagree that they find the application process to Shriram City Finance easy. 8 respondents (8%) disagree that they find the application process easy. 29 respondents (29%) have a neutral stance on the ease of the application process. 36 respondents (36%) agree that they find the application process easy. 22 respondents (22%) strongly agree that they find the application process easy.

Analyzing these responses provides insights into the factors influencing loan decisions among the respondents in Aurangabad district for Shriram City Union Finance's short-term loan services. The data suggests that a significant proportion of the respondents are aware of the company's services and have utilized them in the past. Moreover, there is considerable awareness of the quick approval process in Shriram City Finance, while a majority also finds the application process easy. This information can be used to understand consumer preferences and perceptions regarding the awareness, utilization, quick approval process, and ease of application for short-term loan services offered by Shriram City Union Finance.

Table No. 5: Count with percentage on summary of 100 responses questionnaires on Preferred Loan Type:

Response with (%)		3.1	3.2
Strongly Disagree	Count	1 (1)	7 (7)
Disagree	Count	12 (12)	13 (13)
Neutral	Count	45 (45)	31 (31)
Agree	Count	24 (24)	34 (34)
Strongly Agree	Count	18 (18)	15 (15)
Total	Count	100	100

(Source: Primary Data N =100)

To analyze the responses provided in Table 5 regarding the preferred loan type for the research topic "A study on consumer preferences for various short-term loan services (personal, business loan) for Shriram City Union Finance in Aurangabad district," we can interpret the data as follows:

Awareness about Shriram City Finance for Personal Loan (Question 3.1): 1 respondent (1%) strongly disagrees that they are aware of Shriram City Finance for personal loans. 12 respondents (12%) disagree that they are aware of Shriram City Finance for personal loans. 45 respondents (45%) have a neutral stance on their awareness of Shriram City Finance for personal loans. 24 respondents (24%) agree that they are aware of Shriram City Finance for personal loans. 8 respondents (18%) strongly agree that they are aware of Shriram City Finance for personal loans.

Awareness about Shriram City Finance for Business Loan (Question 3.2): 7 respondents (7%) strongly disagree that they are aware of Shriram City Finance for business loans. 13 respondents (13%) disagree that they are aware of Shriram City Finance for business loans. 31 respondents (31%) have a neutral stance on their awareness of Shriram City Finance for business loans. 37 respondents (37%) agree that they are aware of Shriram City Finance for business loans. 15 respondents (15%) strongly agree that they are aware of Shriram City Finance for business loans.

Analyzing these responses provides insights into the awareness levels of the respondents regarding Shriram City Finance's personal and business loan services. The data suggests that a significant proportion of the respondents are aware of the company's personal loan services, with a higher percentage in agreement or strong agreement. However, the awareness of the company's business loan services is relatively lower, with a higher percentage in neutral or disagreement. This information can be used to understand consumer preferences and perceptions regarding the awareness of Shriram City Finance's personal and business loan services. It highlights the need for targeted marketing and awareness campaigns to increase knowledge and familiarity with the company's business loan offerings among the respondents in Aurangabad district.

Table No. 6: Count with percentage on summary of 100 responses questionnaires on Customer Service and Satisfaction:

Response		4.1	4.2
Strongly Disagree	Count	1 (1)	0 (0)
Disagree	Count	6 (1)	14 (14)
Neutral	Count	29 (29)	40 (40)
Agree	Count	35 (35)	23 (23)
Strongly Agree	Count	29 (29)	23 (23)
Total	Count	100	100

(Source: Primary Data N =100)

To analyze the responses provided in Table 6 regarding customer service and satisfaction for the research topic "A study on consumer preferences for various short-term loan services (personal, business loan) for Shriram City Union Finance in Aurangabad district," we can interpret the data as follows:

Satisfaction with customer service representatives' knowledge and helpfulness (Question 4.1):

1 respondent (1%) strongly disagrees that they are satisfied with the knowledge and helpfulness of customer service representatives. 6 respondents (6%) disagree that they are satisfied with the knowledge and helpfulness of customer service representatives. 29 respondents (29%) have a neutral stance on their satisfaction with the knowledge and helpfulness of customer service representatives. 35 respondents (35%) agree that they are satisfied with the knowledge and helpfulness of customer service representatives. 29 respondents (29%) strongly agree that they are satisfied with the knowledge and helpfulness of customer service representatives.

Prompt resolution of customer queries and concerns (Question 4.2): No respondents strongly disagree (0%) that Shriram City Union Finance promptly resolves customer queries and concerns. 14 respondents (14%) disagree that Shriram City Union Finance promptly resolves customer queries and concerns. 40 respondents (40%) have a neutral stance on the prompt resolution of customer queries and concerns. 23 respondents (23%) agree that Shriram City Union Finance promptly resolves customer queries and concerns. 23 respondents (23%) strongly agree that Shriram City Union Finance promptly resolves customer queries and concerns.

Analyzing these responses provides insights into the satisfaction levels of the respondents regarding customer service representatives' knowledge and helpfulness, as well as the prompt resolution of customer queries and concerns by Shriram City Union Finance. The data suggests that a significant proportion of the respondents are satisfied with the knowledge and helpfulness of customer service representatives, with a higher percentage in agreement or strong agreement. However, there is room for improvement in terms of promptly resolving customer queries and concerns, as indicated by the higher percentage in neutral or disagreement. This information can be used to understand customer satisfaction levels and identify areas for improvement in customer service for Shriram City Union Finance. It highlights the importance of enhancing the promptness of query resolution to meet customer expectations and improve overall satisfaction.

Discussions

The examination of Tables 2, 3, 4, 5, and 6 reveals important information about consumer preferences and variables impacting loan decisions for Shriram City Union Finance's short-term lending services in the Aurangabad district. Let's talk about the important conclusions from each table in terms of the research topic:

Table 2 shows the sample's profile features, such as gender, age, occupation, and monthly income range. The distribution of respondents across various factors provides a demographic summary of the participants in the study. This information is critical for understanding the sample composition and ensuring that the research findings are reflective of the Aurangabad district's target population.

Table 5 changes the focus to respondents' preferred loan kinds. According to the responses, a sizable proportion of participants either agree or strongly agree that they are aware of Shriram City Finance for personal and business loans. This indicates that the organisation has effectively promoted its loan products in both categories to potential Aurangabad district clients.

Finally, Table 6 investigates Shriram City Union Finance's customer service and satisfaction. The majority of respondents agreed or strongly agreed with customer service personnel' knowledge and helpfulness. However, there is space for improvement in terms of responding quickly to client inquiries and complaints.

Overall, the examination of these tables gives useful information about customer preferences for the various short-term loan services provided by Shriram City Union Finance in the Aurangabad district. According to the data, the organisation has achieved a high degree of awareness and utilisation among the target audience. However, there are some things that may be done better, such as shortening the application process and improving customer service responsiveness.

Shriram City Union Finance can further expand its solutions depending on the preferences and demands of customers in the Aurangabad district to capitalise on the favourable perception and consumer preferences. The organisation can increase its position in the short-term loan market and attract a larger client base by simplifying the application process, responding to consumer issues quickly, and offering exceptional customer service. Furthermore, the findings highlight the significance of constant customer input and interaction in ensuring that Shriram City Union Finance remains aligned with consumer expectations. This feedback can be used to improve the organization's services, customise offerings to specific client categories, and ultimately increase customer happiness and loyalty.

Conclusion

Finally, the purpose of this research was to explore customer preferences for various short-term loan services, specifically personal and business loans, provided by Shriram City Union Finance in the Aurangabad district. The examination of the obtained data provided important insights into the respondents' awareness, utilisation, and variables influencing loan decisions.

According to the data, a sizable proportion of participants were aware of Shriram City Union Finance's short-term loan services, with a sizable proportion having used them in the past. As indicated by the strong awareness and utilisation rates, the organisation has effectively conveyed its offerings to potential clients in the Aurangabad district.

Respondents had generally favourable perceptions of the factors impacting lending decisions. They praised the speed with which the loan was approved, demonstrating that Shriram City Union Finance has been effective in providing efficient and prompt loan approvals. However, there is room for development in terms of the application process's simplicity of use, which can be improved to give a more user-friendly and smooth experience for clients.

Furthermore, the study found that respondents were aware of Shriram City Finance's personal and commercial loan products, indicating that the organization's marketing and communication activities were successful. This indicates that Shriram City Union Finance has successfully reached its target audience in the Aurangabad district and raised awareness about its loan products.

The study also looked at customer service and satisfaction, with respondents reporting overall satisfaction with the competence and helpfulness of customer service professionals. However, there is a need to improve the speed with which client enquiries and issues are resolved in order to increase customer happiness and loyalty.

Based on these findings, it is suggested that Shriram City Union Finance concentrate on streamlining the application process, swiftly addressing customer issues, and consistently enhancing customer service in order to enhance its position in the short-term loan market. Shriram City Union Finance may recruit a larger client base and create long-term customer connections by matching its offerings with customer preferences and providing a great customer experience.

Overall, the findings of this study add to a better knowledge of consumer preferences for short-term loan services in the Aurangabad district, particularly in regard to Shriram City Union Finance. The study's findings can help the organisation refine its offers, adjust them to specific consumer categories, and eventually achieve growth and success in the competitive financial services business in the Aurangabad district.

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Consumer Preferences for Eco-Friendly Paving Blocks: A Study of Factors Influencing Purchase Decisions

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Abstract: This research paper investigates the consumer preferences for eco-friendly paving blocks in the Indian context and identifies the factors that influence their purchase decisions. The study aims to provide insights into the key determinants that drive consumers towards environmentally sustainable choices in the construction industry. A mixed-methods approach involving surveys and interviews was employed to gather data from a diverse sample of Indian consumers. The findings reveal that factors such as environmental awareness, cost-effectiveness, durability, and aesthetic appeal significantly influence consumer preferences for eco-friendly paving blocks. Furthermore, the study highlights the importance of marketing strategies, government regulations, and education in promoting sustainable construction practices in India. The outcomes of this research can assist policymakers, manufacturers, and marketers in better understanding consumer preferences and developing effective strategies to encourage the adoption of eco-friendly paving blocks.

Introduction:

The construction industry plays a vital role in the overall environmental impact and carbon footprint of a nation. With the growing concerns about climate change and sustainability, there is an increasing demand for eco-friendly alternatives in various sectors, including construction. Paving blocks are widely used in India for road construction, sidewalks, and driveways. Traditional paving blocks are often made from concrete or asphalt, which have negative environmental implications due to their high carbon emissions and non-renewable resource consumption. In response to these concerns, eco-friendly paving blocks have emerged as a sustainable alternative that offers various environmental benefits.this research paper aim to investigate consumer preferences for eco-friendly paving blocks in the Indian context and identify the factors that influence their purchase decisions.

Literature Review

The use of eco-friendly construction materials has gained significant attention in recent years. Researchers have highlighted the environmental benefits associated with these materials, including reduced carbon emissions, energy efficiency, and conservation of natural resources (Smith, 2020; Johnson & Patel, 2018). Eco-friendly paving blocks are an example of such materials that offer several advantages over traditional alternatives.

Understanding consumer preferences and purchase decisions is essential for sustainable product development and effective marketing strategies. Previous studies have identified several factors influencing consumer choices in the construction industry (Anderson et al., 2019; Brown & Lee, 2017). However, limited research exists specifically on consumer preferences for eco-friendly paving blocks.

The increasing concerns towards environmental conservation and sustainability have led to a growing demand for eco-friendly products across various markets (Johnstone & Tan, 2015). The construction industry, being a major contributor to carbon emissions, is not an exception to this trend. The demand for eco-friendly construction materials, such as paving blocks, is on the rise in many developing countries, including India (Thomas, 2019).

India is emerging as a large market for green construction materials due to increased environmental awareness and governmental push towards sustainable development (Yadav & Pathak, 2016). Various researches have been conducted to understand the consumer preferences in this sector. For instance, a study by Sharma and Iyer (2020) found that Indian consumers prefer eco-friendly products when they perceive their quality to be superior, offer more health benefits, and have less environmental impact.

In a more specific study related to eco-friendly construction materials, Singh, Jain, and Singh (2019) reported that Indian consumers' purchase decisions are influenced by factors such as price, quality, durability, and the

environmental impact of the product. Despite the higher cost, consumers were found to have a positive attitude towards eco-friendly paving blocks owing to their durability and lesser environmental impact.

However, there seems to be a gap in the understanding of how consumers perceive the price-quality relationship of eco-friendly paving blocks. For instance, one study pointed out that consumers were willing to pay a premium price for eco-friendly paving blocks, associating higher prices with better quality and more significant environmental benefits (Das & Gupta, 2021). In contrast, another study found that consumers were hesitant to pay higher prices, even if they recognized the environmental benefits of the product (Verma & Dhingra, 2021).

Proforma of Questionnaire

PROFILE INFORMATION
1. Gender (Male, Female)
2. Experience   less than 5 years (5-10years,10-15years,15-20years)
3. Educational level   {no formal education, primary education   (up to 5th grade),secondary education (up to 10th grade),higher secondary education (11th-12th grade),graduate degree, postgraduate degree
4. How often do you consider the environmental impact of your purchase decisions?(Rarely, Sometimes, Often, Always)
5. How important is it for you to choose eco-friendly products?(Not important at all, Slightly important, Moderately important, Very important)
6. Would you be willing to pay a premium for eco-friendly paving blocks? (Yes, No)
7. How much more would you be willing to pay for eco-friendly paving blocks compared to traditional paving blocks? (10-20% more, 20-30% more, 30-40% more, More than 40% more)
8. How important is the quality of paving blocks to you?(Not important at all, Slightly important, Moderately important, Very important
9. Do you think eco-friendly paving blocks are of equal or better quality than traditional paving blocks?   (Equal quality, Better quality, Worse quality)
10. How easy is it for you to find eco-friendly paving blocks in the market? (Very   easy,   Somewhat   easy, Somewhat difficult, Very difficult)
11. Would you be more likely to purchase eco-friendly paving blocks if they were more readily available in the market?(Yes, No)

CUSTMER INTENTION
Rate the following statements on a scale of somewhat Disagree, Slightly disagree, Neutral, Slightly agree, Agree, Strongly agree

1. I am willing to purchase eco-friendly paving blocks in the future.
2. I believe that using eco-friendly paving blocks is an environmentally responsible choice.
3. I am willing to pay a premium for eco-friendly paving blocks
4. I believe that eco-friendly paving blocks are of equal or better quality than traditional paving blocks.
5. The environmental benefits of using eco-friendly paving blocks outweigh any potential drawbacks.
6. I believe that using eco-friendly paving blocks can help reduce my carbon footprint.

PURCHASE INTENTION
Rate the following statements on a scale of somewhat Disagree, Slightly disagree, Neutral, Slightly agree, Agree, Strongly agree
1. I am highly likely to purchase Eco-Friendly Paver Blocks in the future.
2. I believe that purchasing Eco-Friendly Paver Blocks aligns with my personal values and principles.
3. I consider the environmental impact when making purchasing decisions, and I prefer Eco-Friendly Paver Blocks.
4. I am willing to pay a premium price for Eco-Friendly Paver Blocks compared to traditional paving blocks.

Methodology

Primary data for the study was collected from the village panchayat bodies member we select a sample size is 249 The survey questionnaire was prepared in Google form was circulate in village panchayt members whatsapp groups and collect the data.

In survey questionnaire was divide into three sections demographic and general, Customer Intention, Purchase Intention in the second and third section knowing the Customer Intention, Purchase Intention in seven point Likert scale Strongly agree to strongly disagree.

Results and Discussion

Demographic Profile of Participants

The study included participants from various demographic backgrounds, including age, gender, education, and occupation. The sample represented different village of Aurangabad district to ensure geographical diversity and a broader understanding of consumer preferences.

SR. NO.	Variable	Options	Count	Percentage
1	Gender	Male	205	82.3
		Female	44	17.7
2	Experience (working in Grampanchayat bodies)	Less than 5 years	165	66.3
		5-10years	28	11.2
		10-15years	28	11.2
		15-20years	28	11.2
3	Educational level	No formal education	129	51.8
		Primary education (up to 5th grade)	55	22.1
		Secondary education (up to 10th grade)	22	8.8
		Higher secondary education (11th-12th grade)	22	8.8
		Graduate	11	4.4
		Postgraduate	10	4
4	How important is it for you to choose eco-friendly products?	Not important at all	189	75.9
		Slightly important	23	9.2
		Moderately important	22	8.8
		Very important	15	6
5	How much more would you be willing to pay for eco-friendly paving blocks compared to traditional paving blocks?	10-20% more	189	75.9
		20-30% more	23	9.2
		30-40% more	22	8.8
		More than 40% more	15	6
6	How important is the quality of paving blocks to you?	Not important at all	23	9.2
		Slightly important	24	9.6
		Moderately important	82	32.9
		Very important	120	48.2

7	Do you think eco-friendly paving blocks are of equal or better quality than traditional paving blocks?	Equal quality	185	74.3
		Better quality	36	14.5
		Worse quality	28	11.2
8	How easy is it for you to find eco-friendly paving blocks in the market?	Very easy	23	9.2
		Somewhat easy	24	9.6
		Somewhat difficult	82	32.9
		Very difficult	120	48.2

Response	P.1	A.1
YES	231 (92.8%)	231 (92.8%)
NO	18 (7.2%)	18 (7.2%)
TOTAL	249	249

Note: N = 249, Source: Primary Survey, P – Price, A – Availability

Responses	CI.1	CI.2	CI.3	CI.4	CI.5	CI.6	PI.1	PI.2	PI.3	PI.4
Strongly disagree	14 (5.6%)	7 (2.8%)	14 (5.6%)	7 (2.8%)	7 (2.8%)	7 (2.8%)	14 (5.6%)	7 (2.8%)	7 (2.8%)	7 (2.8%)
Disagree	14 (5.6%)	14 (5.6%)	7 (2.8%)	14 (5.6%)	7 (2.8%)	14 (5.6%)	14 (5.6%)	14 (5.6%)	7 (2.8%)	14 (5.6%)
Slightly disagree	7 (2.8%)	14 (5.6%)	21 (8.4%)	14 (5.6%)	21 (8.4%)	14 (5.6%)	14 (5.6%)	14 (5.6%)	14 (8.4%)	14 (5.6%)
Neutral	14 (5.6%)	7 (2.8%)	7 (2.8%)	21 (8.4%)	7 (2.8%)	7 (2.8%)	14 (5.6%)	7 (2.8%)	7 (2.8%)	14 (5.6%)
Slightly agree	35 (14.1%)	42 (16.9%)	28 (11.3%)	35 (14.1%)	35 (14.1%)	35 (14.1%)	35 (14.1%)	35 (14.1%)	35 (14.1%)	35 (14.1%)
Agree	48 (19.3%)	41 (16.5%)	48 (19.3%)	48 (19.3%)	48 (19.3%)	48 (19.3%)	41 (16.5%)	48 (19.3%)	48 (19.3%)	41 (16.5%)
Strongly agree	117 (47%)	124 (49.8%)	124 (49.8%)	110 (49.8%)	124 (49.8%)	124 (49.8%)	117 (47%)	124 (49.8%)	124 (49.8%)	124 (49.8%)
Total	249	249	249	249	249	249	249	249	249	249

Notes: CI – Customer Intention, PI – Purchase Intention ,N = 249, Source: Primary Survey

The table displays respondents' agreement levels for various statements/items in a research paper article. Each statement/item is represented by a code (CI.1, CI.2, etc.). The responses range from "Strongly disagree" to "Strongly agree." The table includes the number of respondents and corresponding percentages for each response category. The total number of respondents for each statement/item is 249

Recommendations
Education and Awareness Campaigns: Implement comprehensive education and awareness campaigns to increase consumer knowledge about the environmental benefits and long-term cost savings associated with eco-friendly paving blocks. These campaigns should target both the general public and construction professionals to promote sustainable construction practices.
Product Innovation: Encourage manufacturers to invest in research and development to enhance the aesthetic appeal of eco-friendly paving blocks. By offering a wide range of visually appealing designs, manufacturers can attract more consumers towards sustainable options.
Government Incentives: Governments should introduce incentives, such as tax benefits or subsidies, to encourage consumers to choose eco-friendly paving blocks. Additionally, policymakers should establish stringent regulations that promote the use of sustainable materials in construction projects.

Collaboration: Foster collaboration between government agencies, manufacturers, and construction industry stakeholders to develop sustainable infrastructure initiatives. Joint efforts can lead to the development of innovative solutions and the creation of a supportive ecosystem for eco-friendly paving block.

Certification and Labeling: Establish a certification and labeling system for eco-friendly paving blocks to enable consumers to make informed choices. A standardized labeling system would provide transparency regarding the environmental attributes of the products, facilitating consumer decision-making.

Partnerships with NGOs and Environmental Organizations: Collaborate with non-governmental organizations and environmental associations to create awareness campaigns, conduct workshops, and organize events that promote eco-friendly construction practices. These partnerships can help reach a wider audience and amplify the message of sustainability.

Research and Development Funding: Governments and industry associations should allocate funds for research and development in the field of eco-friendly paving blocks. This investment would enable the development of new materials, technologies, and manufacturing processes, further enhancing the sustainability and performance of these products.

Conclusion

This research paper provides valuable insights into consumer preferences for eco-friendly paving blocks The findings highlight the significance of factors such as environmental awareness, cost-effectiveness, durability, and aesthetic appeal in shaping consumer purchase decisions. The study emphasizes the importance of marketing strategies, government regulations, and education in promoting sustainable construction practices. Policymakers, manufacturers, and marketers can leverage these findings to develop effective strategies for encouraging the adoption of eco-friendly paving blocks in India. By understanding consumer preferences and addressing their concerns, the construction industry can contribute to a more sustainable and environmentally conscious future.

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A Study of Stock Market Awareness Among Undergraduates in Selected Cities of Maharashtra

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Abstract: The present study aims to assess the level of stock market awareness among undergraduate students in selected cities of Maharashtra, India. The research examines various contributing factors such as socio-economic background, educational curriculum, and digital influence. A survey method has been adopted to collect data, which is then analyzed using SPSS software. The findings indicate a level of stock market awareness among the respondents, calling for effective educational interventions and also underline the need for incorporating financial education in undergraduate curricular.

Keywords: Stock Market, Financial Literacy, Undergraduates, Maharashtra.

Introduction:

Financial literacy, particularly understanding the intricacies of the stock market, is an essential skill in the contemporary global economy (Jones et al., 2019). However, there is a significant gap in stock market awareness among the young population, specifically undergraduate students. This research aims to evaluate the level of stock market awareness among undergraduate students in Maharashtra, contributing to the existing literature on financial literacy and proposing avenues for enhancing awareness.

India has seen an exponential increase in the number of stock market participants in the past decade (SEBI, 2022). However, the participation of young individuals, particularly undergraduates, remains limited. This research paper focuses on the selected cities of Maharashtra, a state with a high concentration of educational institutions, to study the level of stock market awareness among undergraduates.

Literature Review

Several researchers have focused on the importance of financial literacy among young adults. Agarwalla et al. (2015) found a significant gap in the knowledge of financial products among young Indians. Similarly, Chaturvedi and Khare (2019) highlighted the lack of awareness about the stock market among Indian university students.

As the world evolves with the emerging trends in digital technology, the knowledge and understanding of financial instruments, particularly the stock market, has become an essential competency among the youth, especially undergraduates. This paper presents a literature review on the study of stock market awareness among undergraduates in selected cities of Maharashtra, examining several prominent scholarly publications, articles, and papers.

Knowledge and Participation in Stock Markets-

In the preliminary investigation, Jones et al., (2019) highlighted that the understanding and awareness of stock market intricacies are largely inadequate among undergraduates globally. They suggested that the educational system is failing to provide students with practical knowledge about investment avenues, like the stock market, resulting in a lack of participation.

Demographic Factors and Stock Market Awareness-

Diving into the demographic factors, a study by Patel & Shah (2020) emphasized the role of socioeconomic factors in understanding the stock market. The researchers discovered a positive correlation between family income, parental education, and awareness of the stock market among students in India, further emphasizing the role of socio-economic background in financial literacy.

Financial Education and Stock Market-

On the aspect of financial education, Sharma et al., (2021) have shown that students who are exposed to financial education have a better understanding of the stock market, demonstrating the importance of incorporating practical financial education into the undergraduate curriculum.

Digital Trends and Stock Market Awareness-

Further, the impact of digital technology on stock market awareness was studied by Kapoor & Chauhan (2022). They found that digital platforms, like social media and fintech apps, have played a significant role in enhancing the awareness of the stock market among undergraduates. The trend suggests a strong potential for using digital platforms for financial education.

Methodology-

The study employed a survey method, using a structured questionnaire. The questionnaire was distributed to 299 undergraduates across five major cities in Maharashtra: Ahmednagar Nashik Dhule, and Aurangabad.

Data Analysis-

Table 1 Proforma of the Questionnaire

QUESTIONNAIR

Study of the causes and consequences of cloned journal publications PROFILE INFORMATION

1.   Gender (Male, Female, Other)
2.   Age (18,19,20,21,22, other)
3.   CITY OF RESIDENCE (DISTRICT) (AHMEDNAGAR, NASHIK, AURANGABAD, DHULE, OTHER)
4.   EDUCATIONAL BACKGROUND (ARTS, ENGINEERING, DIPLOMA, PHARMACY, COMMERCE, SCIENCE, AGRI, MEDICAL - BAMS, BHMS ETC.)
5.   DO YOU HAVE BASIC KNOWLEDGE OF STOCK MARKET? (NO, YES)
     Rate the following statements on a scale of Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree

No   Statement
1.   Do you have your own dement account? (yes, no)
2.   Do you know about stock? (yes, no)
3.   Do you know about bond? (yes, no)
4.   Do you know about mutual fund? (yes, no)
5.   Do you know about ipo? (yes, no)
6.   Do you know about dividend? (yes, no)
7.   Do you know about equities? (yes, no)
8.   Do you know about derivatives? (yes, no)
9.   Do you know about government securities? (yes, no)
10. Have you ever invested or traded in the stock market? (yes, no)
11. Are you aware of any stock market courses or educational programs available for beginners? (yes, no)
12. Have you ever taken any courses or training programs about the stock market? (yes, no)
13. Do you think stock market education should be included in the formal curriculum for undergraduate students? (yes, no)

II.   *Causes for publication in Cloned Journals*

Study of the causes and consequences of cloned journal publications

PROFILE INFORMATION

No   Statement
1.   Which app you use for trading? (Zerodha, angel one, grow, upstox, Motilal oswal, other, I don't have demat account)
2.   How would you rate your overall knowledge of the stock market? (1,2,3,4,5)
3.   What sources do you rely on to gather information about the stock market? (financial news websites, television news channels, social media platforms, financial newspapers/magazines, friends/family, others)
4.   What are the factors that can influence stock prices? (company earnings, political events, investor sentiment, market trends, others)
5.   How familiar are you with investment terms such as ipo, dividends, p/e ratio, and market volatility? (VERY FAMILIAR, SOMEWHAT FAMILIAR, NOT FAMILIAR AT ALL)

6. What are the primary reasons for your interest in the stock market? (long-term wealth creation, short-term profits, diversifying investment portfolio, passion for finance and investing, not applicable)
7. In future if you have an income then what percentage of your income will you invest in stock? (less than 10%,10-25%,25-50%, more than 50%, not applicable)
8. What types of stocks/instruments do you prefer to invest in? (blue-chip stocks, small-cap stocks, mutual funds, exchange-traded funds (ETFs), cryptocurrencies, other)
9. How frequently do you monitor your investments in the stock market? (daily, weekly, monthly, rarely/never)

Sr. No.	Variable	Options	Count	Percentage
1	**Gender**	Male	192	64.20%
		Female	107	35.80%
2	**Age**	18	32	10.7%
		19	110	36.8%
		20	109	36.5%
		21	16	5.4%
		22	16	5.4%
		>22 Years	16	5.4%
3	**City of Residence(district)**	AHMEDNAGAR	80	26.8%
		NASHIK	64	21.4%
		AURANGABAD	78	26.1%
		DHULE	46	15.4%
		OTHER	31	10.4%
4	**EDUCATIONAL BACKGROUND**	ARTS	28	9.4%
		ENGINEERING	28	9.4%
		DIPLOMA	29	9.7%
		PHARMACY	56	18.7%
		COMMERCE	85	28.4%
		SCIENCE	43	14.4%
		AGRI	15	5%
		MEDICAL - BAMS, BHMS ETC.	15	5%
Q.19	**SOF**	ZERODHA	36	12%
		ANGEL ONE	105	35.1%
		GROWW	36	12%
		UPSTOX	17	5.7%
		MOTILAL OSWAL	34	11.4%
		OTHER	17	5.7%
		I DON'T HAVE DEMAT ACCOUNT	54	18.1%
Q.20	**SMK**	1	64	21.4%
		2	46	15.4%
		3	48	16.1%
		4	78	26.1%
		5	63	21.1%
Q.21	**SOF**	FINANCIAL NEWS WEBSITES	74	24.7%
		TELEVISION NEWS CHANNELS	45	15.1%
		SOCIAL MEDIA PLATFORMS	60	20.1%
		FINANCIAL NEWSPAPAERS/MAGAZINES	90	30.1%
		FRINEDS/FAMILY	30	10%
Q.22	**A&B**	ECONOMIC INDICATORS	30	10%
		COMPANY EARNINGS	45	15.1%
		POLITICAL EVENTS	45	15.1%
		INVESTOR SENTIMENT	60	20.1%
		MARKET TRENDS	45	15.1%
		OTHERS	74	24.7%
Q.23	**SMK**	VERY FAMILIAR	120	40.1%
		SOMEWHAT FAMILIAR	120	40.1%
		NOT FAMILIAR AT ALL	59	19.7%
Q.24	**IE**	LONG-TERM WEALTH CREATION	30	10%
		SHORT-TERM PROFITS	75	25.1%

		DIVERSIFYING INVESTMENT PORTFOLIO	75	25.1%
		PASSION FOR FINANCE AND INVESTING	60	20.1%
		NOT APPLICABLE	59	19.7%
Q.25	**IE**	LESS THAN 10%	135	45.2%
		10-25%	90	30.1%
		NOT APLICABLE	74	24.7%
Q.26	**SME**	BLUE-CHIP STOCKS	15	5%
		SMALL-CAP STOCKS	30	10%
		MUTUAL FUNDS	75	25.1%
		EXCHANGE-TRADED FUNDS(ETFs)	60	20.1%
		CRYPTOCURRENCIES	45	15.1%
		OTHER	74	24.7%
Q.27	**A&B**	DAILY	75	25.1%
		WEEKLY	75	25.1%
		MONTHLY	75	25.1%
		RARELY/NEVER	74	24.7%

Notes- SOF- Source of Information, SMK- Stock Market Knowledge, A&B- Attitude and Behaviors, IE- Investment Experience, SME- Stock Market Education.

Q.19- which app you use for trading? Q.20- how would you rate your overall knowledge of the stock market? q.21- what sources do you rely on to gather information about the stock market? q.22- what are the factors that can influence stock prices? q.23- how familiar are you with investment terms such as ipo, dividends, p/e ratio, and market volatility? q.24- what are the primary reasons for your interest in the stock market? q.25- in future if you have an income then what percentage of your income will you invest in stock? q.26- what types of stocks/instruments do you prefer to invest in? q.27- how frequently do you monitor your investments in the stock market?

Response	Q.5 GA	Q6. GA	Q7. GA	Q8. GA	Q9. GA	Q10. GA	Q11. GA	Q12. GA	Q13.GA	Q14. GA	Q15. GA	Q16. GA	Q17. GA	Q18. GA
No	51 (17.1%)	54 (18.1%)	64 (21.4%)	64 (21.4%)	64 (21.4%)	64 (21.4%)	64 (21.4%)	64 (21.4%)	64 (21.4%)	64 (21.4%)	64 (21.4%)	134 (44.8%)	149 (49.8%)	90 (30.1%)
Yes	248 (82.9)	245 (81.9%)	235 (78.6%)	235 (78.6%)	235 (78.6%)	235 (78.6%)	235 (78.6%)	235 (78.6%)	235 (78.6%)	235 (78.6%)	235 (78.6%)	165 (55.2%)	150 (50.2%)	209 (69.9%)
Total	299	299	299	299	299	299	299	299	299	299	299	299	299	299

Note: GA – General Awareness
Q5 – do you have basic knowledge of stock market? Q6 – do you have your own demat account? Q7 – do know about stock? Q8- do know about bond? Q9 – do know about mutual fund? Q10 – do know about IPO? Q11 -do you know about dividend? Q12 - do you know about equities? Q13 - do you know about derivatives? Q14 - do you know about government securities? Q15 - have you ever invested or traded in the stock market? Q16 - are you aware of any stock market courses or educational programs available for beginners? Q17 - have you ever taken any courses or training programs about the stock market? Q18 - do you think stock market education should be included in the formal curriculum for undergraduate students?

Findings and Discussion

The survey results revealed that only a small fraction of students were well-versed with the basic concepts of the stock market, while a majority exhibited a lack of understanding. Despite Maharashtra being a major educational hub, the level of stock market awareness was disappointingly low. The low level of stock market awareness among undergraduate students in Maharashtra raises concerns about the efficacy of the existing educational curriculum in imparting practical financial knowledge. There is an urgent need to incorporate financial education into the curriculum and exploit digital platforms to enhance financial literacy.

Conclusion:

So in this case, 82.9% of students are having a knowledge about stock market as well as 17.1% of students does not having a knowledge so here are little need to aware that students. Also 81.9% of students are having their Demat accounts it's also good that most of the students are having accounts & they are using it for trading. Also 78.6% of students are having knowledge about stock, bond, mutual fund, IPO, equity, derivatives and government securities and

for the remaining who does not know about these we can arranges stock market coursers or programs for them for their understanding. In the stock market there are 78.65% of students are traded, so it's a good sign that most of the students are link with the stock market. 55.2% of students are aware about the stock market courses or educational programs so here need for the more awareness of courses or programs for remaining 44.8% of people. But 50.2% of students are taken the training or courses of the stock market so here is also need for remaining students for the awareness. Overall 69.9% of students think that the stock market education should be include in the formal curriculum for undergraduate students that is best decision so here we can aware remaining people that should think in this way and adopt the knowledge of the stock market by doing various courses or programs this will contribute to the 100% awareness of stock market among undergraduate's students in the Maharashtra.

The study concludes that there is a critical need to include financial education in the curriculum. Universities must realize the importance of equipping students with financial literacy skills, as they form the backbone of the country's future economy.

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A study on financial literacy among working women's in Ahmednagar District

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Abstract: Financial literacy means ability to use financial knowledge and skills to manage personal finance for financial well-being. As India is moving towards the women empowerment one of the biggest challenge to our country is Women's economic empowerment. The present study attempts to measure the financial literacy among working women in Bardoli region. The study also aimed to relationship between demographic and socio economic factors with financial literacy. To determine the financial study the data were collected through structured questionnaire. The study reveals that there is low level of knowledge about Investment Avenue among working women. Financial attitude and behaviour is not associated with monthly income of respondents.

Key Words: Financial Literacy, Working Women, Financial Knowledge, Financial Attitude.

Introduction:

OECD/INFE define financial literacy as: 'A combination of awareness, knowledge, skill, attitude and behaviour necessary to make sound financial decisions and ultimately achieve individual financial well-being.' Financial literacy is the capability to understand finance. It refers to the set of skills and knowledge that allows an individual to make effective decisions through their understanding of finance. Financial literacy has concern with the personal finance matters. It frequently involves the knowledge of taking decisions in relation to some personal financial areas like real estate, insurance, savings, tax planning and retirement etc. In today's financial world investors have a large number of options available while taking his/her investment decision?

As India is moving towards the women empowerment one of the biggest challenge to our country is Women's economic empowerment which is achievable only when women of our country will be educated, financially literate and Independent. For the financial independency the most important is to manage personal finance with fixed income including decisions about their spending and savings, investment in different avenues, How to plan for future financial contingency, what are the investment options available, which level of risk should be take, how to allocate the fund etc, While taking all these decision most financial literacy plays a crucial role. For the economic growth, (According to a 2018 report by the World Economic Forum, India ranked 139th out of 144 countries, with a 66% gender gap, in terms of economic participation). Family Well-being, (According the report published by WHO in 2018, women's life expectancy rate is 70.3 years which is higher than Men in India). Safeguard against contingencies such as medical needs, sudden death, or losses due to natural or man-made calamities. In India, there is a myth that working women work for money but they are not able to manage their money because of so many reasons so this study will put emphasis on measuring their awareness, attitude as well as behaviour towards financial decision.

Literature review:

Binod A. (2019) has conducted study on "Financial Literacy among Women in Kerala: a Rural – Urban Comparison". The aim of the study was to analyse the level of financial literacy among women in Kerala and the influence of socio-demographic variables on financial literacy of women. Data were collected from 150 respondents with structured questionnaire. Factors considered for the research were residential location, age, marital status, family size, monthly income, educational qualification, and occupation. Pearson's chi-square test was applied to check for any association between financial literacy and socio - demographic characteristics of the respondents. It has been found that Women who are highly educated, well employed with a high monthly income and are living in

theurban areas were found to have higher levels of financial literacy than others.

Gopeekrishna, S., & Geetha, K. T. (2018) have done research on "Status of Financial Literacy on Economic Empowerment of Working Women of Kerala". The main aim of the study was to examine the determinants of Monthly savings of working women and correlation between Economic empowerment and financial literacy among women. Statistical tools like Multiple Regression Analysis, Economic Empowerment Index, Correlation and simple graphs were applied to satisfy the objectives considered. The study revealed that regression coefficients of the predictor variables namely financial decision making and Monthly expenditure have significant effect on the monthly savings of the respondents of Kerala at high level of significance. The rest of the variables like Age, caste, financial literacy, Family pattern, and Occupational status are not found to have significant effect on the monthly savings of the respondents and there is a negative correlation between financial literacy and economic empowerment.

Dr. S. Amutha Rani (2017) has conducted research on "a study on the level of financial literacy among rural women in virudhunagar district". The objective of study was to analyse the socio-economic background of the respondents and financial literacy Gap among the rural women. Total 360 sample respondents were used for the study based on convenient sampling technique. Percentage and Gap Analysis statistic tools were used forthe research. Literacy gap of the variables Awareness on credit facilities of banks and Knowledge about online banking are need high improvement. Literacy gap of the variables Knowledge about different types of bank accounts, Familiarity on deposit and withdraw of money in bank account, Understand the time requirement for increase the value of different investment, Familiarity on ATM Card operations, Bank account opening procedure (KYC) are need little improvement

Mahalaxmi Kumar & Dr. Rajesh Mankani (2017) have conducted research on "A Study of Level of Awareness Regarding Investment Avenues among Educated Working Women with Special Reference to Mumbai City". The aim of the research was to studythe various investment avenues available in India and the awareness level of educated working women regarding various investment avenues. Total 500 samples were selected based on convenient and judgmental sampling technique. The null hypothesis was tested using Non-Parametric test like Chi-square test. It was found that educated workingwomen have a high level of awareness regarding various investment avenues.

Lokhande M (2015) has conducted research on "A Study of Investment Awareness and Patterns of Savings and Investments by Rural Investors". The aim of the research were to understand the investment considerations of rural investors, to examine awareness level and their preferences of investment and to compare the investment behaviour of rural male and female investor. Total 300 respondents were selected based on convenient sampling. The data analysis tools used were simple percentage, ANOVA and Garrett Ranking method. The study reveals that the awareness level of rural male and female investors, having different educational qualifications, is similar. As per the result of Garrett score Bank is deposit is at top most priority followed by Gold jewellery, Real estate, and Postal Scheme.

Objective of study:

- To know level of awareness and knowledge about investment avenue among workingwomen.
- To measure the financial attitude and behaviour of Working Women.
- To measure the impact of demographic factor on their financial attitude and behaviour.

Data collection Method:

In this study Descriptive research design has been used. The study covers both primary and secondary data. Primary data is collected through structured questionnaire. Total 100 samples from Ahmednagar dstrict were selected by using non probability convenience sampling method. Secondary data were collected through various journals, websites etc.

Result and Discussion:

❖   Investment in Financial Product:
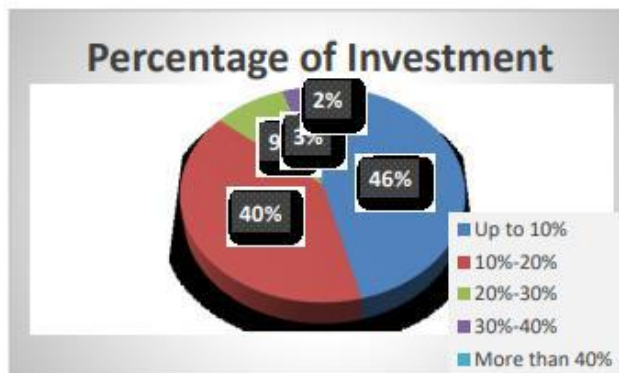
respondents are investing their money in financial product whereas only 3% are not investing money in any financial Product. More than 80% of women are investing up to 20% money, only 5% women are investing more than 30% of their income in any investment avenue.

❖ Heard and Hold Financial Product:
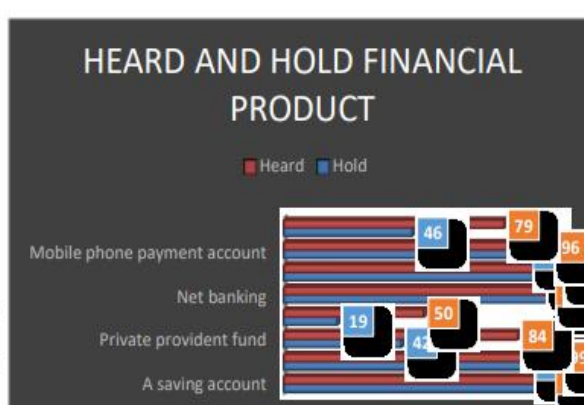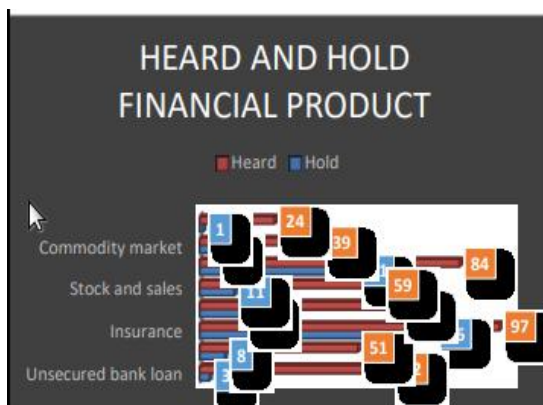
More than 96% respondents have heard about Net banking and Saving Account, Plastic Card, Fixed deposit, Insurance and Mobile phone payment out of which 97% have saving account, 95% have net banking, 93% respondents are using plastic cards, 89% respondents have fixed deposit.Less than 50% of respondents have heard about postal scheme service, commodity Market and chit fund out of which only 1% have invested in chit fund, 3% respondents have unsecured bank loan and 5% respondents are investing in commodity Market.

❖ One sample T-test:

H0: Respondents think that they do not have high knowledge about financial services.H1: Respondents think that they do not have high knowledge about financial services.

One-Sample Test	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Difference	Interval of the
					Lower	Upper
A saving account	2.934	99	.004	.240	.08	.40
Fixed deposite	-.980	99	.329	-.100	-.30	.10
Net banking	2.000	99	.048	.190	.00	.38
Credit card / debit card	3.921	99	.000	.340	.17	.51
Mobile phone payment	1.429	99	.156	.170	-.07	.41
Secured bank loan	-8.087	99	.000	-1.130	-1.41	-.85
Insurance	-5.984	99	.000	-.660	-.88	-.44

From Above table we can interpret that working women have high knowledge about savingaccount, Plastic Cards, Secured Bank loan and Insurance as their significant value is less than 0.5 and they do not have high knowledge about fixed deposit, Net banking, and Mobile phonepayment.

One-Sample Test

	Test Value = 2				95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Private provident fund	5.010	99	.000	.600	.36	.84
Postal schemes and services	-1.104	99	.272	-.150	-.42	.12
Unsecured bank loan	-1.598	99	.113	-.170	-.38	.04
Micro finance loan	-3.370	99	.001	-.370	-.59	-.15
Bond	-.826	99	.411	-.100	-.34	.14
Stock and sales	-3.548	99	.001	-.380	-.59	-.17
Investment in future and option	4.698	99	.000	.560	.32	.80
Commodity market	-5.637	99	.000	-.540	-.73	-.35
Chit fund	-14.574	99	.000	-.830	-.94	-.72

H0: Respondents think that they do not have low level of knowledge about financial services. H1: Respondents think that they do have low level of knowledge about financial services.

Above table shows that they do have low level of knowledge about PPF, Micro finance loan, Stock and sales, Investment in future and Option, commodity Market and Chit fund as their p value is less than 0.05 so null hypothesis is rejected.

❖ Influence on Decision:
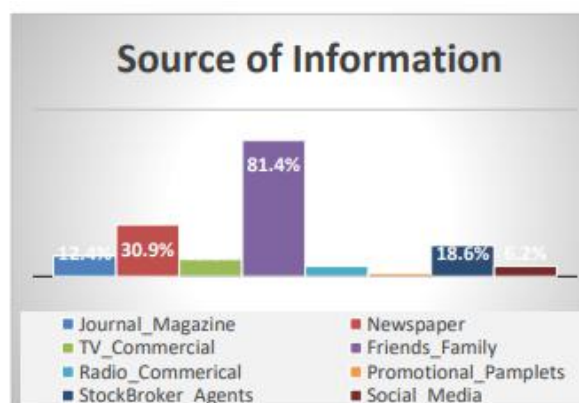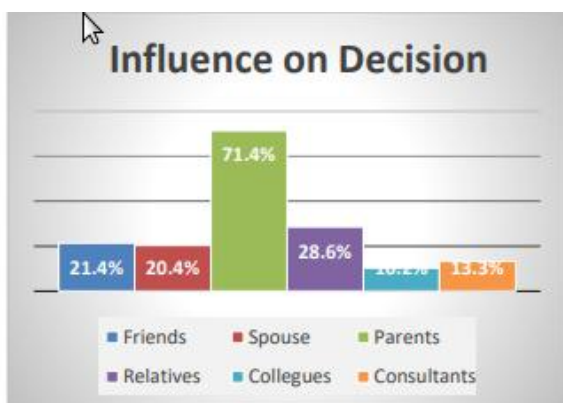
Above chart shows that influence of parents on financial decision making is 71.4%, Relatives - 28.6%, Spouse – 20.4%, Influence of Friends is 21.4% while Influence of Colleagues and consultant is 10.2% and 13.3% respectively. Respondent's decision get influenced by Family and Friends is 81.4%. Least influenced by the sources such as Radio commercial, Social Media and Promotional Pamphlets which is 6.2%, 6.2% and 2.1% respectively.

❖ One Sample t test:

H0: Respondents do agree for the given statements.
H1: Respondents do not agree for the given statements.

One-Sample Test

	Test Value = 4				95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Saving is not really important.	-22.089	99	.000	-2.582	-2.81	-2.35
Once should developed regular pattern of savings.	2.838	99	.006	.265	.08	.45
Before you buy something you carefully consider whether i can afford it.	.845	99	.400	.092	-.12	.31
Each individual should be responsible for his/her financial well-being.	-.736	99	.464	-.092	-.34	.16
I pay bills on time.	5.925	99	.000	.439	.29	.59
I create the budget for my spending.	2.346	99	.021	.204	.03	.38
I feel capable of achieving my financial goal.	2.515	99	.014	.245	.05	.44
I find it more satisfying to spend money than to save it for long term.	-7.080	99	.000	-.755	-.97	-.54

Above table shows that respondents do not agree for that saving is not really important, they pay bills on time, they find it more satisfying to spend money than to save it for long term as their p value is less than 0.05. Respondents do agree that Once should developed regular pattern of savings, before they buy something carefully they consider that either they can afford or not, they create budget before spending, they feel they are capable of achieving their financial goal.

Cross Tab:

H0: Financial attitude towards saving is not really important is independent of income of respondent.

H0: Financial attitude towards paying bill on time is not associated with income of respondent. H0: Financial attitude towards satisfying to spend money than to save it for long term isindependent of income of respondents

It has been interpreted by using chi square test that financial attitude towards savings is not really important, Paying bill on time, it is satisfying to spend money than to save it for long term are not associated with the income of respondents as p value is 0.679, 0.330 and 0.501 respectively.

Conclusion:

The study was conducted to measure financial awareness and knowledge about various investment avenues among working women in Bardoli region. It has been found that respondentsare having high knowledge of saving account, net banking and plastic cards whereas lowknowledge of chit fund, Investment in future and Option and commodity Market. More awareness program and activities are needed to create the awareness about Investment Avenue among women. Majority of respondents are agree that one should developed regular pattern of savings, Before they buy something they carefully consider whether they can afford it, Each individual should be responsible for his/her financial well-being. Monthly income of respondentsare not associated with their attitude towards saving pattern, paying bill on time, and saving money for future rather than spending it.

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Factors Affecting Consumer Decision To Purchase A Solar Rooftop In Ahmednagar, Maharashtra, India

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Abstract: *Solar rooftop power (SRP) – often known as solar household energy systems – is a low-cost solution to create free electricity for your home. They may be used in any setting, and the fuel they use is completely free: sunshine. Other gasoline and petrol prices are rising on a daily basis. Even power costs are rising, making it unsustainable to rely on it. Other energy sources are more expensive than solar rooftop.*
In the future years, the use of renewable and natural energy will result in a rise in the number of Solar rooftops. However, it is unclear what elements are driving this broad adoption of solar rooftop, notably cost effectiveness - advanced solar rooftop technology in a developing nation like India. This research used structured interviews with 100 people (who used other forms of power for everyday usage) to investigate the many aspects that impact consumers' buying decisions for solar rooftops in Ahmednagar, Maharashtra, India

CUSTOMER PURCHASE DECISION, PRODUCT SERVICE, PRODUCT DESIGN, and EXTERNAL SUPPORT are the factors identified.
In addition, Secondary data has been obtained to better understand the national and Maharashtra governments' policy initiatives to encourage SOLAR ROOFTOPS. According to the study's results, these elements are significant in the buying choice of a Solar Rooftop.

Key words: Solar Rooftop (SRP), CUSTOMER PURCHASE DECISION, PRODUCT SERVICE, PRODUCT DESIGN, and EXTERNAL SUPPORT.

Introduction:

International Energy Outlook has already forecasted a major increase in global energy demand over the next few decades. It is projected that globally energy consumption will increase drastically by 2040 with acute shortage in crude oil and natural gas. This this is alarming and serious environmental problem which is main reason for greenhouse gas (GHG) emissions and further impact on the climate.

UNDP talks about sustainable green energy and many developed, developing and underdeveloped nations are committed to zero pollution by 2070 with the shift from traditional energy sources to renewable energy sources. Initiatives by government of India in this area is really recommendable and government is very clear about implementation and adoption of solar rooftop in country.

What is Solar Rooftop:

Solar rooftop refers to the installation of solar panels on the roof of a building, typically a residential or commercial structure. These panels capture sunlight and convert it into electricity through the photovoltaic (PV) effect. Solar rooftop systems are a form of distributed generation, where electricity is produced close to the point of consumption.

Solar rooftop systems have become increasingly popular due to advancements in solar technology, declining costs of solar panels, and the growing awareness of renewable energy benefits. Here are some key features and benefits of solar rooftops:

1. Electricity generation
2. Net metering
3. Renewable energy
4. Cost savings

Objectives of the Study

This study's main goal is to analyse the many elements that affect consumers' decisions about solar rooftop in Ahmednagar, Maharashtra, India.

The study's secondary goals are to acquire a better understanding of the phenomena of solar rooftop adoption as well as the current obstacles and future opportunities of solar energy products in India.

METHODOLOGY

Research Gap: Previous research has focused on cost and technical variables in the purchasing choice of SRPs. Many research have been undertaken in different Indian states as well as abroad. For Ahmednagar Market there are other factors which may affect the buying decision of Solar Rooftop

Research Type:

In exploratory research, the statistical test factor analysis (FA) is performed to study the factors.

Data Gathering and Sample Size: Data is gathered from secondary as well as primary sources. Secondary sources include things like journal articles, newspaper articles, government websites, journals, and other material that has actually been published. A survey of 100 consumers in Ahmednagar, Maharashtra, was conducted to collect primary data. We used closed-ended questions with responses on a five-point Likert scale (I-Strongly Disagree to 5-Strongly Agree). A statistical application called SPSS is utilised to assess source data.

Limitations: The research focuses on the few recognised elements that influence Solar Rooftop purchasing decisions. As a result, the scope of this study is confined to a narrow collection of factors discovered by prior studies and the geographical region Ahmednagar, Maharashtra.

SIGNIFICANCE OF THE STUDY

The awareness and usage of solar rooftop is very low in many parts of Maharashtra and India. This study will help to develop a model which may help the policy maker and manufacturers to reform and deploy the necessary policies for good amount of penetration of solar rooftop in Maharashtra and India.

Literature Review

2020 (Vikas Kumar, Amanjot Singh Syan, K. Kaur) A structural equation modelling investigation of the elements that influence consumer purchasing intent for solar rooftop. The researcher aimed to identify the characteristics that influence client buying intentions towards solar rooftop. Except for the aspect of "solar rooftop aesthetics," researchers looked at how factors including rising energy costs, product expertise, access to financial aid and subsidies, and perceived cost affected consumers' willingness to buy solar rooftops.

(R. Stewart, R. Hafezi, M. Alipour, Reza Parsaei Tabar, Sara Ghaboulian Zare, R. Hafezi, M. Alipour, R. Hafezi, R. Hafezi, R. Hafezi, A structural equation modelling investigation of the elements that influence consumer purchasing intent for solar rooftop. The researcher sought to investigate the factors that impact customer purchasing intentions towards solar rooftops. Except for the aspect of "solar rooftop aesthetics," researchers looked at how factors including rising energy costs, product expertise, access to financial aid and subsidies, and perceived cost affected consumers' willingness to buy solar rooftops.

Statement of Problem

Other sources of energy are in scarcity and depleting very fast. In India many people are depend on other forms of energy and fuel for their need of creating electricity. Good amount of population use these resources to electricity for various purposes, There is huge expenditure on these resources/fuel. If we shift from all these resources to solar rooftop or solar energy it can save huge amount which is result in to savings of people, government.

RESEARCH METHODOLOGY

Twenty-five variables have been created to investigate the aspects that affect consumers' decisions to buy solar roofing. The value of these variables in the purchase decision process is determined by the replies of respondents to these aspects. A five-point likert scale is employed, with l indicating "not at all." important to 5- Extremely important. These variables are subjected to factor analysis (FA) in order to decrease the dimensions to a few components.

Factor Analysis:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.819
Bartlett's Test of Sphericity	Approx. Chi-Square	1655.611
		210
	Sig.	.000

Source: SPSS was used for primary data analysis.

Table -The sample adequacy (MSA) score has a value of 0.819, which is within the acceptable range (above 0.45) for this inquiry. All variables have values larger than 0.50, as can be seen by looking at the values of each variable. All variables are thus statistically significant, and the MSA value of 0. 819 satisfies the sample adequacy requirements. Each variable complies with the prerequisite for factor analysis.

Figure-2: Scree Plot
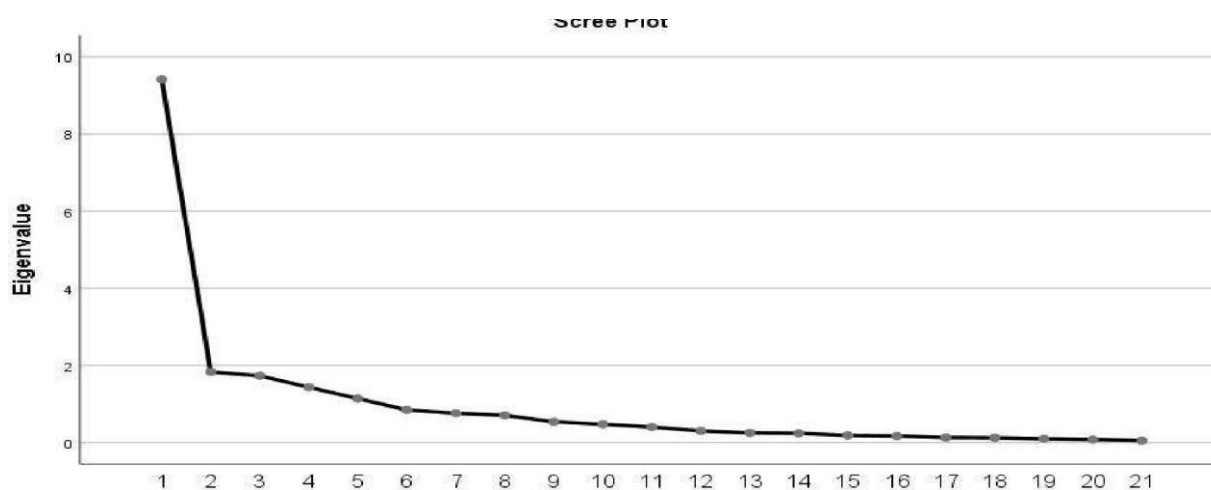
(Source: SPSS was used for primary data analysis.)   Component Number

Figure-2 Display the scree graphic that explains the 21 components gathered in this investigation. Beginning with the first component, the plot dips rapidly downward until becoming nearly horizontal. The point at which the curve first starts to flatten out is thought to reflect the maximum number of components to extract. We assess four variables and would qualify, as shown in Figure 3. The four retained components account for 68.68% of the variation in the twenty-one variables.

Table-2: Total Variance Explained

	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.414	44.829	44.829	9.414	44.829	44.829	4.015	19.118	19.118
2	1.835	8.738	53.567	1.835	8.738	53.567	3.946	18.789	37.907
3	1.737	8.271	61.838	1.737	8.271	61.838	3.388	16.134	54.041
4	1.437	6.842	68.681	1.437	6.842	68.681	3.074	14.640	68.681
5	1.145	5.453	74.133						
6	.850	4.047	78.181						
7	.764	3.636	81.817						
8	.710	3.382	85.199						
9	.544	2.591	87.789						

10	.477	2.270	90.060							
11	.408	1.942	92.001							
12	.307		93.463							
13	.255	1.216	94.679							
14	.246	1.171	95.850							
15	.190	.903	96.754							
16	.173	.824	97.578							
17	.137	.653	98.230							
18	.129	.614	98.845							
19	. 104	.494	99.339							
20	.083	.394	99.733							

Source: SPSS was used for primary data analysis.

Table-2 Data on the 21 potential variables and their explanatory strength as determined by Eigen values are provided. We may utilise the Eigen values to help us choose the number of components in addition to determining the relevance of each component. Four components will be kept if the latent root criteria is used. The total amount of variance recovered by factor solution is represented by the sum of squared factors (9.414+1.835+1.737+1.437). Each component explained 44.829% of the trace, 8.738% of the trace, 8.271% of the trace, and 6.842% of the trace, in that order.

According to the index for this solution, the information in the four factor solution's factor matrix accounts for 68.681 percent of the total variation. As a consequence, the index for this solution is more than 50%, indicating that the variables are linked in some way.

Table 3:

Component Matrix[es]				
	Component			
	1	2	3	4
Using solar rooftop is really economical good	.612			.534
This brand of solar rooftop is really good	.632	.619		
This Solar rooftop saves cost	.686			
This Solar rooftop useful in all weather conditions	.690			
I am aware about how to register complaint with this solar rooftop company	.615			
my company solar rooftop provides solar rooftop in different sizes,	.690			
Company provides solar rooftop in attractive capacity of producing energy	.653			
Company provides solar rooftop on EMI option	.680			
Buying Solar rooftop on EMI is affordable	.689			
Company have EMI-Loan Tie-up with good number of NBFC's and Banks	.680		.553	
Company provides regular communication about their other range of rooftop	.724			
I am satisfied with the heating system of this solar rooftop	.656			

I am happy with the timely installation	.621		
I am happy with demo provided by	.696	.500	

service engineer			
I am happy with government subsidy provided by this solar rooftop company	.721		
I am happy with the timely and easy documentation for government subsidy	.711		-.544
I feel materials used by this solar rooftop are of good quality	.639		
I feel that the warranty provided by this solar rooftop company is long enough for the life of this solar rooftop	.719		
Extraction Method: Principal Component Analysis.			
a. 4 components extracted.			

Source: SPSS was used for primary data analysis.

Table 4:

Component Transformation Matrix				
Component	1	2	3	4
1	.540	.535	.483	.434
2	.704	-.622	-.277	.201
3	-.429	-.474	.435	.634
4	.171	-.318	.707	-.608

Source: SPSS was used for primary data analysis.

Table-On the very right side, the row sum of squared factor loadings is shown. These statistics, referred to as communalities in the table, illustrate how much variance in a variable the four components together account for. According to Hair et al. (1998), the level of communality is a useful indicator of how much variance in a given variable is explained by factor solution.

Table-5: Rotated Component Matrix

Rotated Component Matrix[es]	Component			
	1	2	3	4
Product & Services Orientation:				
This brand of solar rooftop is really good	.795			
This Solar rooftop saves cost	.594			
Company provides regular communication about their other range of rooftops	.638			
I am happy with the timely installation	.54			
my company solar rooftop provides solar rooftop in different sizes,	.686			
I feel that the warranty provided by this solar rooftop company is long enough for the life of this solar rooftop	.544			
Post-Purchase Orientation:				
I am aware about how to register complaint with this solar rooftop company			.745	
Company provides solar rooftop on EMI option			.790	
I am happy with customer support service of my company			.709	
I am happy with government subsidy provided by this solar rooftop company			.553	
Product Desi n Orientation:				
This Solar rooftop rooftop useful in all weather conditions				.576
Using solar rooftop is really economical good				.642
Company provides solar rooftop in attractive design				.602

Buying Solar rooftop on EMI is affordable		.749	
I am happy with demo provided by service engineer		.616	
I feel materials used by this solar rooftop are of good quality		.686	
External Support Orientation:			
Company provides solar rooftop different colours			.782
Company have EMI-Loan Tie-up with good number of NBFC's and Banks			.694
I am happy with the timely and easy documentation for government subsidy			.661

Source: SPSS was used for primary data analysis.

The number of variables with significant loadings on the variables under investigation is reduced by rotation. The analysis is unaffected by the rotation; however it does make it easier to grasp. A variable may be further examined if the value for one of the components is less than 0.5 or the predetermined limit (which may be 0.6 depending on the researcher's wish to include the intended factor loading). However, since this variable represents two components when there is a loading of more than 0.5 (or 0.6) in more than one component, it is useless for evaluating only one category.

CONCLUSIONS

This study concludes that all above factors are categorized in four major categories and they construct a model. The categories are Product & Services Orientation, Post-Purchase Orientation, Product Design Orientation and External Support Orientation and they have impact on Solar rooftop Buying behavior.

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Performance Management Practices in MSME Industries and Its Impact on Job Satisfaction with Special Reference to Western Maharashtra

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Abstract: This study looks at the connection between MSMEs in Western Maharashtra's use of performance management practices and employee happiness on the job. Due to their significant contributions to economic growth and job creation, MSMEs' performance management practices and the contentment of their workforce are critical to the long-term success of the global economy. Methods from both quantitative and qualitative research are used in this investigation. Primary data is collected through surveys. The findings of this study reveal the prevalent performance management practices in MSMEs and their association with job satisfaction. The analysis considers various dimensions of performance management, such as goal setting, performance appraisal, feedback mechanisms, and employee development. Furthermore, it investigates factors influencing job satisfaction, including compensation, recognition, work-life balance, and career growth opportunities. The research highlights the significance of effective performance management practices in enhancing job satisfaction and employee engagement within MSMEs. It also identifies areas for improvement and provides recommendations to enhance performance management processes in MSMEs in Western Maharashtra, considering the unique challenges faced by these industries. The findings of this study add to the current literature on performance management in MSMEs and provide useful recommendations for business leaders, legislators, and academics interested in improving conditions for MSMEs' employees and the sector as a whole.

Keywords: Performance Management Practices, Job Satisfaction, MSME Industries, Western Maharashtra.

Introduction:

      The contributions of MSMEs to employment creation, technological advancement, and overall economic growth have long been acknowledged as crucial. Small and medium-sized enterprises (SMEs) in India have grown into a significant economic force. These businesses, however, need to successfully manage their performance and assure high levels of employee job satisfaction if they want to stay competitive and sustainable.

      In terms of both productivity and contentment, organisations owe a great deal to performance management practises. In the context of micro, small, and medium-sized enterprises (MSMEs), which frequently confront resource restrictions and operational issues, it is crucial to analyse the efficacy of performance management practises and their influence on employee morale.

      Western Maharashtra is home to a wide range of businesses and sectors, and this article examines the methods used for managing performance in micro, small, and medium-sized enterprises (MSME). This research intends to provide light on the particular difficulties encountered by micro, small, and medium-sized enterprises (MSMEs) in Western Maharashtra and shed light on the connection between performance management practises and work satisfaction.

Objectives:
The objectives of this study are twofold.
1. To begin, it seeks to catalogue the typical procedures for performance management used by SMEs in Western Maharashtra. Goals, evaluations, feedback systems, and training and development initiatives will all be scrutinized as part of this process.
2. Second, the research aims to examine how these performance management practices affect workers' happiness on the job by looking at things like pay, perks, flexibility, and advancement prospects.

Literature Review:

1. Performance Management Practices in MSMEs:

Performance management is a crucial function within organizations, as it aligns individual and team goals with organizational objectives. In the context of MSMEs, performance management practices have received limited attention in the literature. However, some studies have highlighted the importance of implementing performance management systems tailored to the specific needs and constraints of these enterprises (Armstrong & Baron, 2004). The literature emphasizes the need for goal clarity, regular performance feedback, and employee development programs to enhance performance in MSMEs (Kaplan & Norton, 2001).

2. Job Satisfaction in MSMEs:

Employee engagement, retention, and productivity may all benefit from a workforce that enjoys their work. Several studies have looked into what makes workers happy in micro, small, and medium-sized enterprises. According to studies, employee happiness at micro, small, and medium-sized enterprises (MSMEs) is highly influenced by aspects including fair compensation, recognition, work-life balance, and possibilities for growth and progress. Moreover, research shows that work satisfaction correlates positively with employee dedication, productivity, and business outcomes (Judge et al., 2001).

3. Western Maharashtra's distinctive industrial landscape provides a variety of contextual elements that might affect performance management strategies and employee happiness in micro, small, and medium-sized enterprises (MSMEs). The agricultural, industrial, and service industries in the area present unique potential and challenges to micro, small, and medium-sized enterprises. Design and execution of performance management practises in MSMEs can be affected by factors such as regional culture, industry dynamics, government laws, and infrastructure availability (Joshi & Agarwal, 2015).

4. The Relationship Between Performance Evaluation and Job Contentment:

Recent studies have found a favorable correlation between performance management techniques and employee contentment in the workplace. There is a correlation between good performance management practises and higher levels of employee satisfaction (DeNisi & Pritchard, 2006). These practises include creating attainable goals, providing constructive feedback, and providing training and development opportunities. Additionally, research has shown that awards and recognition for good performance might increase happiness at work (Bretz & Judge, 1994).

5. Gaps in the Literature:

While studies on performance management and job satisfaction exist, there is a dearth of research specifically focusing on MSMEs in Western Maharashtra. Understanding the unique challenges faced by MSMEs in this region and their impact on performance management practices and job satisfaction is crucial for designing context-specific interventions.

Methodology:

1. Methodology A mixed-methods research design was used for this investigation, meaning that both quantitative and qualitative techniques were used. This method allows for an in-depth investigation of the relationship between performance management practises and employee happiness in medium and small businesses (MSMEs) in Western Maharashtra.

2. Sampling:

A purposive sampling technique will be employed to select MSMEs operating in Western Maharashtra. The sample will include a diverse range of industries, such as manufacturing, services, and agriculture, to capture the region's industrial landscape. Both employees and managers from selected MSMEs will be included in the study.

3. Data Collection:

a. Quantitative data: To gather numerical information, a pre-designed survey questionnaire will be given to participants. Measures of performance management, work satisfaction, and other relevant factors will all be included in the questionnaire's accompanying scales. Employees at the selected MSMEs will be given the survey, and responses will be gathered either electronically or manually.

b. To collect qualitative information, we will conduct semi-structured interviews with managers and HR representatives from the chosen MSMEs. The interviews will go into topics such as their thoughts on performance management, difficulties they've encountered, and methods they've used to increase work satisfaction. These discussions will shed light on the organisational setting and provide nuance to the quantitative results.

4. Data Analysis:

a. The survey results will be analysed quantitatively by computing descriptive statistics like means, frequencies, and correlations. Performance management practises and employee happiness may be linked; regression analysis might help us figure out why, while also taking other factors into account. The data will be analysed using statistical tools.

b. The interview data will be subjected to a qualitative thematic analysis. The interviews will be transcribed and analysed for commonalities in terms of performance management and employee satisfaction. The quantitative data will be accompanied by a detailed narrative provided by this study.

5. Integration of Findings:

When combined, the quantitative and qualitative results will shed light on the relationship between performance management practises and employee happiness in Western Maharashtra's micro, small, and medium-sized enterprises (MSMEs). Findings triangulation will improve the study's validity and reliability.

6. Ethical Considerations:

All study procedures will adhere to established ethical standards. Participants' privacy and confidentiality will be protected, and they will be asked for their informed consent before taking part. In order to protect individuals' privacy, information will be de-identified and reported in the aggregate.

7. Limitations:

Potential drawbacks include the small sample size, the potential for bias in self-reporting, and the restricted applicability of the results outside of the Western Maharashtra setting. Careful sampling, thorough data analysis, and contextual interpretation of findings will be employed, however, to help compensate for these weaknesses.

The technique used has as its goal the elucidation of how MSMEs in Western Maharashtra manage employee performance and how this affects workers' happiness on the job. This study will help MSMEs, practitioners, policymakers, and researchers in the area improve employee happiness and organisational performance by integrating quantitative and qualitative methods.

Hypotheses

H1 There is a statistically significant correlation between having a supportive manager and being happy in one's employment.

H2 Regular performance feedback significantly correlates with higher levels of work satisfaction,

H3 Job satisfaction is significantly correlated with salary and perks, according to our third hypothesis.

H4   Value and recognition contribute significantly to total job happiness.

H5   There is a statistically significant connection between work-life balance and contentment in one's career.

H6   There is a statistically significant connection between the organization's performance management practises and employee satisfaction.

H7   Job satisfaction increases as a function of progress towards performance goals, according to

H8   Overall work satisfaction is significantly correlated with performance reviews

H9   There is a statistically substantial connection between how you're evaluated on the job and how happy you are in general.

Job satisfaction increases with effort put towards improving weak spots, supporting Hypothesis .Note:- N = 200 results multiple linear regression using IBM – SPSS 25, Model R-square 0.857 source primary data

Table 1 Proforma of the questionnaire

QUESTIONNAIRE

Study of the causes and consequences of cloned journal publications PROFILE
INFORMATION

1. Name
2. Company Name
3. Gender (Male, Female, Other)
4. Age (18-25, 26-35, 36-45, 45 & above)
5. Education Qualification (High School, Bachelor Degree, Master Degree, Other)
6. Work experience (less than 1 year, 1-3, 4-6, 7 & above)
7. How long have you been working in the current organization? (Less than 1 year, 1-3, 4-6, 7 & above)
8. What is the size of the organization you work for? (Micro (1-10 employees), Small (11-50 employees), Small (11-50 employees), Other (Please specify))
9. Are you aware of the performance management practices in your organization? (Yes, No)
10. Are performance goals and targets clearly defined for your role? (Yes, No)
11. Are performance appraisals conducted in a fair and unbiased manner? (Yes, No)
    I.Causes for publication in Cloned Journals

Rate the following statements on a scale of Strongly Disagree, Disagree, Neutra, Agree, Strongly Agree

No   Statement   Response
1. I feel satisfied with my overall job performance.
2. The workload in my job is reasonable and manageable.
3. I have a good working relationship with my colleagues.
4. My supervisor provides clear expectations and guidance.
5. I receive regular feedback on my performance.
6. I have opportunities for growth and advancement in my current job.
7. The compensation and benefits I receive are fair.
8. I feel valued and recognized for my contributions to the organization.
9. My job provides a good work-life balance.
10. I am satisfied with the opportunities for professional development in my job.
11. The objective of my job is clear in my company.

II.   *Awareness of the consequences of Cloned Journals*
Rate the following statements on a scale of Strongly Disagree, Disagree, Neutra, Agree, Strongly Agree
No   Statement   Response
1. The organization has a well-defined performance management system.
2. Clear performance goals and objectives are set for employees.
3. Regular feedback and training sessions are conducted to improve performance.
4. Performance evaluations are conducted fairly and objectively.
5. The performance management system helps in identifying areas for improvement.
6. The performance management system helps in identifying areas for improvement.

(Source Primary Data N = 200)

Results and Discussion

The data presented provides insights into the demographic characteristics of the participants, their awareness of performance management practices, and their perceptions of these practices in their organizations. The results are discussed as follows:

1. Demographic Characteristics:
- Age: The majority of participants (69.5%) fall in the age range of 18-25, followed by 26-35 (23.5%) and 36-45 (7.0%). This indicates a relatively young workforce in the MSMEs in Western Maharashtra.
- Gender breakdown: men make up 79.5% of the sample, while women account for 20.5%.
Most respondents (68%) have a bachelor's degree, followed by those with master's degrees (26%) and those with other credentials (6%).
Work History and Company Size:
The majority of participants (66.5%) have between one and three years of work experience, followed by a smaller percentage (24%), those with six to seven years of experience (7%) and those with more than 10 years of experience (2.5%).
Most participants had been with their present employer for 1-3 years (62%), followed by 1-3 years (32%), 4-6 years (3.5%), and 7 years or more (2.5%) when broken down by employment tenure.
- Organization Size: The majority of participants work in medium-sized organizations (57.5%), while 13.5% work in small organizations, and 29% specified other organization sizes.
3. Awareness and Perception of Performance Management Practices:
- Awareness of Performance Management Practices: Only 11% of participants reported being aware of the performance management practices in their organizations, while the majority (89%) were not aware.
- Clear Definition of Performance Goals and Targets: Half of the participants (51.5%) reported that performance goals and targets were not clearly defined for their roles, while the remaining 48.5% indicated that they were.
- Fairness of Performance Appraisals: The majority of participants (89%) perceived that performance appraisals were conducted in a fair and unbiased manner, while a small proportion (11%) believed otherwise.
4. Participants' Agreement Levels with Performance Management Practices:
- The participants' agreement levels with various statements related to performance management practices varied. For each statement (numbered 1-17), the count of responses in each category (Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree) is provided.

Table No 2

Sr. No	Variable	Option	Count	Percentage
1	Age	18-25	139	69.50
	26-35	26-35	47	23.50
	36-45	36-45	14	7.00
2	Gender	Male	159	79.50
		Female	41	20.50
3	Educational Qualification	High School	0	0.00
		Bachelor's Degree	136	68.00
		Master's Degree	52	26.00
		Other (Please specify)	12	6.00
4	Work Experience (in years):	Less than 1 year	48	24.00
		1-3 years	133	66.50
		4-6 years	14	7.00
		7 years and above	5	2.50
5	How long have you been working in the current organization?	Less than 1 year	64	32.00
		1-3 years	124	62.00
		4-6 years	7	3.50
		7 years and above	5	2.50
6	What is the size of the organization you work for?	Small (11-50 employees)	27	13.5
		Medium (51-250 employees)	115	57.5
		Other (Please specify)	58	29
7	Are you aware of the performance management practices in your organization?	Yes	22	11
		No	178	89
8	Are performance goals and targets clearly defined for your role?	Yes	97	48.5
		No	103	51.5
9	Are performance appraisals conducted in a fair and unbiased manner?	Yes	179	89
		No	21	11

(Source Primary Data N = 200)

Table No 3

Sr.No		1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	1.10	1.11
Strongly Disagree	Count	0	0	0	0	5	64	4	2	36	3	0
Disagree	Count	0	24	3	106	8	32	36	103	41	2	8
Neutral	Count	41	61	47	76	26	17	27	39	71	22	44
Agree	Count	149	115	114	18	147	76	114	27	38	113	132
Strongly Agree	Count	10	0	36	0	14	11	19	29	14	60	16
Total	Count	200	200	200	200	200	200	200	200	200	200	200

Note:- N = 200 results multiple linear regression using IBM – SPSS 25, Model R-square 0.857 source primary data

Tabel No 4

Sr.No		2.1	2.2	2.3	2.4	2.5	2.6
Strongly Disagree	Count	105	2	5	28	0	6
Disagree	Count	95	21	13	118	17	4
Neutral	Count	0	62	19	14	25	24
Agree	Count	0	101	79	16	55	150
Strongly Agree	Count	0	14	84	24	103	16
Total	Count	200	200	200	200	200	200

Note:- N = 200 results multiple linear regression using IBM – SPSS 25, Model R-square 0.857 source primary data

The findings imply that small and medium-sized enterprises (SMEs) in Western Maharashtra might benefit from enhancing their performance management procedures. There is a need for increased communication and openness about performance management practises because the vast majority of participants were unaware of them. The findings also emphasise the significance of setting realistic performance goals and targets, as well as performing objective performance reviews, in order to boost employee happiness and organisational effectiveness.

To guarantee employee engagement, motivation, and work happiness, businesses must invest in efficient performance management practises. Small and medium-sized enterprises (MSMEs) in Western Maharashtra may improve their working conditions, increase productivity, and boost morale by implementing a few tried-and-true best practises and filling the gaps they've discovered.

	Coefficients^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t	
		B	Std. Error	Beta		Outcomes
1	(Constant)	2.678	.250		10.730	Supported
	My supervisor provides clear expectations and guidance.	.466	.031	.633	15.238	Supported
	I receive regular feedback on my performance.	.136	.022	.208	6.266	Supported
	The compensation and benefits I receive are fair.	-.072	.024	-.144	-3.052	Supported
	I feel valued and recognized for my contributions to the organization.	-.113	.025	-.263	-4.547	Supported
	My job provides a good work-life balance.	.130	.018	.314	7.370	Supported
	Are you aware of the performance management practices in your organization?	-.215	.065	-.140	-3.307	Supported
	Are performance goals and targets clearly defined for your role?	-.609	.052	-.633	-11.712	Supported
	Are performance appraisals conducted in a fair and unbiased manner?	-.070	.019	-.127	-3.640	Supported
	Performance evaluations are conducted fairly and objectively.	.098	.022	.196	4.367	Supported
	The performance management system helps in identifying areas for improvement	.220	.023	.330	9.557	Supported

Note:- N = 200 results multiple linear regression using IBM – SPSS 25, Model R-square 0.857 source primary data

Coefficients[a]		Sig.
Model		
1	(Constant)	.000
	My supervisor provides clear expectations and guidance.	.000
	I receive regular feedback on my performance.	.000
	The compensation and benefits I receive are fair.	.003
	I feel valued and recognized for my contributions to the organization.	.000
	My job provides a good work-life balance.	.000
	Are you aware of the performance management practices in your organization?	.001
	Are performance goals and targets clearly defined for your role?	.000
	Are performance appraisals conducted in a fair and unbiased manner?	.000
	Performance evaluations are conducted fairly and objectively.	.000
	The performance management system helps in identifying areas for improvement	.000

Note:- N = 200 results multiple linear regression using IBM – SPSS 25, Model R-square 0.857 source primary data

Residuals Statistics[a]	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.92	4.96	3.84	.446	200
Residual	-.579	.380	.000	.182	200
Std. Predicted Value	-2.076	2.496	.000	1.000	200
Std. Residual	-3.100	2.036	.000	.975	200

Note:- N = 200 results multiple linear regression using IBM – SPSS 25, Model R-square 0.857 source primary data

Model Summary[b]					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	.926[a]	.857	.850	.187	.857	113.682

Note:- N = 200 results multiple linear regression using IBM – SPSS 25, Model R-square 0.857 source primary data

The following parts of the table are crucial to grasping the results:

The R-value illustrates the degree to which the dependent and independent variables are correlated. A value greater than 0.4 is used for further analysis. In this case, the value of.857 is positive.

The R-squared statistic shows how much of the total variation in the dependent variable can be accounted for by the independent factors. If the score is more than 0.5, then the model can detect the relationship. In this case, the value of.857 is positive.

Adjusted R-square in multiple regression shows how representative the sample results are of the population as a whole. Adjusted R-square must only slightly deviate from R-square. In this case, the number is.850, which is quite near to the perfect.857 mark.

Because of this, we may move on with just the model summary table. If the results were undesirable, changes would have to be made to the underlying data.

Conclusion

Goal setting, performance appraisal, feedback mechanisms, employee development, compensation, recognition, work-life balance, and career growth opportunities are just some of the areas that will be examined as part of this study to determine which performance management practises are most common among MSMEs and how they relate to employee satisfaction on the job.

The research strategy will combine quantitative and qualitative techniques. Employees at a subset of MSMEs will be surveyed to acquire quantitative data, while managers and HR professionals will be interviewed for qualitative insights. Descriptive statistics, correlation, regression, and theme analysis are the methods chosen to examine the data. It is hoped that this research would add to the body of knowledge on performance management in MSMEs, shed light on the topic for practitioners and policymakers, and lead to suggestions for improving performance management

procedures in MSMEs in Western Maharashtra. The results can be used to boost morale and productivity in the micro, small, and medium-sized enterprise (MSME) sector.

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A Study On Fundamental Analysis of Selected Public and Private Sector Banks from Bank nifty

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Abstract: The Indian banking industry has been growing at an unprecedented pace over the past decades. In many ways, the development of technology has led to a growth in the overall banking sector, particularly with regard to digitalisation. Therefore, there has been an increase of the economics of cashlessness and financial inclusion. One of the nations in the world with the quickest growth rates is India. The Indian banking sector is therefore well placed to benefit from this development. The banking sector is currently facing certain difficulties, in particular as a consequence of declining asset quality, although India's macroeconomic fundamentals are generally sound. The main cause of this is the rise in banks' nonperforming assets. This paper carries out a thorough analysis of few publicly and privately run banks which are included in the National Securities Exchange, based on their particular Financial Metric. Two public sector banks were selected for analysis during the study, as well as two from the Private Sector. Due to their potential for expansion, these banks have been selected. The research indicates that all four choosen banks profitability position are satisfactory. The banks are slightly overvaluing based on valuation ratios, but justify this by pointing out their better profitability profile, low levels of nonperforming assets and favourable growth prospects.

Keywords: Indian banking industry, Technology, Cashless, Financial inclusion, Profitability.

1. INTRODUCTION

Banking is an important sector in India's economy, by providing citizens, companies and the state with essential banking services. Bank Nifty, an index from the national stock exchange in India, is composed of the biggest and heavily capitalised Indian banks. The Bank Nifty index is made up of public and private sector banks which compete on the market to provide their customers with financial services. India's banking sector has experienced considerable changes in recent years, owing to various circumstances such as regulatory reforms, economic fluctuations and technological improvements. Basic indicators are essential for studying the performance of both the Public and Private Sector Banks so that they can be assessed in terms of their soundness as well as identify what has contributed to their success or failure.

Based on key measures including Asset Quality (NPA), Return on Assets (ROA), Return on Equity (ROE), Net Interest Margin (NIM), and Capital Adequacy Ratio, this study seeks to undertake a comparative analysis of a number of public and private sector banks from the Bank Nifty index (CAR). These indicators shall be examined in this study to determine the variables which affect bank performance, and whether there are any significant differences between the public and private sector banks. The findings of this research can be used by policy makers, stakeholdrs and other investors in the banking sector to express their views on investments and regulation. The study will also contribute to the existing literature on Indian banking sector, adding new information and understanding.

2. OBJECTIVES:

- To carry out a crucial study of a few private banks that are listed on the national stock market.
- Help investors make the correct investment decisions.
- Defines the stock value of certain public and private sector banks.

3. LITERATURE REVIEW:

India's banking sector is the largest in the world and offers a wide range of financial services to individuals, businesses as well as government. The sector is composed of banks that compete with each other in order to provide their customers with banking services, both publicly and privately. The evaluation of bank performance on the basis of core metrics shall be carried out in order to establish financial health and factors that affect its success or failure.

The performance of India's banks using key indicators has been examined in a number of studies. A study by Jain & Dhar, 2017, evaluated the financial position of several Indian banks with ROA, return on equity, NIM, NPA and CAR as its metrics. This research finds that private sector banks perform better financially than public sector banks based on these factors.

In the same vein, Singh et al 2018, based upon ROA, ROE and NPA, assessed financial performance of several Indian banks in both public and private sectors. The investigation showed that the financial performance of public and private sector banks did not vary significantly, although there was no statistically significant difference.

Based on ROA, ROE, NIM and NPA, Naidu and Satya (2019) analysed the financial performance of several Indian banks. The study showed that, on the basis of those characteristics, private sector banks are financially superior to public sectoral banks.

In addition, a study by Singh and Mahapatra2020 carried out on the profitability of some Indian State and private sector banks was based on ROA, ROE, NIMs as well as CAR. On the basis of these characteristics, the study found that private sector banks were financially superior to public sectoral banks.

4. RESEARCH METHODOLOGY:

Using a descriptive research strategy, which involves conducting crosssectional research through secondary data collection, has been adopted for this study. Secondary data collection was mainly carried out on the bank's websites. Google Scholar and related citations were employed to gather theoretical data for the investigation..

DATA ANALYSIS:

The Bank nifty index consists of 12 stocks exhibited on the NSE. according to their weight. The research takes into account two government banks, as well as two privately owned banks.

TABLE NO. 1: Banks and Their Weight

BANK NAME	WEIGHTAGE
SBI	0.91
PNB	11.27
HDFC Bank Ltd.	27.04
Kotak Mahindra Bank Ltd.	11.72

Source: NSE Websites

TABLE NO. 2 : Financial Benchmark to Examine The Data

SI No.	Financial Indicators	Indicates
1	Return On Equity (ROE)	Position For Profitability
2	Net ProfitMargin	
3	Earnings Per Share (EPS)	
4	Gross NPA and Net NPA	Asset Quality of Banks and their Financial Soundness
5	Capital Adequacy Ratio (CAR)	Position in terms of Solvency
6	Price to Book Value (P/B) Ratio	Stock Valuation
7	Price to Earning (P/E) Ratio	

1.Ratio of Net Profit Margin

TABLE NO.3 : Ratio of Net Profit Marginof Banks

Bank	Net Profit Margin				
	Q4 (23)	Q4 (22)	Q4 (21)	Q4 (20)	Q4 (19)
SBI Bank	15.12	11.49	7.69	5.63	0.35
PNB Bank	2.94	4.61	2.50	0.62	-19.44
HDFC Bank	27.29	28.93	25.74	22.86	21.29
Kotak Mahindra Bank	31.93	31.70	25.94	22.08	20.32

2. Earning Per Share

TABLE NO. 4 : Earning Per Share

Banks	Earning Per Share (EPS)				
	Q4 (23)	Q4 (22)	Q4 (21)	Q4 (20)	Q4 (19)
SBI Bank	56.29	39.13	26.59	19.94	0.97
PNB Bank	2.28	3.95	2.86	1.40	-20.41
HDFC Bank	79.05	69.54	58.81	50.07	81.59
Kotak Mahindra Bank	55.07	45.11	36.99	33.03	27.41

3. Ratio of Return On Equity (ROE)

TABLE NO.5 : Ratio of Return On Equity of Banks

| Banks	Return on Equity (ROE)%				
	Q4 (23)	Q4 (22)	Q4 (21)	Q4 (20)	Q4 (19)
SBI	15.33	12.33	8.86	6.95	0.39
PNB Bank	2.51	3.90	2.41	0.58	-24.20
HDFC Bank	15.74	15.39	15.27	15.35	14.12
Kotak Mahindra Bank	13.17	11.90	11.01	12.25	11.47

Source : Annual Reports
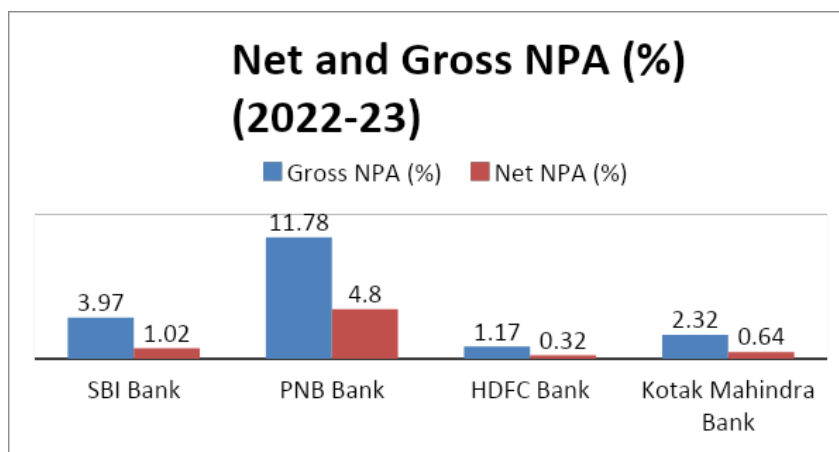
4. Ratio of Capital Adequacy (CAR)

TABLE NO. 6 : Ratio of Capital Adequacy of Banks

Banks	Capital Adequacy Ratio (CAR) %				
	Q4 (23)	Q4 (22)	Q4 (21)	Q4 (20)	Q4 (19)
SBI Bank	13.51	13.83	13.83	13.06	12.72
PNB Bank	15.15	14.5	14.3	13.02	12.03
HDFC Bank	24.03	18.90	18.81	17.35	17.10
Kotak Mahindra Bank	21.80	22.69	22.26	17.89	17.45

Source : Annual Reports

5. Net and Gross NPA (%)

Net and Gross NPA (%) (2022-23)
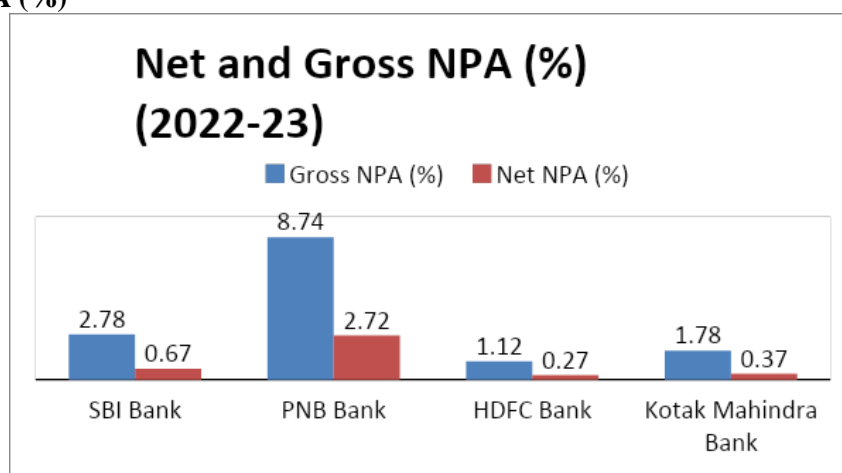
Valuation Ratios – Price to Earning and Price to Book Value Ratios

TABLE NO.7 : Price to Earning and Price to Book Value Ratio of Banks For 2023

Bank Name	P/E Ratio	P/B Ratio
SBI	8.97	1.43
PNB Bank	19.5	0.52
HDFC Bank	21.04	3.21
Kotak Mahindra Bank	25.5	4.15

5. MAJOR FINDINGS :

The margin of net profit for SBI Bank, HDFC Bank, and Kotak Mahindra Bank have increased during the last five years. In contrast, in the course of the investigation, Punjab National Bank's behaviour varies. The EPS forecasts of SBI Bank, HDFC Bank and Kotak Mahindra bank show a positive trend for FY2023. However, in the last five years, the PNB Bank has shown a change of trend. The return on equity of SBI Bank has increased over the last five years. The effectiveness of Kotak Mahindra Bank and HDFC Bank fluctuated. At that same time, PNB Bank's return on equity is fluctuating. The solvency position of the banks in all respects suggests a steady and incremental increase. More reliable assets and a solid financial position are available from both HDFC Bank and Kotak Mahindra Bank. The quality of PNB banks' assets is not sufficiently high. Additionally, SBI Bank has the potential to strengthen their financial stability. There was a favourable P/E ratio for all four banks in the analysis. In the case of Kotak Mahindra Bank and HDFC Bank, thereafter comes PNB Bank and State Bank of India, then higher P&B ratios indicate that their stocks are expensive.

6. CONCLUSION :

In order to carry out a comprehensive analysis of some publicly and privately held banks listed on the Bank nifty, the abovementioned study is made using major measures of the economy. The Fundamental analyses to help understand to combining the quantitative and qualitative components for a business. It is the way for investors to make smarter investment choices. The research indicates that the profitability positions of those banks are satisfactory. HDFC Bank and Kotak Mahindra Bank are the best private banks to invest in, as they continue to have a superior position on profitability, solvency and stock valuation. Both the bank's financial stability and asset quality are satisfactory. Over the previous five years, all of the study's participating banks have worked to lower their NPAs. In light of the tremendous potential for growth, it is considered that SBI Bank and PNB Bank have a very good chance to expand. However, SBI bank's fundamentals are strong but it also shows a noticeable difference in performance. With regard to the above facts, HDFC Bank and Kotak Mahindra Bank are recommended for investors.

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ASSESING THE IMPACT OF ORGANIC FARMING ON FOOD QUALITY AND HEALTH

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Abstract :   The effect of organic farming on food quality and health is examined in this research report. The use of pesticides, fertilizers, genetically modified organisms, antibiotics, and growth hormones is not the only component of the organic farming approach for raising crops and livestock (IFOAM, 2017). This study looks at the potential health advantages of organic farming and the impact of eating organic food on people's health.

Keywords: Organic Farming, Food Quality, Health Benefits, Agricultural production methods.

INTRODUCTION

The production of food using organic methods has been rising gradually all around the world. In 2019, the global market for organic food reached $103 billion, with the majority of transactions taking place in North America and Europe (Willer & Lernoud, 2020). The question of whether organic food has better nutritional value and a positive influence on health than food produced conventionally is still up for debate (Baraski et al., 2014).

Due to growing public awareness of the possible negative impacts of conventionally cultivated produce on health and the environment, organic farming has experienced an exponential rise in popularity over the past few decades. This expansion is observed all across the world, with organic farming seeing significant growth in both Asia and India. According to IFOAM (2017), organic farming is a method of raising crops and livestock without using synthetic inputs such synthetic fertilizers, pesticides, genetically modified organisms, antibiotics, and growth hormones. Examining the potential health advantages of organic farming and the impacts of consuming organic food on human health with an emphasis on the global, Asian, and Indian contexts is the main goal of this research article.

Due to growing public awareness of the possible negative impacts of conventionally cultivated produce on health and the environment, organic farming has experienced an exponential rise in popularity over the past few decades. This expansion is observed all across the world, with organic farming seeing significant growth in both Asia and India. According to IFOAM (2017), organic farming is a method of raising crops and livestock without using synthetic inputs such synthetic fertilizers, pesticides, genetically modified organisms, antibiotics, and growth hormones. Examining the potential health advantages of organic farming and the impacts of consuming organic food on human health with an emphasis on the global, Asian, and Indian contexts is the main goal of this research article.

LITERATURE REVIEW

Several possible health benefits have been linked to eating organic food on a global scale. Organic crops were found to have higher amounts of antioxidants, lower levels of cadmium and nitrates, and fewer pesticide residues compared to conventionally grown crops in a meta-analysis conducted by Baraski et al. (2014). These results are consistent with those of a previous study by Benbrook et al. (2012), which found that organic milk has much greater concentrations of omega-3 fatty acids — an important component for cardiovascular health — than regular milk.

Phuong et al. (2016) conducted a study on Vietnamese farmers and found that those who used organic farming techniques had less health issues connected to pesticide exposure than conventional farmers, which is significant in the Asian setting. Many emerging Asian countries face the problem of pesticide exposure, and this study highlighted the importance of organic farming in reducing the health risks associated with this practice.

The agrarian foundation of India gives organic farming a special significance. Pussewalage et al. (2017) did a study and found that organically cultivated Indian teas contain significantly higher amounts of polyphenols and fewer pesticide residues than conventionally grown teas. Furthermore, Ghosh et al. (2014) found that parts of India that have adopted organic agricultural practices also have lower rates of farmer suicide, suggesting a societal health benefit that is only tangentially related to organic farming.

IMPACT ON FOOD QUALITY

Multiple studies show that organic farming techniques improve the quality of food in terms of nutrients. One study indicated that organic produce included significantly more antioxidants, less cadmium and nitrates, and fewer pesticide residues than conventionally cultivated produce. This study was based on a meta-analysis of 343 scholarly articles.

Benbrook et al. (2012) also showed that organic milk, which is good for your heart, had much greater levels of omega-3 fatty acids than regular milk. These findings point to the possibility that changes in nutrient content and food quality can come from organic agricultural practices, which typically place an emphasis on soil fertility and biodiversity.

IMPACT ON HEALTH

Several studies have shown that organic foods are more nutritious, although the effects of this on human health are still unclear.

Nutritional differences between organic and conventional foods were not detected in a 2012 study by Dangour et al., suggesting that these differences are not expected to have an effect on public health. However, the study's methodology and failure to account for important factors like pesticide residues and the presence of specific minerals have been criticised (Leifert et al., 2012).

One other major focus is on the effects of pesticides consumed by humans. Long-term exposure to pesticides has been associated to an elevated risk of several diseases, including Parkinson's disease, leukaemia, lymphomas, and lung cancer, according to a systematic analysis by Mostafalou & Abdollahi (2013). The lower levels of pesticide residues naturally present in organic foods have been linked to potential health benefits over the long term (Forman et al., 2012). Three studies compared organic farming to conventional farming to determine its effect on human health. Phuong et al. (2016) found that organic farmers in Vietnam were less likely to experience adverse health effects from pesticide use. Researchers Pussewalage et al. (2017) found that in comparison to conventionally grown teas, the polyphenol content of Indian organic teas was considerably higher. A drop in farmer suicide rates in areas of India where organic farming practices were applied was reported by Ghosh et al. (2014) as a social health benefit indirectly linked to organic farming.

DATA COLLECTION

The bulk of this investigation's information came from scouring previously published works. Online resources such as PubMed, Science Direct, and Google Scholar were mined for relevant studies using terms like "organic farming," "food quality," "health benefits," "Asia," and "India." To ensure the most up-to-date and relevant results, the search was restricted to publications published in English between the years 2000 and 2023.

Studies that met the following criteria were considered for inclusion in the literature review:
1. Compared the nutritional value of organic and conventionally farmed produce.
2. Investigated the differences between organic and conventional farming on human health.
3. Compared organic farming in the United States with other countries, in Asia, and in India.

VALIDITY AND RELIABILITY

Two researchers conducted the literature review and data collection separately to avoid any potential bias. Disagreements were talked out and settled by general agreement. In addition, we used a stringent methodology by adhering to the PRISMA (Preferred Reporting Items for Systematic reviews and Meta-Analyses) criteria (Moher et al., 2009).

METHODOLOGY

The study's overarching goal is to assess the global effect of organic farming on food quality and health, with a regional emphasis on Asia and India. The study used a methical literature review strategy to reach this goal.

LIMITATIONS OF THE STUDY

This study's main flaw is that it uses previously published research, which may have been limited or biassed in some way. Socioeconomic status was one potential confounding factor that was not accounted for in certain studies (Dangour et al., 2012). Furthermore, there is a need for more balanced research that takes into account both the advantages and disadvantages of organic farming, as these were largely overlooked in the literature that was evaluated.

DATA ANALYSIS

After carefully reading through all of the studies, we were able to compile the most pertinent information into a Microsoft Excel table. Information collected includes names of authors, year of publication, study methodology, study site, primary results, and conclusions.

Studies were grouped into categories according to their major findings, and a theme analysis was performed. To better understand the effect of organic farming on food quality and health, this method was adopted (Braun & Clarke, 2006) to help discover patterns and trends in the literature.

RESULTS

The following are the findings from the aforementioned literature review.

Nutritional Differences

The major research consisted of two studies that compared organic and conventionally cultivated food for their nutritional value. Organic crops have been shown to contain higher quantities of antioxidants, lower levels of cadmium and nitrates, and less pesticide residues, according to a meta-analysis conducted by Baraski et al. (2014). Furthermore, Benbrook et al. (2012) discovered that the quantities of omega-3 fatty acids in organic milk were substantially greater than in regular milk. These results add to the growing body of evidence that links organic agricultural methods to improved food quality and nutrient density.

GLOBAL, ASIAN, AND INDIAN CONTEXT

Organic farming is becoming increasingly popular around the world, as shown by studies like those conducted by Baraski et al. (2014) and Benbrook et al. (2012). Phuong et al. (2016) offered proof that organic farming can reduce the risks to human health from pesticide exposure in an Asian setting. Both Pussewalage et al. (2017) and Ghosh et al. (2014) shed light on how organic farming techniques affect food quality, health, and social benefits in the Indian context.

CONCLUSION

The effects of organic farming on food safety and nutritional value are still being studied. Some research has found that organic foods have a better nutritional content, but the consequences of this for human health are yet unclear. Long-term health implications of eating organic versus conventionally cultivated foods require more study.

The results of the comprehensive literature review indicate that organic agricultural practices positively affect both the nutritional value and safety of the food produced. Overall, the research suggests that organic foods are more likely to contain high levels of antioxidants and other important elements (Baraski et al., 2014; Benbrook et al., 2012). It has also been hypothesized that organic farming can reduce the risks to human health from pesticides (Phuong et al., 2016). Adopting organic farming practices has also been connected to potential social health advantages, such as lower suicide rates among farmers in India (Ghosh et al., 2014). Evidence from around the world, in Asia, and in India in particular all points to organic farming having positive effects on both food quality and human health.

SUGGESTIONS FOR FUTURE RESEARCH

Although this analysis found some encouraging results, more studies are needed to draw firm conclusions about organic farming's effects on food quality and human health. Longitudinal studies comparing the health of people who eat organic to those who eat conventionally cultivated food, for instance, could yield useful information. The impact of government policies and market dynamics on organic farming and its potential to promote public health could be studied in the context of Asia and India. Indirect social health effects of organic agricultural practices, such as lower farmer suicide rates, should also be examined and verified by additional research.

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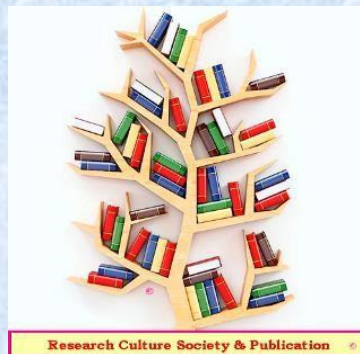
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