

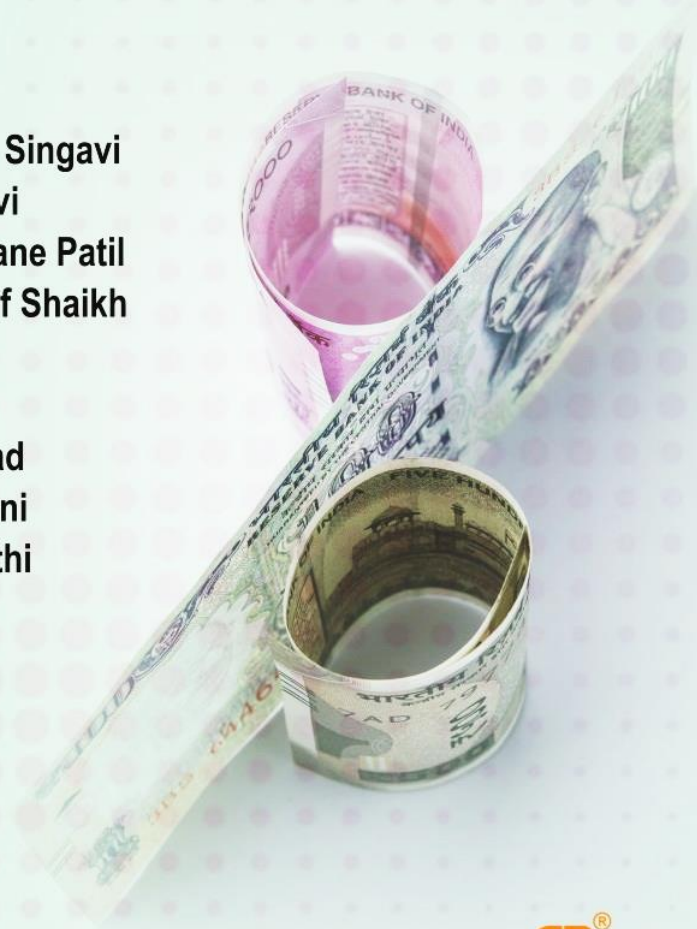
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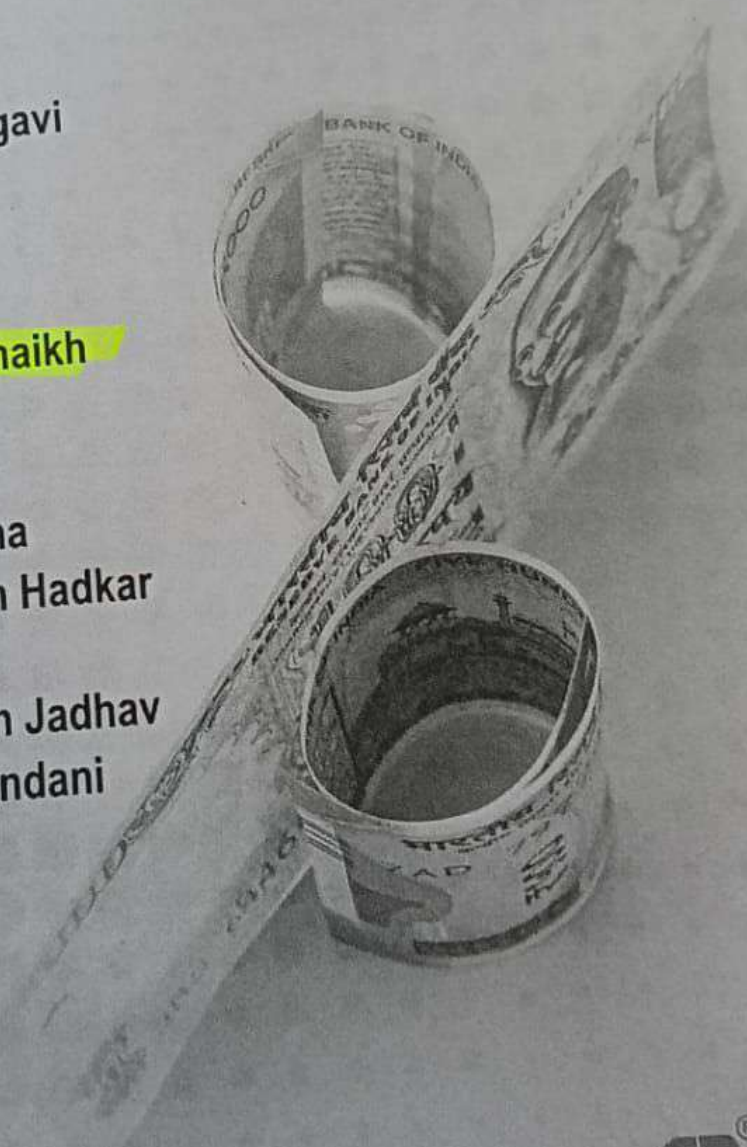
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T.Y. B.M.S. Semester-VI

Assessment Year 2023 – 2024

Late Shri Vijay Singavi

Vaibhav Singavi

Yogendra Dalvi

Kishor Bhadra

Mubeen Yousuf Shaikh

Navaj Mulani

Priti Parikh

Rahul Mishra

Rupal Dalal

Sushil Shantaram Jadhav

Shweta Pandey

Mohammad Haroon

Ankit V. Bandal

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**T.Y. B.M.S. (Semester - VI)**

**Assessment Year 2023-2024**

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**ETHICAL MARKETING & CONSUMER BEHAVIOUR: AN EMPIRICAL STUDY ON FACTORS INFLUENCING ONLINE PURCHASE OF APPAREL WITH REFERENCE TO GEN Z**

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**Ms. Shalini Clayton<sup>1</sup> and Dr. Sadhana Venkatesh<sup>2</sup>**<sup>1</sup>Assistant Professor, B.M.S. Programme, Tolani College of Commerce (Autonomous) Andheri (E), Mumbai-93<sup>2</sup>Associate Professor, Department of Commerce, Tolani College of Commerce (Autonomous) Andheri (E), Mumbai-93**ABSTRACT**

*This research paper aims to investigate the factors influencing ethical marketing and consumer behaviour among Gen Z regarding online apparel purchase. In today's market economy, businesses are often expected to act in their own best interest. However, recent advancements in consumer behaviour and decision making have emphasized the importance of ethical practices, as organizations that behave ethically tend to attract more customers and achieve greater success. To explore this phenomenon, the study examines the impact of environmental concern, customers trust, marketers' concern, and the information provided on shopping websites/apps. The primary data survey technique was utilized as data collection tool, with 109 respondents selected through convenience sampling. Data analysis was conducted using percentage and chi-square methods.*

*Keywords: Apparel, Consumer Behaviour, Ethical Marketing Practices, Gen Z, Online Shopping and Websites.*

**1. INTRODUCTION****1.1 Consumer Behaviour**

Consumer Behaviour plays a decisive role in the present highly competitive and consumer-oriented marketing. Marketers have to study consumer behaviour and adjust marketing policies and strategies accordingly. Needs and expectations of consumers require special consideration in modern marketing. Consumer is rightly regarded as the most important person in business/marketing.

Consumers are attracted to brands that promote sustainability, environmental causes and social responsibility. Promoting good cause and subsequently marketing ethics can help the brand attract much-needed attention. Marketing ethics is a philosophy focused on using values like honesty, fairness and social responsibility. Online shopping is becoming relatively popular among the Gen Z. They are tech savvy and oniomania. Online shopping sites contain wide variety of goods there are no national and international barriers. Brick and Mortar method is no longer interesting among the Gen Z. They are inclined to be informed customers' and will often research and weigh up options before making a buy decision. Gen Z place high importance on brand ethics and corporate social responsibility, even more so than Millennial.

**1.2 Apparel Industry**

India's textiles sector is one of the oldest and most significant industries in the country's economy. It has a rich history and cultural heritage, with traditional hand-spun and hand-woven textiles dating back thousands of years. Today, India is the world's second-largest producer of textiles and garments and fifth largest producer of technical textiles in the whole world with market size of nearly \$22 billion. The textile and apparel industry in India has strengths across the value chain from fiber, yarn, fabric to apparel. Indian readymade garment export to see a CAGR of 12-13% and surpass \$30billion by 2027.

**2. LITERATURE REVIEW**

**Sunday Ewah, Ph.D., Joseph E. Osang and Felix B. Inyang, (2019)** in their research articles emphasized that ethical marketing practices as a pivot for survival of businesses and consumer satisfaction. The researchers administered 362 questionnaires to respondents in order to solicit responses, and the model specification for testing all the hypotheses formulated was the Analysis of variance (ANOVA). The findings imply that consumers are increasingly conscious of the ethical behaviour of businesses, and are more likely to support companies that demonstrate ethical marketing practices.

**Syed Asad Hussain and Faizan Dar, (2021)** in their research articles focused on ethical consumerism and its effect on purchase decision. The study shows the ethical issues that are raised inside the industry has drawn intensive public attention among consumers, retailers, designers, and manufacturers. The relationship between personal norms/values and environmental concerns has been proved to be the most important aspect of developing sustainable businesses.

**3. OBJECTIVES OF THE STUDY**

1. To study the impact of marketers' ethical practices on Gen Z behaviour in online shopping, specially focusing on apparel purchases.
2. To examine the influence of ethical marketing practices on improving the sales in the context of online apparel shopping.
3. To analyses the gap between the information displayed on the shopping websites/apps and the actual reality experienced by Gen Z consumer during their online apparel shopping journey.

**4. HYPOTHESES OF THE STUDY:****4.1. Marketers' ethical practices**

**Null Hypothesis: (H<sub>01</sub>):** There is no significant relationship between the ethical practices of marketers' and Gen Z online buying behaviour with reference to apparel.

**Alternative Hypothesis: (H<sub>11</sub>):** There is significant relationship between the ethical practices of marketers' and Gen Z online buying behaviour with reference to apparel.

**2. Ethical marketing practices and occupation**

**Null Hypothesis: (H<sub>02</sub>):** There is no significant relationship between ethical marketing practices and the occupation.

**Alternative Hypothesis: (H<sub>12</sub>):** There is significant relationship between ethical marketing practices and the occupation.

**5. RESEARCH METHODOLOGY:**

In this study, the data was obtained from both primary and secondary sources. The primary data was collected using questionnaire method and the secondary data was collected from the books, newspapers, magazines and websites.

**Sample Design:** The method of convenience sampling has been used to collect the data from the respondents.

**Sample Size:** The sample size was 109.

**Data Analysis and Interpretation:** The data was analysed and interpreted using Microsoft Excel 2007.

**6. LIMITATIONS OF THE STUDY**

1. The study was limited to Mumbai Suburban because of time constraints.
2. Sample size used for the study was small. Hence, the results cannot be taken as universal.
3. The accuracy of the figures and data are subject to the respondent's view.

**7. DATA ANALYSIS AND INTERPRETATION:****Table: 1:** Socio economic factor of respondents

Particulars	Categories	Frequency
Gender	Male	41
	Female	66
	Prefer not to say	02
Age	14-18	39
	19-23	61
	24-28	09
Last Highest Qualification	SSC	04
	HSC	74
	Graduation	18
	Post-Graduation	11
	Others	02
	Total	109
Marital Status	Married	06
	Unmarried	103
Occupation	Student	94
	Private Jobs	12
	Business	00

	Others	03
	Total	109
Most preferred mode of online shopping	Mobile Phones	75
	Laptops/desktop PCs/iPad	05
	Both	29
Frequency of apparel purchase in online	Daily	01
	Weekly	07
	Fortnightly	03
	Monthly	65
	Yearly	33
Shopping websites/app used often for online purchase	Flipkart	19
	Myntra	21
	Ajio	02
	Amazon	44
	Meesho	14
	Urbanite	01
	Nykaa Fashion	03
	Others	05

Source: Primary Data

Table: 02

What kind of clothing you purchase in online shopping?

109 responses

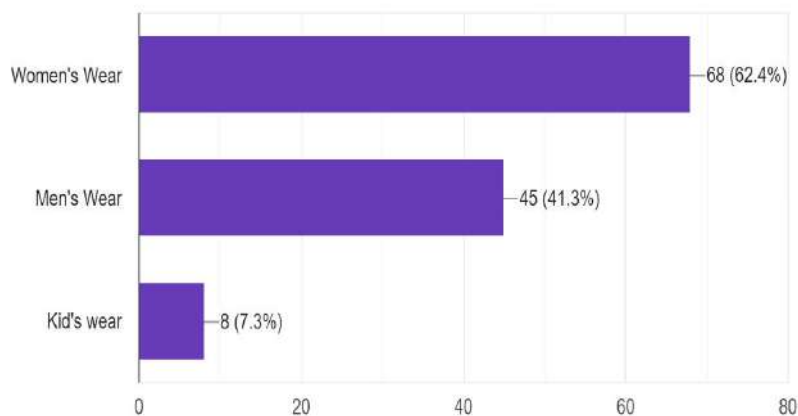
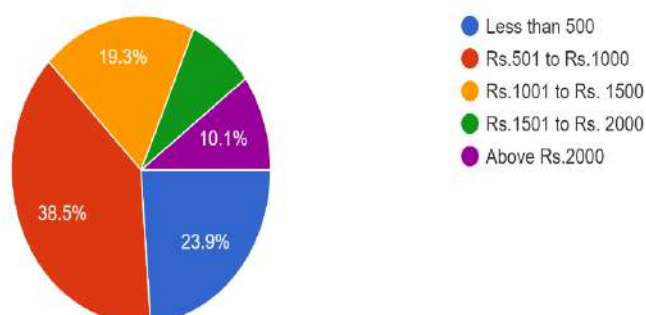


Table: 03

What is the average amount that you spend per transaction when you shop apparel in online?

109 responses

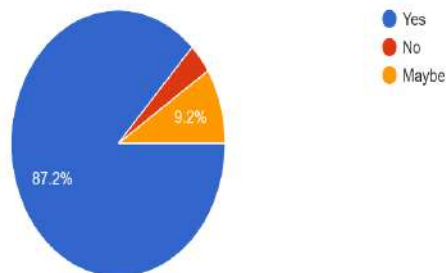




**Table: 04**

Do you go through the customers review before purchasing online?

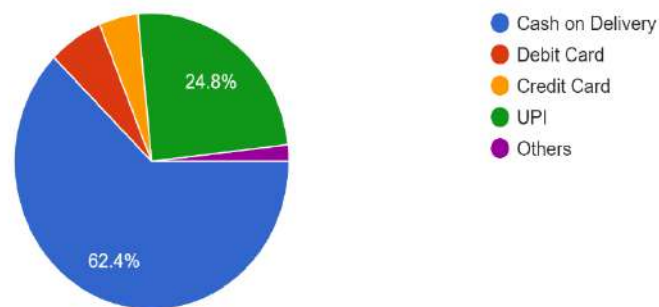
109 responses



**Table: 05**

What is your preferred mode of payment in online shopping?

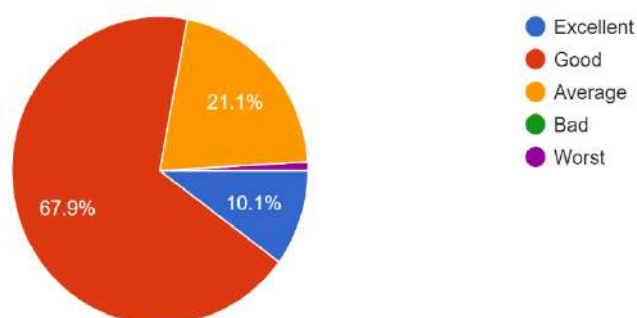
109 responses



**Table: 06**

Your overall experience in online shopping

109 responses



**Table: 7** Relationship between ethical practices of marketers’ and Gen Z online buying behaviour with reference to apparel.

Particulars	AGE			
	14-18	19-23	24-28	Grand Total
Ethical marketing practices help in improving the sales in shopping websites/app.				
Agree	22	26	4	52
Disagree	3	0	0	3
Neutral	6	20	1	27
Strongly agree	7	10	1	18
Strongly disagree	1	5	3	9
<b>Grand Total</b>	<b>39</b>	<b>61</b>	<b>9</b>	<b>109</b>

Sources: Primary data

A chi-square test of independence was performed to examine the relationship between ethical practices of marketers' and Gen Z online buying behaviour with reference to apparel. The result of the test indicates that there is a significant relationship between the ethical practices of marketers' and Gen Z online buying behaviour as indicated by chi-square,  $P=0.033 < 0.05$ .

**Table: 7** Relationship between ethical marketing practices and occupation of Gen Z.

Particulars	Occupation			
	Others	Private Jobs	Student	Grand Total
Ethical marketing practices help in improving the sales in shopping websites/app.				
Agree	0	4	48	52
Disagree	0	0	3	3
Neutral	2	2	23	27
Strongly agree	0	4	14	18
Strongly disagree	1	2	6	9
<b>Grand Total</b>	<b>3</b>	<b>12</b>	<b>94</b>	<b>109</b>

A chi-square test of independence was performed to examine the relationship between ethical marketing practices and occupation of Gen Z. The result of the test indicates that there is no significant relationship between the ethical marketing practices and occupation of the Gen Z as indicated by chi-square,  $P=0.19 > 0.05$ .

### FINDINGS

- Female respondents show more interest in online shopping than the male respondents.
- Consumers spend on buying apparel was approximately less than Rs.1000/- per transactions.
- Amazon Apps is the most popular Apps followed by Myntra and Flipkart among the consumers.
- Environmental concern and transparency on the part of marketers' influence the online shopping decisions.
- Consumers trust websites that are reputed.
- Consumers prefer Cash on delivery for online shopping.

### SUGGESTIONS

- Ensure product descriptions and images accurately represent the product features and appearance. Avoid exaggeration and misleading claims.
- Implement a system to verify the authenticity of customer reviews to prevent fake or manipulated feedback.
- Implement robust quality control measures to inspect products before they are shipped to customers.
- Establish clear and fair refund and return policies to protect consumers if they receive substandard products.

### CONCLUSION

This research paper sheds light on the factors contributing to ethical marketing and Gen Z consumer behaviour in the context of online apparel purchases. The study demonstrates the significance of ethical practices in attracting customers and fostering brand loyalty among Gen Z consumers. By understanding the impact of environment concern, customer trust, marketers' concern, and the quality of information provided on shopping platforms, businesses can enhance their marketing strategies and appeal to the values and preferences of this important consumer segment. The research emphasizes the need for businesses to adopt ethical marketing practices, as they can serve as a catalyst for success in today's dynamic market environment.

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**A STUDY ON CHANGING TREND FROM CASH TRANSACTION TO DIGITAL TRANSACTION  
WITH REFERENCE TO STREET VENDORS OF MUMBAI SUBURBAN**

---

**Mr. Murugan Nadar**

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**ABSTRACT**

*In recent years, there has been an increase in the integration of technology with the daily life of people. In urban pockets of Mumbai, transactions are shifting from cash payments to digital payments catering to the needs of people. Street Vendors, who mostly cater to the demands of low-income families, have equipped themselves to accept digital payments using UPI QR codes. The present study tries to analyse the factors influenced the street vendors from cash transaction to digital transaction. Further this study extends its views to find out the complications faced by street vendors while carrying the digital transactions and any benefit received from Digital Transaction after adopting it. Sample of 100 respondents has been taken for the aim of the study. Information is collected from primary sources using questionnaire technique. Collected knowledge was analyzed using varied statistical tools. Majority of the respondents have been influenced by their customers to adopt digital transaction services into their business. Major observation of the study is even though there is increase in sales after adoption of digital transaction, the ratio of cash transactions per day is high compared to ratio of digital transactions.*

*Keywords: Street vendors, Digital transaction, ratio of Cash*

**1. INTRODUCTION**

Street vendors have existed since ancient times, known as traveling merchants who sold their wares in towns by going from house to house without permanent places for their trade. Weekly and monthly markets have also been providing essential commodities to common people at affordable prices and at convenient places since time immemorial.

The national policy for street vendors 2009 classifies them into three basic categories: stationary, peripatetic, and mobile. Stationary vendors carry out vending on a regular basis at a specific location, while peripatetic vendors carry out vending on foot and often become stationary vendors in peak hours. Mobile vendors move from place to place vending from mobile units on wheels, including those selling on trains or buses.

Mobile payment is the process of paying for products and services using a mobile phone and network, linked with a bank account. The launch of UPI in India in 2016 has led to a huge change in the mode of payments, allowing for inter-bank, peer-to-peer, and person-to-merchant transactions. To boost the campaign of "cashless India," the Indian government made a mobile application under the name of PM Street Vendor Yojana accessible to street vendors in July 2020. The app helps beneficiaries track the status of services and monetary incentives that they are entitled to, provided they use the app for digital payments.

However, we must ask ourselves if this new mode of payment is the right choice for everyone, especially street vendors. This study focuses on the intention behind street food vendors selecting digital transactions, while also examining the advantages and disadvantages faced by them.

**2. LITERATURE REVIEW**

- Dr. S. Kumar and Dr. M. Dhinakaran have penned a research paper delving into the impact of Demonetization on street vendors in Thoothukudi City. Their study aims to explore the effects of Demonetization and to discern any complications or challenges faced by vendors in adopting cashless transactions and E-Banking systems. The researchers employed a random sampling technique and gathered data from 60 respondents through a questionnaire. The study concluded that although cashless transactions have increased following Demonetization, these benefits have not been fully realized by the public, particularly street vendors, due to a lack of literacy and awareness surrounding cashless transactions.
- Swathi P K, through her written masterpiece, "A study on the usage of Digital transactions among Street Food vendors in Bangalore", elucidates a novel concept in the electronic era known as "E-Wallet". The crux of this paper is to unveil the rationale behind the increasing inclination towards non-cash payments via a plethora of e-wallets by the Street food vendors. Moreover, this study delves deeper to untangle the intricacies faced by these vendors while carrying out monetary transactions. To gauge the acceptance of

Digital Wallet, the study chose 100 street food vendors as respondents hailing from the Bangalore district. The study revealed that there are a few challenges faced by the vendors such as network glitches and delayed payment credits. However, many street food vendors expressed their contentment with the E Wallet services and opined that it was convenient to access.

**3. OBJECTIVES OF THE STUDY**

1. To uncover the compelling motives behind digital transactions that have impacted the street vendors.
2. To investigate the influence of digital transactions on daily earnings.
3. To know per days’ ratio of cash transactions and e wallet transactions.
4. To study the advantage and disadvantage of digital transactions faced by street vendors.

**4. RESEARCH METHODOLOGY**

In this study, the data is obtained from both primary and secondary sources. The primary data is collected using questionnaire method Whereas, the secondary data is collected from the newspapers, magazines, websites etc.

Sample Design: The method of Convenience sampling has been used to collect the data from the respondents.

Sample Size: The sample size is 100.

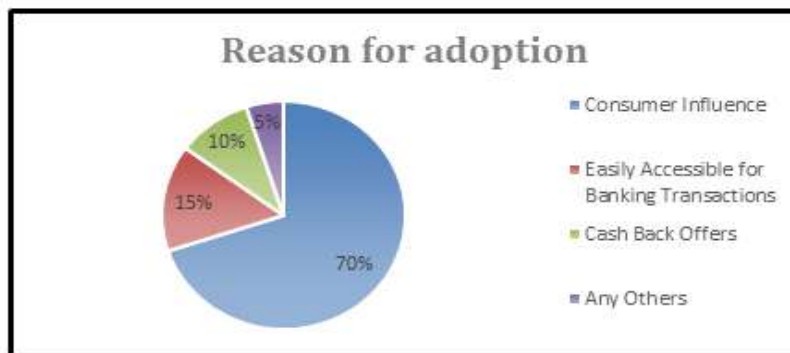
Data Analysis and Interpretation: The data is analysed and interpreted using Microsoft Excel 2007.

**5. LIMITATIONS OF THE STUDY**

1. The study is limited to Mumbai Suburban because of time constraints.
2. Sample size used for the study is small. Hence, the results cannot be taken as universal

**6. DATA ANALYSIS AND INTERPRETATION**

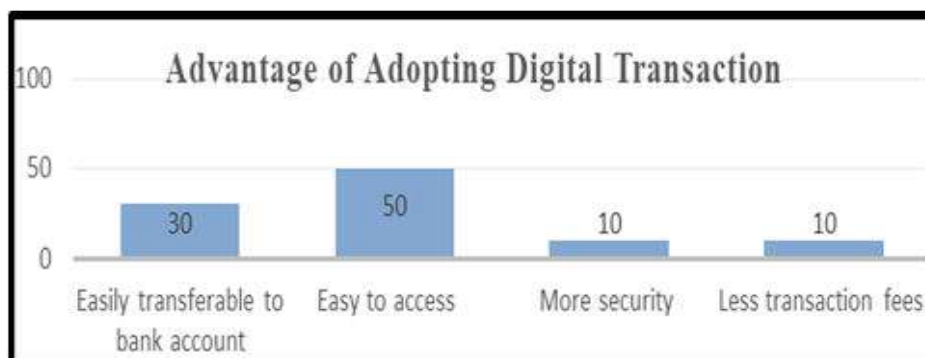
**Chart 1: Reason for adoption**



**Source:** Primary Source

Chart 1 portrays the motives behind street food vendors embracing digital transactions. An overwhelming 70% of respondents cited consumer influence as the driving factor. 15% favored digital transactions for its convenient accessibility in banking transactions. Another 10% were enticed by cash back offers. A mere 5% of respondents attributed their adoption of digital transactions to the influence of their peers.

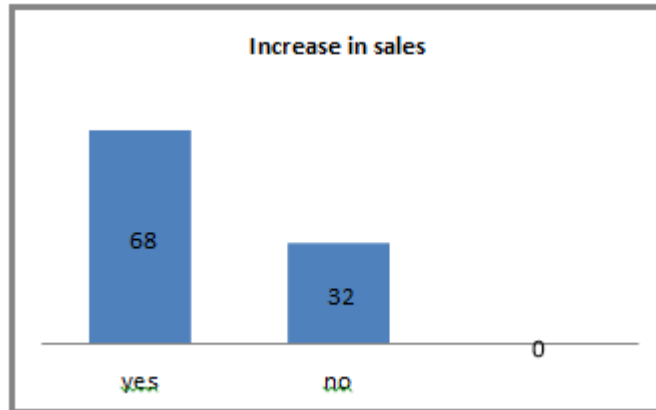
**Chart 2: Advantage of Adopting Digital Transaction**



**Source:** Primary Source

30 individuals perceive the act of transferring funds to their bank account through digital transaction as a seamless process. Meanwhile, 50 participants acknowledge the ease of accessibility that digital transaction provides. A minor 10 respondents believe that digital transaction warrants heightened security measures. Lastly, a handful of 4 individuals are of the opinion that the minimal transaction fees incurred through digital transaction is a commendable feature.

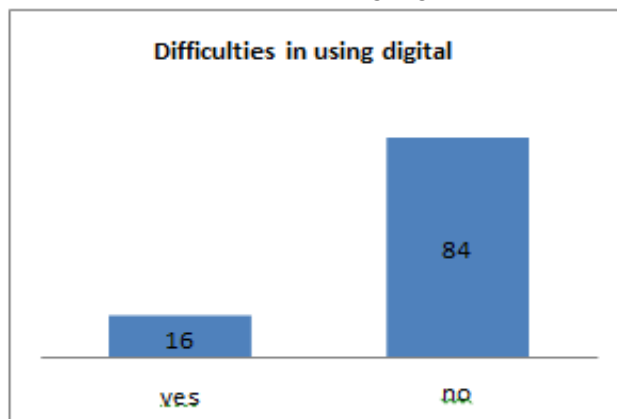
**Chart 3: Increase in sales**



*Source: Primary Source*

Chart 3 embodies the manifestation of the upsurge in sales subsequent to the assimilation of digital transaction services into their business. An overwhelming majority of 68 respondents have expressed their acquiescence that the adoption of digital transaction services in their business has indeed resulted in a substantial increase in sales. However, a small faction of 32 respondents have dissented and do not concur with the notion that such an assimilation has had any discernible impact on the sales figures.

**Chart 4: Difficulties in using digital transaction**



*Source: Primary Source*

Chart 4 embodies the embodiment of street food vendors' predicament with regards to digital transaction. A staggering 84% of respondents articulated that they encounter no impediments in utilizing digital transaction services. However, a scant 16% of respondents bemoaned network hurdles in accessing these services, which unavoidably results in a one-day delay in transaction credits to their accounts.

**7. FINDINGS AND SUGGESTIONS:**

The findings of the study reveal that a significant number of respondents, around 70%, have been influenced by their customers to incorporate digital transaction services into their business operations. This highlights the growing importance of digital transactions in today's business landscape.

Moreover, after adopting digital transaction services, more than 50% of respondents (50) found it easy to access such services. This showcases the convenience and efficiency that digital transactions provide in comparison to traditional methods.

Furthermore, a majority of respondents (68) agreed that adopting digital transaction services in their business has resulted in increased sales. This demonstrates the positive impact of digital transactions on business growth.



Interestingly, a large number of respondents (84) reported no difficulties in accessing or using digital transaction services. However, a small percentage of respondents (16) faced challenges such as network problems and delayed monetary transactions.

Overall, the study highlights the widespread adoption of digital transaction services in the business world and the numerous benefits they offer.

### **SUGGESTIONS**

1. Enhanced security measures ought to be implemented to ensure that users can undertake their transactions in a secure and protected manner. This will undoubtedly enhance the overall efficacy of the process.
2. Some customers have expressed their dissatisfaction with the delayed remittance of funds to their bank accounts. It appears that it takes a day for the money paid by customers to be credited to their linked bank accounts. To rectify this issue, immediate transfer of funds to their accounts must be made possible.
3. The bank should equip street vendors with QR codes for digital transactions so that they are not reliant on third-party platforms such as Paytm and other UPI services.

### **8. CONCLUSIONS**

The focus of the study was primarily on the acceptance of digital transaction services amongst street food vendors in comparison to cash transactions. The study aimed to explore the various factors that influenced the street food vendors to adopt digital transaction services. It was discovered that the acceptance of digital transaction services was largely influenced by their customers. Although the implementation of digital transaction services resulted in an increase in sales, cash transactions still remained more prevalent than digital ones. Some of the respondents cited difficulties such as network problems and delayed credit to their accounts. While a few respondents did not have access to digital transaction services, they recognized their potential benefits. The majority of street food vendors expressed satisfaction with digital transaction services, finding them to be easy to access. It is important to note that since the study was conducted solely in Mumbai, the results and recommendations cannot be generalized. The survey method was used to gather responses from 100 street food vendors, due to time constraints.

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## Understanding Vocational Education and Skill- Enhancement in the NEP-2020 with the Help of A Case Study of Farsans.

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### Abstract

*The National Education Policy 2020 proposes to review and improve all aspects of education, including structures, regulations and education management, to create a new system that is fit for all purposes, student of the century. According to this policy, by 2025, at least 50% of learners in the general and university education system will receive vocational training. It can be defined as skilled education. Vocational education contributes to economic growth. NEP intends to focus on developing industry linkages and demand-driven professional courses by engaging industry at different levels, including co-developed courses and developing incubation centres in higher education institutions. Review compliance with international standards.*

*This study will aim to understand that a proper sustainability perspective taken into account all of any commercial operations and business relationships along supply chains, which are becoming more and more interconnected globally. Manufacturers and producers face a significant difficulty in managing the integration of sustainable environmental, social, and economic requirements throughout the many parts of the supply chain. Because that SCM is dependent on both downstream and upstream flows of products, exploring the confluence between sustainability and SCM necessitates taking into account several perspectives. The need of the hour is to understand that it can help present generation to take this sector potentially beneficial economic activity. Everyone agrees that a supply chain's sustainability depends on integrating social, environmental, and economic objectives. If managed efficiently, this can't be difficult in sectors like food with reference to farsans (salty snacks), where the SCM can have a significant impact on both the eventual customer and other value chain participants. A survey was done through face-to-face interview which shall be filled by at least 20 respondents who are involved in food supply chain management especially in farsans in the suburb of Mumbai-i.e Kandivali-west, who had willingly started the activity on a very small scale in the initial stage and today they are the experts. On calculations of cost incurred and profit earned, it was found it was yielding more than 50 % the cost incurred. All transactions are done on cash basis and they do not maintain any books of accounts.*

**Keywords:** Education, Logistics, Supply Chain Management, Farsans

### Introduction

Education is not just about providing information from the trainer to the learner but the fact that he or she needs practical training for some of his or her tasks. Considering this theory, India's National Education Policy (NEP) 2020 was finally born, giving India an education policy after 34 years. Professional development programs focus on specific occupations and impart practical skills that enable individuals to engage in a specific professional activity. Professional development is not only important in providing employment opportunities for individuals but also helps to improve business productivity. Professional development programs include all skills transfer activities, formal and informal, necessary to improve the productive activities of

society. Vocational education will gradually be integrated into all schools and higher education institutions over the next decade. Areas of intervention for vocational education will be selected based on skills gap analysis and mapping of local opportunities. MHRD will establish the National Committee on Vocational Education Integration (NCIVE), comprised of career education experts and representatives from all ministries, to coordinate with industry to oversee this effort. Individual organizations that are early adopters must innovate to find effective models and practices, then share them with other organizations through mechanisms established by NCIVE to help expand reach of vocational education.. Different educational and vocational models will also be trialled by higher education institutions. Incubation centres will be established in higher education institutions in cooperation with manufacturers.

A proper sustainability perspective takes into account all of a company's operations and business relationships along supply chains, which are becoming more and more interconnected globally (Carter and Rogers, 2008; Solér et al., 2010), so the debate over the approach to sustainability has become crucial to most businesses. Manufacturers and producers face a significant difficulty in managing the integration of sustainable environmental, social, and economic requirements throughout the many parts of the supply chain (Massaroni et al., 2015).

"The configuration and operation of efficient and effective manufacturing and logistics networks as well as the intra- and inter-organizational management of supply, transformation, and delivery processes" is the definition of supply chain management (SCM) (Brandenburg and Rebs, 2015). Since its focus switched from economic performance to an integrated social and environmental approach in recent years, SCM has undergone a revolution, as many academics and researchers have highlighted (Seuring and Müller, 2008; Ahi and Searcy, 2013; Khan et al., 2020).

Because that SCM is dependent on both downstream and upstream flows of products, exploring the confluence between sustainability and SCM necessitates taking into account several perspectives (Cosimato and Troisi, 2015; Fahimnia et al., 2015; Maditati et al., 2018). According to Seuring and Müller (2008), upstream product/service flows are investigated from a production, product recovery, and reverse logistics perspective, but downstream product/service flows (towards the provider) are traditionally seen as involving responsibility and ethical considerations (Feng et al., 2017), resulting in a greater awareness of environmental issues, such as energy and waste reduction (Naik and Suresh, 2018; Kumar et al., 2020; Kumari et al., 2021). Everyone agrees that a supply chain's sustainability depends on integrating social, environmental, and economic objectives (Carter and Rogers, 2008; Hassini et al., 2012; Juetner et al., 2020). Consequently, the methods by which SCM can create sustainable features and adhere to the development route of sustainability have been taken into consideration (Manning, 2013; Zhu et al., 2018). This can be difficult in sectors like food, where the SCM can have a significant impact on both the eventual customer and other value chain participants. (Matopoulos *et al.*, 2015; Ghadge *et al.*, 2017; Mangla *et al.*, 2019).

A food supply chain (FSC) is particularly complicated since it links many economic sectors (agricultural, the food processing industry, and distribution) in a market where consumer preferences are always changing (Beske et al., 2014). Food production systems, travel times between producers and consumers, waste management practices, and working conditions in the relevant industries can all have an impact on the environment (Beer and Lemmer, 2011). Due to the perishability of the products and their short shelf-life, the situation in the agri-fresh food industry is even more difficult (Siddh et al., 2017). Thus, examining sustainable development in



the FSC is extremely complex due to the high level of unpredictability in terms of demand and cost, the fragile nature of food and consumers' increased awareness of risks and safety issues associated with diets and eating disorders (Siddh *et al.*, 2018). Yet, few have offered a comprehensive analysis of the phenomenon (Allaoui *et al.*, 2018).

### **Review of Literature**

Bosona and Gebresenbet (2013), for example, presented a literature review that focussed mainly on food traceability, which highlights several features, definitions, items and measurements of the food traceability system. The bibliometric approach was also taken by Beske *et al.* (2014), who described how sustainable supply chain management tactics allow organizations to manage their supply chain while putting into practice dynamic capabilities. Zhong *et al.* (2017) used the bibliometric approach to review the FSCM, and considered it in terms of systems and implementations. Siddh *et al.* (2017) explored the agri-fresh food supply chain quality features and definitions, by collecting and analysing relevant academic papers. Using the same method, Sharma *et al.* (2017) analysed the performance indicators and sub-indicators of green SCM implementation. Dania *et al.* (2018) proposed a systematic review of sustainable agri-food supply chains to assess and manage collaborative performances, while Govindan (2018) focused on the influence of stakeholders in the food industry.

Thomé *et al.* (2020) recently provided several insights into food supply chains and short food supply chains based on a bibliometric analysis, while Kamble *et al.* (2020) proposed a framework for managers in the agri-food supply chain based on an extensive literature review, to increase supply chain visibility and resources. Finally, Sharma *et al.* (2020) applied a systematic literature review of machine learning applications in agricultural supply chains.

These studies demonstrate the pressing need to examine the “green” side of SCM in the food sector. They show that the number of empirical papers in this area is increasing, but that there is a lack of an integrated perspective for holistically linking recent trends and facets of the FSCM. The focus is on very specific viewpoints rather than a broader exploration. To increase our understanding of the intellectual progress and knowledge structure of food sustainable supply chain management (FSSCM), a comprehensive analysis is required. Thus, in the present paper, we aim to outline a comprehensive framework of the research and current trends in the FSSCM, and to identify specific research gaps that must be addressed.

To achieve this, previous analyzes of FSSCM and key research trends are objectively and systematically identified, providing an analysis of the development of FSSCM in recent years, exploring international research, mainly experimental research on FSSCM, testing applied research tools, identify any issues that arise as well as identify gaps and key future research directions in the field of FSSCM. The debate over a sustainable approach has become central to most businesses, as the right sustainability perspective looks holistically at all aspects of the business. Commercial functions and relationships throughout the supply chain are increasingly interconnected on a global scale (Carter and Rogers, 2008; Solér *et al.*, 2010). Managing the integration of environmental criteria, sustainable economic and social development across many aspects of the supply chain is a major challenge for manufacturers and producers (Massaroni *et al.*, 2015). Supply chain management (SCM) is defined as “the configuration and operation of efficient and effective manufacturing and logistics networks as well as the intra- and inter-organizational management of sourcing, transformation and distribution” (Brandenburg and

Rebs, 2015) environmental approach (Seuring and Müller, 2008; Ahi and Searcy, 2013; Khan et al., 2020). Exploring the intersection between sustainability and SCM includes considering different perspectives, as SCM is based on both downstream and upstream flows of goods (Cosimato and Troisi, 2015; Fahimnia et al., 2015; Maditati et al., 2018). The downstream flow of goods (towards the final customer) is often considered to involve questions of responsibility and ethics (Seuring and Müller, 2008), while the upstream flow of products/services (towards suppliers) detected from production processes, product recalls and returns...logistics perspective (Feng et al., 2017), and thus pay more attention to the issues environment, such as energy and waste reduction (Naik and Suresh, 2018; Kumar et al., 2020; Kumari et al., 2021). There is general consensus that sustainable supply chain management requires an integrated approach to social, environmental and economic goals (Carter and Rogers, 2008; Hassini et al., 2012; Juettner et al. event, 2020). Therefore, the ways in which SCM can develop sustainable characteristics and follow the path of sustainable development have been considered (Manning, 2013; Zhu et al., 2018). This can be difficult to do in sectors such as food, where SCM can have a significant impact not only on the final consumer but also on other actors in the value chain (Matopoulos et al., 2015; Ghadge et. al, 2017; Mangla et. al, 2019).

### **Need and Significance of the study**

Recall the wonderful words of the best economist Chanakya, “Self-awareness and self-initiative are the two most powerful weapons that help eliminate suffering and unemployment from the world map. While understanding the importance of internships, the 12th Five-Year Plan (2012-2017) recognizes that almost all industries need skilled employees.

The national vocational skills certification framework will be regulated in more detail for each industry, profession, and occupation. Additionally, Indian standards will be consistent with the International Standard Occupational Classification maintained by the International Labour Organization. This framework will form the basis for the recognition of prior learning. Through this, those who have left the formal system will be reintegrated into by adapting their practical experience to the relevant level of the Framework. The credit-based framework will also facilitate mobility between general and vocational education.

### **Objectives of the study**

- ▶ To understand the terms logistics, supply chain management, food supply chain, food sustainable supply chain management and farsans.
- ▶ To understand whether the people involved needs training.
- ▶ To know whether they have developed their own systems.
- ▶ To understand whether they are able to earn good profits.
- ▶ To understand whether it has led them to get a better job opportunity and that has led to sustainable development in their life.

### **Definitions**

- **Logistics** in the business world. In business, logistics is the management of the flow of goods between origin and final destination to meet the needs of businesses and customers. It is a subset of supply chain management.
- **Supply chain management (SCM)** is the aggressive streamlining of a company's supply-side operations to maximize customer value and gain competitive advantage in the marketplace.

SCM represents suppliers' efforts to develop and implement the most efficient and economical supply chains possible.

- In the food supply chain, food moves from producer to consumer through production, processing, distribution, retail and consumption; Therefore, food is transferred from farmer to consumer like dominoes.
- **Farsan** is a salty snack originating from the Indian subcontinent. Farsans form a very important part of Marwari cuisine, Gujarati cuisine, Marathi cuisine and Sindhi cuisine, where many dishes are prepared on special occasions and to entertain guests, and are also enjoyed with tea. Farsan is also found in the rest of India, especially in Maharashtra, due to the influx of Gujarati and Rajasthani traders and the migration of Sindhis to Mumbai.
- **Food Sustainable Supply Chain Management (FSSCM)** focuses on aspects such as traceability, food safety and performance measurement; sustainability is rarely considered as a means of integrating these issues.

### Hypotheses of the study

- H<sub>01</sub> : There is no need for training.  
H<sub>11</sub> : There is need for training.  
H<sub>02</sub> : It is not a profitable business.  
H<sub>12</sub>: It is a profitable business.  
H<sub>03</sub>: It does not ease the process of procurement.  
H<sub>13</sub>: It eases the process of procurement.  
H<sub>04</sub>: It does not reduces the cost drastically.  
H<sub>14</sub>: It does reduces the cost drastically.

### Research Methodology and Data Collection

- **Data was collected using primary and secondary methods.**

Total responses received were 20 from those who are involved in food supply chain management of farsans via face-to-face interview and 50 fully valid questionnaires were received from consumers. These all valid respondents are involved in these type transactions since last more than 5 years. The source of the data is questionnaires filled by and were received from respondents who were and are involved in this business and at the same time snow ball method was used for collecting responses. The 5- point Likert scale technique **ranging response from 1- Strongly Disagree 2- Disagree 3- Neutral 4 Agree 5- Strongly Agree** was used to record respondent's opinions and some questions were dichotomous and close ended in nature.

- **This study took a period of 7 months (January 2023 to July 2023).**

### Findings

**The following** were the findings:

Table No	Findings ( Responses of the suppliers)	Result
1.	All the responses were not involved in producing farsans.	N.A
2.	Out of the total respondents, 2 were females and 18 were males, which means 1% were female and 90% were males.	N.A
3.	5 (25%) of the respondents are in this business from 1 to 5 years, 5 (25%) of the respondents are in this business from 5 -10 years and the rest respondents i.e 10 (50%) of the respondents are in this business	Favourable

	from 10-15 years.	
4.	10 (50%) respondents deals with minimum 4 varieties of farsans on daily basis and the rest 10 (50%) respondents deals with more than 4 varieties of farsans on daily basis.	Favourable
5.	10(50%) of the respondents strongly agreed that they don't need training, 7(35%) of the respondents agreed that they don't need training, 1(5%) respondent agreed for training and the rest 2 (10%) respondent strongly agreed for training.	Favourable
6.	All the responses had a common place of meeting for exchanging goods for easy logistics and food supply chain management for dealing in farsans.	Favourable
7.	All the responses had not taken any training for food supply chain management for dealing in farsans.	Favourable
8.	All the responses developed their own system of logistics and food supply chain management for dealing in farsans.	Favourable
9.	It was found that 5 (25%) of the respondents contributed 3 hours in a day. 10 (50%) of the respondents contributed 4 hours in a day, the rest 5 (25%) of the respondents contributed 5 hours in a day.	Favourable
10.	It was found that 3 (15%) of the respondents dealt in 20-25 kgs in a day. 5 (25%) of the respondents dealt in 25-50 kgs in a day, 7 (35%) of the respondents dealt in 50-75 kgs in a day and the rest 5 (25%) of the respondents dealt in 75-100 kgs in a day.	Favourable
11.	It was found that all respondents settled the accounts in cash. No one preferred to do transaction on credit basis.	Favourable
12.	It was found that 3 (15%) of the respondents earned profit between 20-30 rupees per kg in a day. 5 (25%) of the respondents earned profit between 30-40 rupees per kg in a day, 7 (35%) of the respondents earned profit between 40-50 rupees per kg in a day and the rest 5 (25%) of the respondents earned profit between more than 50 rupees per kg in a day.	Favourable
13.	It was found that 5 (25%) of the respondents contributed 1000- 2000 rupees. 5 (25%) of the respondents contributed 2000-3000 rupees and the rest 10 (50%) of the respondents contributed 3000-4000 rupees in their respective business.	Favourable
14.	14(70%) of the respondents strongly agreed of making good profits, 4(20%) of the respondents agrees of making profit and the rest 2(10%) of the respondents expressed their neutralness.	Favourable
15.	14(70%) of the respondents strongly agreed of their immense happiness, 4(20%) of the respondents agrees happiness and the rest 2(10%) of the respondents expressed their neutralness.	Favourable
	<b>Findings (Responses of the consumers)</b>	
1.	All 50(100%) respondents were buying farsans from such suppliers.	Favourable
2.	35 (70%) respondents strongly agreed in buying farsans from these suppliers and 15(30%) respondents agree in buying farsans from these suppliers.	Favourable
3.	45 (90%) respondents strongly agreed in buying farsans from these suppliers and 5(10%) respondents agree in buying farsans from these	Favourable

	suppliers as the cost reduces drastically.	
4.	20 (40%) of the respondents agreed to do similar business whereas 30 (60%) of the respondents didn't agree in doing similar business.	Favourable
5.	10 (20%) of the respondents have started similar business whereas 40 (80%) of the respondents didn't agree in doing similar business.	Favourable

### Data Analyses

Sr. No	Questions	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)	Total responses	Mean Score	Result
1.	Suppliers view on the need of training	2	1	0	7	10	20	1.9	Satisfactory
2.	Suppliers view on whether it is a profitable business	14	4	2	0	0	20	4.6	Very Good
3.	Suppliers view on they being happy with this business	14	4	2	0	0	20	4.6	Very Good
4.	Consumers view on buying from these suppliers eases the process of procurement	35	15	0	0	0	50	4.7	Very Good
5.	Consumers view on buying from these suppliers reduces the cost drastically	45	5	0	0	0	50	4.9	Very Good

**Mean interpretation: 1 - 1.80 - Unsatisfactory, 1.81-2.60 – Satisfactory, 2.61-3.40-Neutral, 3.41- 4.20- Good, 4.21- 5.0- Very Good/**

From the above analysis through mean calculation shows that our  $H_{01}$  stands accepted i.e There is no need for training. and our  $H_{12}$  Stands accepted that i.e for suppliers, it is a profitable business,  $H_{13}$  stands accepted that for suppliers are happy in this business,  $H_{13}$  stands accepted that for consumers buying from these suppliers eases the process of procurement and lastly  $H_{14}$  stands accepted the cost reduces drastically.

### Limitations of the study

- This study has been restricted to the suburb of Mumbai i.e Kandivali.
- This study and evaluation are in view of the essential information produced through an organized survey and the observational technique which is collected from randomly selected respondents and hence its findings depend on the accuracy and reliability of data.

As the essential information and observational technique for research have its own confinements, hence one has to be a bit conscious while, making the results applicable to the many such people who while being involved in food supply chain of farsans from the other parts of the Mumbai city or to the entire population.

## Conclusions

Ways to protect employees from food contamination include: It is important to maintain good hygiene among employees at all times as unwashed hands can cause food poisoning leading to contamination. There is no doubt that in this day and age, the risks that exist in the complex network of the supply chain, especially upstream, downstream or in its fields of operation, are very serious. It is very important to understand the entire supply chain system, the actors involved in it, and the potential consequences of these risks in order to mitigate these risks. Analyzing risk within a supply chain network always poses challenges, but suppliers and their teams must be informed and proactive to first identify risks, then mitigate them from a business perspective. If a supplier does not proactively mitigate the risks that exist throughout the entire supply chain network, business continuity can be significantly impacted.

“Logistics generally refers to the activities that take place within the confines of an organization, and supply chain refers to the network of businesses that work together and coordinate their actions to bring products to market. Additionally, traditional logistics focuses on activities such as procurement, distribution, maintenance, and inventory management. Supply chain management (SCM) recognizes all traditional logistics activities and also includes activities such as marketing, new product development, finance and customer service” – Michael Hugos.

Management Supply chain Procurement is the process of managing the movement of raw materials and parts from the beginning from production to delivery to the consumer. In many organizations, operational supply chain decisions are made hundreds of times each day and affect how products are developed, manufactured, shipped and sold. Hence it is very important to understand Vocational Education and Skill- Enhancement in the NEP-2020 according to this study.

## Recommendations

Recollecting the marvelous citations of the best Economist Chanakya, —Self-acknowledgment and self-activity are the two most intense weapons for washing destitution and unemployment out from the frame of the world maps.|| Simultaneously understanding the significance of internship, the Twelfth Five Year Plan (2012-17) watched, that almost each industry would be needing skilled employees.

- It is suggested that the latest trends followed by these suppliers who are youngsters and are very fast in supplying farsans at various places and consumers, need to be studied.
- The faculty of respective colleges must counsel students about the such systems and the nature of work the students will be experiencing while perusing such activities.
- Based on the conclusions about the training, which they don't undergo, it may be suggested that many hygiene rules need to be taught.
- It is also suggested that a well-designed training module prescribing the training outcome of various types should be followed by all the suppliers.

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**MEDICINE DELIVERY APPS: A STUDY OF DETERMINANTS INFLUENCING CONSUMERS' BUYING DECISIONS**

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**Abstract**

This research paper aims to understand the determinants influencing consumer buying decisions towards medical delivery apps. The study aims to examine the impact of user experience and interface design on consumer preferences and also to analyse the pricing strategies on consumer choices within the context of medicine delivery apps. The primary data survey technique was utilized as data collection tool, with 150 respondents selected through convenience sampling. Data analysis was conducted using percentage analysis and ANOVA. The result of the present study revealed that user experience, interface design and pricing strategies significantly influenced the respondents' buying decisions toward medicine delivery apps.

**Keywords:** Consumer, Consumer Buying Decisions, Medicine Delivery Apps, Pharmaceutical

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**1. Introduction:**
**1.1 Indian Pharmaceutical Industry**

Indian pharmaceutical sector comprises a network of 3,000 drug companies and 10,500 manufacturing units, holding a significant position in the global pharmaceutical industry. India is rightly recognized as the "world's pharmacy" because of its reputation for producing medicines of high quality at low costs. The Indian pharmaceutical industry is renowned worldwide for its generic drugs and affordable vaccines. Over the years, it has evolved into a dynamic sector and currently ranks third in global pharmaceutical production by volume. In terms of value, it is the 14th largest pharmaceutical industry in the world. The

pharmaceutical sector in India currently contributes approximately 1.72% to the country's GDP. As per the Indian Economic Survey for 2021, it is anticipated that the domestic pharmaceutical market in India will experience significant growth in the coming decade. In 2021, this market was valued at approximately US\$ 42 billion. It is expected to reach around US\$ 65 billion by 2024, and there are forecasts that it will expand further, potentially reaching a substantial range of US\$ 120-130 billion by the year 2030.

**1.2 Medicine Delivery Apps**

In an era defined by digital innovation and the growing importance of healthcare accessibility, the emergence of Medical Delivery Apps stands as a significant

milestone in the realm of healthcare delivery systems. These innovative applications have revolutionized the way individuals access essential medical supplies, medications, and healthcare services. With the increasing demands for convenience, speed, and precision in healthcare management, Medical Delivery Apps have emerged as a pivotal solution, bridging the gap between patients and their healthcare needs. The most popular medicine delivery app are as follows:

#### 1.2.1 lmg

Founded in 2015 under the name IMG Technologies Pvt. Ltd. in Gurgaon, Haryana, India, by Prashant Tandon, Gaurav Agarwal, and Vikas Chauhan, the company swiftly expanded its operations throughout India. Leveraging its platform, lmg efficiently connects customers to nearby pharmacies and medical stores, ensuring timely delivery of orders. Notably, lmg has emerged as the leading online medicine delivery app in India, boasting over 10 million downloads on both the Android Play Store and Apple's App Store. Its services extend to major Indian cities, including Delhi, Mumbai, Bangalore, Hyderabad, Chennai, among others, offering a wide array of medicines and healthcare-related products through its platform.

#### 1.2.2 PharmEasy

PharmEasy stands as a prominent medical and healthcare delivery application, successfully serving numerous cities throughout India. In addition to providing medications, this app offers the convenience of accessing diagnostic and lab tests in over 40 major Indian cities. Notably, PharmEasy ensures swift delivery of orders, typically reaching customers within a rapid 24 to 48-hour timeframe.

Founded in 2015 by Dharmil Sheth, Dhaval Shah, and Mikhail Innani, under the registered company Axelia Solutions Private Limited, PharmEasy operates from its headquarters in Mumbai, Maharashtra, India. The core mission of PharmEasy is to deliver medicines to

the doorstep of its customers with speed and efficiency. The app has gained popularity in various Indian cities, including Bangalore, Pune, Hyderabad, Chennai, Delhi, among others.

#### 1.2.3 Practo

Practo is a prominent online platform for consulting with doctors, offering a comprehensive range of healthcare services. In addition to facilitating doctor appointments, it also provides a convenient avenue for ordering medications. This all-inclusive medical solution app allows users to schedule appointments with healthcare professionals, access diagnostic services and labs, and purchase health-related products from its online store. One noteworthy feature of the app allows users to upload handwritten prescriptions from their doctors, seamlessly adding the prescribed medications to their online cart for easy ordering. Founded in 2008 by Abhinav Lal and Shashank ND, Practo Technologies Private Limited is headquartered in Bangalore, Karnataka, India.

#### 1.2.4 Netmeds

Founded in 2010 as Netmeds Marketplace Limited by Pradeep Dadha in Chennai, Tamil Nadu, India. Netmeds also includes services like Lab test and doctor consultation. In August 2020, Reliance Retail acquires a majority stake in Netmeds for Rs 620 crore. So, the company expected to increase its service to more remote locations and make it available anywhere in India.

#### 1.2.5 Medlife

Medlife is a rapidly growing medication application in India, committed to delivering orders within a swift 2-hour timeframe. With a user base exceeding 500,000 installations on the Play Store, this app extends its services to all major Indian cities, including Mumbai, Delhi, Bangalore, Pune, and more.

#### 1.3 Consumer Behaviour

In a world increasingly characterized by the digitalization of services, understanding consumer



behaviour in the context of medical delivery apps is of paramount importance. By unravelling the motivations, concerns, and preferences that guide consumer choices, this research not only serves as a valuable resource for app developers and healthcare providers but also contributes to the broader discourse on healthcare accessibility and innovation. Ultimately, it seeks to shed light on how these apps are reshaping the healthcare landscape and the factors that influence consumers' trust and reliance on them for their healthcare needs.

## 2. Literature Review:

**Syed Asif Hassan and Tabrej Khan, (2017)** in their research paper identified the need and requirements to develop e-pharmacy application for buying and selling medicine online. The researchers used an e-commerce-based approach for selling medicine online and they named it "Saudi-e-pharmacy". The study revealed that selling medicinal product online will be successful. They concluded stating that development of the pharmacy application and e-prescription practices will pave the way for tapping enormous benefits of unexplored sector of e-commerce in Saudi Arabia.

**Mr. Sandeep L.Sarkale et.al., (2022)** in their research articles focused on online retailers. The goal of their study was to find out consumer perceptions of internet pharmacies. Data was collected from 244 participants the factors were analysed quantitatively using SPSS. They concluded stating consumers are gradually favouring the online pharmacy business model because of its extra advantage including a discount, efficient customer services and seamless doorstep delivery in Pune city.

**Udita Bansal, (2022)** in the research paper examined multiple elements, including age, gender, and the influence of religious festivals on nostalgia marketing. Additionally, the study explored the direct effects of nostalgia on consumers' purchasing patterns, repeat buying choices, brand loyalty, trust in brands, and

product recommendations. Ultimately, the findings of the research paper affirmed that nostalgia marketing significantly influences consumer decision-making.

**Wenjie Li et.al., (2022)** in their research paper studied the layout, design elements and users' visual perception of different terminal interfaces. The multi-terminal interfaces of 40 existing responsive websites were studied in a hierarchical grouping element, six typical interface layouts were classified and extracted. It was an exploratory study, the research focused on the homepage interface design of smartphones, tablets, and desktop computers. They concluded that proposal B had better user experience satisfaction overall.

**Kms Radhitya Pratama K and Ratna Roostika, (2023)** the researchers aim was to understand the factors contributing to impulsive buying. The study found out that impulsive buying patterns such as moods, and situations all positively influence impulsive purchases. The other elements such as spending patterns, are not significant. Researcher concluded that impulse buying tendencies, moods, one's situation, retailer motivational activity, and product attributes influence consumer decisions to buy products at online store impulsively/sudden/unplanned.

**Siti Intan Nurdiana Wong Abdullah et. al, (2023)** the researchers studied the marketing mix impact of product, price, place and promotional strategies on customer purchase of organic products among Malaysia and China consumers. A questionnaire was designed, and data was collected using purposive sampling from a total of 484 respondents, whereby 150 were Malaysians and 334 were China consumers. The structural equation modelling (SEM) technique was employed to test the hypothesized relationship using AMOS software. The study revealed that only price, product, and promotional strategies influenced the respondents' buying decisions towards organic products.

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**3.Objectives of the Study:**

1. To identify the key determinants that influence consumers when making purchasing decisions on medicine delivery apps.
2. To examine the impact of user experience and interface design on consumer preferences for medicine delivery apps.
3. To analyse the influence of pricing strategies on consumer choices within the context of medicine delivery apps.

**Hypotheses of the Study:**

**1. User experience and interface design**

**Null Hypothesis: (H<sub>10</sub>):** User experience and interface design have no significant impact on consumer preferences for medicine delivery apps.

**Alternative Hypothesis: (H<sub>11</sub>):** User experience and interface design significantly influence consumer preferences for medicine delivery apps

**2. Pricing strategies and consumer choices**

**Null Hypothesis: (H<sub>20</sub>):** Pricing strategies have no significant effect on consumer choices in medicine delivery apps

**Data Analysis and Interpretation:**

**Alternative Hypothesis: (H<sub>21</sub>):** Pricing strategies significantly influence consumer choices in medicine delivery apps.

**Research Methodology:**

In this study, the data was obtained from both primary and secondary sources. The primary data was collected using questionnaire method and the secondary data was collected from the books, newspapers, magazines and websites.

**Sample Design:** The method of convenience sampling has been used to collect the data from the respondents.

**Sample Size:** The sample size was 150 respondents.

**Data Analysis and Interpretation:** The data was analysed and interpreted using Microsoft Excel 2007.

**Limitations of the Study:**

1. The study was limited to Mumbai Suburban because of time constraints.
2. Sample size used for the study was small. Hence, the results cannot be taken as universal.
3. The accuracy of the figures and data are subject to the respondent's view.

**Table: 1. Socio economic factor of respondents**

Particulars	Categories	Frequency
Gender	Male	65
	Female	85
Age	Less than 20	60
	21-30	51
	31-40	20
	41-50	11
	51-60	6
	Above 60	2
	Total	150
	Qualification	SSC
HSC		41
Graduation		51
Post Graduation		38
Doctorate		06
Below SSC		06
No formal education		00
Total		150

Marital Status	Married	39
	Unmarried	111
Profession	Government Jobs	18
	Private Jobs	48
	Business	06
	Others	78
	Total	150
Monthly Income	Less than 20,000	84
	Rs.20,001 to Rs.40,000	37
	Rs.40,001 to Rs.60,000	08
	Above 60,000	21
Familiar with online pharmacy	Yes	99
	No	33
	Maybe	18
	Total	150
Have you ever purchased medicine in online apps?	Yes	70
	No	80
	Total	150
Frequency of medicine in online	Weekly	01
	Monthly	22
	Twice a Month	07
	Occasionally (in a span of 3months to a year)	40
	Total	70
Medicine delivery app used for shopping.	PharmEasy	29
	Netmeds	08
	Img	07
	Practo	05
	Medlife	05
	Others	16
Total	70	

Source: Primary data

Table:02 Average amount spent in medicine delivery apps

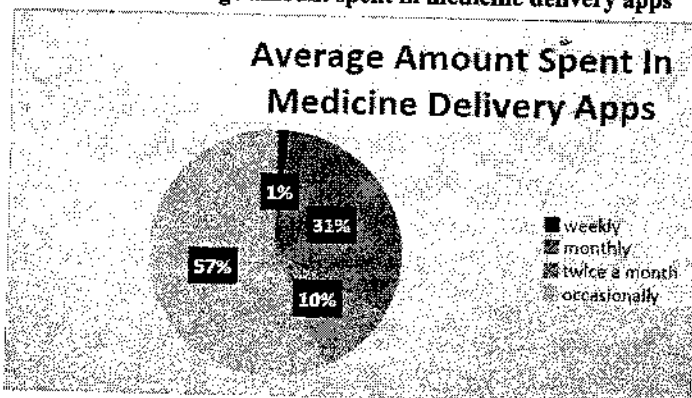


Table 2 : As per the above diagram 57% of the respondents' spend occasionally in the medicine delivery apps and 31% of the respondents' states that they spend monthly in the purchase of medicines in the online delivery apps.

Table:03 Do you go through customer review before making purchases?

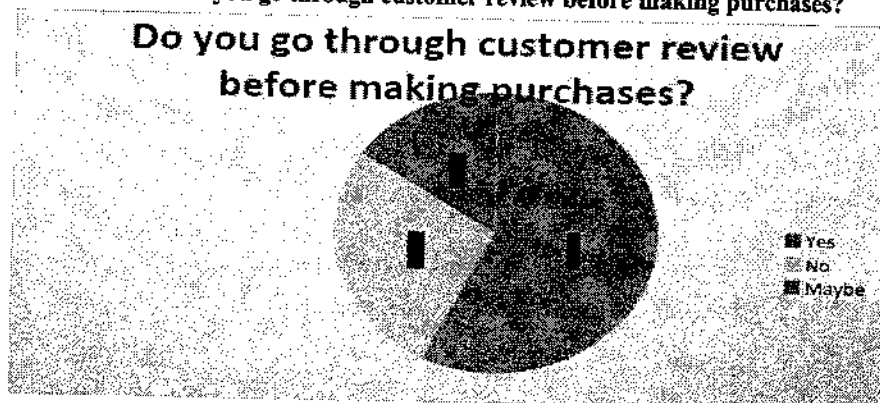


Table 3: As per the above diagram 57% of the respondents go through the customer reviews before purchasing from the online apps. 27% of the respondents never go through the review before making a purchase in online.

Table 4: User experience and interface design

Groups	Count	Sum	Average	Variance
Have you ever purchased medicine in online apps?	150	230	1.533333	0.250559
Reason for using Medicine Delivery Apps: User Interface Design [Design of the Apps]	150	368	2.453333	1.135391
Reason for using Medicine Delivery Apps: User Interface Design [Easy Navigation]	150	325	2.166667	0.824385
Reason for using Medicine Delivery Apps: User Interface Design [User Friendly]	150	316	2.106667	0.807338
Reason for using Medicine Delivery Apps: User Interface Design [Medication Listing]	150	332	2.213333	0.920626



Reason for using Medicine Delivery Apps: User Interface Design [Options for payments]	150	310	2.066667	0.854586
Reason for using Medicine Delivery Apps: User Experience [Clear instructions]	150	336	2.24	0.868188
Reason for using Medicine Delivery Apps: User Experience [Filter]	150	345	2.3	0.895973
Reason for using Medicine Delivery Apps: User Experience [Reminder for refills]	150	337	2.246667	0.85821
Reason for using Medicine Delivery Apps: User Experience [Transparent privacy policies]	150	334	2.226667	0.901298
Reason for using Medicine Delivery Apps: User Experience [Voice command]	150	370	2.466667	0.868009
Reason for using Medicine Delivery Apps: User Experience [Quick loading time]	150	339	2.26	0.878255

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	93.66	11	8.514545	10.15367	3.47E-18	1.793993
Within Groups	1499.36	1788	0.838568			
Total	1593.02	1799				

ANOVA single factor test was performed to examine the relationship between user experience and user interface and consumer preferences. The result of the test indicates that there is significant relationship between the user experience, user interface and consumer preferences as the  $F > F$  Critical. So null hypothesis is rejected and alternative hypothesis is accepted.

**Table 5 Pricing strategies and consumer choices**

Groups	Count	Sum	Average	Variance
Have you ever purchased medicine in online apps?	150	230	1.533333	0.250559
Do you think purchase of online medicine is cheaper than offline medicine?	150	282	1.88	0.77745
If Yes, Does the lower cost of medicines in online influence your purchase decisions?	150	272	1.813333	0.662908

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	10.15111	2	5.075556	9.004975	0.000147	3.015899
Within Groups	251.9467	447	0.563639			
Total	262.0978	449				

ANOVA single factor test was performed to examine the relationship between pricing strategies and consumer choices. The result of the test indicates that there is significant relationship between the pricing strategies and consumer choices as the  $F > F$  Critical. So null hypothesis is rejected and alternative hypothesis is accepted.

**Findings:**

- 66% of the consumers were aware about the online pharmacy.
- 53.3 % of the respondents had never purchased in medicine delivery apps. The main reason was lack of physical evaluation.
- PharmEasy is the most popular medicine delivery apps followed by 1mg and Netmeds.
- Consumers spend less than Rs.1000/- per month towards medicine.
- Pricing, time saving and home delivery are the main reasons for buying the medicines in online.
- Consumer prefer cash on delivery for their purchases.

**Suggestions:**

- Increase awareness regarding the online pharmacy.
- Implement customer feedback to identify the areas of improvement.
- Providing more information about the safety and reliability of the medicine delivery apps.
- Ensure the medicine delivery apps and the associated pharmacy are licensed and regulated by the relevant authorities.
- Review the app's privacy policy to understand how your personal and health information is handled.

**Conclusions:**

This research paper has identified several key determinants that significantly influence consumers when making purchasing decisions on medicine delivery apps. These determinants include factors such as pricing, user experience, interface design, and the availability of a wide range of medications. Understanding these determinants is crucial for businesses operating in this sector to customize their strategies and enhance their offerings to meet consumer expectations effectively. This research provides valuable insights that can inform marketing and operational decisions within the medicine delivery app industry.

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**IMPACT OF TECHNOLOGY ON THE ENTREPRENEURIAL ATTITUDE OF UNDERGRADUATE LEARNERS**

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**Abstract**

In an era marked by rapid technological advancements and the increasing importance of entrepreneurship in the global economy, understanding the relationship between technology and entrepreneurial mindset among students is crucial. The impact of technology on the entrepreneurial attitude of undergraduate learners is multifaceted. Firstly, technology plays a significant role in shaping the awareness and knowledge of entrepreneurship, as it provides easy access to resources, online courses, and information about successful entrepreneurs and startups. Secondly, technology facilitates networking and collaboration opportunities, allowing students to connect with like-minded individuals, mentors, and potential business partners globally. Thirdly, digital tools and platforms enable students to experiment with entrepreneurial ideas and develop prototype products or services more efficiently and cost-effectively. These factors collectively contribute to a more favorable disposition towards entrepreneurship. This study tries to understand the perception of undergraduate learners towards the relationship between technology and their entrepreneurial attitude. To achieve the purpose of this study, the non-probability sampling method was used for the selection of undergraduate learners, and a structured questionnaire was used for the collection of primary data. To analyze the data, descriptive statistics and a chi-square test were employed. The result of the study presented that there is a positive impact of technology on the entrepreneurial attitude of undergraduate learners. However, there are potential challenges and risks associated with technology's influence on entrepreneurial attitudes. These include concerns about information overload, the digital divide, overreliance on technology, and the pressure to conform to digitally-driven entrepreneurial trends or fear of competition in an increasingly crowded digital marketplace.

**Keywords:** Entrepreneurial attitude, Entrepreneurship Education, Technology

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**Introduction:**

In this new digital era, the relationship between technology and entrepreneurship has become increasingly intertwined. The emergence of new digital

tools, platforms, and resources has not only transformed traditional business landscapes but has also influenced the way individuals perceive and approach entrepreneurial endeavors. The



undergraduate learners who constitute the next generation of entrepreneurs and innovators are positively inclined toward digital technology. This research endeavors to explore the impact of technology on the entrepreneurial attitude of undergraduate students, shedding light on how their interactions with technology shape their mindset, aspirations, and readiness to engage in entrepreneurial activities.

**Entrepreneurship:** Entrepreneurship is the process by which an entrepreneur initiates, organizes, operates a business and also bears the risk of uncertainty in order to earn profit.

**Entrepreneurial attitude:** Entrepreneurial attitude is also referred to as entrepreneurial mindset. It encompasses a set of cognitive, affective, and behavioral characteristics that incline individuals to think and act in ways conducive to entrepreneurship. The entrepreneurial attitude leads to promoting an entrepreneurial ecosystem that encourages new venture creation and economic growth.

**Entrepreneurship Education:** Entrepreneurship education aims to empower students with the knowledge, skills, and motivation needed to foster entrepreneurial success across diverse circumstances. Its primary objective is to nurture an entrepreneurial mindset and cultivate the competencies required for individuals to recognize and benefit from the opportunities, make informed risk assessments, and create innovative solutions to complex challenges.

**Technology:** Technology refers to the techniques, systems, and processes developed through scientific knowledge and applied to practical purposes

**Undergraduate Learners:** Undergraduate learners refer to students pursuing their first degree at a college or university. They are in the early stages of their academic journey and have not yet received any bachelor's degree.

**Problem Statements:**

1. The extent to which technological resources and

tools contribute to the development of entrepreneurial skills such as creativity, problem-solving, and risk-taking among undergraduate learners.

2. The challenges encountered by undergraduate learners in fostering entrepreneurial endeavors. By addressing these questions, this research aims to provide valuable insights into the evolving landscape of entrepreneurship education and the changing dynamics of entrepreneurial attitudes among undergraduate learners. Understanding the impact of technology on these attitudes is not only relevant for educators but also for policymakers, business leaders, and society at large, as it can inform strategies for fostering a more innovative and entrepreneurial workforce in an increasingly digital world.

**Review of Literature:**

- Naqvi, S. et al. (2023) in their study aimed to explore the opinion of the participants of a private HEI in Muscat, Oman, about the course titled Entrepreneurship and New Venture Creation (ENVC). The participants opined that the course enhanced their understanding of fundamental business and entrepreneurship principles, cultivated entrepreneurial ambitions, and noted improvements in critical thinking, creativity, and innovation skills. Additionally, participants expressed a strong desire for experiential learning opportunities, emphasizing the need for industrial entrepreneurship training to complement their theoretical knowledge and foster practical expertise.
- Monllor, J. and Soto-Simeone, A. (2020) in their study attempted to investigate the importance of exposure to digital fabrication technology plays in the development of students' entrepreneurial self-efficacy (ESE) and intentions. The study revealed that the practical experience with digital manufacturing technology in universities had a

- positive impact on students' confidence in their technological and entrepreneurial abilities.
- Chen, J. et al. (2022) in their research paper aimed to explore the effect of mobile-based business simulation games in entrepreneurship education. The research showed that the flow experience in the mobile business simulation games had a positive impact on entrepreneurial attitudes and self-efficacy.
- Saha, Moumita. (2022) in her doctoral research attempted to study the factors motivating the management students to become entrepreneurs. She was of the opinion that education acts as a tool to create an innovative mentality and entrepreneurial mindset among young students. The researcher advocates that the quality of entrepreneurship courses can be enhanced through the incorporation of innovative pedagogical methods extending beyond traditional classroom. The study revealed that activities such as business plan games, simulations, role-playing games, and experiential learning, foster a more engaging and immersive educational experience.
- Arora, Sandeep. (2013) in his doctoral research attempted to study the Role of Information Communication Technology ICT in online management programmes. The study showcased that online learning allows a variety of different interactive teaching-learning methodologies. Online learning enables an experiential learning process which is widely becoming the academic culture of management institutions. However, not all students prefer online learning. Hence, blended learning was recommended by the researcher for enhanced and effective implementation of management programmes.
- Malach, J. and Kysil, N. (2019) in their research- article envisaged the inclusion of digital tools in formal entrepreneurship education for the

development of entrepreneurial competencies. The researchers were of the opinion that an Entrepreneurial Digital Learning Environment (EDLE) equipped with digital tools for formal and informal learning of entrepreneurial skills will enhance entrepreneurship. The researchers also mentioned that a blended learning strategy would lead to effective entrepreneurship education.

**Objectives:**

1. To assess the current levels of technology exposure and engagement among undergraduate learners.
2. To examine the perceptions and beliefs of undergraduate learners regarding the role of technology in creating entrepreneurial attitudes of the learners.
3. To investigate the extent to which technology facilitates the acquisition and development of entrepreneurial skills among undergraduate learners.
4. To identify the challenges that undergraduate learners encounter in their pursuit of entrepreneurial endeavors.

**Hypothesis:**

- (1) Impact of technology on entrepreneurial attitudes.
  - Null Hypothesis (H2<sub>0</sub>):** There is no positive impact of technology on the entrepreneurial attitude among undergraduate learners.
  - Alternative Hypothesis (H2<sub>1</sub>):** There is positive impact of technology on the entrepreneurial attitude among undergraduate learners.
- (2) The influence of demographic factors on the entrepreneurial attitude of undergraduate learners.
  - Null Hypothesis (H2<sub>0</sub>):** The entrepreneurial attitude of undergraduate learners is not influenced by demographic factors such as gender, family background, etc.
  - Alternative Hypothesis (H2<sub>1</sub>):** The entrepreneurial attitude of undergraduate learners is influenced by demographic factors such as gender, family



background, etc.

**Methodology:**

For the purpose of this study, secondary data was collected from editorials, magazines, journals, and digital sources. A structured questionnaire was framed

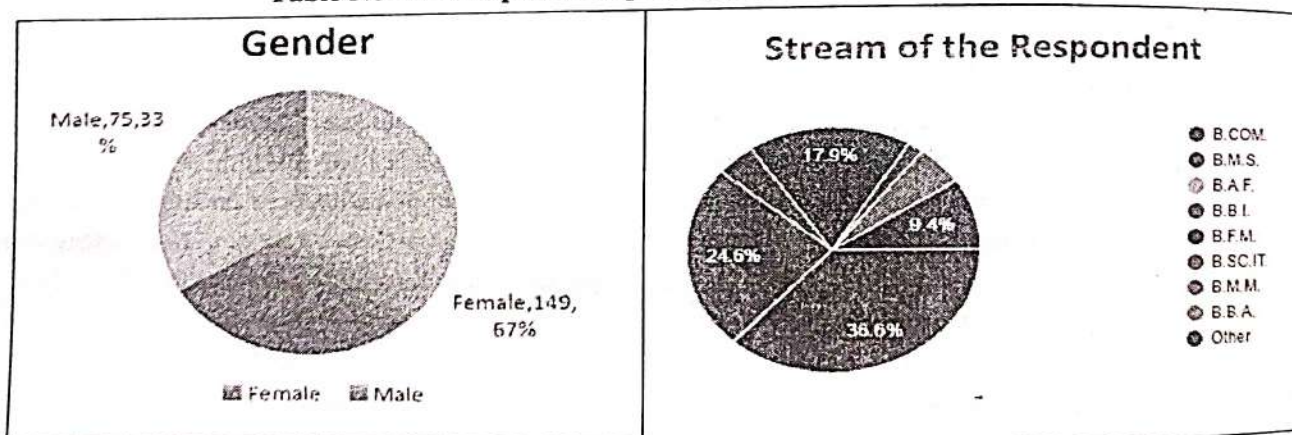
to collect primary data. Non-probability sampling methods like judgmental and convenient techniques were used to select the samples. The primary data was collected from a sample size of 224 representing undergraduate learners from different streams.

**Data Analysis and Interpretation:**

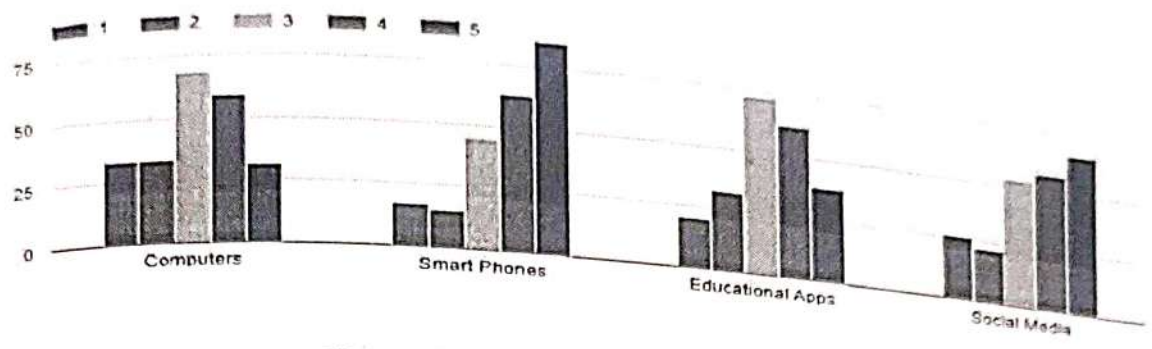
**Table No. 1 - Demographic Profile of the Respondents**

Particulars	Category	Frequency
Gender	Female	149
	Male	75
Age	22 years	03
	21 years	12
	20 years	56
	19 years	55
	18 years	61
	17 years	37
Stream of the Respondent (Bachelor of Commerce)	B.Com.	82
	B.M.S.	55
	B.B.I.	10
	B.F.M.	40
Stream of the Respondent (Bachelor of Business Administration)	B.B.A.	12
Stream of the Respondent (Bachelor of Science (IT))	B.Sc. (I.T.)	04
Stream of the Respondent (Others - Bachelor of Pharmacy)	Pharma Tech (B. Pharm. + MBA) (SPPSPTM, NMIMS)	21
Class in which the respondent belongs to	First Year	89
	Second Year	41
	Third Year	94

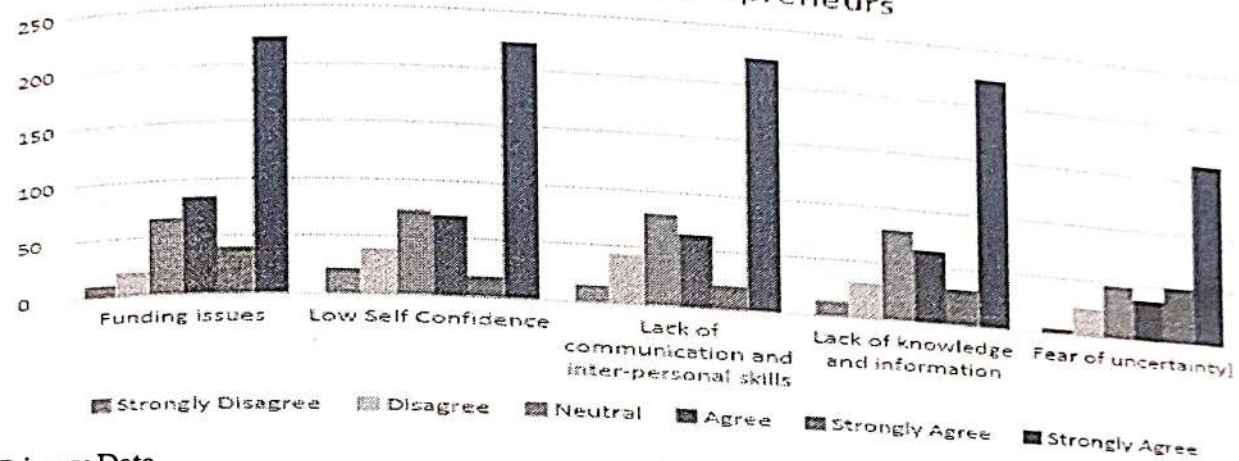
**Table No. 2 – Graphical Representation of the Primary Data**



Please rate your level of ability in using technology (e.g., computers, smartphones, software apps, social media) on a scale from 1 (lowest level of ability) to 5 (highest level of ability).



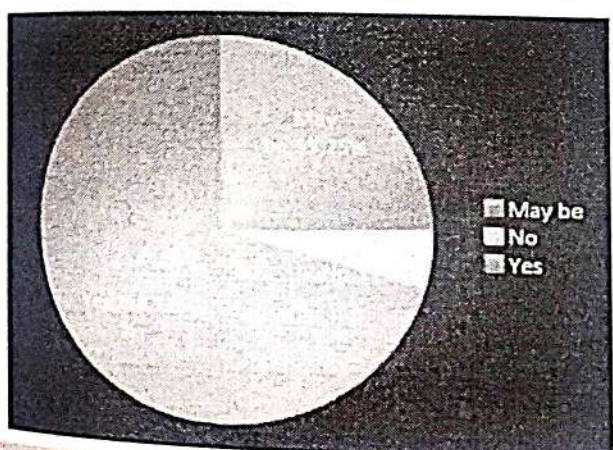
**Challenges of Entrepreneurs**



Source: Primary Data

The graphical representation clearly shows that the undergraduate learners are very efficient in using technology. The undergraduate learners are aware about the challenges faced by the entrepreneurs. These learners also have an understanding of how to use the technology to achieve entrepreneurial goals.

**Table No. 3 - Impact of technology on entrepreneurial attitudes.**  
 Is there an impact of technology on entrepreneurial attitudes?



Yes	158
No	11
May be	555

The graphical representation clearly depicts that technology has an impact on the entrepreneurial attitude of the undergraduate learners.

When examining the impact of technology on entrepreneurial attitudes across different undergraduate disciplines, the following findings emerge:



Impact of technology on entrepreneurial attitude	Yes	No	May be	Grand Total
B.B.A.	9	NIL	3	12
B.B.I.	5	1	4	10
B.COM.	63	4	15	82
B.F.M.	25	1	14	40
B.M.S.	33	5	17	55
B.SC.IT.	4	NIL	NIL	4
Others	19	NIL	2	21
<b>Grand Total</b>	<b>158</b>	<b>11</b>	<b>55</b>	<b>224</b>

A chi-square test of independence was performed to examine the relationship between the impact of technology on the entrepreneurial attitudes of undergraduate learners belonging to different disciplines. The result of the test indicates that there is **no significant relationship** between the impact of technology on entrepreneurial attitudes across different undergraduate disciplines as indicated by chi-square,  $P = 0.310092936 > 0.05$ . Thus, the null hypothesis is selected.

**Table No. 4 - The influence of demographic factors such as gender, family background, etc. on the entrepreneurial attitude of undergraduate learners.**

**Table No. 4 (A) – Demographic factor - Gender**

Impact of technology on entrepreneurial attitude	Yes	No	May be	Grand Total
Female	103	7	39	149
Male	55	4	16	75
<b>Grand Total</b>	<b>158</b>	<b>11</b>	<b>55</b>	<b>224</b>

A chi-square test of independence was performed to examine the influence of gender on the entrepreneurial attitude of undergraduate learners. The result of the test indicates that there is **no influence** of gender on the entrepreneurial attitude of the undergraduate learners as indicated by chi-square,  $P = 0.725309765 > 0.05$ . Thus, the null hypothesis is selected.

**Table No. 4 (B) – Demographic factor – Family Background**

Impact of technology on entrepreneurial attitude	Yes	No	May be	Grand Total
Business Background	53	4	28	85
Non-Business Background	50	14	75	139
<b>Grand Total</b>	<b>103</b>	<b>18</b>	<b>55</b>	<b>224</b>

A chi-square test of independence was performed to examine the influence of family background (business or non-business) on the entrepreneurial attitude of undergraduate learners. The result of the test indicates that there is a **significant influence** of family background on the entrepreneurial attitude of undergraduate learners as indicated by chi-square,  $P = 0.000569951 < 0.05$ . Thus, the null hypothesis is rejected.

**Findings:**  
The research findings are evident in highlighting the pivotal role of technological intervention in entrepreneurial education, emphasizing its favorable influence on entrepreneurial attitudes. While gender does not emerge as a significant factor affecting entrepreneurial attitudes, it is worth noting that family background does exert a noticeable impact in this regard.

**Suggestions:**  
Entrepreneurship education is no doubt a catalyst for developing an entrepreneurial attitude among young learners. However, only having a theoretical approach or listening to the success stories of entrepreneurs will not grow entrepreneurship.

While being tech-savvy offers advantages, it is essential to complement these skills with a well-rounded entrepreneurial education that includes business acumen, critical thinking, and problem-solving. A combination of technical expertise and a strong entrepreneurial mindset can empower undergraduate learners to succeed in the competitive world of entrepreneurship.

The benefits of **Digital Tools for Entrepreneurship** include -

- Innovative and accessible resources for aspiring entrepreneurs.
- Enhance learning, foster creativity, and develop essential entrepreneurial skills.
- Flexible, interactive, and experiential learning.
- Networking opportunities and global perspective.
- Data-driven decision making

Some digital tools commonly used in entrepreneurship education include - Online Courses and Learning Platforms, Virtual Incubators and Accelerators, Business Plan Software, Market Research Tools, Prototyping and Design Tools, Financial Management and Accounting Software, Crowdfunding Platforms, E-Commerce Platforms, Customer Relationship

Management (CRM) Software, Networking and Mentorship Platforms, Social Media and Digital Marketing Tools, Legal and Compliance Tools, Pitch Deck and Presentation Tools, etc. These digital tools empower learners by offering accessible resources for planning, commencing, and upscaling their entrepreneurial ventures.

**Limitations:**

- The study was limited to undergraduate learners from a selected few colleges in Mumbai.
- The sample size used for the study was limited. Hence, the results cannot be generalized universally.
- The accuracy of the figures and data is subject to the respondent's opinion.

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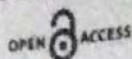
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## DIMENSIONS IN LABOUR FORCE PARTICIPATION IN TEACHING GIGS

Dr. Shagun Srivastava

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Ms. Ranjeeta R. Prajapati

*Assistant Professor,**Tolani College of Commerce (Autonomous)***Abstract:**

Teaching gig is the modern word for today's scenario of teachers. Teaching gig is very helpful for increasing the labor force in the teaching field but not by choice its acceptance. Teaching is a more preferred occupation as nursing, personal health care work and aganwadies. So teaching gigs somewhere create good opportunities for women but create lots of limitations for males. I can't say that teaching gig help full for direct increment in National Income but it give a platform for the high labor force and an increase in individual income and consumption power of teachers.

**Keywords:** Teaching gig, modern word, labor force, National Income, individual income, consumption power.

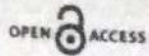
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**Introduction:**

A Gig Economy is a free market system in which temporary positions are common and organizations hire independent workers for short-term commitments. If people being gig workers has allowed them to continue to advance their careers or at least keep their skills up-to-date and maintain relevant experience, whilst also balancing the demands of caregiving. The gig economy is called a Sharing economy. A Gig Economy has been started and the economy will shift in a new direction by creating employment. It is very helpful for increasing the per capita income of person. After the 2008 Global Financial crisis, many people were

unemployed or underemployed in developed as well as developing countries. As a result, many people joined several part-time freelance jobs, flexible jobs, mini jobs, and fixed contract jobs at that time people became familiar with the Gig Economy. There has been rapid growth in the gig economy to date and the traditional employment relationship is changing. But in India Gig Economy was boosted in the second phase of Covid 19. The gig economy is expected to grow fast further, making up a considerable proportion of the economy in years to come. The Gig Economy includes consulting and contractor arrangements, part-time jobs, temporary





assignments, freelancing, self-employment, side gigs, and on-demand work through platforms like Urban Company, Upwork, TaskRabbit, and MyMobiforce. The gig economy is very helpful for women's empowerment as women with on-demand work allow them to join and drop out of the workforce as per their own will.

While Gig workers can choose the profession they want to be associated with, the institute can manage costs by adjusting its flexible workforce based on the demand. India is currently estimated to have more than 15 million Gig workers engaged in projects in different fields of the gig economy. The expected size of the gig workforce by 2029-30 will be 23.5 million. That's 6.7% of the non-farm workforce. In the education sector, the expansion was from 66,000 to more than 100,000 by 2019-20. The retail sector saw an increase of 1.5 million Gig workers from 2011-12 to 2019-20, the transport sector 800,000, and manufacturing 400,000 during the same period<sup>(Associated Chambers of Commerce and Industry of India)</sup> There are challenges for Gig workers regarding remuneration, work satisfaction level, job security, stress for contractual work, etc.

**Teaching gig:** A teaching gig is a job that lasts a certain period, often the life of a project or as long as the institute has that specific need. It can be short-term and specific in length, or long-term and lasting as long as the need continues. In Teaching gigs including CHB faculty, Visiting Faculty, Ad hoc teachers.

Corona pandemic affected almost all sectors of the world. The education sector is not an exception to it. Especially, part-time, ad-hoc, and CHB faculties are badly affected and regular teachers became visiting faculty. Many of them had to manage online

learning, got reduced workloads, lost their jobs, and thus got into a stressful life. This pandemic was not good for the CHB faculties. Socio-economic life is badly affected during covid-19. Most of the colleges offered minimum lectures online to finish their syllabus. And even the regular workload was reduced during the pandemic. The regular earnings become more uncertain.

According to UNESCO Education Report 2021, in India there were a total 42 thousand of colleges, in Maharashtra 8558 colleges, in Mumbai 762 (the University of Mumbai Affiliated) and in Mumbai region total of 198 colleges (only commerce and humanities) are there. So the education sector can create a huge labor force and help to increase GDP. Teaching gig also creates good scenarios for economical activities but that is only for the short-term period.

Nowadays teaching has more casualization. The role of a teacher in education is very special and essential. They impart knowledge and create good generations. They bring a positive influence on the learners. Today, they are not counted as mere a teacher but named as external parents, mentors, counselors, role models, etc. Teachers, satisfied with their jobs and pay scale are motivated to contribute to the best of themselves and help in creating future citizens. Their services should not be overlooked rather provisions should be made to provide them with academic delight. Different colleges pay a different rates for hourly lectures.

The relationship between person engagement in the labor market and broader development outcomes is complex. Labor participation in India's Labor force is low and has been declining. UNDP, Confederation of Indian Industry, Wheebox,

PeopleStrong, AICTE (India) found that in 2014 women and men's workforce were 29% and 71%. but in 2021 - 22 it's become grown to 33% because of providing Gig Platforms to women, and for men was 67%, according to data men are not satisfied with gig economy. (Statista Research Department, 2022) In reality, Gig Economy is not helpful for creating job security and life support remuneration because of worker commitment, ethical and security issues, lack of benefits, isolation etc.

#### Advantages of Teaching Gig:

1. The advantages of a teaching gig include an increase in affordable and efficient services not to mention the flexibility that comes from a flexible working plan as well as convenience.
2. Teachers can involve in other part-time or full-time work with teaching Gig.
3. For lactating women teaching gig to give an economical benefit platform as well as complete our responsibilities also.
4. Teaching Gig reduce the paperwork also and time-saving job.
5. Good effect on health.

#### Disadvantages of Teaching Gig:

1. Teaching gig include the lack of employment benefits such as insurance and paid leave days, lack of a routine for teachers which may affect mental health.
2. There is a slow development of careers.
3. Teachers may not always reach out to the students when needed.
4. There is a time limitation for teachers.
5. A single-earner teaching gig is not good because CHB or visiting post is only for a short period.
6. Teaching gig affect the socio-economic

condition of the teachers.

7. Institute not providing social and institutional support to teachers (CHB or Visiting)
8. Remuneration is very less.

#### Review of Literature:

1. Kadam, 2018: in his article Financial Issue of CHB Professors "studies the problem of CHB professors' remuneration, they are not able to earn a four-digit salary."
2. Manisha Devne, 2022: In his article "Remuneration holds of professors on clock hour basis CHB in Maharashtra", studied the financial problem of professors and Candidates offering their services to aided colleges on an hourly basis for very meager wages after clearing tough exams like NET-SET. If even that meager salary is not received even after the end of the academic session, it is serious.
3. Nurul, et.al, 2020: In their paper "Teaching in the time of covid-19: The challenges faced by teachers in initiating online class sessions", studied problems faced by teachers in Malaysia and many initiatives introduced by the Malaysian government to support teachers. They worked on eight themes choices to conclude.
4. TNN, 2018: In the article "Conference to focus on CHB teachers' issues", studied the alleged low remuneration for teachers working on a clock-hour basis (CHB) in institutions of higher learning and the ban on recruitment of teachers among other issues will be raised
5. Sarfaraz Ahmed, 2018: In the article "New norms promising Rs18k PM to part-time teachers a sham", studied norms not only increase unemployment among youth but also leave students without teachers and at several colleges,



no classes have been held so far as well as demanded that instead, the government allows us to recruit contractual teachers.

### Objectives:

1. To discuss the nature of work in private colleges and universities in the Mumbai region.
2. To explore the socio-economic problems of the teachers working in private colleges and universities in the Mumbai region.
3. To explore the impact of the Covid pandemic on women teachers working in private colleges and universities in the Mumbai suburban region.

### Methodology:

**Primary data:** The primary data is collected by observation of CHB teachers.

**Secondary data:** The secondary data is proposed to be collected from the following sources: Relevant books and journals related to a research paper, theses, private journal publications, reports on real estate, and University websites.

### Limitation:

The study is about teachers working in colleges and universities as 'Teaching Gig' in the India.

### Conclusion:

In India 94% of jobs are unorganized, so the demand for teaching gig is increasing, labor participation is high but not by choice it's by force. Teaching gig is part of economic growth but only for short term. Institutes have to provide social and institutional support to the gig teachers. Teachers have to involve in many institutes because teaching gig give flexibility in workload.

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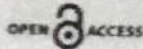
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# A STUDY ON THE ROLE OF NEP 2020: SKILL DEVELOPMENT AMONG COMMERCE STUDENTS VIA SHORT TERM COURSE

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## Abstract

The Indian government's National Education Policy (NEP) 2020 is a crucial and constructive move towards updating the previous educational framework and modernising the educational system to better prepare students for the workforce. Known as the technological revolution, the fourth industrial revolution has altered all facets of human existence. NEP aims to turn our children into real, global resources by encouraging creativity and curiosity in young learners. This will help schools and institutions develop more skill-oriented curricula. The goal of the current research is to examine the role that stakeholders play in students' skill-based development as well as the suggested skills that students should acquire. The purpose of this study is to determine how NEP 2020 affects students' skill development. The analysis of various stakeholders' perspectives on skill enhancement is also included in the report. The study will concentrate on the idea of vocational education to encourage skill enhancement to the students, specifically sort term courses offered in building Presentation Skills, with particular reference to NEP 2020. A review of certain literature was conducted in order to investigate how students might improve their talents and what kinds of 21st century skills they will need. Many higher education institutions provide a short-term course in presentation skills. Both in one's personal and professional life, these abilities are absolutely vital. A successful career also requires these abilities. After distributing a standardised questionnaire to these students, we were able to get 100 genuine answers, which allowed us to draw the conclusion that the 30 hours short term courses had a significant impact on students' presentation skills.

**Keywords:** Skill Development Training, Commerce students, presentation skills

## INTRODUCTION

Regions of mediation for professional instruction will be chosen based on aptitudes crevice examination and mapping of nearby openings. MHRD will build up the National Committee on Vocational Education Integration (NCIVE), comprised of career instruction specialists and agents from all services, to facilitate with industry to supervise this exertion. Person organizations that are early adopters must enhance to discover compelling models and hones, at that point share them with other organizations through mechanisms established by NCIVE to assist extend reach of professional instruction. Diverse instructive and professional models will moreover be trialled by higher instruction teach. Start-up and Incubation centres will be set up in higher instruction educate in participation with producers.

Instruction isn't almost giving data from the coach to the learner but the truth that he or she needs down to earth preparing for a few of his or her errands. Considering this hypothesis, India's National Education Policy (NEP) 2020 was at long last born, giving India an instruction arrangement after 34 years a long time. Skill advancement programs centre on particular occupations and confer viable abilities that empower people to engage in a particular skill movement. Skill improvement isn't as it were vital in giving business openings for people but too makes a difference to move forward trade efficiency. Skill improvement programs incorporate all aptitudes exchange exercises, formal and casual, vital to make strides the profitable exercises of society. Skill instruction will steadily be coordinated into all schools and higher instruction will teach over another decade.

The government has launched an initiative e known as the "Skill India Mission" (SIM), which aims to improve the skill ecosystem. As a part of this objective the skills of millions of people, including school children, around 20 central universities have started undertaking skill development programmes in order to build a trained workforce in line with the needs of the education sector. The plan has also placed a strong emphasis on the integration of general education and vocational education, helping students acquire a range of skills necessary to meet industry's demands and improve academic standards.

## RESEARCH OBJECTIVES

The study has been conducted mainly to:

- 1) To study and understand skills development among the commerce students.
- 2) To study and understand short-term courses initiatives.
- 3) To study the impact of short-term courses -Presentation Skill

## SIGNIFICANCE OF THE STUDY

The study presents an alternative approach to employability skills that emphasise flexibility, availability, and the fact that quick thinking will be crucial in the future. Developing the ability of representatives to perform in a more critical and forward-thinking manner is one of the three most common zones of new focus for activity headway. This study was significant because it confirmed the evident importance of the 10 new employability skills, as reported by multiple experts, provided workplace learning and advancement specialists with information about the current integration of new skills into power improvement projects, and identified the salient features of what makes the study noteworthy.

## LIMITATIONS OF THE STUDY

This study examines the relative importance of each skill and whether the most important ones are included in better improvement programmes. It does not address fundamental abilities or persistent employability skills, nor does it attempt to fully understand how the 10 essential presentation skills are even-disapproved of associated with empower relationship to be productive in the VUCA world. The study is restricted to Commerce students only.

## REVIEW OF LITERATURE

Among the several studies, one study has provided information on corporate opinions regarding the abilities required by both new hires and current employees. In order to identify the abilities or skills that next representatives are expected to acquire, possess, and develop in their own work as well as to open doors for others through new and better business, managers play a crucial role in this process. Bosses should be as explicit and concise as possible about the skills they need, and they should develop close relationships with educational and training facilitators to support the development of employability skills. This is because organisations and the network at large have a legitimate interest in this.

Employability, as seen by businesses, is one of the prerequisites for graduates to demonstrate traits or abilities that they believe would be essential to the association's continued success (Harvey, 1997). In light of the increasing number of career changes and choices that some people encounter throughout their lives, as well as the unavoidably transient nature of the current agreements, low-maintenance work, working from home, and reappropriating, it is imperative that alumni be more adaptable going forward (Harvey, 2000).

The fact that the broad objectives of training and preparation frameworks align with the current managers' statements regarding critical employability skills is one of the audit's most important conclusions. Teacher coaches had the opportunity to demonstrate that the Key Competencies were, in fact, to be taught in educational plan archives following the release of the Mayer Report (see, for example, Stehn, 1997). Regardless, employers are proving that graduates and dropouts do not always possess the same skills (see, for example, ACNielsen Research Services, 2000). It is important to find ways for educators and business to collaborate more successfully, share, and benefit from one another.

According to Nick Petrie (2014), the difficulties faced by managers appeared to be evolving quickly, but the approaches we were taking to address them remained unchanged. Many industries have undergone a period of progressively fast transition within the past ten years. Numerous countries have experienced a recent recession, which has led to a situation that many of us feel is essentially different from ten years ago. 'Flexperts' is the term used by Vander Heijden (1996) to describe this new category of flexible specialists. Employability and work are what set them apart. being employed techniques with a work/work, being employable techniques with the qualities anticipated to maintain business and advance in the workplace to lead acceptable established aims. From HEIs' perspective, employability is therefore about producing graduates who are capable and competent, and these impacts upon all daily issues, including the delivery of academic assignments and extracurricular activities.

It is conceivable that businesses' basic perspectives on the deficiencies of graduates to be utilized are less because of the aftereffect of disappointment in the HE educational program, yet it is fairly of disappointment in the exchange cycle. Atkins (1999) questions how adaptable key employable skills are in regard of the business settings. Eraut (1994) considers move to be a learning cycle in its own right, in spite of the fact that this might be simpler for abilities corresponding to items, for example, utilizing specific PC bundles, as opposed to the 'milder' skills of cooperating with and overseeing individuals adequately. Earthy coloured (1999) accepts that learning, and the exchange of such learning, is destined to be compelling if the learning circumstance are in close looks like to the work place. Knight and Yorke (2000) accept that if there is any desire for moving the gaining starting

with one perspective then onto the next, the student needs to utilize that learning in a wide range of conditions. From these remarks, plainly practice in various settings is crucial for the advancement of employability skills and different elements.

## METHODOLOGY

Data was collected using primary and secondary methods. A structured questionnaire of 11 questions was distributed and 100 valid questionnaires were returned. The source of the data is questionnaire filled by commerce graduates to share their responses before and after undergoing short term course on Presentation Skills. To test the reliability of the data, analysis was done to understand how the presentation skills leads to confidence among the commerce graduates.

This study took a period of 1 year.

## HYPOTHESIS

The research is testing null hypothesis and alternative hypothesis on the basis of the understanding presentation skills development among the commerce students, skill development initiatives through imparting training and its impact before and after imparting training.

Ho = There is no change in the skills before and after undergoing the short-term course on presentation skills among the commerce students.

H1 = There is change in the skills before and after undergoing the short-term course on presentation skills among the commerce students.

### Data

The study is focusing on primary data, secondary data and the research approach is quantitative research approach. The research is used to analysis the data for understanding how **A Study on the Role of NEP 2020: Skill Development among Commerce Students via short term course.**

### Source of Data Collection

The source of the data is questionnaire filled by undergraduate commerce students to analyse and to understand impact of Presentation Skill Development short term course.

### Keys to success: Top 10 Presentation Skills

The competencies required to produce a concise and impactful presentation are known as presentation skills. Ultimately, an effective presenter is one who can convey their thoughts in a way that captivates and inspires the audience. You can communicate your thoughts more effectively and leave a lasting impression on your audience by honing your presentation skills.

### Here's a list of benefits that come with good presentation skills:

- Increased confidence
- The ability to think on your feet
- Improved public speaking skills
- The ability to lead and motivate others
- Enhanced problem-solving abilities
- Improved negotiation skills
- Stronger time management skills
- Enhanced written communication skills
- Greater creativity
- The opportunity to make a positive impact on others

(Source: <https://high5test.com/presentation-skills/>)

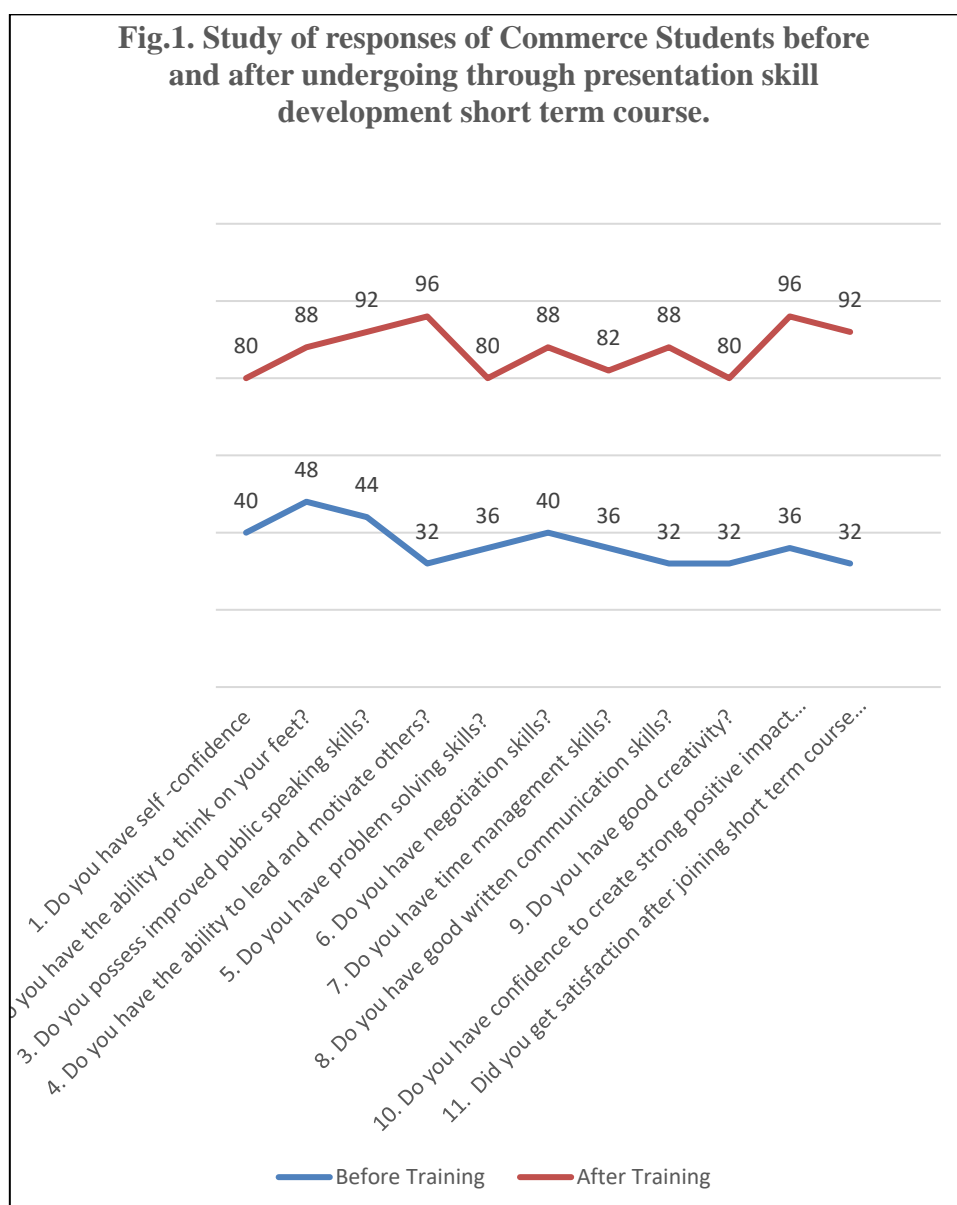
## ANALYSIS

**Table 1 : Study of responses of Commerce Students before and after undergoing through presentation skill development short term course.**

Particulars	Before Training	After Training
<b>No of Students</b>	100	100
<b>1. Do you have self -confidence</b>	40	80



2. Do you have the ability to think on your feet?	48	88
3. Do you possess improved public speaking skills?	44	92
4. Do you have the ability to lead and motivate others?	32	96
5. Do you have problem solving skills?	36	80
6. Do you have negotiation skills?	40	88
7. Do you have time management skills?	36	82
8. Do you have good written communication skills?	32	88
9. Do you have good creativity?	32	80
10. Do you have confidence to create strong positive impact on others	36	96
11. Did you get satisfaction after joining short term course on presentation skills?	32	92



## FINDINGS AND INTERPRETATIONS

On Comparison of the responses (before and after training), one can see drastic positive increase in the skills development of Commerce graduates who had undergone short-term course on Presentation skills

Paired Sample Test is a parametric procedure. Paired samples t-test are used when same group tested twice. It is often used in “before and after” designs where the same individuals are measured both before and after a treatment or improvement to see if changes occurred over time.

1. Simple Standard Deviation= 2.062655.
2. Skewness= 0.34738
3. Skewness shape: Potentially Symmetrical (  $p\text{-value}=2.101\text{e-}9$ , (  $P(x\leq 20.043) = 1$  ).)
4. Normality p-value=0.237
5. Outliers: The data doesn't have outliers.
6. Normality assumption was checked based on Shapiro -Wilk Test( $\alpha =0.05$ )
7. It is assumed that after minus before is normally distributed (p-value=0.237).
8. Lastly the priori power is low. The p-value equals  $2.101\text{e-}9$ , (  $P(x\leq 20.043) = 1$  ). It means that the chance of type I error (rejecting a correct  $H_0$ ) is small:  $2.101\text{e-}9$  (2.1e-7%). The smaller the p-value the more it supports  $H_1$ . Hence  $H_1$  is accepted i.e There is change in the skills before and after the short-term course on presentation skills among the commerce students.

## CONCLUSIONS

The overall end is that preparation for employability is significant, both as far as broad training and all the more explicitly for future business. Successful employability expertise advancement is viewed as a key factor for improved execution; as it can upgrade the degree of graduates and firm competency. It supports to fill the hole between what execution whenever required and what execution is going on, for example gap between wanted execution and genuine representative's presentation. Employability Skill improvement need alluded to any shortage in execution, which can be soothed by fitting preparing. Especially employability expertise advancement creates aptitudes, competency, and capacity and at last improves understudy's presentation and hierarchical efficiency.

## RECOMMENDATIONS AND FUTURE IMPLICATIONS

1. One of the finest ways to ease learners into the world of introduction is to motivate them! There are so numerous awesome illustrations of open talking, from the tremendous library of TED talks to visitor speakers you'll welcome into your classroom. Show illustrations of open talking and talk about them. See what your understudies need to say and how they respond.
2. Hone regularly makes culminate, and in some cases that hone is best done when your understudies do not indeed realize they're practicing however. Beyond any doubt, displaying for a entire lesson can feel overpowering, but breaking off into little bunches can be a extraordinary venturing stone to hone the aptitudes required to display, but in a lower-stakes environment.
3. Instructing understudies is all around making a difference them learn what they're lost, no matter what the subject at hand is. Indeed in the event that understudies do not have a parcel of questions at to begin with, empowering them to think of thoughts to inquire questions and start talks can offer assistance lock in them and direct them towards a stronger understanding, both of what they're showing around and the thought of showing itself.

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