1.3 Curriculum Enrichment

Metric No. 1.3.3

Percentage of Programmes that have components of field projects / research projects / internships during last five years

Document: Sample of field projects / research projects / internships projects provided by Bachelor of Business Administration Programme
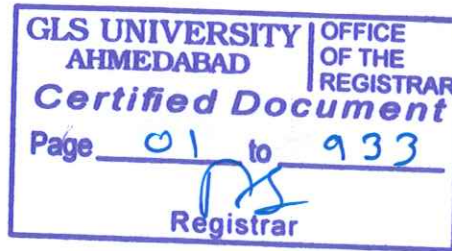
GLS University
Faculty of Business Administration
BBA Programme
Grand Project
Year 2022-23

Students Name	Titles	TOTAL (100)
SHAH SAMIKSHA	Impact of Big 5 Model of personality and stress management	90
SHAH SHIRSH	Impact of Big 5 Model of personality and stress management	90
SHAH URJA KETAN	Impact of Big 5 Model of personality and stress management	90
SHANBHAG SHREYA	Impact of Big 5 Model of personality and stress management	90
SHARMA GAURAV	Impact of Big 5 Model of personality and stress management	90
SHETH AADIT KUNAL	Impact of Big 5 Model of personality and stress management	90
SHETTY GAYATRI	Impact of Big 5 Model of personality and stress management	90
SHRIMANKAR BHAVIN CHETANBHAI	Impact of Big 5 Model of personality and stress management	90
SIDHARTH SACHIN	Impact of Big 5 Model of personality and stress management	90
SINGH SAMRIDDHI	Impact of Big 5 Model of personality and stress management	90
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TAPIAWALA DHANVI SUNILBHAI	A Study Of Consumer Awarness And Preference Towards Ayurvedic Medicinal Products In Ahmedabad City	90
THAKER MAHIMA ANAND	A Study Of Consumer Awarness And Preference Towards Ayurvedic Medicinal Products In Ahmedabad City	90
THAKKAR DEV ATULBHAI	A Study Of Consumer Awarness And Preference Towards Ayurvedic Medicinal Products In Ahmedabad City	85
THAKKAR HEENA	A Study Of Consumer Awarness And Preference Towards Ayurvedic Medicinal Products In Ahmedabad City	40
TOMAR ISHA AMIT PAL SINGH	A Study Of Consumer Awarness And Preference Towards Ayurvedic Medicinal Products In Ahmedabad City	90

UBHADIYA JAIMIN DILIPBHAI	A Study Of Consumer Awarness And Preference Towards Ayurvedic Medicinal Products In Ahmedabad City	82
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BAROCHIYA SMIT	To study the satisfaction among hostel students towards buying of electronic and apparel items from amazon	40
BHADANI JAY DINESHBHAI	To study the satisfaction among hostel students towards buying of electronic and apparel items from amazon	94
BHADANI VASU GANESHBHAI	To study the satisfaction among hostel students towards buying of electronic and apparel items from amazon	64
BHATT DEV JITENDRA	To study the satisfaction among hostel students towards buying of electronic and apparel items from amazon	40
BHATT PRATHAM MAHENDRA	To study the satisfaction among hostel students towards buying of electronic and apparel items from amazon	68
BHIMANI KHUSHI	To study the satisfaction among hostel students towards buying of electronic and apparel items from amazon	66
BHITORA PRACHI BHARAT	To study the satisfaction among hostel students towards buying of electronic and apparel items from amazon	70
CHAVDA DISHA HARSHADBHAI	To study the satisfaction among hostel students towards buying of electronic and apparel items from amazon	78
CHELARAMANI BARKHA VIJAY	To study the satisfaction among hostel students towards buying of electronic and apparel items from amazon	84
DATTANI BANSI PRANAV	To study the satisfaction among hostel students towards buying of electronic and apparel items from amazon	40
RAUSHANI KUMARI RAMANAND RAM	A Comparative Study of Brand Positioning by Ambuja Cement and Ultratech Cement and it's impact on Brand Image.	84
LALWANI SNEHA SURESH	A Comparative Study of Brand Positioning by Ambuja Cement and Ultratech Cement and it's impact on Brand Image.	88

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ZADAPHIYA DEVASHREE M.	A Comparative Study of Brand Positioning by Ambuja Cement and Ultratech Cement and it's impact on Brand Image.	90
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TRIVEDI PEARL AKSHAYKUMAR	A Comparative Study of Brand Positioning by Ambuja Cement and Ultratech Cement and it's impact on Brand Image.	86
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SONI URVIL KETANBHAI	A study on perception towards job portals among youth of ahmedabad	80
SONI VRAJ	A study on perception towards job portals among youth of ahmedabad	85
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MANSATA DHARIYA	Investors attitude towards digital gold v/s physical gold	40
MORI DRASHTI HARSUKHBHAI	Investors attitude towards digital gold v/s physical gold	78
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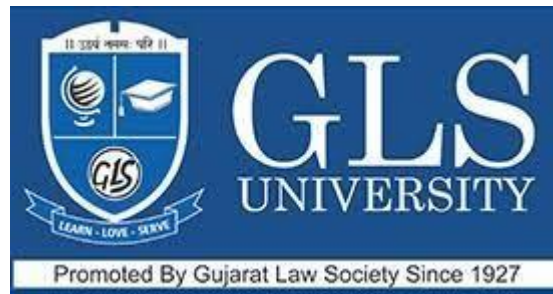
GRAND PROJECT

ON

STUDY OF IMPACT OF BIG FIVE MODEL OF PERSONALITY TRAITS ON BUSINESS STUDENTS WITH FOCUSING ON STRESS MANAGEMENT

SUBMITTED TO:

GLS BBA (FACULTY OF BUSINESS ADMINISTRATION)

UNDER GUIDANCE OF:

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SUBMITTED BY:

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ON

FEB 2023

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FACULTY OF BUSINESS ADMINISTRATION (GLS BBA)
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CERTIFICATE

This is to certify that the report submitted by the under mentioned students of our eminent institute is in partial fulfillment of the requirement for the completion of *"Project Report"* at the **Third Year B.B.A.** for the academic Year 20__22__ - 20__23__

Title of the Project Study of impact of Big five model of Personality traits on Business Students with focus on stress management

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1 Samiksha Shah	22-23	371	202000123010313
2 Chisen Shah	22-23	372	202001230314
3 Uyla Shah	22-23	373	315
4 Shreya Shambhay	22-23	374	320
5 Gaurav Sharma	22-23	375	321
6 Aadit Sheth	22-23	376	325
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8 Bhavin Shrimonkar	22-23	378	332
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Roll No.	Name
371	Samiksha Shah
372	Shirsh Shah
373	Urja Shah
374	Shreya Shanbhag
375	Gaurav Sharma
376	Aadit Sheth
377	Gayatri Shetty
378	Bhavin Shrimankar
379	Sachin Sidharth
380	Samriddhi Singh

ACKNOWLEDGMENT

We would like to express our heartfelt respect and gratitude to GLS University (Faculty of Business Administration) and our dean Dr. Shefali Dani for giving us the opportunity to conduct the research on "IMPACT OF BIG FIVE MODEL OF PERSONALITY TRAITS ON BUSINESS STUDENTS WITH FOCUSING ON STRESS MANAGEMENT".

We would like to pay special regards to our Professor Dr. Pooja Sharma for her guidance and constant supervision as well as for her valuable time, hand-holding, and motivation which helped us to make our research better and more reliable.

A special thanks to Prof. Maitrey Bhagat for helping us out with the analysis of the research. The research helped us inherit various skills and knowledge, we are grateful to the college, faculties, and our colleagues for the support.

DECLARATION

We the students of the Faculty of Business Administration (GLSBBA) hereby declare that our project titled - "IMPACT OF BIG FIVE MODEL OF PERSONALITY TRAITS ON BUSINESS STUDENTS WITH FOCUSING ON STRESS MANAGEMENT" was conducted by us through a survey to understand how different personality affects stress. We declare that the project work we submit is carried out by us in partial fulfillment for the BBA Program. The work submitted is our own qualification. The data mentioned below is an outcome of our primary data searching

Abstract

The goal of the study is to determine how stress levels, gender, age, and the Big 5 personality traits are related to Business students in India. Through self-reported surveys and online social media platforms, 321 students in total took part in the study. The findings revealed a considerable variation in stress levels between pupils of different ages and genders. The Big 5 personality traits, including neuroticism, extraversion, openness, conscientiousness, and agreeableness, and stress levels were significantly correlated. We used regression analysis to check whether the hypothesis is correct or not. The study has it's own limitations, which include its self-reported nature and low generalizability, it offers insightful information about the connection between personality characteristics and stress levels in business students.

Key Words: Big 5 Model, Personality, Traits, Stress

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CHAPTER 1

INTRODUCTION

1.1 The concept of Personality

Before delving into the investigation, the preface to this research or study is essential. So, first and foremost, we'll need to sketch out an outline of the notion of personality. The concept of personality has been discussed by philosophers and scholars for thousands of years, but the word "personality" itself is believed to have originated from the Latin word "persona," which referred to the masks worn by actors in ancient Roman theatre. The masks represented different characters and allowed the actors to differentiate between them.

The ancient Greek philosophers, such as Aristotle and Plato, also wrote about the concept of personality and human nature (Aristotle, n.d.). Aristotle, for example, argued that personality was influenced by an individual's habits and virtues, and he believed that the key to living a good life was to cultivate good habits (Aristotle, n.d.).

In the 19th century, the concept of personality became more closely tied to the study of psychology. Wilhelm Wundt and other early psychologists focused on understanding the conscious experiences of individuals, and they developed theories about how personality was related to these experiences (Wundt, 1874).

In the early 20th century, the focus of personality research shifted to the study of more stable, enduring characteristics of individuals. Personality, as per Gordon Allport views is "the dynamic organization within the individual of those psychophysical systems that determine his characteristic behaviour and thought" (Allport, 1961). Raymond Cattell proposed that personality could be measured and studied using statistical techniques, and he developed the 16 Personality Factor (16PF) questionnaire as a tool for assessing personality traits (Cattell, Eber, & Tatsuoka, 1970).

Today, the study of personality is a central focus of psychology, and there are a number of different models and approaches to understanding personality. Some of the most influential

models include the five-factor model (Costa & McCrae, 1988), self-determination theory (Deci & Ryan, 2000), and the psychoanalytic model (Freud, 1923).

The modern psychological concept of personality, however, is generally credited to the work of Gordon Allport and Raymond Cattell in the early 20th century. Allport's definition of personality is "the dynamic organization within the individual of those psychophysical systems that determine his characteristic behaviour and thought" (Allport, 1961). Cattell, on the other hand, proposed that personality could be measured and studied using statistical techniques, and he developed the 16 Personality Factor (16PF) questionnaire as a tool for assessing personality traits (Cattell, Eber, & Tatsuoka, 1970).

For the sake of explanatory clarity, we will look into the state-trait theorists (e.g., R. B. Cattell, H. J. Eysenck, and J. P. Guilford) who hold the following beliefs regarding the best way to theorising in the subject of personality (Eysenck and Eysenck, 1980):

(1) Certain semi-permanent personality inclinations, known as "traits", differ among individuals from different geographical locations

(2) Correlational studies can be employed to identify personality traits.

(3) Hereditary factors are primarily responsible for personality traits.

(4) Questionnaires can be used to measure the personality traits

(5) "States", which are the transient internal states are a result of interactive influence of traits and situations.

(6) Questionnaires can be used to measure personality states as well.

(7) The individual differences in behaviour can be explained through traits and states, behaving as intervening or mediating variables in a suitable theoretical framework.

(8) The association between behaviour and traits or states is generally indirect, and is influenced by interactions between traits, states, and other situational factors.

1.2 Features of personality

Personality can be understood as an individual's unique pattern of thoughts, feelings, and behaviours that persists over time and across different situations (McAdams, 2001). Researchers have identified a number of features or characteristics that are associated with personality, including the following:

Consistency: Personality traits are generally consistent across time and situations (McCrae & Costa, 1987).

Plasticity: Personality traits can change and develop over time, especially in response to life experiences and personal growth (Caspi & Roberts, 2001).

Stability: Personality traits tend to be relatively stable across the lifespan, although there may be some changes during development and aging (McCrae & Costa, 1989).

Situational specificity: Personality traits can interact with specific situations to influence behaviour (Mischel & Shoda, 1995).

Researchers have also identified a number of broader characteristics or features of personality that are related to well-being and overall functioning. For example, self-esteem (Rosenberg, 1965), self-regulation (Baumeister & Vohs, 2007), and emotional intelligence (Goleman, 1995) are all features of personality that have been linked to positive outcomes.

There are a number of different models of personality that have been proposed by psychologists, each of which highlights different features of personality. Some of the main features of personality that are commonly discussed in the literature include:

Traits: Traits are enduring characteristics that are relatively stable over time and across situations. Trait theories of personality propose that individuals can be described in terms of their levels of certain traits, such as openness, conscientiousness, extraversion, agreeableness, and neuroticism (Costa & McCrae, 1988).

Motives: Motives refer to the underlying drives, needs, and goals that influence an individual's thoughts, feelings, and behaviours (McClelland, 1985).

Coping styles: Coping styles refer to the strategies that individuals use to deal with stress and other challenges (Lazarus & Folkman, 1984).

Self-concept: The self-concept is an individual's overall perception of themselves, including their beliefs, values, and self-esteem (Baumeister & Tice, 1985).

Social roles: Social roles refer to the specific behaviours and expectations that are associated with an individual's position in a social group (Stryker & Statham, 1985).

1.3 Traits

A trait is a pattern of thought, feeling, or behaviour that is relatively enduring across an individual's lifespan (Costa & McCrae, 1992). Trait theories propose that personality is composed of a set of traits that can be used to describe and predict an individual's behaviour. Traits are typically measured using self-report personality tests or assessments completed by others who know the individual well (e.g., friends, family members, co-workers). Some well-known trait theories include the Big Five personality traits (Barrick & Mount, 1991), the HEXACO model (Ashton & Lee, 2007), and the Five Factor Model (Digman, 1990). Traits can interact with situations and contexts to influence behaviour. For example, an individual who is high in conscientiousness (a trait characterized by responsibility and dependability) may behave responsibly in most situations, but may behave less responsibly in a situation where there are no consequences for irresponsible behaviour.

When personality traits are studied, whether by personality psychologists or those in other fields, the questions asked and the methods employed vary considerably. The area most familiar to psychologists is the questionnaire research conducted to establish what has been called the structure of personality. Such research has led to the empirical classification of traits (super traits) mentioned earlier.

In recent decades, there has been an increasing volume of research on the biological and developmental aspects of personality. The trait of sensation seeking has been related to brain events (Zuckerman, 1984). Personality traits that appear early in life are being studied by psychiatrists (Thomas & Chess, 1977) and by personality and developmental psychologists interested in temperaments. A related area of research deals with the inheritance of personality traits and the impact of genes during development (Plomin, 1983). The terms used to describe personality may offer clues about the way traits are organized, a research effort of Goldberg (1981). There has been an attempt to classify childhood personality traits

(Buss & Finn, 1987). Personality traits are reported as being stable over decades of adult life (Conley, 1985; Finn, 1986) and well into old age (Costa & McCrae, 1980). There is recent theorizing on evolutionary trends in personality traits, including the personality traits we humans share with animals (activity, fearfulness, sociability, impulsivity, nurturance, aggressiveness, and dominance) versus uniquely human traits (self-esteem, self-consciousness, and self-monitoring, to name a few). (Buss,1989).

Gordon Allport's three illustrative studies were so diverse in type and lead to a concession, "trait studies depend in part upon the investigator's own purposes. He himself constitutes a situation for his respondents, and what he obtains from them will be limited by his purpose and his method." (Allport, 1931; Allport,1966)

Trait theories of personality propose that personality is composed of a set of traits that are relatively stable across an individual's lifespan. These traits are thought to influence an individual's behaviour, thoughts, and feelings.

One of the most well-known trait theories is the Big Five personality traits, which identifies five broad dimensions of personality: openness, conscientiousness, extraversion, agreeableness, and neuroticism (Costa & McCrae, 1992). The Big Five have been found to have predictive validity for a variety of outcomes, including job performance (Barrick & Mount, 1991), mental health (Costa & McCrae, 1992), and relationship satisfaction (Furnham & Cheng, 2016).

Another influential trait theory is the HEXACO model, which identifies six dimensions of personality: honesty-humility, emotionality, extraversion, agreeableness, conscientiousness, and openness to experience (Ashton & Lee, 2007). Research has found that the HEXACO dimensions are related to important life outcomes, such as job performance (Ones, Viswesvaran, & Dilchert, 2014) and leadership effectiveness (Den Hartog, Koopman, Thierry, & Klimmt, 2006).

In addition to the Big Five and HEXACO models, there are many other trait theories that have been proposed, such as the Five Factor Model (FFM; Digman, 1990) and the Psychoanalytic theory of Sigmund Freud (Freud, 1923).

1.4 Big Five Model

The Big Five model of personality is a widely accepted and widely researched theory of personality. It proposes that personality can be described in terms of five broad dimensions: openness, conscientiousness, extraversion, agreeableness, and neuroticism. These dimensions are often referred to as the "Big Five" personality traits (John & Srivastava, 1999).

Openness refers to an individual's willingness to consider new ideas and experiences, and it is characterized by qualities such as creativity, curiosity, and a desire for novelty (Costa & McCrae, 1992).

Conscientiousness refers to an individual's tendency to be organized, responsible, and reliable, and it is characterized by qualities such as self-discipline, dependability, and a sense of duty (Costa & McCrae, 1992).

Extraversion refers to an individual's tendency to be outgoing and energetic, and it is characterized by qualities such as sociability, assertiveness, and a desire for attention.

Agreeableness refers to an individual's tendency to be cooperative and considerate of others, and it is characterized by qualities such as kindness, compassion, and a desire to get along with others.

Neuroticism refers to an individual's tendency to experience negative emotions, and it is characterized by qualities such as emotional instability, anxiety, and a tendency to worry.

The Big Five personality traits model has also been used to understand individual differences in how people respond to different situations and environments. For example, research has shown that people who score high in extraversion are more likely to seek out and enjoy social situations, while those who score low in extraversion tend to be more introverted and prefer solitude. Similarly, people who score high in openness tend to be more curious and open to new experiences, while those who score low in openness tend to be more traditional and resistant to change.

Overall, the Big Five personality traits model is a useful framework for understanding and predicting individual differences in personality and important life outcomes. It has been widely accepted and used in both research and applied settings (McCrae & Costa, 1997), and it continues to be an important area of study in psychology.

The Big Five model of personality has its roots in the lexical hypothesis, which proposes that most of the important aspects of personality can be captured by a relatively small number of words that are commonly used to describe personality traits (Allport & Odbert, 1936). Researchers have identified a number of different instruments for assessing the Big Five personality traits, including the NEO Personality Inventory (Costa & McCrae, 1992) and the Big Five Inventory (John, Donahue, & Kentle, 1991).

Research on the Big Five model has demonstrated that these personality traits are relatively stable over time and across different cultures, and they are associated with a number of important life outcomes, such as job performance, relationship satisfaction, and physical health (John & Srivastava, 1999).

A personality trait is a characteristic pattern of having thoughts, feelings, or behaviour that tends to be persistent over time and across relevant situations. The Big Five—Extraversion, Agreeableness, Conscientiousness, Neuroticism and Openness to Experience—are five broad, polarized trait dimensions that constitute the most popular and used model of structure of personality. Suitable research has comprehended personality stability and change across the life span, and the influence of those traits on important life results, in terms of the Big Five.

Evidence for the Big Five is researched based, both everyday language use and formal personality tests. Psycholexical studies compare personality-descriptive language across cultures. They have found that most of the world's languages comprise synonyms of each of the Big Five, and that the Big Five theme can be taken from personality ratings made based on representative sections of personality-descriptive adjectives in concerned languages. Also, the traits measured by personality tests (formal) including tests that occured before the present scientific notions around the Big Five structure, can be organized in terms of the Big Five. Thus, the Big Five appear to adequately capture the structure of both lay and expert personality descriptions (Soto, 2018).

1.5 Application of big five model

The big-five model mentions five main personality attributes, which encompasses several personality traits, which are scholarly works. According to Do and Gatica-Perez, the personality traits defined in the big-five factor model "are the most significant variations in human personality" (IvyPanda, 2019).

One common application of the Big Five personality traits is in the field of psychology, where it is used to understand individual differences in personality and predict important life outcomes. For example, research has shown that people who score high in conscientiousness tend to be more successful in their careers and education, and they tend to be healthier and live longer than those who score low in conscientiousness (McCrae & Costa, 1997). Similarly, people who score high in agreeableness tend to have more satisfying relationships and lower levels of conflict with others (McCrae & Costa, 1997).

The Big Five personality traits model has also been applied in the business and management field, where it is used to understand individual differences in employee personality and predict job performance. Research has shown that people who score high in conscientiousness tend to be more reliable and responsible employees, and they tend to have better job performance (Barrick & Mount, 1991). Similarly, people who score high in extraversion tend to be more assertive and confident, and they tend to be more successful in leadership roles (Barrick & Mount, 1991).

In addition to being used in psychology and business, the Big Five personality traits model has also been applied in other fields such as education, healthcare, and politics. For example, research has shown that people who score high in openness tend to be more curious and open to new ideas, and they tend to perform better in educational settings (Costa & McCrae, 1992). In the healthcare field, research has shown that people who score high in neuroticism tend to have higher levels of stress and anxiety, and they may be more prone to physical and mental health problems (McCrae & Costa, 1997). In the political realm, research has shown that people who score high in agreeableness tend to be more collaborative and cooperative, and they may be more successful in political settings (McCrae & Costa, 1997).

Overall, the Big Five personality traits model has been widely applied in a variety of settings and contexts, and it has been shown to be a useful tool for understanding and predicting individual differences in personality and important life outcomes.

Personality characteristics are elements that indicate whether a person is qualified to carry out particular jobs within an organisation. Based on evidence showing the importance of taking into account personality traits assessment when hiring people in various organisations operating in various industries, it is crucial for managers to base any selection they make on different scores of people in terms of specific personality traits that can improve performance of selected employees depending on the needs of the organisations.

If a given personality attribute is necessary for improved performance, for example, it is wise to try to hire workers who score highly in that trait. The Apple Company has taken a remarkable step by thoroughly vetting applicants for executive and sales positions for the extroversion attribute. IvyPanda (2009).

1.6 Stress Concept

There is no agreement regarding the derivation of the term "stress." Some sources suggested that the term was derived from the Latin word stringer meaning to "bind tightly." Other sources contend that the term derived from the French word destress (English-distress) and suggested that the prefix "dis" was eventually eliminated because of slurring, as in the case of the word because sometimes becoming cause (Ashforth & Humphrey, 1993). Stress is a term that almost everybody from all walks of life knows and uses, yet understanding and assessing stress is a complex task (Baqutayan, 2015).

Stress is a common experience in modern life, and it has been the subject of extensive research in the field of psychology. Stress is typically defined as a state of mental or emotional strain or tension resulting from adverse or demanding circumstances (Cohen, Kamarck, & Mermelstein, 1983). Stress can have both physical and psychological effects on the body, and it is often accompanied by physiological changes such as increased heart rate, blood pressure, and levels of stress hormones such as cortisol (McEwen, 1998).

There are many various ways that individuals have described stress. Medical experts, social scientists, anthropologists, psychologists, and even zoologists have all shown an interest in the subject. For our purposes, it is most illuminating to analyse it from several angles, gaining a wide picture of the phenomena as well as its roots in human history. Any discussion on stress would be incomplete without including Hans Selye, M.D.'s work. Selye, widely regarded as the pioneer of stress research, began investigating the phenomena of stress more than 50 years ago. His famous and still well acclaimed essay, The Stress of Life, first published in 1946, provided us with the following definition: A non-specific response of the body to a demand. It remains the most straightforward and accurate physiological explanation of what happens to our bodies when we are jolted out of our stable homeostasis. (Selye, 1956)

A workshop on conceptual issues in stress research held in spring 2009 in Göttingen (Germany), organized by Eberhard Fuchs and Jaap Koolhaas. The workshop brought together a number of scientists that are actively involved in preclinical stress research. They intensively discussed the current use of the stress concept in various scientific disciplines and the lack of consistency of scientific results across laboratories and stress models. The group felt it important to revitalize the view that stress should be considered as a cognitive perception of uncontrollability and/or unpredictability that is expressed in a physiological and behavioural response. (Koolhaas et al., 2011).

The effects of stress on the body and mind can vary depending on the type and severity of the stress, as well as the individual's coping skills and support system (Lazarus & Folkman, 1984). In some cases, stress can have beneficial effects, such as increasing motivation and focus (Cannon, 1914). However, excessive or prolonged stress can have negative effects on physical and mental health, such as increased risk of heart disease, depression, and anxiety (McEwen, 1998).

There are numerous different approaches to managing stress, including relaxation ways, exercise, and seeking social support (Lazarus & Folkman, 1984). In addition, there are a variety of stress-reducing interventions that have been developed and tested in exploration studies, including cognitive-behavioral remedy, awareness-grounded stress reduction, and relaxation training (Grossman, Niemann, Schmidt, & Walach, 2004).

Overall, stress is a common experience that can have both positive and negative goods on physical and internal health. It's important to find healthy ways to manage stress in order to maintain overall well-being.

1.7 Type of stress

There are numerous different types of stress that can affect individualities in various ways. Some common types of stress include:

Acute stress: This is a detail, intense experience of stress that's generally touched off by a specific event or situation, similar to a auto accident or a job interview (Lazarus & Folkman, 1984). Acute stress can be salutary in some cases, as it can help individualities to rally their coffers and respond effectively to the demands of a situation (Cannon, 1914). Still, if acute stress is severe or prolonged, it can have negative goods on physical and internal health (McEwen, 1998).

Chronic stress: This is a longer-term, ongoing experience of stress that may be caused by a variety of factors similar as work-related stress, fiscal stress, or stress in connections (Lazarus & Folkman, 1984). Chronic stress can have negative goods on physical and internal health, similar as increased threat of heart complaint (McEwen, 1998), depression (Monroe & Simons, 1991), and anxiety (Lazarus & Folkman, 1984).

Eustress: This is a positive form of stress that can be motivating and amping, similar as the stress endured during a gruelling but pleasurable exertion (Selye, 1956). Eustress can help individualities to feel re-energized and motivated, and it can be an important source of adaptability and well-being (Grossman etal., 2004).

Distress: This is a negative form of stress that can have negative goods on physical and internal health (Lazarus & Folkman, 1984). Torture may be caused by a variety of factors, similar as habitual stress (Lazarus & Folkman, 1984), trauma (McEwen, 1998), or negative life events (Monroe & Simons, 1991).

Also, according to the American Psychological Association, the three types of stress, acute stress, episodic acute stress, and habitual stress, can all make us feel out of feathers or indeed ill, but habitual stress is frequently ignored. Stress is a normal part of life and can have both positive and negative goods. There are different types of stress, like acute stress, episodic(acute) stress, and habitual bone. Acute stress is a detail, violent experience of stress that's generally touched off by a specific event or situation. Episodic acute stress refers to the experience of frequent mini-crises that may be caused by taking on too important or being overburdened by life. Habitual stress refers to a longer-term, ongoing experience of stress that may be caused by serious life problems that are beyond our control. Habitual stress can wear us down over time and can have negative goods on our physical and internal health. It's important to find healthy ways to manage stress in order to maintain overall well-being. And explained this with illustration of traumatic non age. (Ehrenfeld, 2018).

1.8 Coping mechanism

Stress and managing mechanisms go together, but which system is the stylish to be used is depending on type of stress and individual requirements (Baqutayan, 2015). Suitable principles could be used as guidelines which can be helpful in conforming to stressful situations. Of course, a serious neurosis or severe anxiety will affect an existent's capacity to deal with stress. This problem, still, should be left for specialists to bandy, and we'd like to confine our reflections as much as possible to the "normal and healthy" public.
Astronomically speaking, managing with stress in our society can be fulfilled at four situations:
(1) by removing stressors from our lives, (2) by not allowing certain neutral events to come stressors, (3) by developing a proficiency in dealing with conditions we don't want to avoid, and(4) by seeking relaxation or diversion from the demand(Tachè & Selye, 1985).

The most popular stress- reducing ways may not be the most effective or the most useful for a particular person. Reducing stress occasionally entails refusing to be placed under stress and, up to a point, refusing to meet challenges (Tachè & Selye, 1985).

Looking Further in managing mechanisms there are strategies that individualities use to manage stress and other negative feelings. There are a wide variety of managing mechanisms

that people use, and different people may find different strategies to be more or less effective. Some common managing mechanisms include:

Problem- concentrated Coping: This involves taking action to address the source of stress or chancing ways to break the problem. exemplifications include seeking support from others, developing a plan of action, and seeking professional help. (Folkman & Moskowitz, 2004)

Emotion- concentrated Coping: this involves managing the emotional responses to stress, similar as through relaxation ways or seeking emotional support from others. (Lazarus & Folkman, 1984)

Avoidance Coping: this involves avoiding the source of stress or the negative feelings associated with it. This can be useful in the short- term, but can be problematic if it becomes a long- term managing strategy. (Smith & Ingram, 1997)

Positive thinking This involves reframing negative studies and looking at situations in a more positive light. (Thoits, 1995)

Humor: Using humor as a managing medium can involve chancing the humor in a delicate situation or using horselaugh to manage with negative feelings. (Folkman & Moskowitz, 2004)

Religion or spirituality: Some people find comfort in their faith or spiritual beliefs when managing with stress. (Smith & Ingram, 1997)

Physical activity: Engaging in physical exertion can be a helpful way to manage with stress, as it can help to reduce pressure and ameliorate mood. (Thoits, 1995)

Social support: Seeking support from friends, family, or a support group can be an effective way to manage with stress. (Lazarus & Folkman, 1984).

CHAPTER 2

LITERATURE REVIEW

2.1 Objectives:

1. To examine if the stress level among students varies with gender and Age.

2. To look into the possibility of stress in relation to personality traits (The Big 5 model)

3. In order to determine how to handle stress if it is linked to personality features, this information will be used to guide future decisions.

2.2 Theories related to personality

There are many different theories of personality that have been proposed over the years, each with its own unique perspective on the nature and development of personality. Some of the theories that have been influential and widely studied are:

Freud's Psychoanalytic Theory: Sigmund Freud's psychoanalytic theory of personality is perhaps the most well-known and influential theory of personality. It emphasizes the role of unconscious processes, such as repressed desires and conflicts, in shaping personality and behaviour. (Freud,1923).

Erikson's Psychosocial Theory: Erik Erikson's psychosocial theory of personality emphasizes the role of social and cultural influences in the development of personality. It proposes that individuals go through a series of eight stages of development, each with its own unique challenges and tasks that must be successfully navigated in order to develop a healthy personality. (Erikson,1950).

Bandura's Social Cognitive Theory: Albert Bandura's social cognitive theory of personality emphasizes the role of social learning and cognitive processes in the development of personality. It proposes that individuals learn personality traits and behaviors through observation and imitation of others. (Bandura,1977).

Maslow's Hierarchy of Needs: Abraham Maslow's hierarchy of needs theory of personality proposes that individuals have a hierarchy of needs that must be met in order for them to achieve self-actualization and reach their full potential. (Maslow,1943).

The Five Factor Model: The five-factor model of personality, also known as the Big Five personality traits, proposes that personality can be understood in terms of five broad dimensions: openness, conscientiousness, extraversion, agreeableness, and neuroticism. (Costa, P. T., Jr., & McCrae,1992)

Personality tests extend back to the 18th century, when the science of measuring bumps on the skull and studying a person's outward appearance was used to judge a person's personality (Goldstein & Hershen, 2000).

Then, in the late nineteenth century, Sir Francis Galton, calculated the number of adjectives in the English language that defined personality, which was later refined to seven common elements.

In preparation for it, British-American psychologist Raymond Cattell created a Sixteen Personality Factor Questionnaire, which included 185 multiple-choice questions and was used to assess personality in both clinical and non-clinical settings.

Lewis Goldberg and colleagues renewed Ernest Tupes and Raymond Christal's (1961) investigation of five key personality qualities in the 1980s. Their work done in the 80s extended Tupes and Christal's work by redefining the five key factors as Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism and an acronym was derived namely "OCEAN"). This new model contributed widely in the acceptance and increase in popularity of the five-factor model received (McLeod, 2021)

There are several other models in action according to different personality and features due to the surrounded environment and its changes. Researchers had spent years before making an attempt to write character traits to analyse people's behaviour. There was a time when Gordon Allport found more than 4000 such traits. This was reduced to 16 given the complications with respect to the huge number of traits. This led to the five big personality

traits. But after a great debate and several models, D. W. Fiske (1949) created the five fundamental personality characteristics theory, which was then elaborated upon by other researchers such as Norman (1967), Smith (1967), Goldberg (1981), and McCrae & Costa (1981). The evidence for this hypothesis has increased over time, with the main theory arriving in 1949. The five basic personality traits described under theory are: extraversion (extroversion), agreeableness, openness, conscientiousness, and neuroticism.

2.3 Evolution of stress study

One of the foremost propositions of stress was the general adaption pattern (GAS) model, proposed by Hans Selye in the 1950s (Selye, 1956). According to the GAS model, stress is a response to a trouble or challenge that involves a series of physiological and behavioral changes, including the activation of the hypothalamic- pituitary-adrenal (HPA) axis and the release of stress hormones similar as cortisol. The GAS model describes three stages of the stress response alarm, resistance, and prostration.

In the 1980s, Richard Lazarus and Susan Folkman proposed a cognitive-relational proposition of stress, which emphasizes the part of individual perception and appraisal in the stress process (Lazarus & Folkman, 1984). According to this proposition, people estimate the demands of a situation and determine whether they've the coffers to manage with those demands. However, they witness eustress, or positive stress, if they perceive that they've the coffers to cope. However, they witness torture, or negative stress, if they perceive that they don't have the coffers to manage.

More recent propositions of stress have concentrated on the part of social and artistic factors in the stress process. For illustration, the diathesis- stress model proposes that stress is the result of the commerce between an existent's vulnerabilities or "diatheses" and the demands of their terrain (Monroe & Simons, 1991). The allostatic cargo model emphasizes the part of allostasis, or the body's sweats to maintain stability in response to stress, in the development of stress-related health problems (McEwen, 1998).

Overall, the conception of stress and the propositions and models that have been developed to explain it have evolved over time, reflecting a lesser understanding of the complex factors that contribute to the stress response and its goods on physical and internal health.

2.4 Big Five model and stress

As expected, personality played a vital part in managing with situations. also, personality was set up to interact with type of stressor in guessing what the managing responses would be. The results showed that those with advanced situations of neuroticism(N), as opposed to those with lower situations of N, were more likely to report engaging in unresistant emotion- concentrated strategies like escape avoidance, interpersonal pullout, and tone-blame(Bolger & Zuckerman, 1995; Endler & Parker, 1990; Hooker etal., 1994; McCrae & Costa, 1986;O'Brien & DeLongis, 1996).

The liability of reporting concession and tone- blame was significantly advanced for those with advanced Extraversion scores(E). Given their propensity for social commerce, those who score largely on E may learn to manage by trying to maintain their interpersonal connections, as seen by the lesser reported use of concession (Costa & McCrae, 1985).

Those advanced-on Openness(O) were significantly less likely to report the use of distancing. This result is harmonious with anticipation, former exploration, and models of O that suggest that those advanced-on O are comfortable passing a range of feelings (Costa & McCrae, 1989; David & Suls, 1999; O'Brien & DeLongis, 1996).

Those advanced-on Affability (A) were significantly less likely to report engaging in tone-blame and kindly, but not significantly, less likely to report engaging in escape avoidance. (Hooker etal., 1994; O'Brien & DeLongis, 1996; Watson & Hubbard, 1996).

Eventually, those advanced-on meticulousness (C) were significantly more likely to report engaging in both relationship- concentrated managing and kindly, but not significantly, more likely to report using support dogging, concession, and problem working than were those lower on C. former exploration suggests that those advanced on C tend to use direct, active, problem- concentrated strategies and to dodge avoidant emotional strategies (O'Brien & DeLongis, 1996; Watson & Hubbard, 1996). (Lee - Baggley etal., 2005).

Overall, the Big Five personality traits may be related to stress and managing, with different traits being associated with different managing strategies and responses to stress. For illustration, individualities who score high in meticulousness may be more likely to use problem- concentrated managing strategies in response to stress, while individualities who score high in affability may be more likely to use emotion- concentrated managing strategies. It's important to fete that individualities may have a unique combination of personality traits and may find different managing strategies to be more or less effective in managing stress. (Folkman,S., & Moskowitz,J.T. 2004).

2.5 History of researchers work on big five personality model and stress

S. No.	Title	Key Issues	Research Methodology	Reference
1	The Effects of the Big Five Personality Traits on Stress among Robot Programming Students	To determine whether personality traits are predictors of stress among undergraduates from Poland.	Correlation and regression analysis	Pollak, A., Dobrowolska, M., Timofiejczuk, A., & Paliga, M. (2020). The effects of the big five personality traits on stress among robot programming students. Sustainability, 12(12), 5196.

2	Role of the Big Five personality traits in predicting college students' academic motivation and achievement	To explore the relationship between personality traits, academic motivation, and academic achievement among college students from US	Correlation and regression analysis	Komarraju, M., Karau, S. J., & Schmeck, R. R. (2009). Role of the Big Five personality traits in predicting college students' academic motivation and achievement. Learning and individual differences, 19(1), 47-52.
3	The Connection between Personality Traits and Perceived Stress	To examine the relationship of personality traits and perceived student stress among undergraduate students.		Morris, C. (2015). The Connection between Personality Traits and Perceived Stress: An In-Depth Look at How Personality Traits Can Influence Perceived Stress during an Immersion Study in a Developing Nation.
4	Impact of Personality Traits on Business Students' Learning Approaches	To examine how personality dimensions are associated with learning approaches among students from Pakistan	Correlation and regression analysis	Naeemullah, M., Rehman, S., Gul, S., & Ahmad, M. (2021). Impact of Personality Traits on Business Students' Learning Approaches.

				Multicultural Education, 7(11).
5	Characterizing Stress Processes by Linking Big Five Personality States, Traits, and Day-to-Day Stressors		Multi-level structural equation modelling	Ringwald, W. R., Nielsen, S., Mostajabi, J., Vize, C., van den Berg, T., Manuck, S., ... & Wright, A. G. (2022). Characterizing Stress Processes by Linking Big Five Personality States, Traits, and Day-to-Day Stressors.
6	"Personality traits and the stress process"	to understand how personality may influence an individual's stress response and coping.		Folkman, S., & Moskowitz, J. T. (2004). Personality traits and the stress process. Social Science & Medicine, 58(2), 1479-1491.

7	The Big Five Personality Traits and Coping Strategies: A Meta-Analysis	To examine the relationship between the Big Five personality traits and coping strategies	Meta-analysis	Chen, J. G., & Gao, X. (2016). The Big Five Personality Traits and Coping Strategies: A Meta-Analysis. Personality and Individual Differences, 97, 96-105.
8	The Role of the Big Five Personality Traits in the Stress-Burnout Relationship	To investigate the role of the Big Five personality traits in the relationship between stress and burnout	Correlation analysis	Bakker, A. B., Demerouti, E., & Euwema, M. C. (2005). The role of the Big Five personality traits in the stress-burnout relationship. Personality and individual differences, 39(2), 449-461.
10	The Influence of Personality Traits on Coping Strategies: A Study of Australian University Students	To investigate the relationship between personality traits and coping strategies among university students from Australia	Correlation analysis	Kaur, M., & McInerney, D. M. (2016). The influence of personality traits on coping strategies: A study of Australian university students. Learning and Individual Differences, 45, 174-181.

11	The Role of Personality Traits in Coping with Stressful Life Events	To examine the relationship between personality traits and coping with stress among adolescents	Correlation analysis	Harkness, K. L., & Super, C. M. (1990). The role of personality traits in coping with stressful life events. Journal of Personality and Social Psychology, 58(2), 243.
12	The Influence of Personality Traits on Stress and Coping Styles in Older Adults	To examine the relationship between personality traits, stress, and coping styles among older adults	Correlation analysis	Mroczek, D. K., & Spiro, A. (2003). The influence of personality traits on stress and coping styles in older adults. Psychology and Aging, 18(1), 29.
13	The Role of Personality in Coping with Stress: An Integrative Review	To review the literature on the relationship between personality and coping with stress		Aldwin, C. M., Levenson, M. R., & Spiro, A., III. (1997). The role of personality in coping with stress: An integrative review. Journal of Personality, 65(6), 877-906.

14	Personality and Coping with Stress: A Review	To provide an overview of the literature on the relationship between personality and coping with stress		de Vries, R. E., & de Groot, J. H. (2016). Personality and coping with stress: A review. Personality and Individual Differences, 95, 1-9.
15	Personality Traits and Coping with Stress: A Review	To review the literature on the relationship between personality traits and coping with stress		Dormann, C., & Zapf, D. (2004). Personality traits and coping with stress: A review. European Journal of Personality, 18(4), 309-333.

Table 2.1 Past research papers on personality and stress with there key issues

The Big Five Personality Characteristics (Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism) are used in these studies to evaluate personality traits, and they are compared to other stress-related aspects such stress, burnout, coping mechanisms, and academic motivation and accomplishment. These studies' methods included meta-analysis, integrative review, multi-level structural equation modelling, correlation and regression analysis, and so on. According to these research, personality characteristics and stress-related variables are significantly correlated, with various personality qualities having varying impacts on stress and coping. Overall, these studies emphasise the need of taking personality features into account when figuring out a person's stress reaction and coping mechanisms.

2.6 Diagrammatic Representation

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                    ┌─────────────────────────────────┐
                    │  Diagrammatic Representation of  │
                    │        Literature Review         │
                    └─────────────────────────────────┘
                                    │
          ┌─────────────────────────┴─────────────────────────┐
  ┌───────────────────┐                             ┌───────────────────┐
  │ The Big Five Model│                             │      Stress       │
  └───────────────────┘                             └───────────────────┘
          │                                                   │
          │   ┌───────────────────┐         ┌───────────────────┐
          ├───│     Openness      │         │      Factors      │───┐
          │   └───────────────────┘         └───────────────────┘   │
          │                                                          │
          │   ┌───────────────────┐         ┌───────────────────┐   │
          ├───│    Extraversion   │         │      Concept      │───┤
          │   └───────────────────┘         └───────────────────┘   │
          │                                                          │
          │   ┌───────────────────┐         ┌───────────────────┐   │
          ├───│    Agreeableness  │         │      Theories     │───┤
          │   └───────────────────┘         └───────────────────┘   │
          │                                                          │
          │   ┌───────────────────┐                                 │
          ├───│    Conscientious  │                                 │
          │   └───────────────────┘                                 │
          │                                                          │
          │   ┌───────────────────┐                                 │
          ├───│    Neuroticism    │                                 │
          │   └───────────────────┘                                 │
          │                                                          │
          │      ┌──────────────────────────────────────┐           │
          └──────│  Theories, Concept Model And related  │───────────┘
                 │    Studies on Personality And Stress  │
                 └──────────────────────────────────────┘
                                   │
                       ┌───────────────────┐
                       │  Issues Identified │
                       └───────────────────┘
                                   │
                       ┌───────────────────┐
                       │    Research Gap    │
                       └───────────────────┘
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```
┌─────────────────────────┐
│      OPENNESS           │──────────┐
│                         │           \
│    CONSCIENTIOUS        │            \
│                         │           ┌──────────┐
│    EXTRAVERSION         │           │  STRESS  │
│                         │           └──────────┘
│   AGREEABLENESS         │            /
│                         │           /
│    NEUROTICISM          │──────────┘
└─────────────────────────┘
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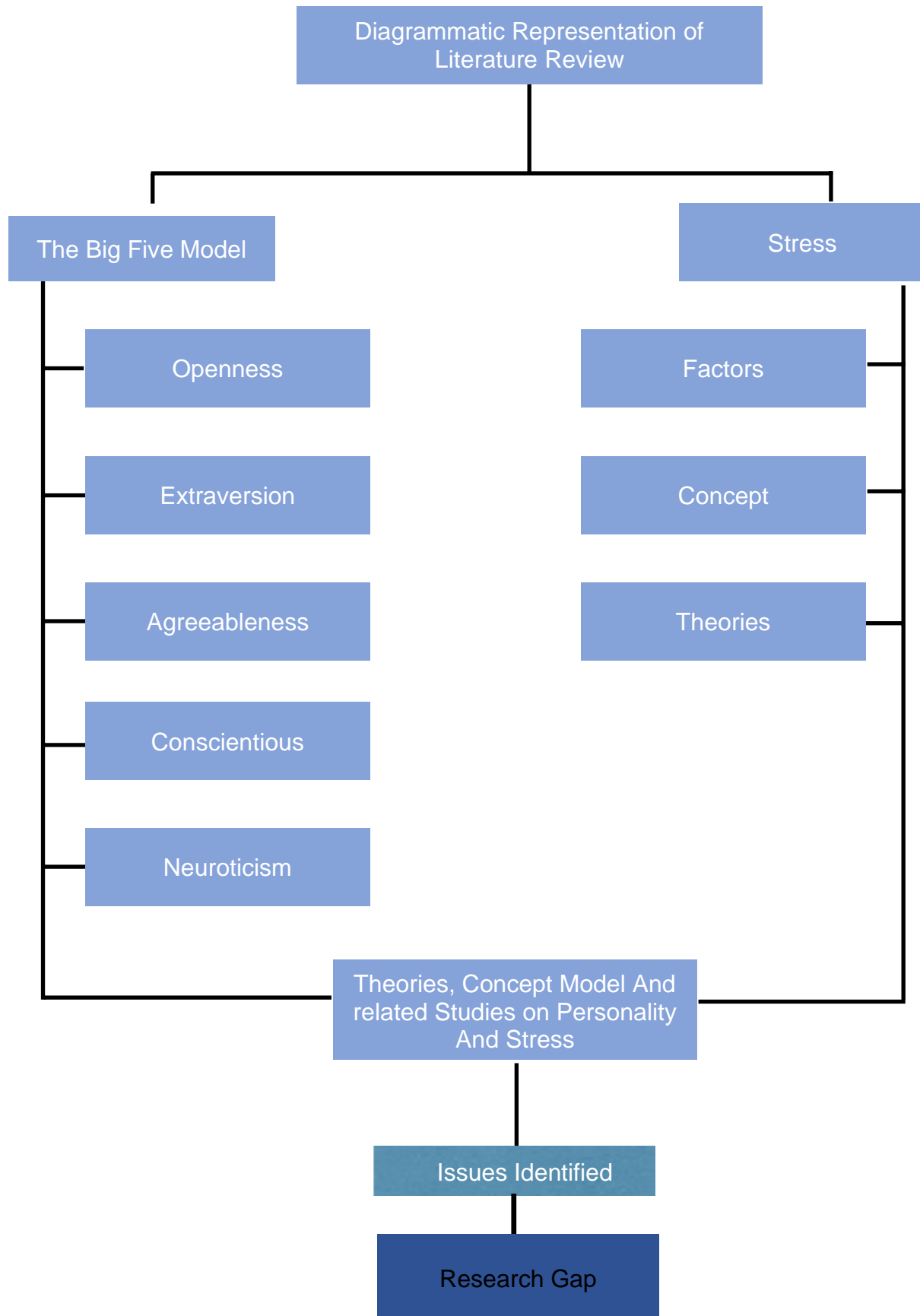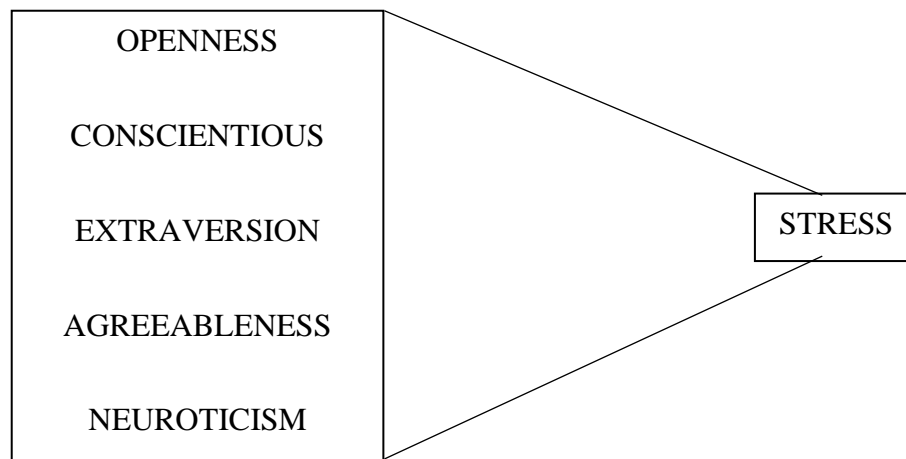
Diagram 2.1: Conceptual diagram

2.7 Research Gap

Although there have been multiple studies exploring the association between personality traits and stress levels, either most of them were conducted in European or American context or they have considered students from areas such as medicine, robotics, engineering, and production as their target population. The number of studies exploring the relationship between personality and perceived stress in an Indian context have been very few. Furthermore, this study explores the above-mentioned association specifically for business students for better generalizations.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Overview

The chapter describes, hypothesis used to identify the relationship between variables,

research design using in the study, sources for data collection. It also focuses on the study of

methods of selecting and approaching the samples.

3.2 Research Methodology

Research methodology is an organized way to solve the research problem in a logical manner (Kothari, 2004). It includes the study of different steps followed by the researcher to carry out the research in a systematic manner. It involves various research methods used by the researcher to analyse the data.

3.2 proposed research model
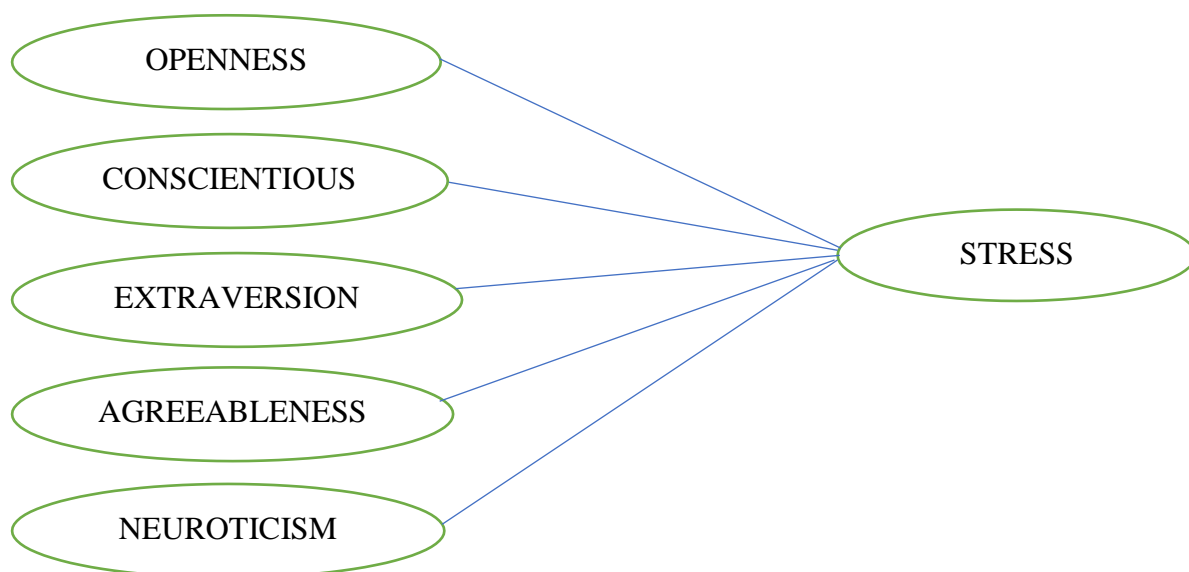
3.3 Research Hypothesis

A) H0: No significant difference in variables between two Gender.

   H1: There is a significant difference in variables between two Gender.

B) H0: No significant difference in variables between two Age Groups.

   H1: There is a significant difference in variables between two Age Group.

C) H0: No significant association between Extraversion trait and stress

   H1: There is a significant association between Extraversion trait and stress

D) H0: No significant association between Openness trait and stress

   H1: There is a significant association between Openness trait and stress

E) H0: No significant association between Neuroticism trait and stress

   H1: There is a significant association between Neuroticism trait and stress

F) H0: No significant association between Consciousness trait and stress

   H1: There is a significant association between Consciousness trait and stress

G) H0: No significant association between Agreeableness trait and stress

   H1: There is a significant association between Agreeableness trait and stress

3.4 Research Design

(Sekaran, 2003) Describes a research design as "a set up to decide on, among other issues, how to collect further data, interpret and analyse them, and finally, to provide an answer to the problem".

Research design act as a roadmap which let you know your position where you are going to stand after completing research. Research design needs proper analysis to get accurate output. In order to make effective research, all methods available should be considered and from it, the appropriate method should be considered. (Malhotra & Dash, 2009) There are two major types of research design exploratory research and Descriptive research. "Exploratory research is utilized investigation new issue, less examined or no past research is finished" (Brown, 2006). (Fox & Bayat,2007)

Descriptive research is aimed to cast light on current problems through the procedure of data collection that enables to describe the situation more thoroughly and completely that was possible without employing this method".

3.41 Selected Research Design

From the research design mentioned above, to determine the Impact of big five model of personality traits on business students with focusing on stress management, a Descriptive Research Design was used. Descriptive research was the most suitable to conduct study and fulfilment of the research objective.

3.5 Sample Design

The sample design is a plan or technique used by the researcher for selecting samples from the population for research. Researchers have a variety of sample designs from which they can choose. Some of them are easier and precise to apply while some are not. The sample design is always determined before data collection. It includes Sampling Unit, Sample Size, and Sampling Techniques.

3.51 Sample Unit

The objective of this research was to understand the respondent personality and is there any personality impact on stress. Sampling unit of this research is based on the questionnaire of primary data.

3.52 Sampling Technique

There are two types of sampling technique: Probability and Non-Probability Sampling. In probability sampling, the samples are selected on random base while non- probability sampling is where samples are studied and selected on the basis of subjective judgement. In this research, convenient sampling technique is used for the study, drawn from the part of population close from hand.

3.53 Sample Size

The sample size is an important part of the research. Size of the sample should neither be more not less. It should fulfil the requirement of research and reliability.

The goal of this study was to understand the Impact of the big five model of personality traits on business students while focusing on stress management. We have 321 responses from the population close from hand which is used to fulfil the requirement of the research.

3.54 Area of Study

Ahmedabad, Gujarat

3.55 Type of Survey

The type of survey used in this research is an Online Survey. This consists of survey questions that can be easily deployed to the respondents online via various social media channels such as Email, WhatsApp, by converting the form link to QR code to pursue more respondents in person, etc.

3.56. Statistical Tools Used

F-test, T-test, Regression, Pie Charts

3.6 Data Sources

3.61 Primary Sources

Primary data is the data collected by the researcher for fulfilling the objective of the research. Primary data is collected through structured questionnaires for the study.

3.62 Secondary Sources

Secondary data is information which is previously gathered and available to use by researchers. Secondary data is collected from websites, journals and thesis.

3.7 Data Collection

Data collection is a process of collecting and measuring information from all relevant sources to find answers to a research problem in a study, survey technique was used for primary data collection in which a close-ended question was asked. Data was collected from 321 people using a survey method.

3.9 Research Questions

1. Is there a significant difference in stress levels between male and female students?
2. Is there a relationship between age and stress levels among students?
3. Is there a correlation between stress levels and the Big 5 personality traits among students?
4. Can the Big 5 personality traits predict stress levels among students?

3.11 Limitation of study

- The study only covers certain area (geographically) therefore the responses are biased towards one major chunk of respondents.
- Personality includes a lot of factors but the study only covers a few factors making the study biased.
- The study only focuses on students' perception on small group and fails to cover large group which makes the study biased towards a particular type of student response.
- The self-reported nature of the data may lead to bias and may not accurately reflect the true stress levels of the participants.
- The study only focuses on students and may not be applicable to other populations.
- The results may be influenced by other factors, such as academic workload and personal life events, that were not measured in this study.
- The use of self-reported measures of stress levels and personality traits may lead to measurement error and affect the validity of the results.
- The study relies on a single time point measurement of stress levels, which does not take into account the fluctuations in stress levels over time.
- The study does not consider the cultural and socioeconomic backgrounds of the participants, which may affect their stress levels and personality traits.
- The study does not investigate the potential mediating or moderating effects of other variables that may influence the relationship between stress levels and personality traits.
- The study is limited to a college student population, which may not be representative of the larger population. The results may not be generalizable to other populations, such as older adults or those from different cultural backgrounds.

CHAPTER 4

ANALYSIS AND INTERPRETATION

4.1 Gender

Gender	Frequency
Male	162
Female	159
Other	0
Grand Total	**321**

Table 4.1 Gender
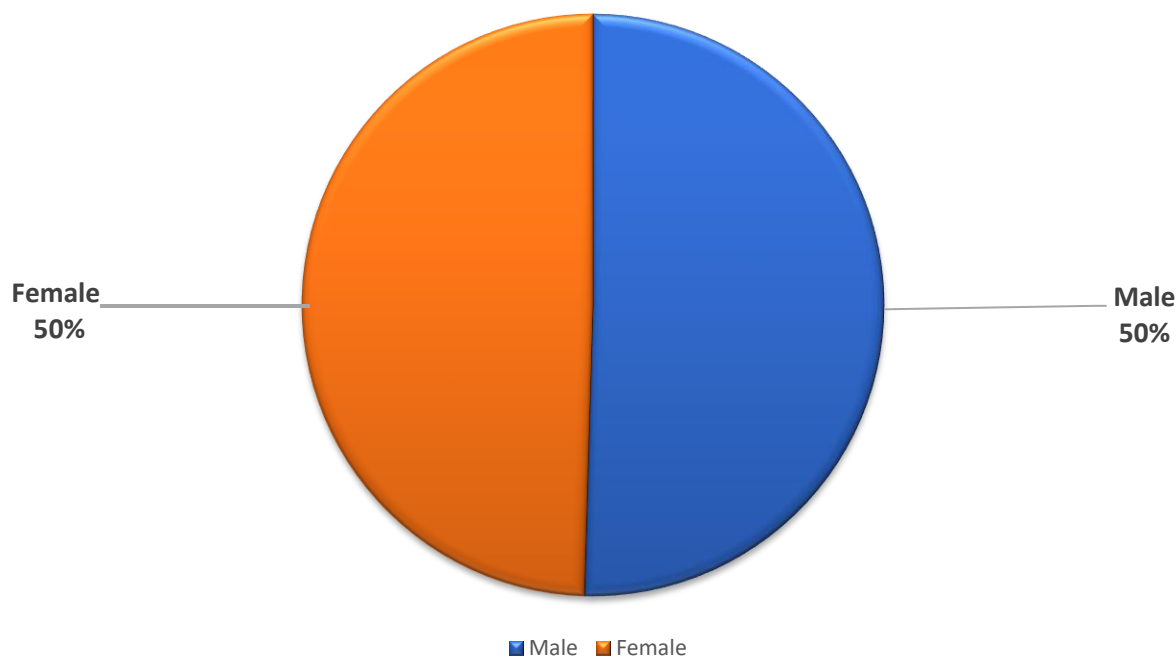
Interpretation –

The above table & figure represents the Gender of the respondents. The data of 321 individuals have been collected out of which the numbers of males are 162, the number of females are 152. The male represents 50% of the total respondents, the total respondents of the female group represent 50% of the total respondents.

4.2 Age Group

Age group	Frequency
18-21	267
22-24	54
Grand Total	**321**

Table 4.2 Age Group

■18-21 ■22-24
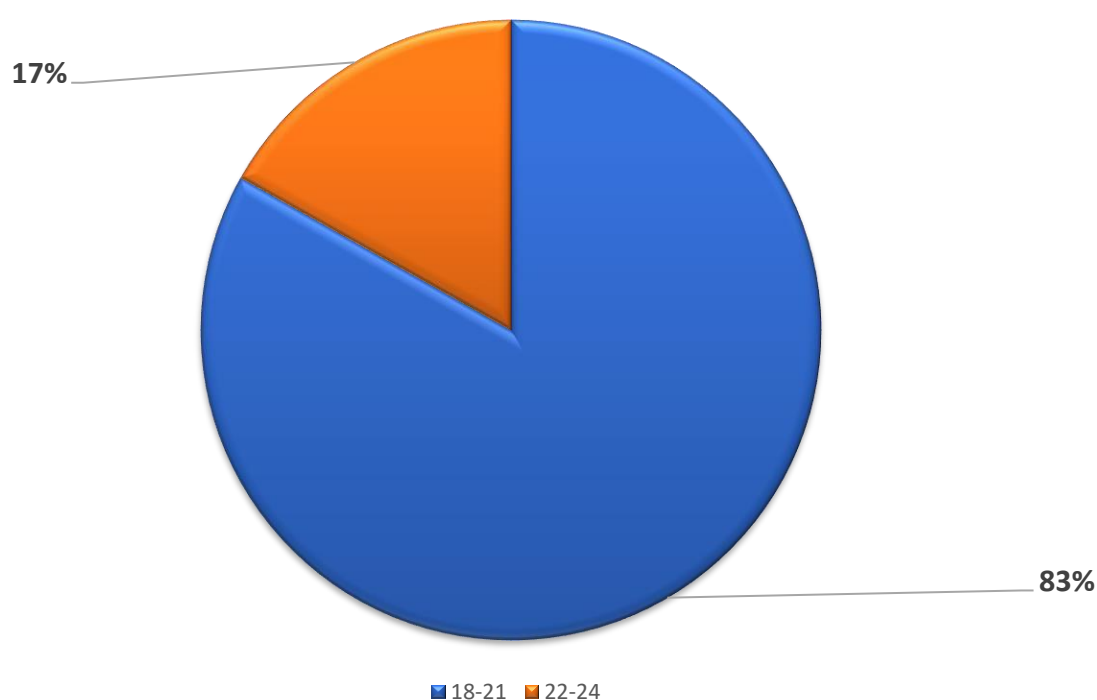
Interpretation -

The above table & figure represents the Age group of the respondents. The data of 321 individuals have been collected out of which the numbers of age group 18-21 are 267 and the number of age group 22-24 are 54. The age group 18-21 represents 83% of the total respondents, the total respondents of the age group 22-24 represent 17% of the total respondents.

4.3 Education

Education	Frequency
Under Graduate	268
Post Graduate	53
Grand Total	**321**

Table 4.3 Education
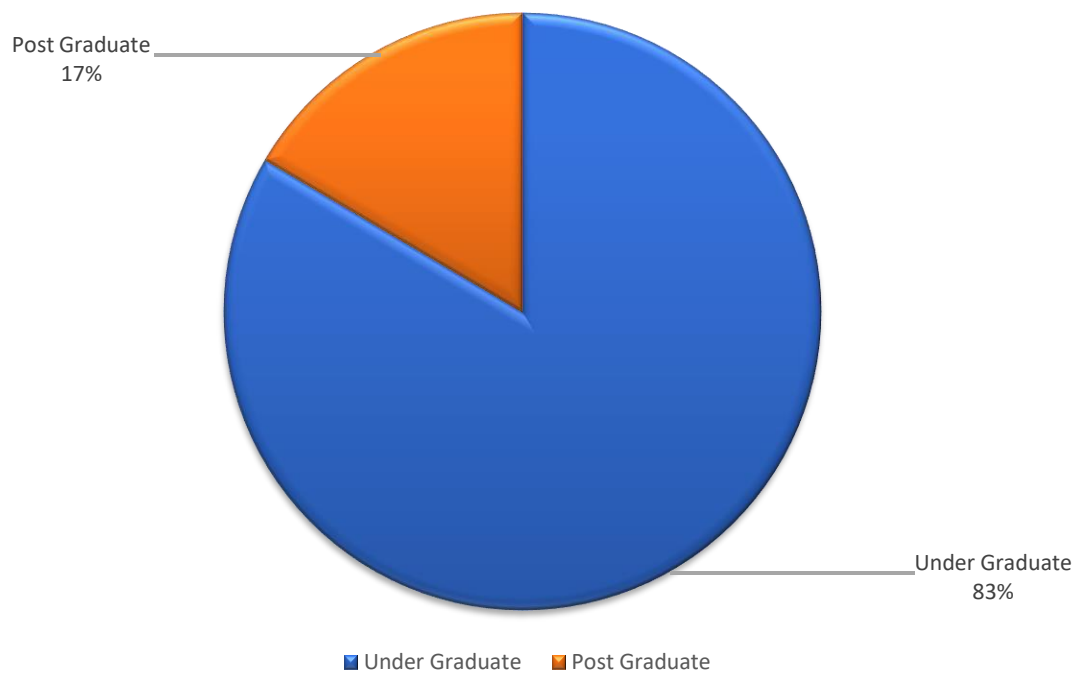
Interpretation -

The above table & figure represents the Education of the respondents. The data of 321 individuals have been collected out of which the numbers of Under Graduate are 268, the number of Post Graduate are 53. The Under Graduate represents 83% of the total respondents, the total respondents of Post Graduate represent 17% of the total respondents.

4.4 Age wise T-test combined data:

	Mean Group 1	Mean Group 2	T-statistics	P-Value
Extraversion	3.14	3.35	-1.93	0.054
Openness	3.72	3.79	-0.67	0.502
Neuroticism	3.09	2.79	2.97	0.003
Consciousness	3.22	3.44	-2.31	0.021
Agreeableness	3.76	3.98	-2.41	0.016
Stress	3.42	3.20	1.65	0.034

Note: G1-Age group 18-21 years

G2- Age group 22-24 years

H0:	No significant difference in variables between two Age Group.
H1:	There is significant difference in variables between two Age Group.

Interpretation –

The T-Test done in the above table is based on Two-Sample Assuming Equal Variances which we proved by using F-Test. The null hypothesis (H0) states that there is no significant difference in the variables between the two age groups (18-21 and 22-24 years old). The contrary hypothesis (H1) asserts that the variables significantly differ between the two age groups.

The T-test findings in the table show whether or not the null hypothesis is true. The chance of getting the observed results if the null hypothesis is correct is represented by the P-value. The null hypothesis is rejected in favour of the alternative hypothesis if the P-value is less than 0.05, which is regarded as statistically significant.

In this case, the findings show that there is a statistically significant difference between the two age groups in the categories Neuroticism, Consciousness, and Stress Agreeableness. This is due to the P-values being less than 0.05 for certain factors (0.003, 0.021, 0.034 and 0.016, respectively). For the variables Extraversion, Openness, the P-values are greater than 0.05 (0.054, 0.502 respectively), indicating that there is not enough evidence to reject the null

hypothesis. **This indicates that there is no statistically significant difference between the two age groups for Neuroticism, Stress, Consciousness, and Agreeableness. And for the variables Extraversion, Openness, there is no statistically significant difference between the two age groups.**

4.5 Gender wise T-test combined data:

	Mean of Male category	Mean of Female category	T-statistics	P-value
Extraversion	3.28	3.06	2.69	0.007
Openness	3.73	3.73	0.03	0.974
Neuroticism	2.79	3.30	-7.19	4.470
Consciousness	3.31	3.20	1.51	0.130
Agreeableness	3.72	3.88	-2.24	0.025
Stress	3.30	3.46	-2.03	0.043

H0:	No significant difference in variables between two Gender.
H1:	There is significant difference in variables between two Gender.

Interpretation –

The T-Test done in above table is based on Two-Sample Assuming Equal Variances which we proved by using F-Test. The null hypothesis (H0) states that there is no significant difference in the variables between male and female categories. The alternative hypothesis (H1) states that there is a significant difference in the variables between male and female categories. The T-test results in the table provide evidence to support or reject the null hypothesis. The P-value represents the probability of obtaining the observed results if the null hypothesis is true. If the P-value is less than 0.05, it is considered statistically significant, and the null hypothesis is rejected in favour of the alternative hypothesis.

In this case, the results indicate that there is a statistically significant difference in the variables Extraversion, Agreeableness, and Stress between male and female categories, hence

the null hypothesis is rejected in favour of the alternative hypothesis. This is because the P-values for these variables are less than 0.05 (0.007, 0.025, and 0.043, respectively). For the variables Openness and Consciousness, the P-values are greater than 0.05 (0.974 and 0.130, respectively), indicating that there is not enough evidence to reject the null hypothesis. This means that there is not a statistically significant difference in these variables between male and female categories. For the variable Neuroticism, the P-value is also greater than 0.05 (4.470), but it is worth noting that the T-statistic is large and negative, suggesting that the mean for female category is higher than the mean for male category. However, due to the large P-value, this difference cannot be considered statistically significant.

4.6 Regression

Marks denoting P-value
p<0.05: *
p<0.01: **
p<0.001: ***

Predictors	regression coefficients	intercept	t-value	R-square	Adjusted R-square
Extraversion	-0.12***	3.75***	-2.274	0.02	0.013

H0:	No significant association between Extraversion trait and stress
H1:	There is a significant association between Extraversion trait and stress

Interpretation –

According to the regression results, there is a strong negative correlation between extraversion and stress, as shown by the significant negative regression coefficient of -0.12 and the high t-value of 3.75. This shows that those with greater extraversion scores typically have lower levels of stress. Additionally, the model only partially accounts for the change in

stress levels, as seen by the R-square value of 0.02 and adjusted R-square value of 0.013. Hence the null hypothesis (H0) of "No significant association between Extraversion trait and stress" is rejected

Predictors	regression coefficients	intercept	t-value	R-square	Adjusted R-square
Openness	0.34***	2.12***	6.684	0.12	0.120

H0:	No significant association between Openness trait and stress
H1:	There is a significant association between Openness trait and stress

Interpretation –

The considerable positive regression coefficient of 0.34 and the moderate t-value of 2.12 in the regression findings demonstrate a strong positive connection between openness and stress. This shows that those with greater openness scores probably suffer more stress. Additionally, the model explains a moderate percentage of the variance in stress levels, as shown by the R-square value of 0.12 and modified R-square value of 0.120. Hence the null hypothesis (H0) of "No significant association between Openness trait and stress" is rejected

Predictors	regression coefficients	intercept	t-value	R-square	Adjusted R-square
Neuroticism	0.49***	1.88***	10.375	0.25	0.251

H0:	No significant association between Neuroticism trait and stress
H1:	There is a significant association between Neuroticism trait and stress

Interpretation –

The significant positive regression coefficient of 0.49 and the high t-value of 1.88 in the regression results demonstrate a significant positive connection between neuroticism and

stress. This shows that people with greater neuroticism scores probably suffer more stress. Additionally, the model effectively explains a sizable portion of the variation in stress levels, as shown by the R-square value of 0.25 and modified R-square value of 0.251. Hence the null hypothesis (H0) of "No significant association between Neuroticism trait and stress" is rejected

Predictors	regression coefficients	intercept	t-value	R-square	Adjusted R-square
Consciousness	-0.29***	4.33***	-5.053	0.07	0.071

H0:	No significant association between Consciousness trait and stress
H1:	There is a significant association between Consciousness trait and stress

Interpretation –

The significant negative regression coefficient of -0.29 and the high t-value of 4.33 in the regression results demonstrate that there is a significant negative correlation between consciousness and stress. This shows that those with greater consciousness scores typically have lower stress levels. Additionally, the model explains a moderate percentage of the variable in stress levels, as shown by the R-square value of 0.07 and modified R-square value of 0.071. Hence the null hypothesis (H0) of "No significant association between Consciousness trait and stress" is rejected

Predictors	regression coefficients	intercept	t-value	R-square	Adjusted R-square
Agreeableness	0.18***	2.69***	3.089	0.03	0.026

H0:	No significant association between Agreeableness trait and stress

H1:	There is a significant association between Agreeableness trait and stress

Interpretation –

The considerable positive regression coefficient of 0.18 and the moderate t-value of 2.69 in the regression results demonstrate a significant positive connection between agreeableness and stress. This shows that people with greater agreeableness scores probably experience more stress. Additionally, the model only partially explains the variation in stress levels, as shown by the R-square value of 0.03 and adjusted R-square value of 0.026. Hence the null hypothesis (H0) of "No significant association between agreeableness trait and stress" is rejected

The intercept, t-value, and p-value columns provide information about the statistical significance of each coefficient. The t-value measures the difference between the estimated coefficient and zero in terms of standard errors. The p-value indicates the probability of observing a t-value as extreme as the one calculated, given that the true coefficient is zero.

The R-square and Adjusted R-square columns measure the proportion of the variation in stress that can be explained by the five personality traits. R-square measures the total explained variance, while Adjusted R-square adjusts for the number of predictors used in the model. Based on the results, all five personality traits are significantly associated with stress (p<0.001), as indicated by the three asterisks next to the regression coefficients. This supports the alternative hypothesis (H1) that there is a significant association between personality traits and stress

Overall, these regression results suggest that there is a moderate to strong association between the Big Five personality traits and stress, with neuroticism and openness having the strongest association and extraversion and consciousness having the weakest association. But it also proves that the above five personality are certainly associated with stress

CHAPTER 5
FINDINGS AND DISCUSSION

The study investigated the association between personality characteristics and stress levels. The young adults between the ages of 18 and 21 and the individuals between the ages of 22 and 24 were examined. Additionally, the study examined differences between male and female categories.

The findings indicated that the personality qualities of neuroticism, conscientiousness, and agreeableness varied across the two age groups. The qualities of Extraversion, Openness, and Stress, however, showed no significant change.

There was a substantial difference between the male and female categories when it came to the qualities of Extraversion, Agreeableness, and Stress, but not when it came to Openness and Consciousness. There was a small but not statistically significant difference in the two categories for the neuroticism characteristic.

The Big Five personality characteristics and stress levels were also examined in the study. All five personality qualities were shown to significantly correlate with stress levels. Higher Extraversion scores were associated with lower stress levels, whereas higher Openness scores were associated with higher levels of stress. Stress was higher in individuals with higher Agreeability and Neuroticism, and lower in those with higher Consciousness.

5.1 Scope of study

Understanding personality allows psychologists to predict how people will respond to certain situations and the sorts of things they prefer and value. We could define distinct user profiles and identify preferred coping strategies and intervention(s).

Gender and age differences in stress levels: This section of the study seeks to ascertain whether there are differences in stress levels between male and female students as well as between students in various age groups. Surveys and interviews will be used to gather

information, which will then be examined to see if there are any appreciable changes in stress levels between gender and age categories. Relationship between stress and personality traits: Using the Big 5 model, this section of the study will look at the connection between stress levels and personality qualities. Personality qualities like openness, conscientiousness, extraversion, agreeableness, and neuroticism are measured by the Big 5 model. Survey results will be used to gather information, which will then be examined to see if stress levels and personality traits are related. The study will examine the possibilities of employing personality qualities to manage stress. Handling stress is connected to personality attributes. The data acquired in this study will be utilised to influence future choices and stress management tactics if a link between stress levels and personality features is discovered. This could involve interventions or specially designed stress management approaches depending on a person's personality features. The goal of this study, in sum, is to give a thorough assessment of the correlations between student stress levels, gender, age, and personality factors. The results of this study will have applications in this population's knowledge of and management of stress.

CHAPTER 6
CONCLUSION

Conclusion:
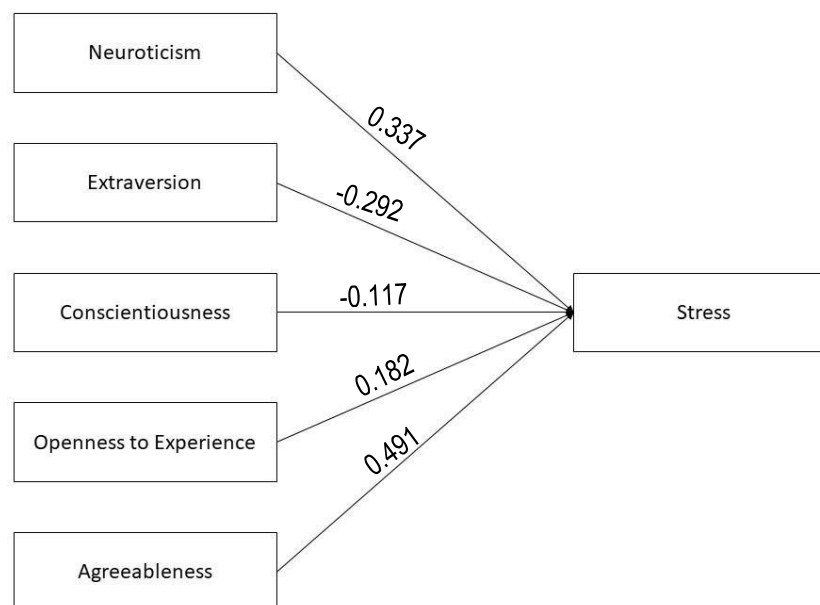
Diagram 6.1: CONFIRMED MODEL DIAGRAM

The diagram depicts the relationship between stress levels and five personality traits, including neuroticism, extraversion, openness, conscientiousness, and agreeableness. The direction of the arrows indicates the correlation between these factors and stress levels. Individuals with higher levels of neuroticism and lower levels of extraversion, openness, conscientiousness, and agreeableness tend to experience higher stress levels. This relationship was verified through hypothesis testing and regression analysis. The results provide evidence that the five personality traits play a significant role in determining an individual's stress levels.

People who want to comprehend their own stress levels and how their personality qualities may affect them, may find this material helpful. When assisting patients in managing stress and enhancing their general wellbeing, healthcare practitioners and mental health specialists may find it helpful to take these results into account.

The study's results can also be applied in the workplace since managers and employers will have a better understanding of how personality factors affect their workers' levels of stress. Employers may build a workplace that is more supportive and stress-free by taking into account these elements, which can raise employee job satisfaction and boost productivity.

In conclusion, this study emphasises the critical connection between personality traits and stress levels and has the potential to offer useful information that people, healthcare professionals, and organisations may utilise to promote wellbeing and lower stress.

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<u>**APPENDIX**</u>

1. Email ID

2. Age
   - 18-21
   - 22-24

3. Gender
   - Male
   - Female
   - Other

4. Course
   - Under Graduate
   - Post Graduate

<div align="right">Lowest   1   2   3   4   5   Highest</div>

5. I see myself as someone who is talkative
6. I see myself as someone who is depressed, blue
7. I see myself as someone who is original, comes up with new ideas
8. I see myself as someone who is helpful and unselfish with others
9. I see myself as someone who can be somewhat careless
10. I see myself as someone who is relaxed, handles stress well
11. I see myself as someone who is curious about many different things
12. I see myself as someone who is full of energy
13. I see myself as someone who starts quarrels with others
14. I see myself as someone who is a reliable worker
15. I see myself as someone who is a deep thinker
16. I see myself as someone who has a forgiving nature
17. I see myself as someone who tends to be disorganized

18. I see myself as someone who worries a lot
19. I see myself as someone who has an active imagination
20. I see myself as someone who tends to be quiet
21. I see myself as someone who tends to be lazy
22. I see myself as someone who is inventive
23. I see myself as someone who can be moody
24. I see myself as someone who values artistic, aesthetic experiences
25. I see myself as someone who is sometimes shy, inhibited
26. I see myself as someone who is considerate and kind to almost   everyone
27. I see myself as someone who does things efficiently
28. I see myself as someone who remains calm in tense situations
29. I see myself as someone who is outgoing, sociable
30. I see myself as someone who is sometimes rude to others
31. I see myself as someone who gets nervous easily
32. I see myself as someone who likes to cooperate with others
33. I see myself as someone who is easily distracted
34. I often feel upset because of something that happened unexpectedly.
35. I see myself who feels anxious when have a deadline
36. I see myself who feels burdened with responsibilities
37. I see myself who is often disappointed with my performance
38. I often feel confident about my ability to handle my personal problems.
39. I feel disturbed when I do not live up to my own standards
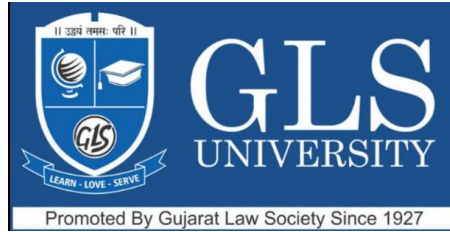
A REPORT

ON

STUDY OF CONSUMER AWARNESS AND PREFERENCE

TOWARDS AYURVEDIC MEDICINAL PRODUCTS

IN AHMEDABAD CITY

SUBMITTED TO:

Faculty of Business Administration, GLS University

UNDER THE GUIDANCE OF:

Dr. Sonal Gogri

SUBMITTED BY: SEMESTER 6 | 111 – 120

A study of consumer awareness and preference towards Ayurvedic Medicinal Products in Ahmedabad City

Dr. Shefali Dani
Dean

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CERTIFICATE

This is to certify that the report submitted by the under mentioned students of our eminent institute is in partial fulfillment of the requirement for the completion of *"Project Report"* at the **Third Year B.B.A.** for the academic Year 20 _22_ - 20_23_

Title of the Project A STUDY OF Consumer awareness and Preference towards Ayurvedic Medical Products in Ahmedabad city

Signature

S. Dani

(Dr. Shefali Dani)
Dean

Signature

(Prof. In-charge)

	Name of the students in a group	Batch	Roll Nos.	Enrollment No.
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4	Dev THAKKAR	2022-23	114	202000123010356
5	Heena Thakkar	2022-23	115	202000123010358
6	ISHA Tomar	2022-23	116	202000123010365
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8	Dhayana Vaishnav	2022-23	118	202000123010372
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10	Akash Vekariya	2022-23	120	202000123010380
11				
12				

1000 - 2022-23

SEMESTER 6 | ROLL NO. 111-120

ROLL NO.	NAME
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113	Mahima Thaker
114	Dev Thakkar
115	Heena Thakkar
116	Isha Tomar
117	Jaimin Ubhadiya
118	Dhayana Vaishnav
119	Vidhi Vaishnav
120	Akash Vekariya

PREFACE

Descriptive research was conducted to study the consumer preference and awareness towards the Ayurvedic Medicinal Products. To know the level of awareness, data was collected from over 300 respondents belonging to various occupations and different income groups of Ahmedabad using the survey method.

To assess the awareness and preference, questions were asked on the same basis. The results suggested that many people prefer and use such Ayurvedic Medical Products. Although some people don't prefer Ayurvedic products over allopathy and homeopathy products.

DECLARATION

We, the students of Faculty of Business Administration, GLS University declare that the research project entitled, "A study on Consumer Awareness and Preference towards Ayurvedic Medicinal Products in Ahmedabad city" is our original work submitted for the award of BBA programme. We declare that the work has not been submitted for any other degree, diploma, associateship or fellowship.

We further declare that information collected for primary and secondary sources has been duly acknowledged in the research project. We shall be responsible for any plagiarism if noticed in the research project.

Date: _____   **Signature: _____**

Place: Ahmedabad

ACKNOWLEDEGMENT

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1.1. Introduction

Ayurveda is a comprehensive medical system that originated in India and is heavily utilized there. Ayurveda is a Sanskrit name that translates to "knowledge of life." Veda means "knowledge," While Ayu means "life" or "daily living. "In addition to treating and managing specific diseases, Ayurveda is a medical system that addresses health in all of its facets, including physical health, mental balance, spiritual well-being, social welfare, environmental considerations, dietary and lifestyle habits, daily living trends, and seasonal variations in lifestyle.

Ayurveda, the name for the traditional Indian medical system, is based on prehistoric literature that emphasize a "natural" and all-encompassing approach to physical and mental health. One of the oldest medical systems in the world, ayurvedic medicine is still used in India as a kind of traditional medicine. Ayurvedic medicine includes products (mostly made from plants, but sometimes occasionally from animals, metals, and minerals), nutrition, physical activity, and way of life.

India is the birthplace of Ayurveda. And spread its benevolence throughout the world. Ayurveda was once employed in India to treat illness and disease. Due to intense market rivalry, the business climate for enterprises altered throughout time and got more challenging. Every ayurvedic business strives to get the largest possible consumer base and market share. Customers choose the products of Ayurvedic businesses in this situation extremely carefully and after thoroughly examining various aspects of marketing methods.

Modern treatments have their own set of limitations, including rising prices, problems with quality of life, and an inability to treat and prevent illness like traditional medicine. By concentrating particularly on secondary and tertiary illness prevention, establishing Ayurveda as a mainstream therapeutic strategy may be used to close the growing supply-demand gap. Ayurveda also offers a significant chance for improving primal health and restoring functional health.

(National Center for Complementry and Integrative Health, 2019)

1.2. History

The history of ayurvedic medicine is extensive. Ayurveda was first transmitted orally and then written down in Sanskrit more than 5,000 years ago in the four holy writings known as the Vedas: The Rig Veda (3000–2500 BCE), Yajur Veda, Sam Veda, and Atharva Veda (1200-1000 BCE).

The Vedas contain a wide range of subjects, including health and healthcare methods, astrology, spirituality, politics and governance, art, and human behaviour. This is because, according to Ayurveda doctrine, all aspects of life have an effect on one's health.

In addition to providing procedural guidance, Ayurveda medical literature, which were already in circulation by the seventh century BCE, also give a history of how Ayurvedic medicine changed through time. **(Guha, 2016)**

1.3. Difference between Herbal, Natural, Ayurvedic and Organic Products

➢ **Ayurvedic medicine**

Ayur, which means "life," and Veda, which means "knowledge," are the two Sanskrit words from which the name "Ayurveda" is formed. Ayurveda is essentially a century-old Hindu science that focuses on the use of medicinal plant extracts together with a variety of massages, metal extraction, etc. to cure sickness or specific situations. Ayurveda has its own natural methods for treating various illnesses.

➢ **Herbal medicine**

Herbal goods are made up of various plant, flower, and leaf extracts. In other words, plants are being turned into herbal preparations for their potential as medicines. They don't have any chemicals on them. However, some of the materials for herbal remedies are grown using pesticides. Herbal products are often used to enhance health, while there is some evidence that they can also be used to treat wounds. However, when it comes to treating any ailment, they are not really that significant.

➢ **Organic products**

Additionally, many items are made from plants and other organic materials. The employment of no chemicals in the production of organic goods is the only distinction. Without using any pesticides, artificial fertilizers, or insecticides, they are growing. It is well known that organic goods are completely safe. Animal testing is not actually done on organic products. Additionally, unlike natural products, they are controlled by a recognized organization. Therefore, the descriptions of all four goods are sufficient for you to understand how they differ from one another.

➢ **Natural Products**

Natural items are ones that are created from minerals and plants, to put it simply. The absence of chemical additives, preservatives, artificial colours, or synthetic smells is one of the key characteristics of natural products. However, some natural substances are grown using certain chemicals. The development of natural goods is enriched and improved by the application of

chemicals. Natural items are not manufactured by humans or created in a lab. **(Difference between herbal, natural, Ayurvedic and organic products, 2021)**

Ayurveda in Kerala

Ayurveda is the oldest medical system known to man and the oldest and most comprehensive spiritual teachings in the world. It is based on the principle of maintaining a balance between the interrelated relationships within the body and mind. Kerala is the best state for ayurvedic treatment due to its Kalari martial art, which includes different types of exercises and oil massages to cure different types of ailments. South India is also known for its traditional culture and beautiful landscapes. Many hospitals and research centres are providing the best Ayurvedic treatments in Kerala. Kerala is known for its traditional treatments, which are closely related to the martial art known as Kalari (Kalaripayattu). These include different types of treatment styles, oil massages, and exercises to cure the ailments of the human body. Uzhichil ayurvedic treatment is a traditional Indian massage technique developed by the Kalari Martial Artists of Kerala and is thought to be approximately two thousand years old. It involves applying oil on the head and body of the person receiving the massage, then a cloth is placed or tied over the forehead. The type of Ayurvedic oil used on a person depends on his or her medical conditions and requirements. **(Ayurveda, 2021)**

1.4. Ayurvedic Products

One of the earliest medical systems in the world is ayurvedic medicine, often known as Ayurveda. It is still one of India's ancient healthcare systems and dates back more than 3,000 years. Its theories on health and illness encourage the use of herbal remedies, specialized diets, and other novel health procedures. Ayurveda, the name for the traditional Indian medical system, is based on prehistoric literature that emphasize a "natural" and all-encompassing approach to physical and mental health. One of the oldest medical systems in the world, ayurvedic medicine is still used in India as a kind of traditional medicine. Ayurvedic medicine includes products (mostly made from plants, but sometimes occasionally from animals, metals, and minerals), nutrition, physical activity, and way of life.

Under the framework of Eastern philosophy, the Indian government and various institutions throughout the world promote clinical and laboratory research on Ayurveda medicine. Yet, mainstream (Western) medicine does not conduct a lot of research on Ayurvedic treatment. **(Prateek Chopara, June,2019)**

1.5. Ayurvedic Industry

In India, thousands of businesses produce ayurvedic medicines, although the majority of them are fairly tiny, including a large number of neighbourhood pharmacies that mix components to create their own medications. One billion dollars is thought to be the approximate total worth of all Ayurveda items produced in India (U.S.). In order to fulfil the rising demand for Ayurveda medicine, there are already 30 enterprises operating at a million dollars or more annually.

For decades, less than a dozen significant companies controlled the field. Recently, a few others joined them.

These businesses' commodities fall under the broad category of "fast moving consumer goods" (FMCG; which mainly involves foods, beverages, toiletries, cigarettes, etc.). The majority of the larger manufacturers and distributors of Ayurvedic medicines offer products besides internal Ayurvedic medicines, particularly in the fields of food and personal care products (soap, toothpaste, shampoo, etc.), where there may be some overlap with Ayurveda, such as the use of traditional herbal ingredients in toiletries.

The India ayurvedic products market reached a value of INR 515.5 billion in 2021 and is projected to reach INR 1,536.9 billion by 2027, exhibiting a CAGR of 19.78% during 2022-2027. Ayurveda is an ancient science and healthcare system that has been adopted by cultures globally. It uses herbs, plants, exercise, diet and changes in lifestyle to rectify ailments. Factors such as rising health concerns and awareness on the side-effects of western medicines are driving the consumer preference for Ayurveda products in the country. Additionally, per capita expenditures on healthcare products have increased significantly over the past few years, creating a positive impact on the market. Companies are focusing on developing innovative products and generating awareness among consumers. The distribution network has improved significantly, increasing the accessibility of these products across both urban and rural regions. Due to growing awareness among masses about potential side effects of conventional treatments and the failure of modern patties in delivering safe results. More players are entering the market with innovative products, quality packaging, and strategic marketing activities. Ayurveda is becoming increasingly popular in India, with states like Kerala and Tamil Nadu providing advantages such as infrastructure, specialized workforce, futuristic R&D, beautiful landscapes, and a better environment. However, India is facing challenges such as lack of quality herbs and not enough Ayurveda colleges and institutions. **(India Ayurvedic Products Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027)**

➢ Patanjali Ayurved Limited

Establishment: 2006
Headquarter: Haridwar, India

Baba Ramdev and Acharya Balkrishna formed the consumer goods firm Patanjali Ayurved Ltd, which makes ayurvedic healthcare items. It sells its goods under the headings of personal care, cosmetics, drugs, and natural food items including dairy, quick snacks, herbal tea, and ayurvedic medications.

Fig 1.1 Patanjali; source: http://onedaycart.com

They possess top-notch knowledge, production capabilities, and research-based laboratories for the synthesis of organic compounds, the creation of herbal minerals, toxicological testing, and biological screening. To use sustainable growing techniques and prepare consistent levels of batch-to-batch consistency, they strictly adhere to Good Manufacturing Practices (GMP) and Total Quality Management (TQM) in the facility.

➢ Dabur India Limited

Establishment: 1884
Headquarter: Uttar Pradesh, India

Development, marketing, and sales of ayurvedic and natural healthcare products are done by Burman Family Holdings subsidiary Dabur India Ltd s(Dabur). Its main objective is to offer goods that combine conventional wisdom from long ago

Fig. 1.2 Dabur Products; source: www.dabur.in

with cutting-edge scientific research. Dabur is a fast-moving consumer goods (FMCG) business that sells products in a number of categories, including food, dental care, skin care, home care, and healthcare. They sell fruit drinks, hair oils, shampoos, conditioners, toothpaste, digestion pills, cough drops, energizers, and health supplements inside of them. Consumer Care Division (CCD), International Business Division (IBD), and Consumer Health Division are the three business units that make up Dabur (CHD). In addition to this, they advertise their goods through specialized channels, established retail chains, and e-commerce websites under the

brand names Vatika, Chyawanpresh, Hajmola, Shilajit Gold, Lal Tail, Dabur Amla, Oxylife, Meswak, Odonil, and Real. All across the world, including in India, the Middle East, South Asia, Africa, the United States, and Europe, Dabur is functioning.

> ## The Himalaya Drug Company

Establishment: 1930

Headquarter: Bengaluru, India

As Himalaya Herbal Healthcare, a worldwide pharmaceutical firm known for its personal care, infant care, nutrition, and animal health products. These items are created utilizing ayurvedic substances after thorough investigation into traditional medicinal science and contemporary technologies. Himalaya made its breakthrough in the medical industry in 1995 with the introduction of Liv.52, a herbal liver treatment that eventually became its flagship brand.

Fig. 1.3 Himalaya Products; source: www.himalya.com

> ## Vicco Laboratories

Establishment: 1952

Headquarter: Mumbai, India

Vicco Labs produces ayurvedic and herbal hygiene, healthcare, and other goods in India under the direction of Vicco Group. Pastas, teeth powders, face creams, shaving cream, and painkillers are among its wide range of goods. In addition, Vicco developed the first yellow-coloured face cream named Vicco Turmeric Skin cream and the first Ayurvedic toothpaste in the world that included over 20 uncommon medicinal plants. Due to the memorable jingle included in the

Fig. 1.4 Vicco Products; source: www.vicco.in

cream's 1980s advertisements, which created a lasting impression on consumers, the brand has gained a great deal of market notoriety.

> ## Zandu Realty Limited

Establishment: 1952
Headquarter: Mumbai, India

Ayurvedic and medicinal preparation manufacture and trading are the company's main businesses. Zandu was founded in 1910 by Pattani, the former prime minister of the state of Bhavnagar, together with Zandu Bhatt. In 1919, stocks were issued, and Zandu became publicly traded.

Fig. 5 Zandu Products; source: www.zandu.com

The initial creator of the company, Vaidhya Zandu Bhattji, gave the business its name, Zandu Pharmaceuticals. He was a well-known Vaidhya in India and Gujarat in the late 19th and early 20th centuries. The shareholding owned by the Vaidhya family was sold to Emami in 2008 for 730 crores **(IMARC, 2021)**.

1.6. Increasing demand of Ayurveda in global market

With 25% of Americans checking up Ayurveda and 17% of those in the UK, Japan, and Germany doing the same, the epidemic has sparked a rise in demand for complementary therapies and a holistic way of life. The US now commands the greatest share of the 1.2-billion-dollar worldwide market for natural cures. This is because, during the past several years, prescription medicines have largely taken the place of other causes of mortality throughout the world, with drug overdose fatalities increasing by 30% annually.

People nowadays have realized that prescription pharmaceuticals do not provide mechanisms to promote natural health and prevent chronic conditions from occurring from inside the body, thanks to increased understanding and accessibility.

People should focus on gut health utilising the 3 R formula of healing and tools of food, home remedies, detox, herbs, etc. to prevent long-term health difficulties and to avoid becoming slaves to pharmaceutical medications. Ayurvedic treatments seek to identify the disease's root cause, whether it be dietary, genetic, psychological, or lifestyle-related. The threat to people's lives, their health, and the economic growth of their countries is increasing quickly due to chronic illnesses including heart disease, cancer, and diabetes, which are already a leading cause of mortality in practically all nations.

By avoiding and eliminating the underlying causes of chronic health problems, ayurvedic treatments will play a key role in assisting individuals in achieving true health. **(India Emerging as a global wellness and Ayurveda Hub, 2021)**

1.7.   Safety and Effective

Ayurveda has been the mainstream healthcare system in India for centuries, but has been relegated to the status of traditional medicine due to colonial rule. Ayurveda medicine employs a range of supplies and techniques. Ayurvedic practices known as rasa Shastra allow for the production of items using either only herbs or a mix of plants, metals, minerals, and other elements. Several of these goods might be dangerous if used incorrectly or without the guidance of a qualified professional. There has been renewed interest in Ayurveda in the wake of the global search for safer alternatives to modern medicine, but its medicines and treatments have been under the scanner for safety issues. Ayurvedic medicines and treatments have been under the scanner for safety issues, especially herb mineral formulations containing substances like mercury, arsenic, and other minerals. However, there are also publications vouching for the safety of these medicines. The Ayurvedic Pharmacopoeia also includes medicinal plants that are recognized as highly poisonous by the tradition of Ayurveda. The Indian Ministry for Traditional Medicine has issued regulatory warnings and guidelines for use of formulations containing such substances.

Ayurvedic drugs have been found to be effective against chronic ailments, such as metabolic and degenerative disorders. Multicomponent drugs, which are often multi-component, have a special impact on such conditions, and have not been included in modern science/scientific tools. Studies of the biological activity of multicomponent drugs will bring Ayurveda into the mainstream of scientific investigations. (Guha, Is Ayurvedic Medicine Safe?)

1.8.   Consumer Behavior towards buying products

(2020) Customers are gravitating for natural food goods including herbal tea, oats, corn flakes, biscuits, cookies, spices, jam, and almond oil in order to maintain a healthy lifestyle. The market is expanding as a result of a shift in customer preference towards herbal personal care products due to increased knowledge of the negative health consequences of chemicals used in the manufacture of popular conventional skin care, hair care, body care, and other beauty care products.

The potential for Ayurveda tourism in India has increased as a result of the widespread adoption of traditional herbal and Ayurvedic therapies. Many Ayurvedic rejuvenation and treatment facilities have been built as a consequence, particularly in regions like Kerala, Uttarakhand, Goa, and Odisha.

Ayurvedic items are frequently chosen by customers depending on the calibre and reputation of the brand. Hence, a firm has to build a strong brand image, which may be challenging for a new entry, in order to acquire high sales volume and revenue in the market. Dabur India Ltd, Emami Limited, Patanjali Ayurveda Limited, The Himalaya Medicine Company, Sandu Pharmaceuticals Limited, and Shahnaz Ayurveda Private Limited are significant companies in the Indian Ayurveda goods industry. Together, Baidyanath, Dabur, and Emami control over 85% of the nation's Ayurveda market. Somatheeram Ayurvedic Hospital and Yoga Centre Private Limited, Ananda in the Mountains, Kairali Ayurvedic Centre Private Limited, Mercure Goa Deevaya Retreat, and Ayurogashram Private Limited are some of the leading companies providing ayurvedic treatments in India.

LITERATURE REVIEW

2.1.   Prelude

"A substantive, thorough, sophisticated literature review is a precondition for doing substantive, thorough, sophisticated research (Baile, 2019) It is a critical analysis of existing literature on a specific topic. It is considered as a crucial aspect of research as it aids with the background information and context of the topic under lens. Literature review also helps to identify the gaps in existing knowledge and to inform the research question, methodology and conclusion. It also provides a basis for comparing and contrasting the current study with previous research and highlights areas for future investigation. It also helps to understand the theoretical framework of the field and to establish their own research within that framework. It can also help to identify key authors, writers, debates, theories relevant to the research topic. It supports the researchers in avoiding duplication of efforts and to build on existing knowledge base. Hence, literature review is essential for the development of high-quality research project as it provides a thorough understanding of the current state of knowledge and informs the design and execution of the study.

2.2.   Literature Review

We have reviewed around 20 articles published in prominent national and international journals. All the book sections, publications and journal articles reviewed have helped to get a clear picture of the intent with which earlier studies were conducted and have also given us the synopsis of whatever has been found by the researchers.   All the articles referred for the research study have been cited. The following is the list of all the articles reviewed:

- **Consumer preference and satisfaction in the Indian Market**

(Richa Misra, 2022) The research was done with the objective of identifying the factors which influence the consumer's brand preference and products. The result of the survey conducted by the citated authors is that satisfaction and trust play a pivotal role in influencing the preference of Ayurvedic products, whereas the price of the products is found important but not significant as a factor for preference. The crux of the entire survey was that the awareness and preference for Ayurvedic products is largely increasing in India but the research in the field of Ayurveda still somewhere lacks direction as well as quality.

(Deepa V, 2018) The objective of this study was to study consumer buying behaviour in purchasing Ayurvedic products and to understand their attitudes towards herbal medicines in the district of Mysore. The result of the study conducted showed that people are well acquainted with the Ayurvedic products and are also aware of a variety of Ayurvedic brands available in the market. As people are becoming cognizant about the side effects of Allopathic products and medicines, their use of Ayurvedic medicines and products is increasing drastically.

(Murugan, 2021) Primarily the author of this article has stated that Ayurvedic medicinal products are an alternative medicinal system with historical roots in the Indian subcontinent. Consumers have of this epoch have become more conscious and concerned about their health and are also trying to maintain a high-quality life which is reflected through the preferential consumption of those products that protects good state of their health.

It is noted that the market of Ayurvedic products has been growing robustly and rapidly on account of increasing urbanisation, improving consumer lifestyle, rising awareness about harmful effects of synthetic cosmetic products and allopathic medicines. Consumers now are aware of the ill effects of Allopathic medicines and use of chemicals in various cosmetic products which has resulted in inclination towards Ayurvedic products which are more rooted in our Indian traditions and which is more health friendly.

(Richa Misra, An Analysis on Consumer Preference of Ayurvedic Products in Indian Market, 2020) The main purpose behind conducting this research by its authors was to analyse the reasons behind the recent surge in the growth rate of the Ayurveda market. With the growing awareness and knowledge regarding lifestyle diseases and risk related to the use of chemical / modern day medicines and products, there is seen an increase in interest towards herbal and nature-based medicines / products. The two main factors which are attributed to the particular brand preference is trust and satisfaction which the brand offers to a consumer. On the other hand, price is observed to have a negative but insignificant impact on the prospective customer's brand preference.

(Aishwarya Nayak, 2020) The objective behind this research was to study consumer behaviour in consuming and purchasing ayurvedic products and to study their attitudes towards herbal medicines in the district of Udupi. Consumers in today's world prefer healthy, organic, herbal, natural along with high quality products as they are becoming more and more aware about healthy lifestyle choices. Ayurveda being one of oldest healthcare systems, has given plenty of treatments for many diseases and ailments. Based on the findings of the study conducted by the author in Udupi, the people find Ayurvedic products more cost effective, easily available and with lesser degree of side effects. It is found that the consumer preference towards Ayurvedic products is high due to their belief that it promotes health, increases immunity also resistance against diseases.

(Samal, 2013) As we know hygiene is the science and practice of maintaining good health through cleanliness. Hygiene and health promotion are 2 concepts which are very closely related and complementary to each other. Health promotion is a larger sphere which embodies hygiene. The concepts and principles stated in the ancient Ayurvedic texts can be grouped under Dinacarya (daily regime), a variant of Dinacarya called as Ratricarya (daily regimes during night). This study is done with the motto of garnering some principles described in the classical

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Ayurveda for health promotion and hygiene. It is highly recommended in the texts of Ayurveda to follow Dinacarya which can yield great health benefits. Studies say that the people who do have a specific structured daily routine are healthier than the ones who do not have a routine to follow. Dinacarya is said to reduce stress levels to a large extent. Barring few categories of people, Dinacarya is recommended for everyone. Ancient Ayurveda has principles and practices which can help detoxify and purify human beings inside out. It is suggested that modern day researchers should study and develop Ayurveda more and more to establish and enhance its relevance and reliability in the present day.

(Gaur, 2017) According to Prakriti Gaur, the author of this research paper, two of the most influential factors for the preference of Ayurvedic products are family culture and recommendations from relatives and friends. It is evident from the said research that the elder generation primarily uses Ayurvedic products but the younger generation is also quite aware and beauty conscious which has led them to consider Ayurvedic products in general as an option. Also, the author has found that consumers find Ayurvedic products completely natural and have not complained of any side effects from its regular usage or consumption. On the negative side of the results this particular research has brought to light the assumed fact that Ayurvedic medicinal products take longer periods to cure any disease which seems as a red flag for the quick treatment needing consumer section.

(Yadav, 2017) According to Hemant Kumar Yadav's research majority of consumers choose to consume Allopathic medicines for fast relief (results) and in case of emergency. But it is also seen and found that consumers have a positive response about Ayurvedic medicinal products as it leaves no side effects, involves less surgical practices and is a natural ingredient. Further the author quotes that the modern medicinal branch like Allopathy has the potential to sweep away the market. In comparison to Ayurvedic medicinal products, Allopathic products are trusted more due to their easy availability, worldwide usage, faster results; etc.

- **Brand Preference**

(G.R.Joshi, 2017) According to the research done by GR Joshi, the consumers are well known to be aware of the chain of herbal products as well as Ayurvedic products. People do not consider herbal products to be unaffordable or luxurious anymore. Most of the consumers feel that there were chemicals in herbal, which had the potential to cause some side effects which made the consumers switch over to Ayurvedic based cosmetic products. The study can also help other manufacturers and producers to ascertain the preferences and expectations of the market consumers, which can in turn help the manufacturers to improve their sales and profitability.

(Dr. Priya B. Divya, 2018) According to this study, as consumers are becoming more health conscious, they want to consume goods that provide maximum satisfaction and causes minimum defect to their health. The FMCG (fast moving consumer goods) industry is the one which provides/ supplies goods which people tend to consume on a day-to-day basis. FMCG also sells Ayurvedic and herbal brand's products in a variety of sizes, colours, price range, style, shape etc. It is noticed that Patanjali amongst the other brands is doing exceptionally well. It is found from the research so conducted that the prospective consumers are influenced through dealers/ salespersons and television advertisements, these are the factors which forces the consumers to make a positive purchase decision.

The respondents were seen to be highly satisfied with the utility that the Patanjali products provide, the quality of its products and the ingredients majorly used.

- **Skin care**

(Sarvesh Kumar, 2013) Ayurvedic cosmetic practices and formulas can be traced back to the Indus valley civilization and has been in use since ancient time. The science and formulas are now gaining importance for beautification and skin related ailments. In the past few decades, it is observed that the use of Ayurvedic cosmetics has increased exponentially not only amongst women but also amongst men. Ayurveda has given several references of medicinal plants and herbs along with its application to enhance complexion, treat acne, treat dark patches and to cure boils. Research in this field can be helpful in making this science more acceptable, precious, lifesaving and economy promoter for mankind.

(Rahul Gupta, 2018) Cosmetology has become extremely important in parallel medical science. The traditional science of medicine Ayurveda is also gaining importance in this field since uses of herbs for beautification is increasing day by day. Formulas and herbs used for anti-aging, improving beauty are called as cosmeceuticals. They help improve skin texture, complexion, rigidity, helps prevent wrinkles and offers anti-aging effects. The products contain herbs like curcumin, soy, ginseng, chamomile, aloe vera, silymarin etc which is beneficial for a large variety of causes like anti-aging. For skin wellness and health, herbal constituents such as proteins, alkaloids, vitamins and flavonoids are considered highly favourable.

- **Factors Affecting Choice of Consumers**

(Suman Ghalawat, 2019) The main purpose of conducting this research was to ascertain the reasons for preferring Ayurvedic products and also to determine the factors affecting Ayurvedic products. The result of the study shows that the effect of Ayurvedic medicines and usage of Ayurvedic medicines is seen to be quite high. It can be said that like Homeopathic and Allopathic medicines, the use of Ayurvedic medicines is also high for curing common diseases. According to the study, even Ayurvedic medicines can have side effects if taken without any

supplements. As nature based medicinal products are becoming more popular, the preference towards Ayurvedic medicines is also increasing rapidly.

(Rahul Gupta, 2018) Cosmetology has become extremely important in parallel medical science. The traditional science of medicine Ayurveda is also gaining importance in this field since uses of herbs for beautification is increasing day by day. Formulas and herbs used for anti-aging, improving beauty are called as cosmeceuticals. They help improve skin texture, complexion, rigidity, helps prevent wrinkles and offers anti-aging effects. The products contain herbs like curcumin, soy, ginseng, chamomile, aloe vera, silymarin etc which is beneficial for a large variety of causes like anti-aging. For skin wellness and health, herbal constituents such as proteins, alkaloids, vitamins and flavonoids are considered highly favourable.

- ## **Changing Consumer Perception**

(Dhvani Luhar, 2022) The research study conducted concluded that the major factors influencing the positive decision making of consumers towards Ayurvedic medicine consumption are; belief that no side effects are witnessed, a cure for illness in the longer run but further scientific evidence and research is necessary to validate and support the claim of effectiveness and safety of Ayurvedic medicines. Additionally, as people believe that they experience lesser or no side effects from the consumption of Ayurvedic medicines in comparison to Allopathic medicines, Department of Ayurveda should take active steps for ensuring quality control and consumer safety and wellness. Finally, the research has also provided healthcare providers and medical practitioners information to enhance the present health system by answering the question why do people prefer Ayurvedic medicines rather than Allopathic and other modern-day medicines.

- ## **Challenges**

(Pradeep Dua, 2012) According to the study of Pradeep Dua and Doronikma Pamila the science of Ayurveda is entirely based on philosophy and not on anecdotes and magic. Principles of health and disease form the base of Ayurveda. The theories and practices of Ayurveda were established by ancient sages after rigorous testing. Ayurveda is considered the most comprehensive, holistic, personalized system based on sound scientific and philosophical principles.

- ## **Treatments**

(Kalpana Sridharan, 2011) The study was conducted to assess the effects of Ayurvedic treatment for Diabetes mellitus. Patients ailing from diabetes mellitus use Ayurvedic medications as a complement to other medications, hence it had become important to test the efficacy and safety of Ayurvedic treatments. Owing to methodological deficiencies and small

sample size, though there is seen significant glucose lowering effects with the use of herbal – ayurvedic mixtures, the authors were unable to draw any definite conclusions regarding the efficacy. Even though no significant adverse effects of Ayurvedic medicines are reported, at present there is insufficient evidence in order to recommend it for routine clinical practices. Further research is required in order to support such ancient Ayurvedic treatments according to the aforesaid researchers.

(Gawai, 2018) Ayurveda is the oldest form of traditional medicine practiced in India. Natural products which have the tendency to kill the bacteria and protect a body and keep it healthy, are called natural antibiotics. One of the key reasons why people of today are moving more towards Ayurvedic products is the dangerous side effects experienced from the consumption of modern-day medicines. Ayurvedic herbs and formulas have the potential as antimicrobial against local as well as systematic pathogens and they can be used in the treatment of infectious diseases. The limitation which exists is that the efficacy and efficiency is not yet established, which gives rise to the need of larger research and comparative studies in order to get evidence.

- ## Aids in Consumer Well-being

(Deepak Kumar Semwal, 2015) It is well known to everyone that tobacco in any form is injurious for human health and has the potential to cause various diseases such as heart attacks, hypertension, cardiac arrests, pulmonary diseases and cancer. Various researches that have been conducted have concluded the presence of around 600 toxic ingredients in cigarettes which in turn produced 69 carcinogenic compounds after burning. Ayurveda is helpful in the reduction of the side effects of tobacco by various ways including the use of Rasayana such as Ashwagandha, Shatavari, Bala and Ginseng. Another positive aspect i.e., Yoga can help in releasing stress, tension and can also help in increasing the strength and vitality without using tobacco. The research concludes that most of the governments in the world are hesitant to stop the use of tobacco as it is one of the most economy generating industries in the world. The addiction of tobacco can be reduced to a large extent with the help of Yoga and meditation. Additionally, Ayurvedic herbs and formulas in the form of supplements can help reduce the side effects of caused by consumption of tobacco.

(Dr. Anurag Pandey, 2015) Ancient Ayurveda offers a holistic approach to mental health that integrates mind, body and soul. One of the important Vedas, Atharva Veda has described mental health by Charak, Susrat and Vagbhatt containing details related to diagnosis, symptoms and therapy for afflictions in humans as well as animals. The theory of mental health in Ayurveda is mainly based on the combination of gunas, tridosha and panchbhuta. The combination of these doshas and gunas inherited by a person at the time of his/her birth is called as an individual's prakriti. The balance between the above-mentioned elements helps to maintain a good mental health of a person.

- **Future Strategies**

(Ashutosh Chauhan, 2015) In accordance to the research survey conducted by the said set of people, the authors have defined Ayurveda as a science of life with a holistic approach to health and personalized medicine. They have further found and stated that Ayurveda has the ability to treat many chronic diseases such as diabetes, arthritis and asthma which are untreatable in modern medicine. Their research has a particular conclusion which is that due to lack of scientific validation in various concepts, this precious gift from the ancestors is trailing.

2.4. Conclusion

On the basis of the review of literature done, the prospective consumers in the market are now switching to Ayurvedic medicines and products, either completely or as a complement to Allopathy or Homeopathy. The adverse side effects experienced from the consumption of Allopathic medicines have made consumers shift to Ayurvedic medicinal products. Moreover, Yoga and natural herbs like aloe vera, amla, turmeric, ginseng, ashwagandha are proven and evidenced to help cure common diseases. Also, people have increasingly started using herbs and formulas prescribed in the ancient texts of Ayurveda as cosmeceuticals. The main factors which are helping consumers attract are natural content of the Ayurvedic products, lesser degree of side effects, economic price range, accessibility; etc.

2.5. Research Gap

Our research study has been conducted with the motivation and purpose of getting an approximate idea about the awareness and preference of the people of Ahmedabad city towards Ayurvedic medicinal products. Ayurvedic medicinal products indicate all the Ayurvedic products which directly or indirectly help enhance the well-being of a human being.

RESEARCH METHODOLOGY

3.1. A brief overview

This chapter includes the hypotheses used to identify the relationship between the two variables, the source of data collection and research design used in the study. It also includes different methods selecting and approaching the samples.

3.2. Research Methodology

The search methodology is a process used to identify select collect process and analyse information about a problem. It is a systematic way to solve the research problem.

3.3. Research Hypothesis

$H0_1$: There is no relationship between Occupation and respondents' capacity to purchase Ayurvedic Medicinal Products

$H1_1$: There is a relationship between Occupation and respondents' capacity to purchase Ayurvedic Medicinal Products

$H0_2$: There is no relationship between Gender and Frequency of consuming Ayurvedic Medicinal Products

$H1_2$: There is a relationship between Gender and Frequency of consuming Ayurvedic Medicinal Products

$H0_3$: There is no relationship between Age and time span of using Ayurvedic Medicinal Products

$H0_3$: There is a relationship between Age and time span of using Ayurvedic Medicinal Products

$H0_4$: There is no relationship between Age and side-effects of Ayurvedic Medicinal Products

$H0_4$: There is a relationship between Age and side-effects of Ayurvedic Medicinal Products

$H0_5$: There is no relationship between Age and consumption of Ayurvedic Medicinal products post-COVID

$H1_5$: There is a relationship between Age and consumption of Ayurvedic Medicinal products post-COVID

3.4. Research Design

Research design is a process by which researchers will be in a position to understand the structure of research and the various steps in the research process.

(Zikmund, 2022) Research Design is defined as a master plan signifying the methods and procedures for collection and analysing the needed information.

(Kerlinger, 2022) Research Design is a plan, structure and strategy of investigation conceived so as to obtain answers to research questions and to control variance."

The type of research differs from the nature of the study to be conducted. Therefore, different types of research designs are used in case of explanatory, descriptive of testing of hypothesis research study concerned.

Selected Research Design

The research design used by us is the Descriptive Research Design. It was the most suitable to conduct the study as it includes framing objectives, collecting information from the sample chosen, analysing it and finding results out of it.

3.5. Sample Design

Sample Unit

The objective of this research is to study the consumer awareness and preferences towards Ayurveda medicinal products. So, our sampling unit was individuals who have or haven't used Ayurvedic medical products.

Sampling Technique

Sample techniques can be broadly classified in two parts:

- **Probability Sampling**: It is the type of sampling in which all the members of the population have equal chances of being in the sample. This technique is based on randomization. The result obtained in this case can be generalised from sample to entire target population.

- **Non probability sampling**: In non-probability sampling all individuals do not have an equal opportunity of being a part of the sample. There is no randomization in this technique of sample. The conclusion drawn from this type of sampling may not be inferred from sample to whole population.

In our research we have used **Convenient sampling technique** for the study because we wanted to get an idea of people's attitude and opinion towards Ayurvedic Medicinal Products.

Along with this, we also wanted to generate hypothesis that can be tested in greater depth in future.

Sample size

Sample size refers to the number of respondents or participants or observations which is included in the research. This is the term which is used to define the subjects of the study which is selected from the entire population of the specific study. It is an important feature in the

entire research as through this we understand the strength of our study. Correct sample size can give accurate result.

For this research a survey was carried out with the use of Google forms. We have received 301 responses from people residing in Ahmedabad City.

3.6. Data sources

Primary Data

Primary data is collected by the researcher for fulfilling the objective of the research. Primary Data is collected through a structured questionnaire for the study.

Secondary Data

Secondary data is the information which is previously gathered and available to use by researchers. For the study secondary data is collected from different websites, journals and thesis.

3.7. Data Collection

Data collection is a process of collecting and measuring information from all relevant sources to find answers to a research problem in a study. For the collection of primary data, Survey technique was used.

Data was collected from 301 respondent's using survey method. The respondents were from different age groups.

3.8. Objective of the Research

Primary Objective

- To understand Consumer awareness towards Ayurvedic Medicinal Products.
- To understand Consumer preference of Ayurvedic Medicinal Products.
- To analyse level of Satisfaction obtained after consuming the aforementioned Ayurvedic medical products.

Secondary Objective

- To understand the reasons for preferring Ayurvedic Medicinal Products over other products.
- To know several purposes for the usage of Ayurvedic Medicinal Products.

3.9. Scope of the study

Ayurveda has a wide range of study possibilities, including theoretical, clinical, literary, and therapeutic. It is imperative and essential to undertake scientific study in this likely the oldest system of medicine continuously used and followed by millions of people worldwide while maintaining the basics of Ayurveda. This study is based on the responses obtained from the respondents in the city of Ahmedabad only and is based on the assumption that all the responses given by the respondents were true.

There is a massive scope for the Ayurveda industry to expand in the coming years. The marketplace is large but there are still some underrated brands manufacturing and selling Ayurvedic products; to name a few; Sadhev, Mantra Herbal, Ohria Ayurveda, Juicy Chemistry, The tribe concepts, just herbs, Soul tree and many more. At present Kama Ayurveda, Forest essentials are occupying the mammoth part of the Ayurveda skin care and cosmetic industry but the brands mentioned above do have the potential to become big and highly prominent. The major part where the underrated mentioned brands must focus is on online marketing and promotion, which will aid in boosting the visibility of the brand and recall value of the prospective consumers.

3.10. Limitations of the study

- The study is purely based on the responses made by the Respondents and hence the results may be biased.
- The data collection has been restricted to Ahmedabad City only.

3.11. Overview of Questionnaire

The questionnaire is designed towards understanding the preference and awareness among different age groups, values and the group influence which they take into consideration while using Ayurvedic products.

DATA ANALYSIS

4.1. Demographic factors

(Team, 2020) Demographics are the characteristics of a population that have been categorized by distinct criteria—such as age, gender and income—as a means to study the attributes of a particular group.

According to the survey, various observations are carried out, which are as under:

➢ **Age Group of the respondents:**

Age	Frequency	Percentage (%)
18-25	183	60.8
26-35	30	10
36-45	31	10.3
45-60	43	14.3
60 & above	14	4.7
Grand Total	301	100

Table 4.1
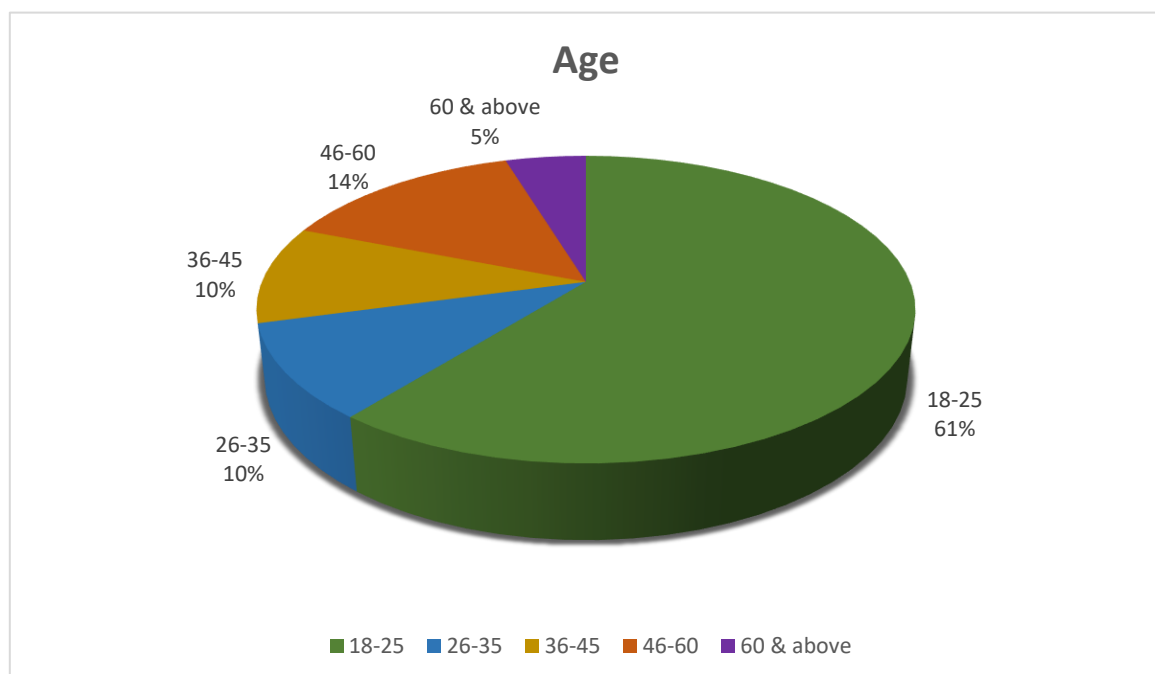
Fig. 4.1

Interpretation

The above pie chart provides information about the proportion of consumer awareness and preference towards Ayurvedic medicinal products according to age group for Ahmedabad. In terms of the most significant feature of the chart, the largest category of consumers was the group aged 18-25, which accounted for 61% of the total consumers. In addition, the next important segment of the population using ayurvedic medicinal products, was those aged between 46-60. This group's contribution dropped sharply at 10%.

The category with the lowest percentage of users, people older than 60, comprised a tiny 5% of all users. Furthermore, those between 26-35 and 36-45 years of age contributed 10%.

➢ **Gender of the respondents:**

Gender	Frequency	Percentage (%)
Male	165	54.8
Female	134	44.5
Others	2	0.7
Grand Total	301	100

Table 4.2
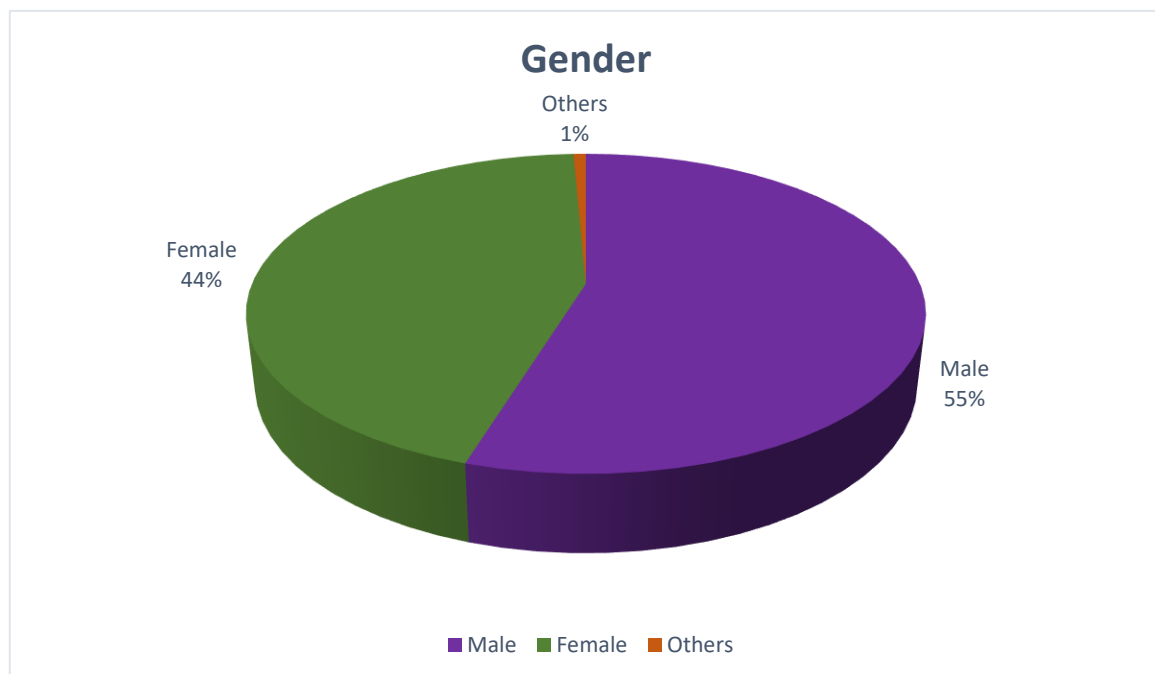
Fig. 4.2

Interpretation

The above pie chart displays the Gender of the respondents. A total of 301 consumer data have been gathered, with 165 men, 134 women, and 2 others. Male respondents make up 55% of the total, followed by female respondents who make up 44% of the total, and other respondents who make up just 1% of the whole.

➢ Educational Qualification of the respondents:

Qualification	Frequency	Percentage (%)
Up to 12th Grade	59	19.6
Graduate	156	51.8
Post-Graduate	74	24.6
Other	12	4
Grand Total	301	100

Table 4.3
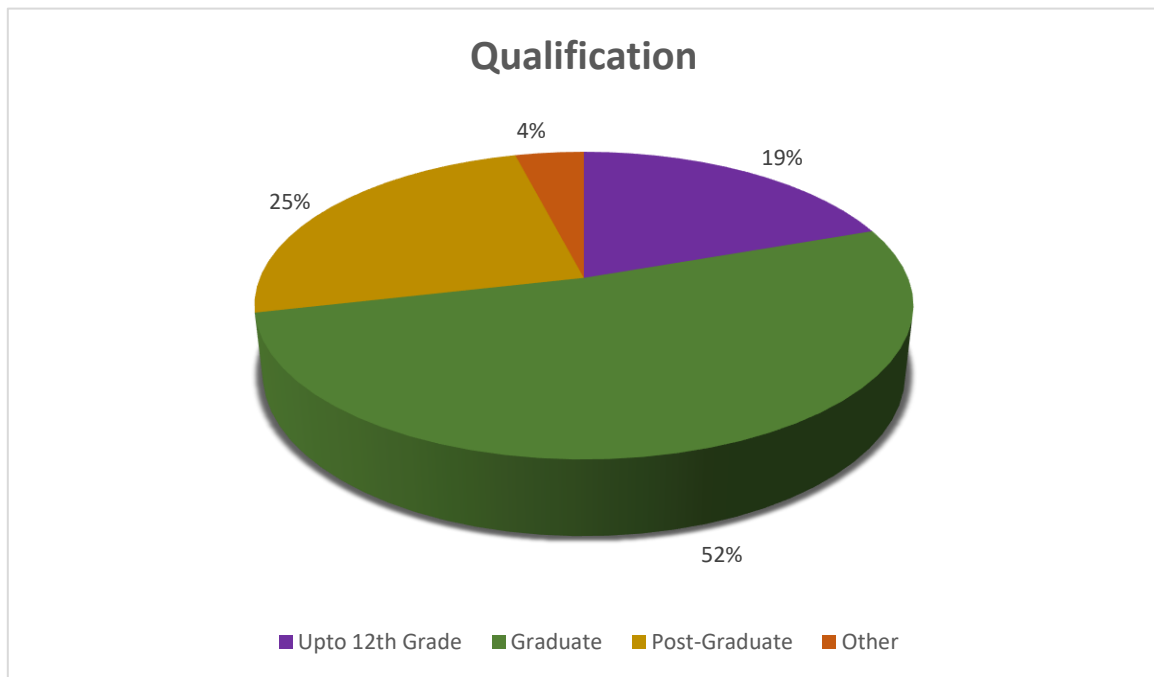
Fig. 4.3

Interpretation

The respondents' level of education is depicted in the pie chart. More than a fifth (19%) of the 301 respondents who provided information had finished their education up to the 12th grade. In addition, 156 of the 301 individuals are graduates, while 74 are post-graduates. 4% of persons, a small proportion, hold additional qualifications.

➢ **Occupation of the respondents:**

Occupation	Frequency	Percentage (%)
Self-employed	51	16.9
Salaried	82	27.2
Student	142	47.2
Homemaker	26	8.6
Grand Total	301	100

Table 4.4
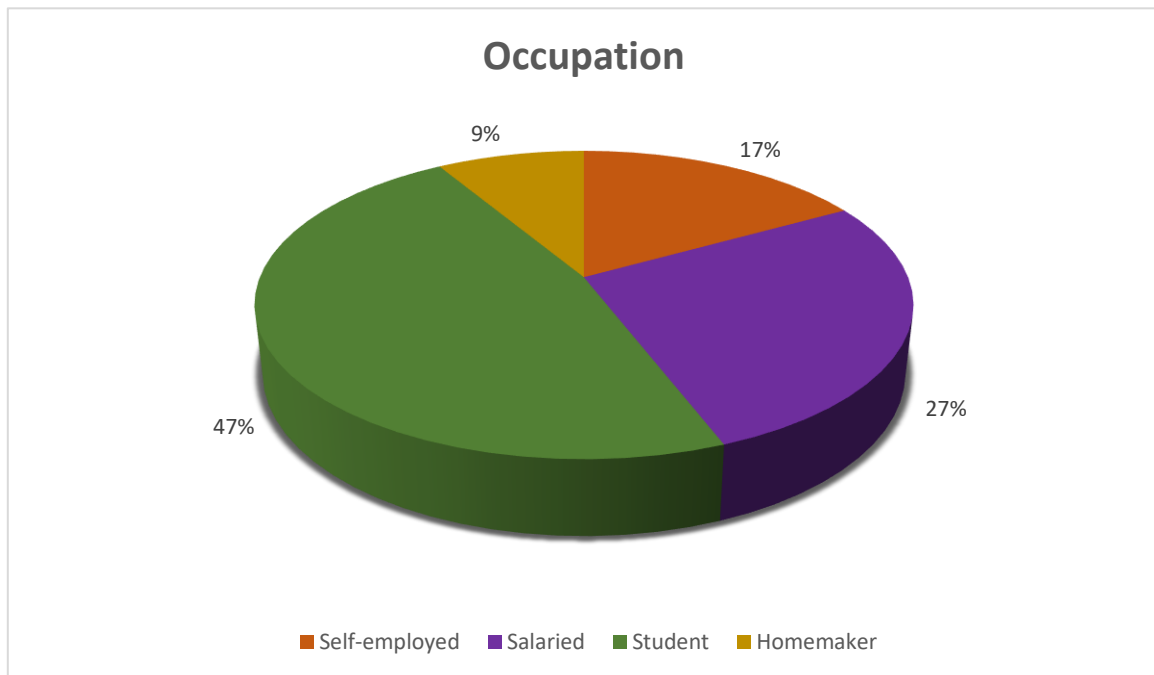
Fig. 4.4

Interpretation

The above pie graph shows data about the current occupation of the respondents. Nearly half (47%) of respondents identify as students. Furthermore, 51 of the 301 individuals are self-employed, while 82 of them are salaried. Only a minor percentage of the group falls under the category of homemaker.

4.2. Factors affecting Awareness and Preference towards Ayurvedic Medicinal Products

> **Awareness towards Ayurvedic Medicinal products among respondents:**

Yes/No	Frequency	Percentage (%)
Yes	261	86.7
No	40	13.3
Grand Total	301	100

Table 4.5
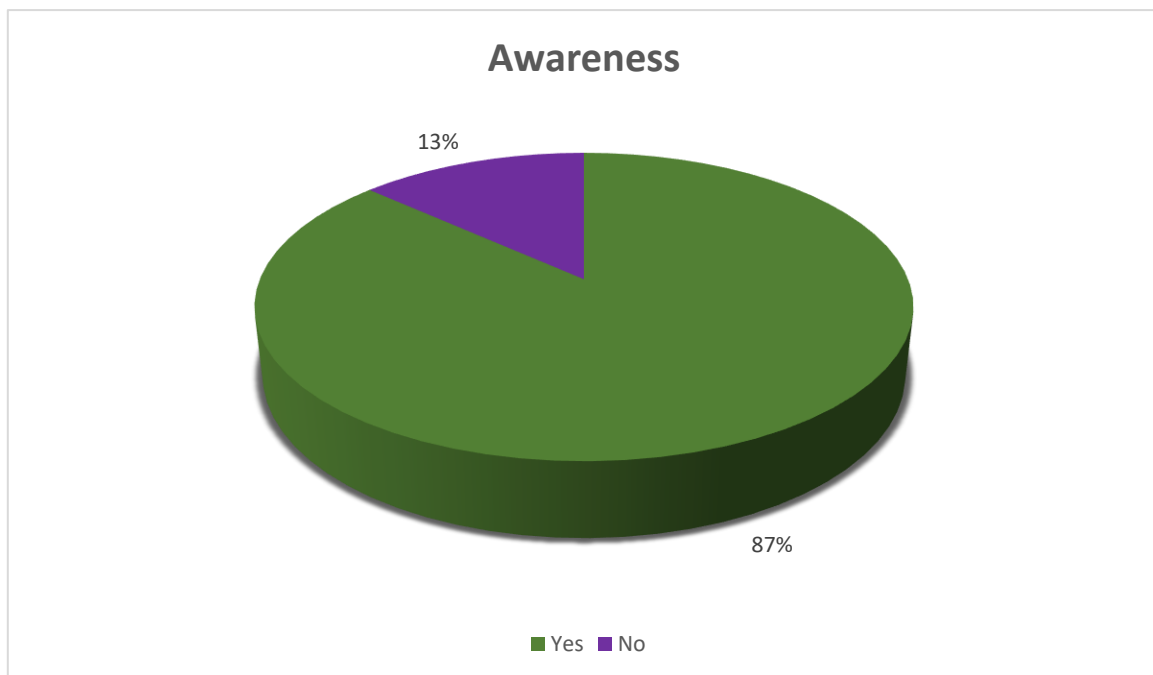
Fig. 4.5

Interpretation:

From the above pie graph, it can be clearly seen that 261 (86.7%) of the total respondents are aware about Ayurvedic products whereas 40 (13.3%) are not aware.

41

➤ Brand Awareness among respondents:

Brands	Frequency	Percentage (%)
Dabur India Ltd.	202	67.1
The Himalayan Drug Company	171	56.8
Patanjali Ayurved	223	74.1
Vicco Group	102	33.9
Zandu	140	46.5
None	20	6.6
Other Brands	18	5.4

Table 4.6
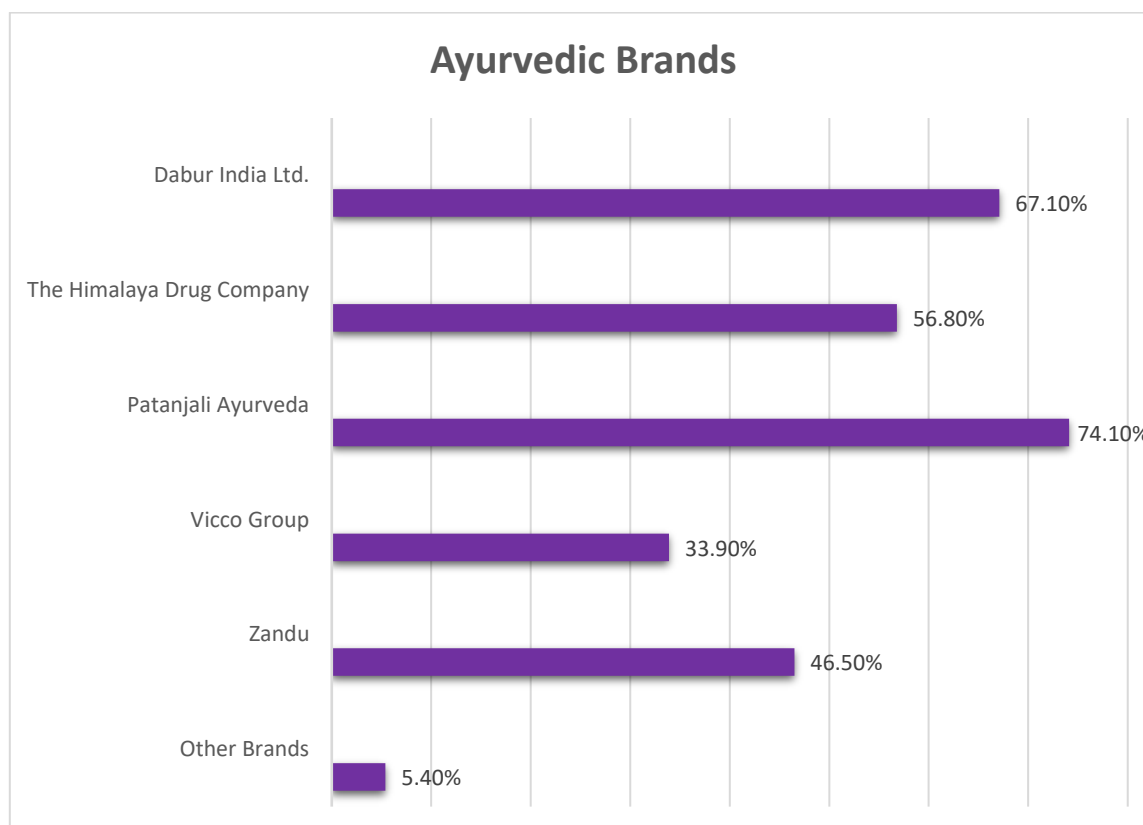
Fig. 4.6

Interpretation:

The above bar graph depicts the survey of Ayurvedic brands used by consumers. Three of the five well-known brands—Dabur India Ltd., The Himalayan Drug Company, and Patanjali Ayurveda—were most favoured.

On the contrary, the remaining 2 brands which is Vicco Group and Zandu were the least popular among the respondents. Also, few of the respondents preferred using other brands such as Amyway, Kesh king, Dhutpapeshwar, Sri Sri Ayurveda and so on.

➢ **Purpose of using Ayurvedic Medicinal Products:**

Frequency	Frequency	Percentage (%)
Seasonal Allergies	46	46
Chronic diseases	48	16
Skincare	168	56
None	34	4.7
Other Purposes	21	100

Table 4.7
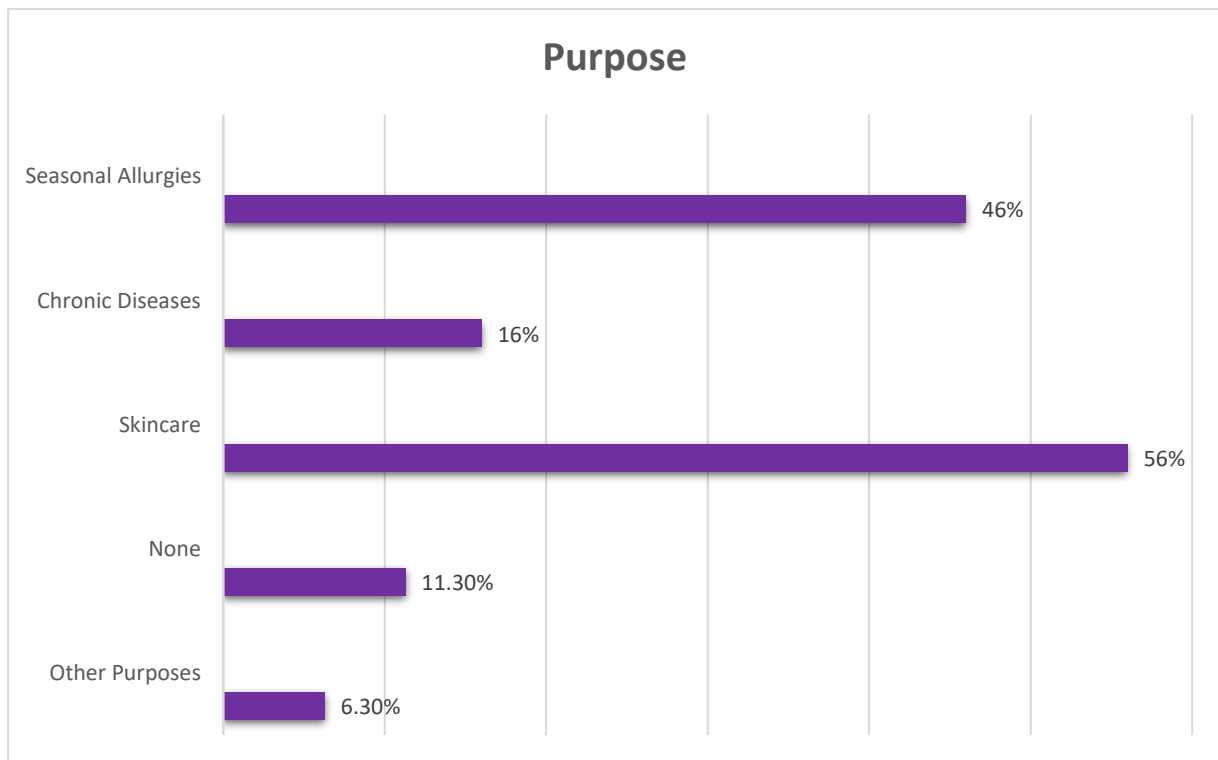
Fig.4.7

Interpretation:

The bar graph shows the purpose of using Ayurvedic medicinal products. The figure clearly shows that more than half of the respondents (50%) have used Ayurvedic products for skincare, followed by seasonal allergies experienced by various groups of people.

In addition, nearly half of the consumers favoured using Ayurvedic medical remedies for chronic (long-term) disorders. Some of the respondents preferred suing Ayurvedic

Medicinal Products for other purposes such as Asthma, Spine Problem, Hairfall, Cholesterol, Multivitamin and so on.

➢ Consumption of Complementary Products:

Products	Frequency	Percentage (%)
Allopathy	145	48.2
Homeopathy	82	27.2
Only Ayurvedic	74	24.6
Grand Total	301	100

Table 4.8
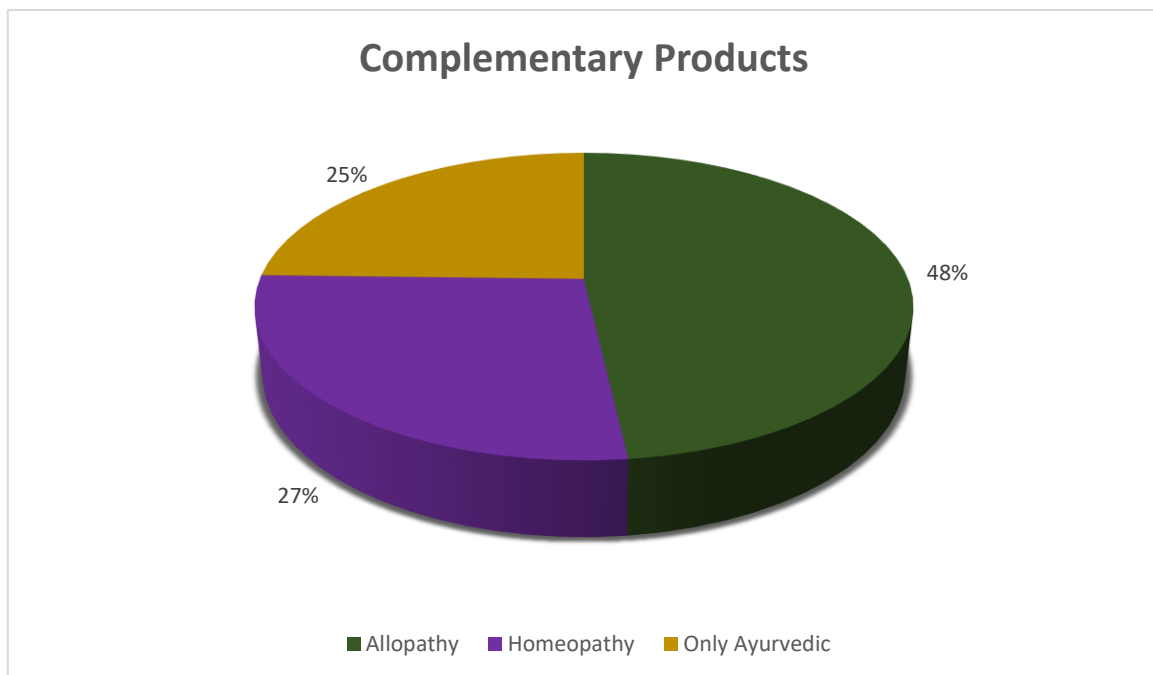
Fig. 4.8

Interpretation:

The shown pie chart presents information about other medicinal products in addition to Ayurvedic medicinal products. The figure shows comparison of the amounts of complementary products which is Allopathy and Homeopathy used in Ahmedabad city.

Out of all, Allopathy had the largest share of percentage that is 48%. Homeopathy and only Ayurvedic medicines were used at 27% and 25% respectively.

4.3. Statistical Analysis:

Chi Square Test:

(Biswal, 2023) The Chi-Square test is a statistical procedure for determining the difference between observed and expected data. This test can also be used to determine whether it correlates to the categorical variables in our data. It helps to find out whether a difference between two categorical variables is due to chance or a relationship between them. As a result, the chi-square test is an ideal choice for aiding in our understanding and interpretation of the connection between our two categorical variables.

Categorical variables can be divided into two categories:

1. Nominal Variable: A nominal variable's categories have no natural ordering. Example: Gender, Educational Qualification, Occupation and so on.

2. Ordinal Variable: A variable that allows the categories to be sorted is ordinal variables. Customer satisfaction (Excellent, Very Good, Good, Average, Bad, and so on) is an example.

In our research we are analysing Chi-square test using Nominal variables.

Chi-Square P-Values

P denotes the probability; hence for the calculation of p-values, the Chi-Square test comes into existence, The different p-values indicate different types of hypothesis interpretations.

1. $P <= 0.05$ (Hypothesis interpretations are rejected)

2. $P >= 0.05$ (Hypothesis interpretations are accepted)

➢ The relationship between Occupation and respondents' capacity to purchase Ayurvedic Medicinal Products:

Hypothesis- $H0_1$: There is no association between Occupation and respondents' capacity to purchase Ayurvedic Medicinal Products

$H1_1$: There is an association between Occupation and respondents' capacity to purchase Ayurvedic Medicinal Products

Table 4.9

Observed Values

Occupation	Affordability		
	Yes	No	Grand Total
Self-employed	45	6	51
Salaried	72	10	82
Student	121	20	141
Homemaker	19	7	26
Grand Total	**257**	**43**	**300**

Table 4.10

Expected Values

Occupation	Affordability		
	Yes	No	Grand Total
Self-employed	43.69	7.31	51
Salaried	70.25	11.75	82
Student	120.79	20.21	141
Homemaker	22.27	3.73	26
Grand Total	**257**	**43**	**300**

p-value	0.27
Chi Square Value	**0.966**

Interpretation:

The statistical data above show that the p-value is greater than 0.05. As a result, we reject the null hypothesis and come to the conclusion that there is an association between the respondents' occupation and their capacity to afford utilising ayurvedic medicines.

> ## ➢ The relationship between Gender and Consumption habits:

Hypothesis- $H0_2$: There is no association between Gender and Consumption habits of Ayurvedic Medicinal Products

$H0_2$: There is an association between Gender and Consumption habits of Ayurvedic Medicinal Products

Table 4.11

Observed Values

Gender	Frequency				
	Hardly ever	**Often**	**Always**	**Never**	**Grand Total**
Male	46	86	25	8	165
Female	36	78	14	6	134
Others	2				2
Grand Total	84	164	39	14	301

Table 4.12

Expected Values

Gender	Frequency				
	Hardly ever	**Often**	**Always**	**Never**	**Grand Total**
Male	46.05	89.90	21.38	7.67	165
Female	37.40	73.01	17.36	6.23	134
Others	0.56				2
Grand Total	84	164	39	14	301

p-value	**0.47**
Chi Square Value	**0.998**

Interpretation:

The statistical data above show that the p-value is greater than 0.05. As a result, we reject the null hypothesis and come to the conclusion that there is an association between the respondents' gender and frequency of consumption.

➢ The relationship between Age of the respondents and time span of consuming Ayurvedic Medicinal Products

Hypothesis- H0$_3$: There is no association between Age and time span of consuming Ayurvedic Medicinal Products

   H0$_3$: There is an association between Age and time span of consuming Ayurvedic Medicinal Products

Table 4.13

Observed Values

Age	Usage				
	Last 1 year	**Last 5 years**	**More than 5 years**	**None**	**Grand Total**
18-25	62	48	39	34	183
26-35	6	10	11	3	30
36-45	7	9	11	4	31
46-60	7	6	20	10	43
60 & above	1	2	11	-	14
Grand Total	**83**	**75**	**92**	**51**	**301**

Table 4.14

Expected Values

Age	Usage				
	Last 1 year	**Last 5 years**	**More than 5 years**	**None**	**Grand Total**
18-25	50.46	45.60	55.93	31.01	183
26-35	8.27	7.48	9.17	5.08	30
36-45	8.55	7.72	9.48	5.25	31
46-60	11.86	10.71	13.14	7.29	43
60 & above	3.86	3.49	4.28	-	14
Grand Total	**83**	**75**	**92**	**51**	**301**

p-value	**0.001**
Chi Square Value	1

Interpretation:

The statistical data above show that the p-value is lesser than 0.05. As a result, we accept the null hypothesis and come to the conclusion that there is no association between the respondents' age and duration of using Ayurvedic Medicinal Products.

➢ The relationship between Gender and side-effects of consuming Ayurvedic Medicinal Products:

Hypothesis- H04: There is no association between Gender and side-effects of consuming Ayurvedic Medicinal Products.

H04: There is as association between Gender and side-effects of consuming Ayurvedic Medicinal Products.

Table 4.15

Observed Values

Side-Effects				
Gender	**Yes**	**No**	**N/A**	**Grand Total**
Male	28	114	22	164
Female	18	103	13	134
Others	1		1	2
Grand Total	**47**	**217**	**36**	**300**

Table 4.16

Expected Values

Side-Effects				
Gender	**Yes**	**No**	**N/A**	**Grand Total**
Male	25.69	118.63	19.68	164
Female	20.99	96.93	16.08	134
Others	0.31	1.45	0.24	2
Grand Total	**47**	**217**	**36**	**300**

p-value	**0.20**
Chi Square Value	**0.995**

Interpretation:

The statistical data above show that the p-value is greater than 0.05. As a result, we reject the null hypothesis and come to the conclusion that there is an association between the respondents' gender and side-effects occurrence while using Ayurvedic Medicinal Products.

➤ The relationship between Age and Consumption of Ayurvedic Medicinal Products post-Covid:

Hypothesis- H0$_5$: There is no association between Age and Consumption of Ayurvedic Medicinal Products post-Covid.

H0$_5$: There is an association between Age and Consumption of Ayurvedic Medicinal Products post-Covid.

Table 4.17

Observed Values

Age	Consumption		
	Yes	No	Grand Total
18-25	85	97	182
26-35	19	11	30
36-45	15	16	31
46-60	26	17	43
60 & above	9	5	14
Grand Total	154	146	300

Table 4.18

Expected Values

Age	Consumption		
	Yes	No	Grand Total
18-25	93.43	88.57	182
26-35	15.4	14.6	30
36-45	15.91	15.09	31
46-60	22.07	20.93	43
60 & above	7.19	6.81	14
Grand Total	154	146	300

p-value	0.22
Chi Square Value	0.995

Interpretation:

The statistical data above show that the p-value is greater than 0.05. As a result, we reject the null hypothesis and come to the conclusion that there is an association between the respondents' age and consumption of using Ayurvedic Medicinal Products post-Covid.

4.4. t-Test:

(Bevans, 2020) A t-test is a statistical test that is used to compare the means of two groups. It is often used in hypothesis testing to determine whether a process or treatment actually has an effect on the population of interest, or whether two groups are different from one another.

- The null hypothesis (H_0) is that the true difference between these group means is zero.

- The alternate hypothesis (H_a) is that the true difference is different from zero.

The t-test estimates the true difference between two group means using the ratio of the difference in group means over the pooled standard error of both groups.

➢ Gender and Efficiency

H0$_6$: There is no significant difference in the efficiency of two groups i.e., efficiency of Ayurvedic Medicinal Products (equal variance assumed)

H1$_6$: There is a significant difference (equal variance not assumed)

t-Test: Two-Sample Assuming Equal Variances

	Male	*Female*
Mean	3.786585366	3.73880597
Variance	0.941904833	1.216979015
Observations	164	134
Pooled Variance	1.065502354	
Hypothesized Mean Difference	0	
df	296	
t Stat	0.397493139	
P(T<=t) one-tail	0.345645167	
t Critical one-tail	1.650017743	
P(T<=t) two-tail	0.691290334	
t Critical two-tail	1.968010728	

Table 4.19

Interpretation

Here, p>0.05 i.e., p-value = 0.691. Therefore, on an average there is no significant difference in the efficiency of Ayurvedic Medicinal Products among male and female respondents.

4.5. One Way Anova:

ANOVA, which stands for Analysis of Variance, is a statistical test used to analyse the difference between the means of more than two groups.

We are using a one-way ANOVA because we have collected data about categorical independent variable and quantitative dependent variable. As per the rules, the independent variable should have at least three levels (i.e., at least three different groups or categories).

The null hypothesis (H_0) of ANOVA is that there is no difference among group means. The alternative hypothesis (H_a) is that at least one group differs significantly from the overall mean of the dependent variable.

If any of the group means is significantly different from the overall mean, then the null hypothesis is rejected.

> ➤ **Factors for using Ayurvedic Medicinal Products**

H0$_7$: There is no significant mean difference between Gender and factors for using Ayurvedic Medicinal Products.
H1$_7$: There is a significant mean difference between Gender and factors for using Ayurvedic Medicinal Products.

ANOVA

Source of Variation	Sum of Squares	df	Mean Square	F	P-value	F crit
Between Groups	196.126	8	24.51569395	14.0389596	1.1978E-19	1.94619591
Within Groups	2071.066	1186	1.74626145			
Total	2267.191632	1194				

Table 4.20

Interpretation:

In the above table shows that the significant value of one-way ANOVA is 1.95, which is more than the p-value 0.05. So, the result is not significant.

FINDINGS AND DISCUSSION

Overview

This chapter discusses the study's main objective findings, which were drawn from 301 respondents.

5.1.   Demographic of general findings:

- In terms of gender, 54.8% of the population is male, 44.5% is female, and 0.7% is other.
- The data represents the age groups of 18 to 25 in 60.8%, 26 to 35 in 10%, 36 to 45 in 10.3%, 46 to 60 in 14.3%, and 60 and above in 4.7%.
- In terms of education level, 19.6% have completed their studies up to the 12th grade, 51.8% are graduates, 24.6% have obtained a post-graduate degree, and 4% are others.
- According to the respondents' occupations, 16.9% of them are self-employed, 27.2% are paid employees, 47.2% are students, and 8.6% are homemakers.

5.2.   Findings of factors affecting awareness and preference towards Ayurvedic Medicinal Products:

- According to our survey conducted, it has been observed that 261 (86.7%) of the total respondents are aware about Ayurvedic products whereas 40 (13.3%) are not aware.
- 67.1% have used products of Dabur India Ltd., 56.8% respondents have used products of The Himalayan Drug Company, 33.9% have used products of Vicco Group, 74.1% of them have used products of Patanjali Ayurveda, 46.5% have used products of Zandu whereas, 6.6% people have used none of the mentioned brand's products.
- Half of the respondents (50%) have used Ayurvedic medicinal products for skin care, 46% of them have used such products for curing seasonal allergies. Furthermore, nearly of the consumers which is 16% favoured using Ayurvedic medicinal products for chronic diseases. 11.3% of them have used Ayurvedic medicinal products for purposes other than the ones mentioned.
- According to the survey conducted, 48% people preferred using Allopathy as a complement to Ayurvedic products. 27 and 25% of the people preferred using Homeopathy as a complement and only Ayurvedic with no complements.

5.3. Relationship between demographic factors and various factors affecting consumer preference and awareness towards Ayurvedic medicinal products:

- **Occupation and respondents' capacity to purchase Ayurvedic Medicinal Products are dependent**

The statistical data shows that the p-value (0.27) is greater than the level of significance i.e., 0.05. As a result, we accept the null hypothesis and come to the conclusion that there is a relationship between the respondents' occupation and their capacity to afford utilising ayurvedic medicines.

- **Gender and Frequency of consumption are dependent**

The statistical data shows that the p-value (0.47) is greater than the level of significance i.e., 0.05. As a result, we reject the null hypothesis and come to the conclusion that there is a relationship between the respondents' gender and frequency of consumption.

- **Age and time span of usage are independent**

The statistical data above show that the p-value (0.001) is lesser than the level of significance i.e., 0.05. As a result, we accept the null hypothesis and come to the conclusion that there is a relationship between the respondents' age and time span of using Ayurvedic Medicinal Products.

- **Age and side-effects while using Ayurvedic Medicinal Products are dependent**

The statistical data show that the p-value (0.20) is greater than the level of significance i.e., 0.05. As a result, we reject the null hypothesis and come to the conclusion that there is a relationship between the respondents' gender and side-effects occurrence while using Ayurvedic Medicinal Products.

- **Age and Consumption of Ayurvedic Medicinal Products post-COVID are dependent**

The statistical data above show that the p-value (0.22) is greater than the level of significance i.e., 0.05. As a result, we reject the null hypothesis and come to the conclusion that there is a relationship between the respondents' age and consumption of using Ayurvedic Medicinal Products post-Covid.

5.4. Determination of statistically significant differences between gender and efficiency of Ayurvedic Medicinal Products (t-Test)

Here, $p > 0.05$ i.e., p-value = 0.691. Therefore, on an average there is no significant difference in the efficiency of Ayurvedic Medicinal Products among male and female respondents.

5.5. Analysis of consideration of factors while buying Ayurvedic Medicinal Products (one-way ANOVA test)

In the above table shows that the significant value of one-way ANOVA is 1.95, which is more than the p-value 0.05. So, the result is not significant.

Sr. no.	Statement	Type of test	Accepted/Rejected
$H0_1$	There is no association between Occupation and respondents' capacity to purchase Ayurvedic Medicinal Products	Chi-square	Rejected
$H0_2$	There is no association between Gender and Frequency of consumption	Chi-square	Rejected
$H0_3$	There is an association between Age and time span of usage	Chi-square	Accepted
$H0_4$	There is no association between Age and side-effects while using Ayurvedic Medicinal Products	Chi-square	Rejected
$H0_5$	There is an association between Age and Consumption pf Ayurvedic Medicinal Products	Chi-square	Rejected
$H0_6$	There is no significant difference in the efficiency of Ayurvedic Medicinal Products among male and female respondents.	t-Test	Rejected
$H0_7$	There is no significant difference in the consideration of factors while buying Ayurvedic Medicinal Products	One-way Anova	Rejected

Table 5.1

CONCLUSION

The term Ayurvedic is a very vast term. Talking about the Medicinal sector, it is one of the emerging sectors of Ayurvedic industry. Many people prefer ayurvedic products over homeopathy and allopathic products. The 2020 pandemic also led towards a bit increase in the customer preference towards Ayurvedic products.

Our study included the questions related to consumer awareness and preference towards Ayurvedic medicinal products and the factors that play an important role while making the final decision. All the factors like brand awareness, brand preference, reasons for using ayurvedic products over homeopathic and allopathic products etc. were taken into consideration while framing questions.

In total the data of 301 respondents was collected including youngsters and old age people and around 86% were using Ayurvedic medicinal products. The age was starting from between the age group of 18 and ended with 60 plus years.

The Chi-Square test was used to find the relationship between the observed values and the expected values of raw variables. A t-test was used to compare the means of two groups. The One-Way Anova method was used to compare the means of three or more independent groups to determine if there is a statistically significant difference between the corresponding population means.

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APPENDIX

Questionnaire

A study on consumer awareness and preference towards Ayurvedic Medicinal Products

1. What is your age?

- o 18-25
- o 26-35
- o 36-45
- o 46-60
- o 60 & above

2. What is your Gender?

- o Male
- o Female
- o Others

3. What is your Educational Qualification?

- o Up to 12th grade
- o Graduate
- o Post graduate
- o Other

4. What is your occupation?

- o Self-employed
- o Salaried
- o Student
- o Homemaker

5. Have you ever tried any Ayurvedic medicinal product?

- o Yes
- o No

6. How many brands from the following have you used?

- o Dabur India Ltd.
- o The Himalayan Drug Company
- o Patanjali Ayurveda

- o Vicco Group
- o Zandu
- o None
- o Other:

7. How frequently do you use Ayurvedic Medicinal Products?

- o Hardly ever
- o Often
- o Always
- o Never

8. For what purpose have you used Ayurvedic Medicinal Products?

- o Seasonal allergies
- o Chronic (long run) Disease
- o Skin
- o None
- o Other:

9. Which other Medicinal products do you use as a complement to the Ayurvedic medicinal products?

- o Allopathy
- o Homeopathy
- o Only Ayurvedic

10. What is your source of using Ayurvedic medicinal product?

- o Doctor-recommended (prescribed)
- o Self-recommend (self-medication)
- o Family / friends
- o Advertisements
- o Ayurvedic medicine provider

11. For how long you have been using Ayurvedic medicinal products?

- o Last 1 year
- o Last 5 years
- o More than 5 years
- o None

12. What are the factors that you consider while buying ayurvedic medicinal products?

[Rate them on a scale of 1-5. (1 being the least supporting and 5 being the most supporting)]

	1	2	3	4	5
Natural Source					
Less side effects					
Cost effective					
Safety					
Healthier as compared to Western medicines					
Beneficial for mental and spiritual well being					
Ancient Vedic scientific approach					
Requirement of specific diet					
Taste of medicine					

13. Do you think Ayurvedic medicinal products are a good substitute for homeopathy/allopathy/others?
- ○ Yes
- ○ No

14. How would you rate the efficiency of ayurvedic medicinal products on a scale 1-5?

Rate from 1-5 (1 being the least efficient and 5 being the most efficient)

- o 1
- o 2
- o 3
- o 4
- o 5

15. Do you think Ayurvedic medicinal products are affordable?

- o Yes
- o No

16. How likely are you to find/locate an ayurvedic medicinal store/clinic near you?

- o Very likely
- o Likely
- o Unlikely

17. Have you ever witnessed any side-effect due to the intake of ayurvedic medicinal product?

- o Yes
- o No
- o N/A

18. Has your consumption of ayurvedic medicinal products increased post-covid?

- o Yes
- o No

19. How likely are you to recommend ayurvedic medicinal products to others?

[Rate on a scale 1-5. (1 being the least likely and 5 being the most likely)

- o 1
- o 2
- o 3
- o 4
- o 5

To study the satisfaction among hostel students towards buying of electronic and apparel items from amazon

Submitted to **GLS University**

(Faculty of BusinessAdministration)

Submitted by Roll No: 281-290

Dr. Shefali Dani
Dean

Shri Sudhir Nanavati
President

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FACULTY OF BUSINESS ADMINISTRATION (GLS BBA)
BBA PROGRAMME

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CERTIFICATE

This is to certify that the report submitted by the under mentioned students of our eminent institute is in partial fulfillment of the requirement for the completion of *"Project Report"* at the **Third Year B.B.A.** for the academic Year 20 22 - 20 23

Title of the Project A Study on the satisfaction among hostel Students towards buying of electronic and appearel items from amazon.

Signature

S. Dani

_____
(Dr. Shefali Dani)
Dean

(stamp: Faculty of Business Administration GLS CAMPUS AHMEDABAD)

Signature

_____
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6	Khushi Bhimani		286	202000123010027
7	Prachi Bhutosa		287	202000123010028
8	Destha Chavda		288	202000123010029
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10	Daltani Bansi		290	202000123010031
11				
12				

1000 - 2022-23

PREFACE

As a part of Curriculum and in order to gain practical knowledge in this field we have prepared a report on "To study the satisfaction among hostel students towards buying of electronic and apparel items from amazon".

The BBA Program is a well-structured at GLS University that the main objective of preparing the Dissertation at this level is to develop skills in students by providing them an opportunity to relate practical experience with the theoretical concepts andprinciples of business management.

The Dissertation has taught us various research skills of which, Time management and Managerial skills is the most important. The dissertation has been regarded as an important feature of undergraduate education.

Data in this research was collected from over 500 respondents belonging to various Hostellers from Ahmedabad using survey methods.

DECLARATION

We hereby declare that the project work entitled "To study the satisfaction among hostel students towards buying of electronic and apparel items from amazon "WITH SPECIAL REFERENCE TO GLS University, Ahmedabad" is a record of independent and bonafide project work carried out by our Team and under the supervision and guidance of Professor Neha Shroff. The information and data given in the report is authentic to the best of my knowledge.

ACKNOWLEDGEMENT

We would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, we express my eternal gratitude to the Lord Almighty under whose divine guidance; we have been able to complete this work successfully. I would like to express my sincere obligation to Professor Neha Shroff for providing various facilities for her guidance cordial support, valuable information which helped us in completing this task through various stages. I express my sincere thanks to my friends and family for their support in completing this report successfully.

Contents

ABSTRACT

Purpose of the study: The Objective Is to Do Comparative Study of Student's Satisfaction toward buying of apparel and electronic items from amazon.

Design/Methodology/Approach: For this study, 504 respondents were chosen. On a Simple Random Sampling basis among the students both girls and boys from different hostels were taken for survey. Using A Well Define Questionnaire, The Data Was Collected and Analyzed Using Statistical Package for Social Science (SPSS) to Derive the Conclusion.

Findings: The Empirical Study Shows That the Hostellers Are Satisfied with the buying of Apparel and Electronic products from amazon.

Practical Implications: Though the Hostellers are Satisfied from Buying the Product from amazon the Company should Focus on the Customers who are not Satisfied with them While maintaining the service or upgrading it for the customer who are satisfied with it.

Social Implications: In past People Used to go out and Buy Goods/Product from Offline Market Where they were unable to Find Exact Market Price of Price of Product they want to buy, but with the help of Online Shopping they are Able to Identify Exact Price of Product and Buy it without any Doubt about Price.

Originality/Value: No Study Has Investigated the Comparative Study of Hostellers Satisfaction towards Buying of Apparel and Electronic Item from Amazon.

Keywords: Satisfaction, Hostel students, Electronic items, Apparel items, Buying, Amazon, Amazon satisfaction, E-commerce, Online Shopping, Purchasing behavior, Hostellers Satisfaction

CHAPTER-1: INTRODUCTION

1.1 Basic Information about Amazon

Amazon India is the Indian subsidiary of the multinational technology company Amazon. The company was launched in India in 2013, with the aim of offering a wide range of products to Indian customers, ranging from electronics to home appliances, clothing, and more.

Amazon India has established a strong presence in the Indian market, with its website and mobile app offering a user-friendly interface, and a wide range of products at competitive prices. The company has also introduced various initiatives to attract more customers, such as offering fast delivery, easy returns, and cash-on-delivery options.

In addition to its e-commerce platform, Amazon India has also launched a number of services aimed at enhancing the customer experience, such as Amazon Prime, which offers free fast delivery, access to streaming services, and exclusive deals.

As of 2021, Amazon India operates across 40 fulfillment centers in India, covering over 35 million square feet of storage space. The company has also introduced a number of sustainability initiatives, including the use of renewable energy and reducing waste.

1.2 Amazon Presence in Ahmedabad

- Amazon has a large network of delivery stations in Ahmedabad, which helps the company to ensure timely delivery of products to customers in the region.

- The company also has a seller support center in Ahmedabad, which provides assistance to local sellers who are looking to sell their products on Amazon's platform. The support center helps sellers with various aspects of their online business, including product listing, marketing, and fulfillment.

- Amazon has also launched several initiatives in Ahmedabad to promote e-commerce and help small and medium-sized businesses (SMBs) in the region. For example, the company has partnered with the Ahmedabad Municipal Corporation to launch the 'Smart Ahmedabad' initiative, which aims to empower local SMBs and help them to grow their businesses online.

- In addition, Amazon has also launched several training programs in Ahmedabad to help sellers and small businesses to improve their e-commerce skills. These programs provide guidance and support on various aspects of online selling, such as inventory management, marketing, and customer service.

1.3 Statement of the problem

Indians' use of the internet is expanding, opening up new opportunities for online retailers. The expansion of the internet has given users more power. Customers have access to an infinite variety of goods, vendors, and brands. With only one click, they can try a different brand and product. Because online purchasing is so convenient, consumers are becoming increasingly drawn to this cutting-edge form of retailing. Electronics are one of the most popular products in online marketing. These kinds of internet stores are frequently used by many people to buy electronics. So, the goal of the current study is to investigate consumer expectations for and satisfaction with online sales of electronics.

1.4 Competitors of Amazon in India

Flipkart: It is one of the largest e-commerce companies in India, offering a wide range of products, including electronics, clothing, and home appliances. Flipkart was acquired by Walmart in 2018, giving it a boost in resources and market presence.

Snapdeal: It is another popular Indian e-commerce company that primarily focuses on the sale of electronics, clothing, and home appliances.

Paytm Mall: It is a subsidiary of Paytm, an Indian mobile payment and financial services company. Paytm Mall offers a wide range of products, including electronics, clothing, and home appliances.

Myntra: It is an Indian fashion e-commerce company that specializes in the sale of clothing and accessories.

1.5 Market of Apparel and Electronic On amazon

The exact weightage of apparel and electronic item sales on Amazon in India is not publicly available. However, it is known that both categories are popular among Indian consumers and are key revenue drivers for Amazon in India.

Amazon India has a dedicated section for fashion, where customers can buy a wide range of apparel, including traditional wear, casual wear, and accessories. The fashion category is one of the top categories on Amazon India, and the company has partnerships with several popular fashion brands in India.

In the electronics category, Amazon India offers a wide range of products, including smartphones, laptops, home appliances, and more. This category is also a major revenue driver for Amazon India and is known for its competitive pricing and fast delivery.

CHAPTER-2: LITERATURE REVIEW

In the present study we have reviewed some research papers concerning to the specific domain. We have made an assumption as without assumption one cannot go forward with the study of level of satisfaction among the hostel students towards Amazon.

The Literature review should be accurate as it provides us the Research area which can be studied further to discover something unique which might be helpful to the readers & other beneficiary for the future purpose.

- **Dr. C Vijay Vishnu Kumar & R. Gopinath (2019), Tamil Nadu** have done a study on the customer satisfaction towards Amazon. The study focused on the purchasing pattern of the consumers, to evaluate the satisfaction level of services provided by Amazon, Customer loyalty is usually viewed as the power force of the relationship between the attitude of individual's relative and repeat patronage. They had collected data from 100 respondents from the area of South Chennai city.

- **Anusuya. A & Dr. R. Mayilsamy (2020), Coimbatore** in their discussion of study have mainly focused on the customer satisfaction towards Amazon online shopping in Coimbatore district. Over the past few years, online shopping has increased the percentage of online buyer's in India. It has become a new trend in the marketing system. People use mobile phones / computers for online shopping. The researchers have used both primary and secondary data to do the study.

- **Dr. Jai Prakash (2018), Kanpur** has done this research to understand the customer's opinion towards Amazon in Kanpur city and to analyze the customer's satisfaction towards online shopping on Amazon. He has also considered some of the problems that are faced by the customer while online shopping such as defected products, delay in delivery, difference in color or size, etc. Thus, we can say that he had studied the problems that are faced by the customer and their satisfaction level towards Amazon's customers in Kanpur city.

- **Sruthi Ravichandran & Mr.D. Shanmugavadivel (2021), Tamil Nadu** have done this research to understand customer's preferences, opinion, satisfaction and the problems faced by them while buying products from Amazon in Coimbatore city. They have also identified that Amazon is most trusted retailers as they provide proper description about the product which makes it easier for the customer to purchase products. It is also well known for its customer service and keeps all the information secured. They had used descriptive research design and a sample size of 120 was taken from Coimbatore city.

- **Dr. C. Jestina Jeyakumari, Dr. N. Muthuselvi and Ms. R. Arthi, (2021) Madurai** said that any business must ensure customer satisfaction in order to maintain customer loyalty and

understand their purchasing intentions. High customer service will increase customer satisfaction, which will help you win the hearts of your customers. This study was conducted to understand customer satisfaction with offers, discounts, replacements, interest, and trust offered by Amazon. The sample size was 150 and was drawn from the Madurai region.

- **Anmol Agarwal, (2018-2019) Lucknow** in her research studied consumer purchasing behavior, consumer preference, and consumer satisfaction with online shopping in the city of Lucknow. Primary data were collected through an appropriately designed questionnaire, and secondary data were collected from magazines, newspapers, and the Internet. The sample size was 100 people. In her research, she found that Amazon faces stiff competition from global competitors such as eBay. Amazon is expanding in its domestic market, namely India.

- **Akhil Kurup and Nitesh Sharma, (2021) Vadodara** The main purpose of this study is to analyze consumers' perceptions when purchasing goods or services through Amazon. To this end, 201 random sampling methods were used to select respondents and data were collected through structured open-ended and closed-ended questions in the city of Vadodara. Data analysis shows that the majority of consumers perceive online shopping as non-traditional online shopping. Most consumers prefer electronics, stationery, kitchen and household items and buy them because of their price and ease of payment. But at the same time, consumers are facing problems such as service replacement and Amazon portal problems.

- **Lakshmanan (2016), Tamil Nadu** wants to find customer satisfaction with Amazon online shopping on Udumalpet Taluk in his research. This article was an attempt to analyze customers' opinions and satisfaction with internet marketing. Both primary and secondary data were used. A sample size of 100 people was taken using the questionnaire. Data were analyzed using simple statistical methods such as percentages. His research clearly shows that Internet marketers should pay more attention to the price factor and after-sales service factor.

2.1 RESEARCH GAP

Lack of studies on satisfaction among hostel students towards online shopping, although there is a large body of literature on online shopping, there may be a gap in understanding the satisfaction levels of hostel students who are a specific segment of online shoppers. This research could provide insights into the factors that affect satisfaction among hostel students and how they differ from other types of shoppers.

CHAPTER-3: RESEARCH METHODOLOGY

3.1 OBJECTIVES

3.1.1 To study the level of Satisfaction within hostel students towards amazon.

The study on the level of satisfaction within hostel students towards Amazon aims to understand the attitudes and perceptions of hostel students towards Amazon as an e-commerce platform. The study may explore the factors that influence the satisfaction level of hostel students towards Amazon, including product quality, pricing, delivery, customer service, and overall user experience. The findings of the study can provide valuable insights to Amazon and other e-commerce companies in terms of understanding the needs and expectations of this specific customer segment and improving their services to enhance customer satisfaction.

3.1.2 To Study the Preference among hostellers towards Online Shopping through amazon.

The study on the preference among hostellers towards online shopping through Amazon aims to understand the shopping preferences of hostel students when it comes to purchasing products online, specifically through Amazon. The study may explore the factors that influence hostellers to choose Amazon over other e-commerce platforms and their reasons for preferring online shopping over traditional brick-and-mortar stores. The study may also examine the frequency of online shopping, types of products purchased, and the impact of various factors such as pricing, delivery speed, product quality, and customer service on their shopping behaviour. The findings of the study can provide valuable insights to Amazon and other e-commerce companies in terms of understanding the needs and preferences of hostel students and developing strategies to attract and retain this customer segment.

3.1.3 To study the hostellers buying behaviour towards online shopping through amazon.

The purpose of this study is to investigate the purchasing behaviour of hostel students who buy products online, especially through Amazon. The study will focus on identifying the factors that affect the decision-making process of hostel students, including product quality, pricing, delivery speed, product reviews, and seller ratings. Additionally, the study will examine the impact of social influence on their purchasing behaviour, such as peer recommendations and online reviews. Furthermore, the study will evaluate the feedback and ratings of the purchased products, as well as the overall experience with Amazon, to understand the post-purchase behaviour of hostel students. The insights gained from this study can help Amazon and other e-commerce companies develop strategies to enhance their services and better meet the needs of their customers.

3.2 HYPOTHESIS

H1: Gender has difference in perception with respect to Behavior, Preference, & Satisfaction

H11. Gender has difference in perception with respect to Behavior.
H12. Gender has difference in perception with respect to Preference.
H13. Gender has difference in perception with respect to Satisfaction.

H2: Year since hostellers started using amazon has difference in perception with respect to Behavior, Preference, & Satisfaction

H21. Number of years of Stay has difference in perception with respect to Behavior.
H22. Number of years of Stay has difference in perception with respect to Preference.
H23. Number of years of Stay has difference in perception with respect to Satisfaction.

H3: Behavior, Preference, & Satisfaction have an Impact on Hostellers satisfaction towards amazon.

H31. Behavior has an Impact on Hostellers satisfaction towards amazon.
H32. Preference has an Impact on Hostellers satisfaction towards amazon.
H33. Satisfaction has an Impact on Hostellers Overall satisfaction towards amazon.

3.3 Statistical Tools

T-test

A t-test is a statistical method used to determine whether two groups of data are significantly different from each other. Specifically, it tests whether the means of the two groups are different from each other, taking into account the variability of the data within each group.

There are two main types of t-tests: independent samples t-test and paired samples t-test. The independent samples t-test is used to compare the means of two independent groups, while the paired samples t-test is used to compare the means of two related groups.

Here in these research we have taken T test two sample assuming unequal variance. The t-test for two independent samples assuming unequal variance is a statistical tool used to compare the means of two independent groups when the variance of the two groups is not assumed to be equal. It is commonly used in scientific research and data analysis to determine whether there is a significant difference between the means of two groups.

ANOVA

ANOVA (Analysis of Variance) is a statistical method used to test for differences among two or more means of independent groups. It is a parametric test that compares the means of groups by analysing the variance between the groups relative to the variance within the groups.

ANOVA tests the null hypothesis that there is no significant difference between the means of the groups, against the alternative hypothesis that at least one of the means is different. ANOVA assumes that the data are normally distributed and that the variances of the groups are equal.

Here in these factor we have taken single factor ANOVA. ANOVA (Analysis of Variance) single factor is a statistical method used to compare the means of two or more independent groups when there is only one independent variable or factor. It is a parametric test that tests the null hypothesis that there is no significant difference between the means of the groups against the alternative hypothesis that at least one of the means is different. In ANOVA single factor, the independent variable has only one level or category, and the data are divided into two or more groups based on that level.

REGRESSION

Regression analysis is a statistical method used to model the relationship between a dependent variable and one or more independent variables. The goal of regression analysis is to estimate the relationship between the variables and to make predictions or explain the variation in the dependent variable based on the independent variables.

CHAPTER-4: DATA ANALYSIS

Table 4-1 showing age wise classification of respondents

Age	Frequency	percentage
15-17	31	6.2%
18-21	313	62.1%
22-24	160	31.7%
Total	504	100

(Source: Primary Data)

Interpretation

The above table 4-1 reveals that 6.2% of the respondents belong to the age group of 15-17 years. 62.1% of respondents belong to the age group of 18-21 years. While remaining 31.7% of respondents belong to the age group of 22-24 years.
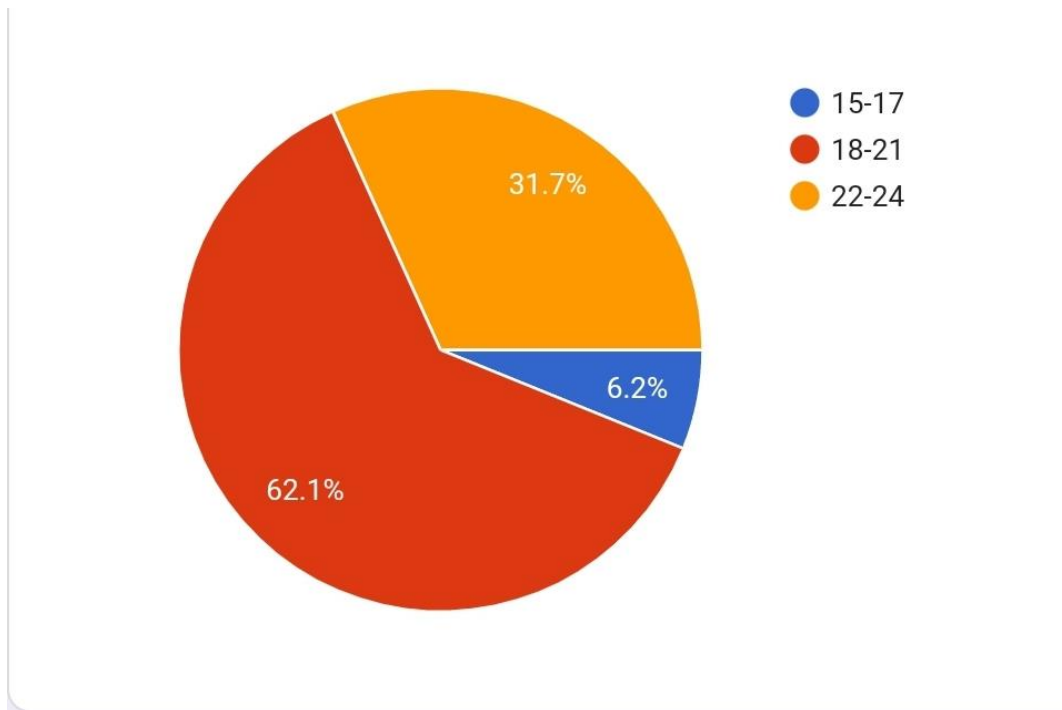
Figure 1 showing age wise classification of respondents

Table 4-2 Showing gender wise classification of respondents

gender	Frequency	percentage
Female	215	42.7%
Male	289	57.3%
Total	504	100

(Source: Primary Data)

Interpretation

The above table 4-2 reveals that 42.7% of the respondents belong to female category and 57.3% of respondents belong to male category. So, majority are males.
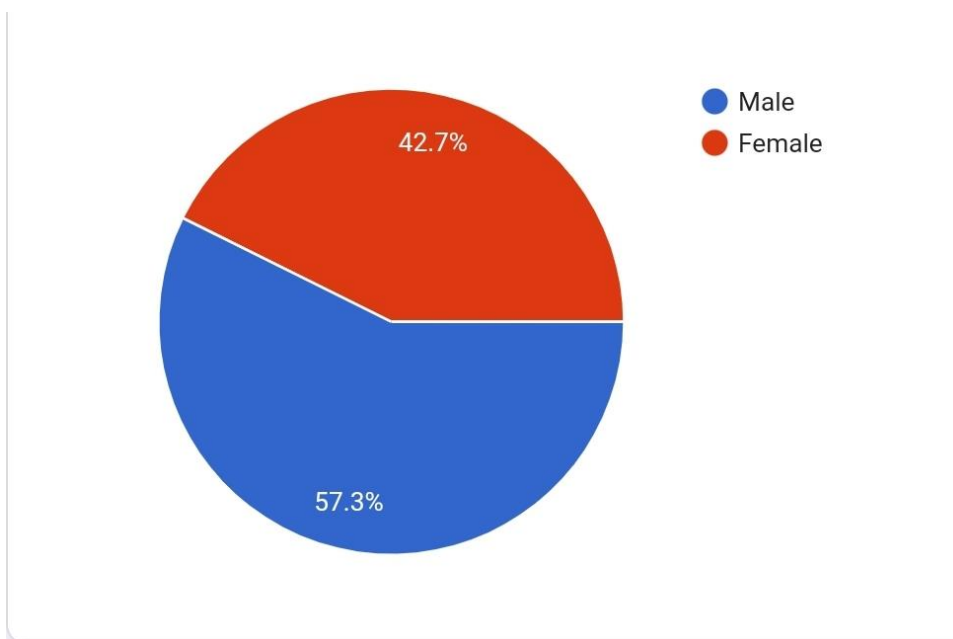
Figure 2 Showing gender wise classification of respondents

Table 4-3 Showing products ordered by respondents

gender	Frequency	percentage
Electronic	145	28.8%
Apparel	56	11.1%
Both	303	60.1%
Total	504	100

(Source: Primary Data)

Interpretation

The above table 4-3 reveals that 28.8% of the respondents orders electronic products and 11.1% of respondents' orders apparel on Amazon. While 60.1% of the respondents' orders both electronic and apparel.
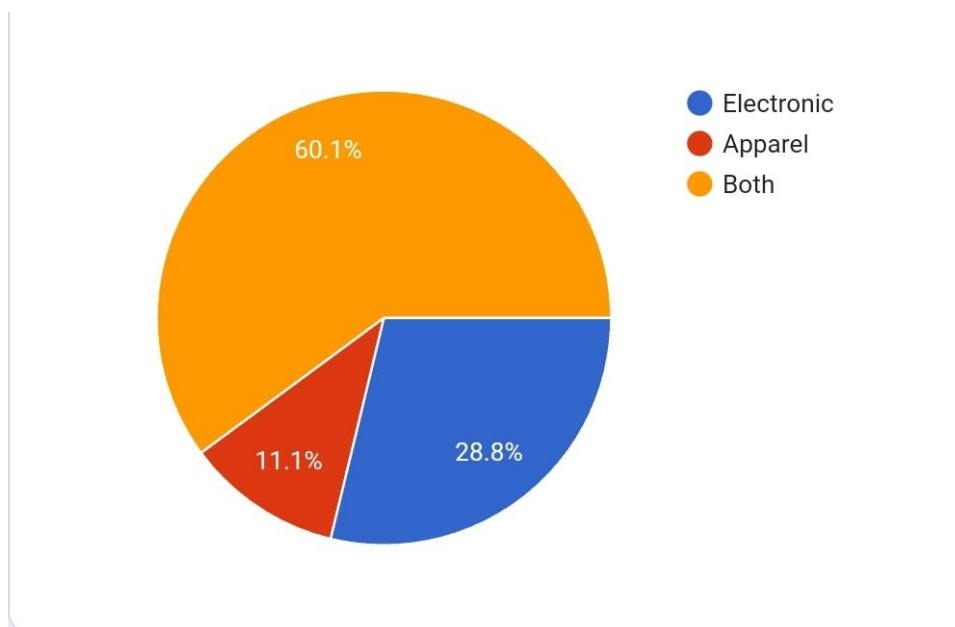
Figure 3 Showing products ordered by respondents

Table 4-4 Showing when respondents started using amazon service

years	Frequency	percentage
2013-2015	77	15.3%
2016-2018	187	37.1%
2019-2022	240	47.6%
Total	504	100

(Source: Primary Data)

Interpretation

The above table 4-4 reveals that 15.3%   of the respondents started using amazon service between the year 2013-2015. 37.1% of the respondents started using amazon service between the year 2016-2018. While many people started using amazon service between the year 2019-2022.
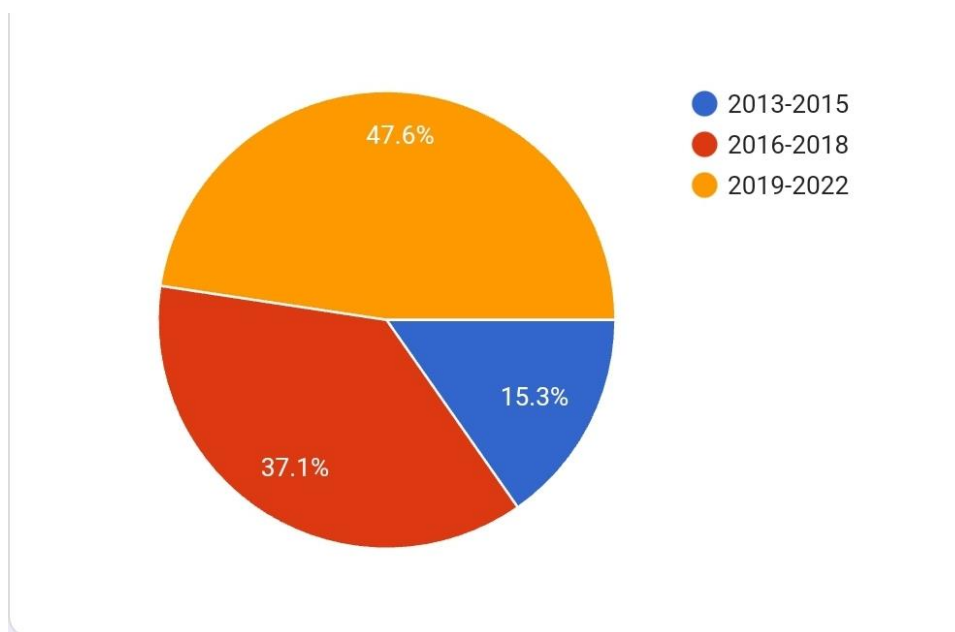
Figure 4 Showing when respondents started using amazon service

Table 4-5 Showing when respondents started using amazon service

Field	Frequency	percentage
Art/Humanity	42	8.3%
Science	43	8.5%
Management	125	24.8%
Medical	51	10.1%
Commerce	119	23.6%
Engineering	53	10.5%
IT	61	12.1%
Architect	10	2%
Total	504	100

(Source: Primary Data)

Interpretation

The above table 4-5 shows people are from different field such as Art/Humanity consisting 8.3% of respondents, 8.5% of respondents are in science, 24.8% in management, 10.1% are in medical, 23.6% are in commerce, 10,5% are in engineering, 12.1% are in IT and 2% are in architect.
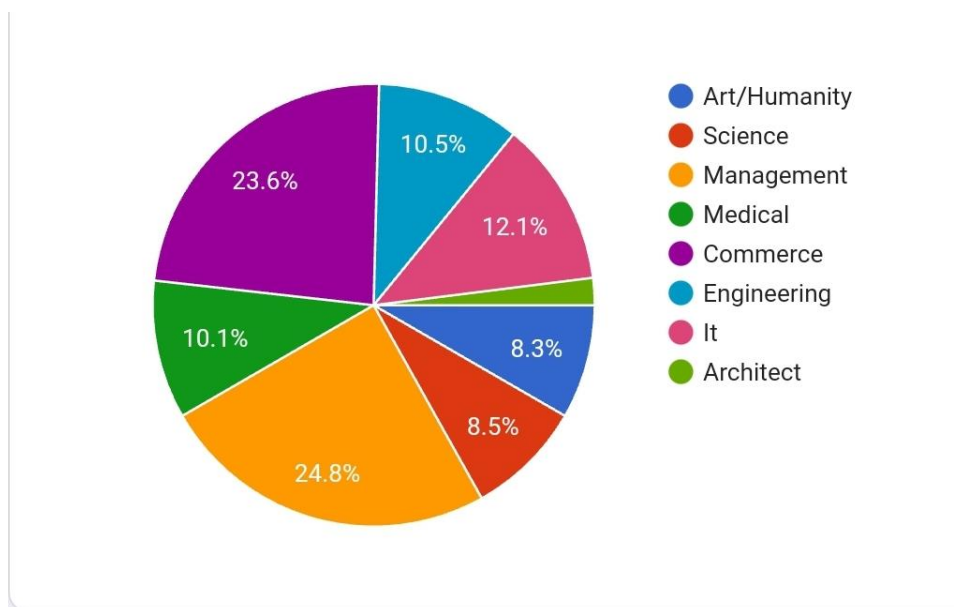
Figure 5 Showing when respondents started using amazon service

Table 4-6 Showing how often respondents use amazon service

time	Frequency	percentage
Half a month	82	16.3%
Monthly	95	18.8%
Quarterly	64	12.7%
Semi-monthly	35	6.9%
Yearly	38	7.5%
Depends	190	37.7%
Total	504	100

(Source: Primary Data)

Interpretation

The table 4-6 shows, 16.3% of respondents use it half a month, 18.8% use it monthly, 12.7% use it quarterly, 6.9% use it semi-monthly and 7.5% use it yearly. While remaining 37.7% of respondents use it untimely.
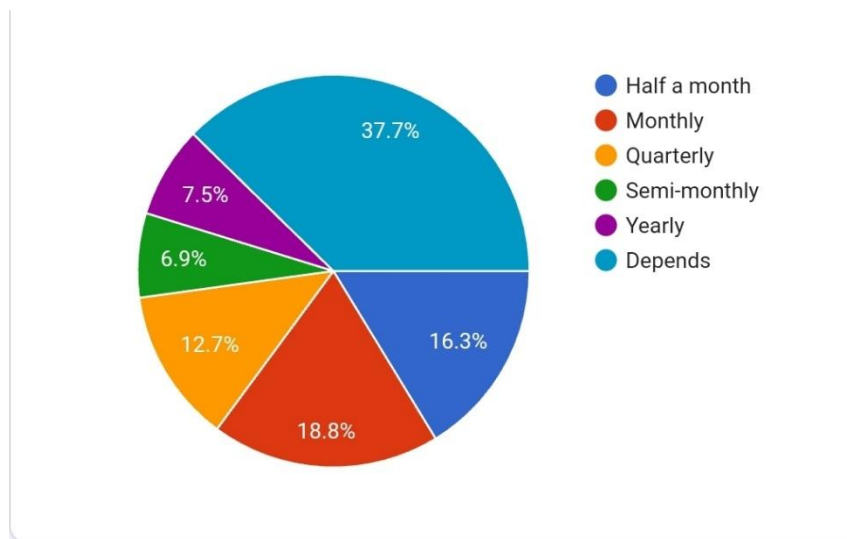
Figure 6 Showing how often respondents use amazon service

Table 4-7 Showing respondents using amazon service for which purpose

Reason	Frequency	percentage
Gifting	61	12.1%
Yourself	263	52.2%
Family	180	35.7%
Total	504	100

(Source: Primary Data)

Interpretation

The table 4-7 above shows 12.1% of respondents use amazon service for gifting purpose, 52.2% of respondents use it for themselves and 35.7% of respondents use it for their family.
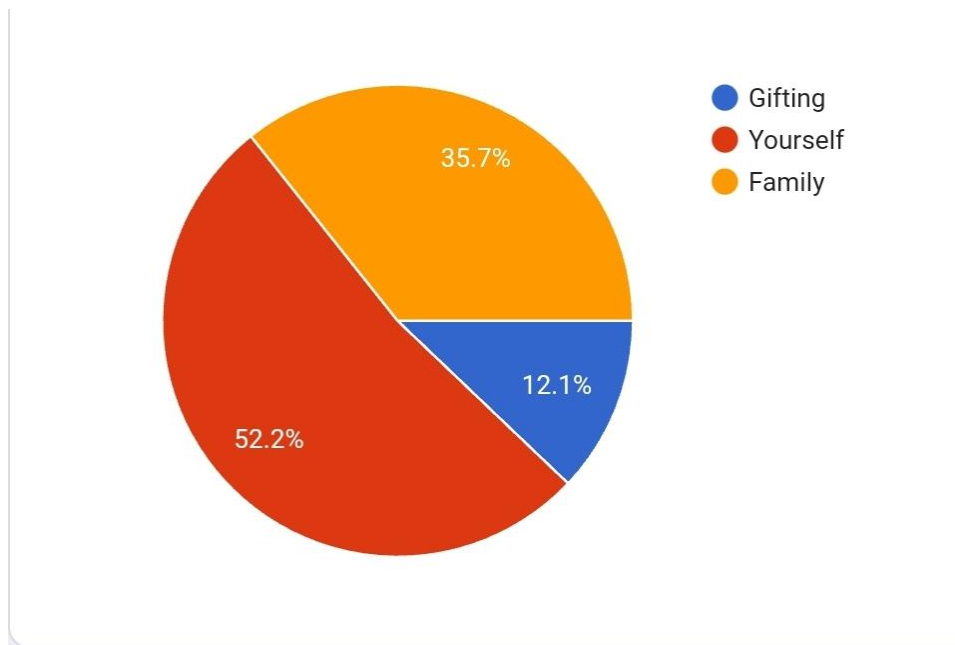
Figure 7 Showing respondents using amazon service for which purpose

Table 4-8 Showing respondents reviewing the product before buying

Respondents	Frequency	percentage
Strongly agree	199	39.5%
Agree	167	33.1%
Neutral	88	17.5%
Disagree	26	5.2%
Strongly disagree	24	4.8%
Total	504	100

(Source: Primary Data)

Interpretation

The above table 4-8 shows 39.5% of respondents strongly agrees that reviews are necessary, 33.1% of respondents agree, 17.5% of respondents have neutral opinion, 5.2% of respondents disagree and 4.8% of respondents strongly disagree.
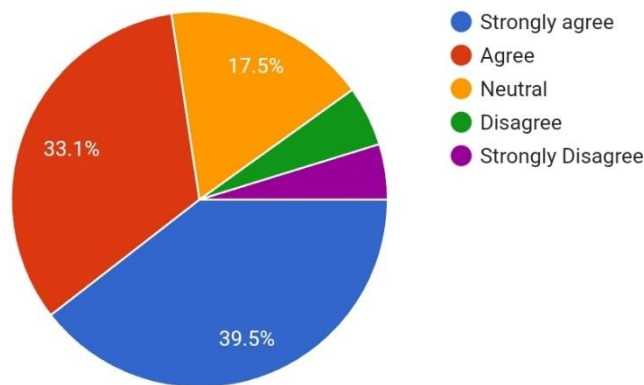

Figure 8 Showing respondents reviewing the product before buying

Table 4-9 Showing respondents comparing prices with competitors

Respondents	Frequency	percentage
Strongly agree	184	36.5%
Agree	188	37.3%
Neutral	83	16.5%
Disagree	29	5.8%
Strongly disagree	20	4%
Total	504	100

(Source: Primary Data)

Interpretation

The above table 4-9 shows 36.5% of respondents strongly agrees that comparing prices to competitors are necessary, 37.3% of respondents agree, 16.5% of respondents have neutral opinion, 5.8% of respondents disagree and 4% of respondents strongly disagree.
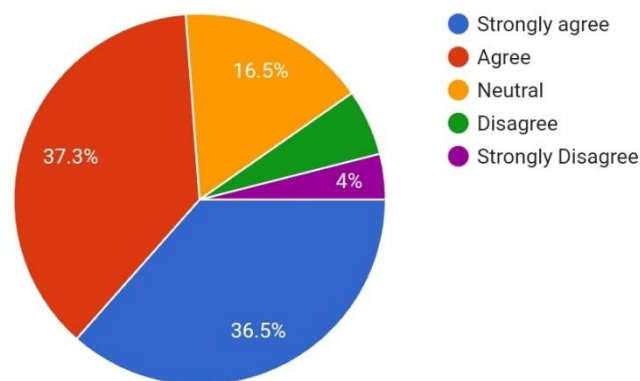

Figure 9 Showing respondents comparing prices with competitors

Table 4-10 Showing respondents reading the description

Respondents	Frequency	percentage
Strongly agree	192	38.1%
Agree	189	37.5%
Neutral	89	17.7%
Disagree	21	4.2%
Strongly disagree	13	2.6%
Total	504	100

(Source: Primary Data)

Interpretation

The above table 4-10 shows 38.1% of respondents strongly agrees that they read description before purchase, 37.5% of respondents agree, 17.7% of respondents have neutral opinion, 4.2% of respondents disagree and 2.6% of respondents strongly disagree.
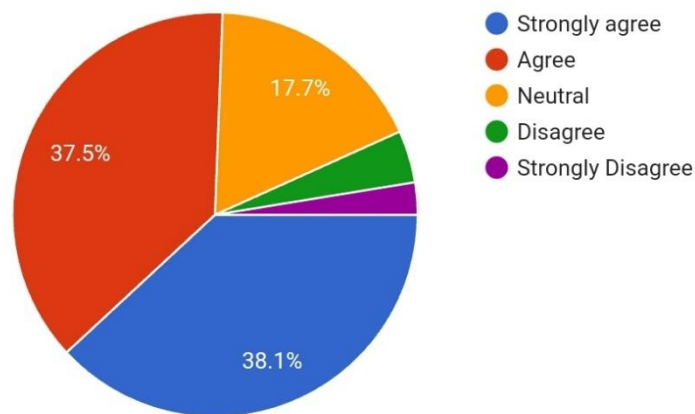

Figure 10 Showing respondents reading the description

Table 4-11 Showing payment method used by respondents

Respondents	Frequency	percentage
Cash on delivery	334	66.3%
Prepaid payment	170	33.7%
total	504	100

(Source: Primary Data)

Interpretation

The above table 4-11 shows 66.3% of respondents use cash on delivery method while other 33.7% of respondents use prepaid method.
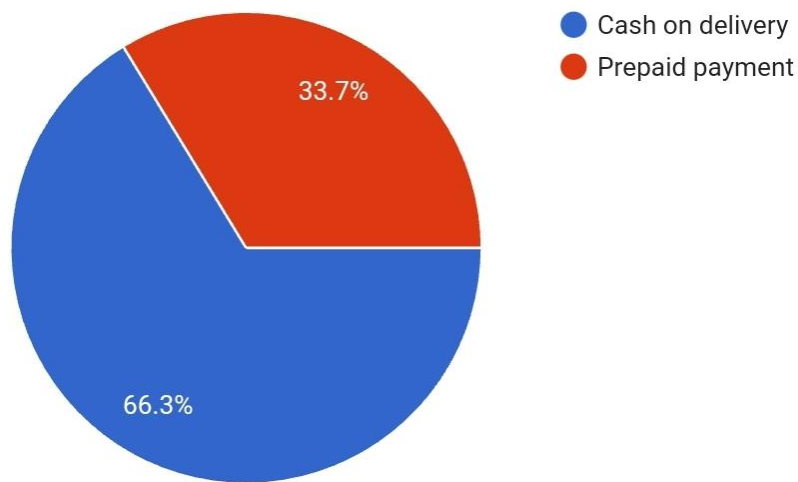
Figure 11 Showing payment method used by respondents

Table 4-12 Showing respondents choosing amazon for reasonable rates

Respondents	Frequency	percentage
Strongly agree	124	24.6%
Agree	191	37.9%
Neutral	144	28.6%
Disagree	27	5.4%
Strongly disagree	18	3.6%
Total	504	100

(Source: Primary Data)

Interpretation

The above table 4-12 shows 24.6% of respondents strongly agrees that choosing for reasonable rates, 37.9% of respondents agree, 28.6% of respondents have neutral opinion, 5.4% of respondents disagree and 3.6% of respondents strongly disagree.
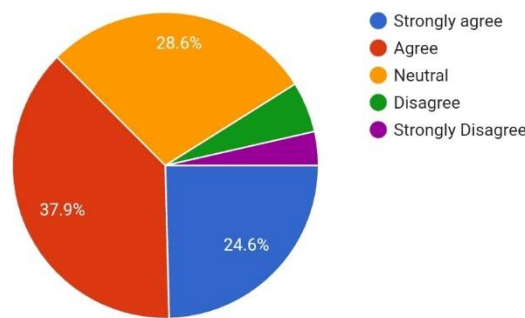

Figure 12 Showing respondents choosing amazon for reasonable rates

Table 4-13 Showing respondents choosing amazon for offers and discount

Respondents	Frequency	percentage
Strongly agree	122	24.2%
Agree	214	42.5%
Neutral	112	22.2%
Disagree	23	4.6%
Strongly disagree	33	6.5%
Total	504	100

(Source: Primary Data)

Interpretation

The above table 4-13 shows 24.2% of respondents strongly agrees that amazon is good for offers, 42.5% of respondents agree, 22.2% of respondents have neutral opinion, 4.6% of respondents disagree and 6.5% of respondents strongly disagree.
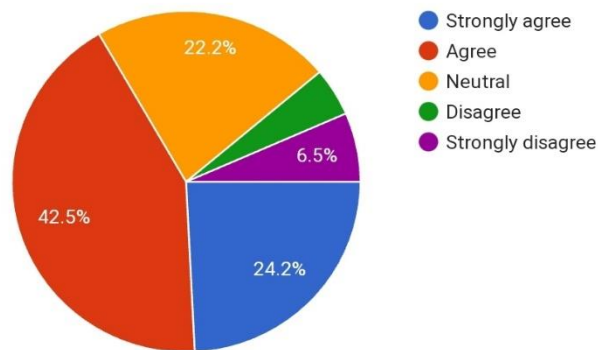
Figure 13 Showing respondents choosing amazon for offers and discount

Table 4-14 Showing respondents choosing amazon for rewards

Respondents	Frequency	percentage
Strongly agree	105	20.8%
Agree	140	27.8%
Neutral	145	28.8%
Disagree	89	17.7%
Strongly disagree	25	5%
Total	504	100

(Source: Primary Data)

Interpretation

The above table 4-14 shows 20.8% of respondents strongly agrees that amazon is good for rewards, 27.8% of respondents agree, 28.8% of respondents have neutral opinion, 17.7% of respondents disagree and 5% of respondents strongly disagree.
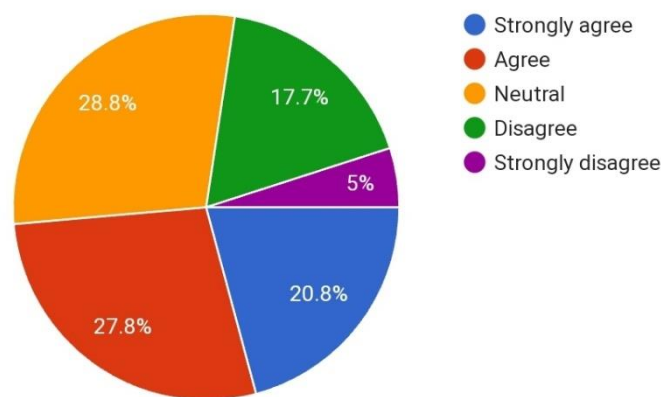

Figure 14 Showing respondents choosing amazon for rewards

Table 4-15 Showing order delivered in the given time frame

Respondents	Frequency	percentage
Strongly agree	151	30%
Agree	220	43.7%
Neutral	96	19%
Disagree	20	4%
Strongly disagree	17	3.4%
Total	504	100

(Source: Primary Data)

Interpretation

The above table 4-15 shows 30% of respondents strongly agrees that order delivered in the given time period, 43.7% of respondents agree, 19% of respondents have neutral opinion, 4% of respondents disagree and 3.4% of respondents strongly disagree.
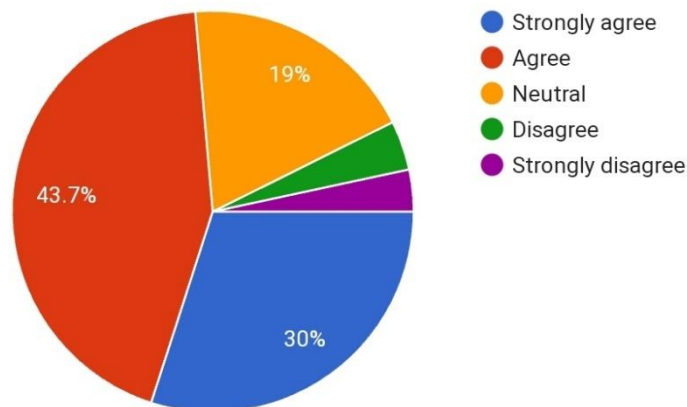
Figure 15 Showing order delivered in the given time frame

Table 4-16 Showing customer's satisfaction about delivery

Respondents	Frequency	percentage
Strongly agree	131	26%
Agree	244	48.4%
Neutral	87	17.3%
Disagree	27	5.4%
Strongly disagree	15	3%
Total	504	100

(Source: Primary Data)

Interpretation

The above table 4-16 shows 26% of respondents strongly agrees that delivery experience was good, 48.4% of respondents agree, 17.3% of respondents have neutral opinion, 5.4% of respondents disagree and 3% of respondents strongly disagree.
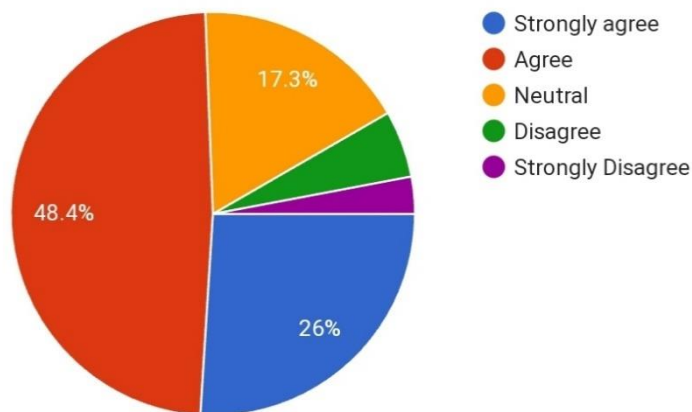
Figure 16 Showing customer's satisfaction about delivery

Table 4-17 showing customer's satisfaction about the product

Respondents	Frequency	percentage
Strongly agree	129	25.6%
Agree	238	47.2%
Neutral	97	19.2%
Disagree	21	4.2%
Strongly disagree	19	3.8%
Total	504	100

(Source: Primary Data)

Interpretation

The above table 4-17 shows 25.6% of respondents strongly agrees that products are per described, 47.2% of respondents agree, 19.2% of respondents have neutral opinion, 4.2% of respondents disagree and 3.8% of respondents strongly disagree.
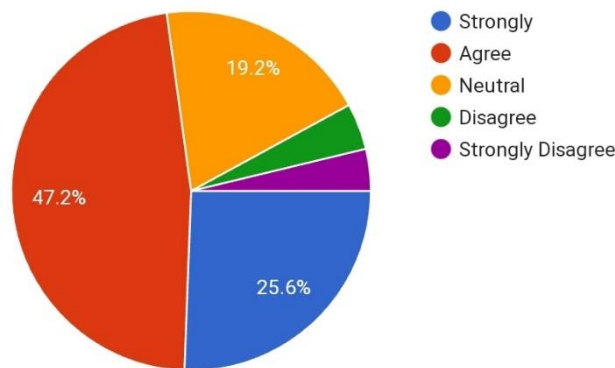
Figure 17 showing customer's satisfaction about the product

Table 4-18 Showing level of customer's satisfaction about amazon customer service

Respondents	Frequency	Percentage
Strongly agree	120	23.8%
Agree	233	46.2%
Neutral	88	17.5%
Disagree	42	8.3%
Strongly disagree	21	4.2%
Total	504	100

(Source: Primary Data)

Interpretation

The above table 4-18 shows 23.8% of respondents strongly agrees that experience was good with the amazon, 46.2% of respondents agree, 17.5% of respondents have neutral opinion, 8.3% of respondents disagree and 4.2% of respondents strongly disagree.
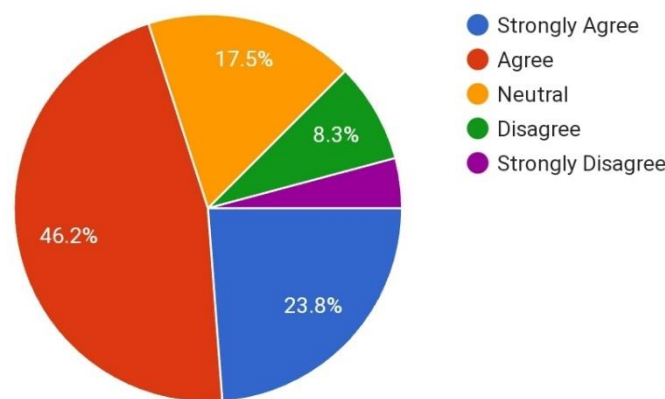
Figure 18 Showing level of customer's satisfaction about amazon customer service

Table 4-19 Showing level of customer's satisfaction about amazon customer service

Respondents	Frequency	Percentage
Strongly agree	138	27.4%
Agree	197	39.1%
Neutral	112	22.2%
Disagree	35	6.9%
Strongly disagree	22	4.4%
Total	504	100

(Source: Primary Data)

Interpretation

The above table 4-19 shows 27.4% of respondents strongly agrees that amazon has fastest delivery, 39.1% of respondents agree, 22.2% of respondents have neutral opinion, 6.9% of respondents disagree and 4.4% of respondents strongly disagree.
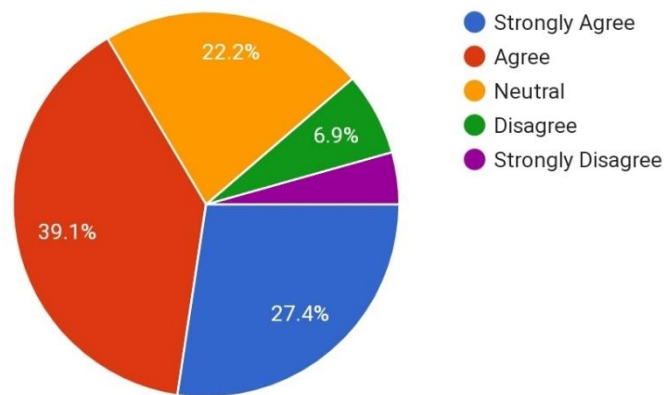
Figure 19 Showing level of customer's satisfaction about amazon customer service

Table 4-20 T-test for Gender with respect to Behaviour

GENDER	Mean	SD	DF	t stat	p - value	Interpretation
Male	3.951388889	0.893880559	489	-1.34448	0.179416	Not Significant
Female	4.051401869	0.768413746				

H0: Gender has no difference in perception with respect toBehavior.
H1: Gender has difference in perception with respect to Behavior

The above table 4-20 shows, the mean behavior score for males was 3.951388889 with a standard deviation of 0.893880559, while the mean behavior score for females was 4.051401869 with a standard deviation of 0.768413746. The results of the t-test suggest that there is no significant difference in behavior between males and females. The t-statistic is -1.34448 with 489 degrees of freedom, and the associated p-value is 0.179416, which is greater than the typical threshold for statistical significance (e.g., 0.05). Therefore, we fail to reject the null hypothesis that there is no significant difference in behavior between males and females, and we can conclude that the difference in mean behavior scores between the two groups is not statistically significant.

In terms of interpretation, we could say that there is no evidence to suggest that gender is a significant predictor of behavior, based on the results of this t-test.

Table 4-21 T-test for Gender with respect to Preference

GENDER	Mean	SD	DF	t stat	p - value	Interpretation
Male	3.643518519	0.855537204	460	0.407424	0.683886	Not Significant
Female	3.612149533	0.851301039				

H0: Gender has no difference in perception with respect toPreference.
H1: Gender has difference in perception with respect to Preference

The above table 4-21 shows, the mean preference score for males was 3.643518519 with a standard deviation of 0.855537204, while the mean preference score for females was 3.612149533 with a standard deviation of 0.851301039. The results of the t-test suggest that there is no significant difference in preference scores between males and females. The t-statistic is 0.407424 with 460 degrees of freedom, and the associated p-value is 0.683886, which is greater than the typical threshold for statistical significance (e.g., 0.05). Therefore, we fail to reject the null hypothesis that there is no significant difference in preference scores between males and females, and we can conclude that the difference in mean preference scores between the two groups is not statistically significant.

In terms of interpretation, we could say that there is no evidence to suggest that gender is a significant predictor of preference, based on the results of this t-test.

Table 4-22 T-test for Gender with respect to Satisfaction

GENDER	Mean	SD	DF	t stat	p - value	Interpretation
Male	3.779861111	0.749083515	455	-2.26966	0.023695	Significant
Female	3.934579439	0.759923743				

H0: Gender has no difference in perception with respect toSatisfaction.
H1: Gender has difference in perception with respect to Satisfaction.

The above table 4-22 shows, the mean satisfaction score for males was 3.779861111 with a standard deviation of 0.749083515, while the mean satisfaction score for females was 3.934579439 with a standard deviation of 0.759923743. The t-statistic is -2.26966 with 455 degrees of freedom, and the associated p-value is 0.023695, which is less than the typical threshold for statistical significance (e.g., 0.05). Therefore, we can reject the null hypothesis that there is no significant difference in satisfaction scores between males and females, and we can conclude that the difference in mean satisfaction scores between the two groups is statistically significant.

In terms of interpretation, we could say that there is evidence to suggest that gender is a significant predictor of satisfaction, based on the results of this t-test. Specifically, the mean satisfaction score for females was significantly higher than that of males.

Table 4-23 ANOVA from the year Hostellers started using Amazon with respect to Behaviour

Source of Variation	SS	df	MS	F	P-value	F crit	Interpretation
Between Groups	5.33202	2	2.66601				
Within Groups	351.5428	501	0.701682	3.799455591	0.023031	3.013717	Significant
Total	356.8748	503					

H0: Year since Hostellers Started Using Amazon has no difference in perception with respect to Behavior.
H1: Year since Hostellers Started Using Amazon has difference in perception with respect to Behaviour.

The above table 4-23 shows, the between-groups variation, or variation between the different year groups, has a sum of squares of 5.33202, 2 degrees of freedom, and a mean square of 2.66601. The within-groups variation, or variation within each year group, has a sum of squares of 351.5428 and 501 degrees of freedom, and a mean square of 0.701682. The F-statistic is 3.799455591, and the associated p-value is 0.023031. The critical F-value at a significance level of 0.05 with 2 and 501 degrees of freedom is 3.013717.

Since the calculated F-value is greater than the critical F-value, and the p-value is less than the significance level of 0.05, we can reject the null hypothesis that the means of the behavior scores are equal across the three year groups. This suggests that there may be a significant difference in behavior scores among the different year groups of hostellers who started using Amazon.

Table 4-24 ANOVA from the year Hostellers started using Amazon with respect to Preference

Source of Variation	SS	df	MS	F	P-value	F crit	Interpretation
Between Groups	0.088198	2	0.044099	0.060294984	0.941494	3.013717	Not Significant
Within Groups	366.4268	501	0.731391				
Total	366.515	503					

H0: Year since Hostellers Started Using Amazon has no difference in perception with respect to Preference.

H1: Year since Hostellers Started Using Amazon has difference in perception with respect to Preference.

The above table 4-24 shows, the table shows that the total sum of squares (SS) is 366.515, which is partitioned into two sources of variation: between groups and within groups. The between groups SS represents the variability in the data that is due to differences between the groups (i.e., differences between hostellers who started using Amazon in different years), while the within groups SS represents the variability in the data that is due to differences within each group.

The degrees of freedom (df) associated with the between groups SS is 2, while the df associated with the within groups SS is 501. The mean squares (MS) for each source of variation is calculated by dividing the SS by the corresponding DF.

The F-statistic is calculated by dividing the between groups MS by the within groups MS. In this case, the F-value is 0.060294984, which has a corresponding p-value of 0.941494. The p-value indicates the probability of obtaining an F-value as extreme or more extreme than the observed value, assuming the null hypothesis is true. In this case, the high p-value suggests that there is no significant difference in "Preference" between the groups based on the year hostellers started using Amazon.

The critical F-value for a significance level of 0.05 and the degrees of freedom associated with the between and within groups is 3.013717. Since the observed F-value is less than the critical value, we fail to reject the null hypothesis that there is no significant difference in "Preference" between the groups.

Table 4-25 ANOVA from the year Hostellers started using Amazon with respect to Satisfaction

Source of Variation	SS	df	MS	F	P-value	F crit	Interpretation
Between Groups	0.060759	2	0.030379	0.05280045	0.948575	3.013717	Not Significant
Within Groups	288.2573	501	0.575364				
Total	288.318	503					

H0: Year since Hostellers Started Using Amazon has no difference in perception with respect to Satisfaction.

H1: Year since Hostellers Started Using Amazon has difference in perception with respect to Satisfaction.

The table 4-25 shows that the total sum of squares (SS) is 288.318, which is partitioned into two sources of variation: between groups and within groups. The between groups SS represents the variability in the data that is due to differences between the groups (i.e., differences between hostellers who started using Amazon in different years), while the within groups SS represents the variability in the data that is due to differences within each group.

The degrees of freedom (df) associated with the between groups SS is 2, while the df associated with the within groups SS is 501. The mean squares (MS) for each source of variation is calculated by dividing the SS by the corresponding DF.

The F-statistic is calculated by dividing the between groups MS by the within groups MS. In this case, the F-value is 0.05280045, which has a corresponding p-value of 0.948575. The p-value indicates the probability of obtaining an F-value as extreme or more extreme than the observed value, assuming the null hypothesis is true. In this case, the high p-value suggests that there is no significant difference in "Satisfaction" between the groups based on the year hostellers started using Amazon.

The critical F-value for a significance level of 0.05 and the degrees of freedom associated with the between and within groups is 3.013717. Since the observed F-value is less than the critical value, we fail to reject the null hypothesis that there is no significant difference in "Satisfaction" between the groups.

Table 4-26 Regression to understand impact of Behaviour, Preference & Satisfaction on Hostellers

Regression Statistics	
Multiple R	0.131092466
R Square	0.017185235
Adjusted R Square	0.011288346
Standard Error	0.492270394
Observations	504

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	1.228252327	0.136107806	9.024113777	3.90124E-18	0.96083862	1.495666033	0.96083862	1.495666033
Behaviour	0.014458325	0.028586365	0.505776977	0.613236122	-0.041705874	0.070622525	-0.041705874	0.070622525
Preference	-0.057741201	0.030038344	-1.922249785	0.05514221	-0.116758132	0.00127573	-0.116758132	0.00127573
Satisfaction	0.091036553	0.035895773	2.536135749	0.01151157	0.020511416	0.16156169	0.020511416	0.16156169

H10: Behavior has no Impact on Hostellers satisfaction with Amazon.

H11: Behavior has an Impact on Hostellers satisfaction with Amazon.

H20: Preference has no Impact on Hostellers satisfaction withAmazon.

H21: Preference has an Impact on Hostellers satisfaction withAmazon.

H30: Satisfaction has no Impact on Hostellers Overall satisfaction with Amazon.

H31: Satisfaction has an Impact on Hostellers Overall satisfaction with Amazon.

The above table 4-26 shows, the multiple R value of 0.131 indicates that there is a weak positive correlation between the independent variables and the dependent variable. The R-squared value of 0.017 indicates that only 1.7% of the variability in "Hostellers" is explained by the independent variables in the model. The adjusted R-squared value of 0.011 takes into account the number of independent variables and is slightly lower than the R-squared value.

The standard error of the estimate is 0.492, which is the average distance that the observed values fall from the regression line. The model was fitted to 504 observations.

The coefficients for each independent variable estimate the effect of that variable on the dependent variable, while holding the other variables constant.

The intercept is 1.228, which represents the expected value of "Hostellers" when all independent variables are equal to zero.

The coefficient for "Behaviour" is 0.014, which indicates that there is a small positive effect of "Behaviour" on "Hostellers," but this effect is not statistically significant, as the p-value is greater than 0.05. The coefficient for "Preference" is -0.058, which indicates that there is a small negative effect of "Preference" on "Hostellers," but this effect is also not statistically significant, as the p-value is slightly above 0.05.

The coefficient for "Satisfaction" is 0.091, which indicates that there is a small positive effect of "Satisfaction" on "Hostellers," and this effect is statistically significant, as the p-value is less than 0.05.

The confidence intervals for the coefficients show the range of values that are likely to contain the true population value for that coefficient with a specified level of confidence (in this case, 95%). The lower and upper 95% limits for each coefficient are reported in the last two columns of the table.

Overall, the regression model suggests that "Satisfaction" has a small positive effect on "Hostellers," while "Behaviour" and "Preference" do not have a statistically significant effect. However, the model only explains a small portion of the variability in "Hostellers," and other factors not included in the model may be more important in predicting "Hostellers."

CHAPTER-5: CONCLUSION

In conclusion, the study reveals that the behaviour of hostellers towards buying electronic and apparel items from Amazon is positive, with a rating of 3.99 out of 5. Although the satisfaction level is slightly lower at 3.84 out of 5, it is still indicative of a reasonably positive experience. On the other hand, the preference for buying electronic and apparel items from Amazon is comparatively lower at 3.63 out of 5. Overall, the findings suggest that hostellers are generally satisfied with their purchase experience on Amazon, but there may be room for improvement in terms of preference. Therefore, Amazon may want to consider adjusting their offerings or enhancing their marketing strategies to increase customer preference for their products among hostellers.

Future Recommendation

Fast and reliable shipping: Hostel students may need their purchases quickly, especially if they are buying for specific events or needs. Ensuring that products are delivered quickly and reliably can increase satisfaction levels. Amazon could consider offering faster shipping options like same-day delivery or next-day delivery, as it is not available in every location.

Competitive pricing: Hostel students are typically on a tight budget, so competitive pricing on electronic and apparel items can be a deciding factor in their purchase decision. Amazon could consider offering student discounts or creating special promotions for these items to attract and retain hostel students as customers.

Product quality: Hostel students may rely on the reviews and ratings of other customers when making a purchase decision. Ensuring that the products offered on Amazon are of high quality can increase satisfaction levels among hostel students.

Customer service: Hostel students may need to resolve issues or get help with their purchases. Providing helpful and responsive customer service can go a long way in increasing satisfaction levels. Amazon could consider implementing a live chat or a 24/7 helpline to address concerns and inquiries quickly.

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APPENDIX

1. Age

   - 15-17
   - 18-21
   - 22-24

2. Gender

   - Male
   - Female

3. Since when have you been using amazon service?

   - 2013-2015
   - 2016-2018
   - 2019-2022

4. Field you are studying in

   - Art/Humanity
   - Science
   - Management
   - Commerce
   - Medical
   - Engineering
   - IT
   - Architect

5. What Product do you order?

   - Electronic
   - Apparel

6. How often do you use amazon?

   - Half a month
   - Monthly
   - Quarterly
   - Semi-monthly
   - Yearly
   - Depends

7. You use amazon service for.

- Gifting
- Yourself
- Family

8. You noticed reviews before you buy the product from amazon.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

9. Before you buy Amazon products, you check the price with other competitors.
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

10. You read the description before purchasing a product from amazon

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

11. Which payment method do you use?

- Cash on delivery
- Prepaid payment

12. You were choosing Amazon for reasonable rates.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

13. You were choosing the amazon service for the offers.
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

14. You were choosing the amazon service for the rewards

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

15. Was your order delivered in the time frame you were given?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

16. Your delivery experience was good.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

17. The item you purchase as per described.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

18. Your experience was good with the amazon customer service executive.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

19. You were choosing Amazon for the fastest delivery.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

20. You were choosing Amazon for an after-sales experience.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

A Project Report

On

A comparative study of brand positioning by Ambuja Cement

and Ultratech Cement and its Impact on Brand Image

Submitted to

Faculty of Business Administration

2022-2023

GLS
UNIVERSITY

FACULTY OF BUSINESS ADMINISTRATION (NRBBA)
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CERTIFICATE

This is to certify that the report submitted by the under mentioned students of our eminent institute is in partial fulfillment of the requirement for the completion of *"Project Report"* at the **Third Year B.B.A.** for the academic Year 20 __22__ - 20 __23__

Title of the Project __A Comparative Study of Board Positioning by Ambuja Cement and Ultratech cement & its impact on Brand Image.__

Signature

(Dr. Shefali Dani)

Signature

(Prof. In-charge)

	Name of the students in a group	Batch	Roll Nos.	Enrollment No.
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2	Vyas Khushi	2022-23	202	
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4	Trivedi Monali	2022-23	281	
5	Trivedi Preet	2022-23	282	
6	Vaghasiya Sidharth	2022-23	284	
7	Vahsa Rahi	2022-23	285	
8	Kumoti Raushani	2022-23	51	
9	Lalwani Sneha	2022-23	86	
10	Thakor Kishan	2022-23	199	
11				
12				

ACKNOWLEDGMENT

We are using this opportunity to express our gratitude to everyone who supported us throughout the course of BBA. We are thankful for their aspiring guidance, invaluably constructive criticism and friendly advice during the project work. We are sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the project.

We are highly indebted to our project guide Mr. Belur Baxi for his guidance and constant supervision as well as for providing necessary information regarding the project.

We would also like to express our gratitude towards our parents & GLS University for their kind co-operation and encouragement which help us in completion of this project.

Thank You

(Group 8)

Table of Contents

INTRODUCTION

The Research is based on the topic of brand positioning and its impact on brand Image. Ambuja and Ultratech cement companies are analyzed and compared. Brand positioning has a vital impact on the performance of the company. It is strongly connected with the customers; hence it becomes extremely important to effectively and creatively communicate the product in the market. Brand refers to Brand is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers Initially, Branding was adopted to differentiate one person's cattle from another's by means of a distinctive symbol. In marketing, positioning is the process by which marketers try to create an image or identity in the minds of their target market for its product, brand or organization. Here, we did scrutinize the efforts made by Ambuja and Ultratech cement to position their brand in the market and analyze its impact on brand image.

CEMENT INDUSTRY ANALYSIS

Cement Industry is one of the largest industries of the world and occupies predominant place as one of the basic industries for development and its employment generation capacity. Cement ranks next to steel in construction material and so is the basis of all modern construction.

a) History of Cement Industry in India :-

- **Discovery of Cement**

John Smeaton, who is also known as —father of civil engineering‖ and credited for design of many bridges, canals, harbors etc. was the first proclaimed civil engineer and pioneered the use of ‗hydraulic lime', which led to discovery of modern cement.

The common cement or Portland cement was prepared and Patented by Joseph Aspdin in 1824.

In the later part of 19th century, cement production was taken up by many countries many decades after the first patent was taken by Aspdin in England.

- **First Cement Factory of India -**

India entered into the Cement Era in 1914, when the Indian Cement Company Ltd. Started manufacturing Cement in Porbundar in Gujarat.

However, even before that a small cement factory was established in Madras in 1904 by a company named South India Industrial Ltd.Indian Cement Company Ltd produced only one type of cement which was designed by the British standard committee as —Artificial Portland Cement‖. This company marketed its product in Mumbai, Karachi, Madras and other parts and became a financial success. At that time India had to import cement from England. The price of the imported cement was higher. Some other factors such as increase in domestic demand, reduction in supply from abroad (due to war), availability of Indian Capital, ample raw material, Cheap labour, support of the government etc. made it a leading industry in India in a short period of time.

In January 1915, a cement unit was started at Katni in Madhya Pradesh In December 1916, another unit at Lakheri in Rajasthan was started. During the First World War period, cement production in these three important factories was taken under control of

the government and later the control was lifted once the war was over. After the war, 6 more units were launched in India.

In 1924, India's cement production was 267000 tons. However, initially this increased production could not reduce the imports and the industry suffered a rate war. This led to closure of many indigenous units. The Indian companies which were away from ports or commercial centres faced the lacational disadvantage.

The above incidents led to the industry stakeholder approach to the government for some kind of protection. The British government constituted a Tariff board , which recommended protection of the indigenous industry against the dumping of the imported cement. It recommended raising of the customs duty to 41% which was around 15% at that time, but this recommendation was not accepted by the government.

- **Key Other Landmarks in History of Cement –**

In 1925, first association of the cement manufacturers was formed as ―Cement Manufacturers Association―. It was followed by ―Concrete Association of India‖ in 1927. In 1930 ―Cement Marketing Company of India‖ was started and this was followed by a quota system on the basis of installed capacity of the factories.

In 1936, all the cement companies except one i.e. Sone valley Portland Cement Company agreed and formed Associated Cement Companies Ltd. (ACC).This was the most important even in the history of cement industry in India. Many more companies were established in the following years.

Before partition India had 24 factories, out of which India retained 19 factories, which annual production of 2.1 million tons. Pakistan faced a problem at the supply side as it had problem of disposal of the cement produced and India faced a problem in demand side as production fell to 2.1 million tons from 2.7 million tons. After Independence, the partition of the country had a bad impact on the cement industry.

b) Growth of Cement Industry and it's reasons

The first attempt to manufacture cement in India was made in 1904 when a mill based on sea shells as a source of limestone was established at Chennai. But this attempt proved abortive and a really successful attempt was made in 1912-13 when the Indian Cement Co. Ltd. Set up a plant at Porbandar. Cement Production virtually took off the ground only after tariff protection was granted to this industry in 1924. A turning point came in 1934 when 10 out of 11 existing companies merged into the Associated Cement Co. Ltd. (ACC).

By 1947, there were 18 cement factories with a capacity of 21.15 lakh tonnes and production of 20.16 lakh tonnes. Rapid economic progress associated with massive building programmes during the plan period accelerated the demand for cement and provided stimulus to this industry. India achieved self sufficiency in cement only in 1980s during the short five year period of partial decontrol.

Prior to that Indian cement industry had seen days of total controls, partial decontrol and imports. This industry was totally decontrolled in March, 1989 and it grew in leaps and bounds in 1990s. Today, in terms of quality, productivity and efficiency, the industry is second to none in the world. Its technology is state- of-the-art, its cost of production is one of the lowest in the world and its productivity is easily one of the highest.

Currently, the Indian cement industry is the second largest in the world after that of China. With a turnover of around Rs. 30,000 crore, the industry is the second biggest contributor to the exchequer. The Central government gets about Rs. 4,000 crore from excise duty and various state governments another Rs. 4,000 crore from sales tax yet another Rs. 2,000 crore comes from royalties, octroi and cesses.

The industry provides direct employment to 1.5 lakh persons and indirect employment to 1.2 million persons. As on 30 April 2004 there were 16 large cement plants with an installed capacity of 144.98 million tonnes. Apart from these, there are 300 mini and tiny

plants spread all over the country. The estimated capacity of mini plants is about 11 million tonnes per annum. The mini plants play a supplementary role.

The concept of mini plants was accepted by the Government in 1979 to exploit smaller deposits of limestone scattered in remote and inaccessible areas. This concept was supported by incentives like 50 per cent reduction in excise duty. The main advantage of mini cement plants is that they provide employment opportunities to rural and remote areas and make cement easily available there. Further, they help in dispersal of production capacity and reduce strain on transportation infrastructure.

- **Reasons of the growth**

Reasons for the growing economy of the sector is when an economy is growing, people invest more in infrastructure because the living standard rises. Hence, a growing economy suggests a boom in infrastructure sector.

And a booming infrastructure sector suggests increasing demand of cement. There are new product lines be adding .

So, it could be that cement stocks are rising owing to the sentiment that India will upgrade its infrastructure, in the near future.

Reasons for investment takeaway is the price of inputs have come down a little, but there is no substantial downfall yet. If the prices do not go down More, the margins will continue to be under pressure.

However, cement as a raw material will always be in demand because it is crucial to construction.

c) Per Capita Cement Consumption of India and The World

- **Per Capita Cement Consumption in India**

Cement production in India reached 345 MT in Calendar Year (CY) 2021 and was projected to reach 370 MT in CY 2022. Yet, the per capita consumption of cement in India is low at 242 kg compared to the world average of 500 kg.

- **Per Capita Cement Consumption in the World**

The total volume of cement consumption worldwide amounted to an estimated 4.1 billion tons in 2022. Back in 1995, the total global consumption of cement amounted to just 1.39 billion tons, an indication of the extent to which the construction industry has grown since then.

d) SWOT ANALYSIS

SWOT analysis of any company analyses the brand by its strengths, weaknesses, opportunities & threats. In SWOT Analysis, the strengths and weaknesses are the internal factors whereas opportunities and threats are the external factors.

Ultratech Cement:

Strengths of Ultratech Cement:

1. Ultratech Cement Company is India's biggest cement company.
2. Aditya Birla is its Parent Company which helps the brand
3. Ultratech is one of the largest exporter of cement clinkers
4. It has an annual capacity of more than 70 million tones

Weaknesses of Ultratech Cement

1. Though Ultratech is one of the largest exporter but still it is currently not operating in US market, which is a huge market for Cement Industry.
2. UltraTech provides various other construction products and services, but the brand is associated with Cement only, so it has to work on positioning the brand as a construction materials brand, which can be achieved by implementing branding activities.

Opportunities for Ultratech Cement:

1. Ultratech has the biggest opportunity by entering US Market through Mergers and Acquisitions.
2. It should do branding activities for other services other than cement.

Threats for Ultratech Cement:

1. Major threat is that it faces worldwide Competition.
2. Mergers and acquisitions involves high risk, so it should be careful while entering new market.

 Ambuja Cement

Strengths of Ambuja Cement:

1. Ambuja Cement is a leading firm in India and has made significant investments.
2. Good Quality- Ambuja Cement produces some of the best cement. Ambuja cement is a premium PPC cement with cutting-edge SPE technology.
3. They have a strong management team and supply network for logistics.
4. Performance Consistency- They supply their items consistently and perform at a high level.

Weaknesses of Ambuja Cement:

1. Ambuja Cement is solely accessible in India and is not available elsewhere. The business exports its goods to numerous nations, but it hasn't yet opened any offices outside of India; it is a well-known Indian business that will soon be established.
2. Lack of Product Diversification: The company's product lines are not very diverse, and there is just a small range of products available.

3. High Transportation Costs – The cost of transporting cement to various retail stores is very high. It will rise much more as a result of rising fuel costs.

<u>Opportunities for Ambuja Cement:</u>

1. High Growth: There is a lot of room for expansion for cement companies in India. Because of the construction industry's enormous need.
2. There will be more investment because the demand for and price of cement will never decline. There are several parties involved and investors in Ambuja Cement's business. It is predicted that EPS would rise from $14.19 to $16.24 per share. By the following year, net income is expected to increase by 5.3%.

<u>Threats for Ambuja Cement:</u>

1. Large Competition: Ambuja Cement faces fierce industry competition. In order to get a competitive edge, the organisation must improve its visibility.
2. Increasing Gasoline Prices: As a result of rising fuel costs, the corporation faces a serious threat because it will have to pay more for distribution.

e) PESTEL ANALYSIS

PESTEL Analysis of Ultratech Cement Company:-

<u>Political Factors Affecting Ultratech:-</u>

Environmental laws and guidelines: What UltraTech Cement must do to comply with environmental laws and regulations in India.

-Armed Conflict: The disruption of the corporate environment brought on by military policies, terrorist threats, and other political instability does not pose an immediate threat to India. UltraTech Cement has experience managing operations under challenging conditions.

-The significance of local governments in India – Unlike in the majority of other nations, local governments are vital to the country's policy-making and regulatory processes.

Instead of creating policies for the entire country of India, UltraTech Cement must closely monitor the states and territories where it operates.

-Tax laws – For the past 20 years, UltraTech Cement has benefited from lower tax laws across the western hemisphere. High profits and rising spending on research and development are the outcomes. Changes in taxation policies may result from India's rising inequality.

Economic Factors Affecting Ultratech:-

Economic Performance of India: Given government spending, stable demand due to disposable income, and rising investment in new industries, I think India's economy will continue to develop well over the next 5 to 10 years.

Inflation rate – The easy market liquidity following 2018's big recession would cause inflation to rise in the Indian economy.

Workforce skill level in India's market – India's human resources have moderate to high skill levels in the capital goods industry. In addition to using it to enhance services in India, UltraTech Cement may take advantage of the qualified staff to open up international potential.

Social Factors Affecting Ultratech:-

Indian media channels are essential for swaying public opinion. In India, both traditional and social media are expanding quickly. Utilizing this trend can help UltraTech Cement market and position its goods more effectively.

Easy access to necessary services Over the past ten years, over half of India's population has gained access to basic services. Increased investment in public services is to blame for this.

Power structure: India is experiencing an upward trend in economic disparity. The power structure that has persisted in society for the past 6-7 decades has changed as a result of this.

Demographics: UltraTech Cement has demographics on its advantage when it comes to Capital Goods items. India is a developing, young nation. This trend can be used by UltraTech Cement to appeal to different demographics.

Technological Factors Affecting Ultratech:-

In the capital goods business, changing trends in mobile technology have altered client expectations. In order to be competitive, UltraTech Cement must not only meet and manage these expectations, but also innovate.

Technology has shortened the product life cycle and made it possible for suppliers to quickly develop new products. This has empowered supply chain partners. This has put pressure on the marketing team at UltraTech Cement to promote a variety of goods in order to satisfy the suppliers.

The newest technology is quickly reducing manufacturing and maintenance costs in the capital goods sector. The supply chain of UltraTech Cement needs to be reorganised to increase flexibility in order to better serve customers and adhere to budgetary constraints.

Environmental Factors Affecting Ultratech:-

Extreme weather is also increasing the cost of operations for UltraTech Cement as it must make investments to increase the flexibility of its supply network.

Environmental standards are also changing how product innovation is prioritised. Many times, environmental regulations and expectations are taken into consideration while designing products rather than traditional value propositions.

Legal Factors Affecting Ultratech:-

Even though some nations adhere to international standards, the length of time it takes for commercial cases to be resolved in court can often be measured in years. Before entering a global market, UltraTech Cement must carefully analyse the average time of particular cases.

Environmental laws and guidelines: What UltraTech Cement must do to comply with environmental laws and regulations in India.

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entering a global market, UltraTech Cement must carefully analyse the average time of particular cases.

PESTEL Analysis of Ambuja Cement Company:-

Political Factors that Impact Ambuja Cements :-
Changing policies with new government – Studying the current trends it seems that there can be a transition of government in India in next election. Ambuja Cements has to prepare for this eventuality as it will lead to change in governance priorities of Capital Goods sector.
Taxation policies – Over the last two decades Ambuja Cements has benefitted from lower taxation policies throughout the western hemisphere. It has resulted in high profits and increasing spending in the research and development. The increasing inequality in India can lead to changes in the taxation policies.
Political stability in the existing markets – Ambuja Cements operates in numerous countries so it has to make policies

Economic Factors that Impact Ambuja Cements
Efficiency of financial markets in India – Ambuja Cements can access vibrant financial markets and easy availability of liquidity in the equity market of India to expand further globally.
Economic Cycles – The performance of Ambuja Cements in India is closely correlated to the economic performance of the India's economy. The growth in last two decades is built upon increasing globalization and utilizing local resources to cater to global markets.
Economic Performance of India – I believe the economic performance of India in the near future 5-10 years will remain stable given – government expenditure, stable demand because of disposable income, and increasing investment into new industries.

Social Factors that Impact Ambuja Cements

Leisure interests – the customers in the India are giving higher preferences to experiential products rather than traditional value proposition in Capital Goods sector. Ambuja Cements can leverage this trend to build products that provide enhanced customer experience.

Power Structure – There is an increasing trend of income inequality in India. This has altered the power structure that has been persistent in the society for over last 6-7 decades.

Education level – The education level is high in India especially in the Ambuja Cements sector. Ambuja Cements can leverage it to expand its presence in India.

Technological Factors that Impact Ambuja Cements

5G and its potential – Ambuja Cements has to keep a close eye on the development and enhancement of user experience with increasing speed and access. This can completely transform the customer user experience in the Construction – Raw Materials iindustry.

-Technology transfer licensing issues for Ambuja Cements – In the Capital Goods sector there is no strong culture of technology transfer and companies often are reluctant to transfer or license technologies for the fear of creating competitors out of collaborators.

Research and development investment at both macro level and micro level in India. If there is an environment of creative disruption and both government and private players are spending resources on developing new solutions.

Environmental Factors that Impact Ambuja Cements

Recycling is fast emerging as a norm rather than a good thing to do in India economy. Ambuja Cements has to make plans to adhere to regulations and expectations in the Capital Goods sector.

Waste management especially for units close to the urban cities has taken increasing importance for players such as Ambuja Cements. India government has come up with strict norms for waste management in the urban areas.

Legal Factors that Impact Ambuja Cements

Health and safety norms in the India and what Ambuja Cements needs to do to meet those norms and what will be the cost of meeting those norms.

Time take for business cases in court – some countries even though follow international norms but the time for resolution often run in years. Ambuja Cements has to carefully consider average time of specific cases before entering an international market.

Business Laws – The business laws procedure that India follows. Are these norms consistent with international institutions such as World Trading Organization, European Union etc.

f) Company profile of Ambuja Cement :-

Ambuja Cement was founded in 1983 by Narotam Sekhsaria and Suresh Neotia, two traders with very little knowledge of cement or manufacturing. What made up for this lack was their farsightedness: Anticipating that cement would be a critical resource for a developing economy like India, they invested in a state of the art cement plant in Gujarat and went on to build a trusted cement brand that has become synonymous with quality and strength.

In 2022, Ambuja Cement's became a part of Adani Group the largest and fastest growing portfolio of diversified sustainable businesses.

VISION

To be the most sustainable and competitive company in our industry.

MISSION

To create value for all

- Delighted Customers
- Inspired Employees
- Enlightened Partners
- Energised Society
- Loyal Shareholders
- Healthy Environment

Company profile of ultratech cement :-

UltraTech Cement is among India's No. 1 Cement companies that have been providing quality cement for over decades. UltraTech offers cement, building materials, home building solution and more . ultratech Cement Ltd is the largest manufacturer of grey cement, ready mix concrete (RMC) and white cement in India. It is also one of the leading cement producers globally, and the only cement company globally (outside of China) to have more than 100 million tonne capacity in one country.It has a consolidated capacity* of 117.35 Million Tonnes Per Annum (MTPA) of grey cement. UltraTech Cement has 23 integrated plants, 1 clinkerisation plant, 27 grinding units and 7 bulk terminals. Its operations span across India, UAE, Bahrain, Bangladesh and Sri Lanka.(Including 4 MTPA commissioning by June 2019)In the white cement segment, UltraTech goes to market under the brand name of Birla White. It has a white cement plant with a capacity of 0.56 MTPA and 2 WallCare putty plants with a combined capacity of 0.8 MTPA.With 100+ Ready Mix Concrete (RMC) plants in 35 cities, UltraTech is the largest manufacturer of concrete in India. It also has a slew of speciality concretes that meet specific needs of discerning customers. Our Building Products business is an innovation hub that offers an array of scientifically engineered products to cater to new-age constructions.utions and more.

Mission:
To deliver superior value to our customers, shareholders, employees and society at large.

Vision:
 To be a premium global conglomerate with a clear focus on each business

Brand Management

a) Consumer based Brand Equity Model by Arkash

The ways for marketing has changed over the period of years but the one thing that hasn't changed is putting the consumers first. Keller's Brand Equity Model is Customer-Based Brand Equity Model is a pyramid. The motive behind Keller's model is to have a right brand image in order to create a strong branding name. Consumers should feel satisfied with each participation of them. When you're able to prove that consumers are satisfied with the value they get from a brand, then it will automatically built your brand name. The pyramid consists of four levels. It includes:

1. Identity
2. Meaning
3. Response
4. Relationships
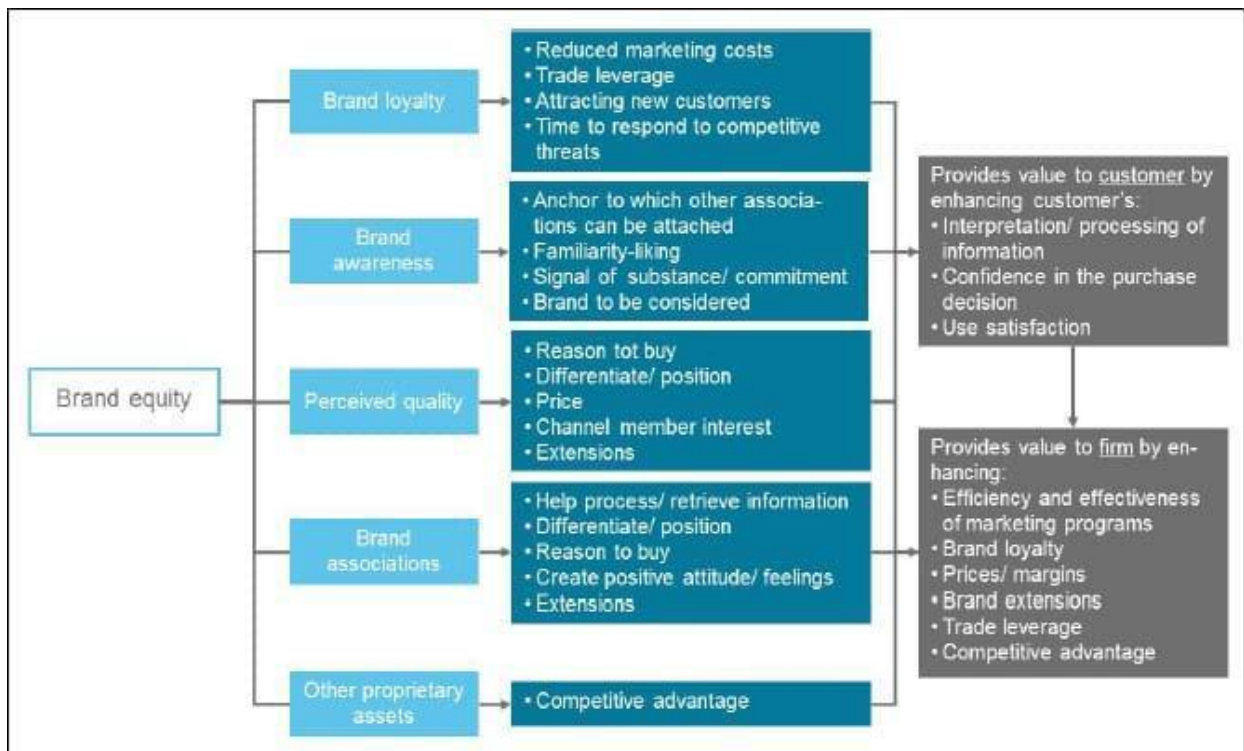
g) Identity

The first level depicts who you are. It is the identity of the brand, the way a consumer looks up to it. At first, consumers are unaware of it and the brand awareness helps it getting identified. The base step should be strong of the pyramid in order to have a strong branding image.

h) Meaning

Once you're aware of the brand, the what , when and who question arises. The consumers would like to know more about the brand. The purpose and meaning should be clear. This meaning is divided into two more parts 1. Performance 2. Imagery. Performance refers to how well your efforts and your products reach to consumers and Imagery refers to how well it reaches to your consumers psychologically and the impact created on their mind.

i) Response

The response you get will be fall into two categories i.e. judgements and feelings. The consumers judge the product on basis of four categories.

1. Quality: A product is judged on how it was perceived and how it actually is.

2. Credibility: How much a consumer shows his/her faith towards the brand and the product.

3. Consideration: It includes the daily usage of the product and how much it satisfies the needs.

4. Superiority: Consumers compare the brand with the other competitors and see the superiority of it.

j) Relationships

The last and the most difficult step is brand resonance. It is the relationship between the brand and the consumers. The main branding objective at this stage is to establish a deep and permanent loyalty among customers.

b) Brand Awareness

Brand awareness is the extent to which a brand is recognised by the target group and is associated with a product or product category.

- **DIFFERENT WAYS OF CREATING THE BRAND AWARENESS:**

1. **Create a brand story:**

Consumers are more attracted in knowing the story associated with the brand. Storytelling leaves an impact on consumer's mind and narrates about your products to consumers.

2. **Create a platform for adding value:**

When a consumer gets to know about the product more in detail, he/ she gets more curious about it. It is an awareness practice that creates opportunities for brand to reach out to more number of consumers.

3. **Run awareness advertisements:**

Eye catching advertisements impacts a lot on consumers mind and social networking helps in achieving the business goal by reaching out to numerous people.

4. **Offer a freebie:**

Everyone enjoys trying product before buying them. Offering freebies or any sample product helps consumers to have insight about other products too. It can create buzz online too.

5. **Creating a different personality:**

The brand should have a unique personality and branding to it. It is a timeless strategy that separates you from your competitors and other firms too.

- **BRAND AWARENESS BY AMBUJA CEMENT:**

• Brand awareness can be created through various ways. It includes marketing campaigns, media presence etc.

• Ambuja cement not only promotes the product but also pass a meaningful message to all the consumers. The brand awareness created by Ambuja Cement involves fun advertisements and online presence.

• From the tagline —Giant compressive strengthǁ they have run very successful campaigns appealing to the ultimate users' side of the industry.

• The awareness of the brand has also been created by painting walls , taking sponsorships in sport events like Kabaddi and Cricket .

• Another initiative was the ‗I Can' program, it gives each member of the sales team the chance to contribute their own innovative ideas that may be put into practise to boost sales. Other performance-related incentives include granting shares and international holidays to employees, providing extra advantageous transactions to retailers and wholesalers, allowing them to combine two schemes, and other things.

- **BRAND AWARENESS BY ULTRATECH CEMENT:**

• Ultratech cement has created their brand awareness through various ways. In the quest for brand evolution, they took the leap with their new positioning ‗Build Beautiful.'

• The brand has evolved to partner with engineers and architects in their quest to make statements with their structures and to build a beautiful homes. Their initiatives towards greener environment has lead to direct positioning .

• UltraTech has been at the forefront when it comes to green initiatives. Right from the manufacturing process to logistics, they have taken measures to preserve the environment.

• In order to strengthen its brand, Ultratech has made great use of electronic media, particularly when it comes to sports and entertainment.

• Despite being a cement commodity business, UltraTech Cement has used the platforms of cricket and films along with the more traditional forms of promotion. People are engrossed in movies and cricket across generations. Since individual home builders

rely on brand recognition to inform their purchasing decisions, having a strong brand presence across these channels and top-of-mind recall is crucial.

• Instead of a celebrity it is always an engineer who is in the centre stage , someone who is completely involved in construction is an engineer.

• A product endorsement from an engineer increases consumers' faith in the brand because they know the engineer has tried the cement. The consumer, on the other hand, expects his products to endure a lifetime, making construction a serious business.

Brand Association

- **Brand Association By Ambuja:**

The brand philosophy of Ambuja Cements is that "the power of the cement relies on the 7 strength of emotion." The main brand promise is that an Ambuja wall would always be unbreakable because to its "Viraat Compressive Strength."

One of India's most cutting-edge cement manufacturers, Ambuja Cements Ltd., has established "Ambuja IHB Clinics" to offer professional advice to "Individual House Builders (IHB)"—one of the most important customer groups for the business. Since Ambuja Cements depends heavily on private home builders, the clinic helps in offering advice, tips, and professional guidance on estimation and design, materials, drying, and appropriate techniques for various construction applications, among other things, for such clients. It serves as a one-stop shop for any inquiries regarding building.

Ambuja Cements Ltd, a unit of the multinational corporation LafargeHolcim, has announced their partnership with the Jaipur Pink Panthers as the team's Pro Kabaddi League 2019 title sponsor.

The Pro Kabaddi League celebrates this sport by holding competitions in ten Indian cities. This sport is the ideal platform for Ambuja Cement to be associated with because it offers an effective marketing channel to reach a loyal and enthusiastic fan base.

- **Brand Association by Ultratech cement:**

Together with the more conventional modes of promotion, UltraTech Cement has skillfully utilized the platforms of cricket and movies. In India, movies are in our blood, and cricket is second only to religion. People are interested in movies and cricket across generations. Our presence on these platforms increases brand recognition and top-of-mind recall, which is crucial, especially for individual home builders whose purchasing decisions are influenced by brand recognition. Our dealers are inspired by cricket as well, and they are proud to be associated with a brand that is associated with this well-

liked sport. The Indian Premier League connection and our in-film branding with Chak De India as the primary team sponsor of Rajasthan Royals have given UltraTech a modern feel.

Literature Review

The Literature Review guides the researcher for getting better understanding of methodology used, limitations of various available estimation procedures, data base, lucid interpretation and reconciliation of the conflicting results.

1) **K Amutha and S P Vinayak, (2015)** have conducted a study on brand preference of people for some selected brands for cement industry in order to analyse comparative performance in Dindigul districts. During their study they saw the lack of awareness among people so they suggested that Cement industries should create awareness about the Brand Grades among the Customers and further concluded that Customers prefer to purchase their favorable brands due to various reasons such as the Quality, Advertisement, Brand Name etc.

2) **Anup Kumar Panda (2015)** briefly compared the demand graphs of different cement production companies including Ambuja Cement and Ultratech Cement. Also analyzed the data and concluded that Ultratech Cement is more profit earning production company comparatively. He concluded Ultratech Cement has a good brand image in the dealer's mind in Ganjam. He mentioned that dealers are of the opinion that among all the media,
television is the most powerful media followed by the hoarding and wall painting which every common man can see. Dealers opinion regarding price is Favouring Ultratech cement & It's Get 1St rank in all four-brand. Its price is reasonable according to quality it's also satisfy the dealer. If check out the satisfaction level of dealers with respect to quality of Ultratech Cement then we find that 85% dealers are told that it has excellent quality. So company can also see this as its strength compare to other brand in market. He found that company is poor in providing services such as timely small deliveries regular visits and gift items etc. At the end he suggests that company should start its internal call centre for its valuable customers by which they can directly interact with company experts. Also company should conduct society welfare programs in rural area. So that company creates good brand image among people. By giving some gifts and

best wishes cards to the customer that your buying decision is very good. Company can improve sales and brand positioning. Company should organize seminars, conferences, Manson meetings and dealers meet to promote sales quarterly. The company should focus more on sales promotion, advertisement and public relation.

3) **Rahman Ahmad & Hair Rizad (2008)**, briefly studied the relationship between different components of brand competitiveness and customer's purchase intention. Also defined the brand knowledge, Awareness and Image. He found that most of the customers recognize XY cement brand as the superior in quality in the market compared to other brands. In this study, difference in the color of the cement has differentiated the brand from other competing brand. The result is consistent with the image of the brand. The consistency of brand performance was able to influence customer's repeat purchase behaviour. Also they observed that there is lower tendency among the respondent to change to other hand. They say, despite unfavourability in price, customers still prefer the brand due to its outstanding performance. The results of the analysis shows that the variables in the dimensions of customer awareness and knowledge were all positively related and had a positive effect on consumers' purchase intentions.

4) **Mridanish Jha, (2014)** has studied about how marketing strategy can affect the brand awareness, brand association and brand loyalty of a cement industry. He further quoted that Brand names play a fundamental role in the marketing of commodity. A superior brand name creates high levels of brand awareness, stimulate strong consumer preference and contribute to the success of the product. A brand is a hallmark of authenticity and quality. It adds value by promising reliability and helps to create repeat buying patterns. Further he concluded that Branding of commodities offers additional value both to the consumers and the producers. Branding leads to commodity differentiation and hence enables consumer preference. This translates into greater impact on brand positioning of company.

5) **T Ramesh and Dr.M. SuryaKumar (2020)** have studied regarding brand perception among cement brands from the view point of consumers. They have interpreted that from their sample size of 156 people, more than half people believed that the company need to upgrade their brand image by advertising more, also the company should abide by the government norms. Further they concluded that to increase the brand awareness, the company should start associating more.

Research Methodology

a) Research Objectives:

1. To know Brand Awareness of Ambuja Cement and Ultratech Cement
2. To know Brand Association by Ambuja Cement and Ultratech Cement
3. To Know most effective practices of Brand Awareness and Association of Ambuja Cement.

b) Research Design:

The descriptive research design describes the factors, phenomena, behavior and action. In the current research work we have described various practices of Ambuja Cement and Ultratech Cement.

c) Sampling Plan and Sampling Method:

- Data has been collected from 100 citizens of Ahmedbad city for each brand of cement.
- Convenient Random Sampling Method has been used. Convenient Sampling method has been adopted which means each unit had an equal chance (i.e., equal probability) of being included in the sample. Convenience sampling is applied by brands and organizations to measure their perception of their image in the market.
- The data has been analyzed with the sample size of 100 respondents for Ambuja cement and 100 respondents for Ultratech cement.

d) Data Collection Tools and Techniques:

For the most relevant collection of the data, structured questionnaires were circulated and filled up. Also, the technique that is practiced is Survey method.

e) Statistical Tools for research:

Statistical tools - Percentage analysis and Chi-square.
Software - Statistical Package for Social Sciences (SPSS)

Data Analysis

a) Percentage Analysis of brand association and brand awareness of Ambuja Cement.

Logo Recognisation Status
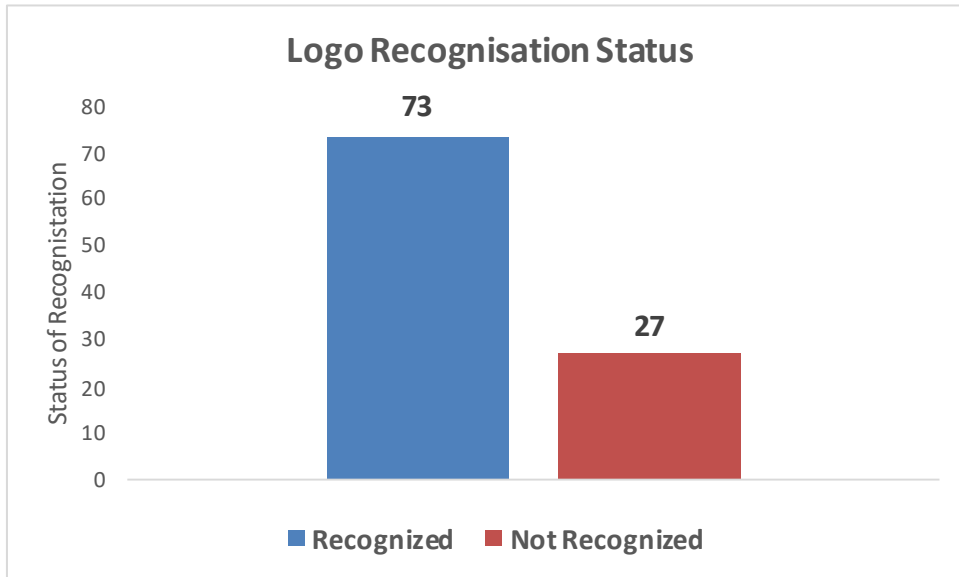
Out of total respondents 73% respondents have recognized Logo of Ambuja Cement. 27% have not recognized logo of Ambuja Cement.

Tagline Recognisation Status
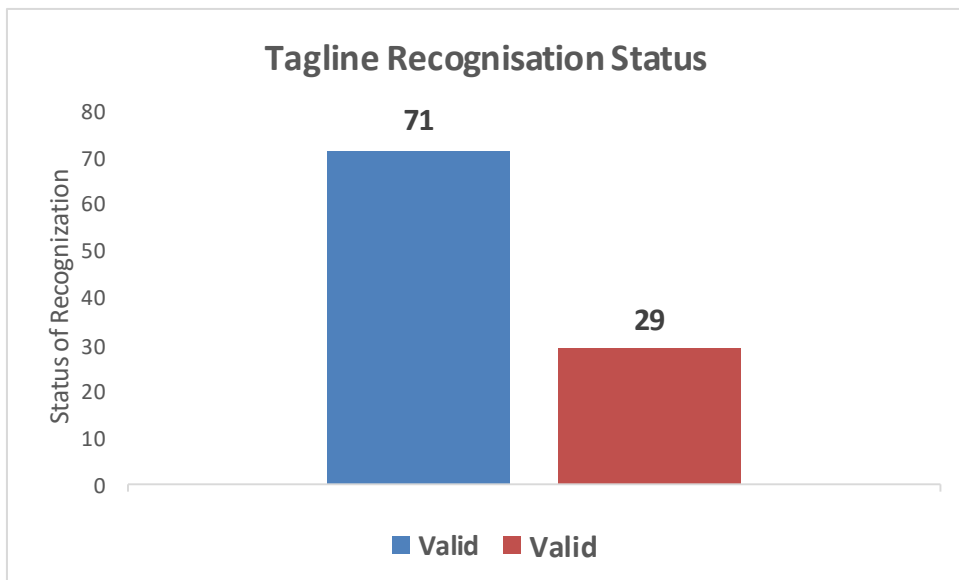
Out of total respondents 71% respondents have recognized Tagline of Ambuja Cement. 29% have not recognized the Tagline of Ambuja Cement.

Rating of Respondants for Strength of Ambuja Cement
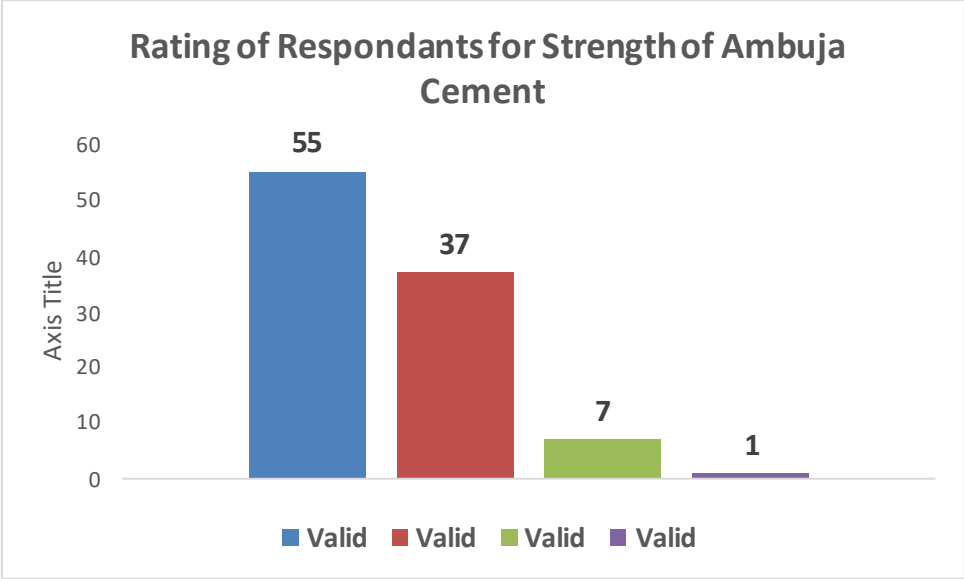
Out of total respondents 55% respondents have strongly agreed, 37% respondents have agreed, 7% respondents gave neutral response and 1% respondents have disagreed for rating the Strength of Ambuja Cement.

Rating of Respondants for Durbability of Ambuja Cement
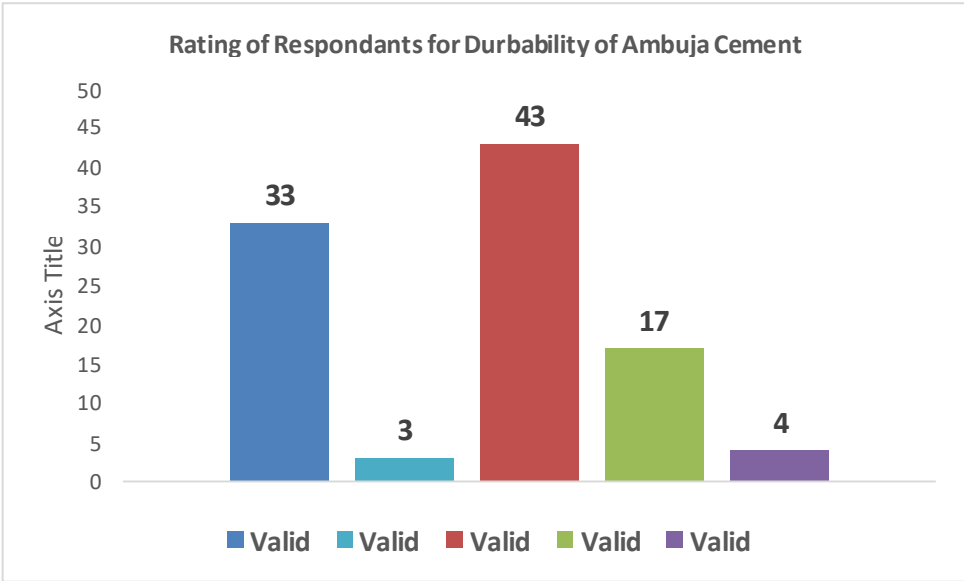
Out of total respondents 33% respondents have strongly agreed, 43% respondents have agreed, 17% respondents gave neutral response 4% respondents have disagreed and 3% respondents have strongly disagreed for rating the durability of Ambuja Cement.

Rating of Respondants for Sustainability of Ambuja Cement
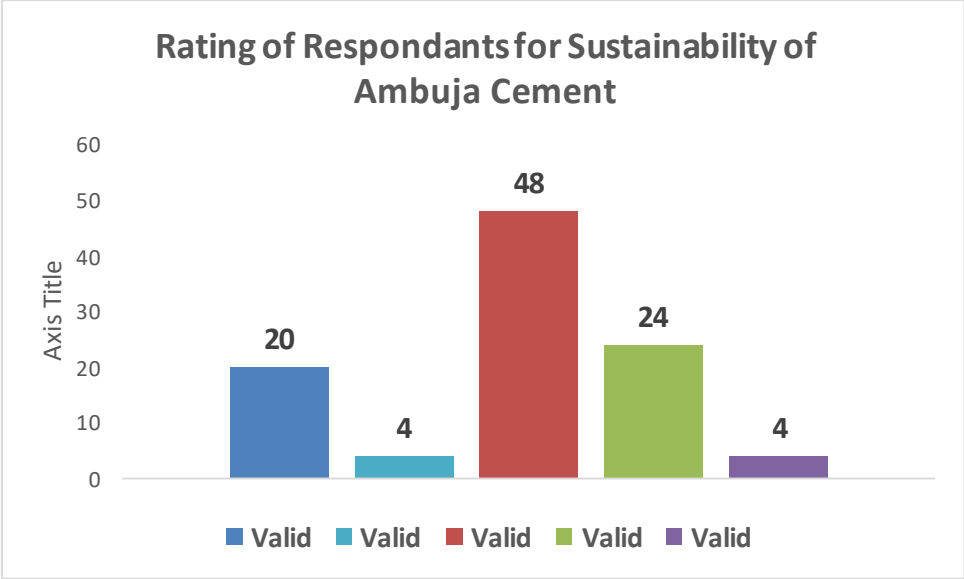
Out of total respondents 20% respondents have strongly agreed, 48% respondents have agreed, 24% respondents gave neutral response 4% respondents have disagreed and 4% respondents have strongly disagreed for rating the Sustainability of Ambuja Cement.

Rating of Respondants for Waterproofing of Ambuja Cement
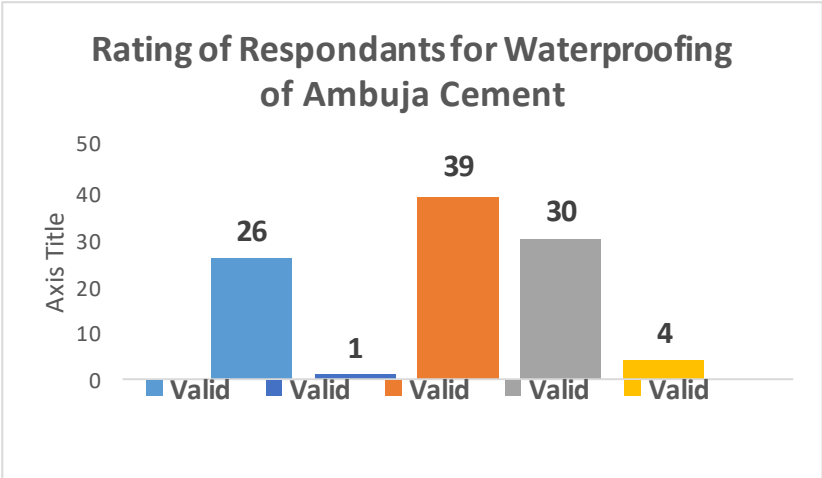
Out of total respondents 26% respondents have strongly agreed, 39% respondents have agreed, 30% respondents gave neutral response 4% respondents have disagreed and 1% respondents have strongly disagreed for rating the Waterproofing of Ambuja Cement.

Rating of Respondants for Porosity of Ambuja Cement
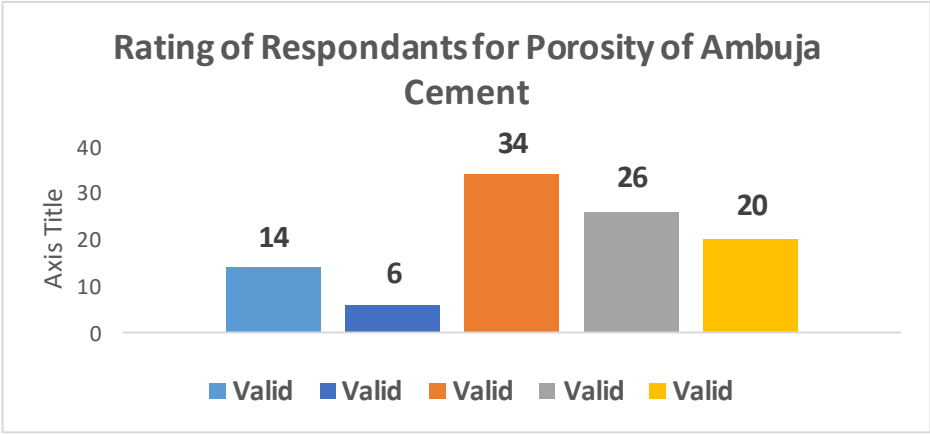
Out of total respondents 14% respondents have strongly agreed, 34% respondents have agreed, 26% respondents gave neutral response 20% respondents have disagreed and 6% respondents have strongly disagreed for rating the Waterproofing of

Rating of Respondants for Transparency of Ambuja Cement
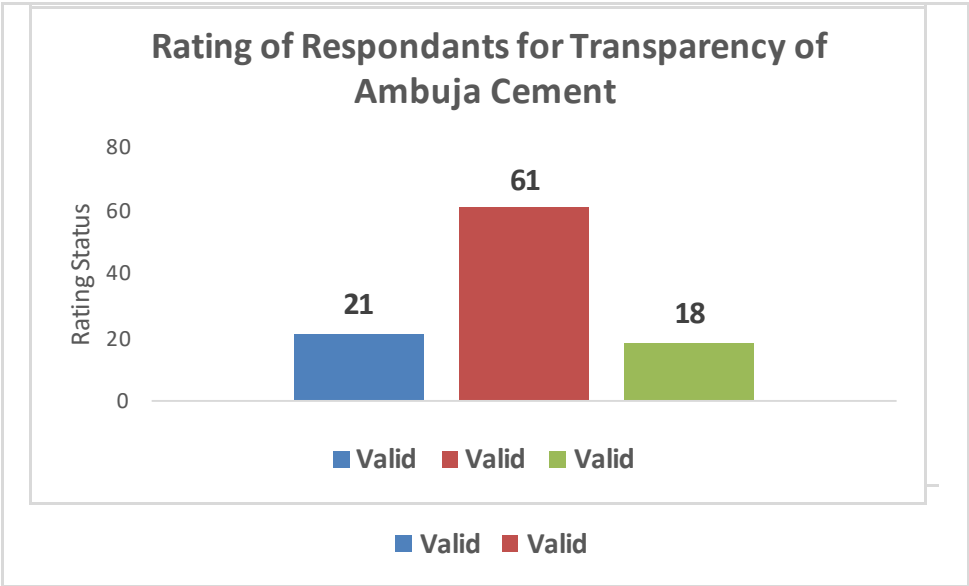
Out of total respondents 66% respondents have recognized the Brand Ambassador of Ambuja Cement. 34% have not recognized the Brand Ambassador of Ambuja Cement.

Rating of Respondants for Believability of Ambuja Cement
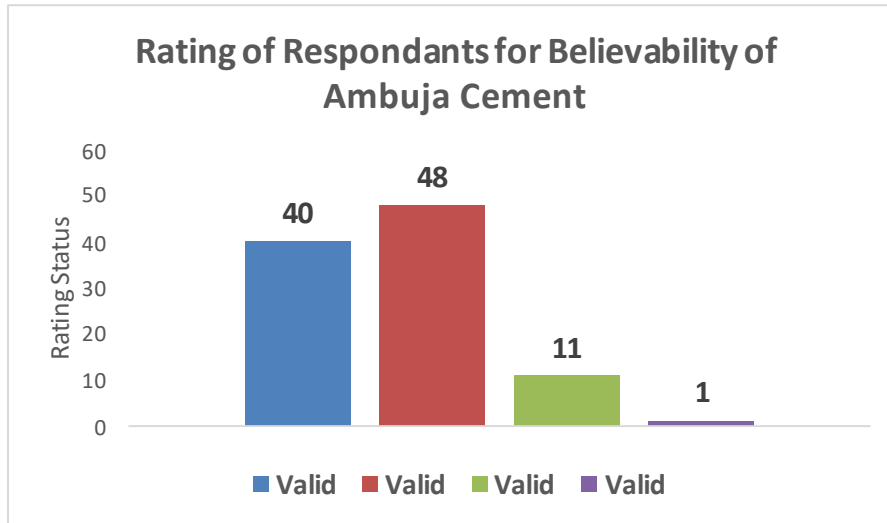
Out of total respondents 40% respondents have rated excellent, 48% respondents have rated good, 11% respondents have rated ok and 1% respondents have rated poor for Believability attribute of Ambuja Cement.

Rating of Respondants for Consistency of Ambuja Cement
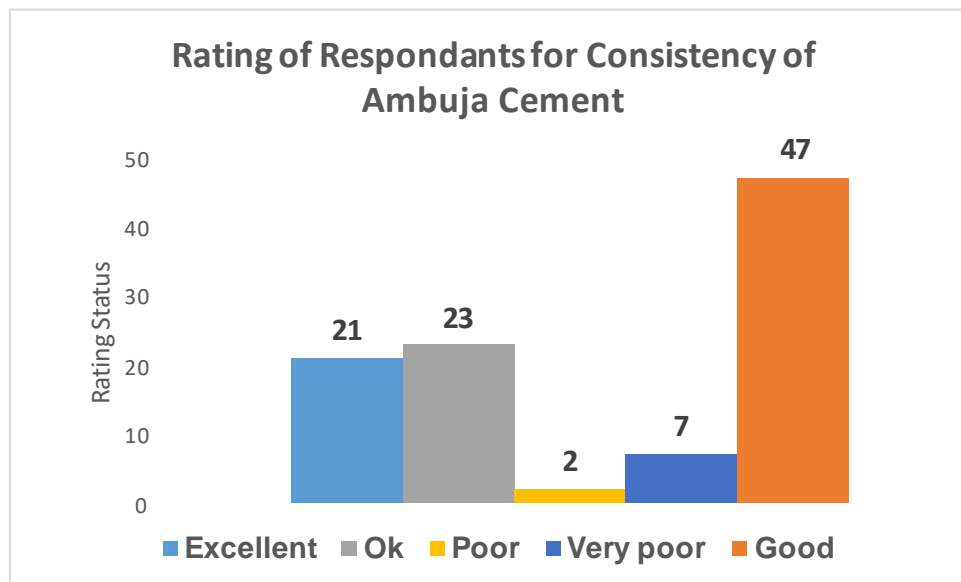
Out of total respondents 21% respondents have rated excellent, 23% respondents have rated Ok, 2% respondents have rated Poor, 7% Respondents have rated very poor, 47% respondents have rated good for Consistency attribute of Ambuja Cement.

Rating of Respondants for Persuasive of Ambuja Cement
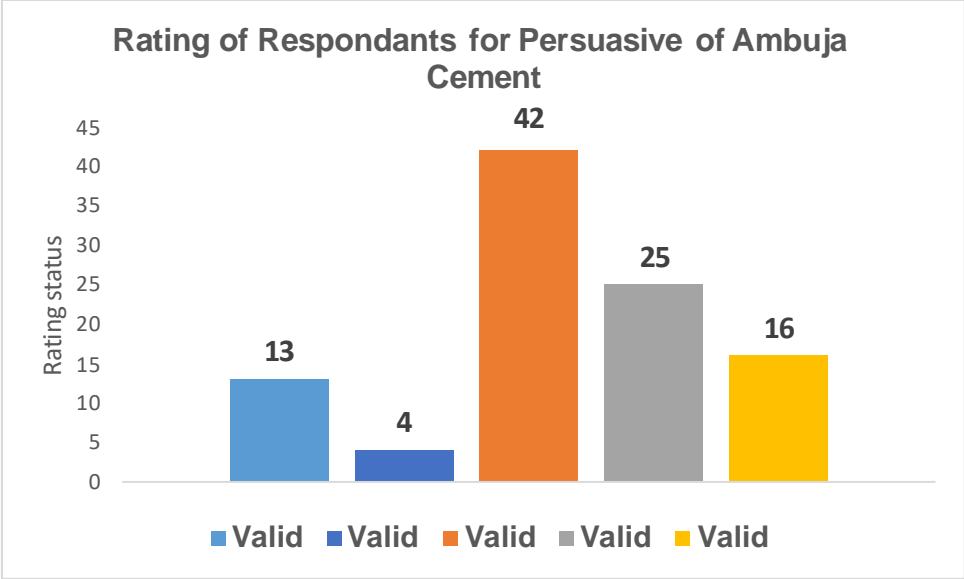
Out of total respondents 13% respondents have rated excellent, 25% respondents have rated Ok, 16% respondents have rated Poor, 4% Respondents have rated very poor, 42% respondents have rated good for Persuasive attribute of Ambuja Cement.

Radio Effectiveness
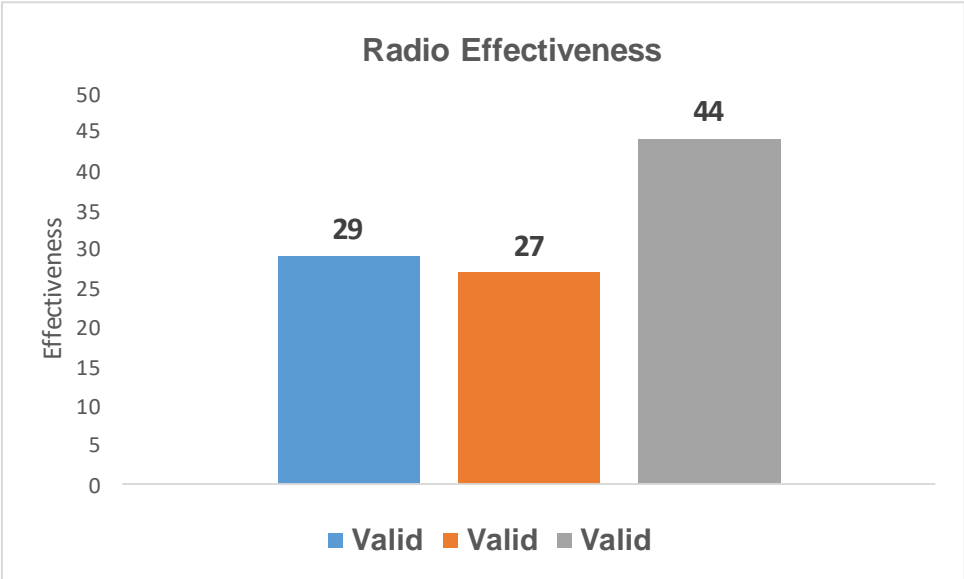
Out of total respondents 29% respondents have regularly came across ambuja company via radio, 27% respondents have sometimes came across ambuja company via radio, 44% respondents have Rarely came across Ambuja company via radio.
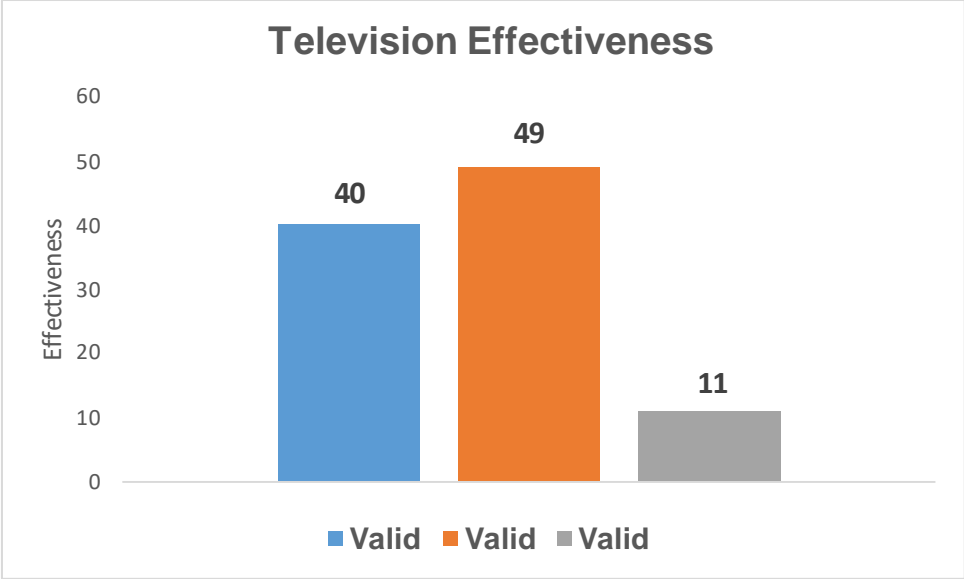
## Television Effectiveness

Out of total respondents 40% respondents have regularly came across Ambuja company via television, 49% respondents have sometimes came across Ambuja company via television, 11% respondents have Rarely came across Ambuja company via Television.

Newspaper Effectiveness
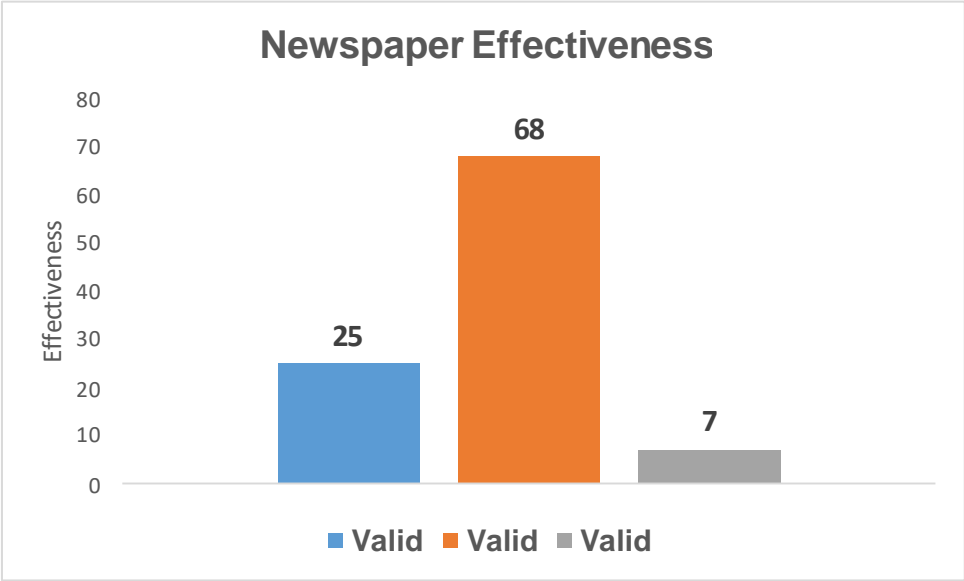
Out of total respondents 25% respondents have regularly came across Ambuja company via newspaper, 68% respondents have sometimes came across Ambuja company via newspaper, 7% respondents have Rarely came across Ambuja company via Newspaper.

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Wall Painting Effectiveness
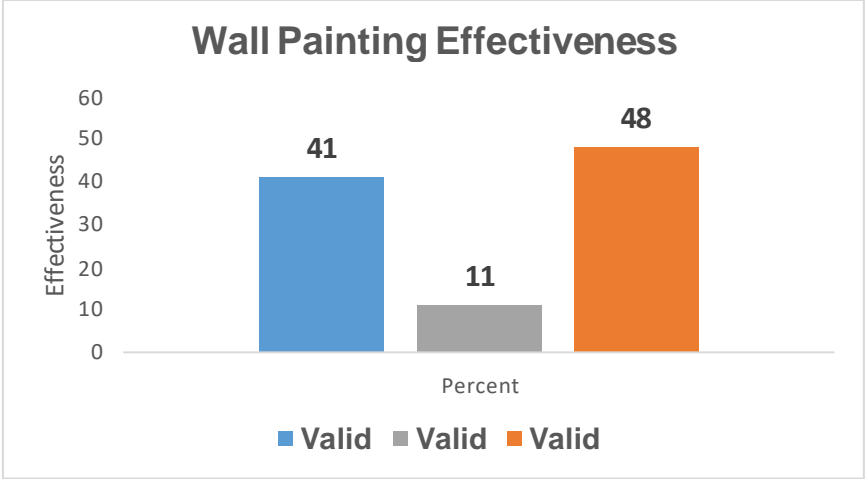
Out of total respondents 41% respondents have regularly came across Ambuja company via wall painting, 68% respondents have sometimes came across Ambuja company via wall painting, 7% respondents have Rarely came across Ambuja company via wall painting.
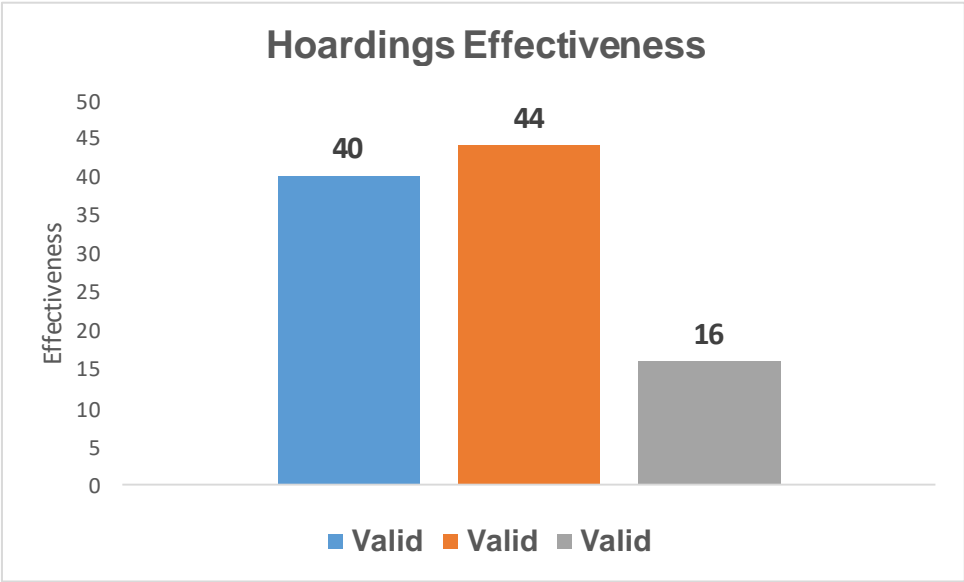
Hoardings Effectiveness

Out of total respondents 40% respondents have regularly came across Ambuja company via hoarding, 44% respondents have sometimes came across Ambuja company via hoarding, 16% respondents have Rarely came across Ambuja company via hoarding.

Ranking Acc Company
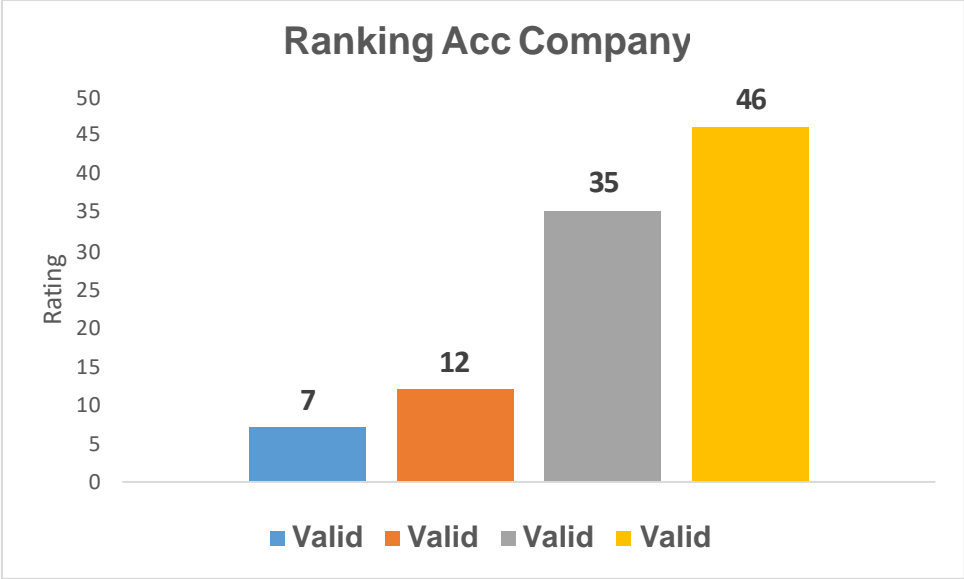
Out of total respondents 7% have ranked 1st to ACC cement, 12% have raked 2nd to ACC Cement, 35% have ranked 3rd to ACC Cement, 46% have ranked 4th to ACC Cement.

Ranking Ultratech Company
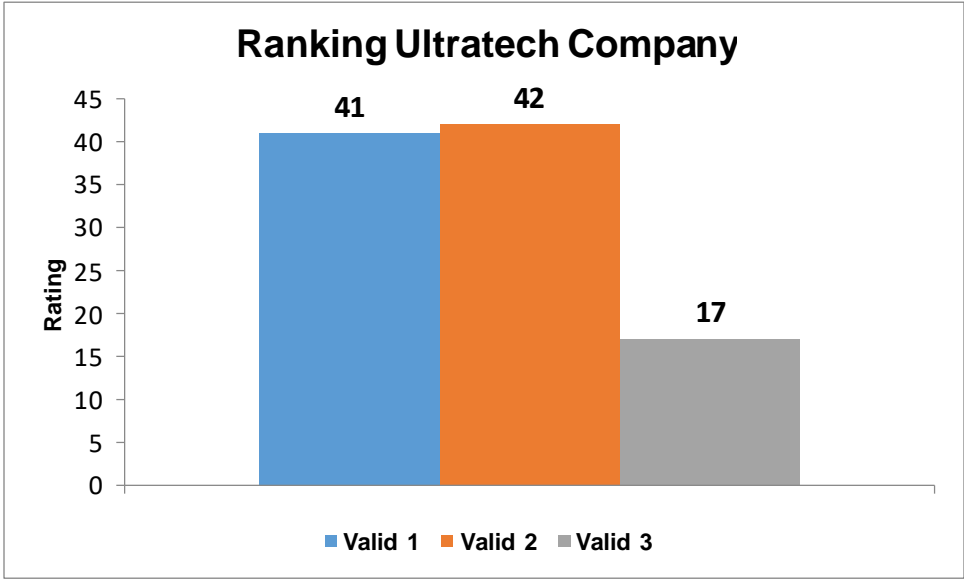
Out of total respondents 41% have ranked 1st to Ultratech cement, 42% have raked 2nd to Ultratech Cement, 17% have ranked 3rd to Ultatech Cement, 100% have ranked 4th to Ultratech Cement.

Ranking Ambuja company
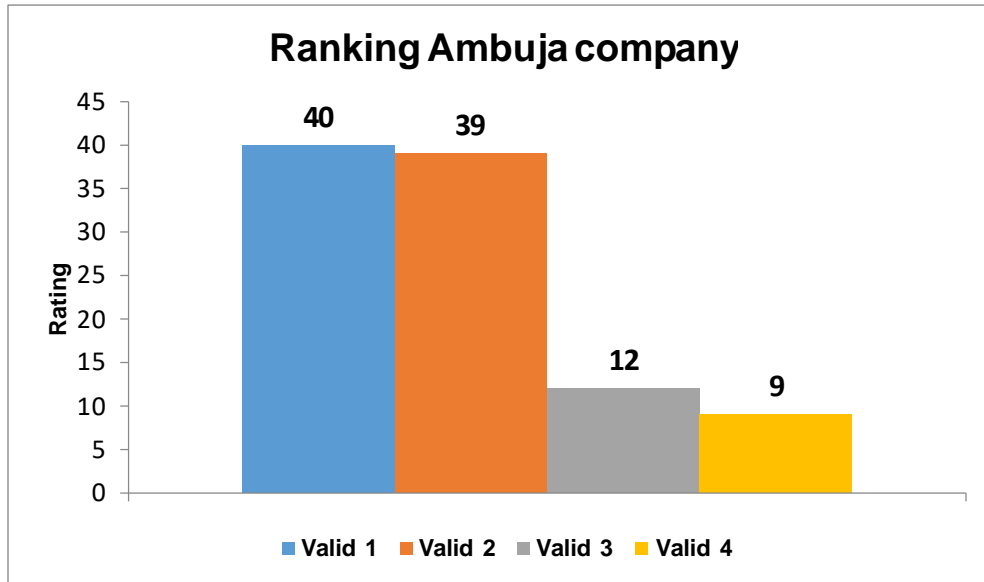
Out of total respondents 40% have ranked 1st to Ambuja cement, 39% have raked 2nd to Ambuja Cement, 12% have ranked 3rd to Ambuja Cement, 9% have ranked 4th to Ultratech Cement .

Ranking JKLaxmi company
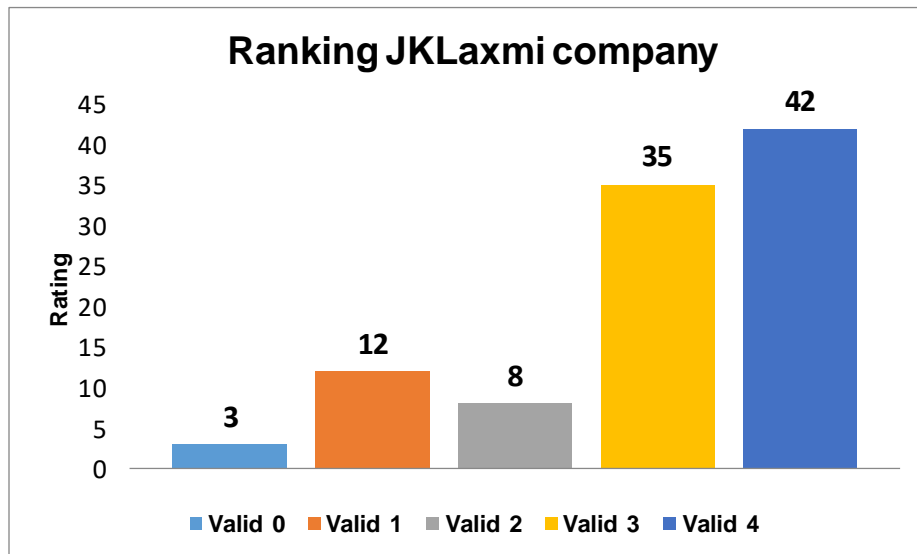
Out of total respondents 3% have Ranked zero to JKLaxmi cement 12% have ranked 1st to JKLaxmi cement, 8% have raked 2nd to JKLaxmi Cement, 35% have ranked 3rd to JKLaxmi Cement, 42% have ranked 4th to JKLaxmi Cement.

Awareness of Ambuja Kawach
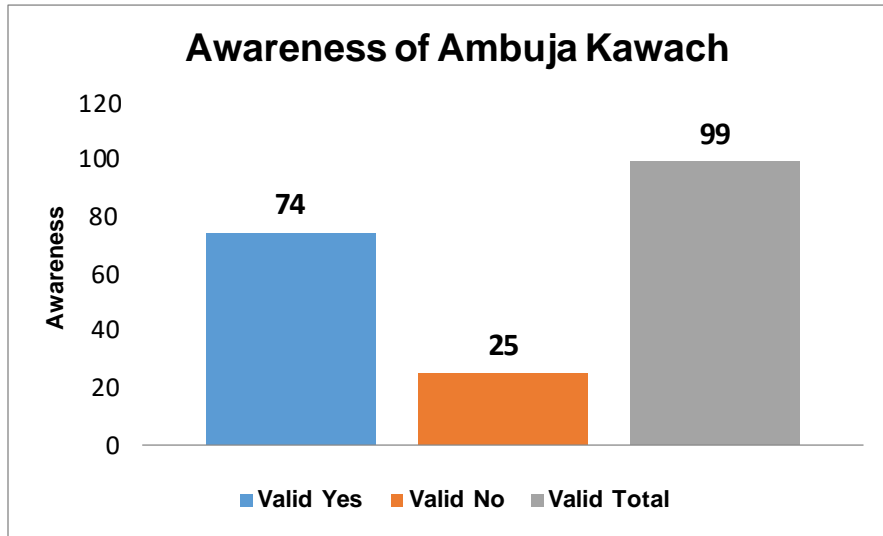
Out of total respondents 74% is aware about Ambuja Kawach 25% is not aware about Ambuja Kawach.

Awareness of Ambuja Cool Walls
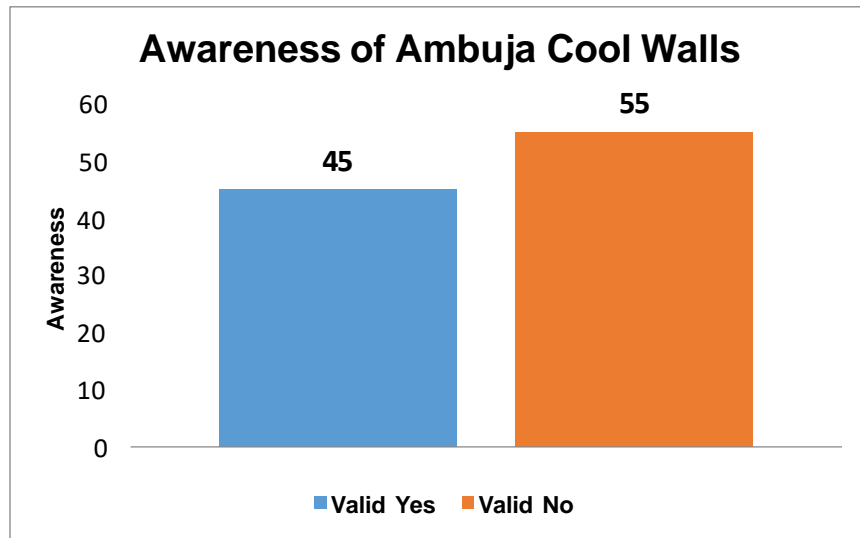
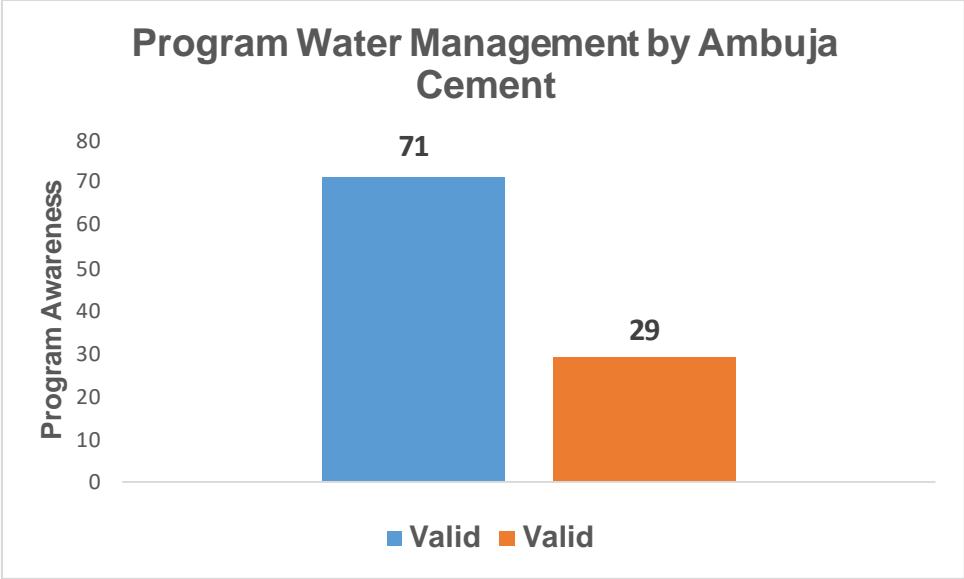Out of total respondents 45% is aware about Ambuja Cool walls 55% is not aware about Ambuja Cool walls.

Awareness of Amuja Campocam
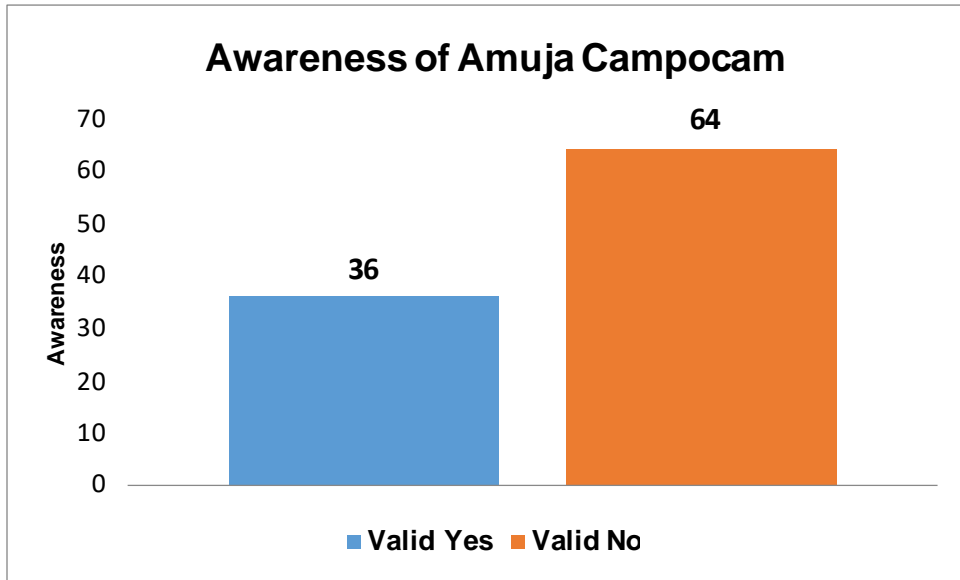
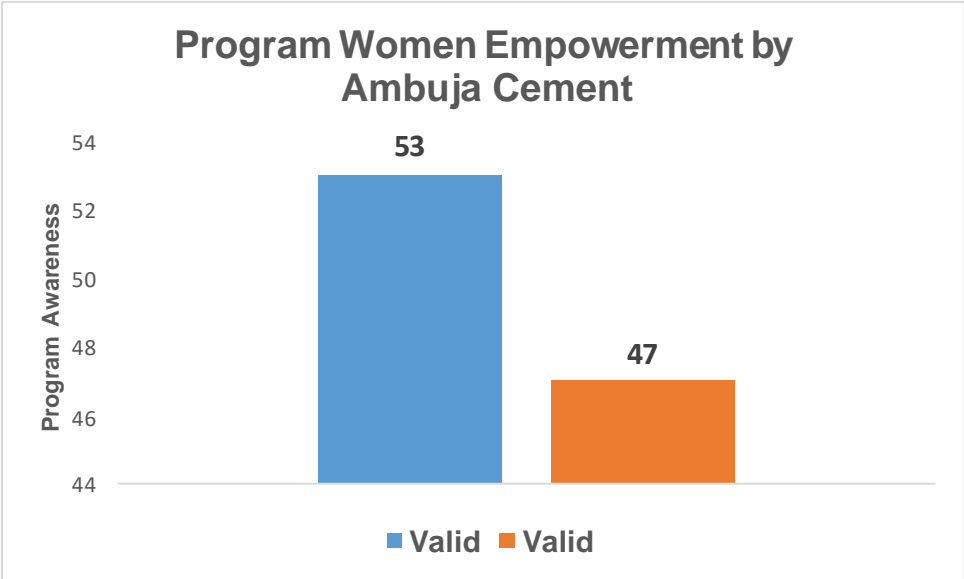Out of total respondents 36% is aware about Ambuja Campocam 64% is not aware about Ambuja Campocam.

Awareness of Amuja Powercam
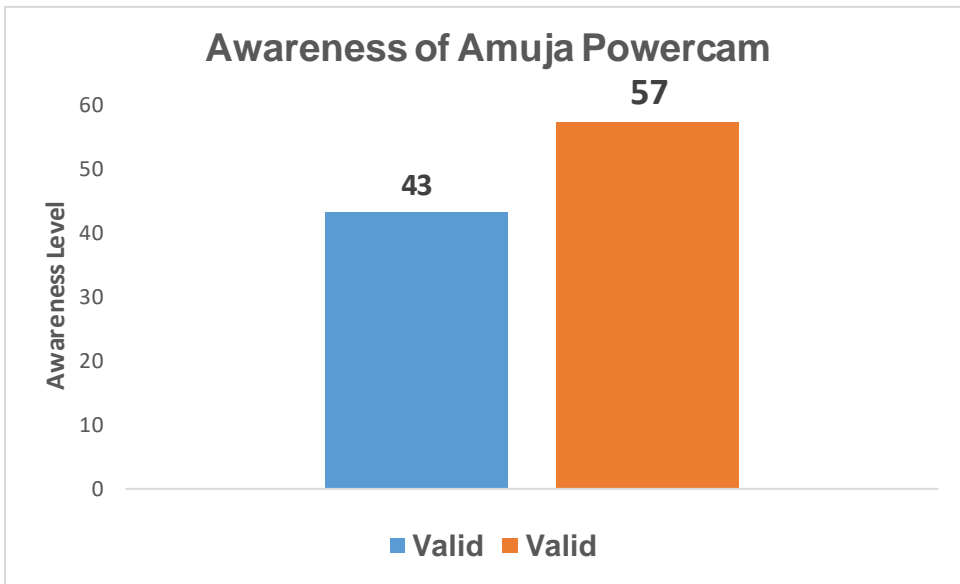
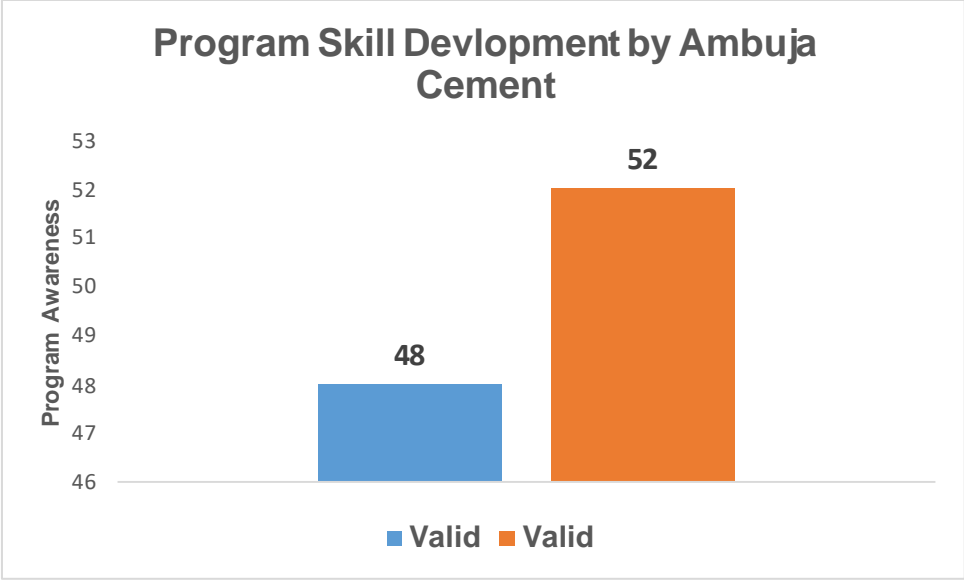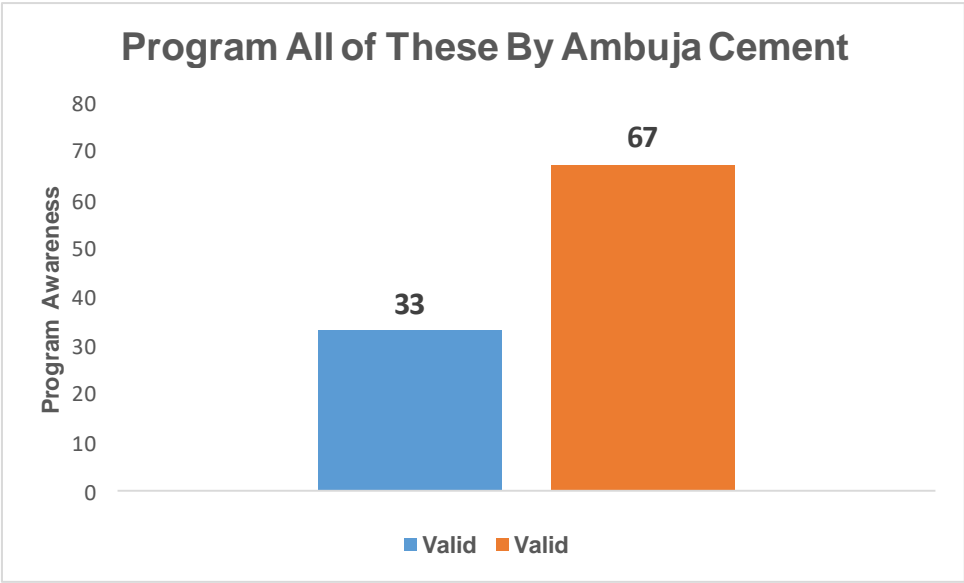Out of total respondents 43% is aware about Ambuja Powercam, 57% is not aware about Ambuja Powercam.

Program Water Management by Ambuja Cement

Program Awareness

71	29

Values: 80, 70, 60, 50, 40, 30, 20, 10, 0

Legend: ■ Valid ■ Valid

Out of total respondents 71% are awared and 29% are not awared about Program Water Management by Ambuja Cement.

Program Women Empowerment by Ambuja Cement

Program Awareness

53	47

Values: 54, 52, 50, 48, 46, 44

Legend: ■ Valid ■ Valid

Out of total respondents 53% are aware and 47% are not aware about Program Women Empowerment by Ambuja Cement.

Program Skill Devlopment by Ambuja Cement

Program Awareness

- 48 (Valid - blue)
- 52 (Valid - orange)

Out of total respondents 48% are aware and 52% are not aware about Program Skill Development by Ambuja Cement

Program All of These By Ambuja Cement

Program Awareness

- 33 (Valid - blue)
- 67 (Valid - orange)

Out of total respondents 33% are aware and 67% are not aware about Program All Of These by Ambuja Cement.

Sport Sponsor of Ambuja Cement

56

44

Awareness

60
50
40
30
20
10
0

■ Valid   ■ Valid
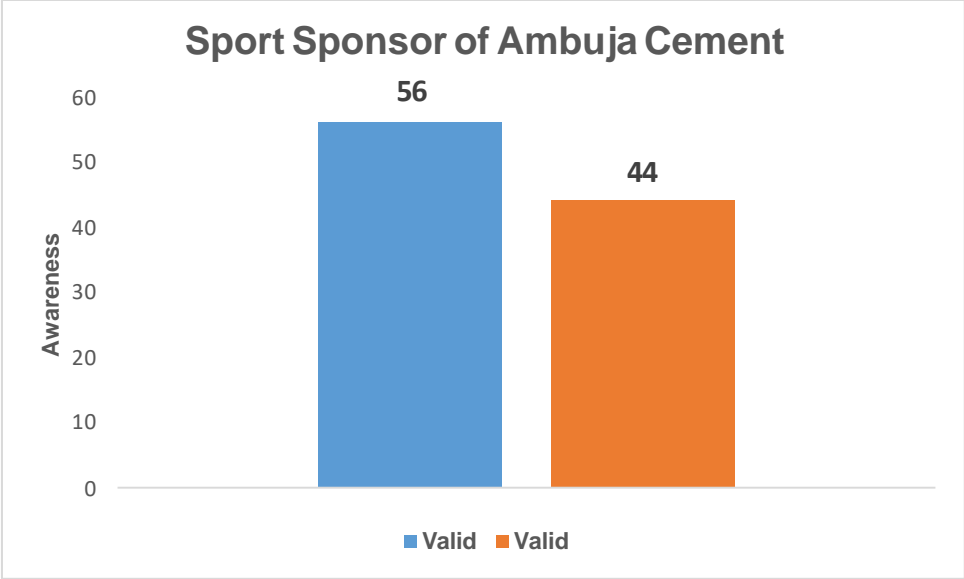
Out of total respondents 56% are aware and 44% are not aware about Sport Sponsor by Ambuja Cement.

Age Group

32   **40**   **28**

Age

45
40
35
30
25
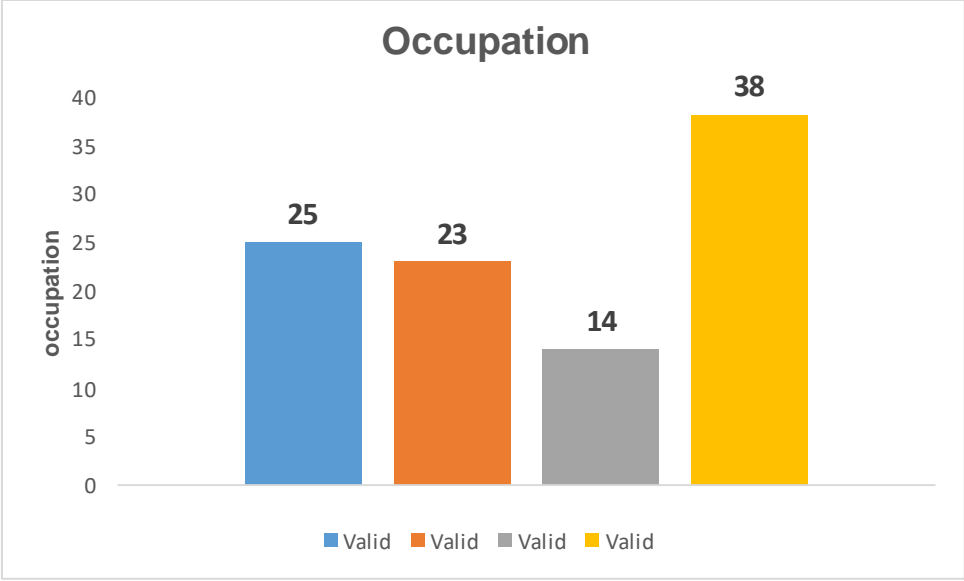20
15
10
5
0

■ Valid   ■ Valid   ■ Valid
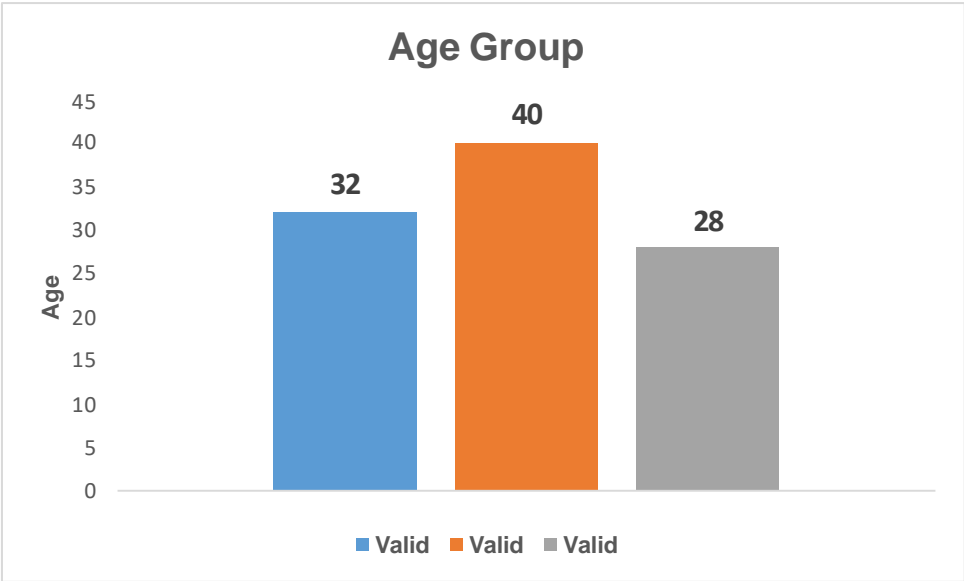
Out of total respondents 32% are between 18 to 25 years, 40% are between 26 to 35 years, 28% are between 36 to 50 years.

Gender
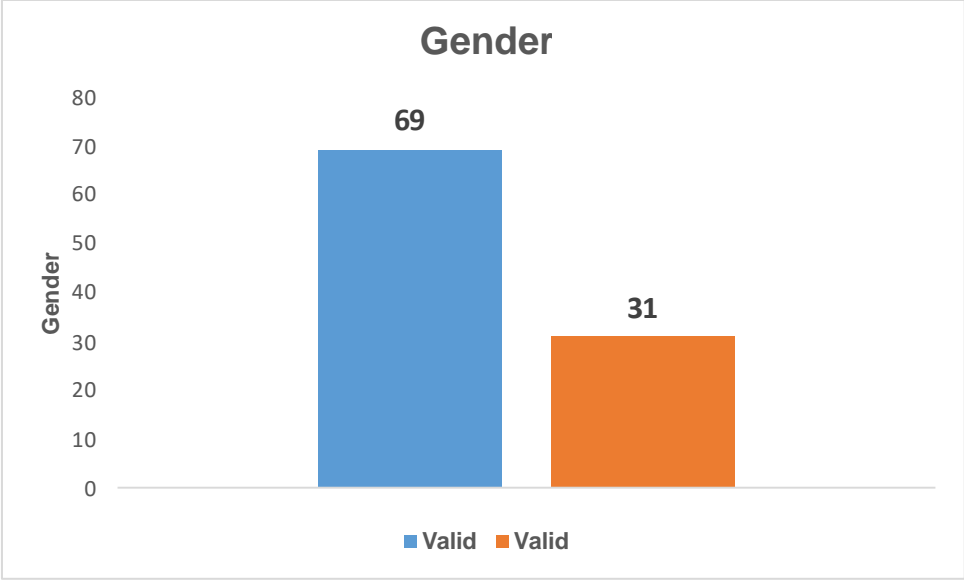
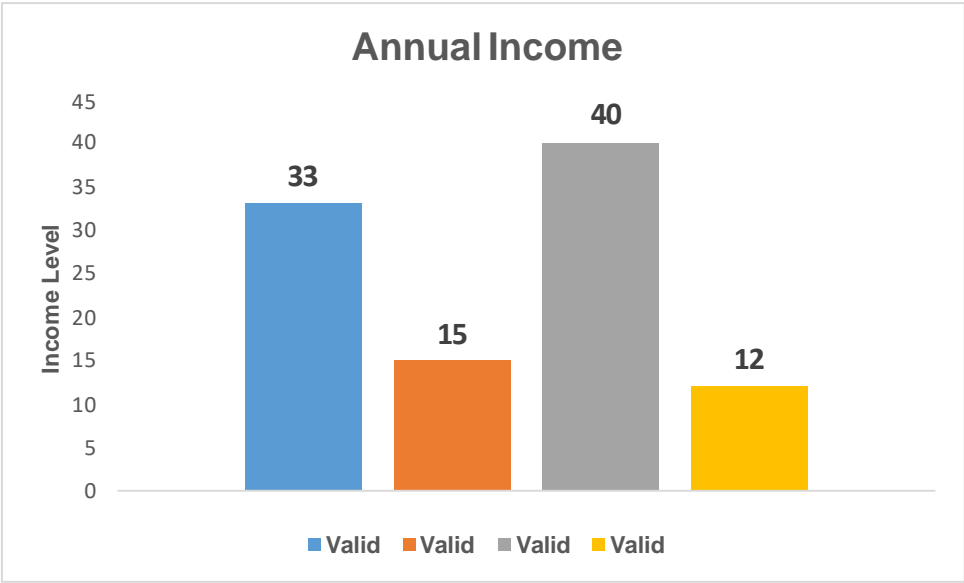Out of total respondents 69% are Male, 31% are Female.

Education
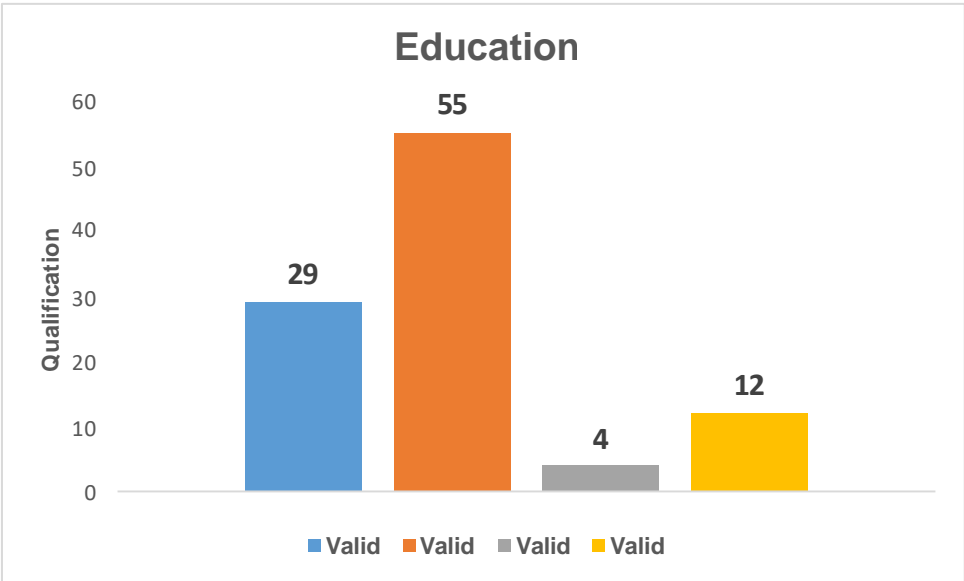
Out of total respondents 29% are 12th pass, 35% are graduate, 4% are post graduate and 12% are above post graduate.

Occupation

Out of total respondents 25% are doing job, 23% are doing business, 14% are profession, 38% are in other profession.

Annual Income

Out of total respondents 33% are between 2.5 to 4 Lakh, 15% are between 4 to 6 Lakh, 40% are between 6 Lakh to 8 Lakh and 12% are more 8 Lakh of Income Level.

b) Percentage Analysis of brand association and brand awareness of Ultratech Cement.

Logo Recognisation Status
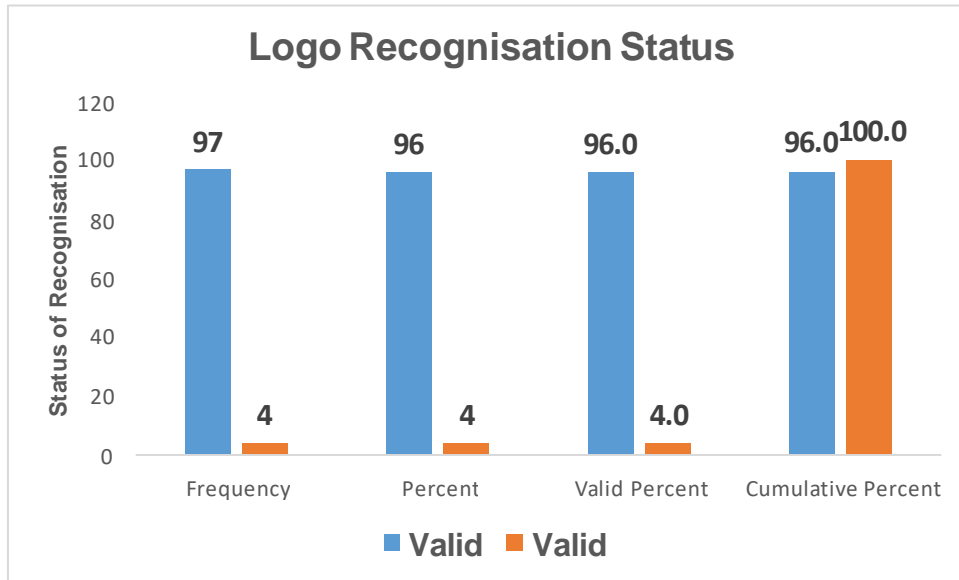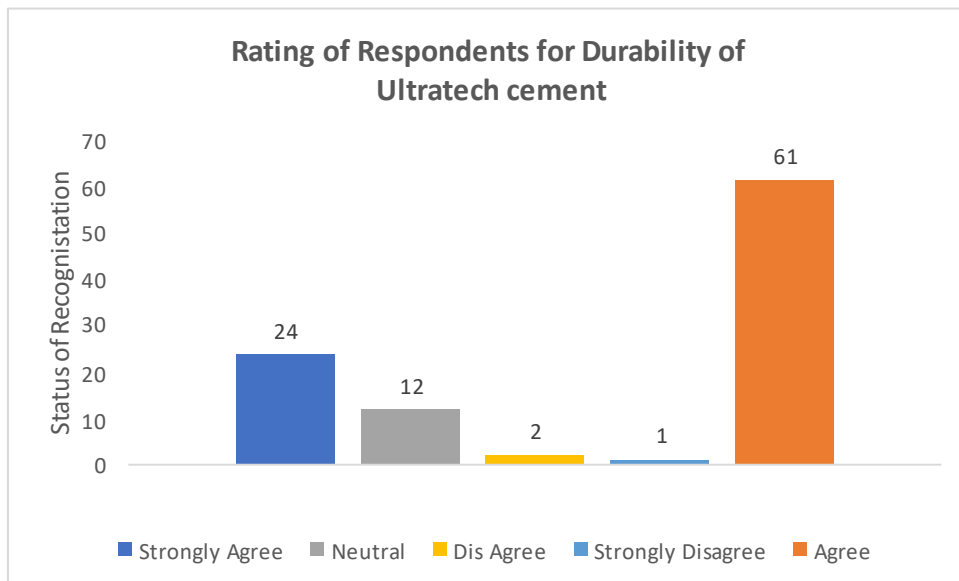

Out of total respondents 96% respondents have recognized Logo of ultratech Cement. 4% have not recognized logo of Ultratech Cement.

Tagline Recognisation Status
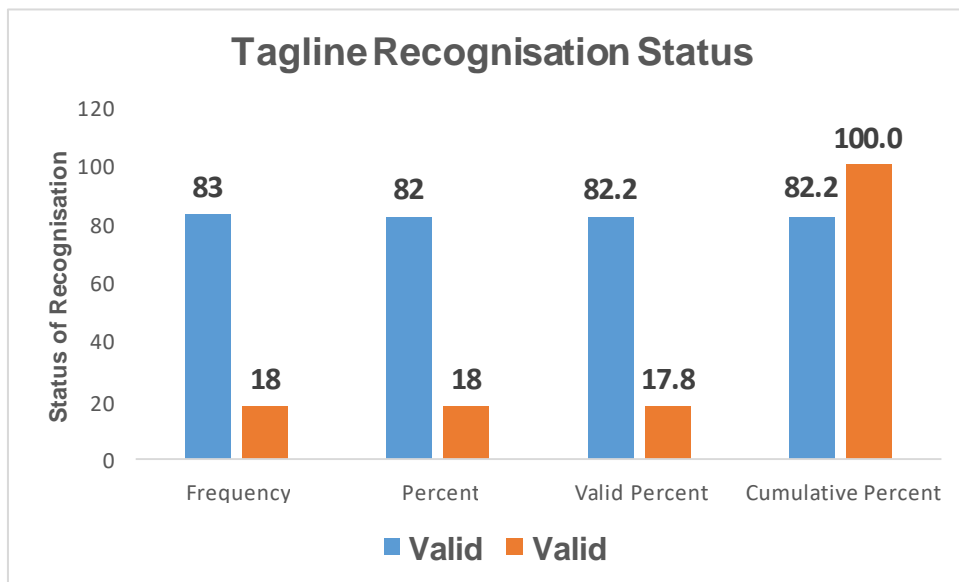
Out of total respondents 82% respondents have recognized Tagline of Ultratech Cement. 18% have not recognized the Tagline of Ultratech Cement.

Rating of Respondents for Strength of Ultratech Cement
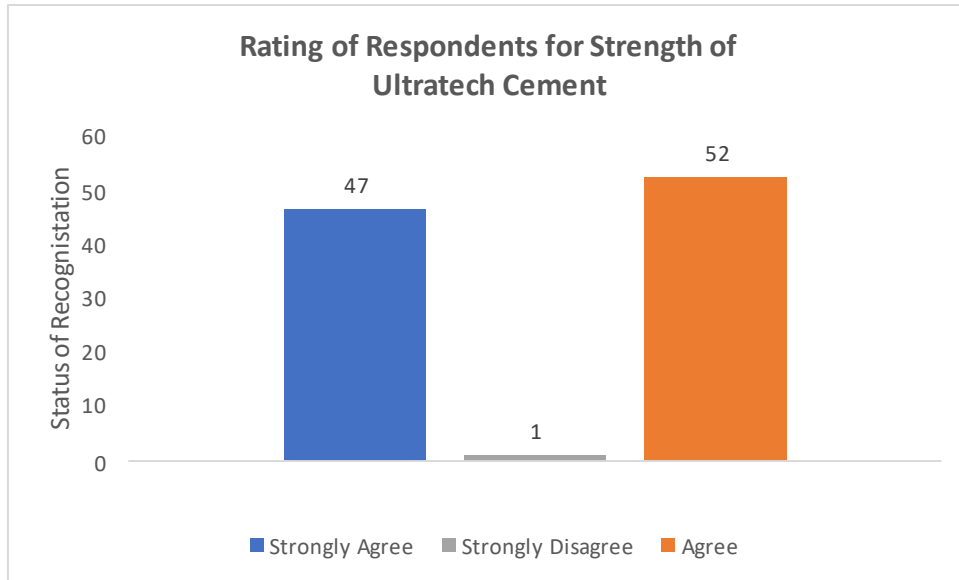
Out of total respondents 47% respondents have strongly agreed, 52% respondents have agreed, and 1% respondents have strongly disagreed for rating the Strength of UltraTech Cement.

Rating of Respondents for Durability of Ultratech cement

Out of total respondents 24% respondents have strongly agreed, 61% respondents have agreed, 12% respondents gave neutral response, 2% respondents have disagreed, and 1% respondents have strongly disagreed for rating the durability of UltraTech Cement.
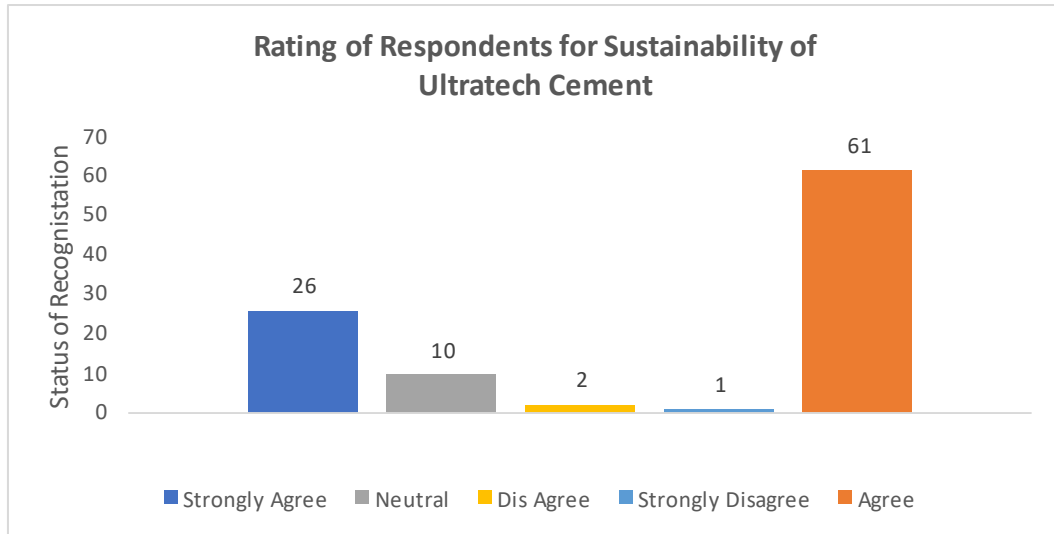
Rating of Respondents for Sustainability of Ultratech Cement

Out of total respondents 26% respondents have strongly agreed, 61% respondents have agreed, 10% respondents gave neutral response, 2% respondents have disagreed, and 1% respondents have strongly disagreed for rating the Sustainability of UltraTech Cement.

Rating Of Respondents for Waterproofing of Ultratech Cement
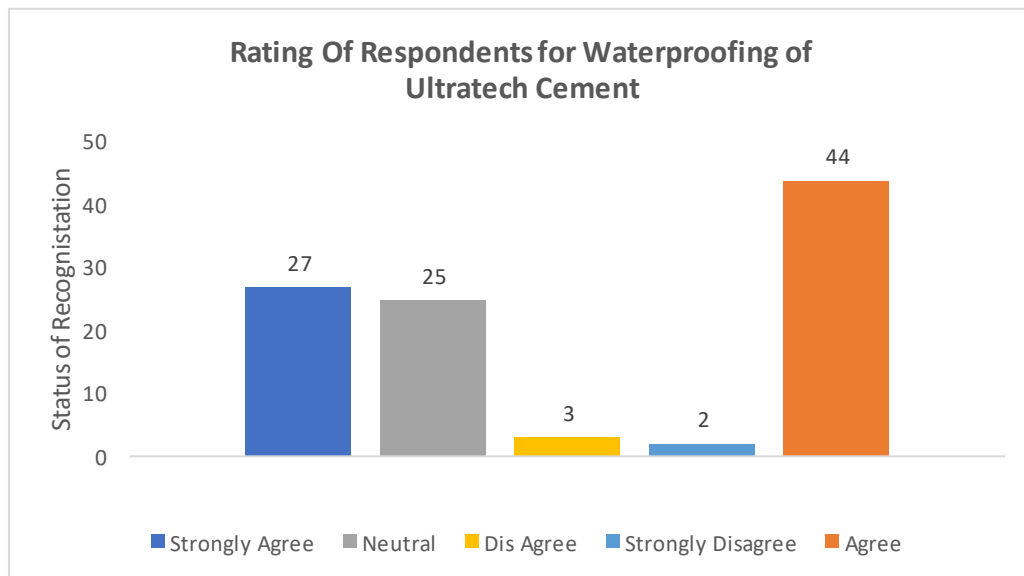
Out of total respondents 27% respondents have strongly agreed, 44% respondents have agreed, 25% respondents gave neutral response 3% respondents have disagreed, and 2% respondents have strongly disagreed for rating the Waterproofing of UltraTech Cement.

Rating of Respondants for Porosity of UltraTech Cement

Out of total respondents 12% respondents have strongly agreed, 34% respondents have agreed, 44% respondents gave neutral response, 5% respondents have disagreed, and 6% respondents have strongly disagreed for rating the Porosity of UltraTech Cement.

Brand Ambassador Recognisation Status

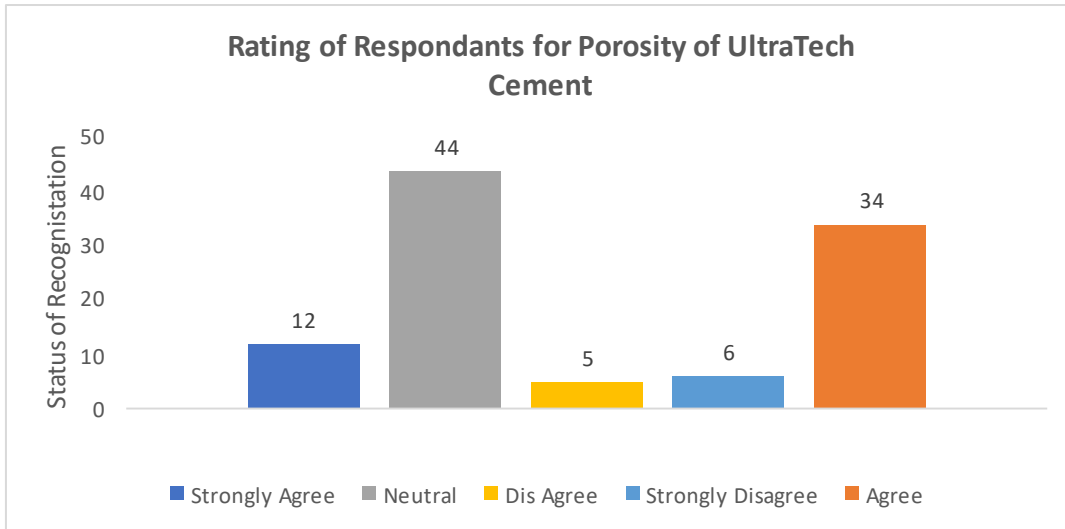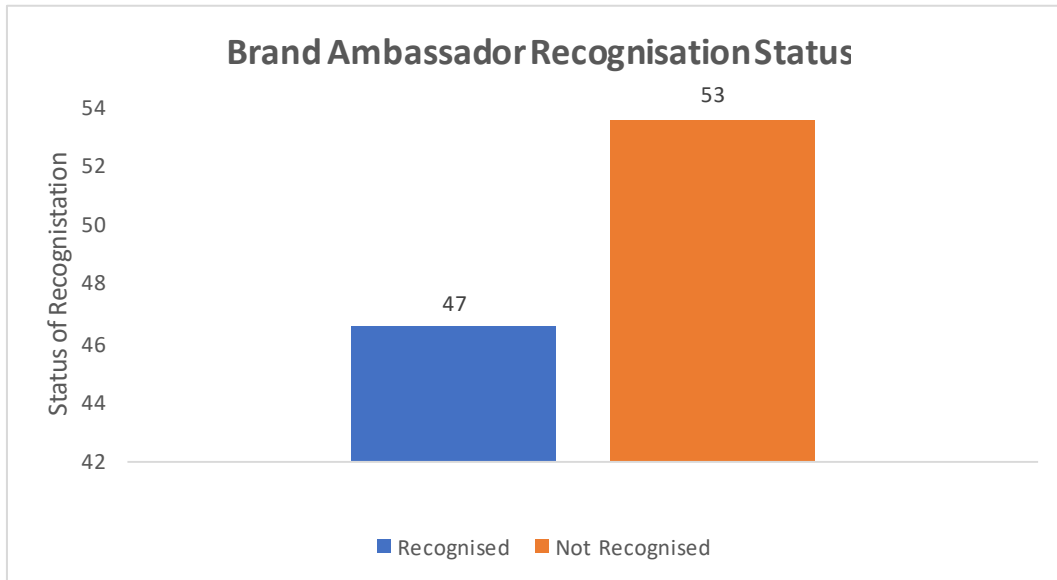Out of total respondents 66% respondents have recognized the Brand Ambassador of UltraTech Cement. 34% have not recognized the Brand Ambassador of UltraTech Cement.

Rating of Respondents for Believability Of Ultratech Cement
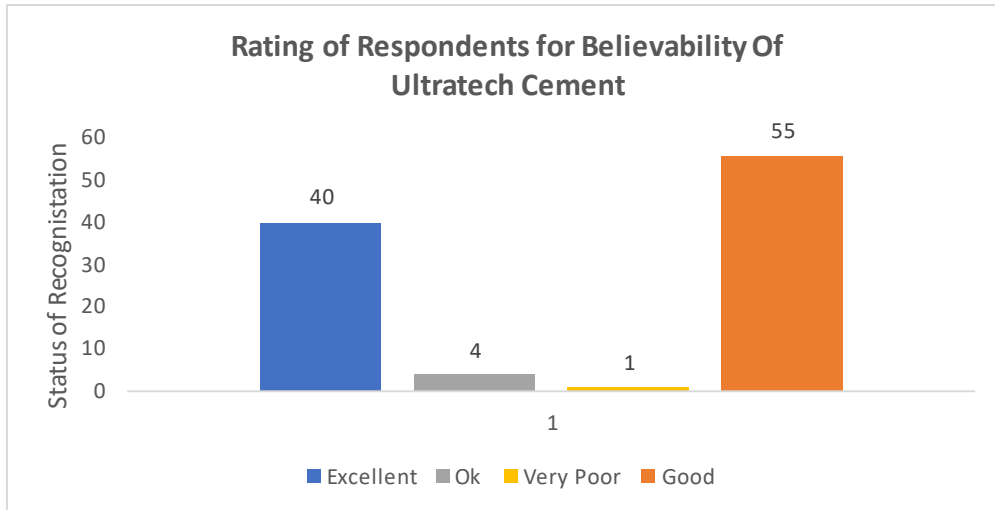
Out of total respondents 40% respondents have rated excellent, 55% respondents have rated good, 4% respondents have rated ok and 1% respondents have rated poor for Believability attribute of UltraTech Cement.

Rating of Respondents for Transparency Of Ultratech Cement
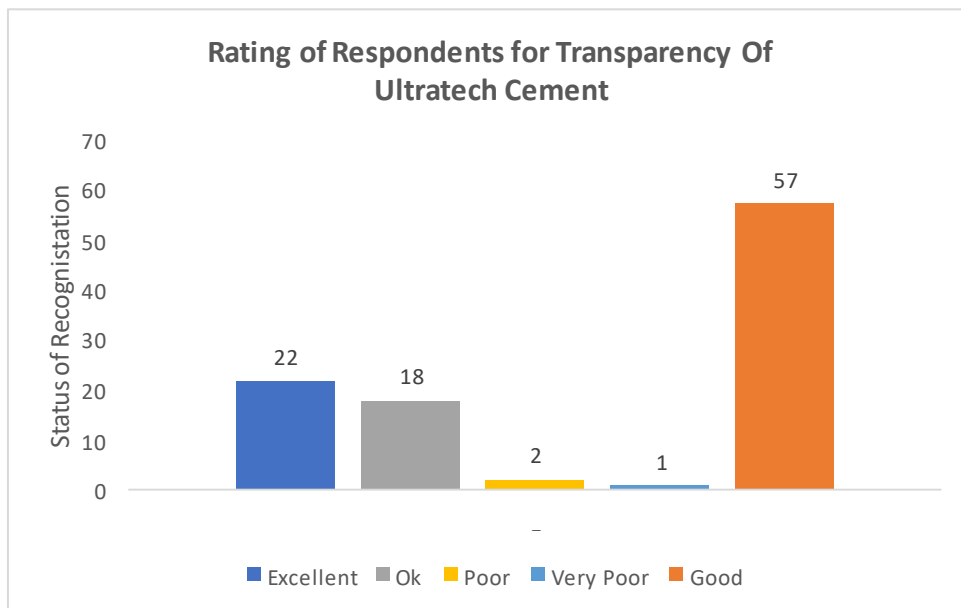
Out of total respondents 22% respondents have rated excellent, 57% respondents have rated good, 2% respondents have rated poor, 1% respondents have rated very poor, and 18% respondents have rated ok for Transparency attribute of UltraTech Cement.

Rating of Respondents for Consistency Of Ultratech Cement Percent
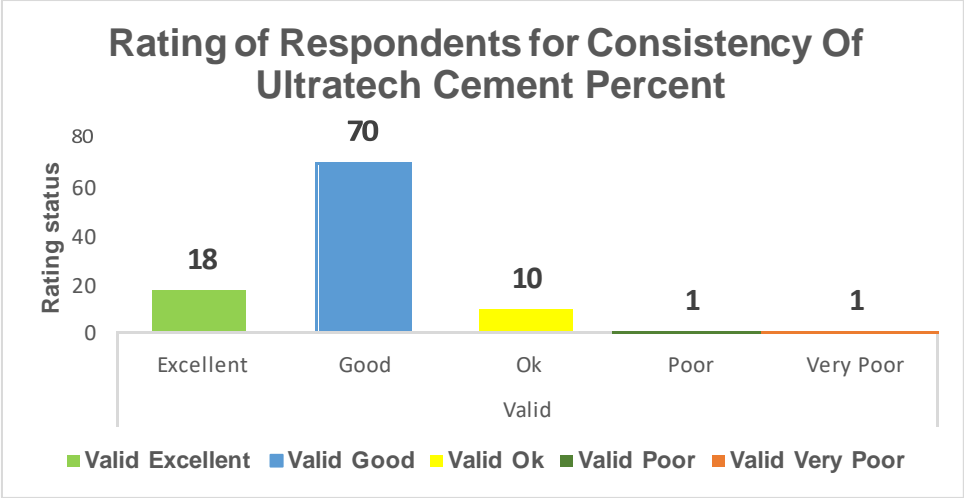
Out of total respondents 18% respondents have rated excellent, 10% respondents have rated Ok, 1% respondents have rated Poor, 1% Respondents have rated very poor, 70% respondents have rated good for Consistency attribute of Ultratech Cement.

Rating of Respondents for Persuasive Of Ultratech Cement

Out of total respondents 21% respondents have rated excellent, 15% respondents have rated Ok, 6% respondents have rated Poor, 1% Respondents have rated very poor, 57% respondents have rated good for Persuasive attribute of Ultratech Cement.

Rating of Respondents for Creativity Of Ultratech Cement

Y-axis: Rating status

Excellent	Good	Ok	Poor	Very Poor
21	44	30	4	2

X-axis: Valid

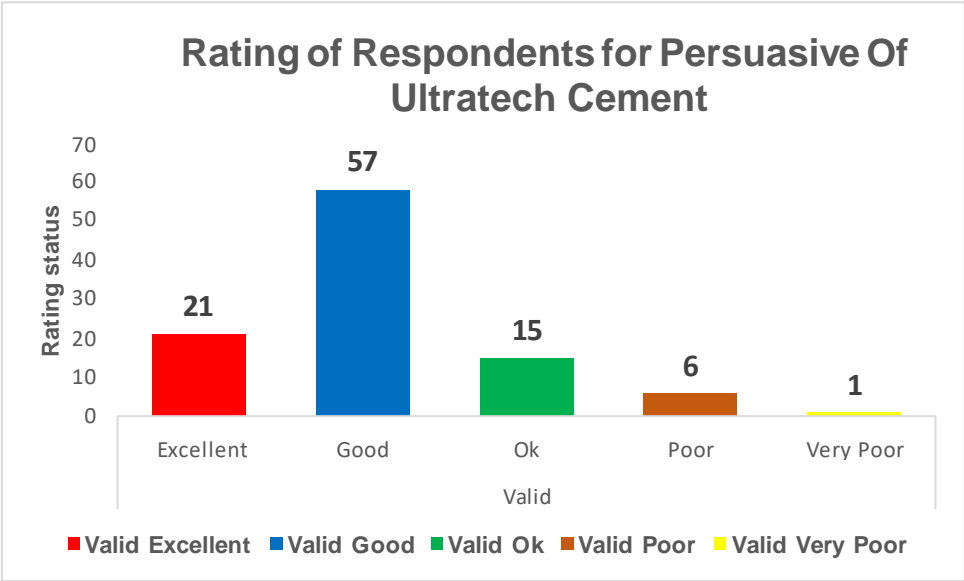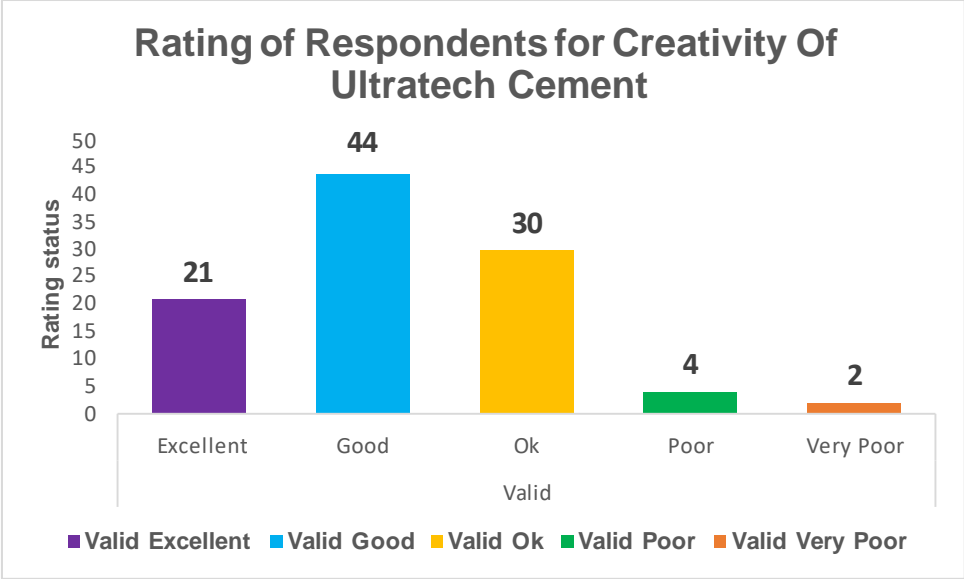Legend: ■ Valid Excellent ■ Valid Good ■ Valid Ok ■ Valid Poor ■ Valid Very Poor

Out of total respondents 21% respondents have rated excellent, 30% respondents have rated Ok, 4% respondents have rated Poor, 2% Respondents have rated very poor, 44% respondents have rated good for creativity attribute of Ultratech Cement.

Radio Effectiveness

Y-axis: Effectiveness

19	56	25

Legend: ■ Valid ■ Valid ■ Valid
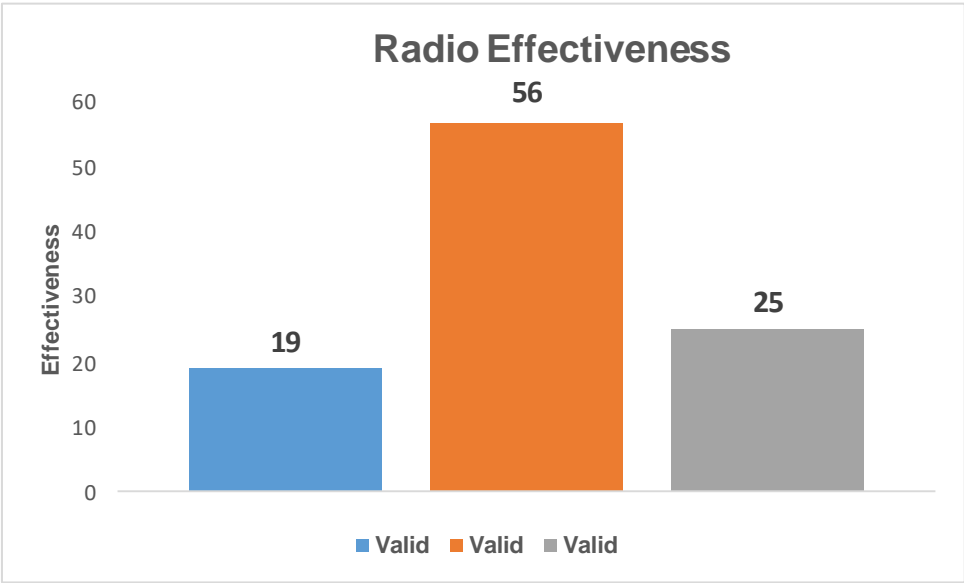
Out of total respondents 19% respondents have regularly came across Ultratech company via radio, 56% respondents have sometimes came across Ultratech company via radio, 25% respondents have Rarely came across Ultratech company via radio.
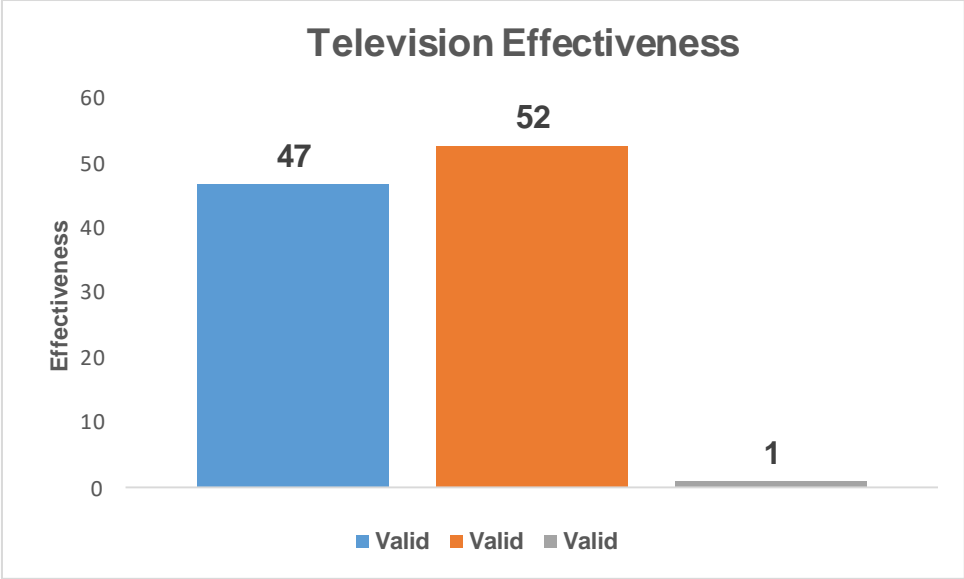
Television Effectiveness

Effectiveness

- 47 (Valid, blue)
- 52 (Valid, orange)
- 1 (Valid, grey)

Out of total respondents 47% respondents have regularly came across Ultratech company via television, 52% respondents have sometimes came across Ultratech company via television, 1% respondents have Rarely came across Ultratech company via television.
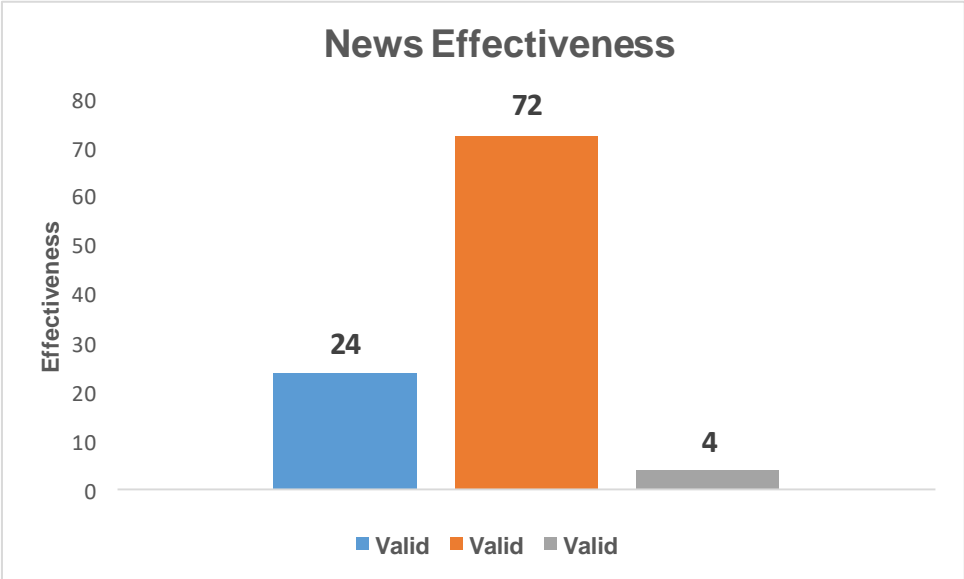
News Effectiveness

Effectiveness

- 24 (Valid, blue)
- 72 (Valid, orange)
- 4 (Valid, grey)

Out of total respondents 24% respondents have regularly came across Ultratech company via News, 72% respondents have sometimes came across Ultratech company via News, 4% respondents have Rarely came across Ultratech company via News.

Wall Painting Effectiveness

61 **27** **12**

Effectiveness (y-axis: 0, 10, 20, 30, 40, 50, 60, 70)

■ Valid   ■ Valid   ■ Valid

Out of total respondents 61% respondents have regularly came across Ultratech company via wall painting, 27% respondents have sometimes came across Ultratech company via wall painting, 12% respondents have Rarely came across Ultratech company via wall painting.

Hoarding Effectiveness

61 **27** **12**

Effectiveness (y-axis: 0, 10, 20, 30, 40, 50, 60, 70)
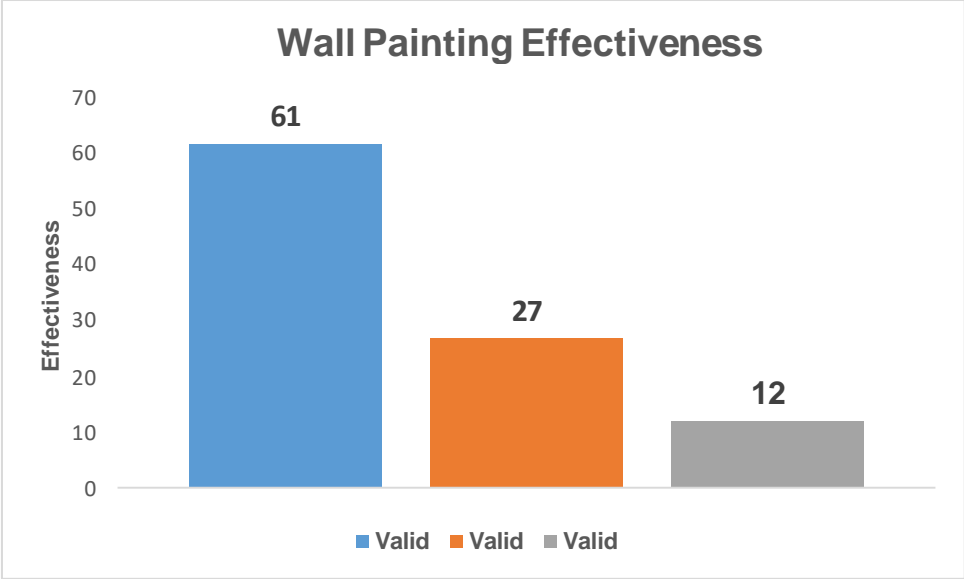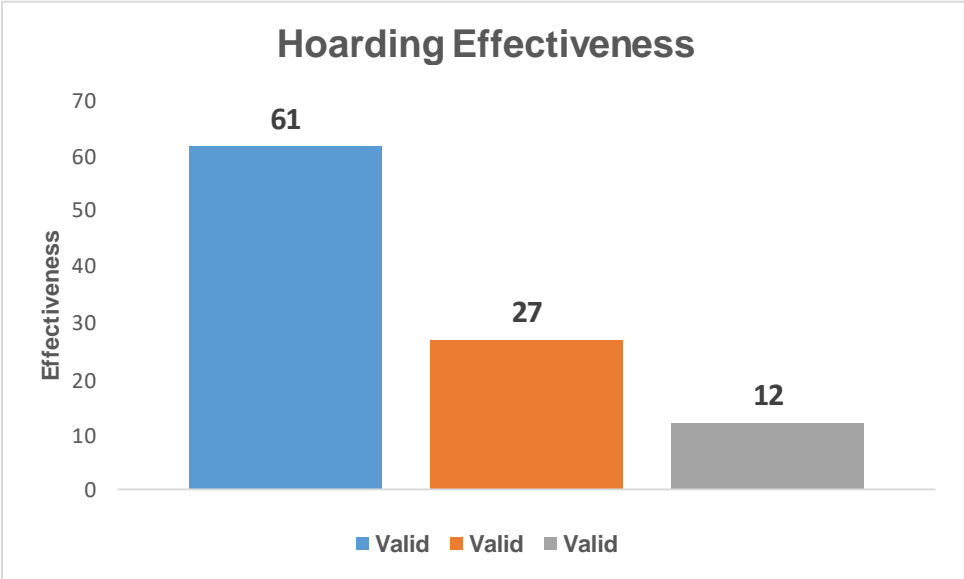
■ Valid   ■ Valid   ■ Valid

Out of total respondents 61% respondents have regularly came across Ultratech company via hoarding, 27% respondents have sometimes came across Ultratech company via hoarding, 12% respondents have Rarely came across Ultratech company via hoarding.

Ranking ACC Company
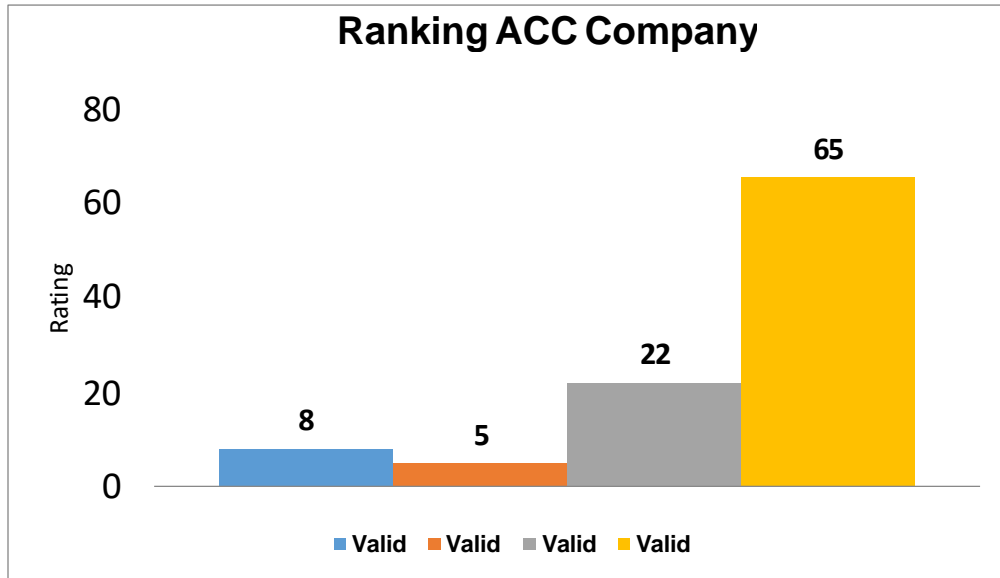
Out of total respondents 8% have ranked 1st to ACC cement, 5% have raked 2nd to ACC Cement, 22% have ranked 3rd to ACC Cement, 65% have ranked 4th to ACC Cement.

Ranking Ultratech Company Percent
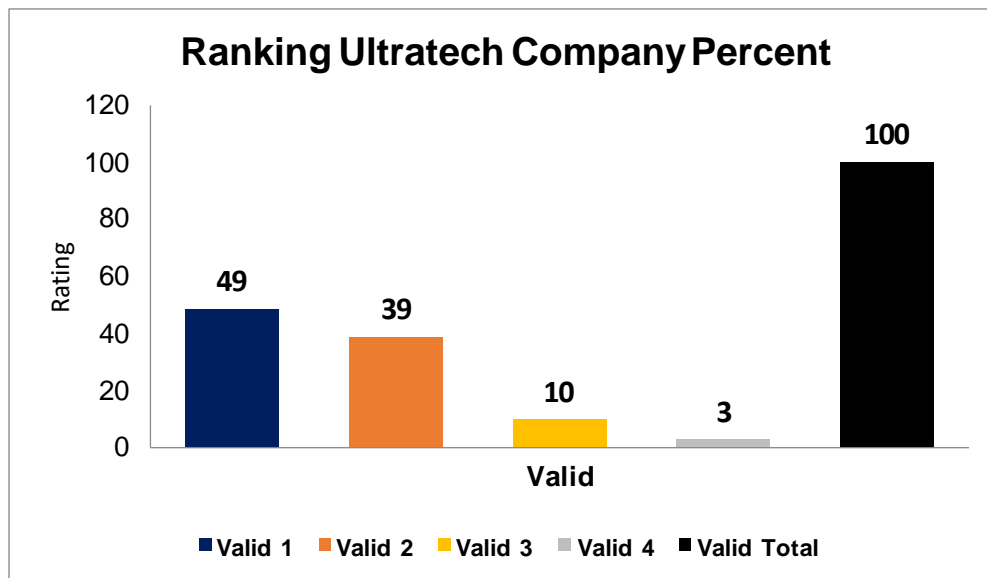
Out of total respondents 49% have ranked 1st to Ultratech cement, 39% have raked 2nd to Ultratech Cement, 10% have ranked 3rd to Ultatech Cement, 3% have ranked 4th to Ultratech Cement 100% have ranked 5th to Ultratech Cement.

Ranking Ambuja Company
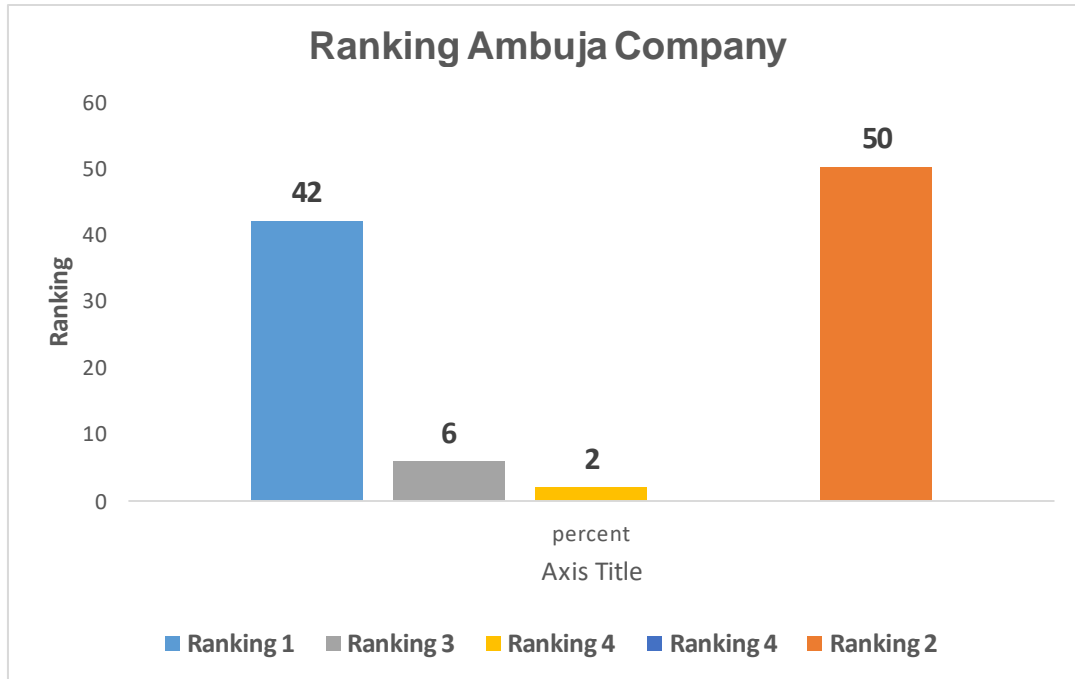
Out of total respondents 42% have ranked 1st to Ambuja cement, 50% have raked 2nd to Ambuja Cement, 6% have ranked 3rd to Ambuja Cement, 2% have ranked 4th to Ultratech Cement .

Ranking JK Laxmi Company
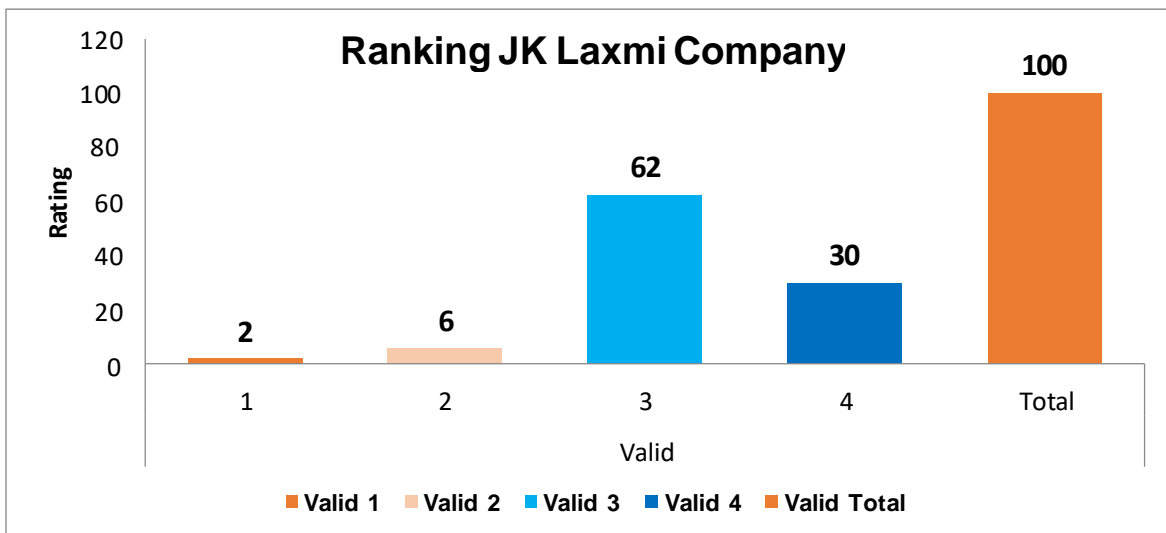
Out of total respondents JKLaxmi cement 2% have ranked 1st to JKLaxmi cement, 6% have raked 2nd to JKLaxmi Cement, 62% have ranked 3rd to JKLaxmi Cement, 30% have ranked 4th to JKLaxmi Cement, 100% have ranked 5 th.

Awareness Of Portland Pozzolana Cement
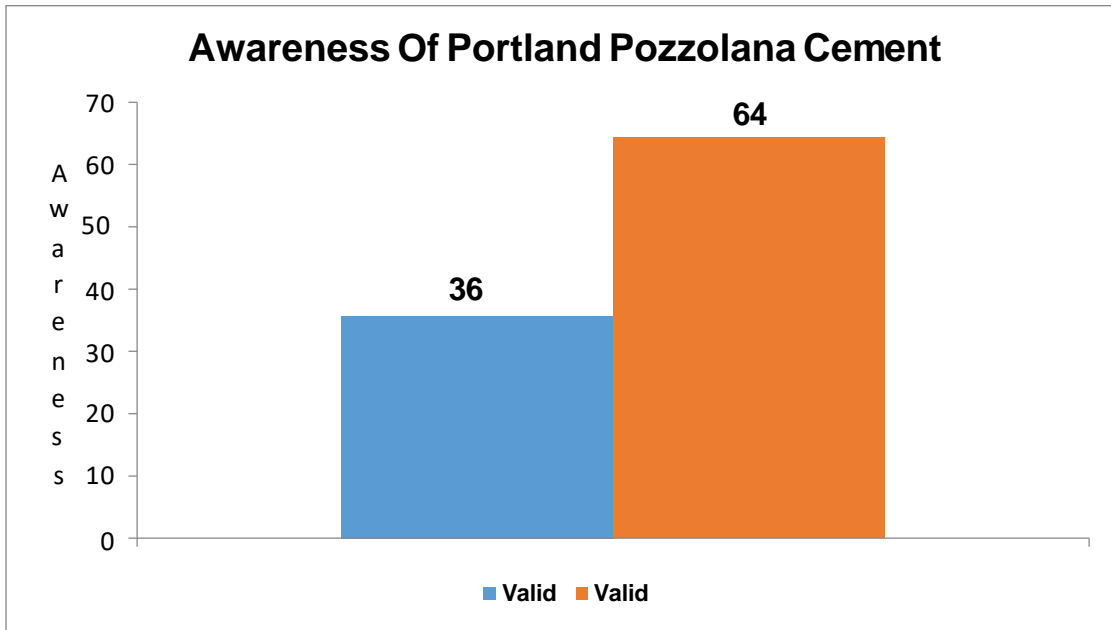
Out of total respondents 36% is aware about   Portland Pozzolana   64% is not aware about Portland Pozzolana.

Awareness of Portland Blast Furnace Slag
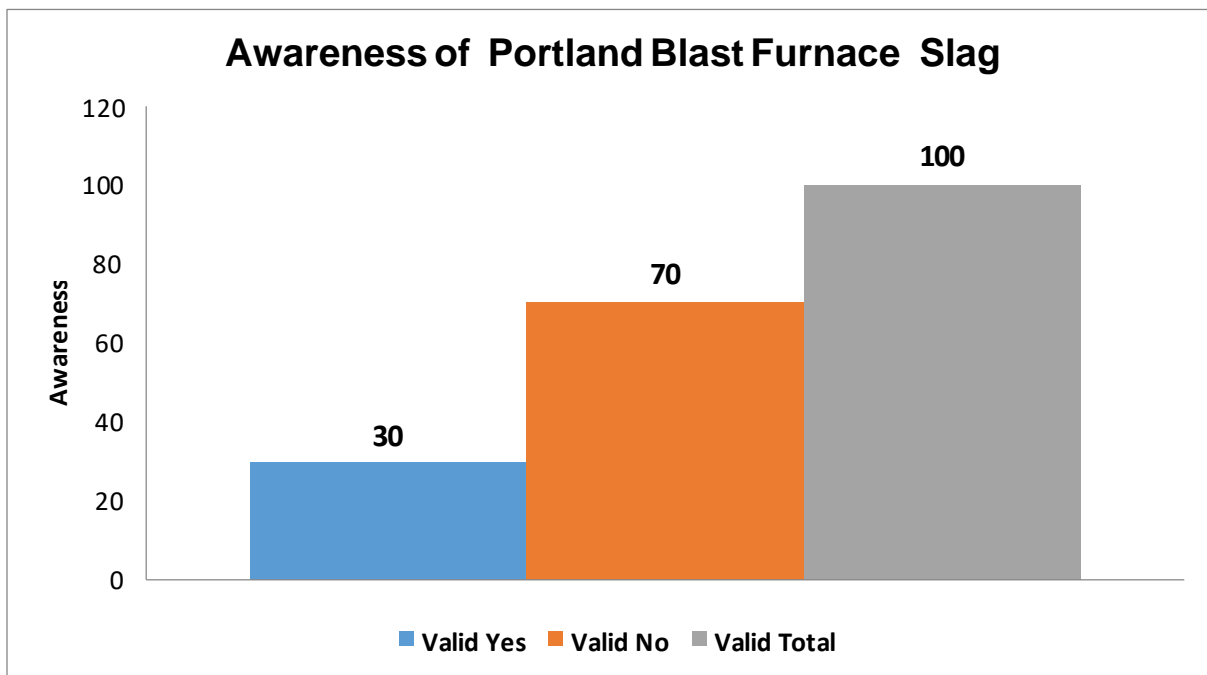
Out of total respondents 36% is aware about Portland Blast Furnace Slag   64% is not aware about Portland Blast Furnace Slag.

Awareness Of Ordinary Portland Cement
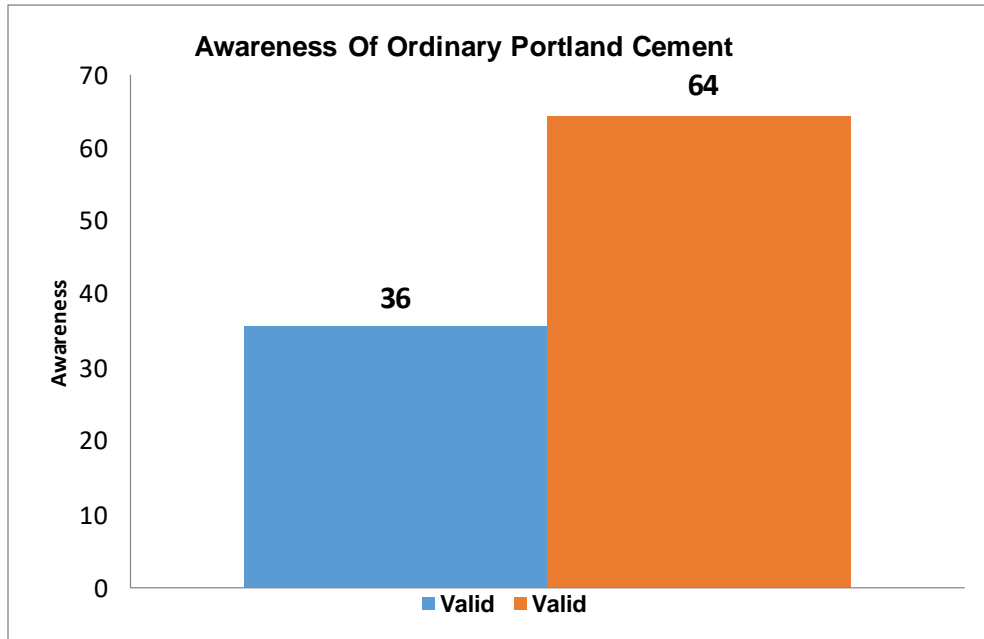
Out of total respondents 36% is aware about Ordinary Portland Cement 64% is not aware about Ordinary Portland Cement.

Awareness of White cement
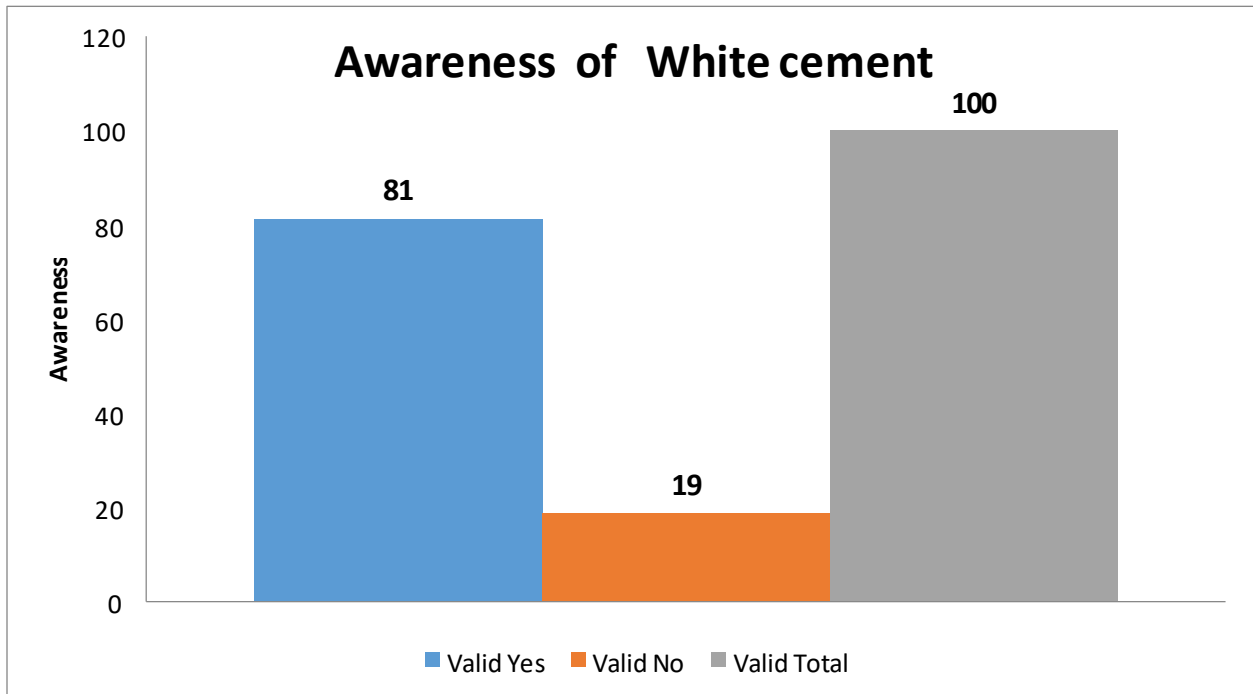
Out of total respondents 81% is aware about white cement 19% is not aware about white cement.

Awareness Of Mix Cement
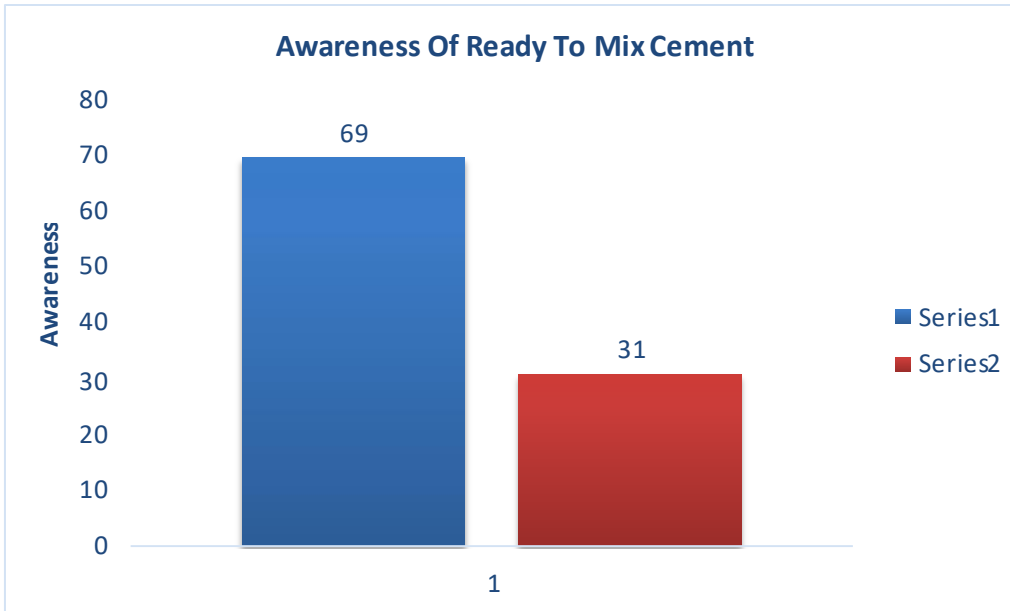
Out of total respondents, 69% is aware about Ultratech Ready to Mix Cement. 31% is not aware about Ultratech Ready to Mix Cement.

Program Climate Change By Ultratech Cement
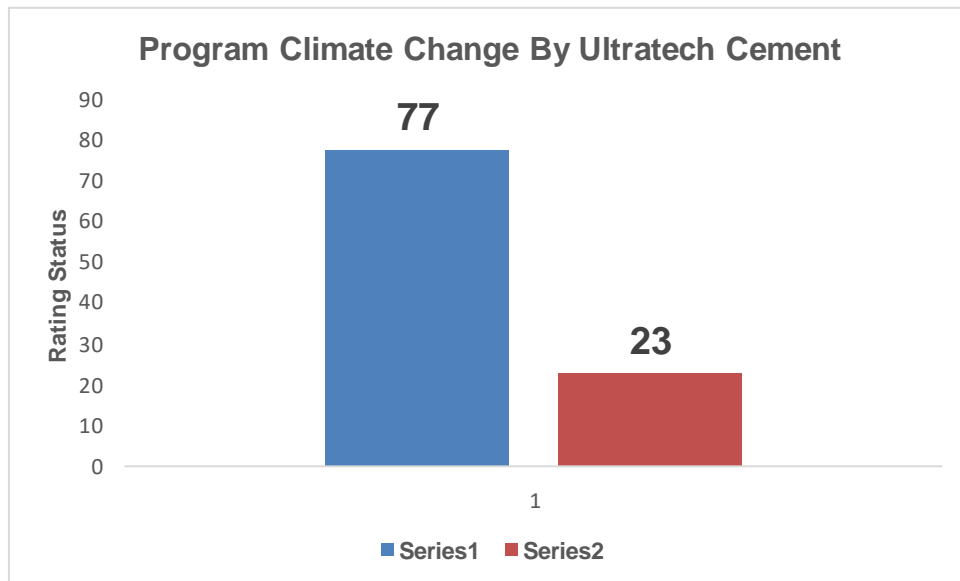
Out of total respondents, 77% is aware about Program Climate Change by Ultratech Cement. 23% is not aware about Program Climate Change by Ultratech Cement.

Program Bio Diversity Management By Ultratech Cement

Rating Status

- 79 (Series1)
- 21 (Series2)
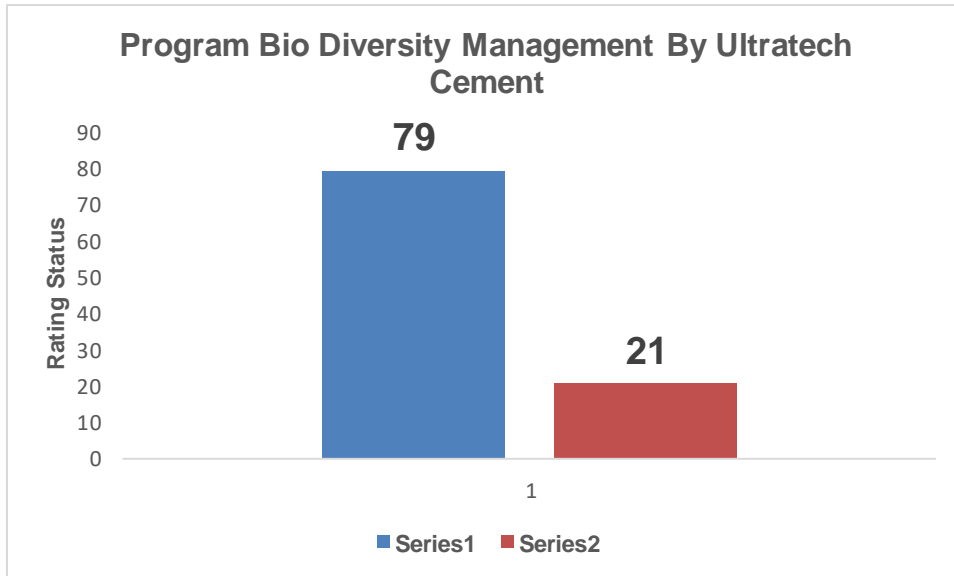
Out of total respondents, 79% is aware about Program Bio Diversity Management By Ultratech Cement. 21% is not aware about Program Bio Diversity Management By Ultratech Cement.

Program Energy Management By Ultratech Cement

Rating Status

- 78 (Series1)
- 22 (Series2)
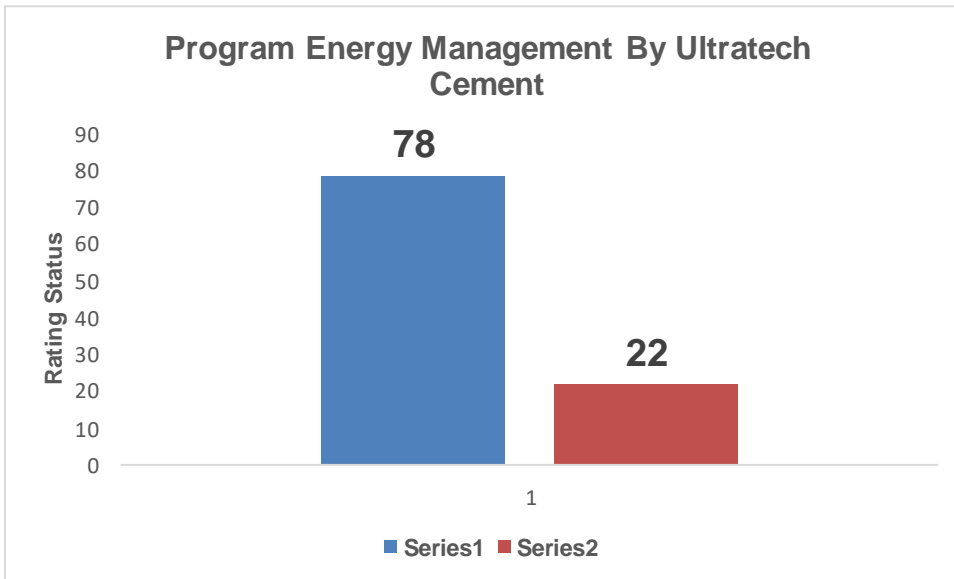
Out of total respondents, 78% is aware about Program Energy Management by Ultratech Cement. 22% is not aware about Program Energy Management by Ultratech Cement.

All Programs of Ultratech Cement

62

38

Rating Status

70
60
50
40
30
20
10
0

1

■ Series1 ■ Series2
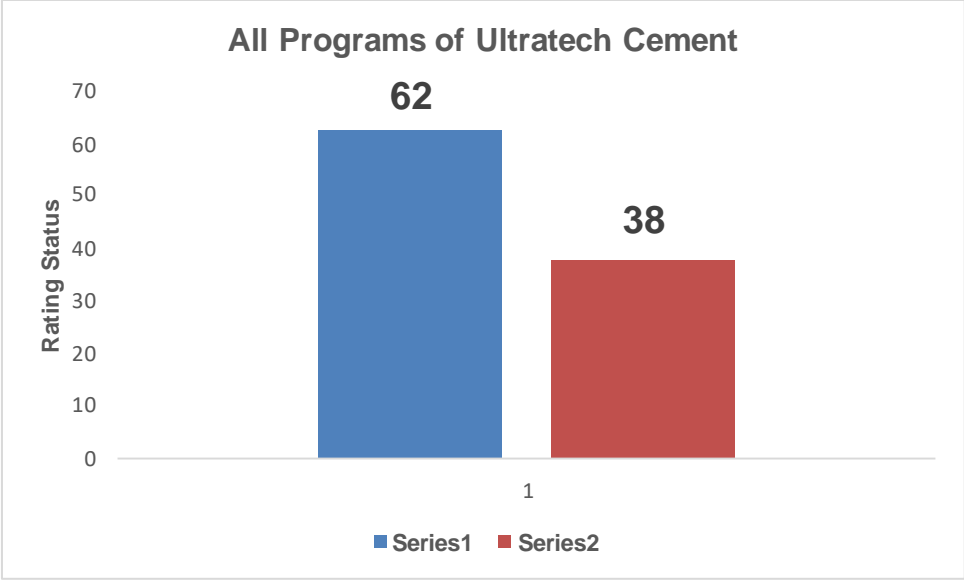
Out of total respondents, 62% is aware about All Programs of Ultratech Cement. 38% is not aware about All Programs of Ultratech Cement.

IPL Sponser of Ultratech Cement

74

26

Rating Status

80
70
60
50
40
30
20
10
0

1

■ Series1 ■ Series2
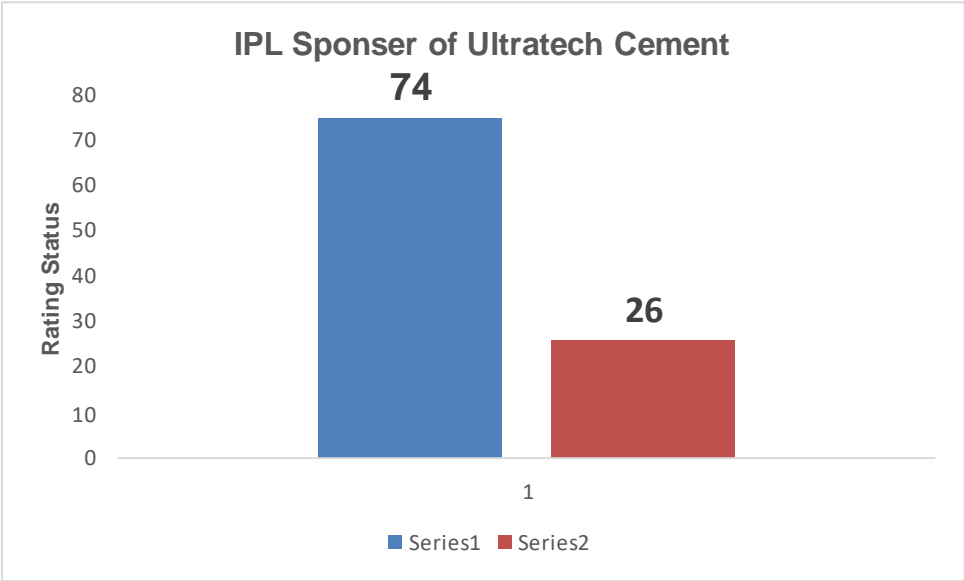
Out of total respondents, 74% has recognized the IPL Sponsor of Ultratech Cement. 26% has not recognized the IPL Sponsor of Ultratech Cement.
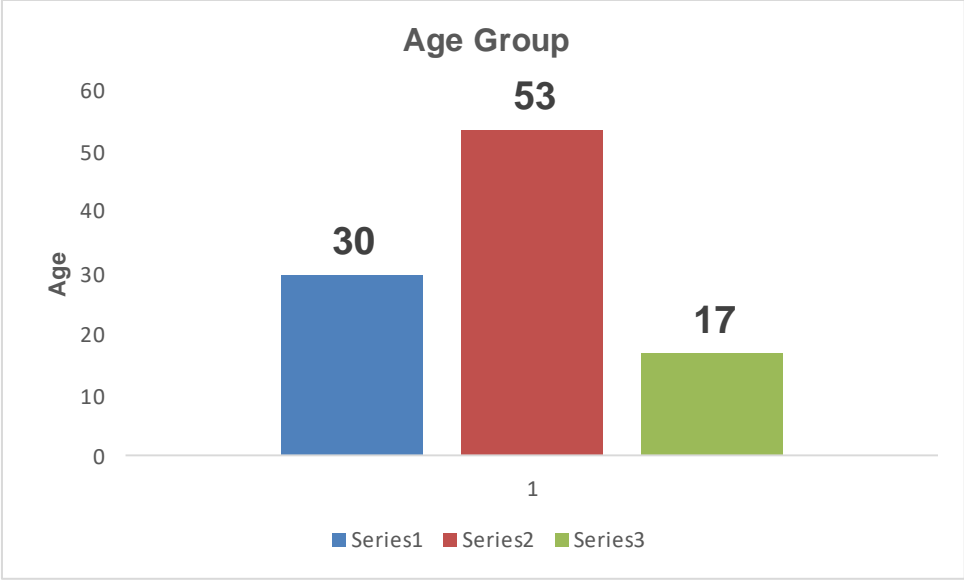
Age Group

Out of total respondents, 30% belongs to 18 to 25 age group, 53% belongs to 26 to 35 age group, 17% belongs to 36 to 50 age group.

Gender
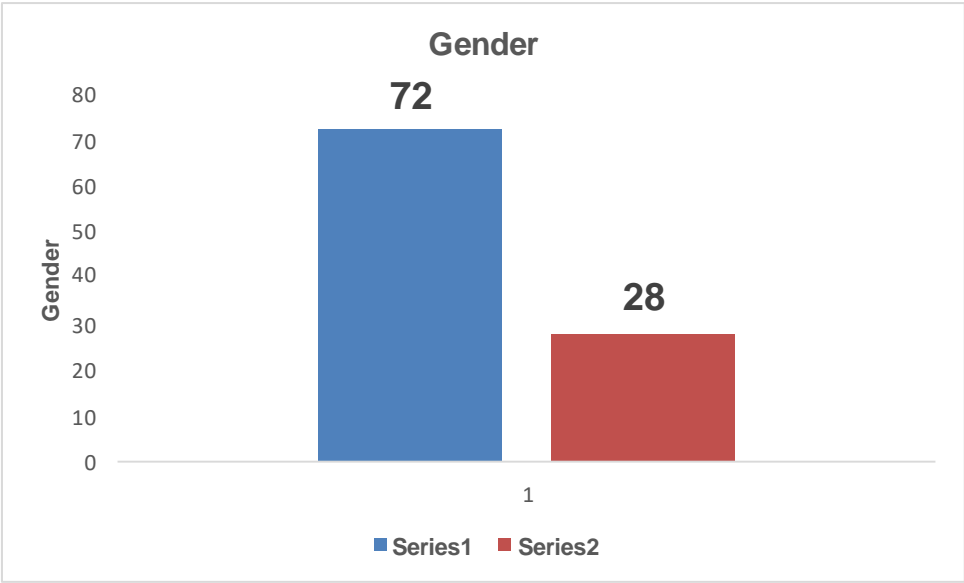
Out of total respondents, 72% are male and 28% are female respondents.

Education
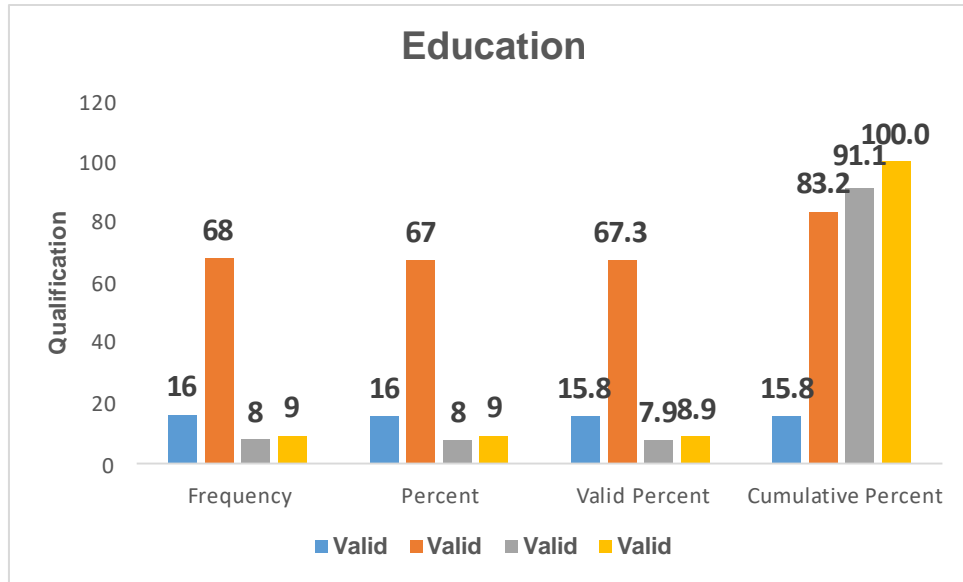
Out of Total respondents 16% are 12th Pass, 67% are Graduate, 8% are Post Graduate and 9% are above Post Graduate.
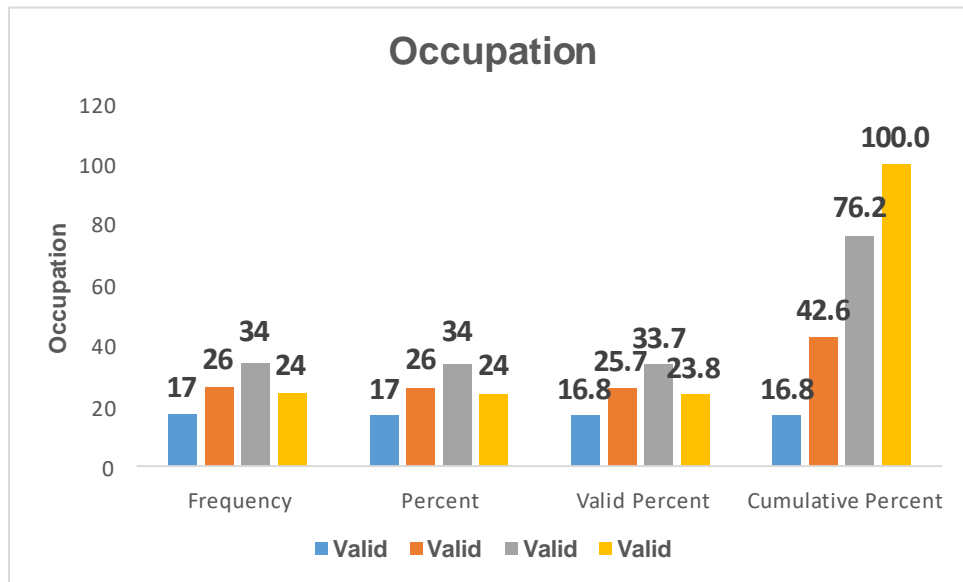
Occupation

Out of total respondents 17% are doing Job, 26% are doing business, 34% are in Profession and 24% are in some other occupation.

Annual Income
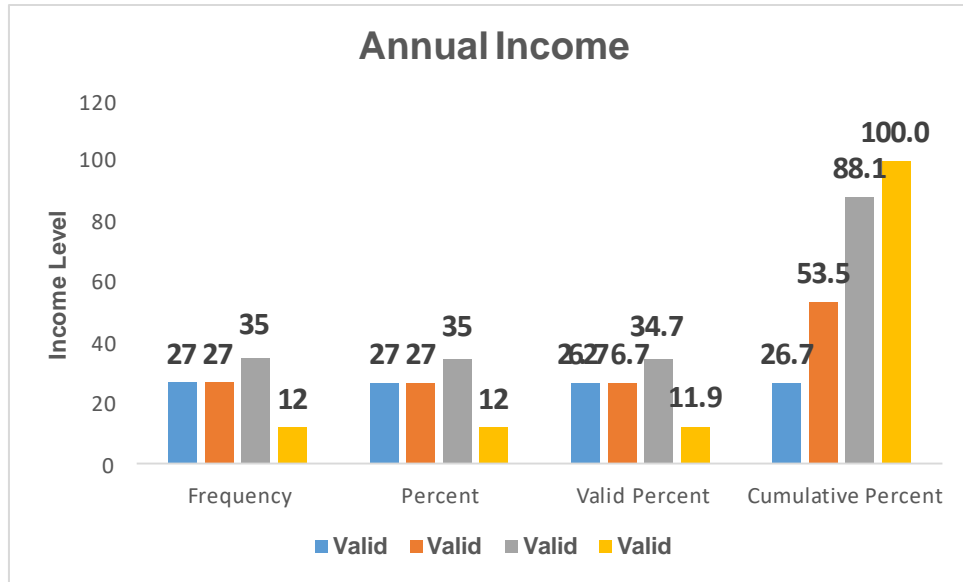
Out of total respondents 27% are earning RS. 2.5 Lakhs to 4 Lakhs, 27% are earning RS. 4 Lakhs to 6 Lakhs, 35% are earning RS. 6 Lakhs to 8 Lakhs and 12% are earning more than 8 Lakhs.

c) Hypothesis Testing Ambuja Cement:

H1 Association between Logo Recognition and demographic aspects.

H0 – There is no significant association between age and logo recognisation.

H1 – There is significant association between age and logo recognisation.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.106ᵃ	2	.078
Likelihood Ratio	5.594	2	.061
Linear-by-Linear Association	4.207	1	.040
N of Valid Cases	100		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.56.			

P-Value of Chi-square test is 0.078. As P value is higher than 0.05 we can conclude that there is no significant association between Logo recognisation and Age group of respondents. Thus, H0 is accepted.

H0 – There is no significant association between gender and logo recognisation.

H2 – There is significant association between gender and logo recognisation

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.094a	1	.759		
Continuity Correctionb	.004	1	.950		
Likelihood Ratio	.093	1	.760		
Fisher's Exact Test				.810	.469
Linear-by-Linear Association	.093	1	.760		
N of Valid Cases	100				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.37.					
b. Computed only for a 2x2 table					

P-Value of Chi-square test is 0.759. As P value is higher than 0.05 we can conclude that there is no significant association between Logo recognisation and Gender of respondents. Thus, H0 is accepted.

H0 – There is no significant association between education and logo recognisation.

H3 – There is significant association between education and logo recognisation

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.731a	3	.630
Likelihood Ratio	2.758	3	.430
Linear-by-Linear Association	.005	1	.946
N of Valid Cases	100		
a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.08.			

P-Value of Chi-square test is 0.630. As P value is higher than 0.05 we can conclude that there is no significant association between Logo recognisation education of respondents. Thus, H0 is accepted.

H0 – There is no significant association between income and logo recognisation.

H4 – There is significant association between income and logo recognisation.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.629[a]	3	.022
Likelihood Ratio	13.324	3	.004
Linear-by-Linear Association	.312	1	.577
N of Valid Cases	100		
a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 3.24.			

P-Value of Chi-square test is 0.022. As P value is lower than 0.05 we can conclude that there is significant association between Logo recognisation and Income of respondents. Thus, H0 is rejected.

H0 – There is no significant association between occupation and logo recognisation.

H5 – There is significant association between occupation and logo recognisation.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.701a	3	.082
Likelihood Ratio	6.546	3	.088
Linear-by-Linear Association	3.080	1	.079
N of Valid Cases	100		
a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.78.			

P-Value of Chi-square test is 0.08. As P value is higher than 0.05 we can conclude that there is no significant association between Logo recognisation and Occupation. of respondents. Thus, H0 is accepted.

H2 Association between Tagline Recognition and demographic aspects

H0 – There is no significant association between age and tagline recognisation.

H1 – There is significant association between age and tagline recognisation.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.271a	2	.321
Likelihood Ratio	2.232	2	.328
Linear-by-Linear Association	.802	1	.370
N of Valid Cases	100		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.12.			

P-Value of Chi-square test is 0.321. As P value is higher than 0.05 we can conclude that there is no significant association between Tagline recognisation and Age group of respondents. Thus, H0 is accepted.

H0 – There is no significant association between gender and tagline recognisation.

H2 – There is significant association between gender and tagline recognisation

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.917[a]	1	.338		
Continuity Correction[b]	.518	1	.472		
Likelihood Ratio	.899	1	.343		
Fisher's Exact Test				.351	.234
Linear-by-Linear Association	.908	1	.341		
N of Valid Cases	100				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.99.					
Computed only for a 2x2 table					

P-Value of Chi-square test is 0.338. As P value is higher than 0.05 we can conclude that there is no significant association between Tagline recognisation and Gender of respondents. Thus, H0 is accepted.

H0 – There is no significant association between education and tagline recognisation.

H3 – There is significant association between education and tagline recognisation

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.384[a]	3	.094
Likelihood Ratio	6.756	3	.080
Linear-by-Linear Association	5.597	1	.018
N of Valid Cases	100		
a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.16.			

P-Value of Chi-square test is 0.94. As P value is higher than 0.05 we can conclude that there is no significant association between Tagline recognisation and Education of respondents. Thus, H0 is accepted

H0 – There is no significant association between occupation and tagline recognisation.

H4 – There is significant association between occupation and tagline recognisation

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.838a	3	.005
Likelihood Ratio	16.217	3	.001
Linear-by-Linear Association	4.019	1	.045
N of Valid Cases	100		
a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.06.			

P-Value of Chi-square test is 0.005. As P value is lower than 0.05 we can conclude that there is significant association between Tagline recognisation and Occupation of respondents. Thus, H0 is rejected.

H0 – There is no significant association between income and tagline recognisation.

H5 – There is significant association between income and tagline recognisation

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.726a	3	.436
Likelihood Ratio	2.684	3	.443
Linear-by-Linear Association	1.549	1	.213
N of Valid Cases	100		
a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 3.48.			

P-Value of Chi-square test is 0.436 As P value is higher than 0.05 we can conclude that there is no significant association between Tagline recognisation and Income of respondents. Thus, H0 is accepted.

H3 Association between Brand Ambassador and demographic aspects.

H0 – There is no significant association between age and brand ambassador recognisation.

H1 – There is significant association between age and brand ambassador recognisation

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.734a	2	.420
Likelihood Ratio	1.727	2	.422
Linear-by-Linear Association	.411	1	.522
N of Valid Cases	100		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.52.			

P-Value of Chi-square test is 0.420. As P value is higher than 0.05 we can conclude that there is no significant association between Brand Ambassador recognisation and Age group of respondents. Thus, H0 is accepted.

H0 – There is no significant association between gender and brand ambassador recognisation.

H2 – There is significant association between gender and brand ambassador recognisation.

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.061a	1	.805		
Continuity Correctionb	.000	1	.985		
Likelihood Ratio	.061	1	.805		
Fisher's Exact Test				1.000	.496
Linear-by-Linear Association	.060	1	.806		
N of Valid Cases	100				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.54.					
b. Computed only for a 2x2 table					

P-Value of Chi-square test is 0.805. As P value is higher than 0.05 we can conclude that there is no significant association between Brand Ambassador recognisation and gender of respondents. Thus, H0 is accepted.

H0 – There is no significant association between gender and brand ambassador recognisation.

H3 – There is significant association between gender and brand ambassador recognisation.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.029a	3	.387
Likelihood Ratio	3.080	3	.379
Linear-by-Linear Association	.098	1	.754
N of Valid Cases	100		
a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.36.			

P-Value of Chi-square test is 0.387. As P value is higher than 0.05 we can conclude that there is no significant association between Brand Ambassador recognisation and education of respondents. Thus, H0 is accepted.

H0 – There is no significant association between gender and brand ambassador recognisation.

H4 – There is significant association between gender and brand ambassador recognisation.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.850a	3	.278
Likelihood Ratio	3.795	3	.284
Linear-by-Linear Association	.285	1	.593
N of Valid Cases	100		
a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.76.			

P-Value of Chi-square test is 0.278. As P value is higher than 0.05 we can conclude that there is no significant association between Brand Ambassador recognisation and Occupation of respondents. Thus, H0 is accepted.

H0 – There is no significant association between gender and brand ambassador recognisation.

H5 – There is significant association between gender and brand ambassador recognisation.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.921a	3	.001
Likelihood Ratio	16.952	3	.001
Linear-by-Linear Association	2.889	1	.089
N of Valid Cases	100		
a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.08.			

P-Value of Chi-square test is 0.001. As P value is higher than 0.05 we can conclude that there is no significant association between Brand Ambassador recognisation and Income of respondents. Thus, H0 is accepted.

d) Hypothesis Testing of Ultratech Cement:

H1 Association between Logo Recognition and demographic aspects.

H0 – There is no significant association between age and logo recognisation.

H1 – There is significant association between age and logo recognisation.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.209ᵃ	2	.122
Likelihood Ratio	4.206	2	.122
Linear-by-Linear Association	3.547	1	.060
N of Valid Cases	101		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .67.

P-Value of Chi-square test is 0.122. As P value is higher than 0.05 we can conclude that there is no significant association between Logo recognisation and Age group of respondents. Thus, H0 is accepted.

H0 – There is no significant association between Gender and logo recognisation.

H1 – There is significant association between Gender and logo recognisation.

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.032[a]	1	.310		
Continuity Correction[b]	.199	1	.656		
Likelihood Ratio	.926	1	.336		
Fisher's Exact Test				.307	.307
Linear-by-Linear Association	1.021	1	.312		
N of Valid Cases	101				
a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 1.11.					
b. Computed only for a 2x2 table					

P-Value of Chi-square test is 0.310. As P value is higher than 0.05 we can conclude that there is no significant association between Logo recognisation and Gender group of respondents. Thus, H0 is accepted.

H0 – There is no significant association between Education and logo recognisation.

H1 – There is significant association between Education and logo recognisation.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.011a	3	.012
Likelihood Ratio	6.767	3	.080
Linear-by-Linear Association	.161	1	.688
N of Valid Cases	101		
a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .32.			

P-Value of Chi-square test is 0.012. As P value is higher than 0.05 we can conclude that there is no significant association between Logo recognisation and Education group of respondents. Thus, H0 is accepted.

H0 – There is no significant association between Occupation and logo recognisation.

H1 – There is significant association between Occupation and logo recognisation.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.128[a]	3	.248
Likelihood Ratio	4.564	3	.207
Linear-by-Linear Association	1.640	1	.200
N of Valid Cases	101		
a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .67.			

P-Value of Chi-square test is 0.248. As P value is higher than 0.05 we can conclude that there is no significant association between Logo recognisation and Occupation group of respondents. Thus, H0 is accepted.

H0 – There is no significant association between Income and logo recognisation.

H1 – There is significant association between Income and logo recognisation.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.455a	3	.693
Likelihood Ratio	1.775	3	.620
Linear-by-Linear Association	1.340	1	.247
N of Valid Cases	101		
a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .48.			

P-Value of Chi-square test is 0.693. As P value is higher than 0.05 we can conclude that there is no significant association between Logo recognisation and Income group of respondents. Thus, H0 is accepted.

H2 Association between Tagline Recognition and demographic aspects.

H0 – There is no significant association between age and tagline recognisation.

H1 – There is significant association between age and tagline recognisation.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.842[a]	2	.146
Likelihood Ratio	3.806	2	.149
Linear-by-Linear Association	.015	1	.903
N of Valid Cases	101		

a.1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.03.

P-Value of Chi-square test is 0.146. As P value is higher than 0.05 we can conclude that there is no significant association between tagline recognisation and age group of respondents. Thus, H0 is accepted.

H0 – There is no significant association between gender and tagline recognisation.

H1 – There is significant association between gender and tagline recognisation.

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.425[a]	1	.020		
Continuity Correction[b]	4.156	1	.041		
Likelihood Ratio	4.989	1	.026		
Fisher's Exact Test				.039	.024
Linear-by-Linear Association	5.371	1	.020		
N of Valid Cases	101				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.99.

b. Computed only for a 2x2 table

P-Value of Chi-square test is 0.020. As P value is higher than 0.05 we can conclude that there is no significant association between tagline recognisation and gender group of respondents. Thus, H0 is accepted.

H0 – There is no significant association between education and tagline recognisation.

H1 – There is significant association between education and tagline recognisation.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.717[a]	3	.000
Likelihood Ratio	15.491	3	.001
Linear-by-Linear Association	14.417	1	.000
N of Valid Cases	101		
a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.43.			

P-Value of Chi-square test is 0.000. As P value is not higher than 0.05 we can conclude that there is significant association between tagline recognisation and education group of respondents. Thus, H1 is accepted.

H0 – There is no significant association between occupation and tagline recognisation.

H1 – There is significant association between occupation and tagline recognisation.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.323a	3	.025
Likelihood Ratio	10.922	3	.012
Linear-by-Linear Association	2.787	1	.095
N of Valid Cases	101		

a. 3 cells (37.5%) have expected count less than 5. The minimum
expected count is 3.03.

P-Value of Chi-square test is 0.025. As P value is higher than 0.05 we can conclude that there is no significant association between tagline recognisation and occupation group of respondents. Thus, H0 is accepted.

H0 – There is no significant association between income and tagline recognisation.

H1 – There is significant association between income and tagline recognisation.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.624a	3	.305
Likelihood Ratio	3.877	3	.275
Linear-by-Linear Association	2.202	1	.138
N of Valid Cases	101		
a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 2.14.			

P-Value of Chi-square test is 0.305. As P value is higher than 0.05 we can conclude that there is no significant association between tagline recognisation and income group of respondents. Thus, H0 is accepted.

H3 Association between Brand Ambassador and demographic aspects.

H0 – There is no significant association between age and Brand Ambassador.

H1 – There is significant association between age and Brand Ambassador.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.811ᵃ	2	.000
Likelihood Ratio	20.475	2	.000
Linear-by-Linear Association	.764	1	.382
N of Valid Cases	101		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.91.			

P-Value of Chi-square test is 0.000. As P value is not higher than 0.05 we can conclude that there is significant association between Brand Ambassador and Age group of respondents. Thus, H1 is accepted.

H0 – There is no significant association between Gender and Brand Ambassador.

H1 – There is significant association between Gender and Brand Ambassador.

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Chi-Square Tests					
Pearson Chi-Square	1.752a	1	.186		
Continuity Correctionb	1.212	1	.271		
Likelihood Ratio	1.752	1	.186		
Fisher's Exact Test				.265	.136
Linear-by-Linear Association	1.735	1	.188		
N of Valid Cases	101				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.03.					
b. Computed only for a 2x2 table					

P-Value of Chi-square test is 0.186. As P value is higher than 0.05 we can conclude that there is no significant association between Brand Ambassador and education group of respondents. Thus, H0 is accepted.

H0 – There is no significant association between Education and Brand Ambassador.

H1 – There is significant association between Education and Brand Ambassador.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.977a	3	.003
Likelihood Ratio	14.395	3	.002
Linear-by-Linear Association	.371	1	.542
N of Valid Cases	101		
a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 3.72.			

P-Value of Chi-square test is 0.003. As P value is not higher than 0.05 we can conclude that there is significant association between Brand Ambassador and Education group of respondents. Thus, H1 is accepted.

H0 – There is no significant association between Occupation and Brand Ambassador.

H1 – There is significant association between Occupation and Brand Ambassador.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.392a	3	.000
Likelihood Ratio	20.649	3	.000
Linear-by-Linear Association	.683	1	.409
N of Valid Cases	101		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.91.			

P-Value of Chi-square test is 0.000. As P value is not higher than 0.05 we can conclude that there is significant association between Brand Ambassador and Occupation group of respondents. Thus, H1 is accepted.

H0 – There is no significant association between Income and Brand Ambassador.

H1 – There is significant association between Income and Brand Ambassador.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.378a	3	.061
Likelihood Ratio	7.485	3	.058
Linear-by-Linear Association	6.622	1	.010
N of Valid Cases	101		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.58.			

P-Value of Chi-square test is 0.061. As P value is higher than 0.05 we can conclude that there is no significant association between Brand Ambassador and Income group of respondents. Thus, H0 is accepted.

Findings

- **Brand Awareness of Ambuja Cement**

1.) The efforts made by the marketer of Ambuja cement are more effective for creating brand awareness as almost 3/4th of the respondents have correctly identified the logo and tagline both.

2.) From the percentage analysis of the strength attribute it can be concluded that majority of respondents have significantly agreed with the strength and Sustainability promised by Ambuja cement while, Durability and Waterproofing is still concerned feature provided by Ambuja Cement.

3.) Almost 2/3 respondents have identified Boman Irani correctly as brand ambassador of Ambuja cement as 1/3rd people has failed to identify the ambassador of Ambuja cement.

4.) 80% of the respondents think that Ambuja is believable and has transparency compared to consistency and persuasiveness.

5.) When it comes to advertisement Television and Wall Paintings are more effective method compare to radio, newspaper and hoardings for Ambuja.

6.) As per the percentage analysis it can be observed that Ambuja Kawach is more popular amongst the other products of Ambuja like,Cool Walls, Campocam and Powercam.

- **Brand Awareness of Ultratech Cement**

1.) When it comes to advertisement ultratech has successfully achieved the title of most popular logo and tagline brand according to the survey conducted.

2.) From the percentage analysis of the strength, durability and sustainability attribute it has made positive impact on the minds of respondents while porosity and waterproofing is still concerned aspect for ultratech.

3.) Almost 47% respondents have identified Common Man correctly as brand ambassador of Ultratech cement and 53% people has failed to identify the ambassador of Ultratech cement.

4.) It is very obvious to say that the quality and the features of the cement promised by the Ultratech Cement are rightly delivered as the percentage analysis justifies it.

- **Brand Association of Ambuja Cement**

1.) Respondents are most acknowledged with ambuja kawach and least acknowledge about ambuja powercam, while ambuja cool walls and campocam has been averagely known amongst respondents.

2.) Out of total respondents 71% respondents are aware of Water Management Program run by Ambuja cement.

3.) The strategic plan initiated by Ambuja cement to implement Women Empowerment and Skill Development Programs seems to be ineffective as it can be observed that majority of the respondents failed to recognize these 2 programs compared to Water Management.

4.) With the changing pace of time, it has been observed that the fame and the integrity of kabaddi as a sport has ascended to certain heights. So keeping in these tradition, Ambuja cement has rightly made an effort to create brand awareness by sponsoring the Kabaddi team.

- **Brand Association of Ultratech**

1.) As per the percentage analysis 1/3rd respondents are aware of Ultratech having product named Potland Pozzolana Cement, Cool Walls and Ordinary Portland Cement.While, White Cement has been most popular amongst the all product of Ultratech Cement.

2.) 69% of respondents are aware of Ultratech having Ready to mix Concrete. 31% of respondents are aware of RMC.

3.) Nearly all of the respondents are familiar with programs like Climate Change, Bio-Diversity Management and Energy Management of Ultratech Cement.

4.) IPL being most famous league in the world and Ultratech having sponsorship in it makes them very popular amongst respondents.

- **Hypothesis Testing:**

Hypothesis Testing of Ambuja:

P-Value of Chi-square test is 0.078. As P value is higher than 0.05 we can conclude that there is no significant association between Logo recognisation and Age group of respondents. Thus, H0 is accepted.

P-Value of Chi-square test is 0.759. As P value is higher than 0.05 we can conclude that there is no significant association between Logo recognisation and Gender of respondents. Thus, H0 is accepted.

P-Value of Chi-square test is 0.630. As P value is higher than 0.05 we can conclude that there is no significant association between Logo recognisation education of respondents. Thus, H0 is accepted

P-Value of Chi-square test is 0.022. As P value is lower than 0.05 we can conclude that there is significant association between Logo recognisation and Income of respondents. Thus, H0 is rejected.

P-Value of Chi-square test is 0.08. As P value is higher than 0.05 we can conclude that there is no significant association between Logo recognisation and Occupation. of respondents. Thus, H0 is accepted.

P-Value of Chi-square test is 0.321. As P value is higher than 0.05 we can conclude that there is no significant association between Tagline recognisation and Age group of respondents. Thus, H0 is accepted.

P-Value of Chi-square test is 0.338. As P value is higher than 0.05 we can conclude that there is no significant association between Tagline recognisation and Gender of respondents. Thus, H0 is accepted.

P-Value of Chi-square test is 0.94. As P value is higher than 0.05 we can conclude that there is no significant association between Tagline recognisation and Education of respondents. Thus, H0 is accepted.

P-Value of Chi-square test is 0.005. As P value is lower than 0.05 we can conclude that there is significant association between Tagline recognisation and Occupation of respondents. Thus, H0 is rejected.

P-Value of Chi-square test is 0.436 As P value is higher than 0.05 we can conclude that there is no significant association between Tagline recognisation and Income of respondents. Thus, H0 is accepted.

P-Value of Chi-square test is 0.420. As P value is higher than 0.05 we can conclude that there is no significant association between Brand Ambassador recognisation and Age group of respondents. Thus, H0 is accepted.

P-Value of Chi-square test is 0.805. As P value is higher than 0.05 we can conclude that there is no significant association between Brand Ambassador recognisation and gender of respondents. Thus, H0 is accepted.

P-Value of Chi-square test is 0.387. As P value is higher than 0.05 we can conclude that there is no significant association between Brand Ambassador recognisation and education of respondents. Thus, H0 is accepted.

P-Value of Chi-square test is 0.278. As P value is higher than 0.05 we can conclude that there is no significant association between Brand Ambassador recognisation and Occupation of respondents. Thus, H0 is accepted.

P-Value of Chi-square test is 0.001. As P value is higher than 0.05 we can conclude that there is no significant association between Brand Ambassador recognisation and Income of respondents. Thus, H0 is accepted.

- **Hypothesis Testing of Ultratech:**

P-Value of Chi-square test is 0.122. As P value is higher than 0.05 we can conclude that there is no significant association between Logo recognisation and Age group of respondents. Thus, H0 is accepted.

P-Value of Chi-square test is 0.310. As P value is higher than 0.05 we can conclude that there is no significant association between Logo recognisation and Gender group of respondents. Thus, H0 is accepted.

P-Value of Chi-square test is 0.012. As P value is higher than 0.05 we can conclude that there is no significant association between Logo recognisation and Education group of respondents. Thus, H0 is accepted.

P-Value of Chi-square test is 0.248. As P value is higher than 0.05 we can conclude that there is no significant association between Logo recognisation and Occupation group of respondents. Thus, H0 is accepted.

P-Value of Chi-square test is 0.693. As P value is higher than 0.05 we can conclude that there is no significant association between Logo recognisation and Income group of respondents. Thus, H0 is accepted.

P-Value of Chi-square test is 0.693. As P value is higher than 0.05 we can conclude that there is no significant association between Logo recognisation and Income group of respondents. Thus, H0 is accepted.

P-Value of Chi-square test is 0.020. As P value is higher than 0.05 we can conclude that there is no significant association between tagline recognisation and gender group of respondents. Thus, H0 is accepted.

P-Value of Chi-square test is 0.000. As P value is not higher than 0.05 we can conclude that there is significant association between tagline recognisation and education group of respondents. Thus, H1 is accepted.

P-Value of Chi-square test is 0.025. As P value is higher than 0.05 we can conclude that there is no significant association between tagline recognisation and occupation group of respondents. Thus, H0 is accepted.

P-Value of Chi-square test is 0.305. As P value is higher than 0.05 we can conclude that there is no significant association between tagline recognisation and income group of respondents. Thus, H0 is accepted.

P-Value of Chi-square test is 0.000. As P value is not higher than 0.05 we can conclude that there is significant association between Brand Ambassador and Age group of respondents. Thus, H1 is accepted.

P-Value of Chi-square test is 0.186. As P value is higher than 0.05 we can conclude that there is no significant association between Brand Ambassador and education group of respondents. Thus, H0 is accepted.

P-Value of Chi-square test is 0.003. As P value is not higher than 0.05 we can conclude that there is significant association between Brand Ambassador and Education group of respondents. Thus, H1 is accepted.

P-Value of Chi-square test is 0.000. As P value is not higher than 0.05 we can conclude that there is significant association between Brand Ambassador and Occupation group of respondents. Thus, H1 is accepted.

P-Value of Chi-square test is 0.061. As P value is higher than 0.05 we can conclude that there is no significant association between Brand Ambassador and Income group of respondents. Thus, H0 is accepted.

Suggestions

- **Suggestion for Ambuja Cement**

Ambuja cement is solely accessible in India and is not available outside the country. Being a massive success in the home country, the company should try to expand their business at a global level by opening it's outlets in the other countries as well.

Ambuja cement company should endeavour to diversify it's product portfolio with intense focus on cross - selling products. The efforts made for marketing all the other related services should be made in a more productive manner.

Ambuja cement company has initiated many programs and campaigns but the efforts for women empowerment program and skill development programs needs to be implemented with more potential.

Also the company needs to implement a strategic cost cutting plan in order to secure it's profitability and save it from further inflation that highly impacts the fuel prices which ultimately increases the transportation cost for the company. This can also be done by creating geographical storage capacities and structured logistics management.

Also considering the advertisement aspect, the company should try to upgrade the platforms for advertising by also giving priority to various social media platforms that holds a greater capacity to influence the customers and society considering the current digital era.

- **Suggestion for Ultratech cement**

Ultratech needs to enhance and promote their products internationally, especially the US market which holds a huge.

Ultratech cement company needs to put more effors to advertise their subsidiary services such as providing a team of efficient workers and builders, providing assistance for other products for building the house, providing guidance for architectural science and other services.

The company should also focus and emphasize on other construction related products.

Also considering the advertisement aspect, the company should try to upgrade the platforms for advertising by also giving priority to various social media platforms that holds a greater capacity to influence the customers and society considering the current digital era

Conclusion

From overall data analysis,we can conclude that the efforts made by Ultratech for creating brand awareness and brand association were significantly more effective as compared to Ambuja.

From our finding the ultratech cement brand image like logo recognition (96%) tagline recognition (82%) . In people mind brand image perform well which is the strength of ultratech. On the other hand Ambuja cement brand image like logo recognition (73%) and tagline recognition(71%) as compare to ultratech is little low.

Research started this paper with an objective to know customer's awareness and association with the brand and also to analyze the impact of brand and also to analyze the impact of brand positioning and brand image of Ambuja and Ultratech company.Today there are numbers of brands of cements are available in the market.but customers prefers to products of brands purchase their favorable due to various reasons. E.g: Advertisement,Brand awareness,Brand image..etc On the basis of present data analysis reveals that majority of the responses are in the favour of Ultratech cement.Based on the current data,we come to know that the consumers is more aware about Ultratech cement.and to a large extent, Ultratech has been able to reach out to it's target consumer/Market.some if we talk about Ambuja cement,then based on the present data , consumers are not that much aware about Ambuja cements as compared to Ultratech cement.

If we check out the satisfaction level of the consumer is quite satisfied with the overall quality offered by Ultratech ,compared to Ambuja . And consumer is also aware of other services provided by Ultratech.

From overall data analysis the advertisement frequency of ultratech is high as compare to Ambuja Cement.

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8. References

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A PROJECT

REPORT ON

'Demographic Factors and its Impact on Financial Literacy'

SUBMITTED TO

FACULTY OF BUSINESS ADMINISTRATION
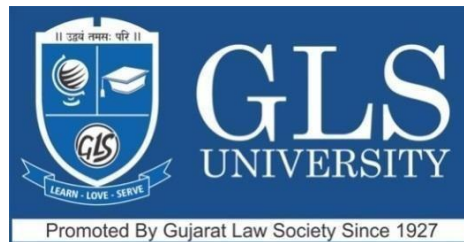
2022-2023

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CERTIFICATE

This is to certify that the report submitted by the under mentioned students of our eminent
institute is in partial fulfillment of the requirement for the completion of *"Project Report"*
at the **Third Year B.B.A.** for the academic Year 20 _22_ - 20 _23_

Title of the Project _Demographic Factors and its impact on Financial Literacy_

Signature

Signature

P.T.Zala

(Dr. Shefali Dani)
Dean

(Prof. In-charge)

Name of the students in a group	Batch	Roll Nos.	Enrollment No.
1 Mayank Anjana	2020 -23	3	
2 Mohammed Saif	2020 -23	17	
3 Harsh Kaliya	2020 -23	34	
4 Ritik Lalani	2020 -23	38	
5 Aditya Malchija	2020 -23	40	
6 Shruti Tak	2020 -23	59	
7 Tirth Thakkar	2020 -23	80	
8 Jayesh Motwani	2020 -23	96	
9 Aayush Murjani	2020 -23	97	
10 Jiten Makhija	2020 -23	222	
11			
12			

PREFACE

To assess how different demographic factors affect financial literacy of people, we conduct a survey for which, a questionnaire is prepared and distributed among the candidates belonging to different demographic groups. On the basis of these responses, we assess the financial literacy level of the candidates based on their financial knowledge, attitude and behaviour relating to their demographic factors.

The research makes an attempt to identify the situation of the financial literacy and how factors such as age, gender, and occupation influence the level of financial literacy

ACKNOWLEDGEMET

We would like to thank the Faculty of Business Administration, GLS University for providing us opportunity to undertake the project in the area of in the area of finance. We are also thankful to our Dean Dr. Shefali Dani for providing us encouragement during our project work. We would like to extend our thanks towards our project guide Professor Dr. Priyanka Zala, who provided us all the necessary guidance that we needed. We are grateful to all the people who have directly or indirect helped us in.

1-INTRODUCTION

Chapter-1 Introduction

1.1 Financial Literacy

"Money is everywhere, it affects all of us, and confuses most of us. It offers-lessons on things that apply to many areas of life, like risk, confidence, and happiness" (Housel, 2020, p.6). Today's financial world is not just limited to corporates or lending and borrowing facilities, there has been a tremendous growth in the world of finance, especially the last few decades have shown an exponential increase in the types of financial products and services provided by various financial institutes not just to the corporates but to the common public as well and it is extremely important for the people to understand the pros and cons of these services and products. Basic understanding of finance is not just important to run a business smoothly but also to plan our retirement, to curb the rising inflation rates, to maintain the ever-increasing quality of life etc. And this where the term financial literacy comes in.

"Financial literacy is knowledge and understanding of financial concepts and risk, and skills, motivation and confidence to apply such knowledge and understanding in order to make effective decisions across a range of financial contexts, to improve the financial wellbeing of individuals and society, and to enable participation in economic life" (PISA, 2012, p. 13).

Financial literacy is a very large umbrella under which various financial skills are included basics of which are simple interest compound interest, percentages, time value of money etc and these skills give us a better understanding of various financial products and services like credit cards, debit cards, mutual funds, fixed deposits, health insurance, loans etc.

1.1 a Components of Financial Literacy

Financial literacy is a combination of financial attitude, financial behaviour, and financial knowledge.

Financial Attitude: - is a state of mind of a person about finances which is generally a resultant of his background and environment. Our financial attitude is closely related with our mindset, upbringing, knowledge, emotions etc.

Financial Behaviour: - Human behaviour that is pertinent to financial decision-making and money management such as constructing appropriate budget programme and controlling it, quick payment of bills and regular saving nature is called financial behaviour (Bhushan & Medury, 2014; Kalekye & Memba, 2015)

Financial Knowledge: - knowledge includes the basic components of financial products and services for example insurance policies, and pensions schemes.

1.2 Demographic Factors

Demographic evaluation is the have a look at of a population-primarily based on elements which includes age, race, and intercourse. Demographic information refers to socioeconomic information expressed statistically, consisting of employment, schooling, profits, marriage rates, birth and dying costs, and more.

> People from different generations, raised by different parents who earned different incomes and held different values, in different parts of the world, born into different economies, experiencing different job markets with different incentives and different degrees of luck, learn very different lessons. (Housel, 2020, p.6)

1) Current financial condition of an individual whether they are rich or poor highly impact the point of view towards money

2)The person living in a country facing a huge economic downturn will have different experience with money as compared to an individual living in a country having stable economy

3) With age comes experience and these experiences influences the financial decisions taken by an individual.

These demographics factors play an essential role in shaping the financial literacy and it varies from person to person, depending upon their past experience, age, education, gender, employment status, income level, etc.

Some of the major demographic factors influencing financial literacy

Age: Prosad et al. (2015) examine the influence of demographic characteristics including age, gender, income, profession, and experience on overconfidence, optimism, the disposition effect, and herding bias. They find that age, profession, and experience have a greater influence on behavioral biases than the other factors examined. Tekçe et al. (2016) identify that overconfidence and familiarity bias among individual investors decrease as age and wealth increases.

Gender: Various researchers document that male investors are more overconfident than female investors (Barber & Odean, 2001; Bhandari & Deaves, 2006; Lin, 2011; Kumar & Goyal, 2016). Eagly and Carli (1981) find that females are more prone to herding bias than are males.

Occupation: The degree of financial literacy across various occupational categories in India was explored by Neha Ramnani Bhargava, Dr. Sachin Mittal, and Dr. Vivek Kushwaha(2017). According to the survey, the self-occupied group had the highest degree of financial literacy, followed by the service class, and the business class had the lowest level.

2- Literature Review

Literature Review

Varma (2003) states that as of the literature review, the country's financial literacy affects by such factor's income, gender, caste etc. As of now financial literacy Of India is not satisfactory. Mostly in rural areas Due to the lack of knowledge Currently people of rural areas are facing unemployment, poor education and poverty. Many People of India are even unaware of financial services offered by Indian government. Such as baking services which helps them to save their income through savings account and many more other investments schemes are offered by government institutions. In rural areas people are used to lend money from other people at higher interest because they are not aware of banking services. As people are not aware of this type of services are being offered in a country. government creating awareness among people of India. Many Indian financial institutions are managing people's investment. Such initiatives by government of India helps to achieve some milestones across the world. Through these schemes and initiatives people are getting aware how financial knowledge can improve their lives and make them Financial independent.

M.Sekar (2014) Financial literacy is the mix of one's knowledge, skill and attitude towards financial matters. Research has been conducted globally for measuring the level of financial literacy. The level of financial literacy varies from person to person. Gender gap is one of the major factors in financial literacy to decide the level of financial literacy of a country. Among GEN Y employee's women are more aware about financial knowledge, risk tolerance, and financial management. Study shows that among GEN Y employees who has the least level of financial knowledge is facing the financial matters. From the above analysis it can be concluded that overall financial literacy level of 30.90% among all respondents is not encouraging. This shows that in our city people are still not much aware about their finance related issues. Earlier studies have shown that the saving habits among young people is not so high. Likewise, the whole burden of planning their Tenure in terms or nuance is on the young individuals, as employee benefits are reduced. Early purchased through credit cards have changed the financial behavior of the current generation employees. t can be concluded that financial literacy level gets affected by gender, education, income. marital status and number of dependent whereas it does not get affected by age. Overall, it can be concluded that financial literacy level is low among Gen Y employees.

Sangeeta AP Jeyaram (2017) found that business-major students have better understanding on financial and investment matters compared to other non-business major. This is supported by various theories which claimed that without having known financial knowledge such as expected return, growth and liquidity of investment students would not able to gain substantial amount of profit. They conclude that participants from different class ranks have different levels of financial knowledge. However, it is reported that, even though accounting, economic and business students have been exposed to financial and investment subjects in their curriculum yet there were multiple mix decisions among them in order to make a proper decision. The research concludes that students who had Finance has major in the college, had more exposure to financial matters than students with major other than Finance.

Gulnoza Isomidinova and Jugindar Singh Kartar Singh (2017) Financial Literacy is one of the most important topics in this complex world. Financial Literacy do impact on individual's financial behavior. Individuals with low financial literacy are more prone to face difficulties in managing personal finances. Individuals with low financial literacy are less likely to plan for the future. Financial literacy is important for all individuals including students to make sound financial decisions. There is a need for increased financial education as financial literacy is a non-negotiable skill in today's world. The results of this study revealed that Financial Education has the highest influence on Financial Literacy among students. Support was found for bulk of the conceptual framework and the research questions that were made in this research study. Higher levels of Financial Education will result in higher Financial Literacy of students.

Kapil Choudary (2017) Despite evidence of improved general investment skill with age, investment performance declines significantly after age 70 (Korniotis and Kumar, 2011). Hibbard, Slovic, Peters, Finucane and Tusler (2001) find that Medicare beneficiaries are nearly three times more likely than younger subjects to make errors when interpreting health plan information despite having more experience. There are many studies which states to improve in financial literacy with the increase in age. but what happens after retirement. Some studies also show that people after their retirement don't focus on finances that much they just complete and focus on their home budget. So, another objective of this study is to find out about people if they really increase their financial literacy with age or they just don't care anymore

Neha Ramnani Bhargava, Dr. Sachin Mittal, Dr. Vivek. Kushwaha (2017) This literature review discusses the findings of a study on the level of financial literacy among different occupation groups in India. The study found that the service class had the highest level of financial literacy, followed by the self-occupied group, while the business class had the lowest level. The researchers attributed this to the fact that education is highly valued in the service and self-occupied groups, while business class individuals often prioritize their business over higher education. The study also found that the overall impact of financial literacy on personal financial management was low, and recommended the implementation of practical-oriented courses to improve financial literacy. This review concludes that the study's findings will be useful for researchers, government officials, and companies seeking to improve financial literacy and personal financial management in India.

Abdul Azeez N.P., S.M Jawed Akhtar (2020) Several studies give clear evidence that gender significantly affects the level of financial literacy. It is clear from the literature review that male is more financially literate as compared to female. The patriarchal system is also accompanied by the distorted educational system of our country. Not a single year in the entire duration of schooling focuses on developing financial literacy in students. While boys are accustomed to the terms through their fathers, most girls face the complete drawback of financial illiteracy. As a result of the prevalent gender gap in financial literacy, women are more risk-averse toward money matters. Women are hesitant in making financial decisions and preferred to be assisted by someone most of the time. Only 33% of women take independent investment decisions. Further, participation of women in the stock market is also extremely low and so is in the overall financial sector.

A study was done by **RK Prasad Gutti(2020)** associate professor to study the impact of socio-demographic factors on financial literacy and knowledge of PG management students in Hyderabad. Gender, Age, location, field of education, parent's education and family income plays an important role in financial literacy and knowledge. Male students are more literate than female students but they are moderately literate and the age group between 22-24 are more financially literate than who are above. The location where students brought up plays role too urban students have more financial knowledge than rural students. If we consider field of study then it can be seen easily that students who pursue management, economics, finance field have more understanding of how to manage and locate their money. Also, parent's education plays a vital role if they are literate then there are chance that

children also adopt healthy financial habits, mostly girls adopt these things from their mother if they are financially literate in study the undergraduate parents have more knowledge or literacy than others. There are many factors that play vital role and socio- demographic is one of them and it sometimes depend on circumstances too for example women who single handedly manage their home and work are more financially literate. In this pacing world good financial literacy is need for both personal and economic growth.

The research was done by **Vilas Gaikar (2020)**, In this study the relationship among various demographic variables influencing financial investment of urban individuals was evaluated. The study finds out factors which affect individual investment decisions and differences in the perception of investors in investment decisions based on age and gender. It implies that urban individuals among age groups of 21 - 30 years and 31 - 60 years are choosing growth-oriented assets and insurance policy as a favorable financial investment place. Whereas Gender has only statistical importance with financial obligation whereas no relationship found with growth-oriented investment, income-oriented investment and insurance investment. The urban male and female investors look for financial investment in a similar way whereas there is a difference in respect to financial obligations.

A survey conducted by **Vera Intanie Dewi (2022)** to analyse how demographic and socioeconomic factors affect financial literacy and its variables. The research indicates the relation between financial literacy and demographic and socioeconomic factors. Financial literacy of a person can be analysed by the following dimensions, awareness, experience, knowledge, skill, capability, goals, behaviour, and financial decision. Difference in gender influence the relation between financial skill and financial capability, Men have less financial skill in comparison to women but men have more financial knowledge than women. Age factor also affect while making decisions and the capability of achieving goals. The habit of consumption and expenditure also affect financial awareness and skills. The interrelationship of all the financial variables is affected by demographic factors like age, sex, and socioeconomic factors like consumption and expenditure habits.

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3- Research Methodology

Research Methodology

3.1 Objectives

The present study was undertaken with the aim to

- To examine the impact of age on financial literacy
- To examine the impact of gender on financial literacy
- To examine the impact of occupation on financial literacy

3.2 Hypothesis

Based on the above stated objectives, the following hypothesis were formulated

- ➢ H0: There is no significant impact of age, gender, and employment status on financial literacy
- ➢ H1: There is significant impact of age, gender, and employment status on financial literacy

3.3 Sampling Method:

Stratified sampling method for data collection was used.

3.4 Sampling Size:

Data was collected from 240 respondents from major areas of Ahmedabad.

3.5 Data Collection:

Primary: A structured questionnaire developed by OECD used to collect data from people belonging to different areas of Ahmedabad

3.6 Tools of Analysis:

Data analysis was done with the help of Regression Analysis

3.7 Limitation:

➢ The study was restricted only to the major areas of Ahmedabad. Hence, the findings cannot be generalized to other areas, cities, states, and countries.

➢ A sample size of 240 respondents was used for this research so it can be difficult to interpret on a larger scale using this sample.

➢ Only three demographic factors were used for this research so the findings cannot be generalized for all other demographic factors like marital status, income level, education qualification, etc.

4- Data Analysis and Data Interpretation

4.1 Survey Sample Profile

Figure-1 Distribution on Sample on the basis of gender
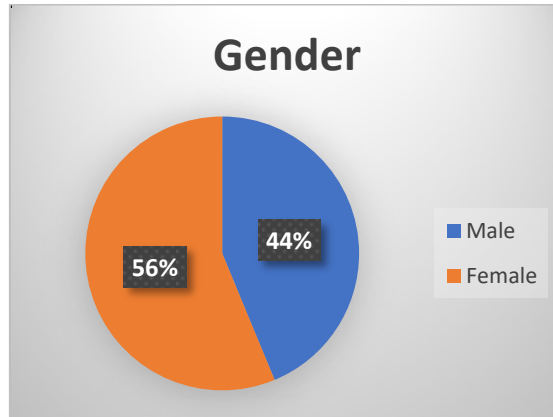
Figure-2 Distribution on Sample on the basis of age
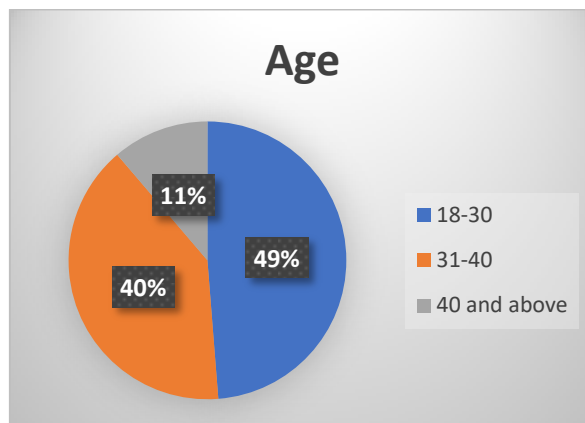
Figure-3 Distribution on Sample on the basis of occupation
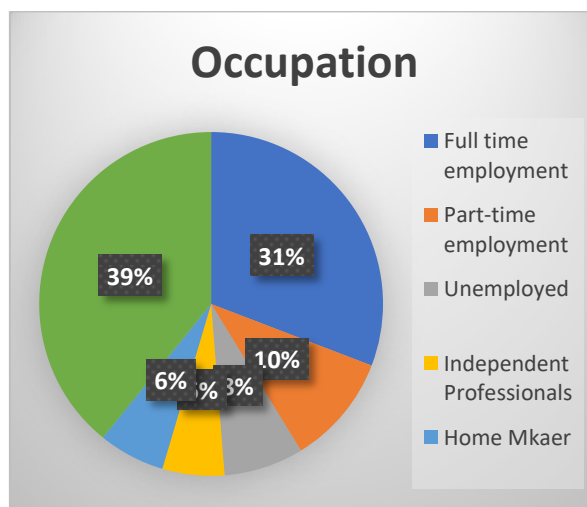
Figure-4 Distribution on Sample on the basis of educational qualification

Educational Qualification

- No formal education
- Primary School
- Secondary School
- Graduate
- Post-Graduate
- Doctorate

4% 4% 0%
22%
24%
43%
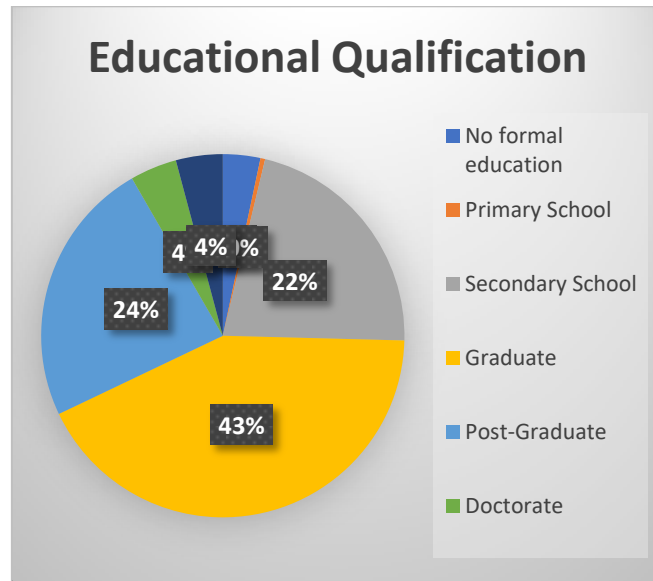
Figure-5 Distribution on Sample on the basis of annual income of the family

Annual Income of the family

- Less than 1 lakh
- 1 lakh to 2 lakh
- 2.1 lakh to 3 lakh
- 3.1 lakh to 5 lakh
- 5.1 lakh to 7 lakh
- More than 7 lakh

18%
5%
9%
14%
23%
31%
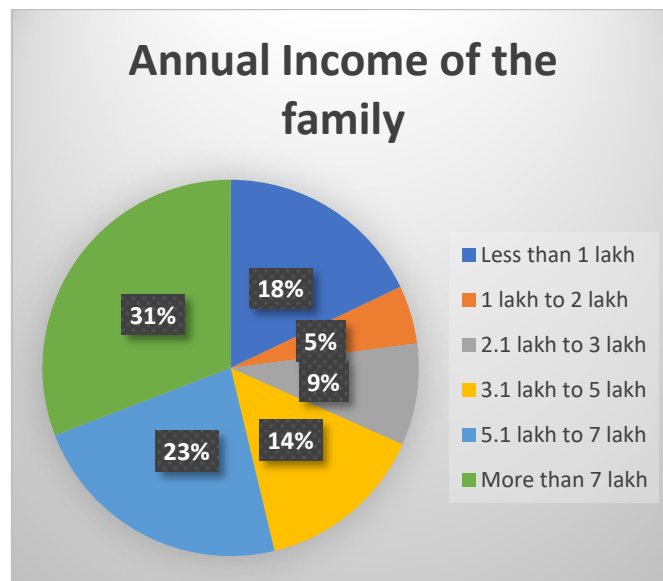
4.2 Financial Knowledge

Financial knowledge suggests that respondents are able to choose wisely among many financial options based on their understanding of general financial issues. Eight questions are used to gauge respondent's level of financial knowledge. These questions test their understanding of simple and compound interest, the fundamentals of saving and investing, the effects of inflation on prices, the risk-return connection, etc.

The questions used to evaluate respondent's financial knowledge were taken from a widely used and acknowledged questionnaire created by the Organization for Economic Co-operation and Development (OECD).

Table 1: Distribution of score for financial knowledge

Score	Financial Knowledge
0-3	Low
4-5	Moderate/Average
6-8	High

We anticipated that the candidates would have moderate to high financial knowledge given their status as educated people and the fact that the questionnaire contained straightforward questions without the need for complex calculations. The respondents' behavioral traits are ranked on a scale based on how desirable they are. Each question's right response receives a score of 1, and Table 1 categorizes the various financial knowledge scores.

Score	Financial Knowledge score
Low	7.5%
Moderate	20%
High	72.5%

Table 2: Categorical score for financial knowledge

The Financial knowledge score of 240 candidates were 72.5%, 20%, and 7.5% of Candidates have high, moderate and low financial knowledge respectively. The following data can be further understood by the following Figure 6:

Figure 6: Financial knowledge score
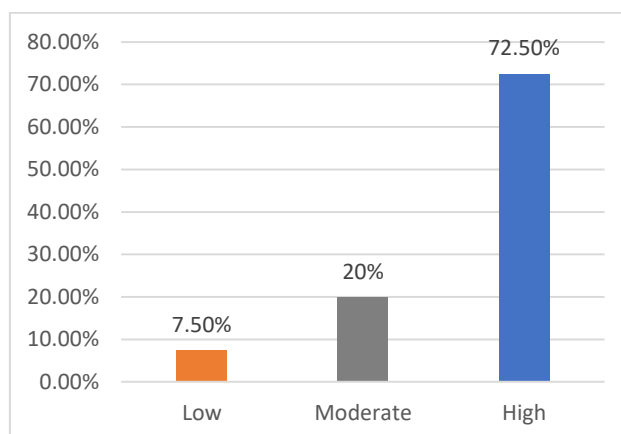
4.2.1 Assessment of Financial Knowledge:

The performance on different dimensions of financial knowledge is shown in Figure 7 and Table 3. which suggests that the respondent is aware of the basic money management principles. In each category the positive response surpasses the negative one. The concept of division and simple interest recorded the highest understanding. On the contrary the concept of time value of money and compound interest is not so familiar among them.

Table 3: Financial Knowledge Score

	Division	Time value of money	Interest paid on loan	Simple Interest	Compound Interest	Risk and return	Inflation	Diversification
Correct	233	129	208	204	164	219	210	190
Incorrect	7	103	21	25	59	12	17	29
Unaware	0	8	11	11	17	9	13	21

Figure 7: Familiarity with basic principles
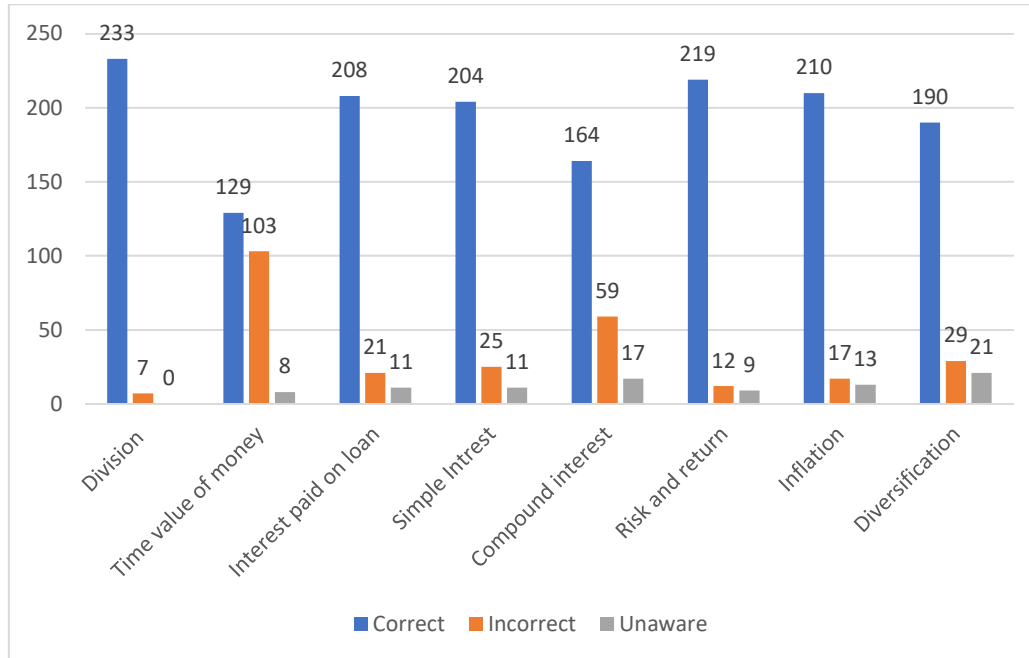
4.3.   Financial Behavior:

The survey also attempts to capture the financial behavior of the respondents in the way they handle their personal finances.

Assessment of the below point has been done:

- Affordability of goods: Whether they are aware of their purchasing power limits or they tend to spend more than their affordability limit.
- Behavior related to making timely payment of their bills: Do they pay their bills and dues on time or they tend to miss out on important deadlines
- Planning, and monitoring of the household budget: Making a budget is a key piece of a strong financial behavior. Having a budget helps you manage your money, control your spending, save more money, pay off debt, or stay out of debt.
- Saving habits, and borrowing requirements: Saving money is one of the essential aspects of Financial Behavior and having a secure financial future. Saving money gives you a way out from uncertainties of life and provides you with an opportunity to

enjoy a quality life. Borrowing requirements rise when savings do not suffice needs and they are left with no choice but to borrow the required amount from a third party.

Table 4: Distribution of score for financial behaviour

Score	Financial Behaviour
0-3	Negative
4-5	Neutral
6-8	Positive

Table 5: Overall Financial Behaviour Score

Score	Financial Behaviour Score
Negative	8%
Neutral	26%
Positive	66%

Figure 8: Overall Financial Behavior Score
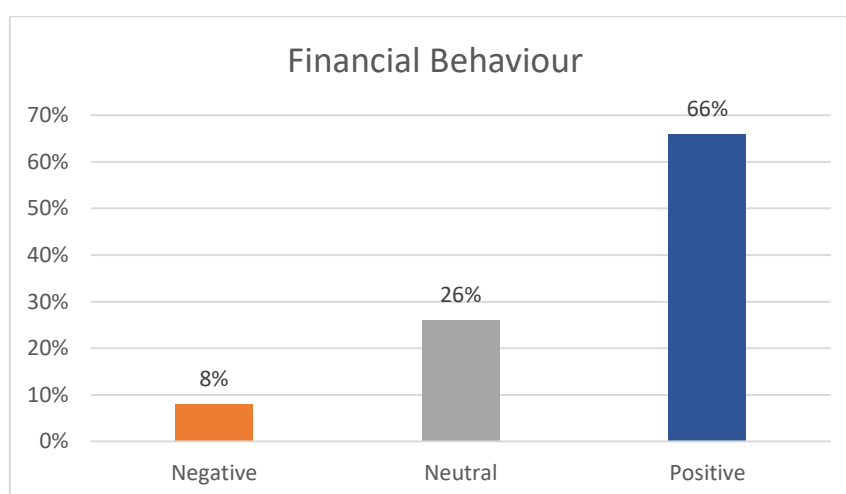
When calculated the overall financial behavior score from the OECD survey, here it can be seen (Figure 8 and Table 5) that Out of 240 respondents, an overall Financial Behavior score

has been calculated where a ratio of 66% of the candidates having a positive financial behavior. And 8% have a negative financial behavior with 26% staying neutral. Having a positive financial behavior indicates that the respondent tends to not spend his/her earnings in an organized manner and acts to save their income in each financial decision to be made. Having a negative financial behavior indicates that the respondent does not have control over his/her spending habits and does not take measures towards savings and investing.

Figure 9: Financial Behavior
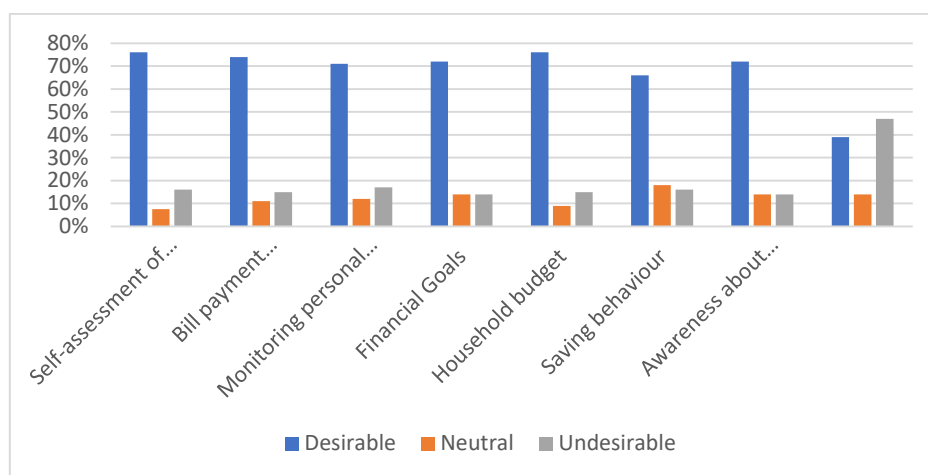
Table 6: Percentage Financial Behavior

	Self-assessment of Affordability	Bill payment Behaviour	Monitoring personal finances	Financial Goals	Household budget	Saving behaviour	Awareness about financial products	Reliance on borrowing
Desirable	76%	74%	71%	72%	76.00%	66.00%	72%	39.00%
Neutral	8%	11%	12%	14%	9.00%	18.00%	14%	14.00%
Undesirable	16%	15%	17%	14%	15.00%	16.00%	14%	47.00%

To score the financial behavior, we set a series of 8 questions in the OECD survey to understand the important dimensions about them handling money in their daily lives. It can be seen that about 71% of the candidates are monitoring their personal finances but only 66% show a savings behaviour.

76% are inclined in assessing the affordability of items. Candidates appear to be on a positive side in maintaining their household budget and their financial goals. Here, 72% of the

candidates are aware about financial products. 74% candidates have timeliness of payment of bills. 47% rely on borrowing for from other sources of income. (Figure 9, Table 6).

4.4 Financial Attitude

In our survey, we attempted to measure and understand the attitude of the respondents towards the aspects of financial planning and decision-making. Financial attitude is an important factor affecting the financial wellbeing of an individual. For assessing the financial attitude of the respondents, the questions asked were adopted from the internationally recognized and accepted questionnaire developed by the Organization for Economic Co-operation and Development (OECD). The survey sought responses for three items recommended by the OECD to measure the financial attitude of the respondent i.e.,

(i)   extent of belief in planning,

(ii)   propensity to save and

(iii)   propensity to consume.

The responses were scored on the basis of the desirability, and the Undesirable responses were given 0 score and Desirable responses were given a score of 4. The scores of the three items were averaged.

An average score of 3 or above is considered to be as Positive Financial Attitude and the score of 2 is considered as Neutral Financial Attitude and score between 2/1/or less is classified Negative Financial Attitude.

Table 7: Financial Attitude

Score	No. of Respondents (%)	No. of Respondents
Positive	38%	92
Neutral	23%	53
Negative	39%	95

The above data from Table 7, was classified into Positive, Neutral and Negative according to their overall final scores. Out of the 240 respondents, 92 responses were Positive, 53 were Neutral and 95 were Negative which constitutes 38%, 23% and 39% of total sample size of the survey. This data suggests that while only 38% of the candidates from survey showed Overall Positive Financial Attitude, majority portion of 39% showed Overall Negative Financial Attitude. These results are concerning as a significant portion of the candidates perceives negative attitude towards the matters of finance which may result in hindering their financial wellbeing. (Figure 10)

Figure 10: Financial Attitude
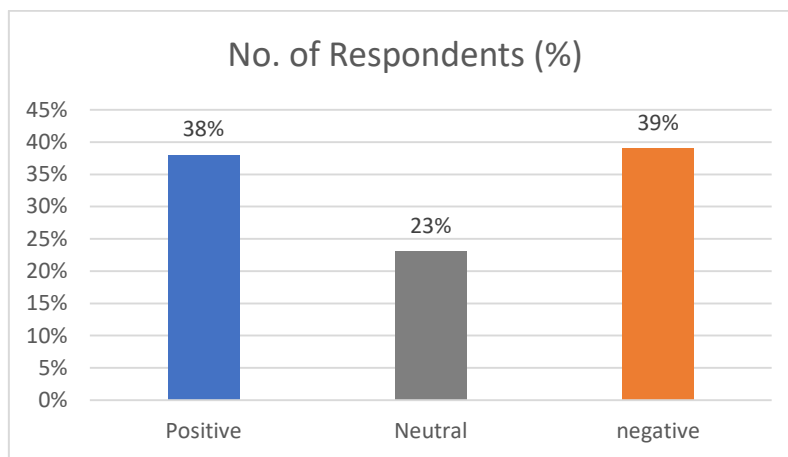
Table 8: Percentage Financial Attitude

	Belief in planning	Propensity to save	Propensity to consume
Desirable	44%	42%	25%
Neutral	15%	18%	20%
Undesirable	41%	40%	55%

28

The result of the survey is shown in the Figure 11 and Table 8. Out of the 240 respondents of the survey, high majority of the respondents showed a Desirable Attitude across two aspects out of three. This data suggests that while the majority of the Candidates exhibits a Desirable Attitude in two of the three aspects, 55% of the women still show high inclination towards consumption. Overall, the data shows that about on average just 38% working candidates were having Desirable Attitude towards Finance and believed in future planning and saving money for emergencies in future and such undesirable attitude towards money can have a huge impact on an individual's financial stability.

Figure 11: Category Financial Attitude
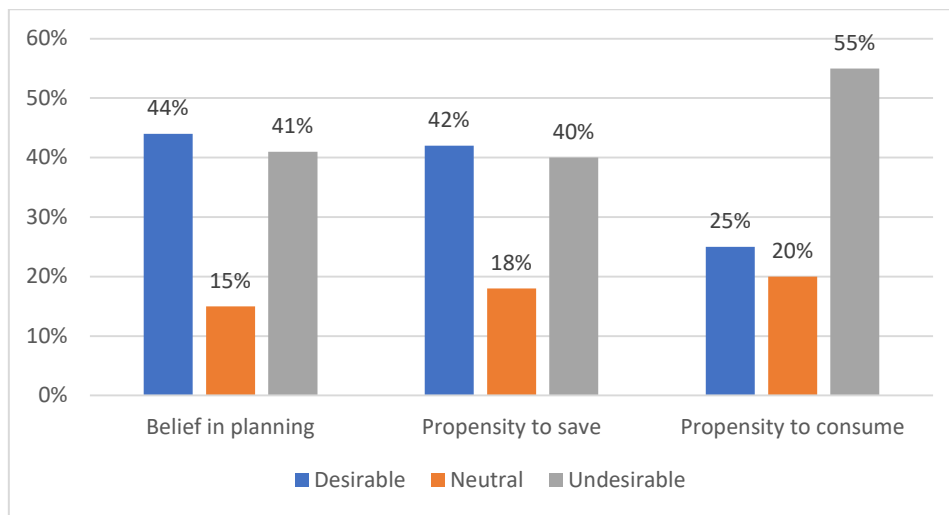
4.5 Financial Literacy

Financial literacy is the combination of financial knowledge, attitude and behavior. A financially literate person means that he/she has the essential knowledge of money related matters and has attitude and behavior which helps them in taking financial decisions. We attempt to record the financial literacy score of candidates using the combination of these three parameters- financial knowledge, behavior and attitude. This score is obtained by adding the scores of these three dimensions- financial knowledge, attitude and behavior. The average financial literacy score comes out at 14 as obtained in the survey conducted for assessing the financial literacy level of 240 candidates. The maximum possible score that can be obtained for financial literacy in this survey is 20 (i.e., 8 for financial knowledge, 8 for

financial behavior, and 4 for financial attitude). It seems that the level of financial literacy has improved over a period of time but still requires further improvement.

Figure 12: Overall Financial Literacy Score
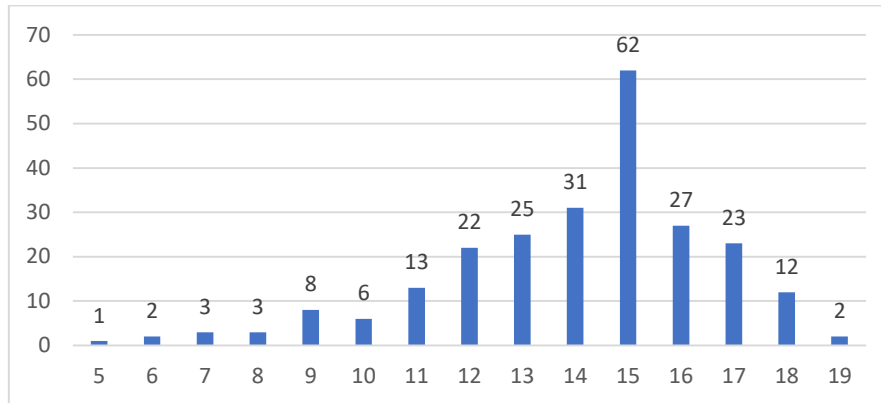
The average financial literacy score obtained in the survey is 14 implying that the financial literacy level of majority of the candidates is not very low. One of the main reasons for such a score is awareness of basic financial tools such as division, simple interest, risk return ratio etc. as well the behavior of people towards money. The incompetence of candidates in understanding inflation and compound interest concepts is observed through our survey which is corroborated by the poor educational outcomes in India. We have received a very poor score while accessing the financial attitude of the candidates. As financial attitude develops over a period of time and is greatly influenced by the person's background and environment developing incorporating and maintaining a right financial attitude is very much important especially for young children right from their childhood. (Figure 12)

Figure 13: Gender and Financial Literacy
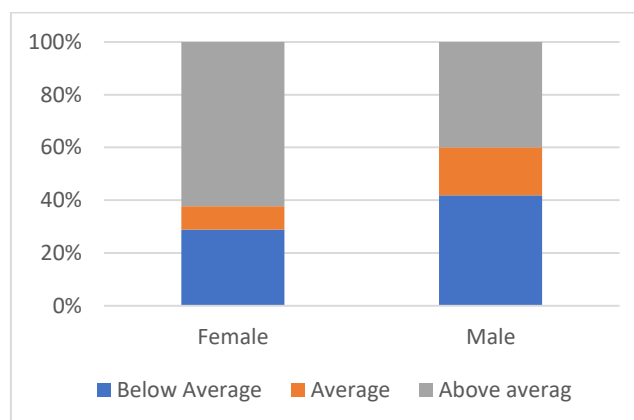
Table 9: Gender and Financial Literacy Percentage

	Female	Male
Below Average	29%	42%
Average	9%	18%
Above Average	62%	40%

The above data was further bifurcated into two groups according to their genders (Figure 13 and Table 9). This bifurcation shows the relation between gender and the financial literacy of the respondents. Our survey showed females have higher level of financial literacy in contrast to the male respondents. As it is very much evident from the above data that almost 62% of the female respondents are having financial literacy more than the average level while only 40% of the male candidates have literacy level that is above the average value. This indicates that female respondents are making better financial decisions and having healthy financial attitude in comparison to the male respondents.

Figure 14: Age and Financial Literacy
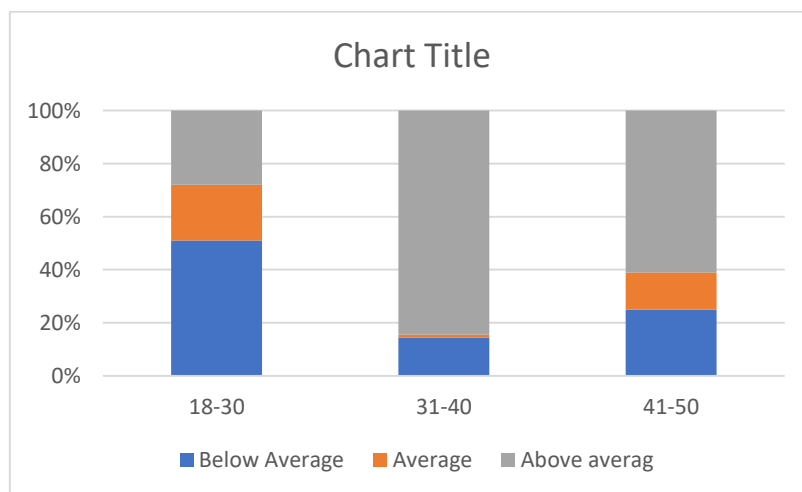
Table 10: Age and Financial Literacy Percetage

	18-30	**31-40**	**41-50**
Below Average	51%	14.50%	25%
Average	21%	1%	14%
Above average	28%	84.50%	61%

It is interesting to note in Figure 14 that respondents in the middle age group show better financial literacy than lower and higher age group people. The result suggests that the middle-age group candidates are more cautious about their expenses, borrowings, savings and financial planning decisions than lower and higher age groups. About 84.5% of respondents in middle-age bracket have shown above average financial literacy score. It is surprising that 51% of the youth show pessimist financial literacy. Possibly, those in the age group of 18-30, have a spending nature which reduces their score.

Table 11: Occupation and Financial Literacy Percentage

	Full-time employment	Part-time Employment	Unemployed	Independent professional	Home maker	Student
Below Average	30%	28.00%	11%	30%	27%	45%
Average	17%	4%	27%	8%	7%	12%
Above average	53%	68.00%	62%	62%	66%	43%

Figure 15: Occupation and Financial Literacy
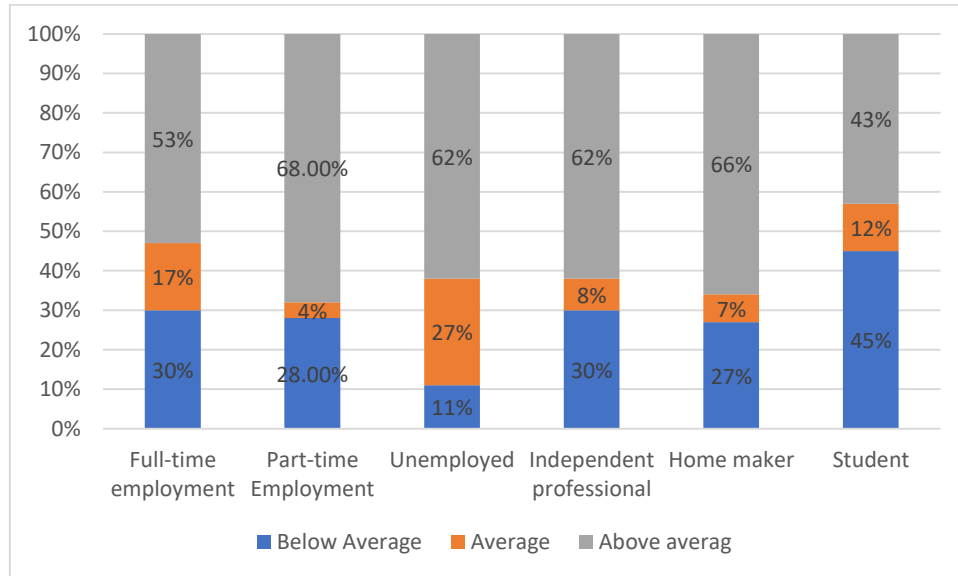
As we can see from Figure 15 that majority of the respondents belonging to different profession show an above average score in financial literacy, except for the students where majority of the strata belong to the below average category i.e. 45% of the students show a below average score in the financial literacy which is very much concerning as these students are the future, this will not only hamper the growth of the individual student but will also hamper the growth of the country as a whole.

5- Model Summary

5.1 Impact of Demographic Factors on Financial Literacy

A) Occupation

H0: - There is no significant impact of occupation on Financial Literacy of respondents.

H1: - There is significant impact of occupation on financial literacy of respondents.

Regression						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	p-value
1	(Constant)	14.796	.320		46.200	.000
	Occupation	-.211	.075	-.179	-2.809	.005
a. Dependent Variable: Financial Literacy						

If p-value< 0.05, we reject the H0

If p-value> 0.05, we fail to reject H0

- Here financial literacy is the depended variable while occupation is the independent variable
- Here the p value is less than 0.05 so we reject the H0 hypothesis and accept the H1 hypothesis that implies that occupation has a significant impact on the financial literacy of respondents.

B) Age

H0: - There is no significant impact of age on Financial Literacy of respondents.

H1: - There is significant impact of age on financial literacy of respondents.

Regression						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	13.152	.431		30.498	.000
	Age	.537	.245	.141	2.194	.029
a. Dependent Variable: Financial Literacy						

If p-value< 0.05, we reject the H0

If p-value> 0.05, we fail to reject H0

- Here financial literacy is the depended variable while age is the independent variable
- Here the p value is less than 0.05 so we reject the H0 hypothesis and accept the H1 hypothesis that implies that age has a significant impact on the financial literacy of respondents.

C) Gender

H0: - There is no significant impact of gender on Financial Literacy of respondents.

H1: - There is significant impact of gender on financial literacy of respondents

<table>
<tr><td colspan="7" align="center">Regression</td></tr>
<tr><td rowspan="2"></td><td rowspan="2"></td><td colspan="2">Unstandardized Coefficients</td><td>Standardized
Coefficients</td><td rowspan="2"></td><td rowspan="2"></td></tr>
<tr><td></td><td></td><td></td></tr>
<tr><td>Model</td><td></td><td>B</td><td>Std. Error</td><td>Beta</td><td>t</td><td>Sig.</td></tr>
<tr><td rowspan="2">1</td><td>(Constant)</td><td>13.162</td><td>.551</td><td></td><td>23.888</td><td>.000</td></tr>
<tr><td>Gender</td><td>.552</td><td>.336</td><td>.106</td><td>1.644</td><td>.102</td></tr>
<tr><td colspan="7">a. Dependent Variable: Financial Literacy</td></tr>
</table>

If p-value< 0.05, we reject the H0

If p-value> 0.05, we fail to reject H0

- Here financial literacy is the depended variable while gender is the independent variable
- Here the p value is less than 0.05 so we reject the H0 hypothesis and accept the H1 hypothesis that implies that gender has a significant impact on the financial literacy of respondents

6- Findings

1. The Financial knowledge score of 240 Candidates were 72.5% high, 20 low and 7.5% of Candidates have moderate financial knowledge scores.

2. In questions categorized for Financial Knowledge, 97% gave correct answer, while just 3% gave Incorrect answer regarding the question asked for Division.

3. In questions categorized for Financial Knowledge, 54% gave correct answer, 43% gave Incorrect and the rest 3% were unaware regarding the question asked for Time value of Money.

4. In questions categorized for Financial Knowledge, 87% gave correct answer, 9% gave Incorrect and the rest 4% were unaware regarding the question asked for Interest Paid on Loan.

5. In questions categorized for Financial Knowledge, 68% gave correct answer, 33% gave Incorrect and the rest 27% were unaware regarding the question asked for Compound Interest.

6. In questions categorized for Financial Knowledge, 91% gave correct answer, 5% gave Incorrect and the rest 4% were unaware regarding the question asked for Risk & Return.

7. In questions categorized for Financial Knowledge, 87% gave correct answer, 8% gave Incorrect and the rest 5% were unaware regarding the question asked for Inflation.

8. In questions categorized for Financial Knowledge, 79% gave correct answer, 12% gave Incorrect and the rest 9% were unaware regarding the question asked for Diversification

9. Out of 240 Candidates, an overall Financial Behavior score has been calculated where a ratio of 66% Candidates has a positive Financial behavior and 8% have a negative financial behavior with 26% staying neutral.

10. 74% of the candidates have timeliness of payment of bills while 15% are found to be not having have timeliness of payment of bills while 11% were neutral

11. 76% of the candidates are showing desirable behaviour in assessing the affordability of items while 16% are found to be showing undesirable behaviour in assessing the affordability of items while 8% were neutral

12. 71% of the candidates are showing desirable behaviour towards monitoring their personal finances while 17% are found to be showing undesirable behaviour towards monitoring their personal finances while 12% were neutral

13. 72% of the candidates are showing desirable behaviour towards having financial goals while 14% are found to be showing undesirable behaviour towards their financial goals while 14% were neutral

14. 76% of the candidates are showing desirable behaviour towards maintaining their household budget while 15% are found to be showing undesirable behaviour towards maintaining their household budget while 9% were neutral

15. 66% of the candidates are showing desirable behaviour towards savings while 16% are found to be showing undesirable behaviour towards savings while 18% were neutral

16. 72% of the candidates are aware about financial products while 14% are not aware while 14% were neutral

17. 39% of the candidates rely on borrowing for from other sources of income while 47% are found to be showing undesirable behaviour towards borrowings while 14% were neutral

18. Out of 200 Candidates, an overall Financial Attitude score has been calculated where a ratio of 44% Candidates has a Desirable Financial Attitude and 41% have an Undesirable financial attitude towards belief in planning while 15% were neutral

19. 42% Candidates has a Desirable Financial Attitude and 40% have an Undesirable financial attitude towards propensity to save while 18% were neutral

20. 25% Candidates has a Desirable Financial Attitude and 55% have an Undesirable financial attitude towards propensity to consume while 20% were neutral.

21. Overall Total Financial Attitude scores were calculated where 38% positive, 23% neutral and 39% as negative.

22. Overall Total Financial Literacy score of the 240 Candidates is 52% were having above average financial literacy, 13% were having average level of financial literacy and 35% candidates were having below average financial literacy levels.

23. In impact of gender on financial literacy hypothesis p value is 0.00, It means H0 is rejected because 0.00 >0.05.

24. There is significant impact of gender on financial literacy of the respondents.

25. In impact of age on financial literacy hypothesis p value is 0.00, It means H0 is rejected because 0.00 >0.05.

26. There is significant impact of age on financial literacy of the respondents.

27. In impact of occupation on financial literacy hypothesis p value is 0.00, It means H0 is rejected because 0.00 >0.05.

28. There is significant impact of occupation on financial literacy of the respondents.

7- Conclusion

- Our sample consists of the 240 candidates belonging to different demographic groups and we expected widespread financial knowledge, the end results show the same people are very much aware about topics like simple interest, division etc. but there was high proportion of individual who were not aware about topics like time value of money and compound interest indicating that there still is room for more improvement and awareness of financial knowledge.

- Our data shows that respondents' financial behaviour is overwhelmingly beneficial it is nonetheless noted that people have an undesirable attitude towards borrowings, and 34% people also show undesirable behaviour towards savings.

- From our survey we have found that a large portion of the candidates have a negative attitude in the categories like saving, consumption, and financial planning which is very much concerning

- According to our findings, the average score for financial literacy is 14, and approximately only 50% of respondents had a score above average, indicating that people's attitudes about money and personal affairs must be shaped in an appropriate manner.

- Most respondents from all walks of life display above average financial literacy, with the exception of students, where the majority of strata fall into the below average category (i.e., 45% of students display below average financial literacy), which is very worrying.

- According to our findings, women are more financially literate than male applicants. As is clear from the aforementioned data, the ratio of candidates having financial literacy score that are above average, is 40% and 62% in male and female respectively. This shows that in compared to male applicants, female candidates make better financial judgements and have a sound financial mindset.

- The middle-aged respondents have greater levels of financial literacy than older or younger respondents. The finding implies that candidates in the middle age bracket are more conservative than those in the lower and upper age brackets when it comes to their spending, borrowing, saving, and financial planning decisions.

- As the findings are based on the respondents' self-reported behaviour and attitude, our results might also be affected by the respondents' bias when filling out the questionnaire. Future research may take into account a variety of additional characteristics that impact individual's financial literacy levels, such as family education levels, the quality of their schooling, and their degree of self-confidence etc.

- The degree of financial literacy among respondents in the entire nation has to be investigated. If the same poll is carried out in rural areas, the findings can be different since the level and quality of education and many others factors differ to varying lengths which can highly impact their financial literacy. This study is a step in the right way that will encourage more research in this field.

8- Suggestions

1. Promoting financial education in schools is essential since, according to our survey, students have the lowest financial literacy of any profession: Starting young is one of the best strategies to increase financial literacy. To assist students, comprehend the fundamentals of money, budgeting, and investing, schools in India should include personal financial education into their curricula.

2. As it has been come to light that older age groups need attention as well when it comes to financial literacy, developing awareness campaigns may be a smart strategy: To develop financial literacy awareness initiatives, the government, financial institutions, and non-profit groups can collaborate. These initiatives, which may be targeted towards the senior population, may take the shape of commercials, workshops, seminars, or webinars.

3. Financial organisations, including banks and insurance firms, can provide their clients with financial education programmes. Budgeting, saving, investing, and retirement planning are some of the subjects these seminars may address.

4. Utilize technology: Increasing financial literacy in India using technology is a terrific idea. People in remote locations who do not have access to conventional resources can receive financial education through the use of mobile apps, internet resources, and e-learning platforms.

5. Financial planners and advisors may not be readily available to many Indians. Having access to these experts can assist consumers in comprehending the complexity of finance and making wise financial decisions.

6. The National Institute of Securities Markets (NISM) is an educational organization that offers courses to people in India on financial literacy. They provide a range of certification programs in numerous financial topics, including mutual funds, the stock market, and financial planning.

7. Reserve Bank of India (RBI): The RBI is India's central banking organization, and it has a number of financial literacy efforts to support public education. They run public relations campaigns and offer teaching materials on a range of financial topics, including banking, saving, and investing.

8. SEBI, or the Securities and Exchange Board of India: The securities market in India is governed by SEBI. For the purpose of educating consumers about various investment possibilities and financial planning, they provide financial education programs.

9. National Stock Exchange (NSE): NSE provides financial education programs to people across the country. Their financial education initiatives include investor awareness programs, financial literacy camps, and e-learning programs.

10. A non-profit organization called the Centre for Investment Education and Learning (CIEL) offers financial literacy and education classes to the general population. They provide classes and workshops on a range of financial subjects, including investing, financial planning, and personal finance.

9- Reference

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10- Annexure

This study is conducted by Third Year students of Faculty of Business Administration, GLS University, Ahmedabad. The study aim's at conducting research on demographic factors and its impact on Financial Literacy. We would be very pleased if you could participate in our survey. The information provided by you will be kept entirely anonymous and will be used only for the academic research purpose. Thank you for your support.

* Required

1. ## Gender *

Mark only one oval.

- Male
- Female
- Prefer not to say

2. ## Age *

Mark only one oval.

- 18-30
- 31-40
- 41-50
- Above 50

3. ## Educational Qualification *

Mark only one oval.

- No formal education
- Primary school
- Secondary School
- Graduate
- Post-Graduate

○ Doctorate

○ Professional Degree

4. Mode of Employment *

Mark only one oval.

○ Full-time employment

○ Part-time employment

○ Unemployed

○ Independent Professional (Doctor, CA, CS and others)

○ Home Maker

○ Student

○ Retired

5. Annual Income of the family *

Mark only one oval.

○ Less than 1 lakh

○ 1 lakh to 2 lakh

○ 2.1 lakh to 3 lakh

○ 3.1 lakh to 5 lakh

○ 5.1 lakh to 7 lakh

○ More than 7 lakhs

6. Do you have any other source of income than the current employment *

Mark only one.

○ YES

○ NO

Financial Knowledge

7. Q1 (a) Imagine that three brothers are given a gift of Rs 1500. If the brothers have to share the money equally how much does each one get? *

   ( ) 300

   ( ) 500

   ( ) 1500

   ( ) 1000

   ( ) Don't Know

8. Q1(b)Now imagine that the <brothers> have to wait for one year to get their share of the Rs.1,500 and inflation stays at 5 percent. In one year's time will they be able to buy: [question is continuation of Q1(a)] *

   ( ) More with their share of the money

   ( ) The same amount

   ( ) less than they could buy today

   ( ) Don't Know

9. You lend Rs. 1000 to a friend one evening and he gives you Rs. 1010 back the next day. How much interest has he paid on this loan?*

   ( ) 1000

   ( ) 10

   ( ) 500

   ( ) Don't Know

10. Suppose you put Rs.1000 into a savings account with a guaranteed compound interest rate of 10% per year. You don't make any further payments into this account and you don't withdraw any money. How much would be in the account at the end of the first year, once the interest payment is made?*

  ○ Rs. 1000
  ○ Rs. 1010
  ○ Rs. 1100
  ○ Don't Know

11. Continuing from the previous question, how much would be in the account at the end of five years? Would it be:*

  ○ More than Rs.1500
  ○ Exactly Rs. 1500
  ○ Less than Rs.1500
  ○ Or it is impossible to tell from this data
  ○ Don't Know

12. An investment with a high return is likely to be high risk.*

  ○ True
  ○ False
  ○ Don't Know

13. High inflation means that the cost of living is increasing rapidly.*

  ○ True
  ○ False
  ○ Don't Know

14. It is usually possible to reduce the risk of investing in the stock market by buying a wide range of shares.*

⬭ True

⬭ False

⬭ Don't Know

Financial Behavior

For following statements, please indicate whether you Strongly Disagree, Disagree, Unsure, Agree and Strongly Agree.

Mark only one oval per row.

	Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree
Before I buy somethig I carefully consider whether I can afford it.	⬭	⬭	⬭	⬭	⬭
I pay my bills on time.	⬭	⬭	⬭	⬭	⬭
I keep a close personal watch on my personal financial affairs.	⬭	⬭	⬭	⬭	⬭
I set long term financial goals and strive to achieve them.	⬭	⬭	⬭	⬭	⬭

I make a plan to
manage income
and expenses
for
myself and have my
household
budget.

⬭ ⬭ ⬭ ⬭ ⬭

I am

prepared

to risk

some of

my own

money

when

saving or

making an

investment

⬭ ⬭ ⬭ ⬭ ⬭

I have awareness or

I try

to gather

information about

various financial

products available in the market

⬭ ⬭ ⬭ ⬭ ⬭

I often find that my

income does not quite cover

my living

expenses.

I often rely on

borrowings to cover my cover living expenses.

⬭ ⬭ ⬭ ⬭ ⬭

Financial Attitude

For following statements, please indicate whether you Strongly Disagree, Disagree, Unsure, Agree and Strongly Agree.

15.　　*

Mark only one oval per row.

	Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree
I tend to live for today and let tomorrow take care of itself.	⬭	⬭	⬭	⬭	⬭
I find it more satisfying to spend money than to save it for the long term.	⬭	⬭	⬭	⬭	⬭
Money is there to be spent.	⬭	⬭	⬭	⬭	⬭

A Project Report

On

Impact of social media on everyday life of the Youth

Submitted to

Faculty of Business Administration

2022-2023

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Dean

Shri Sudhir Nanavati
President

GLS UNIVERSITY
Promoted By Gujarat Law Society Since 1927

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CERTIFICATE

This is to certify that the report submitted by the under mentioned students of our eminent institute is in partial fulfillment of the requirement for the completion of *"Project Report"* at the **Third Year B.B.A.** for the academic Year 20_22_ - 20_23_

Title of the Project Impact of Social Media on Everyday life of the Youth.

Signature

(Dr. Shefali Dani)
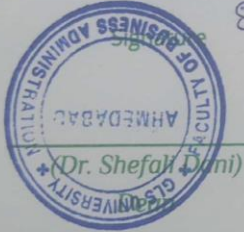
(Prof. In-charge)

	Name of the students in a group	Batch	Roll Nos.	Enrollment No.
1	Dodiya Shivanshi	22-23	146	
2	Jain Purvi	22-23	147	
3	Nada Dhruvi	22-23	153	
4	Shah Dhruv	22-23	174	
5	Shah Dhruvish	22-23	175	
6	Shah Hitesh	22-23	178	
7	Shah Jai	22-23	179	
8	Shah Joy	22-23	180	
9	Shah Khushi	22-23	183	
10	Shah Mitali	22-23	184	
11				
12				

1000 - 2023-24

Preface:

This research paper aims to examine the impact of social media on youth, with a particular focus on its effects on mental health, social relationships, and communication. We conducted a comprehensive literature review and analysed a range of studies that investigate the relationship between social media use and these outcomes.

In this research paper, we first provide a brief overview of social media, its history, and its current status. We then discuss the research question and hypotheses that guide this study, and we describe the research methodology used, including the data collection and analysis procedures. We also acknowledge the limitations of this study, such as the potential biases of the studies analysed and the scope of the literature review.

Throughout the paper, we provide a critical analysis of the findings, discussing the strength of evidence, the consistency of the results, and the implications of the findings for youth and society as a whole. We conclude by offering some recommendations for policy and practice, such as promoting digital literacy and media literacy among young people, regulating the advertising and content of social media platforms, and providing mental health support and counselling services for young people who may be affected by social media use.

Acknowledgments:

We would like to express our gratitude to everyone who supported us in completing this research paper on the impact of social media on youth.

First and foremost, we would like to thank our research participants who generously shared their experiences and perspectives with us. Without their participation, this study would not have been possible. We are deeply grateful for their contribution to our understanding of the complex relationship between social media and youth.

We would also like to thank Dr Shefali Dani and Dr Minal Joshi for their guidance and support throughout the research process. Their insightful feedback and suggestions helped us to refine our research questions, methodology, and analysis.

Finally, we would like to thank the authors of the studies we reviewed and analysed in this paper, whose research provided valuable insights and data that contributed to our findings. We also acknowledge the editors and reviewers of the journals where we published our work, for their rigorous and constructive feedback that helped us to improve our manuscript.

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Chapter 1: Introduction

The proliferation of social media in recent years has had a thoughtful impact on the way we communicate, connect, and consume information. For young people, social media has become an integral part of their daily lives, providing them with a platform to express themselves, connect with friends and family, and access a vast display of information. However, as social media usage among youth continues to rise, concerns have been raised about the probable negative effects it may have on their physical, mental, and emotional well-being. This research paper aims to explore the impact of social media on youth, focusing on both the positive and negative effects it may have on their development and behaviour.

The literature review will examine the various ways in which social media is being used by youth, including the types of content they are exposed to, the rate of their usage, and the impact it has on their self-image, body image, and mental health. Studies have shown that social media can have a negative impact on self-image and body image, as young people are exposed to a constant stream of images and content that promote unlikely ideals of beauty and perfection. Additionally, extreme social media use has been linked to increased levels of anxiety, depression, and sleep disorders. This addiction can evident in many ways, such as constant checking of notifications, missing out on important activities in real life, and even withdrawal signs when access to social media is restricted.

However, it is important to note that the impact of social media on youth is not only negative. But also have a positive impact on youth, by providing them with a platform to connect with others, access information and resources, and express themselves productively. For example, social media can be a powerful tool for building and maintaining relationships, and for finding and joining communities of compatible individuals. Additionally, social media can be a valuable resource for young people seeking information and support on a wide range of issues, from academic and career guidance to mental health and wellness. Social media can also be a powerful tool for community engagement and involvement, allowing young people to mobilize and bring attention to important social and political issues.

The research will also discover the role of parents, educators, and policymakers in addressing the potential negative effects of social media on youth. This includes examining the strategies and policies that have been implemented to moderate the risks associated with social media use among young people and identifying best practices for promoting healthy and responsible social media use. Parents and educators can play a serious role in helping young people navigate the complex and rapidly developing landscape of social media, by providing guidance, support, and education on safe and responsible social media use. This may include setting boundaries and guidelines for social media usage, encouraging healthy habits such as regular physical activity and satisfactory sleep, and nurturing open communication and dialogue about the potential risks and benefits of social media use. Additionally, parents and educators can teach young people about digital literacy, which includes the ability to critically estimate the information they find on social media, and to understand the potential biases and inaccuracies that may be present.

Additionally, it will be important to deliberate the role of social media companies in addressing the potential negative effects of their platforms on youth. This includes examining the ways in which social media companies are currently addressing issues such as cyberbullying, hate speech, and misinformation, as well as identifying opportunities for further action and partnership between social media companies and other shareholders. Social media companies

have a responsibility to protect their users, especially young users, from harmful content and behaviours on their platforms. They can do this by developing strong restraint systems, providing user-friendly reporting mechanisms, and promoting digital literacy and media literacy education.

Additionally, social media companies can also take steps to promote healthy and responsible social media use among youth. This may include executing features that help users manage their time on the platform, such as usage tracking and limiting tools, as well as providing educational resources and information on the potential risks associated with social media use. Additionally, social media companies could also consider partnering with researchers and experts to study the impact of their platforms on youth, and to develop evidence-based involvements and programs to promote healthy social media use.

Additionally, it is important to consider the impact of social media use on the mental health and well-being of youth. Studies have shown that extreme social media use can lead to increased levels of anxiety, depression, and feelings of loneliness and isolation. Also, social media can also contribute to the development of body image concerns and eating disorders, as well as cyberbullying and other forms of online harassment. While social media can also be a valued tool for promoting mental health and well-being, it is important that youth are able to use these platforms in a healthy and responsible way.

Moreover, as social media continues to play an increasingly prominent role in the lives of young people, it is important that educators, parents, and other stakeholders are furnished to support and guide them in navigating this complex landscape. This may include providing information and resources on the potential risks allied with social media use, as well as strategies for managing and limiting social media use. Furthermore, parents, educators, and other stakeholders should also be aware of the ways in which social media use can impact the academic performance and social and emotional development of young people.

Moreover, it is important to remember that the impact of social media on youth is not limited to the individual level. Social media can also have a substantial impact on the broader community and society as a whole. For example, social media can be used to activate and organize social movements, and it can also play a role in shaping public opinion and political discourse. Additionally, social media can also be a powerful tool for promoting cultural exchange and understanding, as well as connecting people across borders and cultures.

In addition, it is worth mentioning that the impact of social media on youth also contrasts depending on the cultural, socio-economic and demographic factors. For example, the impact of social media on youth in developed countries may differ from the impact on youth in developing countries, and the impact on urban youth may differ from the impact on rural youth. Therefore, it is important to consider these factors when studying the impact of social media on youth and to have a varied sample of participants in the research.

Social media has had a significant effect on the everyday life of youth. It has changed the way they communicate, access information, and distinguish the world around them. Some of the key effects include:

Increased connectivity: social media has made it easier for youth to stay connected with friends and family, and has extended their social circle.

Altered communication: The way youth communicate has changed, with more reliance on short, informal messages and less face-to-face interaction.

Improved access to information: Social media provides quick and easy access to a huge amount of information, from news and current events to entertainment and educational content.

Negative effects on mental health: Extreme use of social media has been linked to depression, anxiety, low self-esteem, and sleep instabilities.

Impact on body image: Social media has contributed to the pressure youth feel to conform to idealistic beauty standards, leading to negative body image and self-esteem issues.

Overall, social media has both positive and negative effects on the everyday life of youth, and it is important for them to use it in a responsible and stable manner.

Social media has had a thoughtful impact on the everyday lives of young people. It has changed the way they communicate, consume news and information, and remark themselves and others. On the positive side, social media provides a platform for self-expression, social connections, and access to a vast range of information. However, it also has its downsides, such as cyberbullying, decreased face-to-face communication skills, and unrealistic beauty standards. It is important for young people to use social media in a balanced and mindful way to reap its benefits and avoid its potential harms.

Facebook:

Facebook was launched in 2004 by Mark Zuckerberg, Andrew McCollum, Eduardo Saverin, Chris Hughes and Dustin Moskovitz. It is one of the most broadly used social media platforms in the world, with over 2.8 billion monthly active users. Facebook allows users to create profiles, share updates and photos, and join with friends and family. Users can also join groups based on their interests, where they can connect with like-minded people and share posts, photos, and videos. Moreover, Facebook has a feature called "Facebook Marketplace" which allows users to buy and sell products and services.

Facebook, American online social network facility that is part of the company Meta Platforms. Facebook was founded in 2004 by Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, and Chris Hughes, all of whom were students at Harvard University. Facebook became the largest social network in the world, with nearly three billion users as of 2021, and about half that

number were using Facebook every day. The company's head office are in Menlo Park, California.

Access to Facebook is free of charge, and the company earns most of its money from advertisements on the website. New users can create profiles, upload photos, connection a pre-existing group, and start new groups. The site has many components, including Timeline, a space on each user's profile page where users can post their contented and friends can post messages; Status, which permits users to alert friends to their current location or situation; and News Feed, which informs users of changes to their friends' profiles and status. Users can chat with each other and send each other private messages. Users can sign their approval of content on Facebook with the Like button, a feature that also appears on many other websites. Other services that are part of Meta Platforms are Instagram, a photo- and video-sharing social network; Messenger, an direct-messaging application; and WhatsApp, a text-message and VoIP service.

The attractiveness of Facebook stems in part from cofounder Zuckerberg's firmness from the very beginning that members be transparent about who they are; users are prohibited from adopting false identities. The company's management argued that transparency is necessary for creating personal relationships, sharing ideas and information, and building up society as a whole. It also noted that the bottom-up, peer-to-peer connectivity among Facebook users makes it easier for businesses to connect their products with consumers.

The company has a complex early history. It began at Harvard University in 2003 as Face mash, an online service for students to judge the attractiveness of their fellow students. Because the primary developer, Zuckerberg, sullied university policy in acquiring resources for the service, it was shut down after two days. Despite its mayfly like existence, 450 people (who voted 22,000 times) flocked to Face mash. That success encouraged Zuckerberg to register the URL http://www.thefacebook.com in January 2004. He then created a new social network at that address with fellow students Saverin, Moskovitz, and Hughes.

The social network TheFacebook.com launched in February 2004. Harvard students who hired up for the service could post photographs of themselves and personal information about their lives, such as their class schedules and clubs they belonged to. Its popularity increased, and soon students from other respected schools, such as Yale and Stanford universities, were allowed to join. By June 2004 more than 250,000 students from 34 schools had signed up, and that same year major businesses such as the credit card company MasterCard started paying for exposure on the site.

The year 2005 proved to be key for the company. It became simply Facebook and introduced the idea of "tagging" people in photos that were posted to the site. With tags, people recognized themselves and others in images that could be seen by other Facebook friends. Facebook allowed users to upload an limitless number of photos. In 2005 high-school students and students at universities outside the United States were allowed to join the service. By year's end it had six million monthly active users.

In 2006 Facebook opened its membership beyond students to anyone over the age of 13. As Zuckerberg had forecast, advertisers were able to create new and operative customer relationships. For example, that year, household product manufacturer Procter & Gamble attracted 14,000 people to a promotional effort by "expressing sympathy" with a teeth-

whitening product. This kind of direct consumer engagement on such a large scale had not been possible before Facebook, and more companies began using the social network for marketing and advertising.

Advantages: One of the main advantages of Facebook is its large user base and wide range of features. It allows for easy communication and engagement with others, which can be advantageous for building and maintaining relationships. The feature of "Facebook groups" allows users to connect with compatible people and share posts, photos, and videos. Additionally, Facebook marketplace feature allows users to buy and sell products and services.

Disadvantages: Privacy concerns and potential for spreading misrepresentation are some of the main disadvantages of Facebook. With the amount of personal information shared on the stage, it raises concerns about data privacy and the potential for delicate information to be shared or used without users' consent. Additionally, with the sheer volume of information shared on the platform, it can be difficult to differentiate between reliable and unreliable sources, which can lead to the spread of misinformation. Users also reported that it may lead to dependence and also may cause depression as people incline to compare their lives with others and make them feel less worthy.

Instagram:

Instagram was launched in 2010 by Kevin Systrom and Mike Krieger. It is a photo and video distribution app that allows users to share pictures, videos, and stories with their followers. Instagram has over 1 billion monthly active users.

Advantages: Instagram is visually concerned with and allows for easy discovery of new content. It also allows users to easily connect with others through following and direct messaging. Instagram also includes features such as Instagram Stories, IGTV, and Instagram Live, which allows users to share more personal and candid moments with their followers. Moreover, Instagram has a good feature of Instagram Reels which allow users to make short videos and share it with their followers.

Disadvantages: Instagram can be addictive and can lead to a negative impact on psychological health. It is known that Instagram can lead to increased feelings of depression, anxiety, and low self-esteem, as users comparison their lives to the curated highlight reels of others.

Additionally, Instagram's importance on visual appearance can lead to unrealistic beauty standards and body image pressures. Instagram also has faced criticism for its algorithm-driven content curation, which some users say prioritizes popular content over more niche or personal interests.

Twitter:

Twitter was launched in 2006 by Jack Dorsey, Biz Stone, and Evan Williams. It is a microblogging platform that allows users to share short messages, called tweets, with their supporters. Twitter has over 330 million monthly active users.

Twitter was formed by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams in March 2006 and launched in July of that year. Twitter, Inc. is based in San Francisco, California and has more than 25 offices around the world. By 2012, more than 100 million users tweeted 340 million tweets a day, and the service held an average of 1.6 billion search inquiries per day. In 2013, it was one of the ten most-visited websites and has been described as "the SMS of the Internet". By the start of 2019, Twitter had more than 330 million monthly active users. In practice, the vast majority of tweets are tweeted by a minority of users. In 2020, it was assessed that almost 48 million accounts (15% of all accounts) were fake.

On October 27, 2022, business magnate Elon Musk acquired Twitter, Inc. for US$44 billion, fast control of the platform. On December 20, 2022, Musk declared he would step down as CEO once a replacement had been found.

2006-2007

Twitter's origins lie in a "daylong brainstorming session" held by board members of the podcasting company Odio. Jack Dorsey, then an learner student at New York University, introduced the idea of an individual using an SMS service to communicate with a small group.[The original project code name for the service was twitter, an idea that Williams later attributed to Noah Glass, inspired by Flickr and the five-character length of American SMS short codes. The decision was also partly due to the fact that the area twitter.com was already in use, and it was six months after the launch of twitter that the crew purchased the domain and changed the name of the service to Twitter. The developers primarily considered "10958" as the service's short code for SMS text messaging, but later changed it to "40404" for "ease of use and memorability". Work on the project started on March 21, 2006, when Dorsey printed the first Twitter message at 12:50 p.m. PST (UTC−08:00): "just setting up my twitter. Dorsey has explained the origin of the "Twitter" .

We came across the word "twitter", and it was just perfect. The definition was "a short burst of insignificant information", and "chirps from birds". And that's exactly what the product was.

The first Twitter example, developed by Dorsey and contractor Florian Weber, was used as an internal service for Odio employees. The full version was introduced publicly on July 15, 2006. In October 2006, Biz Stone, Evan Williams, Dorsey, and other members of Odeon formed Obvious Corporation and acquired Odio, together with its assets—including Odeo.com and Twitter.com—from the investors and stockholders. Williams fired Glass, who was silent about his part in Twitter's startup until 2011. Twitter spun off into its own company in April 2007. Williams provided insight into the haziness that defined this early period in a 2013 interview.

With Twitter, it wasn't clear what it was. They called it a social network, they called it microblogging, but it was hard to define, because it didn't swap anything. There was this path of finding with something like that, where over time you figure out what it is. Twitter changed from what we thought it was in the beginning, which we described as status updates and a social usefulness. It is that, in part, but the insight we ultimately came to was Twitter was more of an information network than it is a social network.

2007–2010

The leaning point for Twitter's popularity was the 2007 South by Southwest Interactive (SXSWi) conference. During the event, Twitter usage increased from 20,000 tweets per day to 60,000. "The Twitter people cleverly placed two 60-inch plasma screens in the conference hallways, entirely streaming Twitter messages," observed Newsweek's Steven Levy. "Hundreds of conference-goers kept tabs on each other via constant twitters. Panellists and speakers mentioned the service, and the bloggers in presence touted it. "Reaction at the conference was highly positive. Twitter staff received the festival's Web Award prize with the remark "we'd like to thank you in 140 characters or less. And we just did!"

The company experienced quick initial growth. It had 400,000 tweets posted per quarter in 2007. This grew to 100 million tweets posted per quarter in 2008. In February 2010, Twitter users were sending 50 million tweets per day. In 2009, Twitter won the "Breakout of the Year" Webby Award. On November 29, 2009, Twitter was named the Word of the Year by the Global Language Monitor, announcing it "a new form of social interaction". By March 2010, the company noted over 70,000 registered applications. As of June 2010, about 65 million tweets were posted each day, equalling about 750 tweets sent each second, according to Twitter. As of March 2011, that was about 140 million tweets posted daily. As noted on Compete.com, Twitter moved up to the third highest-ranking social networking site in January 2009 from its prior rank of twenty-second.

Twitter's usage spikes during projecting events. For example, a record was set during the 2010 FIFA World Cup when fans wrote 2,940 tweets per second in the thirty-second period after Japan scored against Cameroon on June 14, 2010. The record was broken again when 3,085 tweets per second were sent after the Los Angeles Lakers' victory in the 2010 NBA Finals on June 17, 2010, and then again at the close of Japan's victory over Denmark in the World Cup when users published 3,283 tweets per second. The highest was set again during the 2011 FIFA Women's World Cup Final between Japan and the United States, when 7,196 tweets per second were published. When American singer Michael Jackson died on June 25, 2009, Twitter servers not working after users were updating their status to include the words "Michael Jackson" at a

rate of 100,000 tweets per hour. The existing record as of August 3, 2013, was set in Japan, with 143,199 tweets per second during a television screening of the movie Castle in the Sky (beating the previous record of 33,388, also set by Japan for the television screening of the same movie).

The first unaided off-Earth Twitter message was posted from the International Space Station by NASA astronaut T. J. Creamer on January 22, 2010. By late November 2010, an average of a dozen updates per day were posted on the astronauts' common account, @NASA_Astronauts. NASA has also hosted over 25 "tweetups", events that provide guests with VIP access to NASA facilities and speakers with the goal of leveraging participants' social networks to more the outreach goals of NASA.

Twitter acquired application creator Antebis on April 11, 2010. Atebits had developed the Apple Design Award-winning Twitter client Tweetee for the Mac and iPhone. The application became the official Twitter client for the iPhone, iPad and Mac.

2010–2014

From September through October 2010, the company began systematic out "New Twitter", an entirely restored edition of twitter.com. Changes included the ability to see pictures and videos without leaving Twitter itself by clicking on individual tweets which contain links to images and clips from a variety of supported websites, including YouTube and Flickr, and a complete repair of the interface, which shifted links such as '@mentions' and 'Retweets' above the Twitter stream, while 'Messages' and 'Log Out' became available via a black bar at the very top of twitter.com. As of November 1, 2010, the company confirmed that the "New Twitter experience" had been rolled out to all users. In 2019, Twitter was announced to be the 10th most downloaded mobile.

2014–2020

In April 2014, Twitter suffered a redesign that made the site resemble Facebook somewhat, with profile picture and biography in a column left to the timeline, and a full-width header image with parallax scrolling effect. That layout was used as main for the desktop front end until July 2019, undertaking changes over time such as removal of shortcut buttons to jump to the former or next tweet in early 2017, and rounded profile pictures since June 2017.

In April 2015, the Twitter.com desktop homepage changed. Later in the year it became seeming that growth had slowed, according to Fortune, Business Insider, Marketing Land and other news websites including Quartz (in 2016).

Since May 2018, tweet replies estimated by an algorithm to be detractive from conversation are initially hidden, and only loaded through actuating a "Show more replies" element at the bottom.

In 2019, Twitter free another redesign of its user interface and ended support for TLS 1.0 and 1.1 connections.

2020–2021

The two tweets on May 26, 2020, from President Trump that Twitter had marked "potentially misleading" (inserting the blue warning icon and "Get the facts..." language) that led to the decision-making order

Twitter experienced substantial growth during the COVID-19 pandemic in 2020. The platform also was increasingly used for misinformation related to the pandemic. Twitter started marking tweets which confined misleading information and adding links to fact-checks. In May 2020, Twitter moderators marked two tweets from U.S. President Donald Trump as "potentially misleading" and linked to a fact-check. Trump answered by signing an executive order to weaken Section 230 of the Communications Decency Act, which limits social media sites' liability for content restraint decisions. Twitter later banned Trump, claiming that he dishonored "the glorification of violence policy". The ban was criticized by conservatives and some European leaders, who saw it as an interference on freedom of speech.

On June 5, 2021, the Nigerian government issued an unspecified ban on Twitter usage in the country, citing "misinformation and fake news spread through it have had real world violent consequences", after the platform removed tweets made by the Nigerian President Muhammadu Buhari. Nigeria's ban was complained by Amnesty International.

In 2021, Twitter began the research phase of Bluesky, an open source reorganized social media protocol where users can choose which algorithmic curation they want. The same year, Twitter also released Twitter Spaces, a social audio feature; "super follows", a way to subscribe to creators for limited content; and a beta of "ticketed Spaces", which makes access to certain audio rooms paid. Twitter exposed a redesign in August 2021, with adjusted colours and a new Chirp font, which improves the left-alignment of most Western languages.

In June 2022, Twitter announced a partnership with e-commerce huge Shopify, and its plans to launch a sales channel app for U.S. Shopify merchants.

Business tycoon Elon Musk began speaking of buying Twitter, Inc. in early 2022, stating his concerns with the company's pledge to free speech and whether Twitter's moderation policies were undermining democracy. Musk reportedly planned major changes to Twitter's treatment of spambots, a more soft content moderation policy, revamp of its offered services, and cost cuts. In the long-run, Musk expressed an intention to turn Twitter into an "everything app" like WeChat.

Initially, Musk pursued a position on the Twitter, Inc. Board of Directors by buying shares of the company; the Board created a "poison pill" to prevent Musk from gaining sufficient shares. Subsequently, Musk made an unwanted offer to buy Twitter, Inc. for $43 billion on April 14, 2022. This process went through a few business and legal confrontations; Musk ultimately completed the attainment on October 27, 2022, for $44 billion. Musk immediately fired the top three Twitter directors. About a week later, he began laying off about half of the company's approximately 7,500 employees.

A week after the takeover, Musk restored Twitter Blue, increasing its price to $8 per month and adding new features, including the "blue checkmark" confirmation that had previously been reserved for high-profile confirmed users. This plan was disapproved by several outlets, fearing that the potential for misinformation would increase since anyone could pay to appear

to be verified through Twitter Blue. Musk opted to delay the changes to blue checkmarks until after the 2022 United States elections over these concerns, and stated that accounts that were faking identities, outside of parody accounts, would be concluded. Following the takeover, various brands and companies paused advertising on the platform.

Musk undid the preceding ban on Donald Trump on November 19, 2022, following a poll Musk posted in Favor of lifting the ban. Musk also unbanned other noteworthy accounts that had been banned for misrepresentation previously, including The Babylon Bee and Jordan Peterson. Musk also unbanned Kanye West; a few weeks later, he re-instituted his ban after West posted a series of tweets that Musk said were stimulation to violence, including one that posted a swastika within the Jewish star.

During December 2022, Musk provided internal credentials to a number of independent journalists and writers which were then publicly scattered through a series of posts known as the "Twitter Files". The files describe internal discussion as related to Twitter's moderation steps in events such as the breaking of the Hunter Biden laptop debate, shadow banning of some conservative commentators' accounts, and the decision to block Trump. While some on the right saw the documents as evidence of Twitter's liberal partiality and hostility to free speech, many people on the left described them as a reflection of how difficult it is for social media platforms to make tough decisions about content restraint.

The Twitter accounts of a number of journalists were forever suspended on December 15, 2022. These journalists, including Mashable's Matt Binder, Aaron Rupar, Ryan Mac of The New York Times', and CNN's Donie O'Sullivan, have covered Twitter and newly wrote articles about Musk's takeover. Some of the reporters had recently tweeted about the controversy over Musk's banning of ElonJet and other accounts which track private jets. In response, Twitter Head of Trust and Safety Ella Irwin told The Verge that "we will suspend any accounts that violate our privacy policies and put other users at risk." Binder deprived of violating any of Twitter's policies, saying: "I did not share any location data, as per Twitter's new terms. Nor did I share any links to ElonJet or other location tracking accounts. "CNN journalist Oliver Darcy wrote that the innings "called into serious question Musk's made-up commitment to free speech." A group of the suspended users created a Space where they discussed the actions (a function they were still able to use); after Musk joined the space and continued to criticize the ElonJet account, Spaces was shortly disabled site-wide, with employees citing a "legacy bug".

The Washington Post said in a statement that suspending reporter Drew Harwell "undermines Elon Musk's claim that he anticipates to run Twitter as a platform dedicated to free speech". European Union (EU) commissioner Vera Jourova stated that the EU Digital Services Act claims on media freedom. Jourova stated: "Elon Musk should be aware of that. There are red lines. And sanctions, soon." On December 17, 2022, in a U-turn, several banned journalists' accounts were restored. Twitter also appeared to block links to Mastodon as malware or potentially harmful.

On December 18, 2022, Twitter announced that it was prohibition users linking to what were stated to as "prohibited platforms" including Facebook, Mastodon, Instagram and Truth Social, as well as third party link aggregators such as Link tree. Six hours after his announcement, Musk tweeted: "Going forward, there will be a vote for major policy changes. My regrets.

Won't happen again." It is unclear if the earlier policy will be reversed. He also tweeted a poll asking users if he should remain as head of Twitter promising to tolerate by its results, in which 57.5% of the 17.5m votes were in favour of him stepping down. On December 20, 2022, Musk announced he would step down as CEO once a replacement had been found, and that he would then run the software and servers' teams.

Since the attainment, Twitter's stability has been called into question, with reports that Musk had "disconnected one of the more sensitive server racks" in a datacentre used by Twitter, just before a large-scale outage of the platform occurred in December 2022. In 2023, many alternate third-party Twitter clients including Tweet Bot, stopped working without warning and without any seeming explanation from the company, with developers of such applications being unable to contact anyone to source an explanation for their errors, which often include a reference to validation being unavailable or being unauthorised. Later, Twitter announced it was "enforcing long-standing API rules" and retroactively changed its Developer Terms of Service afterwards to justify its unannounced banning of third-party Twitter clients.

Whistle-blower complaint

On August 23, 2022, the contents of a whistle-blower complaint by former information security head Peiter Zatko to the United States Congress were published. Zatko had been fired by Twitter in January 2022. The complaint contends that Twitter failed to disclose several data breaches, had careless security measures, violated United States securities regulations, and broke the terms of a previous settlement with the Federal Trade Commission over the protection of user data. The report also claims that the Indian government forced Twitter to hire one of its agents to gain direct access to user data.

Advantages: Twitter is an easy-to-use platform that allows users to share their thoughts and ideas in a summarizing, real-time format. It is an excellent platform for staying up to date on news and current events, as well as connecting with like-minded people and communities. Additionally, Twitter has a good feature of "Twitter Moments" which allow users to curate tweets on a detailed topic or event.

Disadvantages: Twitter's 280-character limit can lead to overview and the spread of misinformation. Additionally, Twitter has faced criticism for its handling of hate speech and harassment on the platform, as well as the proliferation of fake news and advertising. Additionally, Twitter's fast-paced nature can lead to a constant stream of information overload, making it difficult to process and process the information. Lastly, Twitter's algorithm-driven content curation can also prioritize popular content over more role or personal interests, similar to Instagram.

Snapchat:
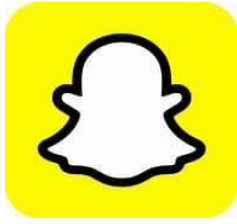
Snapchat was launched in 2011 by Evan Spiegel, Bobby Murphy, and Reggie Brown. It is a photo and video sharing app that allows users to share pictures, videos, and stories with their friends and followers. Snapchat has over 355 million monthly active users.

Snapchat is a popular messaging app that lets users exchange pictures and videos (called snaps) that are meant to dissolve after they're viewed. It's publicized as a "new type of camera" because the important function is to take a picture or video, add filters, lenses or other effects and share them with friends. All you need to sign up is your name, an email address and your birth date. On Snapchat, users go by a handle, and Snap chatters gravitate toward silly names. You can also routinely add someone by taking a picture of their "Snap code," a special QR code unique to each user. After that, things get a little confusing. On Snapchat, photos—not text—usually start the communication. To begin a conversation, you tap the big camera circle and take a snap. There are all sorts of photo-editing tools (you must experiment to figure out what they do) as well as filters to beautify your images. Once you customize your snap, you can send it to anyone in your friends list or add it to your story, which is a record of the day that your friends can view for 24 hours. Snapchat also offers group texting and group stories that everyone in the group can donate to. According to the terms of service, users must be 13. You must enter your birth date to set up an account, but there's no age verification, so it's easy for kids under 13 to sign up. If you set a time limit on a snap, it will disappear after it's viewed. However, heirs can take a screenshot of an image using their phones or a third-party screen-capture app. A phone screen-capture will alert the sender that the image was captured. But third-party apps don't trigger a notification. For these reasons, it's best teens understand that nothing done online is temporary. With a Snap streak, two users have snapped back and forth within a 24-hour period for three days in a row. Once you've established a streak, special emojis and statistics display next to the streakers' names to show you how long you've maintained a streak. Why do they matter? For one thing, they add to your overall Snapchat score (basically a number that reflects how much you use the app). For another, they can rarely become the most important thing in a kid's life. Because of the intense bonds kids can form over social media, they can feel a Snap streak is a measure of their friendship, and if they don't keep it up, they'll let the other person down. Teens have even been known to give friends access to their Snapchat accounts to keep a streak going if they can't do it themselves (for example, if their phone gets taken away for being online too much). This can lead to feelings of pressure, anxiety and obligation, so it's good to know if your kid has streaks going to get a window into why that selfie might feel important. Snap Map displays your location on a map in real time. Only your Snapchat friends can see where you are. If your friends have selected into Snap Map, you can see their locations, too. Snap Map also features news and events from around the world—for example, a political rally in Nicaragua, which displays as an sign on a map of the world.

A story is a collection of moments in the form of pictures and videos that, taken together, create a description. On Snapchat, stories appear as circles, and when you tap them, they autopay the pictures or videos the user collected. You can create personal stories that your friends can view for a 24-hour period. Or, if you think your Snap is particularly interesting or remarkable, you can send it to Our Story. Our Stories are kind of like small documentaries of events, holidays, game championships or other things happening in the world on a particular day. Snaps are curated and assembled by the company. While it's cool to have your story added to Our Story, it's also very public, so kids should think carefully before submitting one. When you sign up, Snapchat gives you your own unique QR code. When you meet a parallel Snapchat user and want to friend each other, you can just take a snap of the other person's code, and they're automatically added to your friends list. Because it's so easy to find friends on Snapchat (depending on your settings) or exchange codes, teens may end up with virtual strangers on their friends list. For a variety of reasons, that can be risky, so it's best to talk to your teen about when it's safe to add people. Discover offers content created by celebrities, news and entertainment channels, and other users. You can subscribe to specific Discover sources to receive their feeds. While discover offers some valid news from publishers including the New York Times and Vice Media, the offerings can be advertising and are frequently mature. But if your kid has signed up with their correct birth date, they'll miss the alcohol ads and other adult content that Snapchat filters out for underage users. Discover stories often feature promos prompting kids to "swipe up" to learn more. This section runs the scale from harmless to shocking, so it's good to look around and get a sense of what your kids are seeing. Snapchat is away more than cute photos. The more you use the app, the more points you get and the higher your Snapchat score goes. Snapchat awards high scorers with trophies and other perks. Here are a few other Snapchat features:

Face lenses and world lenses: If you've seen photos of people with cartoon cat ears and whiskers on their faces, those are face lenses. World lenses are enlarged reality elements, such as rainbows, that you can add to a snap, so it looks like it's part of the photo. Technically, lenses are "overlaps—and they cost money on Snapchat.

Geo-filters: These are location-specific elements that can only be unlocked by visiting a specific place. Businesses use geo-filters as a way for customers to check in and advertise them. A kid could create a special geo-filter for their sweet-16 party for attendees to add to their photos.

Snapcash: Like PayPal or Venmo, Snapcash lets users transfer money to each other.

Memories: If you don't want your snaps to disappear, you can store them to send later.

Snap store: This is exactly what it sounds like: a place to buy Snapchat-related items.

Shazam: A feature that helps you identify a song.

There are three key risky areas:

The myth of disappearing messages. When Snapchat first started, it was labelled "the sexting app" because people sent close photos, assuming they'd self-destruct. Any app can be misused, but a lot of kids mistakenly believe that Snapchat has a built-in Get Out of Jail Free card. Teens really need to understand that the content they share can be saved and shared and may never go away. It's best to have this chat before they download Snapchat, but it's never too late. Talk

about whether any of their friends have ever pressured them to send a sexy image and discuss why someone who would do that does not have your best interests at heart. Kids should also ask permission before sharing a picture of someone else.

The time sucks. Snapchat is a ton of fun to use, and there's lots to discover on it. Snap streaks and stories add a time-pressure component that makes kids feel like they must check in. If it ever seems like your kid is stressing and not using the app for fun, it's time to step in.

Privacy and safety. Since it's so easy to add friends in Snapchat, you can end up with lots of people you don't know well on your friends list. And depending on your settings, the app can collect a lot of data about your habits in—and outside of—the app. Snapchat also works with a lot of third parties that they share your data with. The biggest challenge for parents is that there's no way to see your kid's activity in the app in the same way as on other social media platforms. Since there's no feed to scroll, there's not much to display. Instead, focus on the privacy settings. If you decide to say yes to Snapchat, sit down with your kid and together go into the app's settings. Scroll down to "Who Can ..." This is where you can control important safety features such as who can see your location and who can view your story. This is a perfect time to talk to your kid about using their Snapchat account safely and reliably. Discuss when and how often you'll check in on how they're using it and how they're feeling about it. Explain that you understand that social media is important to them, and, at the same time, your role is to protect them. Don't forget to ask your teen to show you some of their snaps and some of the cool features they like in the app. That'll make it a little less scary for you—and send the message that you're on the same team.

Advantages: Snapchat allows for easy communication and engagement with friends and followers through its vanishing messages and filters. It also has a feature called "Snap Map" which allows users to share their location with friends and see the locations of their friends on a map. Additionally, Snapchat has a feature called "Snap Originals" which allow users to watch exclusive shows and content.

Disadvantages: Snapchat's disappearing messages can make it difficult to keep track of conversations and memories. Additionally, the app's prominence on appearance and filters can lead to unlikely beauty standards and body image pressures. Like other platforms, Snapchat's system-driven content curation can also prioritize popular content over more niche or personal interests.

These social media platforms have become an essential part of our daily lives and have both advantages and disadvantages. While they provide us with an easy way to connect and engage with others, they can also have a negative impact on our mental and emotional well-being. It is important for individuals, especially youth, to be aware of the probable risks and use these platforms responsibly and in moderation.

In conclusion, the impact of social media on youth is a complex and multifaceted issue that requires further search. This research paper aims to provide a inclusive examination of the positive and negative effects of social media on youth, as well as the role of parents, educators, policymakers, and social media companies in addressing these issues. The results of this research will contribute to the ongoing dialogue about the impact of social media on society and will inform the development of strategies and policies to promote healthy and responsible social media use among young people. This research will also provide valuable perceptions for parents, educators, and other stakeholders on how to support young people in steering the complex landscape of social media. As the use of social media continues to evolve, it is essential that we continue to study and understand its impact on youth to ensure that they can use these powerful tools in a safe, responsible and healthy way. Furthermore, it is important to remember that social media is just one aspect of the youth's life, and it should not be the only focus of study, but rather it should be considered as part of a bigger picture to have a holistic understanding of the youth development.

YouTube:

YouTube is a video-sharing platform that was launched on February 14, 2005, by three former PayPal employees, Chad Hurley, Steve Chen, and Jawed Karim. The website quickly increased popularity, allowing users to upload, share, and view videos, including music videos, short films, comedy sketches, and much more.

The social impact of YouTube is vast and far-reaching. It has reformed the way people consume and create media, giving rise to a new generation of internet celebrities and influencers. It has also created new opportunities for people to share their viewpoints, experiences, and stories, allowing for greater diversity and representation online.

YouTube also played a significant role in shaping political address and activism, particularly during the Arab Spring, where videos shared on the platform helped to mobilize protests and bring attention to human rights misuses.

In addition, YouTube has had a major impact on the music industry, with many artists using the platform to promote their work and connect with fans. It has also led to the rise of new music genres and groups, such as the "Let's Play" gaming community.

YouTube has also been a source of controversy, with issues ranging from copyright violation and the spread of false information to concerns about the mistreatment of children and vulnerable communities. Despite these challenges, YouTube remains one of the most popular and influential websites in the world, with over 2 billion monthly active users as of 2021.

In conclusion, YouTube's history and social impact have been profound and wide-ranging, affecting a range of industries, cultures, and communities. It has provided a platform for self-expression and creativity, brought people together, and challenged traditional power constructions, making it a key player in the development of the internet and the modern world.

Advantages:

Accessibility: YouTube is reachable from anywhere in the world with an internet connection, allowing users to easily watch and share videos.

Diversity of content: YouTube offers a vast range of content, including music videos, short films, comedy sketches, and much more, providing users with a diverse range of options to choose from.

Creativity and self-expression: YouTube allow users to express themselves creatively and share their viewpoints, experiences, and stories, permitting greater diversity and representation online.

Education: YouTube is a great source of educational content, with a wealth of tutorials, lectures, and lessons available for users to access for free.

Opportunity for viral fame: YouTube provides an opportunity for individuals and businesses to reach a huge audience and gain viral fame, which can lead to new opportunities and income streams.

Cost-effective: YouTube is free to use and provides a low-cost stage for businesses to reach a large audience.

Disadvantages:

Spread of false information: YouTube has been disapproved for allowing the spread of false information, conspiracy theories, and misinformation.

Addiction: Some users may become addicted to watching videos on YouTube, leading to wasted time and potentially negative significances.

Inappropriate content: YouTube has faced disapproval for hosting inappropriate content, such as hate speech and violent videos, which can be harmful to minors and exposed communities.

Cyberbullying: YouTube's comments section can be a breeding ground for cyberbullying and hate speech, which can have negative consequences for users.

Copyright infringement: YouTube has faced criticism for hosting copyrighted material without proper permission, leading to legal battles and disputes.

Algorithmic bias: YouTube's algorithms have been accused of promoting extreme and conspiracy-theory videos, leading to concerns about algorithmic bias and the spread of false information.

WHATSAPP

Advantages:

Convenience: WhatsApp is easy to use and allows users to send messages, make calls, and share media with friends and family quickly and easily.

Cost-effective: WhatsApp is free to use, making it a profitable substitute to traditional messaging and calling services.

Cross-platform compatibility: WhatsApp can be used on multiple platforms, including iOS, Android, and desktop, making it easy for users to stay in touch with friends and family irrespective of the device they use.

Encryption: WhatsApp uses end-to-end encoding to protect users' privacy and secure their messages and calls.

Group chats: WhatsApp allows users to create group chats, making it easy to stay in touch with multiple people at once.

Disadvantages:

Addiction: Some users may become addicted to using WhatsApp, leading to wasted time and potentially negative costs.

Spread of false information: WhatsApp has faced disapproval for allowing the spread of false information, conspiracy theories, and misinformation.

Privacy concerns: Despite its encryption, WhatsApp has faced criticism for collecting and storing large amounts of personal data, raising concerns about privacy and security.

Cyberbullying: WhatsApp's group chat feature can be a upbringing ground for cyberbullying and hate speech, which can have negative consequences for users.

Technical issues: WhatsApp may involvement technical issues, such as slow performance or connection problems, which can impact the user experience.

Limited functionality: Compared to other messaging apps, WhatsApp has limited functionality, and some users may find it missing in features.

Chapter 2:
Literature Review

Impact of social networking sites in the changing mindset of youth on social issues – A study of Delhi NCR youth

Mr. Madhur Raj Jain, Ms. Palak Gupta, 2020 It was found that social media apps are acting as great medium for view mobilization. People are feeling free in sharing their thoughts on any issue and even youth is raising their voice against social acts like violation of Human Rights, corruption etc. These social media apps are proving themselves a boon at least in bringing thoughts of people on these social issues. It is also being generated from the information so obtained that people are getting more aware about the social issues mainly from Facebook. But instead of getting this knowledge the people generally don't discuss them and if they do, they just sign off the sites after discussion and the issue just remains focused on web only. It was found that women are spending less time on these sites mainly for 10-30 minutes yet they are more sensitive towards these social issues. Most of the people think that youth can play a positive role in changing our society which is represent in most of the responses to different queries.

"Belonging and loneliness in cyberspace: impacts of social media on adolescents' well-being"

Douglas Smith , Trinity Leonis and S. Anandavalli, 2021 The research suggests the relationships between these variables are multifaceted and complex. The landscape in which youths communicate and develop social relationships is rapidly changing with the advent of newer technologies with advanced features that offer some intriguing possibilities for connecting with others. Changes in social media over time dictate the manner and process whereby social interactions are established and maintained. As social networking technologies are better able to mimic the key components of face-to-face interactions, they presumably lead to more satisfying encounters and reduced feelings of loneliness.

"Effects of social media use on desire for cosmetic surgery among young women"

Candice E. Walker1 & Eva G. Krumhuber1 & Steven Dayan2 & Adrian Furnham3, 2019 Cosmetic surgery patients and can contribute a positive change for the community and its patients. Understanding how social media impacts the desire for cosmetic surgery, the women who have body image problem most of the time they send most of the time in the social media site. If their motivations are based on looking like someone they have seen on social media, it is unlikely that cosmetic treatments.

"Wired to Connect: Evolutionary Psychology and Social Networks",

Benjamin S. Crosier and Gregory D. Webster, Haley M. Dillon, 2012 There is innate human propensity to be social and live in groups which has allowed new technology to encourage the migration of our social lives onto the World Wide Web. These study also concluded that electronic networks provide the social scientist of the technological age with a practically unimaginable amount of profoundly rich data.

"A STUDY ON IMPACT OF SOCIAL MEDIA ON YOUTH"

Sushma Rawath.S, Dr.R.Satheeshkumar, Venkatesh Kumar, 2019 The research concludes that social media has both positive and negative impact on our youths. Youths must be clear on purpose of using social media and how long they are on online and make it beneficial to their personal and social networking purpose.

"Impact of Social Media on Youth"

Divya Singh N, Dr. N Guruprasad From this study it is concluded that Social media is most popular among youth, especially Facebook and WhatsApp. It has thrown both positive as well as negative impact on the users. It is individuals who have conclude whether they want to take the negative impact or minimize the usage with positive effects. The youth are more likely to move towards negative side. The growth of social network can bring a huge positive impact on the society.

"The Impact of Social Media on Youth Mental Health: Challenges and Opportunities''

Jacqueline Nesi, 2020 Over the past two decades, social media have established an increasingly central presence in the lives of youth, presenting challenges and opportunities. An emerging body of research has begun to identify social media experiences that may contribute to adolescents' mental health. However, more research is needed as the digital media landscape continues to grow rapidly. Much of the existing research has relied on self-report measures of adolescent media use, and has been conducted at a single time point, preventing any definitive conclusions regarding whether media use precedes and predicts mental health outcomes or vice versa. Future experimental studies are needed, including those that incorporate objective measures, such as direct observation of adolescents' social media pages. In addition, future investigations must continue to move beyond previous notions of "screen time" as a primary contributor to mental health, and instead consider the specific social media experiences and individual characteristics that may make certain adolescents particularly vulnerable to social media's positive or negative effects. As the presence of social media only continues to grow, it will be essential to develop evidence-based approaches for encouraging healthy social media use in youth, and to effectively utilize these tools for mental health screening and intervention.

"Predicting Internet risks: a longitudinal panel study of gratifications-sought, Internet addiction symptoms, and social media use among children and adolescents"

Louis Leung, 2014 The study examines the complex relationships between being a victim of Internet risks and gratifications-sought, addiction symptomatology, and social media use. The study concludes that predictors could be used to identify those adolescents who are most vulnerable and likely to become addicted. It also suggests that Online games and instant messaging pose a threat for internet addiction rather than Facebooks and blogs.

"IMPACT OF SOCIAL MEDIA ON THE LIFESTYLE OF YOUTH"

Dr. A. Jesu Kulandairaj, 2014 This study viewed benefits, positive and negative impacts of social networking sites and how the social networking sites influence youth in their lifestyle. Social Networking Sites enable youth to raise their voice against social issues and share or upload information for the welfare of the society. Since Social Networking Sites can provide all the ways and means to develop personal and social aspects, the young people have to explore the potentialities of these sites. Even though it creates a few negative impacts on youth, we cannot think of a world without these sites today. So, corrective and preventive measures should be taken towards these negative effects and the young people should be well educated and must have proper awareness regarding such problems of Social Networking Sites. Social Networking Sites influence the lifestyle of youth so that the brands and companies can exploit the space of Social Networking Sites to create loyalty among youth.

"Young:Mobiles everywhere Youth, the mobile phone, andchanges in everyday practice"

Eva Thulin and Bertil Vilhelmson, 2007 Findings show that the mobile phone, as a space-time adjusting technology, affects the everyday social practice of young people in numerous and interrelated ways. Though the results from our intensive panel study must be treated cautiously as regards their generality, they hint at some probable processes concerning the use and implications of the mobile in society. On the whole, within the study group, mobile contact by voice calls and text messages increased signifi cantly during the short period of investigation, thus further reducing the role of physical proximity and friction of distance in everyday social interaction. To an extent, communication via mobiles also became more gendered, mostly due to women's more extensive use of text messages. Among the young men of the group, Internet-based communication played a much more important role.

"The Impact of Social Media on Youth: A Case Study of Bahawalpur City''

Ghulam Shabir1 ,Yousef Mahmood Yousef Hameed,Ghulam Safdar3,Syed Muhammad Farouq Shah Gilan, 2014 The social media referencing which is used in the research tool are Face book, Skype, YouTube, Twitter and MySpace. This shows that the social media is widely used by the rural youth living in the urban population while the urban population utilized this with marginalized interests according to this sample survey. The final results of the survey shows that almost 50 percent users like face book as their primary and favourite social media form followed by Skype 39 per cent and the 11 per cent users use other forms of social media like Twitter and MySpace. The users mostly face problems such as unwanted messages, unwanted friends request and controversial political links and unethical pictures and links, irrelevant religious and anti-religious messages and useless information. It has deliberately affected the physical and sports activities which is being replaced by social media. The social media campaign is creating deeper division in the society, social and political groups, ethnic communities, racial entities and cultural groups. Majority of the sampled population is agreed with this argument that the positive use of social media forms can brought socio-political awareness, enhance the different skills like increase language proficiency, develop online communication skills, create broader visionary power and connectivity. It is also useful for advertising, job hunting portals, publishing research articles and other techniques etc.

Chapter 3:
Research methodology

Data population & sampling

Survey method: Survey method is a type of research method used to collect data from a sample of individuals through self-administered questionnaires or interviews. Surveys are one of the most used methods in social sciences, as they allow researchers to gather large amounts of data quickly and economically.

The survey method can be conducted through various modes, including online surveys, paper-and-pencil questionnaires, telephone interviews, and in-person interviews. The questions in a survey are designed to gather information about the attitudes, views, behaviors, or characteristics of the participants.

The survey method has several advantages, such as the ability to reach large and geographically discrete populations, the elasticity to collect data on a wide range of topics, and the potential for data analysis using statistical methods. However, it also has some limitations, such as response bias (e.g., social desirability bias), low response rates, and the difficulty of accurately measuring certain types of information (e.g., emotions, experiences).

In order to ensure the rationality and reliability of survey data, it is important to carefully design the questions, pilot test the survey, and ensure that the survey is managed to a representative sample of participants.

Sample size: 323 respondents

Data analysis Method

A chi-square ($\chi2$) statistic is a test that measures how a model compares to actual observed data. The data used in calculating a chi-square statistic must be random, raw, mutually exclusive, drawn from independent variables, and drawn from a large enough sample. For example, the results of tossing a fair coin meet these criteria. Chi-square tests are often used to test hypotheses. The chi-square statistic compares the size of any discrepancies between the expected results and the actual results, given the size of the sample and the number of variables in the relationship.

For these tests, degrees of freedom are used to determine if a certain null hypothesis can be rejected based on the total number of variables and samples within the experiment. As with any statistic, the larger the sample size, the more reliable the results.

Analysis of Variance (ANOVA) is a statistical formula used to compare variances across the means (or average) of different groups. A range of scenarios use it to determine if there is any difference between the means of different groups. for example, to study the effectiveness of different diabetes medications, scientists design and experiment to explore the relationship between the type of medicine and the resulting blood sugar level. The sample population is a set of people. We divide the sample population into multiple groups, and each group receives a particular medicine for a trial period. At the end of the trial period, blood sugar levels are measured for each of the individual participants. Then for each group, the mean blood sugar level is calculated. ANOVA helps to compare these groups by means to find out if they are statistically different or if they are similar.

The outcome of ANOVA is the 'F statistic'. This ratio shows the difference between the within group variance and the between group variance, which ultimately produces a figure which allows a conclusion that the null hypothesis is supported or rejected. If there is a significant difference between the groups, the null hypothesis is not supported, and the F-ratio will be larger.

Objectives:

- To analyze the influence of social media on youth's social life.
- To analyze youth's perception of social media.
- To assess the beneficial and preferred form of social media for youth.
- To evaluate the attitude of youth towards social media and measure the spending time on social media.
- To recommend some measures for proper use of social media in the right direction to inform and educate the people.

Chapter 4:
Graphical representation

Time spent on social media based on the educational qualification of the responder.

Qualification	0 to 2	2 to 4	4 to 6	6 to8	More than 8
10th grade	14	7	3	1	1
12th grade	16	24	17	1	1
Undergraduate	46	64	32	4	5
Post-graduate	24	30	10-	3	0
Doctor	0	1	0	0	1
other	2	0	0	0	0
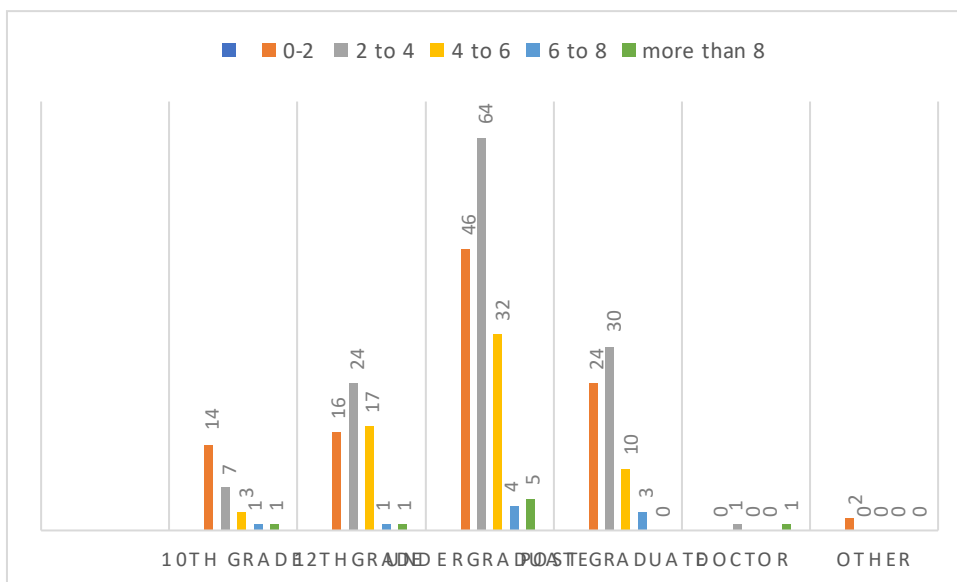
Conclusion: Overall, it can be seen that the highest number of undergraduate students use the social media most which is more than 8 hours. Most 10th graders, 12th graders, undergrads, post grads, doctorates and others spend 2 to 4 hours on social media.

Social media used based on occupation.

Occupation	Facebook	YouTube	Snapchat	WhatsApp	Instagram	Twitter
Business	19	35	22	39	25	6
Government Job	5	5	4	5	5	3
Other	15	31	19	29	27	6
Private Job	20	40	28	43	4	14
Student	44	161	141	170	178	38
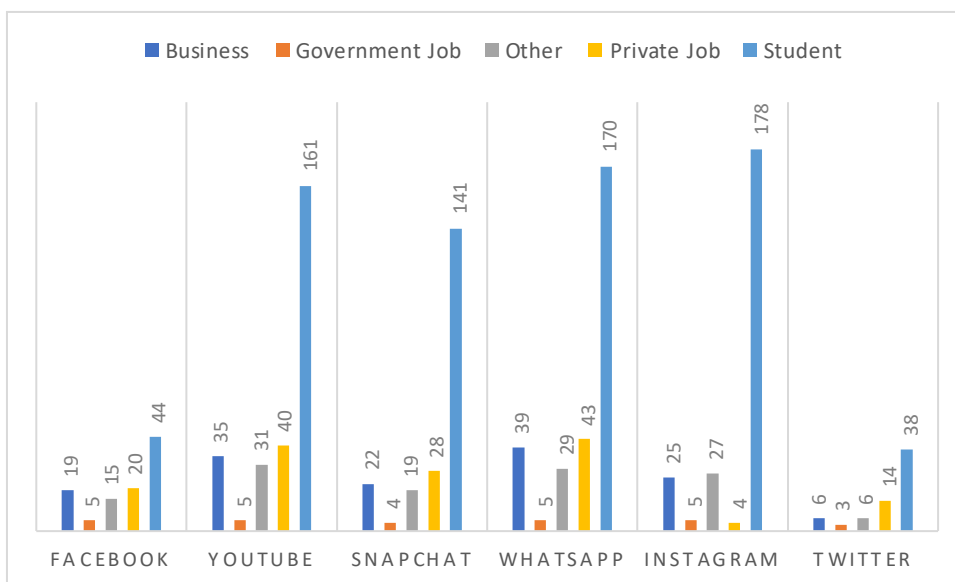
Conclusion: In conclusion, It can be said that Instagram is the most used app among student and WhatsApp for people who are employed or are professionals. The least used apps among both the students and thew professionals are twitter and Facebook.

What additional features are expected from social media?

Age	Matrimony	Consortium	Social forums	Job portals	Student club	Other
15-20	3	2	10	15	53	36
20-25	1	12	10	11	48	26
25-30	1	3	3	12	4	3
30-35	3	1	1	10	6	9
35-40	0	1	3	8	8	15
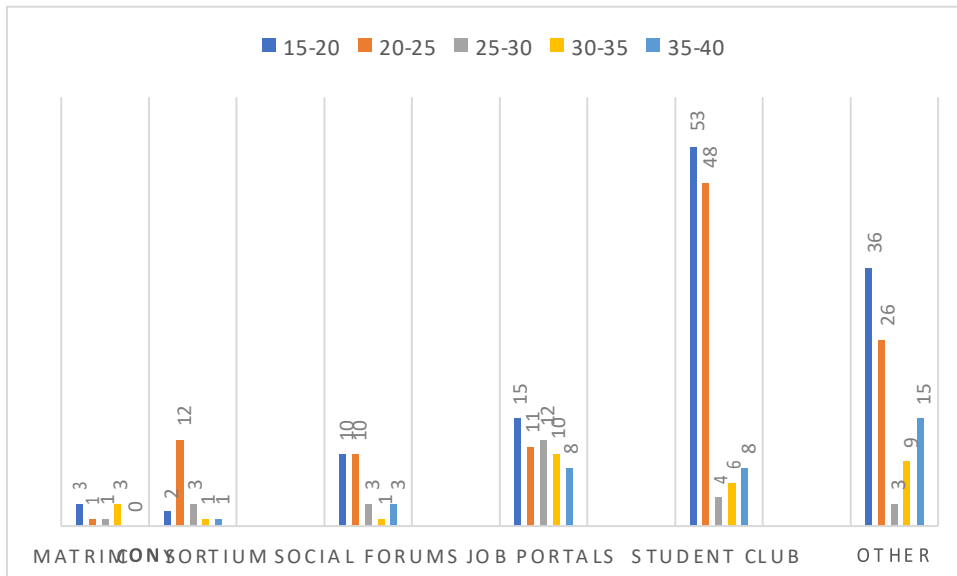
Conclusion: In conclusion, from a cursory glance, it can be seen that the highest number of adolescents from the age group of 15 to 20 and 20-25 except the student club feature most as compared to other features on social media. The age group of 30 to 35 and 35 to 40 expect other features rather than the matrimony, consortium, social forums, job portals and student clubs.

Do you feel that you have developed any new skills or interests as a result of using social media?

Age	Yes	No
15-20	93	26
20-25	89	19
25-30	6	23
30-35	28	2
35-40	30	5
Total	246	75
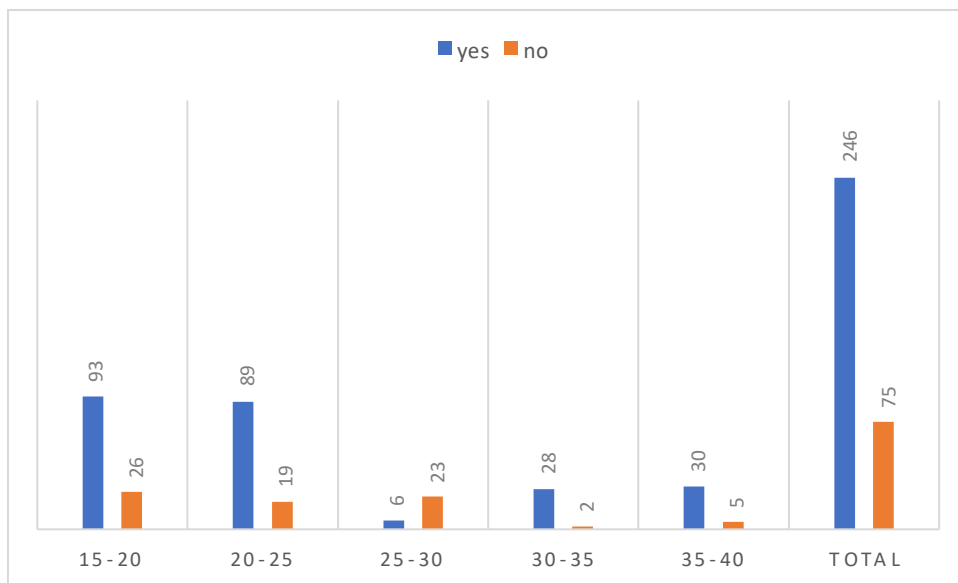
Conclusion: More people of the age range of 15 to 20, 20 to 25, 30 to 35, and 35 to 40 have developed new skills and interests as a result of using social media than not developing any. Most responders in the anomaly range of 25 to 30 have not developed new skills and interests as a result of using social media than developing any.

Time spent on social media based on the age of the responder.

Age Range	0 to 2	2 to 4	4 to 6	6 to 8	>8 Hours
15-20	47	49	17	2	4
20-25	25	45	29	5	4
25-30	10	10	7	1	1
30-35	12	13	5	0	0
35-40	15	13	6	1	0
Total	109	130	64	9	9
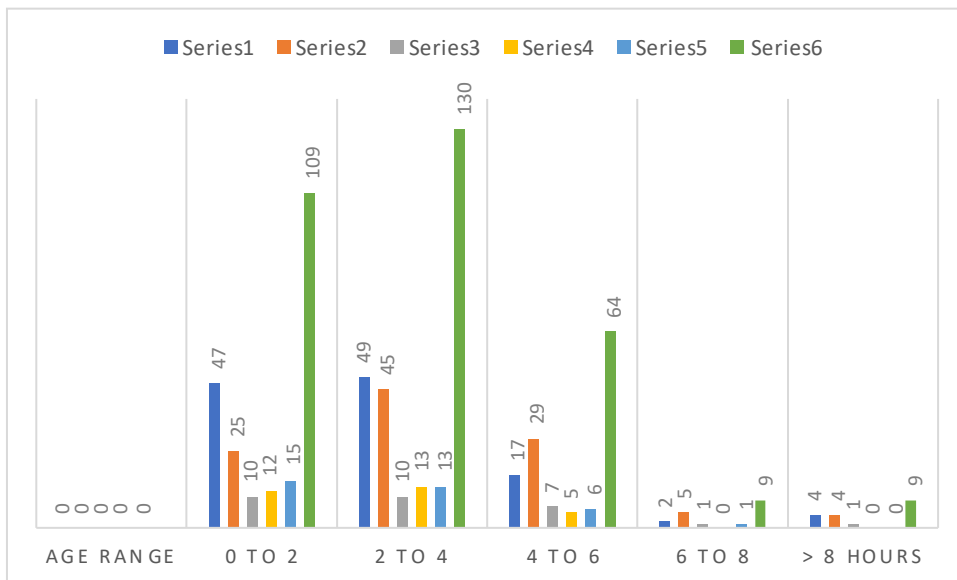
Conclusion: In conclusion, It can be said that people in the age group of 15-20, 20-25 and 30-35 spend mostly 2-4 hours on social media. People in the age range of 25-30 and 35 to 40 spend 0 to 2 hours on social media. This can be due to the fact that people in this range are mostly productive and spend their time on their profession rather than on social media.

Benefits enjoyed from the social media based on the age of the responder.

Age Range	Help with studies	Stay connected with people	Learning New skills	Entertainment	Meeting people sharing common interest	Digital Reputation
15-20	20	18	34	35	12	0
20-25	13	36	24	29	5	1
25-30	4	6	6	11	2	0
30-35	0	6	10	9	3	2
35-40	2	10	13	7	1	2
	39	76	87	91	23	5
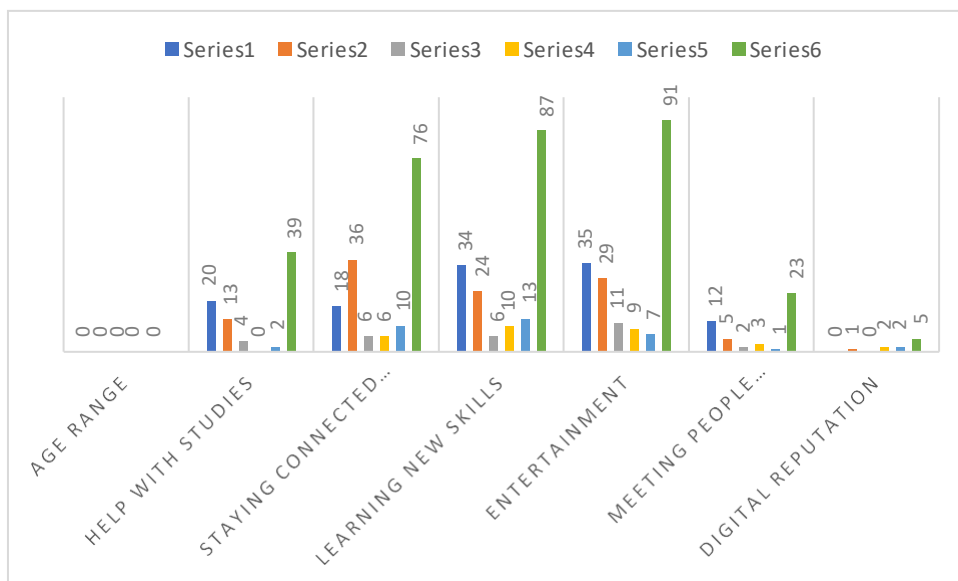
Conclusion: To conclude, Entertainment is the most used benefit, by the age range of 15-20 and 25-30. Staying connected with people is the most enjoyed benefit for the age range of 20-25. This can be because people in this age range tend to socialise the most. The most enjoyed benefit among the age range of 30-35 and 35-40 is learning new skills.

Influence of social media on friendship.

Social media	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Facebook	16	32	34	10	11
YouTube	39	100	93	17	22
Twitter	9	27	25	3	4
Snapchat	38	84	67	11	14
WhatsApp	42	105	95	20	24
Instagram	47	95	97	24	22
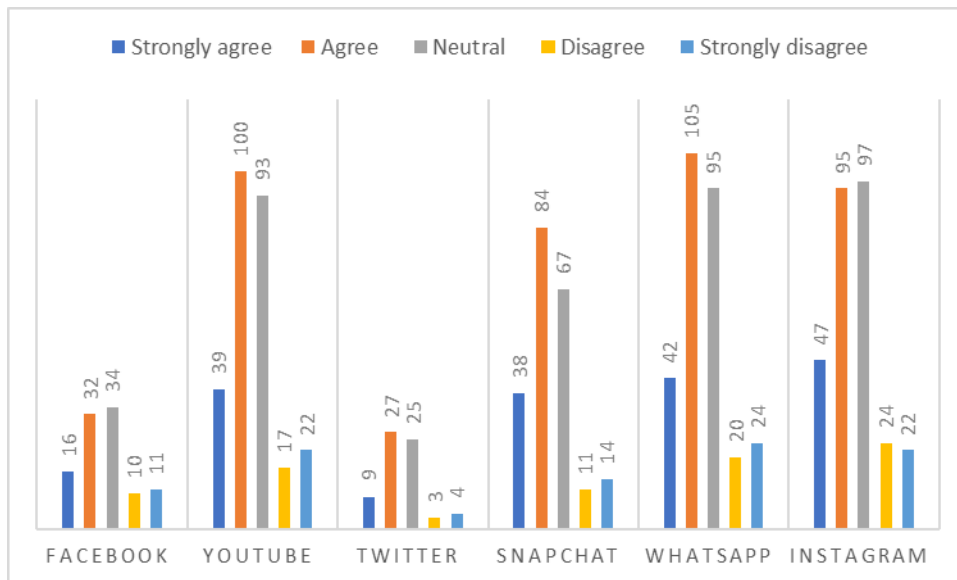
Conclusion: Most Facebook users have neutral stance for the influence of social media on their friendship. While most YouTube, Twitter, Snapchat, WhatsApp and Instagram users agree that social media has influence on their friendship.

Influence of social media on communication.

Social media	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Facebook	17	33	30	9	10
YouTube	16	31	80	21	22
Twitter	8	15	21	4	3
Snapchat	14	25	56	12	13
WhatsApp	17	33	83	19	22
Instagram	16	29	85	23	19

Conclusion: Most Facebook users agree that social media helps them with communication. Most youtube, Twitter, Snapchat, Whatsapp and Instagram users have a neautral stance on social media's influence on their communication.

Addiction towards social media

Social media	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Facebook	25	22	28	13	15
YouTube	64	68	81	33	30
Twitter	21	14	22	6	5
Snapchat	50	58	63	28	15
WhatsApp	66	70	81	37	32
Instagram	68	66	89	40	27
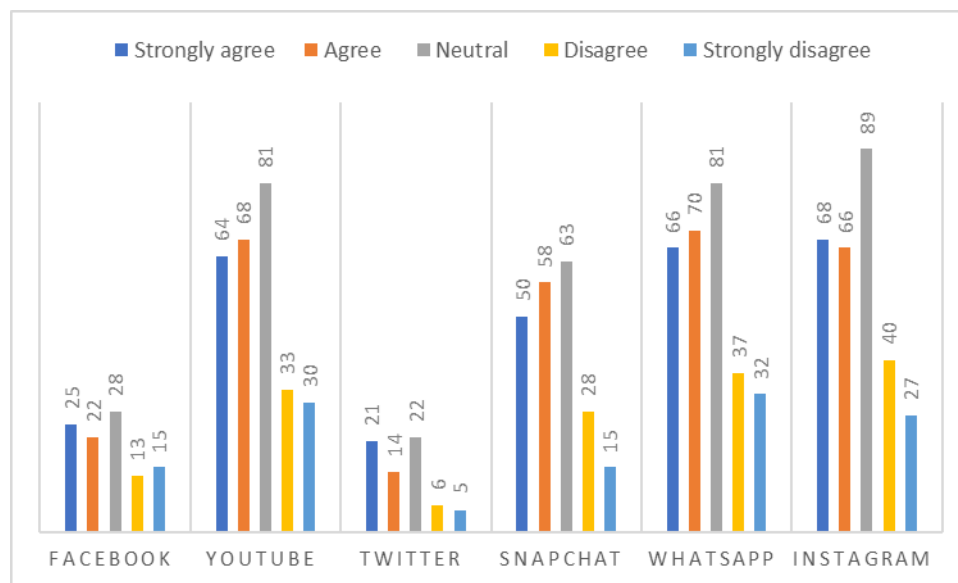
Conclusion: Most users of all platforms have a neutral view that social media causes addiction. However most responders agree that social media causes addiction than disagree.

Influence of social media on: [Pressure to present a certain Lifestyle]

Social media	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Facebook	12	23	40	20	8
YouTube	28	57	108	59	19
Twitter	9	13	34	5	7
Snapchat	20	49	84	50	11
WhatsApp	28	55	100	62	22
Instagram	23	62	104	66	18

Conclusion: Users of Facebook, YouTube, Twitter, Snapchat, Whatsapp, Instagram have a neautral view regarding the influence of social media to present a certain lifestyle.

\

Influence of social media on: [On Mental Health]

Social media	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Facebook	16	29	31	16	11
YouTube	29	76	80	32	33
Twitter	9	12	26	9	6
Snapchat	26	63	71	35	19
WhatsApp	38	80	90	41	37
Instagram	32	80	92	47	34

Conclusion: Most users of all platforms have a neutral view that social media influences their mental health. However most responders agree that social media influences their mental health than disagree.

Influence of social media on: [Cyberbullying]

Social media	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Facebook	19	22	32	20	10
YouTube	38	62	93	40	38
Twitter	13	12	26	9	8
Snapchat	28	52	70	34	30
WhatsApp	13	25	11	8	3
Instagram	13	26	14	7	2

Conclusion: Most users of Facebook, YouTube, Twitter and Snapchat are neutral that social media causes cyberbullying or has a degree of influence on it. However, most Whatsapp and Instagram users agree that social media has an influence on cyberbullying.

Chapter 5
Statistical analysis

Influence of social media on friendship.

Hypothesis: There is no significant difference between various social medias with different aspects of friendship. (f = 0)

Social media	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Facebook	16	32	34	10	11
YouTube	39	100	93	17	22
Twitter	9	27	25	3	4
Snapchat	38	84	67	11	14
WhatsApp	42	105	95	20	24
Instagram	47	95	97	24	22

Anova table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	20404.16	4	5101.04	11.01403	6.94E-05	2.866081
Within Groups	9262.8	20	463.14			
Total	29666.96	24				

Conclusion: Here we can see that f cal is greater than f tab, hence hypothesis is not accepted. Here we can say that there is a significant difference between the different social media with respect to variable friendship.

Influence of social media on communication.

Hypothesis: There is no significant difference between various social media and communication.

Social media	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Facebook	17	33	30	9	10
YouTube	16	31	80	21	22
Twitter	8	15	21	4	3
Snapchat	14	25	56	12	13
WhatsApp	17	33	83	19	22
Instagram	16	29	85	23	19

Anova table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	9288.64	4	2322.16	12.47266	3E-05	2.866081
Within Groups	3723.6	20	186.18			
Total	13012.24	24				

Conclusion: Here we can see that f cal is greater than f tab, hence hypothesis is not accepted. Here we can say that there is a significant difference between the different social media with respect to variable communication.

Addiction towards social media

Hypothesis: There is no significant difference between the usage of social media, which results in the addiction.

Social media	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Facebook	25	22	28	13	15
YouTube	64	68	81	33	30
Twitter	21	14	22	6	5
Snapchat	50	58	63	28	15
WhatsApp	66	70	81	37	32
Instagram	68	66	89	40	27

Anova table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	7371.76	4	1842.94	4.65154	0.008102	2.866081
Within Groups	7924	20	396.2			
Total	15295.76	24				

Conclusion: Here we can see that f cal is greater than f tab, hence hypothesis is not accepted. Here we can say that there is a significant difference between the different social media with respect to variable addiction towards social media.

Influence of social media on: [Pressure to present a certain Lifestyle]

Hypothesis: There is no significant difference between various social medias and pressure to present a certain Lifestyle.

Social media	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Facebook	12	23	40	20	8
YouTube	28	57	108	59	19
Twitter	9	13	34	5	7
Snapchat	20	49	84	50	11
WhatsApp	28	55	100	62	22
Instagram	23	62	104	66	18

Anova table

Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	15564.64	4	3891.16	9.546048	0.000174	2.866081
Within Groups	8152.4	20	407.62			
Total	23717.04	24				

Conclusion: Here we can see that f cal is greater than f tab, hence hypothesis is not accepted. Here we can say that there is a significant difference between the different social media with respect to variable pressure to present a certain lifestyle.

Influence of social media on: [On Mental Health]

Hypothesis: There is no significant difference between various social medias and Mental Health

Social media	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Facebook	16	29	31	16	11
YouTube	29	76	80	32	33
Twitter	9	12	26	9	6
Snapchat	26	63	71	35	19
WhatsApp	38	80	90	41	37
Instagram	32	80	92	47	34

Anova table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	9282.64	4	2320.66	5.627207	0.003346	2.866081
Within Groups	8248	20	412.4			
Total	17530.64	24				

Conclusion: Here we can see that f cal is greater than f tab, hence hypothesis is not accepted. Here we can say that there is a significant difference between the different social media with respect to variable mental health.

Influence of social media on: [Cyberbullying]

Hypothesis: There is no significant difference between various social media and Cyberbullying.

Social media	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Facebook	19	22	32	20	10
YouTube	38	62	93	40	38
Twitter	13	12	26	9	8
Snapchat	28	52	70	34	30
WhatsApp	13	25	11	8	3
Instagram	13	26	14	7	2

Anova table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	2638	4	659.5	1.348947	0.28674	2.866081
Within Groups	9778	20	488.9			
Total	12416	24				

Conclusion: Here we can see that f cal is lesser than f tab, hence hypothesis is accepted. Here we can say that there is no significant difference between the different social media with respect to variable cyberbullying.

Chapter 6: Conclusion

In conclusion, social media has become an integral part of modern-day life and has a significant impact on youth. This research paper has highlighted the positive and negative effects of social media on youth, including its potential to enhance social connections, provide a platform for self-expression and creativity, and increase access to information. However, social media also has its drawbacks, including its potential to promote unhealthy comparison and competition, increase the risk of cyberbullying and addiction, and negatively impact mental health.

From our analysis, it is concluded that highest number of undergraduate students use the social media the most which is more than 8 hours. Most 10th graders, 12th graders, undergrads, post grads, doctorates and others spend 2 to 4 hours on social media. Instagram is the most used app

among students and Whatsapp for people who are employed or are professionals. The least used apps among both the students and the professionals are twitter and facebook. Highest number of adolescents from the age group of 15 to 20 and 20-25 except the student club feature most as compared to other features on social media. The age group of 30 to 35 and 35 to 40 expect other features rather than the matrimony, consortium, social forums, job portals and student clubs. More people of the age range of 15 to 20, 20 to 25, 30 to 35, and 35 to 40 have developed new skills and interests as a result of using social media than not developing any. Most responders in the anomaly range of 25 to 30 have not developed new skills and interests as a result of using social media than developing any. People in the age group of 15-20, 20-25 and 30-35 spend mostly 2-4 hours on social media. People in the age range of 25-30 and 35 to 40 spend 0 to 2 hours on social media. This can be due to the fact that people in this range are mostly productive and spend their time on their profession rather than on social media.

Overall, the impact of social media on youth is complex and multifaceted, and more research is needed to fully understand its effects. However, it is clear that social media has the potential to both positively and negatively impact the lives of young people, and it is up to all of us to work together to ensure that its impact is a positive one.

We would like to end this research with recommending some measures for proper use social media in the right direction:

1. Promote responsible social media use: Parents, educators, and community leaders should educate young people on how to use social media responsibly. This includes teaching them how to protect their privacy, how to be respectful to others, and how to recognize and report cyberbullying or other harmful content.

2. Encourage positive digital citizenship: Encourage young people to be responsible digital citizens by promoting positive behavior online. This includes encouraging them to use social media to spread positive messages, engage in meaningful conversations, and create content that adds value to the online community.

3. Develop healthy social media habits: Encourage young people to develop healthy social media habits by setting limits on their screen time, taking breaks from social media, and prioritizing offline activities and relationships.

4. Use social media to enhance learning and development: Encourage young people to use social media as a tool for learning and development by following educational accounts, engaging in discussions with experts, and participating in online communities related to their interests.

1. Advocate for responsible social media policies: Parents, educators, and policymakers should advocate for responsible social media policies that prioritize the well-being of young people. This includes advocating for policies that protect users' privacy, prevent cyberbullying, and promote responsible content moderation.

By implementing these measures, we can ensure that social media has a positive impact on the lives of young people and create a safer, more responsible online community.

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A REPORT ON

A STUDY ON PERCEPTION OF JOB PORTALS AMONG YOUTH OF AHMEDABAD CITY.

SUBMITTED TO

FACULTY OF BUSINESS ADMINISTRATION

SUBMITTED BY

GROUP: 101-110

TYBBA (B) SEM: 6

SUBMITTED ON

FEBRUARY 2023

GROUP: 101-110

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107	SUKHADIYA NEEL
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CERTIFICATE

This is to certify that the report submitted by the under mentioned students of our eminent institute is in partial fulfillment of the requirement for the completion of *"Project Report"* at the **Third Year B.B.A.** for the academic Year 20_22_ - 20_23_

Title of the Project _Perception of Job Portals among Youth of Ahmedabad_

Signature

Signature

S. Dani

GLS CAMPUS
AHMEDABAD

M.M.Jani

_____
(Dr. Shefali Dani)
Dean

_____
(Prof. In-charge)

	Name of the students in a group	Batch	Roll Nos.	Enrollment No.
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3	Soni Hinal	2020 – 23	103	202000123010341
4	Soni Urvil	2020 – 23	104	202000123010343
5	Soni Vraj	2020 – 23	105	202000123010344
6	Suchak Keval	2020 – 23	106	202000123010345
7	Sukhadiya Neel	2020 – 23	107	202000123010347
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11				
12				

1000 - 2022-23

PREFACE

Descriptive research was conducted to study the perception of Job Portalsamong the youth of Ahmedabad city. Job Portals are the sites where you can promote jobs and search for resumes. They are an important part of almost every hiring procedure, and using them efficiently will interpret into qualified candidates for moderately low costs. Job seekers can easily contact an extensive collection of job vacancies through job search engines, at their phase. Away from that, most job portals have filters which help users slight down results. This trait makes it easier for job seekers to decide on a specific career.

To assess about the perception of youth among the portals, several questions has been asked to them. Through this survey, we have tried to understand the perspectives of youth about Job Portals and their requirements from the same. Are they satisfied with the currently available sources providing job, are they want any changes in the methods of availing jobs? We have collected 319 responses, taking the respondents through a series of questions that would help us understand the youth's perception towards the Job Portals. The data collected from the people has later been analyzed by us in order to understand it better and concise.

KEYWORDS:

Online Job Portals, E-Recruitment, Youth Perception, Placements, Awareness.

DECLARATION

We, the students of Faculty of Business Administration, hereby declare that the research project entitled "A study on the perception of Job Portalsamong youth of Ahmedabad city" is our original work submitted for the award of the BBA program. We declare that the work has not been submitted for any other degree, diploma, associateship or fellowship.

We further declare information collected from primary and secondary sources has been duly acknowledged for the research project. We shall be responsible for any plagiarism if noticed in the research project.

Date: _____

Place: Ahmedabad**Signature:** _____

ACKNOWLEDGEMENT

Foremost, we take the opportunity to offer endeavor to our God for the bestowed upon us, the insight, strength and good health.

We would like to express our gratitude to **Faculty of Business Administration** and **Dr. Shefali Dani** for providing us with all the help, encouragement and guidance to complete a research project.

We are highly indebted to **Prof. Minouti Jani** for their guidance and constant supervision as well as for providing all required information to enhance research and completing this endeavor.

Our appreciation and thanks also go to people who have willingly helped out with their abilities. Finally, we express gratitude to family for continuous personal support and encouragement.

APPROVAL

The following study is hereby approved as a creditable work on the subject carried out and presented in the manner, sufficiently satisfactory to warrant its acceptance as a perquisite towards the degree of Bachelor of planning for which it has been submitted.

It is to be understood that by this approval, the undersigned does not endorse or approve the statements made, opinions expressed or conclusion drawn therein, but approves the study only for purpose for which it has been submitted and satisfies him/her to the requirements laid down the academic program.

TOPIC: A STUDY ON PERCEPTION OF JOB PORTALSAMONG YOUTH OF AHMEDABAD CITY.

GROUP: 101-110

DATE: 3RD September, 2022

GUIDE:

Prof. Minouti Jani

Assistant Professor,

GLS University.

Dr. Shefali Dani

Director, GLS University.

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CHAPTER 1.
<u>INTRODUCTION</u>

BRIEF

A job portal is a website that facilitates the hiring process by bringing all the employers and job seekers for validating the required jobs. Prior to the development of the internet, newspaper and journal advertisements served as the primary means of hiring. Nowadays, job portal advertising is a crucial component of any hiring process.It is additionally known as career portal. It is a trendy moniker for an online job board that benefits both job seekers and companies in their search for the best prospects. A wide variety of jobs are available on career websites including Glass Door, Indeed, Naukri, Career jet, and Shine, which are employment portals. This innovative technical development lowered the transactional labor needed to complete the hiring procedure for once. However, these employment portals have contributed to a massive resume spam problem that recruiters deal with on a regular basis. The search for acceptable profiles among the sea of them grows hazy and less assertive. Unfortunately, the emphasis that job searchers place on salary negotiations makes it extremely difficult for recruiters to do their duties. Both recruiters and developers are attempting to shift the focus away from money and onto the duties and obligations associated with the job or role.

ACCESS TO CANDIDATES

Candidates can access the organization's job portals on universities' and commercial companies' websites. Direct job offers can be found on a job portal. These are websites that showcase career alternatives or provide advice on how to find work. Most job portals provide links that enable applicants to submit their applications instantly online.Candidates can also create a profile on job platforms by uploading their resumes. When a position becomes available, the employer may see the profile. The job search procedure has been streamlined. Timesjob.com is one of today's top job sites.

PORTALS AND THEIR AVAILIBILITIES

The majority of job portals allow applicants to create a free account that enables them to browse job listings posted by employers and submit their resumes for consideration by those firms. Employers list job vacancies on the employment portal, where job seekers can browse and apply for positions. Today we have plenty of job portals where recruiters and companies post their vacancies using recruitment software and candidates browse through the requirements, applying for the ones that meet their qualifications and suitability.

E-RECRUITMENT

E-recruitment, often known as online recruitment, describes how various organizations employ technology, the internet, or web-based technologies for their recruitment efforts. Technology has made it possible for businesses to find the most suitable and suitable fit by placing the advertising or job posts on social networking platforms and employment portals. These employment portals offer a forum for job seekers to look for positions across numerous businesses at once, as well as assistance to employers in identifying the most qualified candidates. hence closing the employment gap between employers and job seekers. These services go much beyond the capabilities of conventional recruitment techniques in terms of price and time savings.

IMPORTANCE OF JOB PORTALS

Through job search engines, job searchers can quickly contact a wide range of open positions depending on their stage. In addition, the majority of employment portals feature filters that let consumers slightly narrow their results. It is made simpler for job seekers to choose a certain occupation by this quality. Online job boards can also aid firms in accelerating the hiring process. Instead of manually scanning paper resumes, hiring managers or recruiters might just validate job applications online. As a result, job portals enable them to save effort and time. Using it effectively enables recruiters to locate the best candidate for their open position at a reasonable price. The most interesting prospects were easy for the unemployed to get thanks to Job Portal.

BENEFITS OF JOB PORTALS

Both the Central Government and State Government may publish the government jobs for the candidates looking for government jobs thanks to Job Portal Development Company for Government organizations. This makes it possible for applicants to learn about all the job requirements, including the number of openings, job description, and eligibility. Additionally, recruiters can locate competent applicants that are appropriate for open vacancies. Private companies may find it quite advantageous to develop job portal websites since it enables them to connect with eligible people for a comparatively low price. Having a job portal for your company allows you to advertise jobs in one location and employ eligible individuals directly from that location, saving you a ton of time. With this, you can find competent and enthusiastic individuals without switching to other sites. For coaching institutes, a job portal development company unites recruiters and candidates in one location. Candidates have the chance to select the finest position that fits their qualifications here. The possibility to identify qualified people who meet their standards in a few clicks is available to recruiters from leading firms.

NAUKRI.COM

Even though businesses are using the internet more frequently, research efficiency is still in its infancy. The post-Millennial and Millennial generations today are exceedingly picky. Several e-recruiting websites have emerged as crucial venues in the labor market, search patterns. Therefore, the goal of this research is to investigate the variables influencing job seekers' opinions of online hiring, particularly with regard to job portals like Naukri.com.One of the most well-known platforms for job searching in India is Naukri.com. It was founded in the year 1997. The portal is a well-known institution in its field and is run by Info Edge India Ltd. Since its inception, it has transformed the term of hiring, offering employers assistance with their application searches and, on the other hand, supporting job seekers in their endeavors. As of December 2016, there were 49.5 million job seekers registered on Naukri.com, and each day, 130,000 resumes are changed and around 11000 new resumes are added. Naukri.com has 51000 business clients who use its services for advertising, database access, and other purposes.

MONSTER INDIA

Monster India, which was founded in 2010, is another well-liked employment website for both employers and job seekers. It offers practical search filters to display appropriate job openings. Candidates who have registered on the portal can submit direct job applications. Job searchers can choose from a wide range of premium services. They contain advise on how to write a CV, how to showcase your profile, and how to get a job. For individuals who want to apply for employment while on the go, the website is both web-based and includes a mobile application. In addition to the standard features, Monster India provides a variety of resume services. The Xtreme Resume, for instance, may be useful if you are looking for work in a specific area. Additionally, they provide the Right Resume service, which provides tailored to your level. The third service called Career Booster, combines the Xtreme Resume and Right Resume services.

APNA

An Indian internet recruitment firm called Apna connects businesses with millions of blue-collar workers. Using this site, job seekers may create a profile that highlights their skills, training and experience, look for possibilities, contact the businesses directly to set up an interview, and be hired. It performs about 18 million job interviews every month on average and has over 16 million members and 150,000 employers. Employers can use it promote job openings, engage with candidates, set up interviews and hire new staff. Among the company's well-known customers are Byju's, Swiggy, Toppr, Flipkart, Whitehatjr, Amazon, Unacademy, BigBasket, Licious and others. It is also available as an IOS and Android app.

LINKEDIN

The largest professional network on the internet is called LinkedIn. LinkedIn can help you locate the ideal job or internship, establish and strengthen professional connections, and get the

knowledge you need to further your career. You can access LinkedIn via a desktop computer, a mobile device running the LinkedIn app, a mobile web browser, or the LinkedIn Lite android app. Through the use of your experience, abilities and education, a through LinkedIn profile can help you connect with prospects. LinkedIn also allows you to write articles, join groups, submit images and videos, and plan offline events.

INDEED

Indeed is an American global job listing website that was established in November, 2004. It is a separate division of Recruit Co. Ltd. of Japan, with offices all over the world in addition to its join headquarters in Austin, Texas and Stamford Connecticut. Its core operation is also an illustration of vertical search since it is a single topic search engine. Currently Indeed is accessible in 28 languages and in over 60 different countries. The busiest employment site in the US is Indeed.com, which surpassed Monster.com in October 2010. The website collects job postings from tens of thousands of websites, including career pages for businesses, staffing agencies, associations, and job boards. They make money by charging employers and companies hiring for premium resume and job posting tools. Indeed, started offering resume publishing and storage in 2011 and allowed job seekers to apply directly to positions on the Indeed website.

CHAPTER 2.

<u>LITERATURE REVIEW</u>

Reviews of Literature

2.1.(Seema Wadhavan, 2018)resulted that the study also sought to pinpoint significant age differences in how job candidates perceive themselves. It demonstrated a substantial variation in perceived usefulness, perceived ease of use, and extended services across different age groups of job seekers. This demonstrates that millennial job seekers are tech savvy and expect the job portal to be simple to use with little mental effort to be required in job search. It also works to build the perceptions to it by enabling them to become skilled in using it.

2.2.(Maharjan, Graduates Perception on Job search: A Critical Review, 2019)alludes that a general purpose information and communications technology (ICT) system's influence on accessing and spreading the information plays a significant role in the labor market for both employees and employers. Job searchers can use Job portals to help them locate positions that fit their needs and skill set. The purpose of a job portal is to connect as many job seekers as possible with open positions. Many people are not acquiring the correct jobs, in accordance with their need assessments and alternatives of work from various sources, because they are not aware of Job Portals. Numerous Job Portals, including apna.com, indeed.com, shine.com, linkedIn.com, have debuted in the market.

2.3.(Seethalakshmi, 2021) concluded that the Job Portals' customized offerings have greatly improved placement prospects and also present a wide range of alternatives. The younger generations are adaptable and make good use of free online resources. Online Job portals continue to be a secondary mode of placement despite the lower placement rates compared to other methods. Online Job Portals will soon increase the placement services and placement rates thanks to developments in data science, machine learning, and other data analysis tools. Online Job boards can still play a significant role in filling employment vacancies in human resources and helping job seekers find the finest positions.

2.4.(Anagha Prakash, 2019) stated that the criteria discovered suggest that job seekers who are recent grads believe employment portal websites to be user-friendly. Even a new user or someone without extensive utilizing these portals can use these websites are regarded as a convenient way to apply for jobs for recent graduates. We can also presume that the

information's quality encourages users of job portal websites to be recent graduates looking for employment.

2.5.(Karim, 2015) resulted that employers rarely respond to job applicants, which can leave them feeling let down. Therefore, finding a job online is becoming quite common, but any interested parties should work to eliminate any current limitations.

2.6.(Anita Venaik, 2018) stated that Tech-savvy millennials and post-millennials expect the job portal to be simple to use, requiring little mental effort on their part to conduct a job search. They also expect to be able to become a positive perception of it. Today's customer demand extra benefits, and the ability to offer extended services enables them to satisfy job seeker's needs.

2.7.(Rana, 2020) alludes that the younger generations, particularly university students, have a good attitude towards the recruitment process, modern firms cannot afford to not use Internet recruitment. Additionally, a lot of businesses promote their opportunities on job portals and many job seekers search for jobs online; as a result, employers have little choice but to adopt this approach if they want to hire better-quality human resources.

2.8.(Munjarin Rahman, 2020) stated that in order to enhance user experience, job platforms must regularly upgrade their services. The subjective norm of the job-site and its social reputation are also significant factors for job searchers and a market leader may value these factors when conducting businesses. Usability and trustworthiness are correlated with beta values of .180 and .175, respectively, which also denotes a favorable significant outcome with regard to behavioral intention. In light of this study, it can be concluded that content clarity and more job-related information are the main elements that improve usability of jobsites. Employment seekers plan to use constantly updated job sites. On the other hand, reliability is another crucial aspect that employers can emphasize.

2.9.(Divyanshu chauhan, 2013) concluded that these "value-added" services could be essential to the long-term sustainability of online recruitment companies as their number keeps growing. The difficulty is to move beyond the virtual value and demonstrate the worth of the initial encounter, even while e-Recruitment addresses the initial step of job hunting and applications. In conclusion, people will always be one of an organization's most valuable resources. The advantages outlined in the aforementioned study will increase hiring accuracy, decrease hiring lead-time and cost, and increase the organization's overall competitiveness in the market today.

2.10.(Hamed Azad Moghaddam, 2015)resulted that the study has managerial ramifications because it enables managers in human resource offices to select candidates from a talented and relevant application pool. The study, which is also focused on college graduates, is mentioned in the previous section. Graduate students are significant for organizational change because they bring new and current knowledge to organizations.

2.11.(Helena Kajanova, 2017)researched that Information availability, independent of time and location, is becoming more and more important as the need for flexibility and mobility grows, as does the speed at which information is being obtained and processed. Young people now use the Internet, mobile technologies, social media, and social networks on a daily basis. Both job candidates and personalists are aware of how important the Internet has become for a successful job hunt.

2.12.(Dr. M. Robinson, 2021) stated that for job hunters, it is a time- and money-saving tool. E-recruitment has a significant impact on businesses as well as job seekers who use this tool in the hiring process and job search. Some career portals also offer resume-building services, which job seekers may take advantage of. Because it influences future candidates' inclinations to pursue jobs with the company, it is crucial to provide particular recruiting information. The ability to decide proactively whether they are a cultural fit for the company and whether to apply are just a few of the reasons why job seekers use e-recruitment. Other benefits include reduced search costs, a safe system, and company brand experience.

2.13.(Naveed R. KHAN, 2013)concluded that the recruitment procedure is more effectively increased by using the internet. The study's findings supported the notion that the internet has become widely used by youth as a source for job technology and as a source of accepted information on the availability of jobs. Newspaper placement, however, is also a company investment at job portals and a well-liked source of hiring. On their career information on websites, companies may be able to close the gap in the long run. Because job searchers need to have the information, skills, and willingness to discover the advertisement quickly, placement of recruitment and being able to meet the advertisement also played a crucial role in the demand of capable workforce with role in online recruiting.

2.14.(B. Raghavendra, 2018) resulted that Electronic recruiting, or e-recruitment, is tremendously beneficial to many enterprises. This study's focus was on the components of electronic recruitment, contemporary trends in electronic recruitment, and advantages of electronic recruiting. It's been said that recruiting is more about finding the appropriate individual for the job than it is about hiring the best. E-recruitment has several advantages for both job seekers and employers, including cost savings, time savings, and rapidity, but it is not appropriate for every position and profile. It is a recent development in the hiring process. Many

small and large scale businesses have utilized the online hiring procedure. The technology, network, and internet are completely dependent on each other.

2.15.(Shuaib Ahmed, 2014) concluded that e-recruitment is popular with job seekers, and that popularity is growing as the internet continues to establish itself as a trusted and practical platform for a variety of transactions. The aforementioned findings support the literature review's conclusion that these factors played a significant role in the rise of electronic recruitment over conventional approaches. The study's findings suggest that every factor driving people to look for jobs online has a favorable link with e-recruitment. Since the results also show that cost-saving is a strong motivator for online job seekers, it is clear that this method of hiring will become increasingly prevalent in the near future.

Research Gap Analysis:

A job portal, often referred to as a career portal, is the current term for an online job board that assists both job seekers in finding employment and businesses in their search for qualified employees. Job portals on career websites like Monster, Indeed, and SimplyHired offer a wide variety of employment in a huge variety of professions. On their websites, universities, charity organizations, government agencies, and commercial companies may have access to their own job portals.

Although the study was solely restricted to one of India's top recruitment job portals, it would not be proper to generalize the findings. Regarding the client base, it only represented the viewpoint of job seekers and overlooked the services offered to recruiters. Although the sample size is enough, it must be expanded to include additional management students from various Universities in order to have a precise picture of how students are seen. Even the study's geographic scope may span multiple states. With the comparative analysis of several job portals, locations, and for some particular functional area, more research on the perception of job seekers can be conducted.

CHAPTER 3.

<u>RESEARCH METHODOLOGY</u>

Introduction:

Research methodology is the systematic and theoretical evaluation of the research procedures used. It includes the theories, guidelines, and planning frameworks used to carry out a research investigation. It offers a structure for conducting the study and helps the researcher to assess and critically examine the findings.

Research Design:

A research design is a strategy or road map for carrying out a study. It describes the approach and procedures that will be used to gather and examine the data and respond to the research questions. Research design takes into account a variety of factors, including the type of study (qualitative, quantitative, mixed methods, etc.), the method of study (experimental, observational, etc.), the sampling strategy, the means for gathering data, and the strategies for data analysis. The research design is an essential part of the research process because it makes sure the study is legitimate from an ethical and scientific standpoint and can produce results that are significant.

Types of Research Design:

The nature of the research study to be done vary with the type of research study. Therefore, while conducting exploratory, descriptive, or testing hypothesis research studies, various types of research design are applied.

1. Exploratory Research Design: An exploratory research design is a style of research design used to get a first understanding of a condition or problem. It is employed when the researcher is unable to grasp the issue at hand or only has a basic understanding of the topic at hand. Exploratory research frequently entails the gathering of qualitative data using techniques like focus groups, interviews, or observation. Instead of testing particular hypotheses or coming to firm conclusions, exploratory research aims to gather basic data and spark fresh concepts. A larger research project will often start with this

kind of research design, which will then be followed by more focused and organized research designs.

2. Descriptive Research Design: The goal of descriptive research design is to describe the features of a population or phenomenon by gathering and evaluating data. Instead of testing certain hypotheses or coming to any firm conclusions, the objective of descriptive research is to present a thorough and accurate picture of the topic under study. It is common practice to employ descriptive research to collect baseline data or to better comprehend a complex subject.

3. Diagnostic Research Design: A form of research design called a diagnostic research design is used to pinpoint a problem's root cause or to diagnose a specific condition. In order to discover viable remedies, diagnostic research aims to ascertain the underlying causes of a given problem or occurrence. Data for diagnostic research are frequently gathered using a variety of techniques, such as surveys, case studies, and experimental designs.

4. Experimental Research Design: A sort of research design known as an experimental research design involves manipulating an independent variable to see how it affects a dependent variable. The purpose of experimental research is to identify the causes and effects of various variables. This kind of study methodology is frequently employed in the social sciences, medicine, and psychology.

Selected Research Design:

Descriptive research design was chosen as the study type because it involves setting goals, gathering data from the sample, analyzing it, and drawing conclusions from it. The best kind of research to examine, conduct, and achieve the goal of the study is this kind.

Sample Design:

The method of choosing a subset of a population to take part in a research project is known as sample design. Because it is frequently not viable or practical to research the entire population, this procedure is required. The researcher can extrapolate the findings of the study to the greater population by choosing a representative sample. Sample designs come in a variety of forms, such as cluster sampling, stratified sampling, and random sampling. The objectives of the research study and the characteristics of the population under study will determine the sample design to be used. It is crucial to select a sample design that is suitable for the investigation and will yield accurate and trustworthy results.

Sample Technique:

The term "sample technique" describes the process used to choose research study participants from the target population. The representativeness and generalizability of the study's findings can be affected by the sample technique, which is a crucial component of the sample design.

1. Probability Sampling: With probability sampling, there is a known, non-zero chance that each member of the population will be chosen for the sample. Simple random sampling, stratified sampling, and cluster sampling are the three most used types of probability sampling. A random procedure is used to pick the sample in probability sampling, which helps to ensure that the sample is representative of the population and that the results may be extrapolated to the entire population.

2. Non Probability Sampling: On the other hand, non-probability sampling is a technique where the participants are not chosen by a random procedure. Convenience sampling, purposeful sampling, and quota sampling are the three most popular types of non-probability sampling. Non-probability sampling frequently selects the sample based on participants' availabilities or willingness to participate, which can lead to a biased sample. Non-probability samples are not typical of the population; hence it is impossible to extrapolate the study's findings to the entire population.

As a fixed set of questions were put to a well-defined and small group of respondents for the purpose of this study, we employed Non-Probability random sampling to gather replies.

Sample Size:

The number of participants chosen from the target population for a research project is referred to as the sample size. The representativeness and generalizability of the study's findings can be affected by the sample size, which is a crucial component of sample design.

The size of the sample is a crucial component of the overall study since it helps us understand the respondents—the study's main source of power—better.

The right sample size can produce reliable results. 319 respondents from the Ahmedabad region make up the sample size for our study, thus that number serves as our sample size. Due to the limited sample size used to analyze the subject, there may be a tiny amount of data inaccuracy, which is further discussed in the research.

Data Sources:

1. Primary Data: Primary data is information that is gathered specifically for a goal or research effort from first-hand sources. This information is unique and has never been published or made available before. Surveys, interviews, focus groups, and observations made by the researcher are a few examples of primary data.

2. Secondary Data: Data that has been gathered and recorded by a party other than the one currently using it is referred to as secondary data. Sources for this information include

government documents, market research studies, books, journals, and online databases. When compared to gathering fresh primary data, secondary data can be more time and resource efficient, but it may also be less accurate or out of date.

Data Collection:

Data collection describes the systematic process of acquiring and analyzing information on relevant factors in order to answer specific research questions, test hypotheses, and assess results. Numerous techniques, including surveys, interviews, observation, and experimentation, can be used to collect data. The kind of information gathered will depend on the study issue and methods selected to address it. Accurate and trustworthy data must be collected in order to draw meaningful conclusions about the population of interest.

For the purpose of gathering primary data, a survey method was used, in which closed-ended questions were posed. Using survey methodologies, information was gathered from 319 respondents, including a mix of undergraduate, postgraduate, professional, business, and services students from Ahmedabad.

Research Objectives:

The explicit, quantifiable, and time-bound aims that a research project is intended to accomplish are known as research objectives. They are the actions a researcher takes to address the issue they are attempting to solve and respond to the research question. In order to give direction for the study and guarantee that the project stays on track, research objectives should be precise, succinct, and well-defined. Given the project's resources and limits, objectives should also be realistic. In general, research objectives serve as a guide for the research procedure, assisting the researcher in maintaining focus and producing significant results for their field of study.

Through this research we like to achieve the following objectives:

1. To understand the perspective of youth towards Job portals.

2. To analyze the shift towards new age job finding methods in recent years.

3. To find the level of awareness about online job portal.

4. To understand the outlook of employees/ job seekers while uploading resumes on job portals.

Scope of the Study:

Because there were few responders and the study was only conducted in Ahmedabad, by resolving the restrictions of this study, the study can also be expanded to other regions with more respondents.

Limitations of the Study:

A research study's limitations are anything that prevents the researcher from carrying out the study fully or from drawing accurate and trustworthy conclusions from the data gathered.

Because the current study is limited to Ahmedabad City, the results cannot be generalized.

Research instrument:

A research instrument is a device that researchers use to collect information. There are many different types of research tools, including surveys, questionnaires, tests, and schedules for participant observation. The study question, the target population, and the research methodology all influence the choice of research instrument. Study tools ought to be dependable, valid, and suited to the population and research subject under investigation. The consistency of the outcomes produced by the instrument is referred to as reliability. The accuracy of the results in measuring what they are intended to measure is referred to as validity. The validity and reliability of the research findings can be increased with the use of a well-designed research instrument.

The following tools were used to analyze and interpret the data: Bar graphs,pie charts, t-test, ANOVA test and chi-square test.
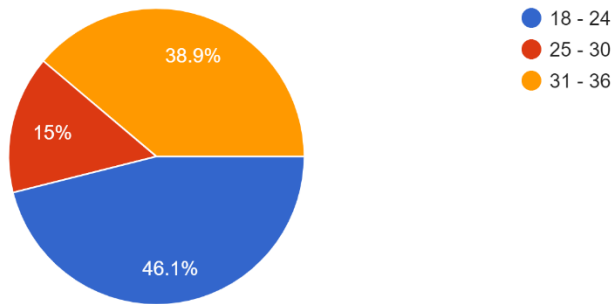
CHAPTER 4.

<u>Data Interpretation and Research Analysis</u>

Total number of responses collected = **319**

DEMOGRAPHIC ANALYSIS

1.

Age
319 responses

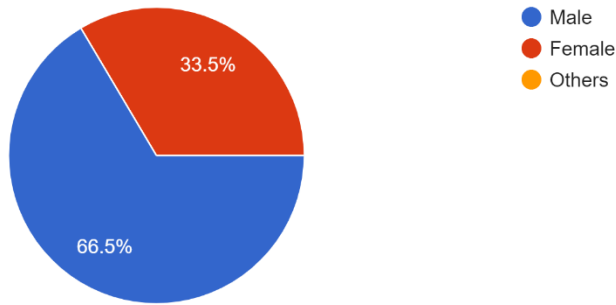
AGE GROUP	FREQUENCY	PERCENTAGE
18 – 24	147	46.1%
25 – 30	48	15%
31 – 36	124	38.9%

The above pie chart shows that 147 respondents lie between the age group of 18 – 24, whereas 48 respondents lie between the age group of 25 – 30 and 124 respondents lie between the age group of 31 – 36.

2.

Gender

319 responses

GENDER	FREQUENCY	PERCENTAGE
Male	212	66.5%
Female	107	33.5%
Others	0	0%

The above pie chart shows that 212 respondents are **male** whereas 107 respondents are **female**.

3.

Education qualification

319 responses
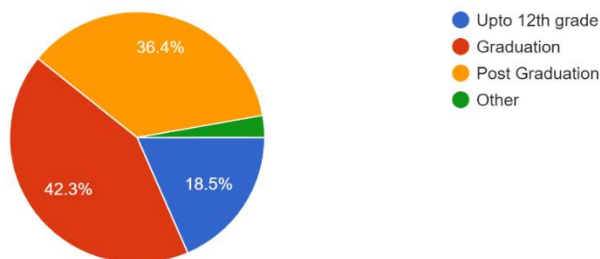
EDUCATIONAL QUALIFICATION	FREQUENCY	PERCENTAGE
Up to 12th Grade	59	18.5%
Graduation	135	42.3%
Post-Graduation	116	36.4%
Other	9	2.8%

The above pie chart shows that educational qualification of 59 respondents is up to 12th grade, whereas that of 135 students is graduation, 116 is post-graduation and 9 is other.

4.

Occupation
319 responses
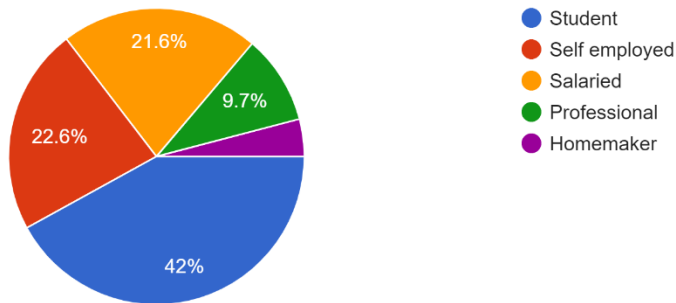
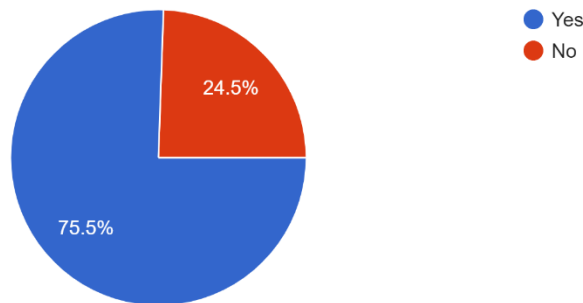| OCCUPATION	FREQUENCY	PERCENTAGE
Student	134	42%
Self Employed	72	22.6%
Salaried	69	21.6%
Professional	31	9.7%
Homemaker	13	4.1%

The above pie chart shows that 134 respondents are students, 72 are self-employed, 69 are salaried person, 31 are professionals, whereas 13 are homemakers.

QUESTION ANALYSIS

5.

Have you ever been employed earning wages or salary, either full-time or part-time, including
Self-employment?

319 responses

RESPONSE	FREQUENCY	PERCENTAGE
Yes	241	75.5%
No	78	24.5%

The above pie chart shows that 241 respondents are employed in some or the other way while 78
respondents are not employed.

6.

How did you find your current job?

319 responses
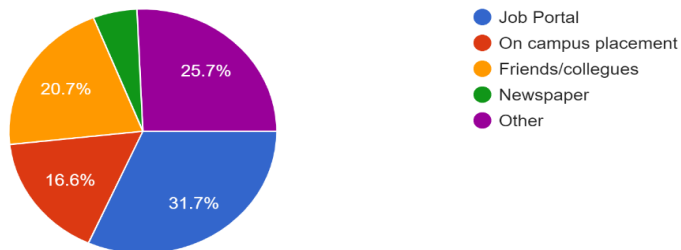
SOURCES	FREQUENCY	PERCENTAGE
Job Portal	101	31.7%
On Campus Placement	53	16.6%
Friends/ colleagues	66	20.7%
Newspaper	17	5.3%
Other	82	25.7%

The above pie chart shows that majority of respondents i.e., 101 are employed through Job Portals, whereas 53 are placed through on campus placements, 66 are employed through the reference of friends/ colleagues, 17 found their jobs through newspaper advertisements and 82 are employed through other sources.

7.

Rate on the scale of 1 to 5, the usage of below mentioned Job Portals (1 being the least used and 5 being the most used)
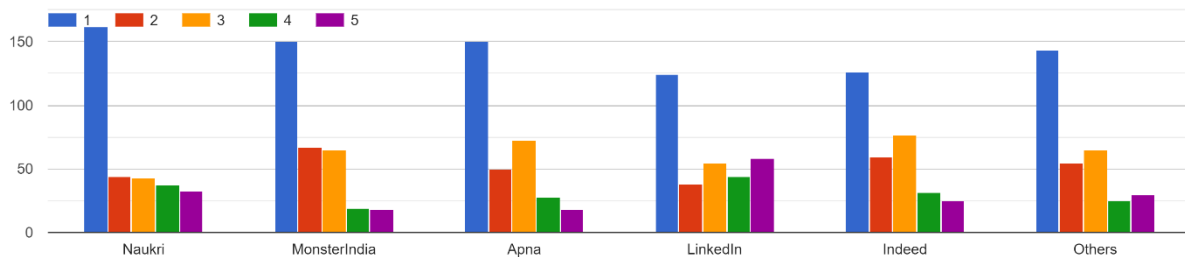
JOB PORTALS	RANK – FREQUENCY
Naukri	1 – 162 2 – 44 3 – 43 4 – 37 5 – 33
Monster India	1 - 150 2 - 67 3 - 65 4 - 19 5 – 18
Apna	1 - 150 2 - 50

		3 - 73
		4 - 28
		5 – 18
LinkedIn		1 - 124
		2 - 38
		3 - 55
		4 - 44
		5 – 58
Indeed		1 - 126
		2 - 59
		3 - 77
		4 - 32
		5 – 25
Others		1 - 144
		2 - 55
		3 - 65
		4 - 25
		5 - 30

The above bar graph shows the ratings given by respondents on the scale of 1 to 5 determining the usage of job portals.The data concludes that the usage of LinkedIn as a job portal is more than other job portals.

- We conducted ANOVA test on "the usage of different job portals".

NULL HYPOTHESIS **Ho :** There is no significant difference in the usage of different job portals among respondents.
ALTERNATE HYPOTHESIS **Ha :** Atleast two groups of mean are having a significant difference.

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Naukri	319	692	2.169278997	2.015279667
MonsterIndia	319	645	2.021943574	1.424045267
Apna	319	671	2.103448276	1.552157883
LinkedIn	319	831	2.605015674	2.390666588
Indeed	319	728	2.282131661	1.66857909
Others	319	699	2.191222571	1.784073658

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	66.30094	5	13.26018809	7.343108568	7.92E-07	2.218787
Within Groups	3445.4671	1908	1.805800359			
Total	3511.768	1913				

CONCLUSION: There is no significant difference in the mean of different job portals. So, we accept the null hypothesis. Therefore, there is no significant difference in the usage of different job portals among respondents.

8.

What methods do you rely on to distribute your resume or vitae to potential employers?
319 responses
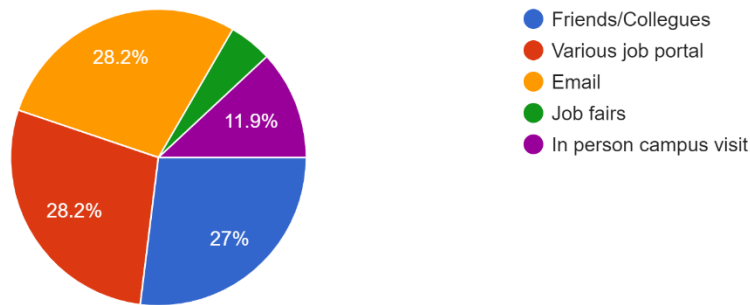
METHODS to distribute resume	FREQUENCY	PERCENTAGE
Friends/ Colleagues	86	27%
Various Job Portals	90	28.2%
Email	90	28.2%
Job Fairs	15	4.7%
In person campus visit	38	11.9%

The above pie chart shows that 86 respondents distribute their resume to potential employers through friends/ colleagues, 90 respondents upload their resume on various job portals, 90 respondents share their resume through email, 15 respondents distribute resume at job fairs, whereas 38 respondents share their resume at in person campus visits.

9.

Indicate your view on the below benefits of Job Portal. (Ranges from Strongly agree to Strongly disagree)
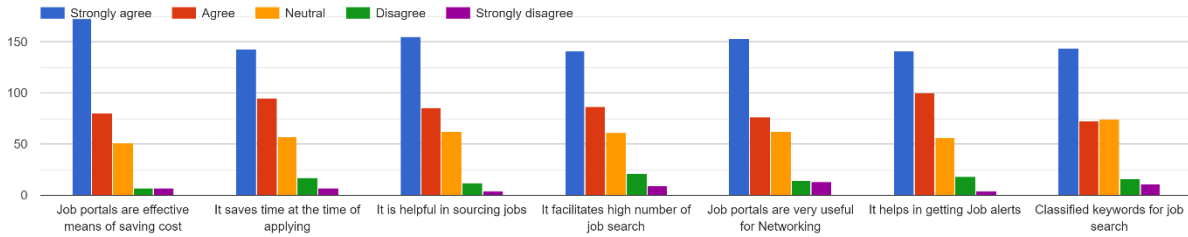
BENEFITS of JOB PORTAL	VIEW – FREQUENCY
Job portals are effectivemeans of saving cost	Strongly agree - 173 Agree - 81 Neutral - 51 Disagree - 7 Strongly disagree –7
It saves time at the time ofapplying	Strongly agree - 143 Agree - 95 Neutral - 57 Disagree - 17 Strongly disagree - 7
It is helpful in sourcing jobs	Strongly agree - 155 Agree - 86 Neutral - 62 Disagree - 12 Strongly disagree – 4
It facilitates high number ofjob search	Strongly agree - 141 Agree - 87 Neutral - 61 Disagree - 21 Strongly disagree – 9
Job portals are very usefulfor Networking	Strongly agree - 153 Agree - 77 Neutral - 62 Disagree - 14 Strongly disagree – 13
It helps in getting Job alerts	Strongly agree - 141 Agree - 100 Neutral - 56 Disagree - 18 Strongly disagree – 4
Classified keywords for jobsearch	Strongly agree - 144 Agree - 73 Neutral - 75 Disagree - 16 Strongly disagree - 11

The above bar graph indicates the views of respondents (ranging from strongly agree to strongly disagree) regarding benefits of using Job Portals.

- We conducted ANOVA test on "benefits of using job portals".

NULL HYPOTHESIS **Ho :** There is no significant difference in the views on different benefits of using job portals.						
ALTERNATE HYPOTHESIS **Ha :** Atleast two groups of mean are having a significant difference.						
Anova: Single Factor						
SUMMARY						
Groups	*Count*	*Sum*	*Average*	*Variance*		
Job portals are effective means of saving cost	319	551	1.7272727	0.915952		
It saves time at the time of applying	319	607	1.9028213	1.0314071		
It is helpful in sourcing jobs	319	581	1.8213166	0.9145127		
It facilitates high number of job search	319	627	1.9655172	1.1528953		
Job portals are very useful for Networking	319	614	1.9247649	1.2144477		
It helps in getting Job alerts	319	601	1.8840125	0.9456241		
Classified keywords for job search	319	634	1.9874608	1.2011001		
ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	15.2378	6	2.5396328	2.4101921	0.02521	2.102651
Within Groups	2345.549	2226	1.0537056			
Total	2360.786	2232				

CONCLUSION: There is no significant difference in the mean of different benefits of using job portals. So, we accept the null hypothesis. Therefore, there is no significant difference in the respondent's views on different benefits of using job portals.

10.

Indicate your view on the below challenges of Job Portal. (Ranges from Strongly agree to Strongly disagree)

CHALLANGES of JOB PORTAL	VIEW – FREQUENCY
Jobs are usually outdatedin Job portals	Strongly agree - 166 Agree - 72 Neutral - 51 Disagree - 19 Strongly disagree – 11
Reliability of employer isvery low	Strongly agree - 135 Agree - 106 Neutral - 49 Disagree - 20 Strongly disagree – 9
Response by employer tojob seekers are often verypoor	Strongly agree - 144 Agree - 84 Neutral - 52 Disagree - 29 Strongly disagree – 10
Searching/matching job indatabase is difficult	Strongly agree - 137 Agree - 83 Neutral - 53 Disagree - 37 Strongly disagree – 9
They have no screening/reviewing option	Strongly agree - 143 Agree - 81 Neutral - 50 Disagree - 30 Strongly disagree – 15
Job portal are ineffectivefor high level positions	Strongly agree - 148 Agree - 82 Neutral - 55 Disagree - 20 Strongly disagree – 14
It is often time consumingbecause of high volume ofapplicants	Strongly agree - 162 Agree - 77 Neutral - 46 Disagree - 21 Strongly disagree – 13

The above bar graph indicates the views of respondents (ranging from strongly agree to strongly disagree) regarding challenges faced in using Job Portals.

- We conducted ANOVA test on "challenges of using job portals".

|						
NULL HYPOTHESIS **Ho :** There is no significant difference in the views on different challenges faced while using job portals.						
ALTERNATE HYPOTHESIS **Ha :** Atleast two groups of mean are having a significant difference.						
Anova: Single Factor						
SUMMARY						
Groups	*Count*	*Sum*	*Average*	*Variance*		
Jobs are usually outdated in Job portals	319	594	1.862069	1.21361961		
Reliability of employer is very low	319	619	1.9404389	1.08134698		
Response by employer to job seekers are often very poor	319	634	1.9874608	1.26399322		
Searching/matching job in database is difficult	319	655	2.0532915	1.31476114		
They have no screening/reviewing option	319	650	2.0376176	1.4073855		
Job portal are ineffective for high level positions	319	627	1.9655172	1.28497072		
It is often time consuming because of high volume of applicants	319	603	1.8902821	1.27408766		
ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	9.667712	6	1.6112853	1.27588083	0.264961	2.102651
Within Groups	2811.172	2226	1.2628807			
Total	2820.84	2232				

CONCLUSION: There is no significant difference in the mean of different challenges faced while using job portals. So, we accept the null hypothesis. Therefore, there is no significant difference in the respondent's views on different challenges faced while using job portals.

11.

Does your organisation/you use job portals for recruitment
319 responses
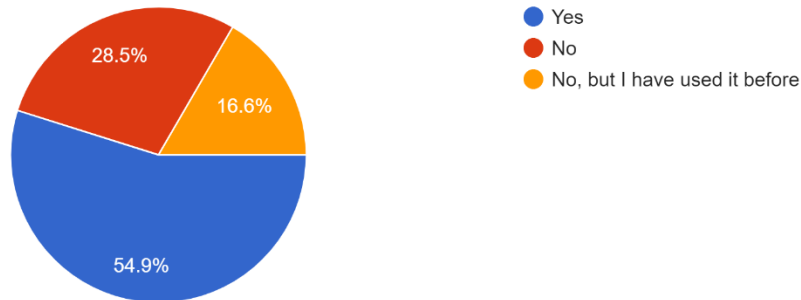
RESPONSE	FREQUENCY	PERCENTAGE
Yes	175	54.9%
No	91	28.5%
No, but I have used it before	53	16.6%

The above pie chart shows that as per 175 respondents their organisation use job portals for recruitment while according to 91 respondents their organisation does not use job portals for recruitment.

- We conducted t-test between "gender and use of job portals for recruitment by their organization".

NULL HYPOTHESIS **Ho :** There is no significant difference in the variability of two groups i.e. use of job portals for recruitment according to male and female respondents.
ALTERNATE HYPOTHESIS **Ha :** There is significant difference (equal variance not assumed)

t-Test: Two-Sample Assuming Equal Variances

	Male	Female
Mean	1.5613208	1.728972
Variance	0.5507243	0.5956621
Observations	212	107
Pooled Variance	0.5657508	
Hypothesized Mean Difference	0	
df	317	
t Stat	-1.87957	
P(T<=t) one-tail	0.0305419	
t Critical one-tail	1.6496746	
P(T<=t) two-tail	0.0610838	
t Critical two-tail	1.9674757	

CONCLUSION: Here, P>0.05 i.e., P=0.061. Therefore, on an average there is no significant difference in the use of job portals among male and female respondents.

12.

Do you think Job portal has made you more aware about future career opportunities?
319 responses

- Yes
- No
- Maybe
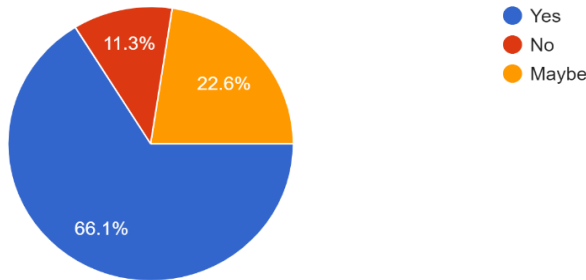
RESPONSE	FREQUENCY	PERCENTAGE
Yes	211	66.1%
No	36	11.3%
Maybe	72	22.6%

The above pie chart shows that 211 respondents believe that job portals has made them aware about future career opportunities, whereas 36 respondents do not believe in the same and 72 respondents are unsure about this.

- We conducted t-test between "gender and the belief that Job portal has made people more aware about future career opportunities".

NULL HYPOTHESIS **Ho :** There is no significant difference in the variability of two groups.				
ALTERNATE HYPOTHESIS **Ha :** There is significant difference.				
t-Test: Two-Sample Assuming Equal Variances				
		Male	*Female*	
Mean		1.495283	1.7009346	
Variance		0.6397881	0.7965086	
Observations		212	107	
Pooled Variance		0.692193		
Hypothesized Mean Difference		0		
df		317		
t Stat		-2.0844087		
P(T<=t) one-tail		0.0189616		
t Critical one-tail		1.6496746		
P(T<=t) two-tail		0.0379232		
t Critical two-tail		1.9674757		

CONCLUSION: Here, P<0.05 i.e., P=0.038. Therefore, on an average there is a significant difference in the awareness about future career opportunities because of the usage of job portals by male and female respondents.

13.

Do you think job portals are good substitute against conventional methods for searching jobs ?
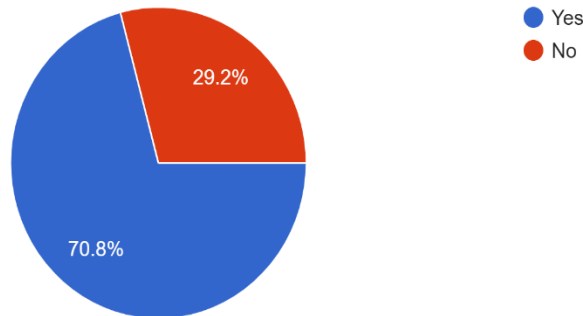319 responses
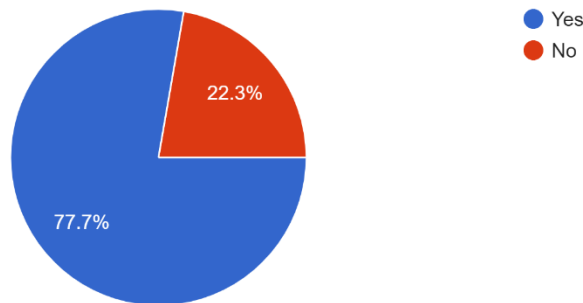
RESPONSE	FREQUENCY	PERCENTAGE
Yes	248	77.7%
No	71	22.3%

The above pie chart shows that 248 respondents believe that job portals are good substitute against conventional methods for searching jobs whereas 71 respondents do not believe in the same.

14.

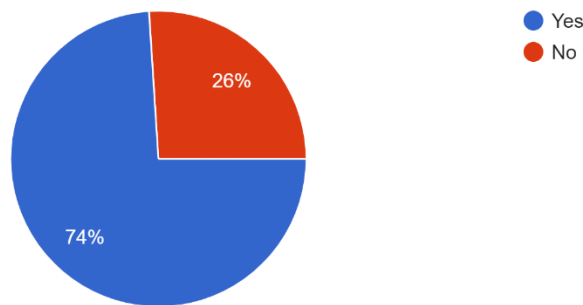Do you think Job portals are secured to protect your privacy?

319 responses

RESPONSE	FREQUENCY	PERCENTAGE
Yes	226	70.8%
No	93	29.2%

According to the above pie chart 226 respondents think that job portals are secured to protect their privacy, whereas 93 respondents do not think the same way.

15.

Have your usage of job portals increased post COVID?

319 responses

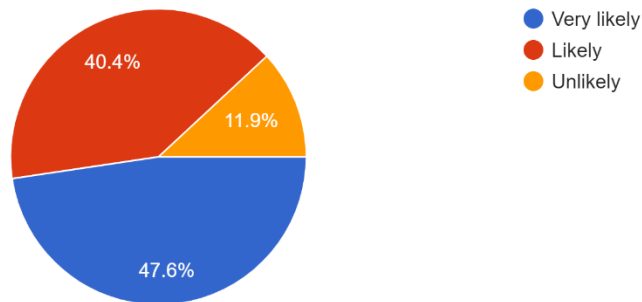| RESPONSE	FREQUENCY	PERCENTAGE
Yes	236	74%

No	83	26%

The above pie chart indicates that 236 respondents have increased their usage of job portals post COVID while 83 respondents have not increased their usage post COVID.

16.

What do you feel about your chances of getting placed in companies through job portals?
319 responses

RESPONSE	FREQUENCY	PERCENTAGE
Very Likely	152	47.6%
Likely	129	40.4%
Unlikely	38	11.9%

The above pie chart presents the feeling of respondents regarding chances of getting placed in companies through job portals. 152 respondents are very likely to believe in the chances, whereas 129 are likely and 38 are unlikely to believe in the chances.

- We conducted t-test between "gender and their chances of getting placed in companies through job portals".

NULL HYPOTHESIS **Ho :** There is no significant difference in the variability of two groups.				
ALTERNATE HYPOTHESIS **Ha :** There is significant difference (equal variance not assumed)				
t-Test: Two-Sample Assuming Equal Variances				
		Male	*Female*	
Mean		1.58962264	1.7476636	
Variance		0.45164535	0.4923294	
Observations		212	107	
Pooled Variance		0.46524948		
Hypothesized Mean Difference		0		
df		317		
t Stat		-1.95384924		
P(T<=t) one-tail		0.02579911		
t Critical one-tail		1.64967463		
P(T<=t) two-tail		0.05159822		
t Critical two-tail		1.96747566		

CONCLUSION: Here, P>0.05 i.e., P=0.052. Therefore, on an average there is no significant difference in the chances of male and female respondents to get placed in companies through job portals.

17.

As a job seeker, how frequently do you receive email alerts of new job openings from job portals?
319 responses
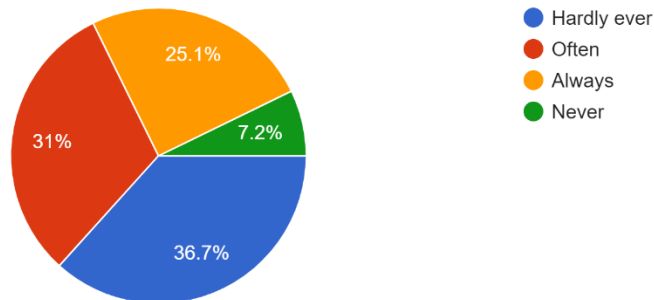
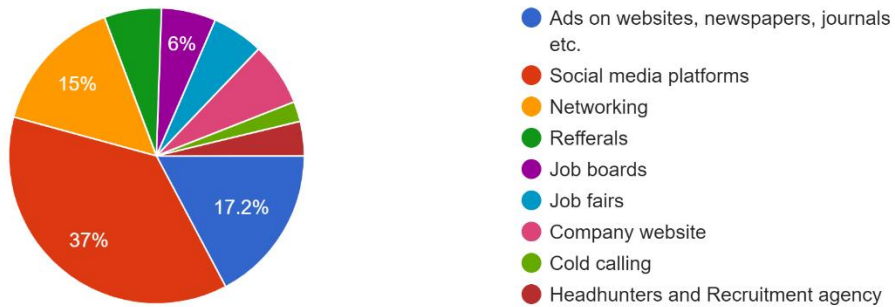| RESPONSE	FREQUENCY	PERCENTAGE
Hardly Ever	117	36.7%
Often	99	31%
Always	80	25.1%

Never	23	7.2%

The above pie chart indicates the frequency of receiving email alerts of new job openings from job portals. The data concludes that the majority of respondents hardly receive any email alerts of new job openings from job portals.

18.

Which other job searching conventional methods do you use as a complement to the job portals?
319 responses

● Ads on websites, newspapers, journals etc.
● Social media platforms
● Networking
● Refferals
● Job boards
● Job fairs
● Company website
● Cold calling
● Headhunters and Recruitment agency

CONVENTIONAL METHODS	FREQUENCY	PERCENTAGE
Ads on websites, newspapers, journalsetc.	55	17.2%
Social Media Platforms	118	37%
Networking	48	15%
Referrals	20	6.3%
Job Boards	19	6%

Job Fairs	18	5.6%
Company Website	22	6.9%
Cold Calling	7	2.2%
Head-hunters and Recruitment agency	12	3.8%

The above pie chart represents the usage of other job searching conventional methods which are used as a complement to the job portals. We can observe that Social Media platforms are used majorly in complementary to job portals.

- We conducted Chi-Square test between "gender and other job searching conventional methods used by them".

NULL HYPOTHESIS **Ho :** There is no significant difference between job searching conventional methods used by male and female respondents.
ALTERNATE HYPOTHESIS **Ha :** There is significant difference.

OBSERVED VALUE (O)

Row Labels	Ads on websites,	Cold calling	Company website	Headhunters	Job boards	Job fairs	Networking	Refferals	Social me	Grand Total
Female	17	3	9	4	7	5	18	6	38	107
Male	38	4	13	8	12	13	30	14	80	212
Grand Total	55	7	22	12	19	18	48	20	118	319

EXPECTED VALUE (E) = ROW TOTAL * COLUMN TOTAL / GRAND TOTAL

Row Labels	Ads on websites,	Cold calling	Company website	Headhunters	Job boards	Job fairs	Networking	Refferals	Social media platforms
Female	18.44827586	2.347962382	7.379310345	4.02507837	6.37304075	6.037617555	16.10031348	6.70846395	39.57994
Male	36.55172414	4.652037618	14.62068966	7.97492163	12.6269592	11.96238245	31.89968652	13.2915361	78.42006

(O-E)^2/E

Row Labels	Ads on websites,	Cold calling	Company website	Headhunters	Job boards	Job fairs	Networking	Refferals	Social media platforms
Female	0.113696423	0.181073197	0.355945859	0.000156252	0.06167823	0.178323682	0.224145255	0.07481909	0.063067
Male	0.057384515	0.091390717	0.179651919	7.88628E-05	0.03113005	0.09000299	0.113129917	0.03776247	0.031831

X^2 = ∑((O-E)^2/E)	1.8853	
df (degree of freedom) = (no. of rows - 1) * (no. of columns - 1)	8	
P-value	0.9843	

CONCLUSION: Here, P>0.05 i.e., P=0.98. Therefore, on an average there is no significant difference in use of job searching conventional methods among male and female respondents.

CHAPTER 5.

FINDINGS AND CONCLUSION

1. FINDINGS OF THE STUDY

An online survey was conducted through a structured questionnaire and in total we collected 319 responses.

From the total respondents of 319 there were 66.5% male respondents and 35.5% female respondents.

From the total respondents of 319, the majority of the respondents were from the age group 18 - 24 years i.e. 46.1%.

31.7% of the total respondents confirmed that they prefer job portals over other conventional methods to find the job.

There is no significant difference in the usage of different job portals among respondents.

There is no significant difference in the respondent's views on different benefits of using job portals.

There is no significant difference in the respondent's views on different challenges faced while using job portals.

On an average there is no significant difference in the use of job portals among male and female respondents.

On an average there is a significant difference in the awareness about future career opportunities because of the usage of job portals by male and female respondents.

On an average there is no significant difference in the chances of male and female respondents to get placed in companies through job portals.

On an average there is no significant difference in use of job searching conventional methods among male and female respondents.

2. CONCLUSION

The purpose of this study was to determine the preferences of young people in Ahmedabad on their perception of job portals, as well as the ease of job availability and level of awareness among young people.

According to our research, 31.7% of young people between the ages of 18 and 36 who are presently employed used job portals to find employment.
Although, there is awareness and usage of online job portals, it is observed that responding to News Paper Advertisements, References by friends/relatives are believed to have higher chances of placement than online portals. The job opportunities and placement through portals are much lesser compared to the very high enrolments.

The study also sought to pinpoint significant age differences in how job candidates perceive themselves.

It demonstrated a substantial variation in perceived usefulness, perceived ease of use, and extended services across different age groups of job seekers.This demonstrates that young job seekers are tech savvy and anticipate that the job portal will be simple to use, requiring little mental effort on their part to conduct a job search. It also helps to shape their perception of the portal by enabling them to become proficient users.

Customers today expect more benefits, and the ability to offer extended services helps businesses satisfy this demand.They have access to emails about recent job openings, which speeds up the job search and application process.

Thus, the study offers perceptions of job seekers that job portals should take into account when operating.

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SUGGESTIONS

Make Job advertising that are beautiful and clear.

Boost the source of candidates.

Construct Talent Pipelines.

Increase the effectiveness of your hiring.
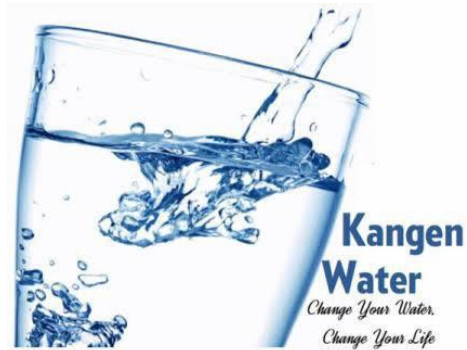
Effective candidate evaluation.

Enhancing the application process.

QUESTIONNAIRE

A Research Project

On

Kangen Water "A way to Healthy life" - The study on perception of youth in Ahmedabad City

Kangen Water
Change Your Water,
Change Your Life

Guided by: Dr. Neha Mishra

Submitted to:

Faculty of Business Administration, GLS University

Submitted by:

Roll No: 211 – 220

Semester 6

On

Feb 2023

Dr. Shefali Dani
Dean

Shri Sudhir Nanavati
President

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CERTIFICATE

This is to certify that the report submitted by the under mentioned students of our eminent
institute is in partial fulfillment of the requirement for the completion of *"Project Report"*
at the **Third Year B.B.A.** for the academic Year 20_20_ - 20_23_

Title of the Project _Kangen water "A water to healthy way of life"_

Signature

Signature

S. Dani
(Dr. Shefali Dani)
Dean

GLS CAMPUS
AHMEDABAD

(Prof. In-charge)

	Name of the students in a group	Batch	Roll Nos.	Enrollment No.
1	Patel Kaushal	2020-23	211	202000123010215
2	Patel Krupal	2020-23	212	202000123010217
3	Patel Raj	2020-23	213	202000123010225
4	Patel Siya	2020-23	214	202000123010230
5	Patel Tirth	2020-23	215	202000123010234
6	Patel Utsav	2020-23	216	202000123010235
7	Patel Yash	2020-23	217	202000123010240
8	Patil Digna	2020-23	218	202000123010245
9	Pokar Mukund	2020-23	219	202000123010249
10	Purohit Surbhi	2020-23	220	202000123010255
11				
12				

1000 - 2022-23

GROUP MEMBERS

Roll No	Name
211	Patel kaushal
212	Patel krupal
213	Patel raj
214	Patel siya
215	Patel tirth
216	Patel utsav
217	Patel yash
218	Patil digna
219	Pokar mukund
220	Purohit surbhi

DECLARATION

We, the students of GLS Faculty of Business Administration, hereby declare that the research project entitled "**Kangen Water "A way to Healthy life" - The study on perception of youth in Ahmedabad City**" is our original work submitted for the award of the BBA program. We declare that the work has not been submitted for any other degree, diploma, associateship or fellowship.

We further declare that the information collected from primary & secondary sources have been duly acknowledged in the research project. We shall be responsible for any plagiarism if noticed in the research project.

Date:_____

Signature: _____

Place: Ahmedabad

i

ACKNOWLEDGEMENT

EXECUTIVE SUMMARY

As part of understanding water ionizers it's helpful to know a little of its history. Many accounts of alkaline water benefits start in Japan in the Twentieth Century. There is some evidence, however, that an understanding and use of alkaline ionized water started much earlier than this.

It is said that religious teachers in India recommended storing water and drinking water from copper vessels. This was said to make the water ionic while also killing bacteria. This teaching goes back thousands of years. You can still buy copper cups from Asia. However, when the copper is mixed with other metals, as is usually the case with the ones you can buy online, the benefits will be greatly reduced or negated.

Hippocrates, called the Father of Medicine, observed that people frequently recovered from illnesses after bathing in certain locations. He developed a theory that the mineral content of the water may have contributed to this healing effect. His theory grew into the treatment method called balneology, or the treatment of illnesses using baths. While there were many different types of water used for these baths, alkaline baths were associated with liver purification, correction of cholesterol and stimulation of the pancreas and intestines. Diabetes, urinary stones, allergies, gout, respiratory inflammations and digestive problems were said to be improved by this water.

An extraordinarily long-lived community known as the Hunza that lives in Pakistan's Himalayan Mountains was being studied in the 1930s by a Romanian scientist who was interested in their meals and water sources. These people frequently survive past 120 years of age and have offspring for a much longer period of time than nearby populations. Dr. Henri Coanda looked at the glacier-fed alkaline water source in the Alps. He proposed that other water sources may potentially be altered to mimic the effects of the Hunza "ionized-water-in-nature" on their water. Although he did not invent the process for altering the water, he was the first to notice and document the advantages of drinking ionised water.

The Japanese spent the next thirty years researching the use of electrolysis to separate water into alkaline and acidic components. Initially, trials with this water were conducted on plants and animals before moving on to people.

By 1958, it was feasible to purchase an alkaline water machine, but the initial models were expensive and only hospitals could afford them. However, the fact that Japanese doctors were able to try out this water in the treatment of numerous medical ailments may have worked to our favour. Today, we gain from this research.

The Japanese government's Ministry of Health and Rehabilitation recognised the alkaline ionising water machine's advantages for enhancing health in 1966. In Japan, medical treatment programmes still employ these devices.

In the 1970s, Korea started experimenting with similar devices. Along with the Japanese government, the Korean government has acknowledged the value of this water in the treatment of illness. In Korea, production of machines for individual households started. The market for these devices expanded in the 1990s as more people all over the world started to understand the advantages of alkaline ionised water.

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CHAPTER 1

INTRODUCTION

The human body is comprised 70% of water. It is no doubt that the basis of vitality and long life is water. In today's era, health-related issues are increasing and most of the health issues occur due to drinking impurified water which contains harmful bacteria in it. And, research has found that water is one of the major gateways which invite deadly diseases into the body.

There are multiple diseases that can occur due to water, diseases such as cholera, diarrheal, dysentery, hepatitis A, typhoid, and polio.

Furthermore, as per the reports, due to drinking dirty water there can be a chance of having skin and hair issues as well.

However, day by day, water pollution is increasing drastically and because of that the water filtration process needs to be more advanced, which can filter harmful bacteria from the water and provide good mineral water.

And here, alkaline water comes into the picture. Water that has a pH level higher than 7 is referred to as alkaline water. The pH of this water is thought to be higher than that of typical tap water, which is around 7 or less than 7

Alkaline water is said to provide a number of health advantages, including lowering body acidity, enhancing hydration, and assisting in the removal of hazardous pollutants.

Some individuals continue to consume alkaline water because they think it can support pH equilibrium in the body and supply extra minerals like calcium and magnesium. While some research has been done on the advantages of alkaline water, more research is still required to fully comprehend its impact on the human body.

However, alkaline materials like potassium and magnesium are added to normal water to generate alkaline water. Alkaline water has a pH range of 7.5 to 9.5, the higher the pH, the more alkaline the water is regarded as being.

Alkaline water can be obtained in a number of ways, such as by buying bottled alkaline water, using an alkaline water pitcher, or setting up an alkaline water filtration system in your house.

Back in history, Alkaline ionized water has gradually gained social acceptance as a result of an increase in public knowledge of drinking water and health concerns since the approval of continuous-type electrolytic water generators.

The Association of Alkaline Ionized Water Apparatus was founded in September 1992 and centered on Division 2 of the Japan Home-Health by all businesses involved in the manufacture and sale of alkaline ionized water apparatus in response to this social context.

These businesses believed that it was crucial to educate people about accurate information and proper use of such apparatus in order to further increase quality and contribute to a comfortable, healthy lifestyle.

And it begins when Alkaline ionized water was first advertised as "Wonder water" on a television news program in June 1992. Alkaline ionized water was used in the program for hospital treatments, and positive effects, including those that weren't recognized like effects against diabetes, etc., were actually reported from a medical facility. Ever since there has been a tendency to anticipate positive effects from alkaline ionized water beyond those that have been approved.

Gradually, more companies started entering into this space, and Enagic India Kangen Water Private Limited is one of the leading players in the market at the time, which was incorporated on 6 May 2015. It's a private unlisted company and is a classified company limited by shares, Company's authorized capital stands at Rs 50.0 lakhs and has 4.0% paid-up capital which is Rs 2.0 lakhs.

Furthermore, the company focuses more on selling kangen machines which filter bacterial water and provide clean alkaline water to drink. Kangen Water is delicious water created from Enagic's innovative water technology. Not only do these devices filter your tap water, but they also produce ionized alkaline and acidic waters through electrolysis.

These waters can be used for various purposes, including drinking, cooking, beauty, and cleaning. In addition, it is Micro-clustered which makes it fast-absorbing, super hydrating, and detoxifying.

It has a negative oxidation property which slows down the aging process because it has antioxidant properties that are 20 to 30 times as powerful as green tea (a highly sought-after antioxidant supplement).

The Kangen machine has HUGE SOLID MEDICAL GRADE ELECTROLYSIS PLATES and a high capacity continuous power supply which helps the water retain its special properties long enough to work in your body (research shows other brands cannot do this).

The SD501 makes 9.5 Alkaline Kangen Water for drinking, as well as a pH range from 2.5 (Strong Acid) to 11. However, for a total of five different types of water, each of which is used for different purposes to help your family be healthier and your home cleaner and greener.

LITERATURE REVIEW

Introduction:

A literature review shows your readers that you have an in-depth grasp of your subject and that you understand where your own research fits into and adds to an existing body of agreed knowledge. A literature review surveys books, scholarly articles, and any other sources relevant to a particular issue, area of research, or theory, and by so doing, provides a description, summary, and critical evaluation of these works in relation to the research problem being investigated. Literature reviews are designed to provide an overview of sources you have explored while researching a particular topic and to demonstrate to your readers how your research fits within a larger field of study.

In the present study we have reviewed 6 research papers of Kangen water. We have made an assumption as without assumption one cannot go forward with the study that price have major gap on consumer purchasing decision. The Indians buy kangen water for their good health. Kangen water is said to have lighter taste and kangen water provides better hydration, helping with energy and focus.

Literature review

Watanabe, T (1995) Effect of alkaline ionized water on reproduction in gestational and lactational rats : Alkaline water is water that has been ionized, which means the pH level of water has been increased. The pH level is a number that measures how acidic or alkaline a substance is on a scale of 0 to 14. For instance, if the level is 1, it means the substance is very acidic and if it is 13, it is very alkaline. According to the Bangalore based Nutritionist, Dr. Anju Sood, "Your body secretes out a lot of juices. Now these juices are basically acidic in nature. So at that time alkaline water will neutralize the acid. According to a study published in the Annals of Otology, Rhinology & Laryngology, alkaline water with a pH level of 8.8 may help soothe acid reflux because the higher pH level kills pepsin, an enzyme involved in breaking down food proteins and a main cause of acid reflux. Alkaline water benefits also include boosting immunity. Your immune system may help neutralize the acidity in your body, which is caused by poor diet, stress and environmental toxins.

Joseph Weidman (2016), Effect of electrolyzed high-pH alkaline water on blood viscosity in healthy adults : Alkaline water has a higher pH level than that of plain tap water. So proponents say that it can neutralize acid in your bloodstream. Some say that alkaline water can help prevent disease, such as cancer and heart disease. Water is a combination of hydrogen and oxygen. That's why you call it H2O. Water's pH level determines how acidic it is and ranges from 0 to 14. A pH of 7 is considered neutral. That "seven" number is considered neutral or balanced between acidic and alkaline. If water is below 7 on the pH scale, it's "acidic." If it's higher than 7, it's "alkaline". EPA guidelines state that the pH of tap water should be between 6.5 and 8.5. Still, tap water in the U.S. tends to fall below that -- in the 4.3 to 5.3 range -- depending on where you live.

Kim, M.J (2007) Preservative effect of electrolyzed reduced water on pancreatic beta-cell mass in diabetic db/db

mice. Histological examination of mice kidneys, intestine, heart, liver, and brain revealed that no significant differences emerged among the three groups indicating that no specific pathology resulted correlated with the consumption of alkaline water. These results provide an informative and quantitative summary of survival data as a function of watering with alkaline water of long-lived mouse models.

The consumption of alkaline reduced water produced by domestic electrolysis devices was approved in Japan in 1965 by the Ministry of Health, Labour and Welfare for the cure of gastro-intestinal disorders. Today, these devices are freely available in several countries and can be easily purchased without reserve. The commercial information included with the device recommends the consumption of 1–1.5 L of water per day, not only for gastro-intestinal disorders but also for numerous other illnesses such as diabetes, cancer, inflammation, etc. Marc Henry and Jacques Chambro

Although, the research paper includes the following aspects of alkaline water. The report highlights the key points such as recent Innovation, historical development of water analysis, and so on. After all, Alkaline water electrolysis combined with renewable energy can be integrated into the distributed energy system by producing hydrogen for end use and as an energy storage media. Compared to the other major methods for hydrogen production, alkaline water electrolysis is simple but currently less efficient.

According to proponents of the alkaline diet, the metabolic waste — or ash — left from the burning of foods can directly affect the acidity or alkalinity of your body.

The rapid growth of technology and life extension is a feature of contemporary living. As a result, the incidence of individuals with so-called diseases of civilization, such as senile diseases, diseases linked to lifestyle choices, and immune-related allergy diseases, is rising. Alkaline ionized water consumption is rising globally, and due to its proven usefulness, AIW has been recognized in Japan and Korea as a revolutionary medicinal treatment for a variety of intestinal illnesses.

2.1 Research Gap

The research gaps for alkaline water include lack of understanding of the potential health benefits and potential side effects, lack of long-term studies on the safety of alkaline water, lack of studies on its effects on hydration, lack of understanding of the mechanism of action of alkaline water, lack of comparison to other measures to increase alkalinity, and lack of studies on the effectiveness of alkaline water in treating certain medical conditions.

1. Effects of alkaline water on cardio vascular. Although some studies have suggested a potential link between alkaline water and cardiovascular health, more research is needed to establish a definitive connection.

2. Alkaline water's impact on digestion. Little research has examined alkaline water's influence on the digestive system and its role in maintaining gut health.

3. Determining optimal alkalinity for drinking water: There is currently no consensus on what constitutes ideal alkalinity in drinking water, or how much alkalinity is best for human health.

4. Possible nephrological complications from long-term use: As alkaline water can alter the pH balance of urine, further research is needed to evaluate any risks associated with long-term consumption.

RESEARCH METHODOLOGY

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

Research methodology is an organized way to solve the research problem in a logical manner (Kothari, 2004). It includes the study of different steps followed by the researcher to carry out the research in a systematic manner. It involves various research methods used by the researcher to analyze the data.

3.2 Research Approach

Qualitative Research – Qualitative research is directed to discover what individuals think or feel about specific subject utilizing qualitative strategies like Group Discussion, inside and out meetings, tests and so on as opposed to the data than can be introduced as numbers. In exploratory research the qualitative approach is commonly used as a method of data collection as there is a lack of information available & the other areas of research is yet to be explored.

Quantitative Research – Quantitative research is pertinent to the phenomena that can be communicated in terms of quantity & can be analyzed utilizing various statistical or mathematical tools. It provides key relation between experimental observation & statistical expression of quantitative relationships. The research conducted by our team follows quantitative approach as we had done analysis by using various statistical tools like chi-square, pivot table, pie charts & weighted average. The quantitative research is more preferable in case of large sample population.

Selected Research Approach - Quantitative Research

3.3 Research Design

Exploratory & Descriptive Research are the two types of research design mostly used by the researchers to carry out their research.

"Exploratory Research is a research that is conducted when the problem is not defined clearly" (Free Dictionary, 2003).

Descriptive research is the best choice when we want to conduct a study about a topic which is not much explored yet. It is used when quantitative information is to be collected & to be analyzed using various statistical tools. "Descriptive Research is used to depict the features of the population or the phenomenon" (Free Dictionary, 2003).

In order to gain insights of consumer perception towards kangen water. We had conducted descriptive research. we had cater our needs by collecting an analyzing the primary data in the form of survey questionnaire and secondary data in the form of literature review to understand the consumer behavior with test of alkaline water and benefits of it. This made us to conduct a descriptive study regarding the consumer perception towards kangen water.

Selected Research Design – Descriptive Research

3.4 Research Questions

1. Which factors make you prefer kangen water?
2. What is the preferred nutrition content of kangen water for human health?
3. What taste do people prefer?
4. Do you think the price of kangen water is worth the product?
5. What do you believe to be impact of kangen water on your body?

3.5 Objectives of the Study

- **To identify the level of awareness youth has regarding kangen water**
- **To study the preferred of youth regarding the nutrition content of kangen water**
- **To Study the preferred of youth regarding the taste of kangen water**
- **To study the preferred of youth regarding the pricing of kangen water**

3.6 Scope of the Study

The present research topic has a broader scope as it is a general topic but the number of the respondents are limited covering a smaller area i.e. Ahmedabad city. The research is all about consumer perceptions towards kangen water in absence of taste and health benefits which might change in the near future in case of the change in priority in relation to the purchase decisions.

3.7 Assumptions

Any research is based upon some assumptions in order to move forward & in the process one discover something. In the present research we assumed that the purchasing decision of the consumer based on the health benefits that they are receiving and along with that people are focusing more on the taste preference of as well.

Overview of the research tools & variables

In the present study we have used Pivot table, Chi-square, Weighted Average & Pie charts. The variables considered for the research includes Demographic variables, Taste and Preference, Consumer buying behaviour etc.

3.8   Sample Design

Elements of indian sampling frame : ahmedabad

Sampling method: Sampling method means the guidelines & methods by which few components of the population are included in the sample. Some of the common sampling methods are simple random sampling, stratified sampling, cluster sampling etc.

Estimator: The estimation procedure for figuring sample measurements is known as estimators. Distinctive sampling techniques may utilize various estimators. For example, the formula for calculating the mean score with simple random sampling is different from the formula for calculating the mean score with a stratified sampling (STAT TREK Dictionary, 2020).

3.10.1 Sampling Unit

The research topic is related to alkaline water which is currently trending topic. The main target audience for our research are the users of alkaline water. The alkeline water is most probably preferred by health conscious and most of them are youths and thereby most of our respondents are young people under the age group of 15 - 30.

Selected Sampling Unit – Users of kangen water

3.10.2 Sampling Technique

There are two types of sampling techniques Probability & Non – Probability sampling techniques. Convenient sampling method is used in this research which falls under the category of Non – Probability sampling technique. It is one of the easiest method as the respondents are targeted on the basis of their availability & interest.

Selected Sampling Technique – Convenient Sampling Method

3.10.3 Sample Size – 210s respondents

3.9   Data Collection

Data Collection is a precise way of collecting & analyzing information through various sources to get a total & exact image of an area of interest. It helps the organization or individual to respond to the relevant questions, evaluate outcomes & make predictions of future probability & trends (TechTarget, 2007). The research have been conducted using a survey method in which a structured & open ended questionnaire have been circulated to the respondents. Since we had to collect the data of large sample population i.e. 210 respondents the questionnaire method is used to collect the data.

Selected method for data collection – Survey method through questionnaire

3.10 Data Sources

- Primary data – Primary data is the data that is collected by the researcher himself in order to fulfill the objectives of the research.

- Secondary data – Secondary data is the data that is collected by the researcher through secondary sources.

3.11 Limitations of the Study

The research study is restricted to Ahmedabad city i.e. the findings & conclusions obtained from the research paper cannot be generalized for all.

The research studies about the perceptions about the consumers which might be bias & might change in the near future in case of change in priority affecting the purchasing decision.

The data is collected using convenient sampling i.e. equal opportunity is not given to each sampling unit.

3.12 Overview of the questionnaire

The questionnaire used for the research was Structured & Open ended as the research was based on quantitative data.

DATA ANALYSIS
&
INTERPRETATION

CHAPTER 4

DATA ANALYSIS & INTERPRETATION

Data Analysis is a process of analyzing the data using various statistical tools in order to collect useful information. This section of the research paper is important as the information collected through data analysis would help to interpret the findings & conclusions. These findings & conclusion must satisfy the research objectives of the study.

Data Analysis is done on the basis of the research variables which are taken into consideration in relation to the research objectives. The research variables in the present study includes demographic variables, consumer perception & preference of kangen water, consumer buying behaviour & consumer decision making with the objective of finding out the expected or unexpected results. So, in this chapter of the project various statistical tools like Pivot table, Chi-square, Weighted Average & Pie charts have been used & interpretations have been made.
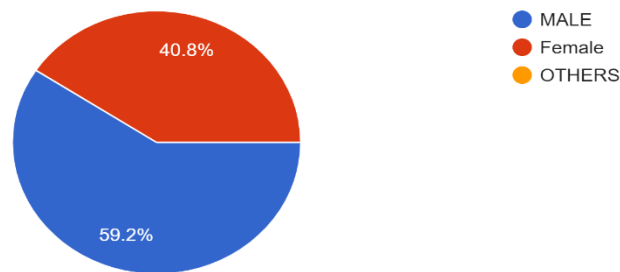
In the coming section of Data Analysis the interpretations of each & every questions have been covered.

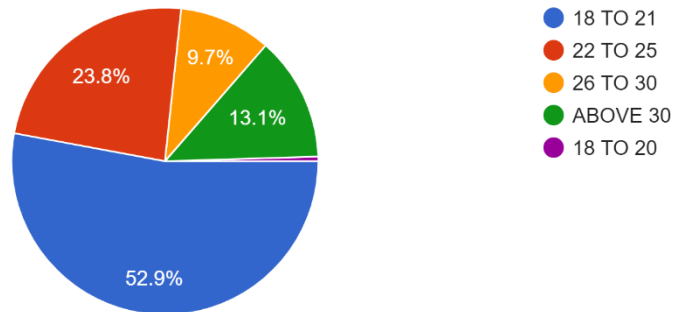## 4.1 CONSUMER BEHAVIOUR

4.1.1 GENDER

GENDER
206 responses

Interpretation

Given pie chart shows how many male or female people give their response on our survey. In them 59.2% are male and remain 40.8% female give their response about Kengen water in our survey.

4.1.2 AGE

AGE
206 responses

Interpretation

Our survey on age illustrates 52.9% are giving their response and their age are between 18 to 21. Moreover 22 to 25 also give their response and percentage is 23.8%. Remain 26 to 30 and above 30 give response 9.7% and 13.1% respectively.

4.1.3.1 Water consumption per day

How much water do you drink in a day approximately?

206 responses

Legend:
- ● 0-1.9 L
- ● 2-3.9 L
- ● 4-6 L
- ● > 6 L
- ● 0-2 ml
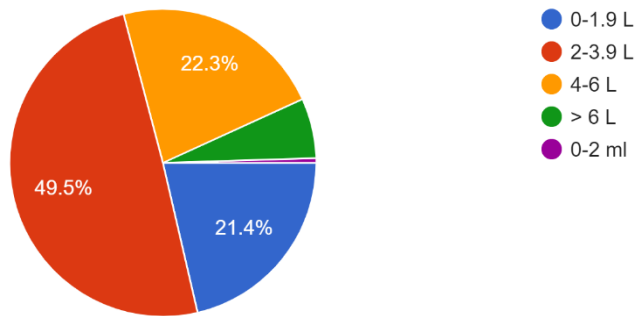
Interpretation

Given pie chart shows how much water an individual consumes in a day. 49.5% people drinks 2 to 3.9 litter water in a day. On the other hand only few people who are drinking above 6 litter water per day. 21.4% and 22.3% people drinks 0 to 1.9 litter and 4 to 6 litter water in a day.

4.1.3.2 Water testing

Have you had your water tested since moving into the house?

206 responses

- YES
- No
- NOT YET, BUT WOULD LIKE TO GET IT TASTED
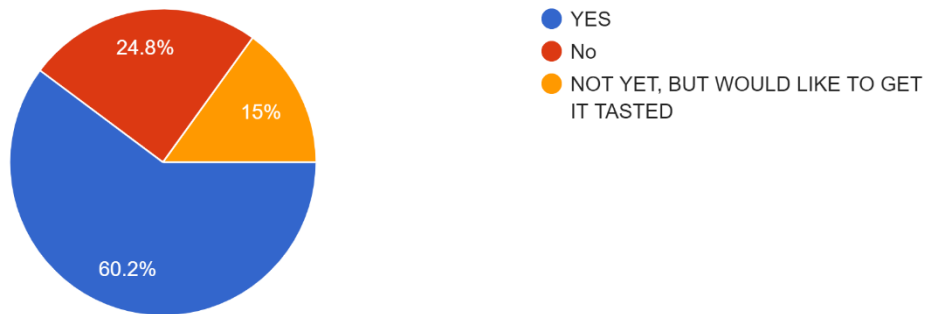
Interpretation

As per our survey the above graphs shows that how many people are aware about the water they are consuming. As per the total responses 60.2% people have tested their water also 24.8% people have still no tested their water and 18% people are still wanting to test their water.

4.1.3.3 Awareness about alkaline water

Do you know about Alkaline water?

206 responses
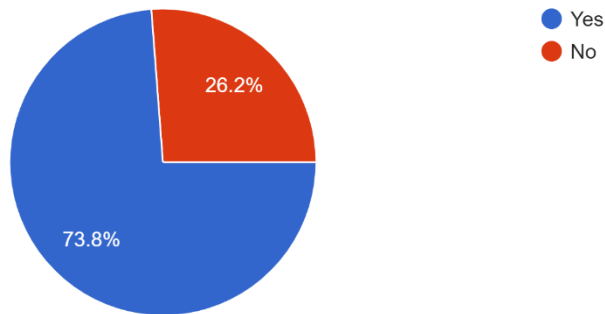
Interpretation

As per the survey we have collected the replies from people having their expertise regarding alkaline water. So, according to the poll, 73.8% of people are aware of alkaline water, while the remaining 26.2% are still in the dark about it.

4.1.3.4 Awareness about kangen water

Do You know about Kangen water?
206 responses
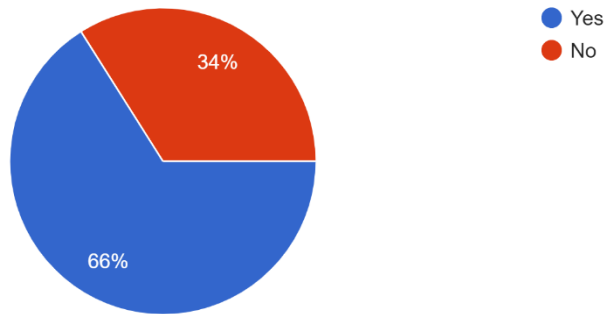
Interpretation

We have gathered responses from responses on kangen water in accordance with the survey. So, according to the poll, 73.8% of people are aware of kangen water, while the remaining 26.2% are still in the dark about it.

4.1.3.5 Preference of kangen water

Do You Prefer Drinking Kangen water?
206 responses
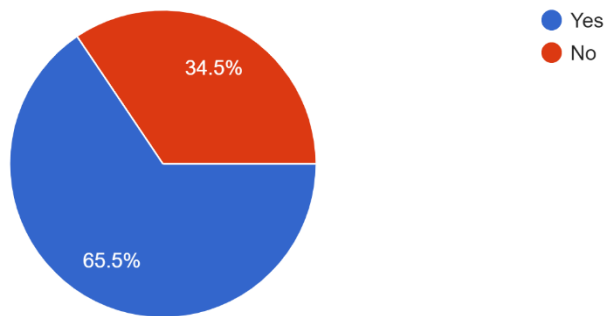
Interpretation

According to the poll, of the total replies gathered, 65.5% of individuals prefer to drink kangen water, while the remaining 34.5% are unwilling to do so.

4.1.3.6 Installed alkaline water

Have you installed the alkaline water plant at your home?
206 responses
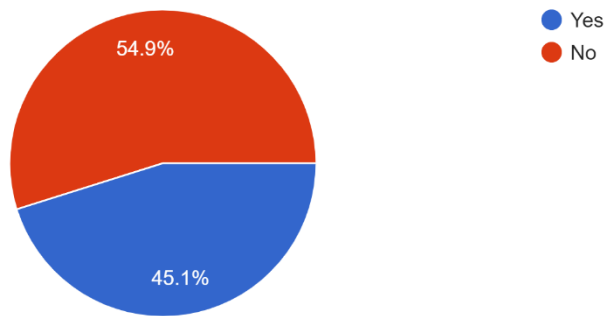
Interpretation

According to the poll, 45.1% of people have a kangen water plant built at their homes and use it to drink water, while the other 54.9% have not.

4.1.3.7 Consumption of alkaline water per day

How much time you prefer drinking alkaline water in a day?
206 responses

● ONCE
● TWICE
● THRICE
● MULTIPLE TIME
● NEVER
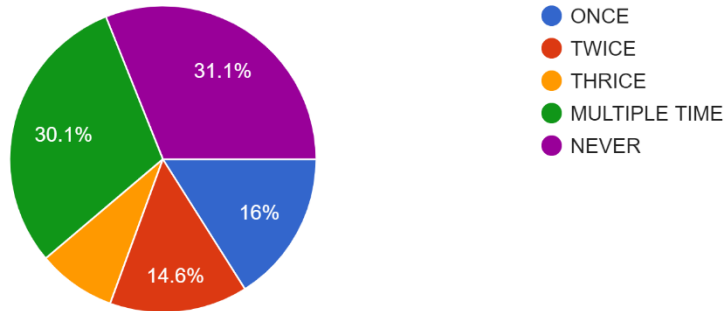
Interpretation

It shows how frequently people consume alkaline water each day, according to a poll. The findings show that 31.1% of respondents don't like to drink alkaline water, followed by 30.1% of respondents who do so frequently, 16% of respondents who do so very sometimes, 14.6% of respondents who do it twice daily, and 8.2% of respondents who do so three times daily.

4.1.3.8 Is kangen water benefical for you

Is Kangen water beneficial for you?

206 responses
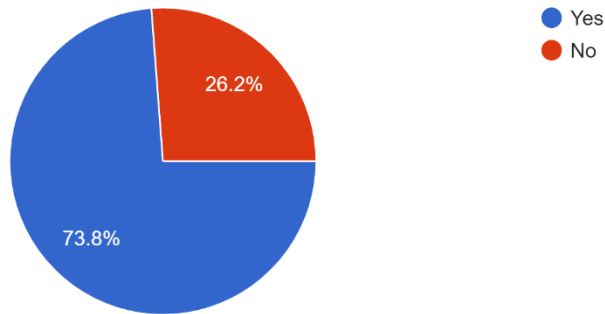
Interpretation

The graph depicts the proportion of respondents who feel that kangen water is beneficial for health, according to the poll that was conducted. Therefore, 73.8% of respondents agree that it is beneficial, while the remaining 26.2% disagree.

4.1.3.9 Factors that influence kangen water

Which factors make you prefer alkaline/kangen water?

206 responses
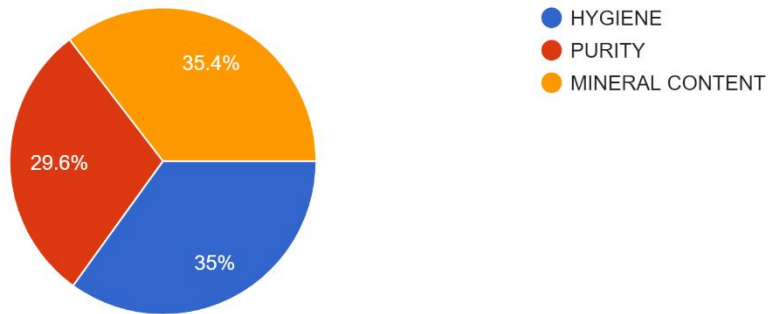
Interpretation

The survey's graphics illustrate the variables that influence people's decisions to purchase kangen or alkaline water. According to the survey, 35.4% of consumers purchase it for hygienic reasons, 29.6% believe that the water is pure, and 35.4% are drawn to its mineral content.

4.1.3.10. Preference of responders on nutrient content of kangen water

Your preference on nutrient content of kangen water for human health.
206 responses
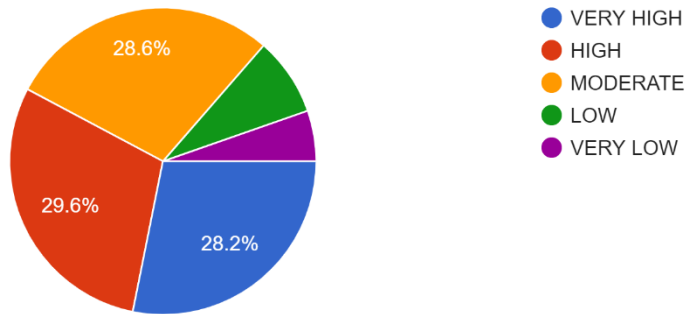
Interpretation

The survey's graphs demonstrate the preference for kangen water's nutritional content for human health. The replies show that 28.6% are high and 29.6% are extremely high. Afterwards, 13.6% had low levels, followed by 28.2% who have intermediate levels. (FOR DATA ANALYSIS)

4.1.3.11 Health benefits of kangen water

Your preference on health benefits of kangen water:

206 responses

- To cure/reduce skin problems
- For hair growth
- To cure thyroid
- For kidneys
- Help to boost growth of children
- weight loss
- No problem
- Don't know about that

1/2
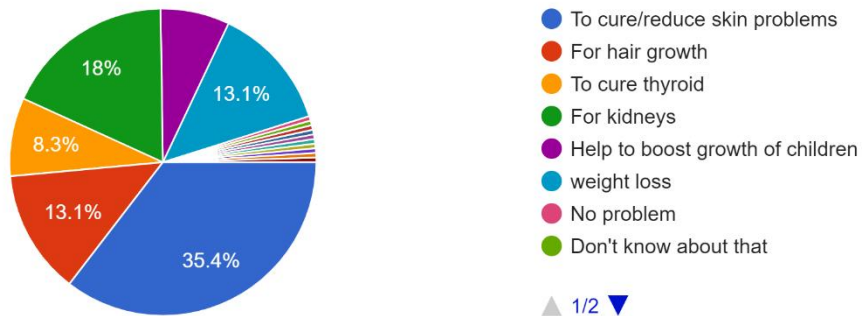
Interpretation

According to this poll, individuals like kangen water because of its health advantages. Thus, the advantages that draw clients are as follows: 18.1% of individuals do not use it to treat or prevent skin problems, followed by 13.1% for hair growth, 13.1% for weight reduction, 8.3% for treating thyroid issues, and the remaining 12.1% for other health advantages. 35.4% of people use it to treat or minimise skin problems.

4.1.3.12 Preference on taste of kangen water

What is your preference on taste of kangen water?
206 responses

- Poor
- Average
- Good
- Excellent
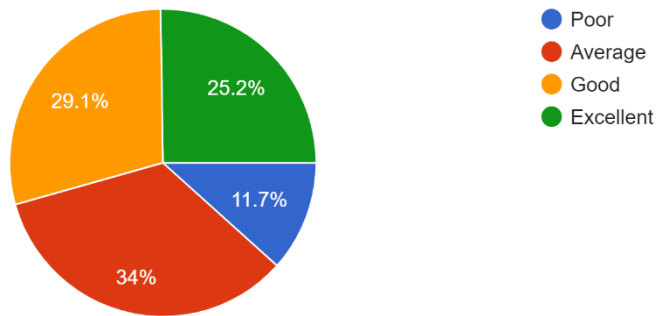
Interpretation

The poll was conducted to see what people thought about the taste of kangen water. The data show that 34% of reviews are average, followed by 29.1% of positive reviews, 25.2% of outstanding ratings, and 11.7% of negative reviews for kangen water.

4.1.3.13 Preference for kangen water taste or health

What would you prefer for Kangen water?
206 responses
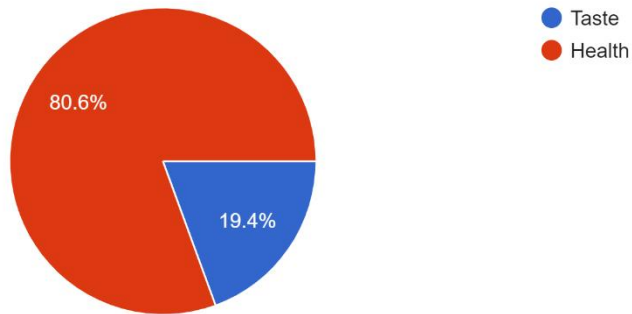
Interpretation

The aforementioned poll sought respondents' preferences about kangen water use. According to the findings, 81.6% of consumers drink kangen water for health reasons, with the remaining 19.4% drinking it for flavour.

4.1.3.14 Impact of kangen water on body

What do you believe to be impact of kangen water on your body?

206 responses
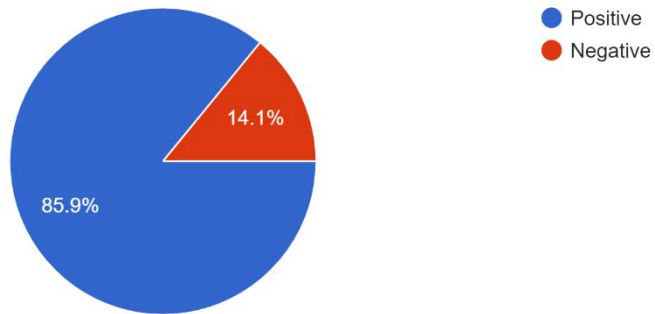
Interpretation

According to the study results, 85.9% of respondents reported that kangen water had a beneficial effect on their bodies, while the remaining 14.1% had a negative effect.

4.1.3.15 Percentage of health conscious

Do you think Indians are getting more health conscious day by day?

206 responses

- Yes
- No

88.8%

11.2%
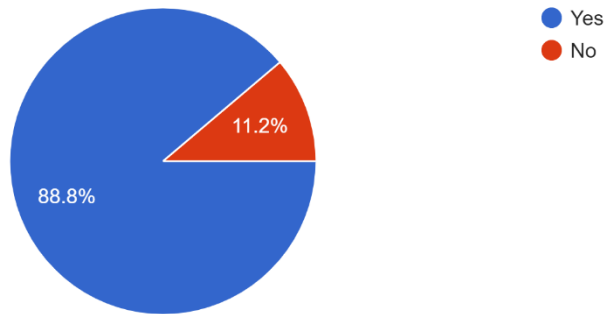
Interpretation

So, based on the poll that was conducted, we have compiled the statistics that reveal the proportion of people that are becoming more health conscious daily. As per survey , 88.8% of individuals are becoming more health concerned, while 11.2% are not.

4.13.16 Problem caused by alkaline water

Are there any problems caused by alkaline water?
206 responses

- Yes
- No
- Yes (Mention)

57.8%
39.3%
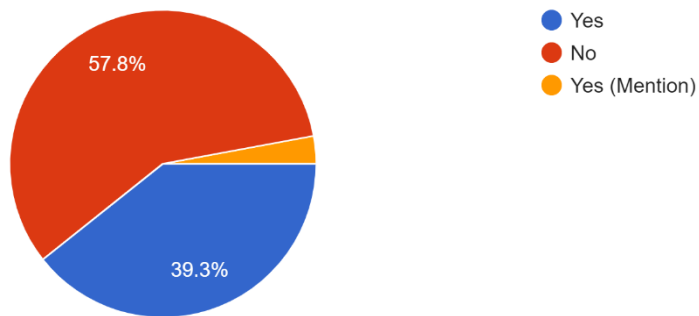
Interpretation

Therefore, the poll conducted above demonstrates that people have experienced any issues brought on by alkaline water. According to the findings, 57.8% of participants had never experienced any problems with alkaline water, compared to 39.3% who had some problems and 2.9% who had significant problems that they also highlighted.

4.1.3.17 Alkaline water to mineral water

Would you change alkaline water to mineral water or other sources of water because of price?

206 responses

Yes
No

43.7%

56.3%
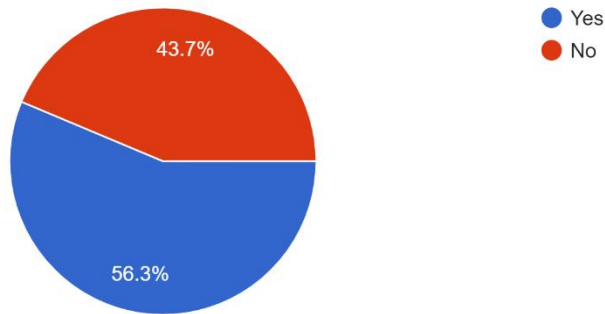
Interpretation

The results of the poll show that most individuals believe alkaline water is overpriced. Thus, the data in the graphs demonstrate that 56.3% of people would switch to alkaline water compared to regular water, whereas 43.7% of people do not feel the need to switch for financial reasons.

4.1.3.18 Price of kangen water

Do you think the price of Kangen water is worth the product?

206 responses
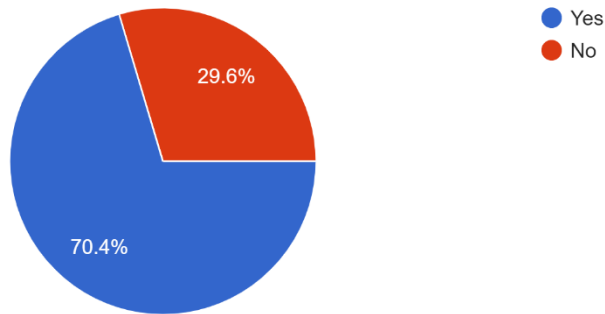
Interpretation

The graphs provide a comparison for the purpose of kangen water pricing. However, according to surveys, 70.4% of respondents agreed with the remark, while the remaining 29.6% did not.

4.1.3.19 Do the price of kangen water worth the hype?

Does the price of kangen water worth the hype?
206 responses
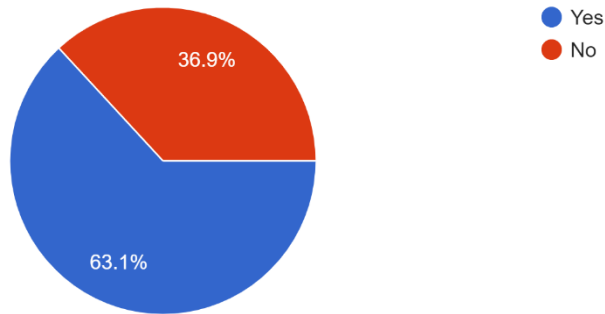
Interpretation

The graphs above ask the responders about their review for kangen water in regards to its hype in the prevailing market. So as per results 63.1% of people thinks that's its not worth as per its hype and remaining 36.9% of people thinks that its worth buying it.

4.1.3.20 Suggestion regarding kangen water

Will You suggest your family and friends To drink Kangen water?
206 responses
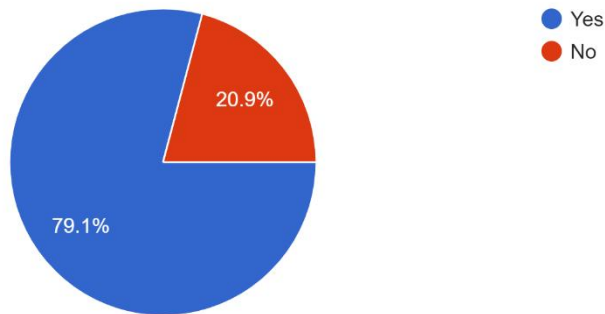
Interpretation

This graph displays the findings of people who are willing to recommend kangen water to their family and friends. According to statistics, 79.1% of people will recommend kangen water to others, while 20.9% of people would not do so.

CHI-SQUARE TEST

Chi-Square test is used to determine the relationship between two categorical variables. It is alsodenoted as X^2

- o **Gender & Count of Which factors make you prefer kangen water?**

   Hypothesis:

   H_0 there is no association between gender and factors make you prefer kangen water .

   H_1 there is association between gender and factors make you prefer kangen water ..

Count of Which factors make you prefer alkaline/kangen water?	Column Labels				
Row Labels	1	2	3	(blank)	Grand Total
1	46	30	44		120
2	25	28	28		81
(blank)					
Grand Total	71	58	72		201

1	42.38806	34.62687	42.98507		120
2	28.61194	23.37313	29.01493		81
(blank)					
Grand Total	71	58	72		201

Result:- 0.307682471

The above results clearly indicates that the value of significance is 0.307682471which is less than 0.05 therefore H_{01} is rejected that means that there is relationship between Gender & Count of Which factors make you prefer kangen water (Null Hypothesis is rejected i.e. Gender & Count of Which factors make you prefer kangen water as $p < 0.05$). (Considered 5% level of significance)

2.gender & preference on taste of kangen water

Hypothesis: H_0 there is no association between : Gender & preference on taste of kangen water

H_1 there is association between: Gender & preference on taste of kangen water

Result	0.906294356

Count of Your preference on taste of kangen water	Column Labels						Grand Total
Row Labels	1	2	3	4	5		Grand Total
1	16	66	8	10	20		120
2	13	44	6	8	10		81
Grand Total	29	110	14	18	30		201
1	17.31343284	66	8	11	18		120
2	11.68656716	44	6	7	12		81
Grand Total	29	110	14	18	30		201

The above results clearly indicates that the value of significance is 0.906294356 which is more than 0.05 therefore H_{03} is accepted that means that there is no relation between Gender & preference on taste of kangen water (Null Hypothesis is accepted i.e. t Gender & preference on taste of kangen water as p> 0.05). (Considered 5% level of significance)

3. Age & price of Kangen water is worth the product?

Hypothesis: H_0 there is no association between: Age & price of Kangen water is worth the product?

Hypothesis: H_1 there is association between: Age & price of Kangen water is worth the product?

Count of Do you think the price of Kangen water is worth the product?	Column Labels		
Row Labels	1	2	Grand Total
18 TO 21	70	36	106
22 TO 25	31	16	47
26 TO 30	15	5	20
ABOVE 30	25	2	27
(blank)			
Grand Total	141	59	200
18 TO 21	74.73	31	106
22 TO 25	33.135	14	47
26 TO 30	14.1	6	20
ABOVE 30	19.035	8	27
(blank)			
Grand Total	141	59	200

Result	0.532900534

The above results clearly indicates that the value of significance is 0.532900534which is more than 0.05 therefore H_0 is accepted that means that there is no relation between Age & price of Kangen water is worth the product? (Null Hypothesis is accepted i.e. Age & price of Kangen water is worth the product? as $p > 0.05$). (Considered 5% level of significance)

FINDINGS

CHAPTER 5

FINDINGS

This section includes a discussion of objective wise major findings of the study from 300 respondents**.**

4.1 General Findings

I.   1 over 73.8% of the response have awareness of kangan water showing the popularity of kangan water as a healthy water

II. The survey's graphs demonstrate the preference for kangen water's nutritional content for human health. Afterwards, 13.6% had low levels, followed by 28.2% who have intermediate levels

III. The data show that 34% of reviews are average, followed by 29.1% of positive reviews, 25.2% of outstanding ratings, and 11.7% of negative reviews for kangen water

IV. most of response have income between 2 lakhs to 5 lakhs but 70.4%of the response have worth it price of kangan purifier which suggests that kangan water emerging popular option of drinking water

4.2 Findings of Consumer Behaviour

- Around 66% people are aware about kangen water, in that 45.1% have installed kangen water in their home.
- Around 35.4% have choose kangen water based on the mineral content.
- 79.1% responders prefer their family and friends to drink kangen water.
- 56.3% of responders would like to change alkaline water to mineral water because of price.
- 70.4% responder agree that the price of kangen water is worth it.
- 57.8% responders have not found any problem caused by kangen water
- 85.9% responders believe that impact of kangen water on their body is positive.
- 54.4% responders prefer normal test of kangen water, and as result, 34% of responders average taste of kangen water.
- 73.8% responders found that kangen water is beneficial for them.

CONCLUSIONS

CHAPTER 6

CONCLUSION

Consumer Behaviour is an important aspects to be studied by the marketer as it helps the marketers to understand the purchasing trend of the consumer & also the reason why the consumer purchase the particular product. The present research includes a series of question which provides relevant data about the consumer perception towards alkaline water, factors that influences kangen water, consumer preference in this case is health benefits and pH levels.

The data of 210 respondents was collected where the people under the age group of 18-30 and above 30 were of majority drinking alkaline water.

However, Research has repeatedly shown that drinking alkaline water might be good for our health. Among its possible advantages include the ability to improve digestion, decrease acid reflux, and promote hydration. This is due to its higher pH level, which lowers and balances the body's levels of acidity. There is evidence that drinking alkaline water may assist to improve general health and wellbeing, even though more research is required to fully understand these effects.

Alkaline water may potentially help lower the risk of cancer, according to a growing body of research, and experiments on animals have shown that it may even slow ageing. But as of right now, it's still unknown whether and how alkaline water has such a significant impact on us.

Although, our study on alkaline water illustrates how people respond favourable to Kangan water and alkaline water. Additionally, they advise their family members and acquaintances to consume alkaline water. Additionally, they plan to use alkaline water in their everyday routine in the future.

Future conclusion:

- If company should be reducing product price it may be great chance to increase sell of product

- According to market 4P formula company should be awareness of product from seminar, free trial , also one best technique to product on rent some of month to try it also great benefit to the company

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APPENDIX

APPENDIX

QUESTIONNAIRE

Q1. Name:

Q2. Gender : Female /Male / Others

Q3. Age:
   18 to 20
   21-25
   26-30
   Above 30

Q4. How much water do you drink in a day approximately?
   0-1.9
   2-3.9 L
   4-6 L
   >6 L

Q5. Have you had your water tested since moving into the house?
   Yes
   Not yet, but would like to get it tested
   No

Q6. Do you know about Alkaline water?
   Yes
   No

Q7. Do You know about Kangen water?
   Yes
   No

Q8. Do You Prefer Drinking Kangen water?
   Yes
   No

Q9. Have you installed the alkaline water plant at your home?
   Yes
   No

Q10. How much time you prefer drinking alkaline water in a day?
   Once
   Twice
   Thrice
   Multiple times
   Never

Q11. Is Kangen water beneficial for you?
  Yes
  No

Q12. Which factors make you prefer alkaline/kangen water?
  Hygiene
  Purity
  Mineral content

Q13. Your preference on nutrient content of kangen water for human health.
  Very high
  High
  Moderate
  Low
  Very low

Q14. Your preference on health benefits of kangen water:
  Helps to lose weight
  To cure/reduce skin problems
  To improve the immune system
  For hair growth
  To cure thyroid
  For kidneys
  Help to boost growth of children

Q15. What is your preference on taste of kangen water?
  Poor
  Average
  Good
  Excellent

Q16. Your preference on taste of kangen water:
  bitter
  normal
  sour
  sweet
  no taste

Q17. What would you prefer for Kangen water?
  Taste
  Health

Q18. What do you believe to be impact of kangen water on your body?
  Positive
  Negative

Q20. Do you think Indians are getting more health conscious day by day?
  Yes / No

Q21. Are there any problems caused by alkaline water?
    Yes
    No

Q22. Would you change alkaline water to mineral water or other sources of water because of price?
    Yes
    No

Q23. Do you think the price of Kangen water is worth the product?
    Yes
    No

Q24. Does the price of kangen water worth the hype?
    Yes
    No

Q25. Will You suggest your family and friends To drink Kangen water?
    Yes
    No

A Project Report

On

A STUDY ON INVESTOR PREFERENCE

TOWARDS VARIOUS STOCK TRADING APPS

Submitted to

Faculty of Business Administration

2022-2023

Dr. Shefali Dani
Dean

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CERTIFICATE

This is to certify that the report submitted by the under mentioned students of our eminent institute is in partial fulfillment of the requirement for the completion of *"Project Report"* at the **Third Year B.B.A.** for the academic Year 20_22_ - 20_23_

Title of the Project A Study on investors preferences towards various stock trading apps

Signature

(Dr. Shefali Dani)

Signature

SSPandil

(Prof. In-charge)

	Name of the students in a group	Batch	Roll Nos.	Enrollment No.
1	Dhyanree Amin	2-22-23	02	
2	Piyush Baid	2-22-23	05	
3	Harshpal Rajput	2-22-23	50	
4	Vedant Shukla	2022-23	57	
5	Srishti Vadera	2022-23	61	
6	Shail Patel	2022-23	123	
7	Gautam Ramchandani	2-22-23	134	
8	Vanshika Sahetai	2-22-23	137	
9	Priyanshi Sewani	2-22-23	138	
10	Prerna Makhija	2022-23	239	
11				
12				

1000 - 2022-23

ACKNOWLEDGEMENT

We are indebted to the GLS University, Ahmedabad, Faculty of Business Administration, which has accepted us for BBA program and provided us with an excellent opportunity to carry out the present research project.

It gives me immense pleasure to record my thanks to my Internal Guide, Dr. Seema Pandit, GLS University, Ahmedabad, Faculty of Business Administration, for her valuable guidance and untiring support and cooperation in completing the project work.

We are also thankful to all the respondents for taking out their valuable time and filling up our questionnaire which helped us tremendously with our research project.

Finally, we are sincerely obliged to all those who have helped us directly and indirectly in the completion of this study.

PREFACE

Today's era being an era of management, it is the backbone of any organization. But the real essence of management lies in the practical application of knowledge.

The report has been made as a part of the curriculum of TYBBA under GLS University. The following report on 'A Study of Investor Preference towards Various Stock Trading Apps' has been prepared to know the preferences of investors regarding different mobile trading apps amongst the people of Ahmedabad.

The report has been prepared after conducting primary survey of individuals on investor preferences towards stock trading apps in the city of Ahmedabad. The report tries to examine the preference given to various online mobile trading apps, investors' awareness towards various apps, the satisfaction level of investors, importance of charges and various factors in investors' decision making. The report also clearly examines the relationship between the various demographic factors like age, gender, occupation, education and investor satisfaction.

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INTRODUCTION

Introduction

Using electronic communication channels like the Internet, mobile phones, and Personal Digital Assistants, "online trading" is widely described as a trading mechanism where investors make orders and confirm trading results (PDA). The whole of a securities transaction, including order placement, routing, order execution, and trade confirmation, is automated, allowing investors to quickly verify their trading outcomes after placing their orders.

In this manner, companies like ICICI, Kotak, HDFC, and SBI among others began their forays into internet trading.

Brokers began investing in infrastructure during the second phase after realizing that internet broking was the future.

 Brokers had to work to cut expenses as a result of the introduction of STT, which introduced a new layer of cost to the clients. The majority of full-service brokers made a significant entry into internet broking during this second major phase. The third phase began with the 2008 financial crisis. At that time, smartphones first appeared on the market, and companies like Apple and Samsung dominated the communication sector. The major change in online trading occurred during the fourth phase when discount brokers (low-cost brokers) supplied solely the internet platform at incredibly cheap brokerage rates.

Low-cost booking increased the effectiveness of online business when combined with increasingly affordable and effective cell phones. To serve a wider range of investors, brokerage companies started embracing digital in 2010 with the introduction of app-based trading platforms. They were essentially developed as an internet platform to track market prices and help investors purchase, trade, and hold stock options. Trading platforms have developed into a one-stop shop for several investment possibilities, including bonds, currencies, stocks, commodities, and other financial assets, since their launch.

 Web and mobile-based apps have made trading easier for today's tech-savvy people, from creating a Demat account and executing transactions to keeping an investment portfolio. Trading platforms have increased market accessibility over the previous few years; in FY22, 29 lakh new Demat accounts were established per month on average.

With the launch of the Screen-based Trading System (SBTS) more than ten years ago, the digitalization of stock markets began. Online trading started in India in the late 1990s, with companies like ICICI Direct and Sharekhan among the early forerunners in the industry. The internet trading industry has come a long way, and it is now slowly replacing traditional trading methods in Indian marketplaces.

In a significant departure from the conventional approach, the majority of business conducted by stock exchanges worldwide is now done online through brokers and partners. In India, the tendency has gradually increased, and two of the biggest exchanges, the National Stock Exchange (NSE) and the Bombay Stock Exchange (BSE), have been effectively conducting online trade. The participation of millennials and Generation Z has risen as a result.

(Kelkar, 2022)

(R & K, 2020)

(Evolution of Online Trading Service and Business Opportunities for You!, 2019)

PROFILE OF STOCK TRADING APPLICATIONS

These applications are the main focus of our research, based on the graph provided above. The top 5 apps are: Zerodha, Upstox, Groww, Angel One Limited, and ICICI Securities Limited. They are based on highest active clients and largest market share, which directly reflects the preferences of investors.

Figure 1: Market Share
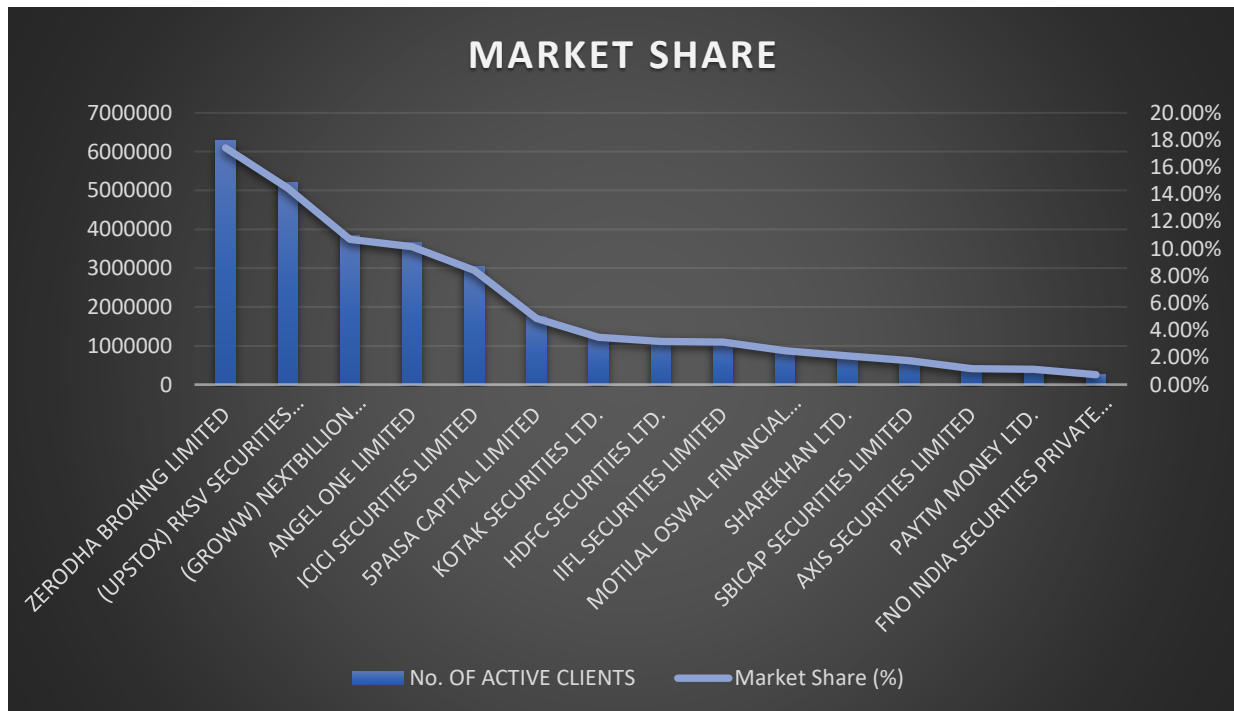
ZERODHA KITE

Zerodha pioneer's the discount broking model in India and is now breaking ground with their technology.

Zerodha kick-started operations on the 15th of August, 2010 with the goal of breaking all barriers that traders and investors face in India in terms of cost, support, and technology. The name of the company Zerodha, is a combination of Zero and "Rodha", the Sanskrit word for barrier.

Today, their disruptive pricing models and in-house technology have made them the biggest stock broker in India in terms of active retail clients.

Over 1+ Crore clients place millions of orders every day through our powerful ecosystem of investment platforms, contributing over 15% of all Indian retail trading volumes.

(zerodha.com, n.d.)

UPSTOX PRO TRADING APP

Upstox was born in 2009 (then known as RKSV) in a small apartment in Delhi, serving a small cohort of customers, helping them grow their investments in the public markets. Upstox then moved to Mumbai, and momentum grew.

Upstox kept innovating at the cutting edge of fintech, even before fintech was a thing! They were the first in the industry to launch unlimited trading plans at a fixed price.

Upstox expanded their proposition from India to Bharat, with 70% of the new users coming from Tier 2 / 3 markets. This exponential growth came because of reducing barriers to entry to all customers.

In 2021, they took this rocketship to the moon with their partnership with the Indian Premier League (IPL). In 2020, upstox had crossed a cumulative number of a million customers, and in 2021, they added the same number in a single month! Their first nationwide partnership with the world's largest cricketing league along with their mass media campaign made Upstox a household brand across the country.

(upstox.com, n.d.)

5 Paisa

5Paisa, through their motto 'A Paisa Saved is A Paisa Earned' they have become a brokerage of choice.

Open a single Demat account with them, completely paperless and invest in several products. Pay a flat fee of Rs. 20/order across segments to get more value for your money.

What's more, you can also avail customized add-on packs. 5paisa gives you the chance to develop your own trading terminal (with free of cost APIs and other benefits).

- Their best-in-class technological capabilities provide you a superior online share trading experience. In short, 5paisa is committed to delight you every time you engage with them.

(5paisa.com, n.d.)

KOTAK SECURITIES

Kotak Securities Limited (KSL), a subsidiary of Kotak Mahindra Bank, is one of India's largest full-service stock broking firms catering to retail and institutional investors across all segments of the capital market.

Through a tie-up with partner brokers, the company also provides direct access to the US markets. Supported by a strong research team, robust digital trading platform, large branch network & franchisee base, and referral coordinators spread across Kona Kona of India, KSL processes lakhs of secondary market trades every day.

KSL provides a wide array of services including investment options in equities, derivatives (equities, commodities, currency) and mutual funds. It also offers margin trade funding, depository services and third-party products like insurance.

(www.kotaksecurities.com, n.d.)

ANGEL SPEED PRO

Angel Speed Pro, started it's journey as a traditional stock brokerage firm in the year 1996. We always felt that empathy is really important for our customers.

Since the beginning, their focus has always been "what the customer wants" and then to match the right technology to fulfill their needs. That is how their journey and use of technology started keeping customers at the center stage. This led them in growing their geographical presence all over the country.

Gradually, Angel speed pro changed into a Digital-first company to provide their clients personalized financial journeys via a single app. We began our "Digital Journey" in the year 2019 by offering an end-to-end digital investment solution to our customers.

With our tech innovation combined with the constant attention to customer needs & wants, we fruitfully tapped new geographies and on boarded millions of new customers including tier-2 and tier-3 cities. The company is now the largest listed retail broking house in India in terms of active clients on NSE as of December 31, 2021.

(www.angelone.in, n.d.)

IIFL MARKETS MOBILE APP

IIFL Finance Limited (hitherto referred to as IIFL) (NSE: IIFL, BSE: 532636) is one of the leading players in the financial services space in India.

Together with its subsidiaries – IIFL Home Finance Limited, IIFL Samasta Finance Limited (Formerly known as Samasta Microfinance Limited) and IIFL Open Fintech Private Limited, it provides a diverse range of loans and mortgages.

These include home loans, gold loans, business loans including loans against property and medium & small enterprise financing, micro finance, developer & construction finance and capital market finance; catering to both retail and corporate clients.

The company has a nationwide presence with a thriving network of 3,119 branches across 500+ cities.

(www.indianfoline.com, n.d.)

MO INVESTOR

Motilal Oswal Financial Services Limited is an Indian financial services company offering a range of financial products and services. The company was founded by Motilal Oswal and Raamdeo Agrawal in 1987. The company entered into investment banking in 2005, followed by private equity fund in 2006.

In February 2006, Motilal Oswal Financial Services Ltd. acquired Peninsular Capital Markets, a Cochin, Kerala based broking company for Rs. 35 crore. The company tied up with State Bank of India in 2006, Punjab National Bank in 2007 and Axis Bank in 2013 to offer online trading to its customers.

In January 2010, Motilal Oswal Financial Services Ltd. set up Mutual fund business named as Motilal Oswal Asset Management Company (MOAMC).

In 2013, Motilal Oswal Financial Services Ltd. established Aspire Home Finance Corporation Limited (AHFCL). The company offers loans for home, construction, composite, improvement, and extension in India.

(motilaloswal.com, n.d.)

EDELWEISS MOBILE TRADING APP

Nuvama Wealth and Investment Limited (Formerly Edelweiss Broking Limited) is a technology driven securities company in India that offers a wide range of financial services including broking services, depository services, distribution of financial products, short term funding for employee stock option schemes and margin trading facility.

They are one of the leading Stock broker and distributor in India. Offering our broking services through our proprietary state of the art Website, Mobile Application, Terminal and API based trading platforms. Our Company has over 0.3 million of active client base and ₹ 1.5 trillion of client assets spread across wide number of active broking accounts as of March 31, 2022.

The broking and allied services are offered through (i) online and digital platforms, and (ii) the network of over 23,000 partners, as of March 31, 2022. Nuvama have had more than 2.2 million downloads of their mobile application, "Nuvama Markets" (Formerly Edelweiss Mobile Trader) as of March 31, 2022, which enables the clients to avail their services digitally.

Nuvama's customer outreach, spans across over 14,000 pin codes in India as of March 31, 2022. As part of the financial product distribution business, they serve a wide spectrum of clients by facilitating investments in financial instruments and a mix of wealth solutions.

(www.nuvamawealth.com, n.d.)

SHAREKHAN

Sharekhan, founded in 2000 and a subsidiary of BNP Paribas since November 2016, Sharekhan was one of the first brokers to offer online trading in India.

With 20 lakh customers, 153 branches and more than 2400 business partners spread across over 575 locations, Sharekhan is one of the largest brokers in India. Sharekhan offers a wide range of savings and investment solutions, including equities, futures and options, currency trading, portfolio management, research, mutual funds and investor education.

On average, Sharekhan executes more than 400,000 trades daily. Even though, over the years, Sharekhan's website www.sharekhan.com has evolved into a one-stop shop for financial products and services, in the past 20 years they have also built a large network of 3,200 brick-and-mortar outlets in 575+ cities across 28 states.

Sharekhan respects their customers' need for a human-to-human experience and love to connect to them at a personal level.

(www.sharekhan.com, n.d.)

ICICI DIRECT

ICICI Direct is amongst India's largest retail broker and financial product distributor, trusted by 80 lac customers with a track record of over two decades of service.

ICICIdirect.com has revolutionized the world of online investing. This online share trading platform offers a trading account for seamless and hassle free electronic trading.

ICICI Direct offers more than 50 products and services like Equity, Mutual Funds, Derivatives, Futures and Options Currency, Commodity, ETF, Insurance, IPOs, Corporate Fixed Deposits, Loans, NPS, Wealth Management, Corporate Services, NRI Services, Portfolio Management Services, Global Investment, Financial Learning, Tax Services etc. under one roof to help you to achieve your financial goals.

What sets ICICI Direct apart is its unique research desk that offers various research based products designed to meet your needs across different time horizons. ICICI Direct award winning research teams have a 75% strike rate since inception.

(secure.icicidirect.com, n.d.)

CONCEPTUAL FRAMEWORK

CONCEPTUAL FRAMEWORK

Stock trading apps: apps provide access to online trading platforms, which can be utilized to execute trades instantly from anywhere.

Preference: an interest in or desire for one thing more than another

Satisfaction: got or achieved what you wanted

Investor: a person or organization that puts money into financial schemes, property, etc. with the expectation of achieving a profit

Types of investors:

High Net Worth Individuals:

High net worth persons are also referred to as Non-Institutional Individuals (NIIs) and are grouped according to their net worth and investable assets. Individual investors in India who have a surplus of more than Rs 5 crores are referred to as HNIs. The total net worth of India's HNIs accounts for 1.3 trillion dollars, or 58%, of the country's overall GDP. By 2017, there were about 2,70,000 HNIs in India. By 2020, that number had risen to over 330,000, and by 2027, experts predict that there will be over 9,50,000 HNIs in India. Another characteristic of high net worth individuals is that they have a very high tolerance for risk. Another characteristic of high net worth individuals is their heightened risk.

Retail Investor:

Understanding the retail investors meaning, this class of monetary sponsors consolidates individual monetary financial backers who get the choice to exchange parts of a particular association worth Rs 2 lakh in the deal market. They will regularly execute their trades in a non-capable way since they are trading for their own in isolation. Retail monetary sponsors enter the protection trade with the most essential objective, which is pay age. The inspiration driving this could change starting with one monetary patron and then onto the next. Since they are non-institutional individuals, they need to investigate, separate, and execute in isolation with essentially no bearing and expert pieces of information. Retail monetary patrons have an alright desire and financial power. Along these lines, as a general rule, they trade moderately lower volumes. As indicated by the SEBI guideline, retail individuals are the people who apply for insurance, not the very worth €2,00,000. In this manner, SEBI

revolves around progressing and defending retail monetary benefactors, which has provoked a basic development in the number of retail individuals in the protection trade for more than two or three years.

QIB:

Starting around 2020, India is the world's sixth biggest economy by ostensible Gross domestic product and the third biggest by PPP, behind the US, China, Japan, Germany, and the Assembled Realm. As indicated by information made accessible by the Worldwide Money related Asset, the ostensible Gross domestic product for FY 2020-21 remained at $2.6 trillion, a critical downfall inferable from different closures, inventory network interruptions, and a languid development rate. India is differently classified industrialized economy, and as fostering a 'recently or an arising economy. Given the capability of development, there is no deficiency of financial backers. Most retail financial backers follow attempted and-tried roads including debentures, land, FDs, stock buys and Fortunate Assets which are all administered by rules put somewhere around The Organizations Act (2013) and the SEBI. Such an assortment of regulations frequently discourages individual financial backers. That is where Qualified Institutional Purchasers come in.

LITERATURE REVIEW

Literature Review

(Ankem, 2008) investigates the perception of investors towards online trading. The study focuses on safety against fraud, errors while transactions are done, connectivity, and speed problems while carrying out transactions. Along with that, the study identifies different value-added services and compares the major online trading applications. The results point that out of every 100 investors, only 28 trade online. This indicates that the numbers of investors trading online are less than expected. This is because they are not aware of the significance of technology. Investors who have been trading for a long time still believe in traditional methods of investing and are not accepting the current ways of investing. And the other side of research suggests that online traders are comfortable with online trading and found that there is clarity and brokerage fees are also worth the effort.

(Singh, Sandhu, & Kundu, 2010) researched the adopters and non-adopters of Internet stock trading and the distinction between their practices and opinions. The attitude dimensions and demographic variables contributed significantly to classifying investors as adopters and non-adopters of internet stock trading. Adopters in comparison to non-adopters perceived Internet trading as a convenient and transparent channel of trading. Adopters believed more strongly than non-adopters that Internet trading offered a variety of products and services.

(Srivastava, 2011) examined the impact of internet growth on online stock trading in India. The paper delves into the current state of internet trading in India and particularly the scope of the online trading market available in India. The report states that the internet has a humongous impact on the growth, and prosperity of the country and has created 2.4 jobs for every job that it has destroyed; the Internet contributes to net job creation. Out of approximately 60 million internet users in India, nearly one-third of these numbers are doing financial transactions over the internet. Online trading is gaining momentum with trading volume growing by 150 % per annum. Lastly, it was concluded that stock market development matters for growth as access to external funds allows financially constrained firms to expand further. The paperless trading environment has reduced manipulations to a large extent and financial markets have started rewarding companies adjacent to their efforts.

(Shiji& Parvathi, 2019) carried out a study on investors' satisfaction with online share trading and found that people invest in online share trading with a motto of saving money for the future and want to earn a handsome amount of return from the stock. The study also reflected that out of 100 people 38% want to invest and are ready to take high risks which result in high returns. It also shows that people invest with the adage of a reduction in tax. Therefore, the study concludes that people are willingly investing in online share trading.

(Malhotra, 2020) investigated the features of mobile trading apps. The research focuses on the key features offered by popular stock trading apps. Snowball sampling is used to gather information for the study from users of mobile trading apps. On 50 users, a pre-test survey is done. Following the pre-test, information is gathered from 384 respondents across genders, ages, and professions. Existing and newly developed scales are used to evaluate the properties of mobile trading apps. All aspects of the app's usability, user interface, investment analysis, information feature, performance, and speed feature are examined. These questions are answered on a 5-point Likert scale. Accordingly, the most famous apps are Zerodha's Kite, Angel Broking, 5Paisa, Upstox, and IIFLMarkets mobile trading app. The analysis and findings reflect on the collected data using the SPSS and KMO tests. According to the analysis, the most crucial component of mobile trading apps is their usability. The second most crucial aspect of using a mobile trading app is the investment analysis and information feature, which only enables investor users to profit from stock markets. Thirdly, due to the risks and fraud associated with online transactions, security and privacy concerns have emerged as the second-most crucial aspect. The user interface experience comes in as the fourth and fifth factor is app performance and speed.

(Girnara, 2020) conducted a study on the growth of online stock trading and its challenges and examined the expansion of online stock trading, as well as the obstacles and challenges involved with online stock trading. The volume of internet trading is expanding year after year. The highest internet trading volume was 1025706 in 2015-2016. Online stock trading has numerous advantages. Many respondents say that internet stock trading is faster, less time-consuming, has more options, more information, and so on. There are however other drawbacks and challenges associated with online stock trading, such as increased fraud and mistakes, a lack of available technology, a lack of a sufficient communication network, a lack of transparency, high transaction costs, and higher broker fees.

(C. & CH., 2020) conducted a survey on investor attitudes towards online and offline trading platforms. Analysis was done based on how the switch between trading platforms from offline to online is going to affect the investor's attitude towards trading and the stock market. It states that every change brings some hindrances in its initial stage. With the change in the mode of trading from offline to online, the initial problems faced are trust, difficulty in understanding and adapting, technical glitches, etc. But as the usage of online mode of trading was widely accepted, these problems were resolved. The research looks at both, the benefits and disadvantages of online trading. Online trading saves time, provides flexibility, and is a one-stop solution for all activities but at the same time the brokerage is comparatively high, and there are chances of fraud and technical malfunction. It has been observed that social interactions and media play a vital role in individual preferences of choice of platform. Internet is the least bothering factor in the selection of platforms.

(Sharma, Anute, & Ingale, 2021) carried out research to study the concept, awareness, and challenges faced in online trading in India. Through secondary data analysis, the findings showed that even though Indians are less aware of online trading, there has been a spike in online trading since the year 2015; and that trading on an online basis might appear simple but the risks involved are high. These risks might include technology, fraud, losses, etc. The research was summed up by stating that stock trade on an online basis should be a thorough, well-structured process.

(Guddati& Bhat, 2021) analyzed f pre-existing investment behavior and influence of trading apps In this analysis, a discussion about one of the trading apps called Robinhood, that has attracted millennials is carried out. Analysis and determination are done on basis of overconfidence, sociability, and deposition effect with pre-existing investment behavior. According to the core points, an interview methodology is used in this paper to reach a conclusion. 10 people are interviewed — 5 of them are expert investors and the other 5 are casual retail investors. Some of the common themes that came to notice are; firstly modern-day stock trading is becoming like gambling. The next observation is regarding the unfair disparity between expert and retail investors. Moreover, expert investors believe screening investors for readiness is appropriate. Also, it is believed that trading apps like Robinhood will shape the stock trading future.

(Sumant, Bhavsar, Sinha, & Bhatt, 2022) tried to examine the impact of stock trading apps on Indian millennial consumer behavior in the Stock Market. It focuses on the stock trading

industry and how consumers choose to purchase and sell in the digital era. Apps are the most popular since they provide instant access. Transactions must also be secure and cost-effective. Respondents were asked to rank the relevance of parameters such as ease of trading, ease of understanding Information, app popularity, ease of access, high security, low brokerage and other charges, AI Interface, Graphics, and UI/UX. When choosing an app, 81% voted for convenience of trading as the most significant factor. The most important factors, according to 72-78% of users, are ease of understanding of Information, high security, AI interface, and UI/UX. Only 50% to 60% of consumers believe that factors including the app's popularity, low trading fees, visuals, and simplicity of use are relevant.

(Anand & Abhilash, 2022) analyzed the behavioral intention of investors regarding trading apps in India with an implication of the UTAUT model. The research comprehends Indian investors' attitudes and perceptions of stock brokerage apps; examines risk factors and how they affect behavioral intention using key components of the UTAUT model; understands changes in investors' preferences in relation to their income and profession. After questioning both existing and potential investors in Kerela; Chi-square, ANOVA test, and multiple regression using the SPS system are performed to measure the result. The results validate a significant relationship between performance efficiency, effort expectations, information and customer support, and behavioral intention. There is also a notable relationship between risk (security, economic, functional) and preferences. Investors' behavior does not differ based on income, but they do base on their profession.

(Shiva, Tandon, Yadav, & Nair, 2022) conducted a survey on determinants of mobile app adoption by retail investors for online trading in emerging financial markets with the purpose to investigate the influence of mobile applications on investment decisions by retail investors in stocks and mutual funds. This study unfolds a novel framework of research to understand the technology adoption pattern of retail investors for e-trading by mobile applications in emerging financial markets. It provides theoretical and practical implications for retail investors, financial advisors, and technology companies to understand the behavioral pattern and mobile app adoption behavior of retail investors in the emerging financial market. According to the study, the main factors influencing whether retail investors had behavioral intentions to use mobile applications for investing were effort expectations, performance expectations, and perceived returns. Additionally, investor habits influenced how they adopted mobile applications. The survey also showed that perceived risk is not a significant factor for retail investors in relation to the expected return.

RESEARCH METHODOLOGY

Research Methodology

Research Objectives:

1. To examine the awareness of various stock trading apps
2. To study the satisfaction of investors towards various stock trading apps
3. To find out the most influential aspect while choosing a mobile trading platform (ease of use, speed, security and privacy, stock analysis and tips)
4. To find out the relationship between the demographic factors and preference for various stock trading apps.

Research Design:

Research design refers to the overall strategy utilized to carry out research that defines a succinct and logical plan to tackle established research questions through the collection, interpretation, analysis, and discussion of data.

A population, circumstance, or situation is designed to be correctly and methodically described through descriptive research. It can respond to questions about what, where, when, and how. A wide range of research techniques can be used in a descriptive study design to examine one or more variables. None of the variables are under the researcher's direct control or influence; they are only observed and measured.

The nature of this research is descriptive.

Data Collection:

Primary Data: Primary data is an original and unique data, which is directly collected by the researcher from a source according to his requirements. It is the data collected by the investigator himself or herself for a specific purpose. We are using primary data collection method to inquire, question and survey investors' opinions and awareness about different stock trading apps.

Secondary Data: Secondary data refers to the data which has already been collected for a certain purpose and documented somewhere else. Data collected by someone else for some other purpose (but being utilized by the investigator for another purpose) is secondary data. Secondary data collection is being used in form of newspapers, articles, websites of different

apps to analyse the current users, market share, and other parameters of those particular applications.

Sampling Method:

The process of evaluating a population through collecting information and data analysis is known as sampling method.

The term "convenience sampling" refers to a technique used by researchers to gather market research data from a pool of respondents who are conveniently accessible. It is the most often utilized sample technique since it is so quick, simple, and affordable.

For the purpose of this research paper, convenience sampling method, a type of non-probability sampling method, is used

Data Collection Method and Tools:

The method that is being used to collect data from different investors is survey through Google forms. Questionnaire is the tool that will help with data collection method.

Sampling Size:

The entire group about whom conclusions are made is referred to as a population.

The particular group from which data is gathered is known as a sample. The sample size is always smaller than the population as a whole. The approximate amount of people you should include in a sample is sampling size.

Population: Investors who are using stock trading apps in the city of Ahmadabad

Sample: A sample size of 263 investors using various stock trading applications

Tools of Analysis:

1. **The Kruskal–Wallis Test:**

   The Kruskal Wallis test by ranks. We used this method due to the reason of this being a non-parametric method for testing whether samples originate from the same distribution. It is used for comparing two or more independent samples of equal or different sample sizes. Another major reason being the data collected, which is skewed.

2. **Mann –Whitney U Test:**

In statistics, the Mann–Whitney U test is a nonparametric test of the null hypothesis that, for randomly selected values X and Y from two populations, the probability of X being greater than Y is equal.

This method provided us with a stable base to fit our collective data which due to particular reasons is a bit skewed

DATA ANALYSIS AND INTERPRETATION

Data Analysis and Interpretation:

Distribution on basis of Age:

Table 1: Age Group

Age Group	Frequency	Percentage
17 – 25	113	54
26-35	25	12
36-45	33	16
46-55	23	11
Above 55	17	8
	211	100

Figure 2: Age Group

2. Age (years)
263 responses

- 17 - 25
- 26 - 35
- 36 - 45
- 46 - 55
- Above 55
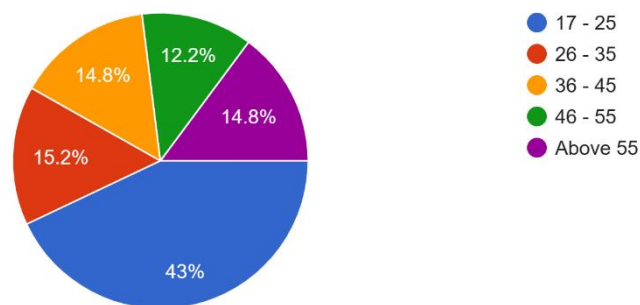
➢ There are 43% respondents under the age group of 17-25.

➢ There are 15.2% respondents under the age group of 26-35.

➢ There are 14.8% respondents under the age group of 36-45.

➢ There are 12.2% respondents under the age group of 46-55.

➢ There are 14.8% respondents under the age group of 55 and more.

Distribution on basis of Gender:

Table 2: Gender

Gender	Frequency	Percentage
Male	176	66.92
Female	87	33.08
	263	100

Figure 3: Gender

3. Gender
263 responses
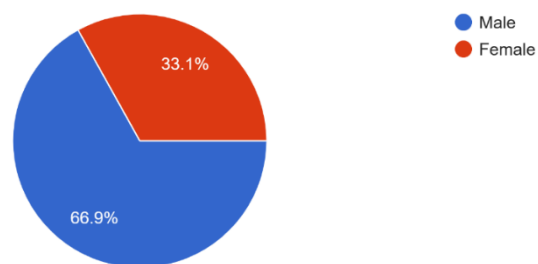
- ➢ There are 66.9% male respondents.
- ➢ There are 33.1% female respondents.

Distribution on basis of Educational Qualification:

Table 3: Educational Qualification

Education Qualification	Frequency	Percentage
Higher Education (12th)	46	17.49
Under Graduate (UG)	144	54.75
Post Graduate (PG)	68	25.86
Other	5	1.90
	263	100

Figure 4: Education Qualification

4. Education Qualification
263 responses

- Higher Education (12th)
- Under-graduate (UG)
- Post-graduate (PG)
- Graduate in B.E (IT)
- 12th pass
- Bcom
- Graduate
- Chartered Accountant
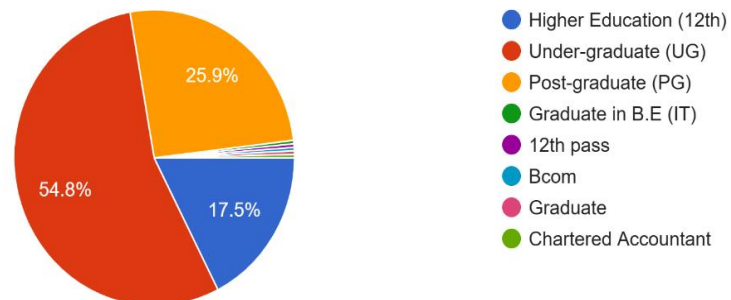
➢ There are 17.49% respondents with higher education.

➢ There are 54.75% under graduate respondents.

➢ There are 25.86% post graduate respondents.

➢ There 1.9% respondents with other qualification.

Distribution on based of Occupation:

Table 4: Occupation

Occupation	Frequency	Percentage
Student	98	37.26
Business/Entrepreneur	81	30.80
Employee	46	17.49
Professional	25	9.51
Other	13	4.94
	263	100

Figure 5: Occupation

5. Occupation
263 responses

- ⬤ Student
- ⬤ Business/Entrepreneur
- ⬤ Employee
- ⬤ Professional
- ⬤ Housewife
- ⬤ Homemaker
- ⬤ House wife
- ⬤ Salaried

△ 1/2 ▽
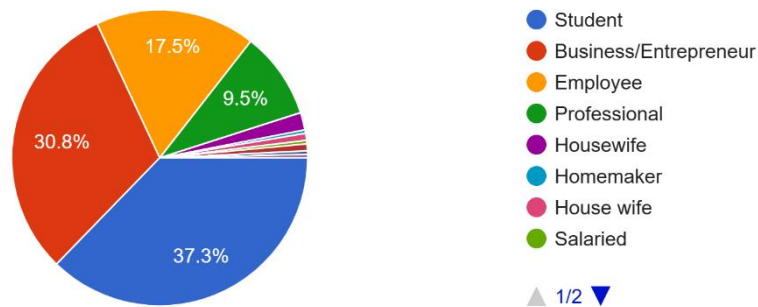
➢ There are 37.26% respondents who are students.

➢ There are 30.8% business people or entrepreneurs.

➢ There are 17.49% employees.

➢ There are 9.51% professionals.

➢ There are 4.94% people with other occupation.

Distribution based on usage of mobile trading application:

Table 5: Usage of Mobile Trading App

Do you use trading apps	Frequency	Percentage
Yes	193	73.38
No	70	26.62
	263	100

Figure 6: Usage of Mobile Trading App

7. Do you trade online on mobile applications?
263 responses

- ● Yes
- ● No

26.6%

73.4%
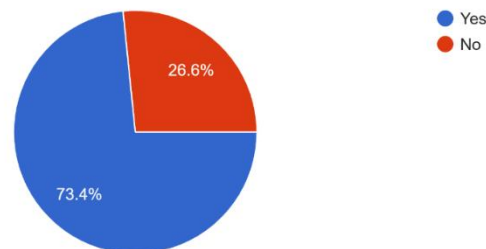
➢ There are 73.4% people who use mobile stock trading applications.

➢ There are 26.6% people who do not use mobile stock trading applications.

Awareness of Mobile Trading Apps

Table 6: Awareness of Mobile Trading Apps

Awareness	Frequency	Percentage
Zerodha Kite	110	57
Upstox Pro Trading App	97	50.3
5 Paisa	57	29.5
Kotak Securities	60	31.1
Angel Speed Pro	77	39.9
MO Investor	24	12.4
Edelweiss Mobile Trading app	30	15.5
Sharekhan	70	36.3
ICICI Direct	64	33.2
HDFC Securities	24	33.2

Figure 7: Awareness

8. Which mobile trading apps are you aware of?
193 responses

Zerodha Kite	110 (57%)
Upstox PRO Trading App	97 (50.3%)
5 Paisa	57 (29.5%)
Kotak Securities	60 (31.1%)
Angel Speed Pro	77 (39.9%)
IIFL Markets Mobile App	40 (20.7%)
MO Investor	24 (12.4%)
Edelweiss Mobile Trading…	30 (15.5%)
Sharekhan	70 (36.3%)
ICICI Direct	64 (33.2%)
HDFC Securities	64 (33.2%)
Groww	7 (3.6%)
Sbi	3 (1.6%)
Finvasia	1 (0.5%)
SBI securities	1 (0.5%)
Ratnakar securities	1 (0.5%)
Angel broking	1 (0.5%)
Binance	1 (0.5%)
Ssj finance, choice broking	1 (0.5%)
Beyond	1 (0.5%)
Jk	1 (0.5%)
	1 (0.5%)
Sushil	1 (0.5%)
IND money	1 (0.5%)
SBI SECURITIES	2 (1%)
Moneycontrol	1 (0.5%)
SBI Cap Securities	1 (0.5%)
Shusil FINANCE	1 (0.5%)
Monarch	1 (0.5%)
Rudra mint	1 (0.5%)
Money control, ticker tape,…	1 (0.5%)
Sbi security	1 (0.5%)
Grow	1 (0.5%)
SBI	1 (0.5%)

Interpretation:

- ➢ The users are most aware of Zerodha Kite, with an awareness of 57%.
- ➢ Upstox Pro ranks 2nd on the awareness scale among different mobile trading app investors at 50.3%.
- ➢ Angel Speed Pro (39.9%) and Sharekhan (36.3%) have moderate awareness among investors.
- ➢ Both ICICI Direct and HDFC Securities are at 33.2% awareness rate among investors. Kota Securities have 31.1% awareness among different investors.
- ➢ 5 paisa (29.5%), IIFL Markets Mobile App (20.7%), Edelweiss Mobile Trading App (15.5%), and MO Investor (12.4%) have the least awareness among investors.
- ➢ Other apps such as Groww, SBI Securities, and Moneycontrol are few such mobile trading applications that are well known among investors.

Most Used Trading Apps among Investors

Table 7 : Most Used Apps

Apps	Frequency	Percentage
Zerodha Kite	56	29%
Upstox PRO Trading App	28	14.5%
5 Paisa	7	3.6%
Kotak Securities	12	6.2%
Angel Speed Pro	13	6.7%
IIFL Markets Mobile App	6	3.1%
MO Investor	5	2.6%
Edelweiss Mobile Trading App	2	1%
Sharekhan	19	9.8%
ICICI Direct	12	6.2%
Other	33	17.3%

Figure 8 : Most Used Apps

9. Which mobile trading apps do you currently use the most?
193 responses
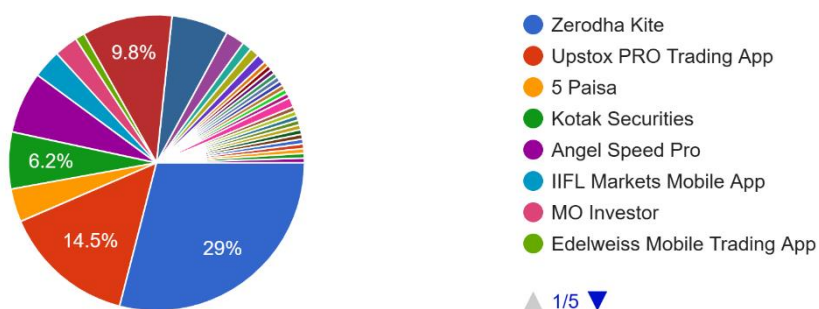
Interpretation:

➢ Zerodha Kite is the app that is most used by the investors. 29% investors have voted for Zerodha Kite as their most used mobile trading app.

➢ 14.5% of investors mostly use Upstox PRO Trading App.

- ➢ 9.8% investors use Sharekhan as their preferred stock trading app.
- ➢ Angel Speed Pro is used by 6.7% of investors.
- ➢ Kotak Securities and ICICI Direct are both mostly used by 6.2% of investors.
- ➢ Hence, the top 5 mostly used trading apps are: Zerodha Kite, Upstox PRO Trading App, Sharekhan, Angel Speed Pro, Kotak Securities, and ICICI Direct respectively with Kotak Securities and ICICI Direct at a tie.
- ➢ The least used apps are: 5 Paisa (3.6%), IIFL Markets Mobile App (3.1%), MO Investor (2.6%), and Edelweiss Mobile Trading App (1%).

Reasons for not using mobile trading apps

Table 8 : Reasons for Not Using Apps

Reasons	Frequency	Percentage
Satisfied with the traditional broker services	8	11.4%
Not comfortable with technology	10	14.3%
Lack of trust for online transactions	24	34.3%
Other	28	40%

Figure 9 : Reasons for Not Using Apps

Reasons for not using stock trading apps
70 responses

- Satisfied with the traditional broker ser…
- Not comfortable with technology
- Lack of trust for online transactions
- Don't trade on stock market
- Not trading
- Abc
- Haven't started investment in stocks
- Not interested in trading

△ 1/2 ▼
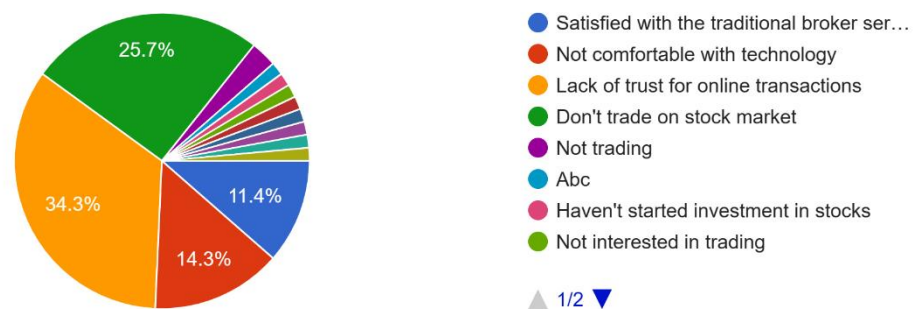
Interpretation:

➢ The highest ranked reason for not using online stock trading apps is lack of trust for online transactions. 34.3% people have voted for this.

➢ 14.3% people are not comfortable with technology and hence, don't prefer to use online trading apps.

➢ 11.4% people are satisfied with the traditional brokerage services.

➢ Other reasons include: not interested in trading, haven't started trading in stocks, and unawareness about various trading apps.

Satisfaction Level of Stock Trading Apps:

Table 9 : Satisfaction Level of apps

	HS	S	N	DS	HDS	SUM	Weighted Average	Rank
ZERODHA KITE	67	56	61	9	1	770	51.33	1
UPSTOX PRO TRADING APP	30	74	70	19	1	714	47.60	2
5 PAISA	26	57	79	27	5	681	45.40	4
KOTAK SECURITIES	25	59	82	21	7	677	45.13	6
ANGEL SPEED PRO	21	73	58	35	7	683	45.53	3
IIFL MARKETS MOBILE APP	23	60	68	32	11	666	44.40	9
MO INVESTOR	27	55	64	38	10	671	44.73	8
EDELWIESS MOBILE TRADING APP	22	55	66	38	13	655	43.67	10
SHAREKHAN	31	54	66	34	9	680	45.33	5
ICICI DIRECT	24	61	67	33	9	673	44.87	7

Figure 10: Satisfaction Level

SATISFACTION LEVEL WHILE USING TRADING APPS
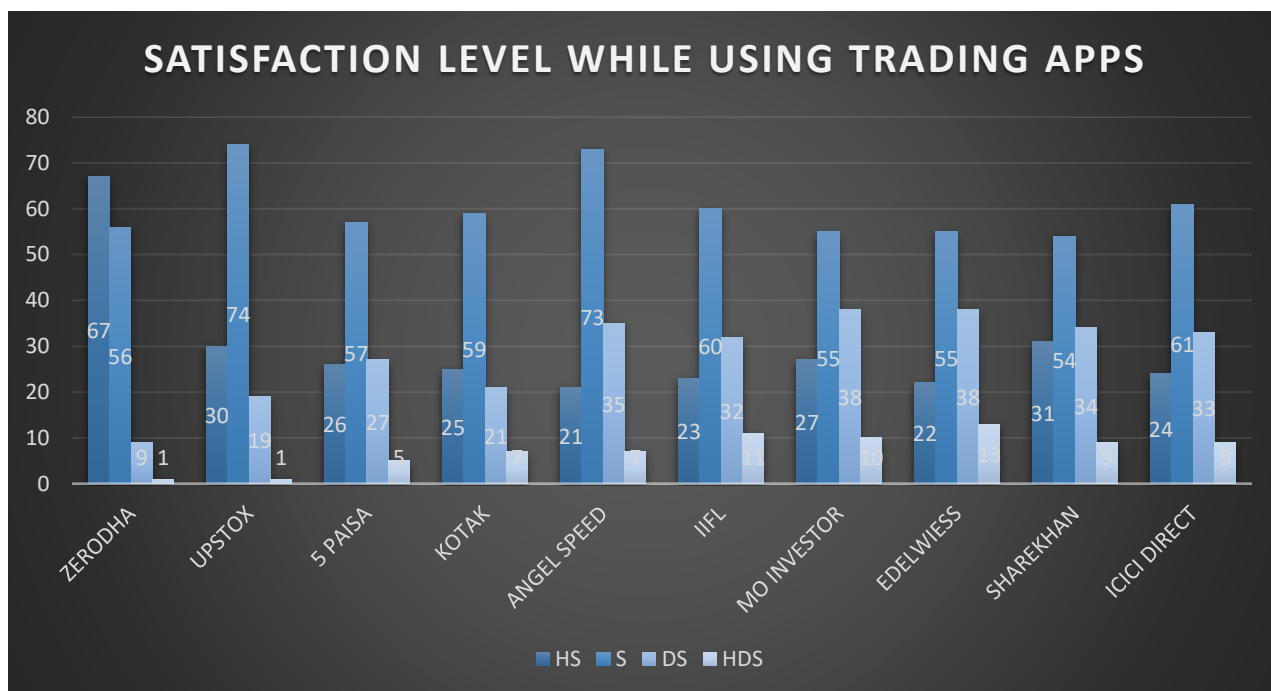
Interpretation:

➢ Zerodha Kite ranks 1st on the satisfaction level of different stock trading applications.

➢ Upstox Pro Trading app ranks 2nd on the satisfaction level of different stock trading applications.

➢ Angel Speed Pro ranks 3rd on the satisfaction level of different stock trading applications.

➢ The 4th rank is 5 Paisa regarding the satisfaction of different stock applications.

➢ Sharekhan secures 5th position on the satisfaction level of different stock trading applications.

➢ Kotak Securities, ICICI Direct, MO Investor, IIFL markets mobile app, Edelwiess mobile trading app secure 6th, 7th, 8th, 9th, and 10th positions respectively.

Interpretation of different Influential Factors

Table 10: Influential factors

	HI	I	N	NI	LI	Sum	Weighted average	Rank
SPEED	72	49	42	21	10	734	48.93	2
PRIVACY AND SECURITY	72	51	39	19	13	732	48.8	3
EASE TO USE	68	52	53	12	9	740	49.33	1
CHARGES	66	39	52	21	16	700	46.67	4
BRAND AND REPUTATION OF APP	60	46	50	20	18	692	46.13	5
TRADING OF MULTIPLE INSTRUMENTS	54	41	56	25	18	670	44.67	6

Figure 11: Influential Factors
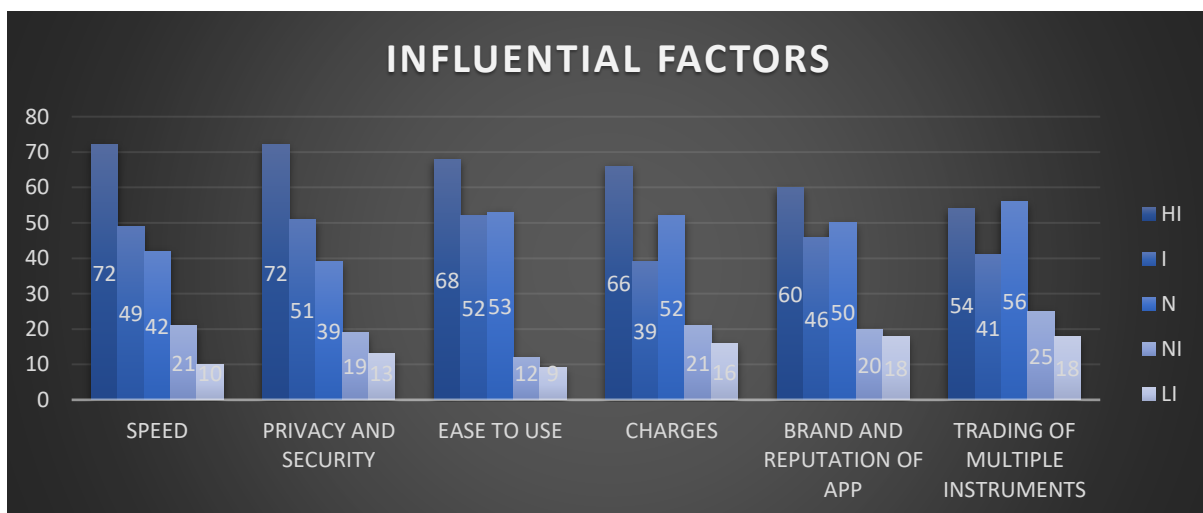
Interpretation:

➤ The most important influential factor while choosing different trading apps is ease to use.

➤ Speed is also an important influential factor for investors ranking only 2nd after ease to use.

➤ Privacy and security is moderately importantly for investor while choosing a stock trading app.

➤ Charges are not as important to investor while selecting various trading apps.

➤ Brand and reputation of apps and trading of multiple instruments secures 5th and 6th position respectively on the basis of importance given to influential factors showing that they're the least important factors.

Interpretation of Charges

Table 11: Charges

	MI	I	N	NI	LI	Sum	Weighted average	Rank
DELIVERY BROKERAGE CHARGE	67	41	51	22	13	709	47.27	1
INTRADAY BROKERAGE CHARGE	58	47	51	24	14	693	46.2	3
TRANSACTION CHARGE	53	59	47	20	15	697	46.47	2
GST	39	51	50	28	26	631	42.07	5
STT	35	38	66	26	29	606	40.4	6
ANNUAL MAINTAINANCE COST	54	47	47	29	17	674	44.93	4

Figure 12: Charges

IMPORTANCE GIVEN TO VARIOUS CHARGES
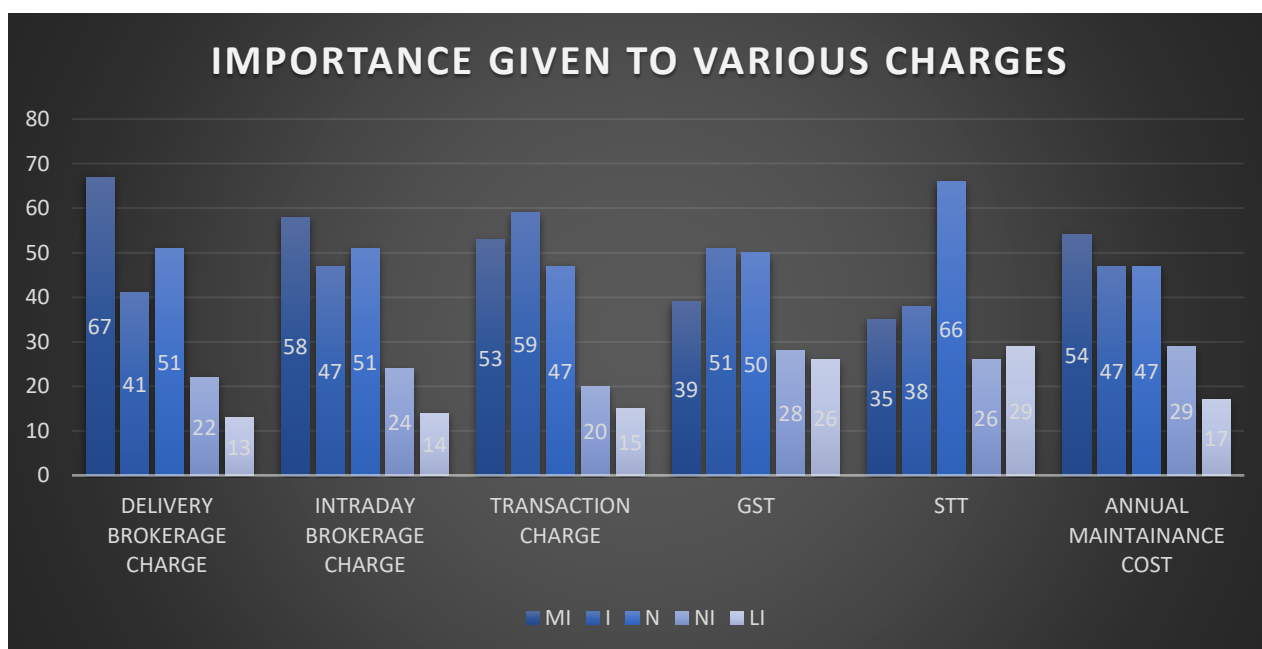
Interpretation:

➢ Delivery brokerage charges is the most important charge considered by the investors while choosing stock trading app.

➢ Transaction charges are considered the second most important charge while choosing a stock trading app.

➢ Intraday brokerage charges are given moderate importance by investors while considering which stock trade app to choose.

➢ Annual maintenance cost is not relatively important while making a decision regarding which stock trading app to use.

➢ GST and SST are the least important charges that are considered while choosing a mobile trading app.

HYPOTHESIS TESTING

AGE AND SATISFACTION LEVEL OF STOCK TRADING APPLICATION:

In order to test the relationship between age and satisfaction level, Kruskal Wallis test has been applied.

H_0: There is no significant relationship between age and satisfaction level of users of mobile trading apps.

H_1: There is a significant relationship between age and satisfaction level of users of mobile trading apps

Figure 13: Hypothesis of Age and Satisfaction Level of Mobile Trading Apps

Column1	Satisfaction – Zerodha	Satisfaction - Upstox PRO Trading App	Satisfaction - 5 Paisa	Satisfaction - Kotak Securities	Satisfaction - Angel Speed Pro	Satisfaction - IIFL Markets Mobile App	Satisfaction - MO Investor	Satisfaction - Edelweiss Mobile Trading App	Satisfaction - Sharekhan	Satisfaction - ICICI Direct
Kruskal-Wallis H	6.555	6.539	24.090	17.638	7.850	5.183	8.902	1.111	8.793	9.429
Df	4	4	4	4	4	4	4	4	4	4
Asymp. Sig.	0.161	0.162	0.000	0.001	0.097	0.269	0.064	0.892	0.066	0.051

Sr. No.	Null Hypothesis	P-value	Accept/Reject
1	H$_0$: There is no significant relationship between age and satisfaction level of Zerodha Kite	.161	Accept
2	H$_0$: There is no significant relationship between age and satisfaction level of Upstox PRO	.161	Accept
3	H$_0$: There is no significant relationship between age and satisfaction level of 5 Paisa	.000	Reject
4	H$_0$: There is no significant relationship between age and	.001	Reject

Table 12: Hypothesis of Age and Satisfaction Level of Mobile Trading Apps

	satisfaction level of Kotak Securities		
5	H₀: There is no significant relationship between age and satisfaction level of Angel Speed Pro	.097	Accept
6	H₀: There is no significant relationship between age and satisfaction level of IIFL Markets Mobile App	.269	Accept
7	H₀: There is no significant relationship between age and satisfaction level of MO Investor	.064	Accept
8	H₀: There is no significant relationship between age and satisfaction level of Edelweiss Mobile Trading App	.892	Accept
9	H₀: There is no significant relationship between age and satisfaction level of Sharekhan	.066	Accept
10	H₀: There is no significant relationship between age and satisfaction level of ICICI Direct	.051	Accept

Interpretation:

➤ The p-value of Sargodha Kite is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between age and satisfaction level of Sargodha Kite.

➤ The p-value of Upton Pro is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between age and satisfaction level of Upton Pro.

➤ The p-value of 5 Paisa is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between age and satisfaction level of 5 Paisa.

➤ The p-value of Kotak Securities is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between age and satisfaction level of Kotak Securities.

➤ The p-value of Angel Speed Pro is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between age and satisfaction level of Angel Speed Pro.

➤ The p-value of IIFL Markets Mobile App is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between age and satisfaction level of IIFL Markets Mobile App.

➤ The p-value of MO Investor is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between age and satisfaction level of MO Investor.

- ➤ The p-value of Edelweiss Mobile Trading App is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between age and satisfaction level of Edelweiss Mobile Trading App.
- ➤ The p-value of Sharekhan is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between age and satisfaction level of Sharekhan.
- ➤ The p-value of ICICI Direct is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between age and satisfaction level of ICICI Direct.

AGE AND INFLUENCING FACTORS AFFECTING THE USER:

In order to test the relationship between age and influencing factors, Kruskal Wallis test has been applied.

H_0: There is no significant relationship between age and influential factors of stock trading apps.

H_1: There is significant relationship between age and influential factors of stock trading apps.

Figure 14: Hypothesis of Age and Influential Factors

Column1	Speed	Privacy/Security	Ease to use	Charges	Brand and reputation of the firm	Trading of multiple instruments
Kruskal-Wallis H	6.994	11.086	8.707	6.162	13.971	6.975
Df	4	4	4	4	4	4
Asymp. Sig.	0.136	0.026	0.069	0.187	0.007	0.137

Table 13 : Hypothesis of Age and Influential Factors

Sr. No.	Null Hypothesis	P-value	Accept/Reject
1	H_0: There is no significant relationship between age and importance level of speed	.136	Accept
2	H_0: There is no significant relationship between age and importance level of privacy and security	.026	Reject
3	H_0: There is no significant relationship between age and importance level of ease to use	.069	Accept
4	H_0: There is no significant relationship between age and importance level of charges	.187	Accept
5	H_0: There is no significant relationship between age and importance level of brand and reputation of the firm	.007	Reject
6	H_0: There is no significant relationship between age and importance level of trading of multiple instruments	.137	Accept

Interpretation:

➢ The p-value of level of speed is more than 0.05, hence we accept the null hypothesis. There is no relationship between age and importance of speed.

➢ The p-value of privacy and security is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between age and importance of privacy and security.

➢ The p-value of level of ease is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between age and importance of level of ease.

➢ The p-value of level of charges is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between gender and importance of level of charges.

➢ The p-value of brand and reputation is less than 0.05, hence we fail accept the null hypothesis. There is a relationship between age and importance of brand and reputation.

➢ The p-value of trading of multiple instruments is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between age and importance of trading of multiple instruments.

HYPOTHESIS TESTING OF AGE AND CHARGES:

In order to test the relationship between age and charges that are important for user, Kruskal Wallis test has been applied.

H_0: There is no significant relationship between age and importance level of various charges

H_1: There is significant relationship between age and importance level of various charges

Figure 15: Hypothesis of Age and Importance of Charges

Column1	Delivery brokerage charges	Intraday brokerage charges	Transaction charges	GST	STT	Annual maintenance cost
Kruskal-Wallis H	6.930	4.330	5.854	4.249	5.593	6.693
Df	4	4	4	4	4	4
Asymp. Sig.	0.140	0.363	0.210	0.373	0.232	0.153

Table 14: Hypothesis of Age and Importance of Charges

Sr. No.	Null Hypothesis	P-value	Accept/Reject
1	H_0: There is no significant relationship between age and importance level of delivery brokerage charge	.140	Accept
2	H_0: There is no significant relationship between age and importance level of intraday brokerage charge	.363	Accept
3	H_0: There is no significant relationship between age and importance level of transaction charges	.210	Accept
4	H_0: There is no significant relationship between age and importance level of GST	.373	Accept
5	H_0: There is no significant relationship between age and importance level of SST	.232	Accept
6	H_0: There is no significant relationship between age and importance level of Annual Maintenance Cost	.153	Accept

Interpretation:

> ➢ All the p-values are higher than 0.05.
> ➢ The null hypothesis is accepted for all the 10 mobile apps.
> ➢ There is no relationship between gender and satisfaction level of various stock trading apps.

GENDER AND SATISFACTION LEVEL OF STOCK TRADING APPLICATIONS:

In order to test the relationship between gender and satisfaction level, Mann-Whitney U test has been applied.

H_0: There is no significant relationship between gender and level of satisfaction among the users of stock trading apps

H_1: There is significant relationship between gender and level of satisfaction among the users of stock trading apps

Figure 16: Hypothesis of Gender and Satisfaction of Mobile Trading Apps

Column1	Satisfaction – Zerodha	Satisfaction - Upstox PRO Trading App	Satisfaction - 5 Paisa	Satisfaction - Kotak Securities	Satisfaction - Angel Speed Pro	Satisfaction - IIFL Markets Mobile App	Satisfaction - MO Investor	Satisfaction - Edelweiss Mobile Trading App	Satisfaction - Sharekhan	Satisfaction - ICICI Direct
Mann-Whitney U	3947.000	3701.500	3627.500	3909.000	3805.000	3827.500	3531.000	3716.500	3713.500	3947.500
Wilcoxon W	13263.000	5471.500	12943.500	13225.000	5575.000	13143.500	12847.000	5486.500	5483.500	13263.500
Z	-0.189	-0.909	-1.118	-0.302	-0.597	-0.534	-1.379	-0.846	-0.854	-0.185
Asymp. Sig. (2-tailed)	0.850	0.364	0.263	0.763	0.551	0.594	0.168	0.398	0.393	0.853

Table 15: Hypothesis of Gender and Satisfaction of Mobile Trading Apps

Sr. No.	Null Hypothesis	P-value	Accept/Reject
1	H_0: There is no significant relationship between gender and satisfaction level of Zerodha	.850	Accept
2	H_0: There is no significant relationship between gender and satisfaction level of Upstox PRO	.364	Accept
3	H_0: There is no significant relationship between gender and satisfaction level of 5 Paisa	.263	Accept
4	H_0: There is no significant relationship between gender and satisfaction level of Kotak Securities	.763	Accept
5	H_0: There is no significant relationship between gender and satisfaction level of Angel Speed Pro	.551	Accept
6	H_0: There is no significant relationship between gender and satisfaction level of IIFL Markets Mobile App	.594	Accept
7	H_0: There is no significant relationship between gender and satisfaction level of MO Investor	.168	Accept
8	H_0: There is no significant relationship between gender and satisfaction level of Edelweiss Mobile Trading App	.398	Accept
9	H_0: There is no significant relationship between gender and satisfaction level of Sherkhan	.393	Accept
10	H_0: There is no significant relationship between gender and satisfaction level of ICICI Direct	.853	Accept

Interpretation:

From the above table, we can see that

- All the p-values are higher than 0.05
- The null hypothesis is accepted for all the 10 mobile apps
- There is no relationship between gender and satisfaction level of various stock trading apps.

GENDER AND INFLUENCING FACTORS AFFECTING USERS:

In order to test the relationship between gender and influencing factors that affects the users, Mann-Whitney U test has been applied.

H_0: There is no significant relationship between gender and influential factors of stock trading apps.

H_1: There is significant relationship between gender and influential factors of stock trading apps.

Figure 17: Hypothesis of Gender and Factors Affecting Users

Column 1	Speed	Privacy/Security	Ease to use	Charges	Brand and reputation of the firm	Trading of multiple instruments
Mann-Whitney U	3339.000	2970.500	3306.000	3302.000	3401.500	3299.000
Wilcoxon W	5109.000	4740.500	5076.000	5072.000	5171.500	5069.000
Z	-1.936	-2.995	-2.036	-2.031	-1.741	-2.029
Asymp. Sig. (2-tailed)	0.053	0.003	0.042	0.042	0.082	0.042

Table 16: Hypothesis of Gender and Influential Factors

Sr. No.	Null Hypothesis	P-value	Accept/Reject
1	H_0: There is no significant relationship between gender and importance level of speed	.053	Accept
2	H_0: There is no significant relationship between gender and importance level of privacy and security	.003	Reject
3	H_0: There is no significant relationship between gender and importance level of ease to use	.042	Reject
4	H_0: There is no significant relationship between gender and importance level of charges	.042	Reject
5	H_0: There is no significant relationship between gender and importance level of brand and reputation of the firm	.082	Accept
6	H_0: There is no significant relationship between gender and importance level of trading of multiple instruments	.042	Reject

Interpretation:

> ➢ The p-value of level of speed is more than 0.05, hence we accept the null hypothesis. There is no relationship between gender and importance of speed.

> ➢ The p-value of privacy and security is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between gender and importance of privacy and security.

> ➢ The p-value of level of ease is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between gender and importance of level of ease.

> ➢ The p-value of level of charges is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between gender and importance of level of charges.

> ➢ The p-value of brand and reputation is more than 0.05, hence we accept the null hypothesis. There is no relationship between gender and importance of brand and reputation.

> ➢ The p-value of trading of multiple instruments is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between gender and importance of trading of multiple instruments.

HYPOTHESIS TESTING OF GENDER AND CHARGES:

In order to test the relationship between gender and charges that are important for the users, Mann-Whitney U test has been applied.

H_0: There is no significant relationship between gender and importance level of various charges

H_1: There is significant relationship between gender and importance level of various charges

Figure 18: Hypothesis of Gender and Importance of Charges

Column1	Delivery brokerage charges	Intraday brokerage charges	Transaction charges	GST	STT	Annual maintenance cost
Mann-Whitney U	3089.500	3295.500	3492.000	3955.500	3970.000	3452.500
Wilcoxon W	4859.500	5065.500	5262.000	5725.500	13286.000	5222.500
Z	-2.643	-2.042	-1.485	-0.160	-0.120	-1.588
Asymp. Sig. (2-tailed)	0.008	0.041	0.137	0.873	0.905	0.112

Table 17: Hypothesis of Gender and Importance of Charges

Sr. No.	Null Hypothesis	P-value	Accept/Reject
1	H_0: There is no significant relationship between gender and importance level of delivery brokerage charge	.008	Reject
2	H_0: There is no significant relationship between gender and importance level of intraday brokerage charge	.041	Reject
3	H_0: There is no significant relationship between gender and importance level of transaction charges	.137	Accept
4	H_0: There is no significant relationship between gender and importance level of GST	.873	Accept
5	H_0: There is no significant relationship between gender and importance level of SST	.905	Accept
6	H_0: There is no significant relationship between gender and importance level of Annual Maintenance Cost	.112	Accept

Interpretation:

- ➤ The p-value of delivery and brokerage charges are less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between gender and importance of delivery brokerage charge.
- ➤ The p-value of intraday brokerage charge is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between gender and importance of intraday brokerage charge.
- ➤ The p-value of transaction charges is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between gender and importance of transaction charges.
- ➤ The p-value of GST charges is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between gender and importance of GST charges.
- ➤ The p-value of SST charges is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between gender and SST charges.
- ➤ The p-value of Annual maintenance Cost is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between gender and annual maintenance cost.

EDUCATION AND SATISFACTION LEVEL OF STOCK TRADING APPS:

In order to test the relationship between education and satisfaction level of user, Kruskal Wallis test has been applied.

H_0 : There is no significant relationship between education level and satisfaction levels of different mobile trading apps among users.

H_1 : There is significant relationship between education level and satisfaction levels of different mobile trading apps among users.

Figure 19: Hypothesis of Education and Satisfaction Level of Mobile Trading App

Column1	Satisfaction - Zerodha	Satisfaction - Upstox PRO Trading App	Satisfaction - 5 Paisa	Satisfaction - Kotak Securities	Satisfaction - Angel Speed Pro	Satisfaction - IIFL Markets Mobile App	Satisfaction - MO Investor	Satisfaction - Edelweiss Mobile Trading App	Satisfaction - Sharekhan	Satisfaction - ICICI Direct
Kruskal-Wallis H	1.273	3.607	4.977	4.080	7.717	3.948	2.005	3.373	0.631	3.539
Df	3	3	3	3	3	3	3	3	3	3
Asymp. Sig.	0.736	0.307	0.173	0.253	0.052	0.267	0.571	0.338	0.889	0.316
Kruskal-Wallis H	1.273	3.607	4.977	4.080	7.717	3.948	2.005	3.373	0.631	3.539

Table 18: Hypothesis of Education and Satisfaction Level of Mobile Trading Apps

Sr. No.	Null Hypothesis	P-value	Accept/Reject
1	H_0: There is no significant relationship between education level and satisfaction level of Zerodha	.736	Accept
2	H_0: There is no significant relationship between education level and satisfaction level of Upstox PRO	.307	Accept
3	H_0: There is no significant relationship between education level and satisfaction level of 5 Paisa	.173	Accept
4	H_0: There is no significant relationship between education level and satisfaction level of Kotak Securities	.253	Accept
5	H_0: There is no significant relationship between education level and satisfaction level of Angel Speed Pro	.052	Accept
6	H_0: There is no significant relationship between education level and satisfaction level of IIFL Markets Mobile App	.267	Accept
7	H_0: There is no significant relationship between education level and satisfaction level of MO Investor	.571	Accept
8	H_0: There is no significant relationship between education level and satisfaction level of Edelweiss Mobile Trading App	.338	Accept
9	H_0: There is no significant relationship between education level and satisfaction level of Sharekhan	.889	Accept
10	H_0: There is no significant relationship between education level and satisfaction level of ICICI Direct	.316	Accept

Interpretation:

➢ All the p-values are higher than 0.05

➢ The null hypothesis is accepted for all the 10 mobile apps.

➢ There is no relationship between education level and satisfaction level of various stock trading apps.

EDUCATION AND INFLUENCING FACTORS THAT AFFECTS USER:

In order to test the relationship between education and influencing factors that affects the user, Kruskal Wallis test has been applied.

H_0: There is no significant relationship between educational level and influential factors of stock trading apps

H_1: There is a significant relationship between educational level and influential factors of stock trading apps

Figure 20: Hypothesis of Education and Influential Factors

Column1	Speed	Privacy/Security	Ease to use	Charges	Brand and reputation of the firm	Trading of multiple instruments
Kruskal-Wallis H	0.482	1.951	1.963	3.062	1.341	5.596
Df	3	3	3	3	3	3
Asymp. Sig.	0.923	0.583	0.580	0.382	0.720	0.133
Kruskal-Wallis H	0.482	1.951	1.963	3.062	1.341	5.596

Table 19: Hypothesis of Education and Influential Factors

Sr. No.	Null Hypothesis	P-value	Accept/Reject
1	H_0: There is no significant relationship between education level and importance level of speed	.923	Accept
2	H_0: There is no significant relationship between education level and importance level of privacy and security	.583	Accept
3	H_0: There is no significant relationship between education level and importance level of ease to use	.580	Accept
4	H_0: There is no significant relationship between education level and importance level of charges	.382	Accept
5	H_0: There is no significant relationship between education	.720	Accept

	level and importance level of brand and reputation of the firm		
6	H_0: There is no significant relationship between education level and importance level of trading of multiple instruments	.133	Accept

Interpretation:

- ➤ The p-values of all influential factors are more than 0.05.
- ➤ We accept the null hypothesis of all influential factors.
- ➤ There is no significant relationship between education level and influential factors.

EDUCATION AND CHARGES:

In order to test the relationship between education and charges that are important for user, Kruskal Wallis test has been applied.

H_0: There is no significant relationship between education level and importance level of various charges

H_1: There is significant relationship between education level and importance level of various charges

Figure 21: Hypothesis of Education and Importance of Charges

Column1	Delivery brokerage charges	Intraday brokerage charges	Transaction charges	GST	STT	Annual maintenance cost
Kruskal-Wallis H	4.290	6.432	2.585	12.451	10.865	14.122
Df	3	3	3	3	3	3
Asymp. Sig.	0.232	0.092	0.460	0.006	0.012	0.003
Kruskal-Wallis H	4.290	6.432	2.585	12.451	10.865	14.122

Table 20: Hypothesis of Education and Importance of Charges

Sr. No.	Null Hypothesis	P-value	Accept/Reject
1	H$_0$: There is no significant relationship between education and importance level of delivery brokerage charge	.232	Accept
2	H$_0$: There is no significant relationship between education and importance level of intraday brokerage charge	.092	Accept
3	H$_0$: There is no significant relationship between education and importance level of transaction charges	.460	Accept
4	H$_0$: There is no significant relationship between education and importance level of GST	.006	Reject
5	H$_0$: There is no significant relationship between education and importance level of SST	.012	Reject
6	H$_0$: There is no significant relationship between education and importance level of Annual Maintenance Cost	.003	Reject

Interpretation:

➢ The p-value of delivery and brokerage charges is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between education level and importance of delivery brokerage charge.

➢ The p-value of intraday brokerage charge is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between education level and importance of intraday brokerage charge.

➢ The p-value of transaction charges is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between education level and importance of transaction charges.

➤ The p-value of GST charges is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between education level and importance of GST charges.

➤ The p-value of SST charges is less than 0.05, hence we fail to accept the null hypothesis. There is no significant relationship between education level and SST charges.

➤ The p-value of Annual maintenance Cost is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between education level and annual maintenance cost.

OCCUPATION AND SATISFACTION LEVEL OF USER:

In order to test the relationship between occupation and satisfaction level of user, Kruskal Wallis test has been applied.

H_0: There is no significant relationship between occupation of users and satisfaction level of different stock trading apps

H_1: There is significant relationship between occupation level of users and satisfaction level of different stock trading apps

Figure 22: Hypothesis of Occupation and Satisfaction Level of Stock Trading Apps

Column1	Satisfaction - Zerodha	Satisfaction - Upstox PRO Trading App	Satisfaction - 5 Paisa	Satisfaction - Kotak Securities	Satisfaction - Angel Speed Pro	Satisfaction - IIFL Markets Mobile App	Satisfaction - MO Investor	Satisfaction - Edelweiss Mobile Trading App	Satisfaction - Sharekhan	Satisfaction - ICICI Direct
Kruskal-Wallis H	7.244	3.587	6.480	9.376	7.074	0.878	3.090	6.917	1.184	2.871
Df	4	4	4	4	4	4	4	4	4	4
Asymp. Sig.	0.124	0.465	0.166	0.052	0.132	0.928	0.543	0.140	0.881	0.580
Kruskal-Wallis H	7.244	3.587	6.480	9.376	7.074	0.878	3.090	6.917	1.184	2.871

Table 21: Hypothesis of Occupation and Satisfaction Level of Mobile Trading Apps

Sr. No.	Null Hypothesis	P-value	Accept/Reject
1	H_0: There is no significant relationship between occupation and satisfaction level of Zerodha	.124	Accept
2	H_0: There is no significant relationship between occupation and satisfaction level of Upstox PRO	.465	Accept
3	H_0: There is no significant relationship between occupation and satisfaction level of 5 Paisa	.166	Accept
4	H_0: There is no significant relationship between occupation and satisfaction level of Kotak Securities	.052	Accept
5	H_0: There is no significant relationship between occupation and satisfaction level of Angel Speed Pro	.132	Accept
6	H_0: There is no significant relationship between occupation and satisfaction level of IIFL Markets Mobile App	.928	Accept
7	H_0: There is no significant relationship between occupation and satisfaction level of MO Investor	.543	Accept
8	H_0: There is no significant relationship between occupation and satisfaction level of Edelweiss Mobile Trading App	.140	Accept
9	H_0: There is no significant relationship between occupation and satisfaction level of Sherkhan	.881	Accept
10	H_0: There is no significant relationship between occupation and satisfaction level of ICICI Direct	.580	Accept

Interpretation:

➢ The p-values of all mobile trading apps is more tahan 0.05

➢ Hence, we accept the null hypothesis.

➢ There is no significant relationship between occupation and satisfaction level of different stock trading apps.

OCCUPATION AND INFLUENCING FACTORS THAT AFFECTS USER:

In order to test the relationship between occupation and influencing factors that affects user, Kruskal Wallis test has been applied.

H_0: There is no significant relationship between occupation of users and satisfaction level of different stock trading apps

H_1: There is significant relationship between occupation level of users and satisfaction level of different stock trading apps

Figure 23: Hypothesis of Occupation and Influential Factors

Column1	Speed	Privacy/Security	Ease to use	Charges	Brand and reputation of the firm	Trading of multiple instruments
Kruskal-Wallis H	4.289	6.683	3.841	2.831	3.697	3.278
Df	4	4	4	4	4	4
Asymp. Sig.	0.368	0.154	0.428	0.586	0.449	0.512
Kruskal-Wallis H	4.289	6.683	3.841	2.831	3.697	3.278

Table 22: Hypothesis of Occupation and Influential Factors

Sr. No.	Null Hypothesis	P-value	Accept/Reject
1	H_0: There is no significant relationship between occupation and importance level of speed	.368	Accept
2	H_0: There is no significant relationship between occupation and importance level of privacy and security	.154	Accept
3	H_0: There is no significant relationship between occupation and importance level of ease to use	.428	Accept

4	H$_0$: There is no significant relationship between occupation and importance level of charges	.586	Accept
5	H$_0$: There is no significant relationship between occupation and importance level of brand and reputation of the firm	.449	Accept
6	H$_0$: There is no significant relationship between occupation and importance level of trading of multiple instruments	.512	Accept

Interpretation:

- All the p-values are more than 0.05.
- Hence, we accept the null hypothesis.
- There is no significant relationship between occupation and various influential factors.

OCCUPATION AND CHARGES:

In order to test the relationship between occupation and charges that are important for user, Kruskal Wallis test has been applied.

H_0: There is no significant relationship between occupation of users and satisfaction level of different stock trading apps

H_1: There is significant relationship between occupation level of users and satisfaction level of different stock trading apps

Figure 24: Hypothesis of Occupation and Importance of Charges

Column1	Delivery brokerage charges	Intraday brokerage charges	Transaction charges	GST	STT	Annual maintenance cost
Kruskal-Wallis H	3.849	2.700	5.825	9.059	10.803	12.332
Df	4	4	4	4	4	4
Asymp. Sig.	0.427	0.609	0.213	0.060	0.029	0.015
Kruskal-Wallis H	3.849	2.700	5.825	9.059	10.803	12.332

Table 23: Hypothesis of Occupation and Importance of Charges

Sr. No.	Null Hypothesis	P-value	Accept/Reject
1	H_0: There is no significant relationship between occupation and importance level of delivery brokerage charge	.427	Accept
2	H_0: There is no significant relationship between occupation and importance level of intraday brokerage charge	.609	Accept
3	H_0: There is no significant relationship between occupation and importance level of transaction charges	.213	Accept
4	H_0: There is no significant relationship between occupation and importance level of GST	.060	Accept
5	H_0: There is no significant relationship between	.029	Reject

	occupation and importance level of SST		
6	H₀: There is no significant relationship between occupation and importance level of Annual Maintenance Cost	.015	Reject

Interpretation:

➢ The p-value of delivery and brokerage charges are more than 0.05, hence we accept the null hypothesis. There is no significant relationship between occupation and importance of delivery brokerage charge.

➢ The p-value of intraday brokerage charge is more than 0.05, hence we accept the null hypothesis. There is a significant relationship between occupation and importance of intraday brokerage charge.

➢ The p-value of transaction charges is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between occupation and importance of transaction charges.

➢ The p-value of GST charges is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between occupation and importance of GST charges.

➢ The p-value of SST charges is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between occupation and SST charges.

➢ The p-value of Annual maintenance Cost is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between occupation and annual maintenance cost.

FINDINGS

FINDINGS

- There are 73.4% people who use mobile trading apps. There are 26.6% people who do not use mobile trading apps.
- 57% of investors are mostly aware of Zerodha Kite app, which is the highest percentage of awareness.
- Upstox Pro is at 50.3%, Angel Speed Pro at 39.9%, Sharekhan at 36.3% of awareness level. They rank 2nd, 3rd, and 4th respectively on basis of awareness.
- Zerodha Kite is the most used mobile trading app with 29% of investors.
- Upstox Trading app is used by 14.5% of investors. Sharekhan is used by 9.8% of investors. Angel Speed Pro is used by 6.7% of investors.
- Hence, the top 5 used trading apps are Zerodha Kite, Upstox PRO Trading App, Sharekhan, and Angel Speed Pro respectively.
- The highest ranked reason for not using trading app is lack of trust for online transactions with 34.3%.
- On basis of satisfaction level Zerodha Kite, Upstox Pro Trading App, Angel Speed Pro, 5 Paisa, and Sharekhan are ranked 1st, 2nd, 3rd, 4th, and 5th respectively.
- Easy to use is the most important factor while choosing different trading apps.
- Trading of multiple instruments is the least important factor while considering mobile trading apps.
- Delivery Brokerage charge is the most important charge.
- GST and SST are given least importance while selecting a mobile trading app.

HYPOTHESIS TESTING

HYPOTHESIS TESTING

- ➢ The p-value of Sargodha Kite is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between age and satisfaction level of Sargodha Kite.

- ➢ The p-value of Upton Pro is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between age and satisfaction level of Upton Pro.

- ➢ The p-value of 5 Paisa is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between age and satisfaction level of 5 Paisa.

- ➢ The p-value of Kotak Securities is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between age and satisfaction level of Kotak Securities.

- ➢ The p-value of Angel Speed Pro is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between age and satisfaction level of Angel Speed Pro.

- ➢ The p-value of IIFL Markets Mobile App is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between age and satisfaction level of IIFL Markets Mobile App.

- ➢ The p-value of MO Investor is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between age and satisfaction level of MO Investor.

- ➢ The p-value of Edelweiss Mobile Trading App is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between age and satisfaction level of Edelweiss Mobile Trading App.

- ➢ The p-value of Sharekhan is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between age and satisfaction level of Sharekhan.

- ➢ The p-value of ICICI Direct is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between age and satisfaction level of ICICI Direct.

- ➢ The p-value of level of speed is more than 0.05, hence we accept the null hypothesis. There is no relationship between age and importance of speed.

- ➢ The p-value of privacy and security is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between age and importance of privacy and security.

- ➢ The p-value of level of ease is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between age and importance of level of ease.

- The p-value of level of charges is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between gender and importance of level of charges.

- The p-value of brand and reputation is less than 0.05, hence we fail accept the null hypothesis. There is a relationship between age and importance of brand and reputation.

- The p-value of trading of multiple instruments is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between age and importance of trading of multiple instruments.

- There is no relationship between gender and satisfaction level of various stock trading apps.

- There is no relationship between gender and satisfaction level of various stock trading apps.

- The p-value of level of speed is more than 0.05, hence we accept the null hypothesis. There is no relationship between gender and importance of speed.

- The p-value of privacy and security is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between gender and importance of privacy and security.

- The p-value of level of ease is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between gender and importance of level of ease.

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- The p-value of trading of multiple instruments is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between gender and importance of trading of multiple instruments.

- The p-value of delivery and brokerage charges are less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between gender and importance of delivery brokerage charge.

➢ The p-value of intraday brokerage charge is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between gender and importance of intraday brokerage charge.

➢ The p-value of transaction charges is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between gender and importance of transaction charges.

➢ The p-value of GST charges is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between gender and importance of GST charges.

➢ The p-value of SST charges is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between gender and SST charges.

➢ The p-value of Annual maintenance Cost is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between gender and annual maintenance cost.

➢ There is no relationship between education level and satisfaction level of various stock trading apps.

➢ There is no significant relationship between education level and influential factors.

➢ The p-value of delivery and brokerage charges is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between education level and importance of delivery brokerage charge.

➢ The p-value of intraday brokerage charge is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between education level and importance of intraday brokerage charge.

➢ The p-value of transaction charges is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between education level and importance of transaction charges.

➢ The p-value of GST charges is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between education level and importance of GST charges.

➢ The p-value of SST charges is less than 0.05, hence we fail to accept the null hypothesis. There is no significant relationship between education level and SST charges.

➢ The p-value of Annual maintenance Cost is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between education level and annual maintenance cost.

- ➢ There is no significant relationship between occupation and satisfaction level of different stock trading apps.

- ➢ There is no significant relationship between occupation and various influential factors.

- ➢ The p-value of delivery and brokerage charges are more than 0.05, hence we accept the null hypothesis. There is no significant relationship between occupation and importance of delivery brokerage charge.

- ➢ The p-value of intraday brokerage charge is more than 0.05, hence we accept the null hypothesis. There is a significant relationship between occupation and importance of intraday brokerage charge.

- ➢ The p-value of transaction charges is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between occupation and importance of transaction charges.

- ➢ The p-value of GST charges is more than 0.05, hence we accept the null hypothesis. There is no significant relationship between occupation and importance of GST charges.

- ➢ The p-value of SST charges is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between occupation and SST charges.

- ➢ The p-value of Annual maintenance Cost is less than 0.05, hence we fail to accept the null hypothesis. There is a significant relationship between occupation and annual maintenance cost.

LIMITATIONS

LIMITATIONS

➢ We are the students of BBA and not trained investigators.

➢ Due to monetary constraints number of paid online reports could not be obtained.

➢ Sample size is small and hence it is not representative of the entire population of Ahmedabad.

➢ The respondents based on demographic factors are skewed.

➢ The present study is restricted to the explanation conducted by the researchers as the way they have understood the topic consumer preferences by mobile stock trading apps.

➢ Respondents may not be 100 percent truthful with their answers. This can happen for a variety of reasons, including social desirability bias and attempting to protect privacy.

➢ The findings are based on the responses given by the respondents and hence may not reflect the true picture.

➢ The attitude of respondents may change so the study is valid for specific period only.

CONCLUSION

CONCLUSION

In the beginning of the study, we were not aware about investors preference regarding various stock trading apps. We have done a detailed study to get knowledge about the awareness, satisfaction level, importance of various factors and charges. On the basis of findings of our study we can conclude that the most preferred mobile stock trading app is Zerodha Kite followed by Upstox PRO.

This shows that respondents have diversified thinking and opinions while choosing mobile trading apps.

ANNEXURES

ANNEXURES

A Study on Investor Preference and Satisfaction Towards Various Stock Trading Apps.

We are students of TYBBA, Faculty of Business Administration. As a part of our grand project, we are conducting a survey on the above topic. We request you to please spare your valuable time and fill up this Questionnaire. We assure you that the data is collected for academic purpose only and it will not be misused.

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A REPORT ON:

Awareness of Mutual Funds and factors motivating and demotivating investors of different age groups

Submitted to:

Faculty of Business Administration, GLS University

Submitted by:

Semester 06 | 321-330

(2020-23)

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CERTIFICATE

This is to certify that the report submitted by the under mentioned students of our eminent institute is in partial fulfillment of the requirement for the completion of *"Project Report"* at the **Third Year B.B.A.** for the academic Year 20_22_ - 20_23_

Title of the Project AWARENESS OF MUTUAL FUNDS AND FACTORS MOTIVATING AND DEMOTIVATING INVESTORS OF DIFFERENT AGE GROUP

Signature   Signature

_____   _____
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7 NARSHANA PRATIK	2020-23	327	202000123010174
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1000 - 2022-23

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3	323	Mistry Naaz Mohamed
4	324	Manjiani Muskan
5	325	Nair Aakash Haridas
6	326	Nair Vishnu Muralidharan
7	327	Narshana Pratik Umeshkumar
8	328	Nathani Umesh Mahesh Kumar
9	329	Nohal Ayush Narayan
10	330	Pamnani Kashish Ramesh

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5.2 To study the factors motivating investors to invest in mutual funds in accordance with different age groups.
5.3 To study the factors promoting investors, to invest in other instruments in comparison to mutual funds.
5.4 To study the factors which affect the most and least for investing in mutual funds.
5.5 To study the factors which affect the most and least for investing in other investing instruments.

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PREFACE

Investing in the current lifetime has been considered as one of the important activity to undergo with, without fail as it includes one's present savings for the better future. Inflation has been a major factor resulting to the importance of building a thought-through financial corpus. People without savings or investment have faced many financial difficulties, as of which, many have realised how money management could help them secure their future by only investing in certain sectors.

Through this survey, with the 307 respondents residing in Ahmedabad city, by check-boxing our questions, we have identified the basics to the core of their awareness, practice, and investing options. This research paper examines the investment patterns of investors across different age groups who are investing in mutual funds. Using a chi-square test and weighted average tests for data analysis, the study analyzes the investment behavior of investors in different age groups and identifies the various factors that affect and do not affect their investment decision-making processes. The study finds that age plays a crucial role in determining the investment patterns of investors, with younger investors being more willing to take risks and invest in high-risk/high-return funds, while older investors tend to prefer more conservative investments. Additionally, the study identifies various other factors that influence investment decisions, such as income, education level, and financial literacy. By examining these factors, the paper provides valuable insights into the investment behavior of investors in mutual funds and provides guidance for financial planners and investment advisors in creating investment strategies that meet the unique needs of investors in different age groups.

Our main aim of conducting this report was to identify how different age groups can create difference in different kind of mutual fund, time period, with different factors and goals and their awareness through different channels and thus the investment pattern.

ACKNOWLEDGEMENT

DECLARATION

We, the students of the Faculty of Business Administration, hereby declare that our project titled, "Mutual Funds awareness and factors Motivating and demotivating investors of different age groups" was conducted by us with the help of a survey to understand the Investing preferences of investors from different age groups with special preference to mutual funds.

We declare that the project has been carried out by us in partial fulfillment of the BBA program. The work submitted by us is our own qualification. The data mentioned below is an outcome of our primary data search.

Date: _____   Signature: _____

Place: Ahmedabad

LIST OF TABLES

CHAPTER 01

INTRODUCTION

1.1 Introduction

In India, mutual funds are created as trusts under the Indian Trust Act of 1882 and in line with the SEBI (Mutual Funds) Regulations of 1996. The costs and fees that mutual funds charge to operate a scheme are regulated and are limited by SEBI's guidelines.

WHAT ARE MUTUAL FUNDS?
In order to invest in shares, bonds, government securities, and money market instruments, a mutual fund pools and collects money from a number of individuals. Professional fund managers invest the money raised through mutual fund schemes in stocks, bonds, etc. in accordance with the investment goal of the scheme.

HOW A MUTUAL FUND WORKS?
By contributing to a mutual fund, you combine your funds with those of numerous other investors. Mutual funds issue "Units" in exchange for the invested sum at the current NAV. Income payments to investors from dividends, interest, capital gains, or other income produced by the mutual fund may be included in the returns from the fund. If you sell the mutual fund units for more (or less) than you invested, you may experience financial gains (or losses).

WHY INVEST IN MUTUAL FUNDS?
The investment products needed to reach these goals vary, much as investing goals do—post-retirement costs, funds for children's education or marriage, house purchase, etc.—depend on the investor. Compared to buying individual assets, investing in mutual funds has certain clear advantages. Mutual funds provide a variety of investment options in government securities, corporate bonds, money market instruments, and equity shares, giving ordinary investors a great way to participate in and profit from market uptrends. The primary benefits are the ability to hire a professional manager to make investing decisions and the ability to invest in a wide range of assets for a reasonable price.

1.1.1   Definition of Mutual Funds

A mutual fund is a professionally-managed investment scheme, usually run by an asset Management Company that brings together a group of people and invests their money in stocks, Bonds and other securities.

1.1.2   History of Mutual Funds

The Reserve Bank of India had regulatory and administrative control over the mutual fund industry in India when UTI was established in 1963 by an Act of Parliament. The Industrial Development Bank of India took over RBI's regulatory and administrative oversight in 1978 after UTI was separated from the RBI. The first UTI scheme, Unit Scheme 1964, was launched in 1964. The public sector mutual funds Life Insurance Corporation of India and General Insurance Corporation of India entered the market in 1987. SBI Mutual Fund was the first "Non-UTI" mutual fund. GIC's mutual fund was established in December 1990, whereas LIC's was established in June 1989. All mutual funds, with the exception of UTI, were subject to the initial set of SEBI Mutual Fund Regulations in 1993. At the time, it was the Kothari Pioneer, which is now part of Franklin Templeton MUTUAL FUND. A new era in the Indian MUTUAL FUND industry began in 1993 with the entry of private sector funds, offering Indian investors a wider selection of MUTUAL FUND products. Through the establishment of numerous mutual funds in India by sponsors from abroad, the number of MUTUAL FUNDs increased over time. After the Unit Trust of India Act of 1963 was repealed in February 2003, UTI was split into two distinct entities, namely, the SEBI MUTUAL FUND Regulations apply to the Specified Undertaking of the Unit Trust of India and UTI Mutual Fund. The MUTUAL FUND industry entered its fourth phase of consolidation with the bifurcation of the former UTI and a number of mergers among various private sector funds. Securities markets all over the world had plummeted following the global financial crisis in 2009, as did those in India

1.2 Types of Mutual Funds

1.2.1 Equity Funds
It also go by the name of stock funds because they invest largely in equities. They invest the money gathered from a variety of individuals with varying financial situations in shares or stocks of various businesses. Gains and losses related to these funds are purely based on the performance of the invested shares (price increases or decreases) on the stock market. Additionally, over time, equity funds may produce considerable profits. As a result, these funds also typically carry a higher level of risk.

1.2.2 Debt Funds
It invests largely in treasury bills, bonds, and other fixed-income assets. They make investments in a range of fixed-income securities, including Fixed Maturity Plans (FMPs), Gilt Funds, Liquid Funds, Short-Term Plans, Long-Term Bonds, and Monthly Income Plans, among others. For passive investors searching for consistent income (interest and capital appreciation) with little risk, the investments with set interest rates and maturity dates can be a wonderful choice.

1.2.3 Hybrid Funds
In order to bridge the divide between equity funds and debt funds, hybrid funds (Balanced Funds) is the ideal combination of bonds and equities. Either a fixed or variable ratio may be used. In essence, it combines the best features of two mutual funds by, for example, allocating 60% of assets to stocks and the remaining 40% to bonds, or vice versa. Hybrid funds are appropriate for investors who want to branch out from lower

but consistent income schemes and take on greater risks in order to benefit from "debt plus returns".

1.2.4 Specialty Funds

On the stock market, investors trade stocks. Investors invest in the money market, commonly referred to as the capital market or cash market, in a similar manner. The government manages it via issuing money market assets, including as bonds, T- bills, dated securities, and certificates of deposits, among others, in collaboration with banks, financial institutions, and other businesses. Your money is invested by the fund manager, who in turn pays out dividends on a regular basis. A short-term strategy (no longer than 13 months) can significantly reduce the danger of investment on such funds.

1.3 Advantages of Investing in Mutual Funds

1.3.1 Professional Management

Investors might not have the time, knowledge, or money necessary to perform their own research and buy certain stocks or bonds. Professional full-time money managers who have the knowledge, experience, and resources to actively buy, sell, and monitor investments are in charge of running a mutual fund. To achieve the goals of the plan, a fund manager regularly examines investments and rebalances the portfolio as necessary. One of the most significant benefits of a mutual fund is the portfolio management provided by qualified fund managers.

1.3.2 Risk Diversification

Purchasing shares in a mutual fund is a simple approach to spread your risk by investing in a variety of assets and securities, such as gold, debt, and equities, rather than putting all of your eggs in one basket. When a mutual fund scheme's underlying security faces market challenges, this is advantageous. By diversifying, one asset class's risk is offset by the risk of the other asset classes. Other investments in the portfolio might not be affected and might even improve in value if the value of one investment falls. In other words, even if one element of your portfolio experiences volatility, you won't lose the entire value of your investment.

1.3.3 Affordability & Convenience (Invest Small Amounts)

For many investors, it could be more expensive to buy all of the individual securities held by a single mutual fund directly. In contrast, most mutual funds have lower initial minimum investments.

1.3.4 Liquidity

On any business day (when the stock markets and/or banks are open), you can simply redeem (liquidate) units of open ended mutual fund schemes to suit your financial demands, giving you quick access to your money. Depending on the type of scheme, for instance, the redemption amount for liquid funds and overnight funds is paid out the following business day, the redemption amount is put in your bank account between one day to three or four days of redemption.

1.3.5 Tax Benefits

Under Section 80C of the Income Tax Act of 1961, investments in ELSS up to Rs.1, 50,000 are eligible for a tax deduction. When kept for a longer PERIOD of time, mutual fund investments are tax efficient.

1.4 Factors to Consider When Investing in Mutual Funds

1.4.1 Investment objective

Investment objective is the term used to describe the financial goal that an investor has for their mutual fund investment. Any short- or long-term financial goal of the investor, such as purchasing a home or automobile, paying for the further education of children, taking a vacation, retiring, etc., may be the investment purpose.

1.4.2 Fund performance

Before making an investment, investors should think about the mutual fund scheme's fund performance. Compare the performance during the past three to five years with the benchmark, the fund's category, and the performance's consistency. A fund's asset allocation should be consistent with that of the benchmark index, meaning that their goals should be the same. Small-cap fund schemes, for instance, will be evaluated against a small-cap benchmark. In a similar vein, you ought to evaluate alternative plans within the same fund category. Benchmark indices serve as the benchmark for evaluating a fund's performance and asset allocation.

1.4.3 Expense ratio

Since mutual funds are professional-managed schemes, all funds have some expenses and fees, including administrative and operational expenditures. To provide strong returns for the fund holders, fund managers conduct thorough research, examine investments in stocks and bonds, and make timely withdrawals from these securities. These fees cover the management, advertising, distribution, and administration of a mutual fund. The majority of expense ratios are between 1% and 2%, while some are as low as 1%. It is crucial to evaluate the spending ratio because even a small change can have a big impact on how much your wealth increases. The maximum expense ratio that an Asset Management Company (AMC) may charge is 2.25% of the total fund assets, according to the Securities & Exchange Board of India (SEBI).

1.4.4 Experience of fund manager

All AMCs are required by SEBI to disclose both the details of the fund managers and the asset allocation. It is advisable that you look into the credentials and experience of the fund managers, the types of funds they have managed and the results of those funds, among other things. Before choosing to invest in a fund managed by a specific fund manager, you should understand whether the fund managers are capable of achieving results that are better than or equal to the benchmark indexes. Be sure to also take note of whether the returns were more stable or volatile than market indices. Whether the fund is actively or passively managed, its management should also be taken into account. The length of the fund managers on a scheme might occasionally be important because if a fund is performing well, then fund managers will stick to it.

1.4.5 Risk tolerance
Measuring your risk tolerance is one of the key elements to take into account before investing, which means you should choose if you like to play it safe or take some risks and whether you have a high-risk tolerance or moferate risk appetite. You can tolerate market volatility and make investment decisions based on your risk tolerance. Since risks and returns are inversely correlated, decide if you want to invest in mutual funds with an aggressive or conservative strategy.

1.5 Mutual funds growth in India

Mutual funds have become increasingly popular in India in recent years, as more people seek to invest their money in a diversified and professionally-managed portfolio of stocks and bonds. The growth of mutual funds in India can be attributed to several factors, including:
Increasing investor awareness: With the rise of the internet and social media, more people in India are becoming aware of the benefits of investing in mutual funds. Many financial institutions and asset management companies are also conducting education and awareness programs to help investors understand the basics of mutual funds.

Favorable regulatory environment
The Securities and Exchange Board of India
(SEBI) has introduced several measures to improve transparency and protect the interests of investors in mutual funds. This has helped to increase investor confidence in the mutual fund industry.

Increasing disposable income
As the Indian economy continues to grow, more people are earning higher salaries and have more disposable income to invest in mutual funds.

Performance of the stock market
The performance of the Indian stock market has been strong in recent years, which has helped to attract more investors to mutual funds.

According to data from the Association of Mutual Funds in India (AMUTUAL FUNDI), the mutual fund industry in India has grown significantly over the past decade. As of December 2021, the assets under management (AUM) of the mutual fund industry stood at over INR 37 trillion (approximately USD 496 billion). This represents a growth of over 13% compared to the previous year.
Overall, the growth of mutual funds in India is expected to continue in the coming years, as more people become aware of the benefits of investing in mutual funds and the regulatory environment continues to improve.

CHAPTER 02

LITERATURE REVIEW

2.1 Prelude

A literature review is an integral part of any research paper as it serves several important purposes. First, it provides research context by summarizing and synthesizing existing research on a given topic, establishing research significance, and demonstrating the researcher's understanding of the topic. Second, the literature review identifies gaps in existing research and provides opportunities for researchers to fill these gaps through original research. Third, a well-conducted literature review helps establish the credibility of researchers and research by demonstrating a thorough understanding of existing research on the topic. Guides research by highlighting existing knowledge and identifying areas for further research. Finally, a literature review supports research findings by showing that the findings are based on a thorough understanding of existing research and contribute to the overall knowledge of the field. Overall, a literature review is an important part of any research paper as it provides the basis for the study and helps establish its reliability and validity.

2.2 Review of Literature

Ray, S. S., Ota, R., & Kumari, S

This study aimed to identify different factors that influence young people's decision-making regarding choosing an investment plan. The most critical advancement in long-term investment planning is to start depositing early. The data generated during information classification were subjective and quantitative. Interest in shared assets through systematic investment planning assists young people in making risk decisions. For a systematic investment plan, you should pay a moferate amount every month instead of a lump sum payment. Interest in shared assets through systematic investment plans helps young people make risk decisions. Traditional investment options such as fixed deposits and postal plans will be lost due to asset collapse and declining returns.

Tripathi, S. (2020).

To study the outlook of customers towards investment with special reference to Mutual funds. Categories such as annual income, types of investment opportunities, occupations, savings, risk patterns and investment vehicles are further explored. An attempt was made by researchers to explore mutual fund perceptions in Ahmedabad. Results were drawn by researchers with the help of data analysis and interpretation. With the help of the findings, researchers made the following conclusions: Even though people know about mutual funds, very few people invest in mutual funds yet. 75% of respondents prefer Systematic Investment Planning. Investors invest in mutual funds because they offer advantages such as professional management, diversification, liquidity, return potential, low costs and tax benefits.

Trivedi, R., Swain, P. K., & Dash, M. (2017)

The following study has multiple objectives like, exploring investor perceptions of liquidity and investment decisions, Survey financial awareness of mutual fund investments, Investigating the impact of gender differences on investment decisions and Investigating the influence of age factors on investment decisions related to age and gender. The analysis highlights various things such as - There is a link between liquidity factors and mutual fund investment decisions, There is a direct correlation between the level of financial awareness and investment behavior in mutual funds, there is a direct relationship between the financial consciousness of customers and their investment in mutual funds and there is a direct relationship between gender and investment in mutual funds. Mutual funds have become more popular as an investment vehicle in recent years. Many people choose SIP. Nevertheless, our economy has some shortcomings, especially in the area of mutual fund investment criteria.

Viswanadham, B. K., & Yadav, S. (2019)

The main purpose of this study is to understand the growth of mutual funds over the years and the reasons behind it Growth of mutual funds. Who is the main performer what are Mutual Funds and Popular Mutual Funds. The paper also examines types of mutual funds, popular mutual fund houses in India, popular mutual schemes, industry growth and why. They offer opportunities for diversification middle. Compared to fixed deposits, mutual funds offer higher returns. Whenever investors need money, they can cash it out and get their hands on it return their money.

Saini, S., Anjum, B., & Saini, R. (2011).

This study is crucial for evaluating investor behavior in a market like India where competition is constantly growing as new competitors enter the market with varying financial capabilities and business models. According to the results of the current investigation, most investors have a favorable attitude toward investing in mutual funds. They should be given timely information about various trends in the mutual fund sector in order to keep their trust in mutual funds. The mutual fund businesses should design their strategies in a way that helps meet investors 'expectations if they want to succeed in the financial sector. Converting potential investors into actual investors is currently the mutual fund industry' biggest challenge. In order to keep investors' faith, new and more creative plans should occasionally be introduced. All of this will contribute to the mutual fund industry' overall expansion and development.

Tripathi, S. (2020).

The researcher made an effort to investigate mutual fund awareness in Ahmedabad. The study uses information gathered from 100 Ahmedabad respondents. A well- structured questionnaire was used to elicit opinions from these individuals. Utilizing data analysis and the researchers' interpretation and conclusions were made. The researcher came at the conclusion below using the findings. Although many individuals are aware of mutual funds, very few actually invest in them. According to the respondents, debt, hybrid, and equity are each preferred. The preference for a systemic investment plan is 75% among respondents (SIP). Respondents are also knowledgeable of how the stock market operates. People who responded are aware that the Asset

Management Company (AMC) invests its funds in the stock market. Mutual funds are popular with investors because of these benefits' expert management, diversity, liquidity, prospective returns, cheap cost, tax advantages, and other factors. Mutual fund plans are preferred by investors even if they are risky investments.

Rehan, R., Naz, S., Umer, I., & Ahmed, O. (2018)

The study confirms that various demographic factors, including education and age, have a significant impact on an investor's awareness level. Along with these factors, other factors, including fund transparency, investment risks, and the reputation of the fund, have a significant impact on how an investor perceives mutual funds. According to the report, it is advised that the mutual fund industry concentrate on raising investors' awareness levels through various initiatives such talk shows, seminars, advertising, and personal contact with investors.

Rao, L. K. (2011).

According to research presented in this study, the majority of investment respondents were found to be between the ages of 31 and 50. Younger than 20 but older than 60 people were shown to have less knowledge of the available investing possibilities, which led to much smaller investments from them. Consumers choose mutual funds primarily because of their return potential, liquidity, and safety, even if they are typically uninformed of systematic investing methods, according to a study on mutual fund awareness and acceptance. In order to attain large returns with less risk and safety, many investors prefer to invest in mutual funds.

Rajkumar, S., & Venkatramaraju, D. (2013).

The ignorance of investors about mutual fund coupled with aggressive selling by promising higher returns to the investors have resulted into loss of investors' confidence due to inability to provide higher return. This necessitates the Asset Management Companies to understand the fund/scheme selection/switching behavior of the investors to design suitable products to meet the changing financial needs of the investors. With this background a survey was conducted among 250 Mutual Fund Investors in Chennai to study the factors influencing the fund/scheme selection by the Investors. For analyzing the impact of knowledge and awareness of mutual fund done through SPSS, one way ANOVA analysis was being undertaken to evaluate the knowledge, general and variable effects about the investors' perception and performance of investment avenues.

Roy, D., & Ghosh, K. (2011)

Debalina Roy and Koushik Ghosh- analyzed that people didn't want to take risk but wanted to enjoy high rates of returns. They found SIP to be the best way to build capital over a PERIOD of time for those who didn't have a lump sum to invest and as per their analysis it's been suggested that the risk in investment plan expected to be lower than that for lump sum investment. It was also seen that service holders generally preferred investments in fixed deposits, bonds, post offices whereas the group of businessman or self-employed individuals were more inclined to the equity market.

Das, S. K. (2012)

With the aid of a questionnaire distributed to mutual fund investors in the towns of Nagaon, Lanka, Hojai, Doboka, and Lumding, the primary data was gathered from these investors. Additionally, knowing how investors feel about investing in mutual funds may assist mutual fund businesses come up with plans for future growth in their industry. According to the rankings given by the investors, the previous dividend records, the portfolio of the scheme, entry/exit load, and the name of the fund manager come in second and third, respectively, as the most significant features that draw investors when picking a mutual fund scheme. THE PRIMARY PROBLEMS FACING THE INDIA MUTUAL FUND INDUSTRY The Indian mutual fund business is facing a lot of difficulties as a result of the changes in the financial system and increased competition.

Gupta, N., & Sharma, A. (2016).

Finding out how satisfied mutual fund investors are with their mutual fund firms is one of the goals. to determine the mutual fund companies' level of risk minimization as perceived by investors. Other considerations include the ease with which investors can convert to another fund or sell their mutual funds, as well as the user-friendliness of policies. In the questionnaire, respondents noted that mutual fund providers offer mobile apps that make it simple to follow our investments. Investors primarily bought mutual funds with superior historical performance. Conclusions Retail investors love using mutual funds as a tool for investing. The mutual fund industry is expanding as more organizations make their policies more user-friendly and offer mobile app functionality.

Patil, D., & Chincholkar, D. (2020).

To understand the investor's experience of trading mutual funds and the costs associated with mutual funds. Respondents agreed that mutual fund ratings by various agencies are helpful in determining mutual fund investment choices. An average Likert score of 371 for the 'understand basic mutual fund knowledge' component indicates that respondents have the basic knowledge of mutual funds necessary to make an investment decision. High returns from mutual funds increase investor confidence in mutual funds as a safe investment vehicle. The average Likert score of 382 for the 'Mutual Funds vs. Equity Investing' indicates that respondents consistently view mutual funds as easy to invest in and offer better portfolio diversification as equities.

Mehrotra, R., & Kandpal, V. (2018).

The main objective behind the study is to measure the awareness level and to identify the investment pattern of the working individuals. The study was conducted by including the bankers, doctors and professors of selected regions of India through the method of questionnaire survey. It was expected that in the long run the Mutual fund industry will become the crucial part of the Indian financial system. The majority of the investors investing in mutual funds found to be from the big cities. The magnificent growth could be seen in the systematic investment planning. Post demonetization era the financial assets such as real state and gold have become less attractive form of investment and there was a gradual decrease in the bank deposit rate which eventually led to a increase in investment to mutual funds.

Vala, V., Junare, S. O., & Baser, N. (2021)

This study aims to find factors that influence perceptions of equity funds. Exploratory factor analysis is used to identify factors that influence investor perceptions of equity funds. The researchers set the following goals for this study: Evaluation of customer investment behavior. Evaluating investor perceptions of investment fund selection. Identifying factors that influence investment in equity funds. Mutual fund investment attributes were factorized to identify several factors. This survey is an in-depth analysis of individual investors' perceptions of mutual funds. The present study is an in-depth analysis of perceptions of individual investors towards Mutual Funds. The analysis further concludes that the decision making process is majorly depends on the investor's age, gender, objective of the investment, their experience and their own investment strategy. Mutual funds had the fourth place in the preferred investments.

Dukhande, P., Shah, R., & Chakravarty, K. (2022)

Understand Gen Z perceptions and perceptions of mutual funds. Investors also invest in mutual funds because it is a professionally managed investment, higher returns, lower costs, diversification, liquidity tax benefits, and other factors. As a p-value, the f-value exceeded the values in the table, clearly demonstrating that Gen Z investments are not risk reliant. The p-values and f-values are also higher than those in the table, indicating that Gen Z investors are also less dependent on stable and regular returns. The p-values and f-values for the liquidity variables are smaller than those in the table, indicating a positive relationship between the variables and indicating that intra-group investments are entirely dependent on liquidity.

Prabhu, G., & Vachalekar, N. M. (2014).

The results help mutual fund companies identify areas that need improvement to increase investor awareness of investing in mutual funds. Determining investor perceptions of investment funds. To find out the types of mutual funds investors prefer. Investors were selected based on people who had previously invested in mutual funds and had knowledge of basic mutual fund terminology. An attempt was made to examine investor perceptions of investing in mutual funds and to identify factors that investors consider important before investing in a mutual fund. The main factors that attract investors to mutual funds are portfolio diversification and tax benefits. Most investors are familiar with her MIP funds and the reason they prefer to invest in them is the consistent returns they generate.

Chaudhary, N. (2016)

This study was conducted to assess the relationship between demographic factors and mutual fund investment preferences. The study concludes that age, gender, and education level are associated with investors' preference for investing in mutual funds, but occupation is independent of preference for investing in mutual funds. Based on the findings of this study, we can conclude that demographic factors play an important role in investing in mutual funds. Therefore, the results of the present study confirm the results of previous studies. This study was conducted to assess whether there is an association between demographic factors and mutual fund investment preferences.

Kumar, M. D., & Pushpa, D. T. (2021)

A survey conducted on working women's attitudes towards investing in mutual funds shows that fixed deposits are the preferred investment option compared to mutual funds, real estate, the postal system, etc. As women start working and earn their livelihood, they are also thinking about future returns. They are now starting to manage their bodies not only by managing their money at home, but also by investing in various investment opportunities and reaping the benefits from them.

2.3 Research Gap

The majority of researchers have concentrated on demographic variables like gender and occupation, but there hasn't been any work done specifically on investment preferences according to age groups. The majority of papers on mutual funds also place an emphasis on the reader's familiarity with the investment instrument rather than the motivating factors and reasons behind making the investment. Similar to this, papers are focused on a specific occupational group rather than a range of them.

2.4 Objectives

- To study the association between the age of investors and investing preferences of mutual fund investors.
- To study the association between the age of investors and investing preferences of mutual fund investors.
- To study the factors motivating investors to invest in mutual funds in accordance with different age groups.
- To study the factors promoting investors, to invest in other instruments in comparison to mutual funds.
- To study the factors which affect the most and least for investing in mutual funds
- To study the factors which affect the most and least for investing in other investing instruments.

2.5 Scope of study:

The scope of study for the research paper on "A study to determine the relationship between investment patterns in mutual funds and different age groups" will include the following aspects:

1. Research objectives: The primary objective of the study is to determine the investment patterns of different age groups in mutual funds and to identify the relationship between age and investment behaviour. The study aims to explore how investment patterns differ among age groups and whether these differences have any significant impact on investment performance.

2. Research questions: The study will seek to answer the following questions:

- What are the investment patterns of different age groups in mutual funds?

- How do investment patterns differ among age groups?

- Is there any significant relationship between age and investment behaviour in mutual funds?

- How do investment patterns affect investment performance in mutual funds across different age groups?

3. Research methodology: The research paper will employ a quantitative research design and use a survey questionnaire to collect data from participants belonging to different age groups. The survey will contain questions related to investment patterns, investment behaviour, and demographic information. The study will use statistical techniques such as Chi Square tests, weighted average and descriptive statistics to analyse the data.

4. Sampling: The study will use a non-probability sampling method and select participants from different age groups. The sample will be selected from the population of mutual fund investors in a particular geographic region, and the sample size will be determined using statistical methods.

5. Data analysis: The research paper will use statistical software to analyse the data collected from the survey questionnaire. The study will use descriptive statistics to summarize the data and to determine the relationship between investment patterns and age.

6. Limitations: The study may face some limitations, such as the selection bias of the sample, the self-reporting nature of the survey, and the generalizability of the findings to other regions or countries.

2.6 Limitations of study

"A study to determine the relationship between investment patterns in mutual funds and different age groups" may face the following limitations:

1. Sampling bias: The study may suffer from selection bias because the sample may not be representative of the entire population of mutual fund investors. The study may only include participants from a specific geographic region, which may not be reflective of the broader population.

2. Self-reporting bias: The data collected in the study will rely on the self-reporting of the participants. Participants may not accurately report their investment patterns or behaviour, which may lead to inaccurate results.

3. Lack of control variables: The study may not account for other factors that may impact investment behaviour, such as income, education, or risk tolerance. The lack of control variables may limit the generalizability of the findings.

4. Cross-sectional nature of the study: The study may only provide a snapshot of investment patterns and behaviour at a particular point in time. It may not capture changes in investment patterns and behaviour over time.

5. Limited generalizability: The study's findings may not be generalizable to other regions or countries with different investment cultures or regulations.

6. The limited scope of the study: The study may only focus on the relationship between investment patterns in mutual funds and age groups. It may not provide insights into other investment vehicles or the reasons behind investment behaviour.

7. Potential endogeneity: The study may face endogeneity, as mutual fund investments may be affected by other external factors, such as economic conditions or market trends, which may also be correlated with age

CHAPTER 03

RESEARCH METHODOLOGY

3.1 Research design

To determine the investment patterns in mutual funds for various age groups and other demographic factors. The primary data is collected from questionnaire. The area selected for this research is limited to Ahmedabad city.

3.2 Sampling Unit

The objective of this research studies the investment patterns of investors towards mutual funds. Hence, the sampling unit for this research includes students, Business owners, professionals, and any person who practices investment in mutual funds.

3.3 Sample size

The sampling size of the research is 307 units.

3.4 Research methodology

- Introduction:
  The aim of this research is to investigate the relationship between two categorical variables using the Chi-square test and to determine the ranks of a variable using weighted average tests. In addition, this research uses the funnel approach to literature review, which involves systematically searching for relevant studies and critically evaluating them to identify potential biases or gaps in the literature.

- Research Design:
  This study will employ a quantitative research design that utilizes the Chi-square test and weighted average tests for data analysis. The research will use primary data, collected from questionnaires, to test the research hypothesis. The study will be cross-sectional in nature, as it will involve the analysis of data from a single point in time.

- Sampling:
  The sampling strategy for this research will be non-probabilistic sampling. The study has used purposive sampling to select candidates that meet the inclusion criteria.

- Data Analysis:

The data analysis for this study involves the use of the Chi-square test and weighted average tests. The Chi-square test is used to test the hypothesis that there is a significant association between the two categorical variables. The weighted average tests are used to determine the rank of a variable. The data analysis process involve the use of excel.

CHAPTER 04

DATA ANALYSIS AND INTERPRETATION

4.1: General findings

4.1.1 Gender: The following table shows the percentage of males and females in the sample.

Gender	Frequency	Percentage
Male	185	60.3
Female	116	37.8
Others	6	2
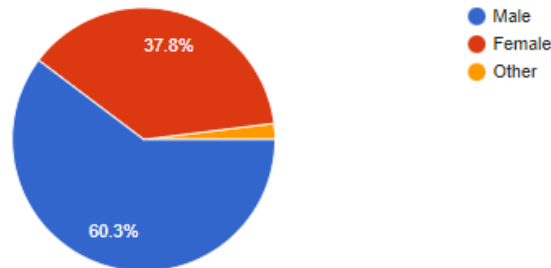
4.1.2 Age: The following table shows the age of respondents. The age group is categorized into segments.

Age group	Frequency	Percentage
18-25	125	40.7
25-45	68	22.1
45-65	72	23.5
Above 65	42	13.7
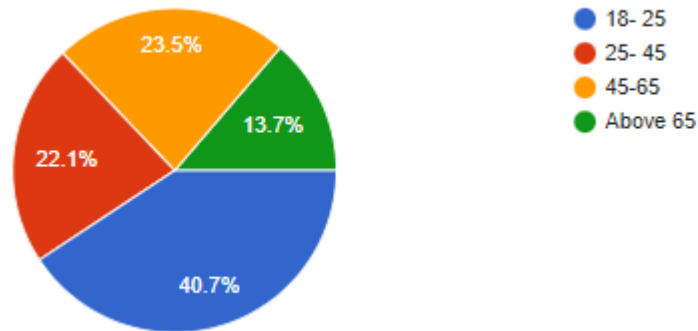
4.1.3 Occupation /Qualification: The following table shows the occupation of the respondents.

Occupation/Qualification	Frequency	Percentage
SSC Pass	67	21.8
HSC Pass	56	18.2
College Graduate	90	29.3
Freelancer	12	3.9
Business	41	13.4
Profession	67	21.8
Part Time worker	9	2.9
Retired	25	8.1
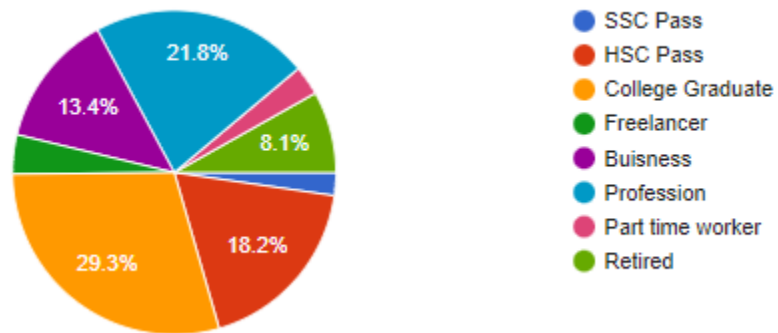
4.1.4 Marital status: The following table shows the marital status of the respondents.

Marital status	Frequency	Percentage
Married	146	47.6
Unmarried	161	52.4
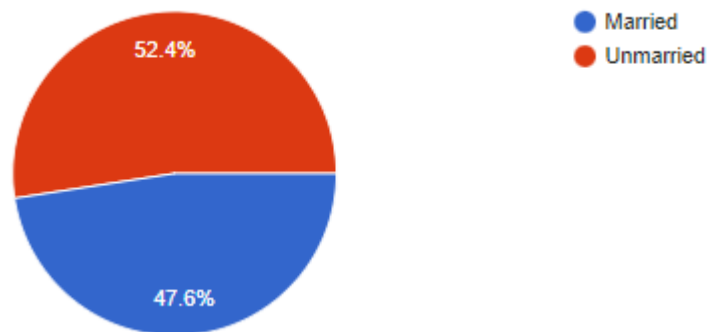
4.1.5 Family Status: The following table shows the family status

Family status	Frequency	Percentage
Bachelor	61	19.9
Joint family	121	39.4
Nuclear family	125	40.7
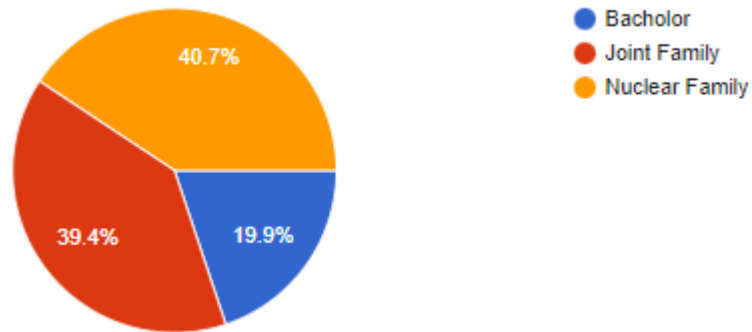
4.1.6. Yearly Income: The following table shows the Yearly income of the respondents. The yearly income is divided into segments.

Yearly Income	Frequency	Percentage
Less than 1 Lakh	97	31.6
1-5 Lakh	77	25.1
5-10 Lakh	73	23.8
More than 10 Lakh	60	19.5
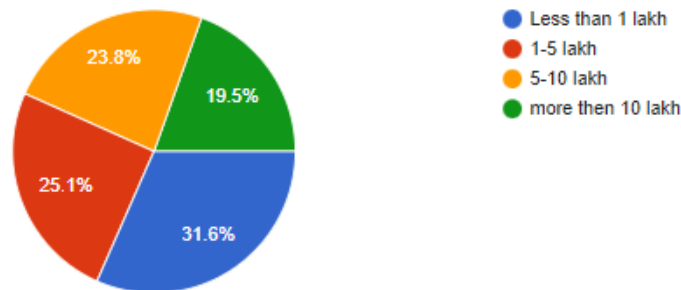
4.1.7 Practicing Investment: The following table shows the share of respondents who practice and who do not practice investments.

Practice investment	Frequency	Percentage
Yes	196	63.8
No	111	36.2
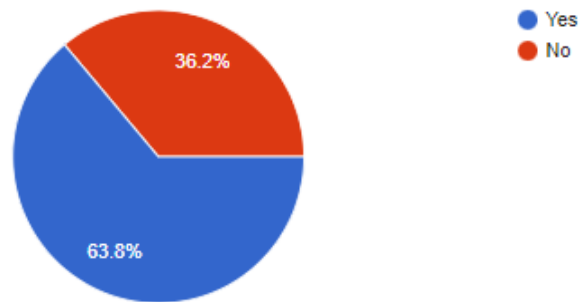
4.1.8 Awareness of mutual funds: The following table shows the share of respondents who are aware about mutual funds.

Aware about mutual funds	Frequency	Percentage
Yes	245	79.8
No	62	20.2
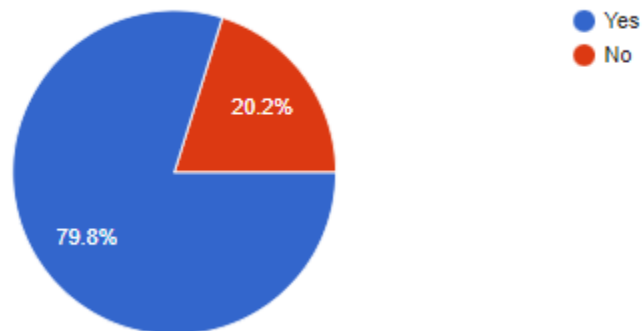
4.1.9 Practice investment in mutual funds: The following table shows the share of respondents who practice investments in mutual funds.

Practice investment in Mutual funds	Frequency	Percentage
Yes	137	55.4
No	170	44.6
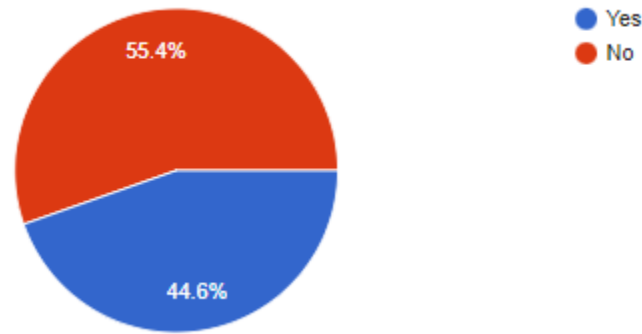
4.1.10 Investment instruments preferred over mutual funds: The following table shows the investment instruments preferred by investors over mutual funds

Investment instrument	Frequency	Percentage
Fixed Deposits/ Recurring Deposits	86	50.6
Direct Equity / Shares	51	30
Post Office Saving Scheme	23	13.5
Bonds	29	17.2
National Pension Scheme (NPS)	15	8.8
Unit Linked Insurance Plans (ULIP)	2	1.2
Liquid Funds	18	10.6
Public Provident Funds (PPF)	26	15.3
Senior Citizen Savings Scheme (SCSS)	8	4.7
Pradhan Mantri Vaya Vandana Yojana (PMVVY)	2	1.2
Real Estate	50	29.4
Gold/ Silver	64	37.6
Others	8	4.8
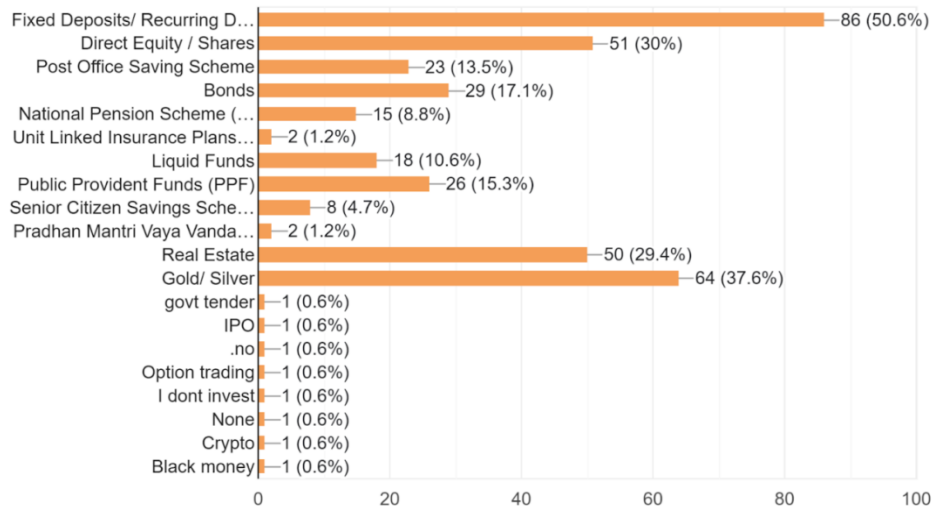
4.1.11 Goals of investments: The following table shows the goals of respondents for investing in mutual funds.

Goal	Frequency	Percentage
Retirement	64	37.6
Big purchases	39	22.9
Extra income	99	58.2
Tax benefits	47	27.6
Emergency reasons	42	24.7
Children future	40	23.4
Travel	22	12.9
Others	7	4.2
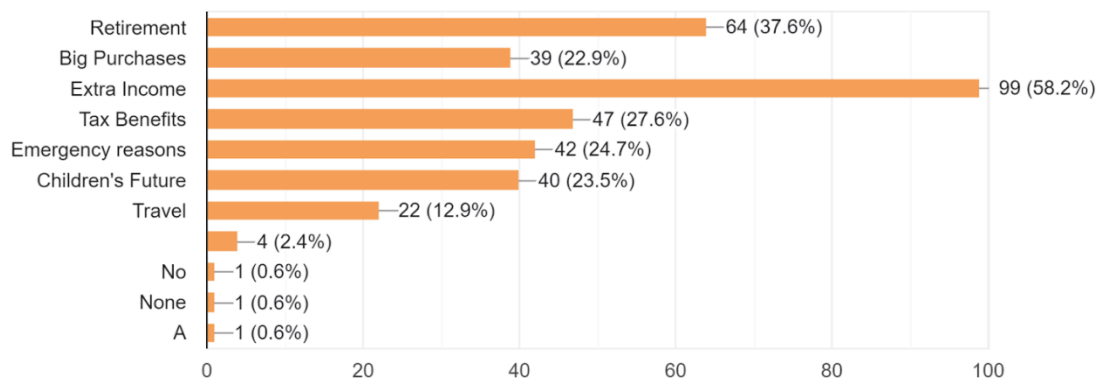
4.1.12 Type of Mutual funds preferred: The following table shows the kind of mutual fund preferred by the respondents.

Type of mutual fund	Frequency	Percentage
liquid funds	76	31.9
low-duration funds	40	16.8
Hybrid funds	64	26.9
Solution-oriented funds	27	11.3
Tax-saving Funds (ELSS)	88	37
Capital protection funds	38	16
Fixed-maturity funds (FMUTUAL FUND)	52	21.8
Pension Funds	48	20.2
Large-Cap Funds	48	20.2
Mid-Cap Funds	64	26.9
Small-Cap Funds	41	17.2
Focused Funds	19	8
Overnight fund	16	6.7
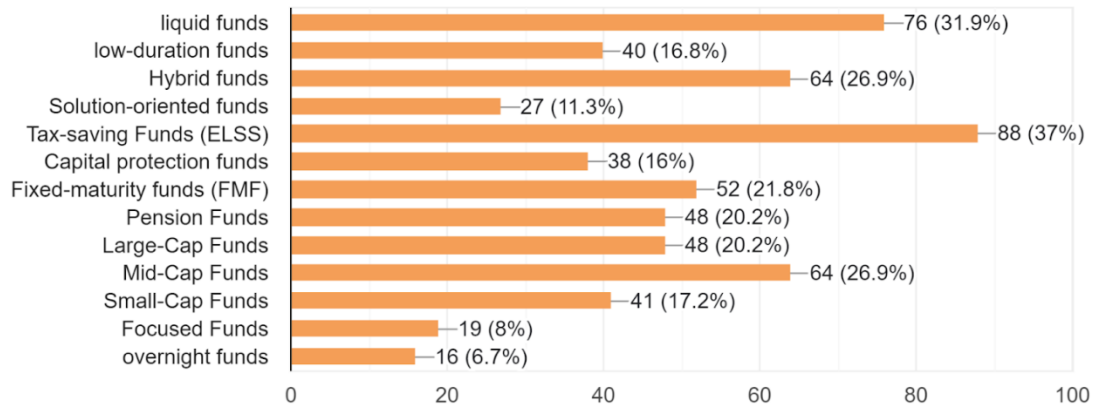
4.1.13 Primary source of information: The following table shows the sources preferred by respondents

Source of info	Frequency	Percentage
Newspapers/Magazines	116	48.7
Internet/ Blogs	131	55
Television/Radio	56	23.5
Friends/Relatives	95	39.9
Sales Representatives/Agents	54	22.7
Registered Investment advisors	1	0.4
Personal Research	1	0.4
None	1	0.4
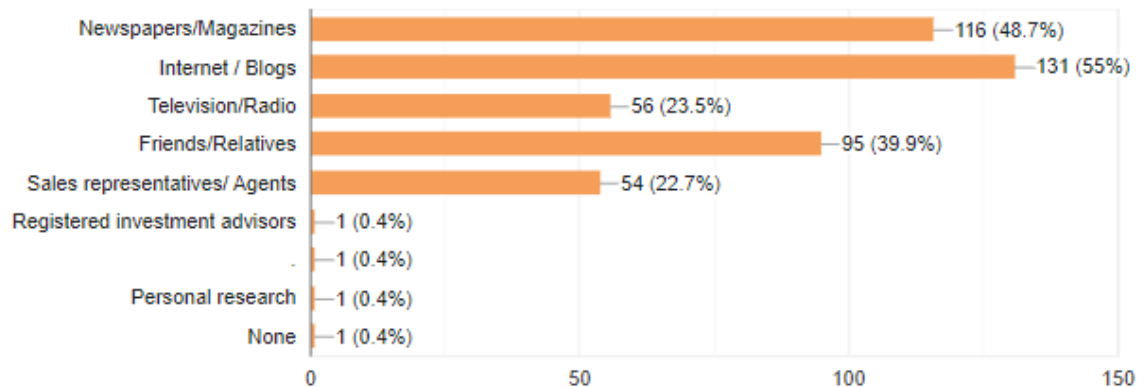
4.1.14 Goals of mutual funds investment: The following table shows the goals of respondents when they invest in mutual funds.

Goals	Frequency	Percentage
Retirement	77	32.4

Tax planning	45	18.9
Child's education	38	16
Saving for overseas holiday, Big purchases	43	18.1
Regular Payouts	27	11.3
Earning better than index returns	1	0.4
All of the above	1	0.4
For goof returns	1	0.4
Income Growth	1	0.4
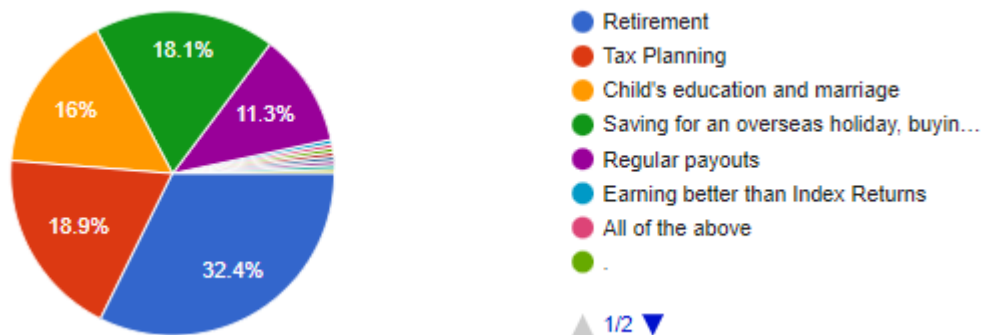
4.2: Demographics Chi square tests

4.2.1 Chi square test for age and awareness of mutual funds.

H0: there is no association between age and awareness of mutual fund.
Here showing the chi square test:
Observed:

Row Labels	No	Yes	Grand Total
18- 25	17	108	125
25- 45	9	59	68
45-65	13	59	72
Above 65	22	19	41
Grand Total	**61**	**245**	**306**

Expected:

Row Labels	No	Yes	Grand Total
18- 25	24.92	100.1	125

25- 45	13.56	54.44	68
45-65	14.35	57.65	72
Above 65	8.173	32.83	41
Grand Total	**61**	**245**	**306**

P Value= 0.00003395976271

This table shows p value is less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between age and awareness of mutual funds.

4.2.2   Chi square test of Age and do you invest in mutual fund

H0: there is no association between age and do you invest in mutual fund
Here showing the chi square test:
Observed:

Row Labels	No	Yes	(blank)	Grand Total
18- 25	86	39		125
25- 45	28	40		68
45-65	28	44		72
Above 65	27	14		41
(blank)				
Grand Total	**169**	**137**		**306**

Expected:

Row Labels	No	Yes	(blank)	Grand Total
18- 25	69	55.96		125
25- 45	38	30.44		68
45-65	40	32.24		72
Above 65	23	18.36		41
(blank)				
Grand Total	**169**	**137**		**306**

P value: 0.0019

This table shows p value is Less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between age and do invest in mutual fund.

4.2.3 Chi square test of Age and interval of investing

H0: there is no association between age and interval of investing
Here showing the chi square test :
Observed:

Age	18- 25	25- 45	45-65	Above 65	Grand Total
	19	11	13	23	66
2 Years	5	2	1		8

Annualy (1 Year)	24	5	9	3	41
Biannualy (2 Months)	1		1		2
Biannualy (6 Months)	3	1	4	2	10
Daily	4	5	2		11
Monthly (1 Month)	36	23	17	4	80
More than 5 years	7	4	3	2	16
Quaterly (3 Months)	11	12	6	3	32
Triannualy (4 Months)	7	3	8		18
Weakly	8	1	7	2	18
Grand Total	**125**	**67**	**71**	**39**	**302**

Expected:

Age	18- 25	25- 45	45-65	Above 65	Grand Total
	27.31788079	14.64238411	15.51655629	8.523178808	66
2 Years	3.311258278	1.774834437	1.880794702	1.033112583	8
Annualy (1 Year)	16.97019868	9.09602649	9.639072848	5.294701987	41
Biannualy (2 Months)	0.8278145695	0.4437086093	0.4701986755	0.2582781457	2
Biannualy (6 Months)	4.139072848	2.218543046	2.350993377	1.291390728	10
Daily	4.552980132	2.440397351	2.586092715	1.420529801	11
Monthly (1 Month)	33.11258278	17.74834437	18.80794702	10.33112583	80
More than 5 years	6.622516556	3.549668874	3.761589404	2.066225166	16
Quaterly (3 Months)	13.24503311	7.099337748	7.523178808	4.132450331	32
Triannualy (4 Months)	7.450331126	3.993377483	4.231788079	2.324503311	18
Weakly	7.450331126	3.993377483	4.231788079	2.324503311	18
Grand Total	**125**	**67**	**71**	**39**	**302**

P value: 0.000966
This table shows p value is less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between age and interval of investing.

4.2.4 Chi square test of Age and mode of payment

H0: there is no association between age and mode payment.
Here showing the chi square test
Observed:

Age		Lump sum	SIP	STP	Grand Total
18- 25	19	20	80	6	125
25- 45	11	13	35	8	67
45-65	13	15	38	5	71

Above 65	23	6	6	4	39
Grand Total	**66**	**54**	**159**	**23**	**302**

Expected:

Age		Lump sum	SIP	STP	Grand Total
18- 25	27.31788079	22.35099338	65.81125828	9.51986755	125
25- 45	14.64238411	11.98013245	35.27483444	5.102649007	67
45-65	15.51655629	12.69536424	37.3807947	5.407284768	71
Above 65	8.523178808	6.973509934	20.53311258	2.970198675	39
Grand Total	**66**	**54**	**159**	**23**	**302**

P value: 0.0000005979441152
This table shows p value is less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between age and mode of payment.

4.2.5 Chi square test for Income and awareness of mutual funds.
H0: there is no association between income and awareness of mf
Here showing the chi square test
Observed:

What is your Yearly Income?		No	Yes	Grand Total
	0			0
1-5 lakh		15	62	77
5-10 lakh		10	63	73
Less than 1 lakh		24	72	96
more then 10 lakh		12	48	60

Expected:

What is your Yearly Income?		No	Yes	Grand Total
	0			0
1-5 lakh		15.4	61.6	77
5-10 lakh		14.6	58.4	73
Less than 1 lakh		19.2	76.8	96
more than 10 lakh		12	48	60

P value: 0.5050392046
This table shows p value is greater than the level of significance so null hypothesis is accepted. Therefore we can say that there is association between income and awareness of mutual funds.

4.2.6 Chi square test for Income and do you invest in mutual funds.

H0: There is no association between income of investors and do you invest in mutual fund.

Here showing the chi square test:
Observed:

Row Labels	No	Yes	Grand Total
1-5 lakh	38	39	77
5-10 lakh	29	44	73
Less than 1 lakh	74	22	96
more then 10 lakh	28	32	60
Grand Total	**169**	**137**	**306**

Expected:

Row Labels	No	Yes	Grand Total
1-5 lakh	42.53	34.4738562	77
5-10 lakh	40.32	32.6830065	73
Less than 1 lakh	53.02	42.9803922	96
more than 10 lakh	33.14	26.8627451	60
Grand Total	**169**	**137**	**306**

P value= 0.000002860839066

This table shows P Value is less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between income of investors and do you invest in mutual fund.

4.2.7   Chi square test of Income and interval of investing

H0: There is no association between income of investors and Interval of investing.
Here showing the chi square test:
Observed:

Row Labels	1-5 lakh	5-10 lakh	Less than 1 lakh	more then 10 lakh	Grand Total
2 Years	2	1	4	1	**8**
Annualy (1 Year)	10	11	16	4	**41**
Biannualy (2 Months)	1		1		**2**
Biannualy (6 Months)	4	1	1	4	**10**
Daily	3	1		7	**11**
Monthly (1 Month)	21	29	20	11	**81**
More than 5 years	4	1	9	2	**16**
Quaterly (3 Months)	10	10	9	4	**33**
Triannualy (4 Months)	5	6	4	3	**18**
Weakly	4		4	10	**18**
(blank)	13	13	28	14	**68**
Grand Total	**77**	**73**	**96**	**60**	**306**

Expected:

Row Labels	1-5 lakh	5-10 lakh	Less than 1 lakh	more then 10 lakh	Grand Total
2 Years	2.013072	1.908497	2.509804	1.568627	**8**
Annualy (1 Year)	10.31699	9.781046	12.86275	8.039216	**41**
Biannualy (2 Months)	0.503268	0.477124	0.627451	0.392157	**2**
Biannualy (6 Months)	2.51634	2.385621	3.137255	1.960784	**10**
Daily	2.767974	2.624183	3.45098	2.156863	**11**
Monthly (1 Month)	20.38235	19.32353	25.41176	15.88235	**81**
More than 5 years	4.026144	3.816993	5.019608	3.137255	**16**
Quaterly (3 Months)	8.303922	7.872549	10.35294	6.470588	**33**
Triannualy (4 Months)	4.529412	4.294118	5.647059	3.529412	**18**
Weakly	4.529412	4.294118	5.647059	3.529412	**18**
(blank)	17.11111	16.22222	21.33333	13.33333	**68**
Grand Total	**77**	**73**	**96**	**60**	**306**

P value= 0.003559106809

This table shows P Value is less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between income of investors and Interval of investing.

4.2.8 Chi square test of Income and mode of payment

H0: there is no association between income and mode of payment

Here showing the chi square test:

Observed:

What is your Yearly Income?	Lump sum	SIP	STP		Grand Total
	0				0
1-5 lakh	13	16	40	8	77
5-10 lakh	13	16	41	3	73
Less than 1 lakh	28	11	54	3	96
more then 10 lakh	14	11	26	9	60
Grand Total	**68**	**54**	**161**	**23**	**306**

Expected:

What is your Yearly Income?		Lump sum	SIP	STP	Grand Total
	0				0
1-5 lakh		17.11111111	13.58823529	40.5130719	5.787581699	77
5-10 lakh		16.22222222	12.88235294	38.40849673	5.486928105	73

Less than 1 lakh	21.33333333	16.94117647	50.50980392	7.215686275	96
more then 10 lakh	13.33333333	10.58823529	31.56862745	4.509803922	60
Grand Total	**68**	**54**	**161**	**23**	**306**

P value: 0.1373215223
This table shows p value is greater than the level of significance so null hypothesis is accepted.
Therefore we can say that there is association between income and mode of payment.

4.2.9 Chi square test for Gender and awareness of mutual funds.

H0: there is no association between gender and awareness of mutual fund
Here showing the chi square test
Observed:

Gender		No	Yes	Grand Total
	0			0
Female		23	93	116
Male		35	150	185
Other		3	2	5
Grand Total	**0**	**61**	**245**	**306**

Expected:

Gender		No	Yes	Grand Total
	0			0
Female		23.12418301	92.87581699	116
Male		36.87908497	148.120915	185
Other		0.9967320261	4.003267974	5
Grand Total	**0**	**61**	**245**	**306**

P value: 0.2723374439
This table shows p value is greater than the level of significance so null hypothesis is accepted. Therefore
we can say that there is association between gender and awareness of mutual fund.

4.2.10 Chi square test for Gender and do you invest in mutual funds.

H0: there is no association between gender and do you invest in mutual fund
Here showing the chi square test
Observed:

Gender		No	Yes	Grand Total
	0			0
Female		73	43	116
Male		93	92	185
Other		3	2	5
Grand Total	**0**	**169**	**137**	**306**

Expected:

Gender		No	Yes	Grand Total
	0			0
Female		64.06535948	51.93464052	116
Male		102.1732026	82.82679739	185
Other		2.761437908	2.238562092	5
Grand Total	0	169	137	306

P value: 0.3230124808
This table shows p value is greater than the level of significance so null hypothesis is accepted. Therefore we can say that there is association between genders and do you invest in mutual fund.

4.2.11 Chi square test of Gender and interval of investing

H0: There is no association between gender of investors and Interval of investing.
Here showing the chi square test:
Observed:

Gender	Female	Male	Other	Grand Total
(blank)	29	38	1	68
2 Years	3	5		8
Annualy (1 Year)	16	25		41
Biannualy (2 Months)		2		2
Biannualy (6 Months)	6	3	1	10
Daily	1	10		11
Monthly (1 Month)	25	56		81
More than 5 years	8	6	2	16
Quaterly (3 Months)	15	18		33
Triannualy (4 Months)	6	11	1	18
Weakly	7	11		18
Grand Total	116	185	5	306

Expected:

Gender	Female	Male	Other	Grand Total
(blank)				68
2 Years	25.77778	41.1111111	1.11111111	8
Annualy (1 Year)	3.03268	4.83660131	0.13071895	41
Biannualy (2 Months)	15.54248	24.7875817	0.6699346	2

			4	
Biannualy (6 Months)	0.75817	1.20915033	0.03267974	10
Daily	3.79085	6.04575163	0.16339869	11
Monthly (1 Month)	4.169935	6.6503268	0.17973856	81
More than 5 years	30.70588	48.9705882	1.32352941	16
Quaterly (3 Months)	6.065359	9.67320261	0.26143791	33
Triannualy (4 Months)	12.5098	19.9509804	0.53921569	18
Weakly	6.823529	10.8823529	0.29411765	18
Grand Total	**116**	**185**	**5**	**306**

P value=0

This table shows P Value is less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between gender of investors and Interval of investing.

4.2.12 Chi square test of Gender and mode of payment

H0: There is no association between gender of investors and mode of payment.
Here showing the chi square test:
Observed:

Gender	**(blank)**	**Lump sum**	**SIP**	**STP**	**Grand Total**
Female	29	23	58	6	116
Male	38	29	102	16	185
Other	1	2	1	1	5
Grand Total	**68**	**54**	**161**	**23**	**306**

Expected:

Gender	**(blank)**	**Lump sum**	**SIP**	**STP**	**Grand Total**
Female	25.77777778	20.47059	61.0327	8.7189542	116
Male	41.11111111	32.64706	97.3366	13.905229	185
Other	1.111111111	0.882353	2.63072	0.375817	5
Grand Total	**68**	**54**	**161**	**23**	**306**

P value=0.3830350188

This table shows P Value is greater than the level of significance so null hypothesis is accepted. Therefore we can say that there is association between gender of investors and mode of payment.

4.2.13 Chi square test for Occupation and awareness of mutual funds.

H0: there is no association between occupation and awareness of mutual fund
Here showing the chi square test
Observed:

Occupation /Qualification	Blank	No	Yes	Grand Total
	0			0
Buisness		6	35	41
College Graduate		12	78	90
Freelancer		2	10	12
HSC Pass		10	46	56
Part time worker		3	6	9
Profession		13	54	67
Retired		10	14	24
SSC Pass		5	2	7
Grand Total	0	61	245	306
Occupation /Qualification		**No**	**Yes**	**Grand Total**

Expected:

Occupation /Qualification	Blank	No	Yes	Grand Total
Buisness		8.173202614	32.82679739	41
College Graduate		17.94117647	72.05882353	90
Freelancer		2.392156863	9.607843137	12
HSC Pass		11.16339869	44.83660131	56
Part time worker		1.794117647	7.205882353	9
Profession		13.35620915	53.64379085	67
Retired		4.784313725	19.21568627	24
SSC Pass		1.395424837	5.604575163	7
Grand Total	**0**	**61**	**245**	**306**

P value: 0.05762324294
This table shows p value is greater than the level of significance so null hypothesis is accepted. Therefore we can say that there is association between occupation and awareness of mutual fund.

4.2.14 Chi square test for Occupation and awareness of mutual funds.

H0: There is no association between occupations of investors and do you invest in mutual fund.
Here showing the chi square test:
Observed:

Occupation /Qualification	No	Yes	Grand Total
Business	14	27	41

College Graduate	53	37	90
Freelancer	7	5	12
HSC Pass	40	16	56
Part time worker	7	2	9
Profession	26	41	67
Retired	17	7	24
SSC Pass	5	2	7
Grand Total	**169**	**137**	**306**

Expected:

Occupation /Qualification	**No**	**Yes**	**Grand Total**
Business	22.64379085	18.35621	41
College Graduate	49.70588235	40.29412	90
Freelancer	6.62745098	5.372549	12
HSC Pass	30.92810458	25.0719	56
Part time worker	4.970588235	4.029412	9
Profession	37.00326797	29.99673	67
Retired	13.25490196	10.7451	24
SSC Pass	3.866013072	3.133987	7
Grand Total	**169**	**137**	**306**

P value=0.0004807842446
This table shows P Value is less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between occupations of investors and do you invest in mutual fund.

4.2.15 Chi square test of Occupation and interval of investing

H0: There is no association between occupation of investors and interval of investing.
Here showing the chi square test:
Observed:

Row Labels	Business	College Graduate	Freelancer	HSC Pass	Part time worker	Profession	Retired	SSC Pass	**Grand Total**
2 Years	1	3		2		1	1		**8**

	Business	College Graduate	Freelancer	HSC Pass	Part time worker	Profession	Retired	SSC Pass	Grand Total
Annualy (1 Year)	6	16		13	1	4	1		**41**
Biannualy (2 Months)	1			1					**2**
Biannualy (6 Months)	4	2		1		3			**10**
Daily	2	4		1		3		1	**11**
Monthly (1 Month)	7	28	3	16	1	20	5	1	**81**
More than 5 years		6		4	2	1	2	1	**16**
Quaterly (3 Months)	6	12	1	2	1	10	1		**33**
Triannualy (4 Months)	2	6	1	2		7			**18**
Weakly	7	3	2	1		4	1		**18**
(blank)	5	10	5	13	4	14	13	4	**68**
Grand Total	41	90	12	56	9	67	24	7	**306**

Expected:

Row Labels	Business	College Graduate	Freelancer	HSC Pass	Part time worker	Profession	Retired	SSC Pass	**Grand Total**
2 Years	9.111111111	1.071895	5.49346	0.2679739	1.339869	1.4738562	10.8529	2.1437909	4.421569
Annualy (1 Year)	20	2.352941	12.0588	0.5882353	2.941176	3.2352941	23.8235	4.7058824	9.705882
Biannualy (2 Months)	2.666666667	0.313725	1.60784	0.0784314	0.392157	0.4313725	3.17647	0.627451	1.294118
Biannualy (6 Months)	12.44444444	1.464052	7.50327	0.3660131	1.830065	2.0130719	14.8235	2.9281046	6.039216
Daily	2	0.235294	1.20588	0.0588235	0.294118	0.3235294	2.38235	0.4705882	0.970588
Monthly (1 Month)	14.88888889	1.751634	8.97712	0.4379085	2.189542	2.4084967	17.7353	3.503268	7.22549
More than 5 years	5.333333333	0.627451	3.21569	0.1568627	0.784314	0.8627451	6.35294	1.254902	2.588235
Quaterly (3 Months)	1.555555556	0.183007	0.93791	0.0457516	0.228758	0.251634	1.85294	0.3660131	0.754902
Triannualy (4 Months)	68	8	41	2	10	11	81	16	33
Weakly	9.111111111	1.071895	5.49346	0.2679739	1.339869	1.4738562	10.8529	2.1437909	4.421569
(blank)	20	2.352941	12.0588	0.5882353	2.941176	3.2352941	23.8235	4.7058824	9.705882
Grand Total	2.66666	0.313725	1.60784	0.078	0.392157	0.4313725	3.17647	0.6274	1.294118

						6667			4314					51	

P value=0.1074366691
This table shows P Value is greater than the level of significance so null hypothesis is accepted. Therefore we can say that there is association between occupation of investors and interval of investing

4.2.16 Chi square test of Occupation and mode of payment
H0: There is no association between occupation of investors and mode of payment.
Here showing the chi square test:
Observed:

Row Labels	Lump sum	SIP	STP	(blank)	Grand Total
Business	10	21	5	5	41
College Graduate	15	60	5	10	90
Freelancer	2	3	2	5	12
HSC Pass	5	33	5	13	56
Part time worker	1	4		4	9
Profession	16	32	5	14	67
Retired	5	5	1	13	24
SSC Pass		3		4	7
Grand Total	**54**	**161**	**23**	**68**	**306**

Expected:

Row Labels	Lump sum	SIP	STP	(blank)	Grand Total
Business	9.11111111	7.235294	21.572	3.081699346	41
College Graduate	20	15.88235	47.353	6.764705882	90
Freelancer	2.66666667	2.117647	6.3137	0.901960784	12
HSC Pass	12.4444444	9.882353	29.464	4.209150327	56
Part time worker	2	1.588235	4.7353	0.676470588	9
Profession	14.8888889	11.82353	35.252	5.035947712	67
Retired	5.33333333	4.235294	12.627	1.803921569	24
SSC Pass	1.55555556	1.235294	3.683	0.526143791	7
Grand Total	68	54	161	23	306

P value=0.001536744964
This table shows P Value is less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between occupation of investors and mode of payment.

4.2.17 Chi square test for marital status and awareness of mutual funds.

H0: there is no association between marital status and awareness of mutual fund
Here showing the chi square test
Observed:

Marital Status		No	Yes	Grand Total
	0			0
Married		34	112	146
Unmarried		27	133	160
Grand Total	**0**	**61**	**245**	**306**

Expected:

Marital Status	Blank	No	Yes	Grand Total
	0			0
Married		29.10457516	116.8954248	146
Unmarried		31.89542484	128.1045752	160
Grand Total	**0**	**61**	**245**	**306**

P value: 0.3740235755
This table shows p value is greater than the level of significance so null hypothesis is accepted. Therefore we can say that there is association between marital status and awareness of mutual fund.

4.2.18 Chi square test for marital status and do you invest in mutual funds.

HO: There is no association between marital statuses of investors and do you invest in mutual fund
Here showing the chi square test:
Observed:

	No	Yes		Total
Married	65	81		146
Unmarried	104	56		160
(blank)				
Grand Total	**169**	**137**		**306**

Expected:

	No	Yes		Total
Married	80.633987	65.366	0	146
Unmarried	88.366013	71.634	0	160
(blank)	0	0	0	
Grand Total				**306**

P value: 0.01
This table shows p value is less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between marital statuses and do you invest in mutual fund.

4.2.19 Chi square test of marital status and interval of investing

H0: There is no association between marital status and interval of investing.
Here showing the chi square test:
Observed:

	Married	Unmarried	(blank)	**Grand Total**
2 Years	3	5		**8**
Annualy (1 Year)	17	24		**41**
Biannualy (2 Months)	1	1		**2**
Biannualy (6 Months)	7	3		**10**
Daily	5	6		**11**
Monthly (1 Month)	36	45		**81**
More than 5 years	5	11		**16**
Quaterly (3 Months)	14	19		**33**
Triannualy (4 Months)	9	9		**18**
Weakly	10	8		**18**
(blank)	39	29		**68**
Grand Total	146	160		**306**

Expected :

	Married	Unmarried	(blank)	**Grand Total**
2 Years	3.81699	4.1830065	0	**8**
Annualy (1 Year)	19.5621	21.437908	0	**41**
Biannualy (2 Months)	0.95425	1.0457516	0	**2**
Biannualy (6 Months)	4.77124	5.2287582	0	**10**
Daily	5.24837	5.751634	0	**11**
Monthly (1 Month)	38.6471	42.352941	0	**81**
More than 5 years	7.63399	8.3660131	0	**16**
Quaterly (3 Months)	15.7451	17.254902	0	**33**
Triannualy (4 Months)	8.58824	9.4117647	0	**18**
Weakly	8.58824	9.4117647	0	**18**

(blank)	32.4444	35.555556	0	**68**
Grand Total	146	160		**306**

P value = 0.99
This table shows p value is greater than the level of significance so null hypothesis is accepted. Therefore we can say that there is association between marital status and interval of investing.

4.2.20 Chi square test of marital status and mode of payment

H0: there is no association between marital status and mode of payment
Here showing the chi square test
Observed :

Row Labels	Lump sum	SIP	STP	(blank)	Grand Total
Married	28	68	11	39	146
Unmarried	26	93	12	29	160
(blank)					
Grand Total	**54**	**161**	**23**	**68**	**306**

Expected :

Row Labels	Lump sum	SIP	STP	(blank)	Grand Total
Married	25.764706	76.817	10.97386	32.4444444	146
Unmarried	28.235294	84.183	12.02614	35.5555556	160
(blank)	0	0	0	0	
Grand Total	**54**	**161**	**23**	**68**	**306**

P value: 0.5645
This table shows p value is greater than the level of significance so null hypothesis is accepted. Therefore we can say that there is association between marital status and mode of payment .

4.2.21 Chi square test for Family status and awareness of mutual funds.

H0: there is no association between family status and awareness of mutual fund
Here showing the chi square test
Observed:

Family Status		No	Yes	Grand Total
	0			0
Bachelor		10	51	61
Joint Family		19	102	121
Nuclear Family		32	92	124
Grand Total	**0**	**61**	**245**	**306**

Expected:

Family Status		No	Yes	Grand Total
	0			0
Bachelor		12.16013072	48.83986928	61
Joint Family		24.12091503	96.87908497	121
Nuclear Family		24.71895425	99.28104575	124
Grand Total	**0**	**61**	**245**	**306**

P value: 0.3406825816
This table shows p value is greater than the level of significance so null hypothesis is accepted. Therefore we can say that there is association between family status and awareness of mutual fund.

4.2.22 Chi square test for Family status and do you invest in mutual funds.
H0: There is no association between family statuses and do you invest in mutual fund
Here showing the chi square test:
Observed:

	No	Yes	(blank)	Grand Total
Bachelor	39	22		61
Joint Family	64	57		121
Nuclear Family	66	58		124
(blank)				
Grand Total	**169**	**137**		**306**

Expected:

	No	Yes	(blank)	Grand Total
Bachelor	33.689542	27.3105	0	61
Joint Family	33.689542	27.3105	0	121
Nuclear Family	33.689542	27.3105	0	124
(blank)	0	0	0	
Grand Total	**169**	**137**		**306**

P value: 0.8861
This table shows p value is greater than the level of significance so null hypothesis is accepted. Therefore we can say that there is association between family statuses and do you invest in mutual fund.

4.2.23 Chi square test of Family status and interval of investing

H0: there is no association between family status and interval of investing
Here showing the chi square test:
Observed:

	Bachelor	Joint Family	Nuclear Family	(blank)	**Grand Total**
2 Years	3	4	1		**8**
Annualy (1 Year)	10	18	13		**41**
Biannualy (2 Months)			2		**2**
Biannualy (6 Months)	1	5	4		**10**
Daily	2	4	5		**11**
Monthly (1 Month)	15	37	29		**81**
More than 5 years	4	8	4		**16**
Quaterly (3 Months)	7	9	17		**33**
Triannualy (4 Months)	3	4	11		**18**
Weakly	5	7	6		**18**
(blank)	11	25	32		**68**
Grand Total	61	121	124		**306**

Expected :

	Bacholor	Joint Family	Nuclear Family	(blank)	**Grand Total**
2 Years	1.59477124	3.163398693	3.241830065		**8**
Annualy (1 Year)	8.17320261	16.2124183	16.61437908		**41**
Biannualy (2 Months)	0.39869281	0.790849673	0.810457516		**2**
Biannualy (6 Months)	1.99346405	3.954248366	4.052287582		**10**
Daily	2.19281046	4.349673203	4.45751634		**11**
Monthly (1 Month)	16.1470588	32.02941176	32.82352941		**81**
More than 5 years	3.18954248	6.326797386	6.483660131		**16**
Quaterly (3 Months)	6.57843137	13.04901961	13.37254902		**33**
Triannualy (4 Months)	3.58823529	7.117647059	7.294117647		**18**
Weakly	3.58823529	7.117647059	7.294117647		**18**
(blank)	13.5555556	26.88888889	27.55555556		**68**

| Grand Total | 61 | 121 | 124 | | **306** |

P value: 0.9638

This table shows p value is greater than the level of significance so null hypothesis is accepted. Therefore we can say that there is association between family status and interval of investing.

4.2.24 Chi square test of Family status and mode of payment

H0: there is no association between family status and mode of payment

Here showing the chi square test:

Observed:

Row Labels	Lump sum	SIP	STP	(blank)	Grand Total
Bachelor	9	37	4	11	61
Joint Family	22	64	10	25	121
Nuclear Family	23	60	9	32	124
(blank)					
Grand Total	**54**	**161**	**23**	**68**	**306**

Expected:

Row Labels	Lump sum	SIP	STP	(blank)	Grand Total
Bachelor	10.764706	32.0948	4.584967	13.5555556	61
Joint Family	21.352941	63.6634	9.094771	26.8888889	121
Nuclear Family	21.882353	65.2418	9.320261	27.5555556	124
(blank)	0	0	0	0	
Grand Total	**54**	**161**	**23**	**68**	**306**

P value: 0.9624

This table shows p value is greater than the level of significance so null hypothesis is accepted. Therefore we can say that there is association between family status and mode of payment.

4.3: Factors supporting investment in mutual funds according to different age groups Chi square test

4.3.1 DIVERSIFICATION

H0: there is no association between age and diversification

Here showing the chi square test

Observed

Row Labels	2	3	4	5	(blank)	Grand Total
18- 25	2	17	52	35	19	125
25- 45		15	20	22	11	68
45-65		13	27	18	14	72
Above 65	1	1	9	6	24	41
(blank)	0	0	0	0	0	0
Grand Total	**3**	**46**	**108**	**81**	**68**	**306**

Expected

Row Labels	2	3	4	5	(blank)	Grand Total
18- 25	1.2255	19	44	33.1	27.778	125
25- 45	0.6667	10	24	18	15.111	68
45-65	0.7059	11	25	19.1	16	72
Above 65	0.402	6	14	10.9	9.1111	41
(blank)	0	0	0	0	0	0
Grand Total	**3**	**46**	**108**	**81**	**68**	**306**

P value = 0.0001661204017

This table shows p value is less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between age and diversification.

4.3.2 PROFESSIONAL MANAGEMENT

H0: there is no association between age and professional management
Here showing chi square test
Observed

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25		1	17	62	26	19	125
25- 45		1	11	22	23	11	68
45-65		1	9	31	17	14	72
Above 65	1		3	7	6	24	41
(blank)							
Grand Total	**1**	**3**	**40**	**122**	**72**	**68**	**306**

Expected

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	0.4085	1	16	49.8	29.412	27.778	125
25- 45	0.2222	1	8.9	27.1	16	15.111	68
45-65	0.2353	1	9.4	28.7	16.941	16	72
Above 65	0.134	0	5.4	16.3	9.6471	9.1111	41
(blank)	0	0	0	0	0	0	
Grand Total	**1**	**3**	**40**	**122**	**72**	**68**	**306**

P value =0.0002017531713
This table shows p value is less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between age and professional management.

4.3.3 TAX BENEFIT

H0: there is no association between tax benefit and age
Here showing the chi square test
Observed

Row Labels	2	3	4	5	(blank)	Grand Total
18- 25	5	24	48	29	19	125
25- 45	2	14	21	20	11	68
45-65	1	15	22	20	14	72
Above 65	1	4	8	4	24	41
(blank)						
Grand Total	9	57	99	73	68	306

Expected

Row Labels	2	3	4	5	(blank)	Grand Total
18- 25	3.6765	23	40	29.8	27.778	125
25- 45	2	13	22	16.2	15.111	68
45-65	2.1176	13	23	17.2	16	72
Above 65	1.2059	8	13	9.78	9.1111	41
(blank)	0	0	0	0	0	
Grand Total	9	57	99	73	68	306

P value = 0.0007630229245
This table shows p value is less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between age and tax benefit.

4.3.4 RATE OF RETURN

H0: there is no association between rate of return and age
Here showing the chi square test
Observed

Row Labels	2	3	4	5	(blank)	Grand Total
18- 25	3	28	45	30	19	125
25- 45	5	13	23	16	11	68
45-65	2	11	26	19	14	72
Above 65	1	2	9	5	24	41
(blank)						
Grand Total	11	54	103	70	68	306

Expected

Row Labels	2	3	4	5	(blank)	Grand Total
18- 25	4.4935	22	42	28.6	27.778	125
25- 45	2.4444	12	23	15.6	15.111	68
45-65	2.5882	13	24	16.5	16	72
Above 65	1.4739	7	14	9.38	9.1111	41
(blank)	0	0	0	0	0	
Grand Total	11	54	103	70	68	306

P value = 0.0003754534492

This table shows p value is less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between age and rate of return.

4.3.5 SIP AND LUMP SUM

H0: there is no association between Mode of payment and age
Here showing chi square test
Observed:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25		7	19	46	34	19	125
25- 45	1	2	10	31	13	11	68
45-65		1	19	25	13	14	72
Above 65		1	4	8	4	24	41
(blank)							
Grand Total	1	11	52	110	64	68	306

Expected:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	0.41	4	21	44.9	26.144	27.778	125
25- 45	0.22	2	12	24.4	14.222	15.111	68
45-65	0.24	3	12	25.9	15.059	16	72
Above 65	0.13	1	7	14.7	8.5752	9.1111	41
(blank)	0	0	0	0	0	0	
Grand Total	1	11	52	110	64	68	306

P value = 0.0002756872538

This table shows p value is less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between age and SIP and lump sum.

4.3.6 SMALL INVESTMENT

H0: there is no association between small investment and age
Here showing the chi square test
Observed

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	6	3	17	57	23	19	125

25- 45		5	12	22	18	11		68
45-65		1	12	26	19	14		72
Above 65		5	6	6	24			41
(blank)								
Grand Total	6	9	46	111	66	68		306

Expected

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	2.45	4	19	45.3	27	27.778	125
25- 45	1.33	2	10	24.7	14.7	15.111	68
45-65	1.41	2	11	26.1	15.5	16	72
Above 65	0.8	1	6.2	14.9	8.84	9.1111	41
(blank)	0	0	0	0	0	0	
Grand Total	6	9	46	111	66	68	306

P value = 0.0001457800598

This table shows p value is less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between age and small investment.

4.3.7 SAFETY FACTOR

H0: there is no association between safety factor and age
Here showing the chi square test
Observed:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	2	3	23	51	27	19	125
25- 45		2	17	22	16	11	68
45-65		4	15	21	18	14	72
Above 65		2	2	10	3	24	41
(blank)							
Grand Total	2	11	57	104	64	68	306

Expected:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	0.82	4	23	42.5	26.1	27.778	125
25- 45	0.44	2	13	23.1	14.2	15.111	68
45-65	0.47	3	13	24.5	15.1	16	72
Above 65	0.27	1	7.6	13.9	8.58	9.1111	41
(blank)	0	0	0	0	0	0	
Grand Total	2	11	57	104	64	68	306

P value = 0.000983076256

This table shows p value is less than the level of significance so null hypothesis is rejected therefore we can say that there is no association between age and safety factor.

4.3.8 LIQUIDITY

H0: there is no association between liquidity and age
Here showing the chi square
Observed:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25		2	32	47	25	19	125
25- 45		3	13	23	18	11	68
45-65	1	2	17	27	11	14	72
Above 65			3	10	4	24	41
(blank)							
Grand Total	1	7	65	107	58	68	306

Expected:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	0.41	3	27	43.7	23.7	27.778	125
25- 45	0.22	2	14	23.8	12.9	15.111	68
45-65	0.24	2	15	25.2	13.6	16	72
Above 65	0.13	1	8.7	14.3	7.77	9.1111	41
(blank)	0	0	0	0	0	0	
Grand Total	1	7	65	107	58	68	306

P value = 0.001510559557
This table shows p value is less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between age and liquidity.

4.3.9 CREDIT RATING

H0: there is no association between credit rating and age
Here showing the chi square
Observed:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	2	5	24	49	26	19	125
25- 45	1	2	14	28	12	11	68
45-65	1		17	22	18	14	72
Above 65			6	10	1	24	41
(blank)							
Grand Total	4	7	61	109	57	68	306

Expected:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	1.63	3	25	44.5	23.3	27.778	125
25- 45	0.89	2	14	24.2	12.7	15.111	68
45-65	0.94	2	14	25.6	13.4	16	72
Above 65	0.54	1	8.2	14.6	7.64	9.1111	41

| (blank) | 0 | 0 | 0 | 0 | 0 | 0 | |
| Grand Total | 4 | 7 | 61 | 109 | 57 | 68 | 306 |

P value = 0.002671757977
This table shows p value is less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between age and credit rating.

4.3.10 SIMPLICITY

H0: there is no association between simplicity and age
Here showing the chi square test
Observed:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	2	7	26	51	20	19	125
25- 45		2	17	20	18	11	68
45-65	1	2	15	25	15	14	72
Above 65			3	6	8	24	41
(blank)							
Grand Total	3	11	61	102	61	68	306

Expected:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	1.23	4	25	41.7	24.9	27.778	125
25- 45	0.67	2	14	22.7	13.6	15.111	68
45-65	0.71	3	14	24	14.4	16	72
Above 65	0.4	1	8.2	13.7	8.17	9.1111	41
(blank)	0	0	0	0	0	0	
Grand Total	3	11	61	102	61	68	306

P value = 0.001445318065
This table shows p value is less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between age and simplicity.

4.3.11 INFLATION

H0: there is no association between Inflation and age
Observed:

Age		1	2	3	4	5	Grand Total
18- 25	4	6	29	39	28	19	125
25- 45		5	14	24	14	11	68
45-65	2	4	13	29	10	14	72
Above 65	2	1	3	7	4	24	41
(blank)							

Grand Total	8	16	59	99	56	68	306

Expected:

Age			1	2	3	4	5	Grand Total
18- 25	3.267973856	6.535947712	24.10130719	40.44117647	22.87581699	27.77777778		125
25- 45	1.777777778	3.555555556	13.11111111	22	12.44444444	15.11111111		68
45-65	1.882352941	3.764705882	13.88235294	23.29411765	13.17647059	16		72
Above 65	1.071895425	2.14379085	7.905228758	13.26470588	7.503267974	9.111111111		41
(blank)	0	0	0	0	0	0		
Grand Total	8	16	59	99	56	68	306

P value = 0.00192787733

This table shows p value is less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between age and inflation.

4.3.12 LOCK IN PERIOD

H0: there is no association between lock in PERIOD and age

Observed:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	2	5	34	45	20	19	125
25- 45	1	6	13	20	17	11	68
45-65	3	4	14	27	10	14	72
Above 65		1	6	5	5	24	41
(blank)							
Grand Total	6	16	67	97	52	68	306

Expected:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	2.45	7	27	39.6	21.2	27.778	125
25- 45	1.33	4	15	21.6	11.6	15.111	68
45-65	1.41	4	16	22.8	12.2	16	72
Above 65	0.8	2	9	13	6.97	9.1111	41
(blank)	0	0	0	0	0	0	
Grand Total	6	16	67	97	52	68	306

P value = 0.0007444578113

This table shows p value is less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between age and lock in period.

4.3.13 RISK

H0: there is no association between risk and age
Here showing chi square test
Observed:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	1	8	30	45	22	19	125
25- 45	2	4	16	23	12	11	68
45-65	5	8	20	13	12	14	72
Above 65		2	3	9	3	24	41
(blank)							
Grand Total	8	22	69	90	49	68	306

Expected:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	3.27	9	28	36.8	20	27.778	125
25- 45	1.78	5	15	20	10.9	15.111	68
45-65	1.88	5	16	21.2	11.5	16	72
Above 65	1.07	3	9.2	12.1	6.57	9.1111	41
(blank)	0	0	0	0	0	0	
Grand Total	8	22	69	90	49	68	306

P value = 0.0001546939291
This table shows p value is less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between age and risk.

4.4: Factors supporting investment in other instruments over mutual funds according to different age groups Chi square test

4.4.1 RETURNS

H0: there is no association between age and risk
Here showing the chi square test
Observed:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	1	3	21	42	19	39	125
25- 45		1	8	12	7	40	68
45-65	1	2	10	8	7	44	72
Above 65	3		4	17	3	14	41
(blank)							
Grand Total	5	6	43	79	36	137	306

Expected:

Row		1	2	3	4	5	(blank)	Grand

Labels							Total
18- 25	2.0425	2.451	18	32	14.7	56	125
25- 45	1.1111	1.333	9.6	18	8	30	68
45-65	1.1765	1.412	10	19	8.47	32	72
Above 65	0.6699	0.804	5.8	11	4.82	18	41
(blank)	0	0	0	0	0	0	
Grand Total	**5**	**6**	**43**	**79**	**36**	**137**	**306**

P value = 0.00374585
This table shows P Value is less than the level of significance so null hypothesis is rejected.
Therefore we can say that there is no association between age and safety factor.

4.4.2 SAFETY FACTOR

H0: there is association between age and credibility
Here is the chi square test
Observed:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	2	6	27	25	26	39	125
25- 45		2	9	11	6	40	68
45-65	1	4	8	8	7	44	72
Above 65	1	4	10	7	5	14	41
(blank)							
Grand Total	**4**	**16**	**54**	**51**	**44**	**137**	**306**

Expected:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	1.634	6.536	22	21	18	56	125
25- 45	0.8889	3.556	12	11	9.78	30	68
45-65	0.9412	3.765	13	12	10.4	32	72
Above 65	0.5359	2.144	7.2	6.8	5.9	18	41
(blank)	0	0	0	0	0	0	
Grand Total	**4**	**16**	**54**	**51**	**44**	**137**	**306**

P value = 0.08008549
This table shows P Value is greater than the level of significance so null hypothesis is accepted.
Therefore we can say that there is association between age safety factors.

4.4.3 LIQUIDITY

H0: there is no association between age and liquidity
Here is the chi square test
Observed:

Row Labels	1	2	3	4	5	(blank)	Grand

							Total	
18- 25	1	5	31	29	20	39		125
25- 45		3	7	11	7	40		68
45-65	2	2	12	9	3	44		72
Above 65	2	2	8	10	5	14		41
(blank)								
Grand Total	**5**	**12**	**58**	**59**	**35**	**137**		**306**

Expected

Row Labels	**1**	**2**	**3**	**4**	**5**	**(blank)**	**Grand Total**
18- 25	2.0425	4.902	24	24	14.3	56	125
25- 45	1.1111	2.667	13	13	7.78	30	68
45-65	1.1765	2.824	14	14	8.24	32	72
Above 65	0.6699	1.608	7.8	7.9	4.69	18	41
(blank)	0	0	0	0	0	0	
Grand Total	**5**	**12**	**58**	**59**	**35**	**137**	**306**

P value = 0.04270374
This table shows P Value is less than the level of significance so null hypothesis is rejected.
Therefore we can say that there is no association between age and liquidity.

4.4.4 TAX BENEFIT

H0: there is no association between age and return
Here showing the chi square test
Observed

Row Labels	**1**	**2**	**3**	**4**	**5**	**(blank)**	**Grand Total**
18- 25		3	32	31	20	39	125
25- 45		1	10	11	6	40	68
45-65	3	3	11	9	2	44	72
Above 65	2	1	12	8	4	14	41
(blank)							
Grand Total	**5**	**8**	**65**	**59**	**32**	**137**	**306**

Expected

Row Labels	**1**	**2**	**3**	**4**	**5**	**(blank)**	**Grand Total**
18- 25	2.0425	3.268	27	24	13.1	56	125
25- 45	1.1111	1.778	14	13	7.11	30	68
45-65	1.1765	1.882	15	14	7.53	32	72
Above 65	0.6699	1.072	8.7	7.9	4.29	18	41
(blank)	0	0	0	0	0	0	
Grand Total	**5**	**8**	**65**	**59**	**32**	**137**	**306**

P value = 0.001216475
This table shows P Value is less than the level of significance so null hypothesis is rejected.
Therefore we can say that there is no association between age and tax benefit.

4.4.5 CREDIBILITY

H0: there is association between age and credibility
Here is the chi square test
Observed:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	2	8	33	30	13	39	125
25- 45	1	1	7	11	8	40	68
45-65	1	5	12	7	3	44	72
Above 65	2	3	7	10	5	14	41
(blank)							
Grand Total	6	17	59	58	29	137	306

Expected:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	2.451	6.944	24	24	11.8	56	125
25- 45	1.3333	3.778	13	13	6.44	30	68
45-65	1.4118	4	14	14	6.82	32	72
Above 65	0.8039	2.278	7.9	7.8	3.89	18	41
(blank)	0	0	0	0	0	0	
Grand Total	6	17	59	58	29	137	306

P value = 0.02977254
This table shows P Value is less than the level of significance so null hypothesis is rejected.
Therefore we can say that there is no association between age and safety factor .

4.4.6 RISK

H0: there is no association between age and risk.
Here showing the chi square test
Observed:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	3	5	42	19	17	39	125
25- 45	1		13	8	6	40	68
45-65	2	3	10	6	7	44	72
Above 65	2	1	10	10	4	14	41

(blank)						
Grand Total	**8**	**9**	**75**	**43**	**34**	**137**	**306**

Expected:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	3.268	3.676	31	18	13.9	56	125
25- 45	1.7778	2	17	9.6	7.56	30	68
45-65	1.8824	2.118	18	10	8	32	72
Above 65	1.0719	1.206	10	5.8	4.56	18	41
(blank)	0	0	0	0	0	0	
Grand Total	**8**	**9**	**75**	**43**	**34**	**137**	**306**

P value = 0. 6620362

This table shows P Value is greater than the level of significance so null
Hypothesis is accepted. Therefore we can say that there is association between age and risk.

4.4.7 LOCK IN PERIOD

H0: there is association between age and lock in period
Here is the chi square test
Observed:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	3	9	41	21	12	39	125
25- 45	1	1	14	5	7	40	68
45-65	3	4	12	6	3	44	72
Above 65	2	2	10	10	3	14	41
(blank)							
Grand Total	**9**	**16**	**77**	**42**	**25**	**137**	**306**

Expected:

Row Labels	1	2	3	4	5	(blank)	Grand Total
18- 25	3.6765	6.536	31	17	10.2	56	125
25- 45	2	3.556	17	9.3	5.56	30	68
45-65	2.1176	3.765	18	9.9	5.88	32	72
Above 65	1.2059	2.144	10	5.6	3.35	18	41
(blank)	0	0	0	0	0	0	
Grand Total	**9**	**16**	**77**	**42**	**25**	**137**	**306**

P value = 0.0317103

This table shows P Value is less than the level of significance so null hypothesis is rejected. Therefore we can say that there is no association between age and lock in period.

4.5: Weighted Ranking of factors supporting investment in mutual funds

4.5.1 DIVERSIFICATION

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
DIVERSIFICATION	81	108	46	3	0
WEIGHTAGE	5	4	3	2	1
	405	432	138	6	0
WEIGHTAGE AVE.					981

4.5.2 PROFESSIONAL MANAGEMENT

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
PROFESSIONAL MNG.	72	122	40	3	1
WEIGHTAGE	5	4	3	2	1
	360	488	120	6	1
WEIGHTAGE AVE.					975

4.5.3 TAX BENEFIT

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
TAX BENEFIT	73	99	57	9	0
WEIGHTAGE	5	4	3	2	1
	365	396	171	18	0
WEIGHTAGE AVE.					950

4.5.4 RATE OF RETURN

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
RATE OF RETURN	70	103	54	11	0
WEIGHTAGE	5	4	3	2	1
	350	412	162	22	0

WEIGHTAGE AVE.					946

4.5.5 SIP AND LUMP SUM

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
SIP AND LUMP SUM	64	110	52	11	1
WEIGHTAGE	5	4	3	2	1
	320	440	156	22	1
WEIGHTAGE AVE.					939

4.5.6 SMALL INVESTMENT

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
SMALL INVESTMENT	66	111	46	9	6
WEIGHTAGE	5	4	3	2	1
	330	444	138	18	6
WEIGHTAGE AVE.					936

4.5.7 SAFETY FACTOR

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
SAFETY FACTOR	64	104	57	11	2
WEIGHTAGE	5	4	3	2	1
	320	416	171	22	2
WEIGHTAGE AVE.					931

4.5.8 LIQUIDITY

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
LIQUIDITY	58	107	65	7	1
WEIGHTAGE	5	4	3	2	1
	290	428	195	14	1

WEIGHTAGE AVE.				928

4.5.9 CREDIT RATING

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
CREDIT RATING	57	109	61	7	4
WEIGHTAGE	5	4	3	2	1
	285	436	183	14	4
WEIGHTAGE AVE.					922

4.5.10 SIMPLICITY

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
SIMPLICITY	61	102	61	11	3
WEIGHTAGE	5	4	3	2	1
	305	408	183	22	3
WEIGHTAGE AVE.					921

4.5.11 INFLATION

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
INFLATION	56	99	59	16	8
WEIGHTAGE	5	4	3	2	1
	280	396	177	32	8
WEIGHTAGE AVE.					893

4.5.12 LOCK IN PERIOD

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
LOCK IN PERIOD	52	97	67	16	6
WEIGHTAGE	5	4	3	2	1
	260	388	201	32	6
WEIGHTAGE AVE.					887

4.5.13 RISK

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
RISK	49	90	69	22	8
WEIGHTAGE	5	4	3	2	1
	245	360	207	44	8
WEIGHTAGE AVE.					864

Observation:

Therefore ranking the factors from most influential to least influential we get the following results:

NO	RANK	FACTOR
981	1	DIVERSIFICATION
975	2	PROFESSIONAL MANAGEMENT.
950	3	TAX BENEFIT
946	4	RATE OF RETURN
939	5	SIP AND LUMP SUM
936	6	SMALL INVESTMENT
931	7	SAFETY FACTOR
928	8	LIQUIDITY
922	9	CREDIT RATING
921	10	SIMPLICITY
893	11	INFLATION
887	12	LOCK IN PERIOD
864	13	RISK

4.6: Weighted Ranking of factors supporting investment in other instruments other Mutual funds

4.6.1 RETURNS

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
RETURNS	36	79	43	6	5
WEIGHTAGE	5	4	3	2	1
	180	316	129	12	5

WEIGHTAGE AVE.					642

4.6.2 SAFETY FACTOR

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
SAFETY FACTOR	44	51	54	16	4
WEIGHTAGE	5	4	3	2	1
	220	204	162	32	4
WEIGHTAGE AVE.					622

4.6.3 LIQUIDITY

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
LIQUIDITY	35	59	58	12	5
WEIGHTAGE	5	4	3	2	1
	175	236	174	24	5
WEIGHTAGE AVE.					614

4.6.4 TAX BENEFIT

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
TAX BENEFITS	32	59	65	8	5
WEIGHTAGE	5	4	3	2	1
	160	236	195	16	5
WEIGHTAGE AVE.					612

4.6.5 CREDIBILITY

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
CREDITIBLITY	29	58	59	17	6
WEIGHTAGE	5	4	3	2	1
	145	232	177	34	6
WEIGHTAGE					594

AVE.					

4.6.6 RISK

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
RISK	34	43	75	9	8
WEIGHTAGE	5	4	3	2	1
	170	172	225	18	8
WEIGHTAGE AVE.					593

4.6.7 LOCK IN PERIOD

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
LOCK IN PERIOD	25	42	77	16	9
WEIGHTAGE	5	4	3	2	1
	125	168	231	32	9
WEIGHTAGE AVE.					565

Observation:

Therefore ranking the factors from most influential to least influential we get the following results:

NO	RANK	FACTOR
642	1	RETURNS
622	2	SAFETY FACTOR
614	3	LIQUIDITY
612	4	TAX BENEFIT
594	5	CREDIBILITY
593	6	RISK
565	7	LOCK IN PERIOD

CHAPTER 05
FINDINGS & CONCLUSIONS

5.1 To study the association between the age of investors and investing preferences of mutual fund investors.

There is an association observed between Age and awareness of mutual funds, Investment in mutual funds, Interval of investing and mode of payment for investment. Hence it can be conclude that there is a significant association between age of investors and investing preferences of mutual funds investors.

5.2 To study the factors motivating investors to invest in mutual funds in accordance with different age groups.

There is an association observed between Age and investment factors like diversification, tax benefit, rate of return, sip and lump sum, small investment, safety factor, liquidity, credit rating, simplicity, inflation, lock in period and risk. Hence it can be conclude that there is a significant association between age of investors and factors motivating investors to invest in mutual funds.

5.3 To study the factors promoting investors, to invest in other instruments in comparison to mutual funds.

There is an association observed between Age and the factors promoting investors, to invest in other instruments in comparison to mutual funds like returns, liquidity, tax benefit, credibility and lock-in-period, however there is no association between age and factors like safety and risk. Hence it can be conclude that there is a significant association between age of investors and the factors promoting investors, to invest in other instruments in comparison to mutual funds with an exception to factors like safety and risk.

5.4 To study the factors which affect the most and least for investing in mutual funds

The factors that affect the most to the investors while investing in mutual funds are diversification, professional management, tax benefit, rate of return and payment options like SIP and Lump sum, while the least affecting factors are inflation, lock in periods and risks.

5.5 To study the factors which affect the most and least for investing in other investing instruments

The factors that affect the most to the investors while investing in other investing instruments are returns, safety and liquidity, while the least affecting factors are credibility, risks and lock in periods.

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QUESTIONNAIRE

STUDY ON RELATIONSHIP BETWEEN DIFFERENT AGE GROUPS AND THEIR INVESTMENT PREFRENCES IN MUTUAL FUNDS

We are final years students from GLS University studying BBA. The following is the form used to collect the data for a research paper on studying the relationship between different age groups and their investment preferences in mutual funds. We would be thankful if you can five your 5 mins in filling out the form. the data collected here will only be used for the research purposes and not for any other means.

*Required

1. Do you practice investment? *
Mark only one oval.
   a) Yes
   b) No

2. Which statement best describes your knowledge of investments? *
Mark only one oval.
   a) I have very little knowledge of investments and financial markets.
   b) I have a moferate level of knowledge of investments and financial markets.
   c) I have extensive investment knowledge; understand different investment profucts and follow financial markets closely.

3. What is your Yearly Income? *
Mark only one oval.
   a) Less than 1 lakh
   b) 1-5 lakh
   c) 5-10 lakh
   d) more than 10 lakhs

4. Are you aware about Mutual Funds Investing options. *
Mark only one oval.
   a) Yes
   b) No

5. Do you Invest in Mutual funds? *
Mark only one oval.
   a) Yes (Skip to question 9)
   b) No (Skip to question 6)

Does not prefer to invest in Mutual Funds

6. Which instrument do you prefer instead of Mutual Funds? *
Tick all that apply.

☐ Fixed Deposits/ Recurring Deposits Direct Equity / Shares
☐ Post Office Saving Scheme
☐ Bonds
☐ National Pension Scheme (NPS)
☐ Unit Linked Insurance Plans (ULIP)
☐ Liquid Funds
☐ Public Provident Funds (PPF)
☐ Senior Citizen Savings Scheme (SCSS)
☐ Pradhan Mantri Vaya Vandana Yojana (PMVVY)
☐ Real Estate
☐ Gold/ Silver
☐ Other:

7. How would you rate the factors that made you invest in other investment
instruments * rather than Mutual funds? (Rate factors influence you to not invest in
mutual funds?)
Mark only one oval per row.

	Most Advantageous	Advantageous	Neutral	Disadvantageous	Most Disadvantageous
Risk					
Returns					
Tax Benefits					
Liquidity					
Lock in PERIODs					
Credibility					
Safety Factor					

8. What are your goals for investments? *
Tick all that apply.
☐ Retirement
☐ Big Purchases
☐ Extra Income
☐ Tax Benefits
☐ Emergency reasons
☐ Children's Future
☐ Travel
☐ Other:
(Skip to question 15)
Prefers to investment in mutual funds

9. What kind of mutual funds do you invest in? (You can select more than one if *applicable)
Tick all that apply.
☐ liquid funds
☐ low-duration funds
☐ Hybrid funds

- ☐ Solution-oriented funds
- ☐ Tax-saving Funds (ELSS)
- ☐ Capital protection funds
- ☐ Fixed-maturity funds (FMUTUAL FUND)
- ☐ Pension Funds
- ☐ Large-Cap Funds
- ☐ Mid-Cap Funds
- ☐ Small-Cap Funds
- ☐ Focused Funds
- ☐ overnight funds

10. In what intervals do you usually invest *
Mark only one oval.
   a) Daily
   b) Weakly
   c) Monthly (1 Month)
   d) Quarterly (3 Months)
   e) Triannualy (4 Months)
   f) Biannually (6 Months)
   g) Annually (1 Year)
   h) 2 Years
   i) 5 years
   j) More than 5 years

11. Rate the factors that according to you are advantageous for investing in mutual
funds? *
Mark only one oval per row.

	Most Advantageous	Advantageous	Neutral	Disadvantageous	Most Disadvantageous
Diversification					
Professional Management					
Liquidity					
Simplicity					
Small Investments					
Tax Benefits					
Rate of Returns					
Risk					
SIP and Lump sums					
Lock in PERIODs					
Safety Factor					
Credit Rating					

Inflation					

12. What kind of investment do you prefer? *
Mark only one oval.
   a) SIP
   b) Lump sum
   c) STP

13. What are your primary source of information for information regarding Mutual *
Funds
Tick all that apply.
   ☐ Newspapers/Magazines
   ☐ Internet / Blogs
   ☐ Television/Radio
   ☐ Friends/Relatives
   ☐ Sales representatives/ Agents
   ☐ Other:

14. What are your Mutual Funds Goals? *
(Mark only one oval.)
   a) Retirement
   b) Tax Planning
   c) Child's education and marriage
   d) Saving for an overseas holiday, buying a car next year or saving for home renovation
   e) Regular payouts
   f) Other:

Demographic Information

15. Gender *
Mark only one oval.
   a) Male
   b) Female
   c) Other

16. Age *
Mark only one oval.
   a) 18- 25
   b) 25- 45
   c) 45-65
   d) Above 65

17. Occupation /Qualification *
Mark only one oval.
   a) SSC Pass
   b) HSC Pass
   c) College Graduate

    d) Freelancer
    e) Business
    f) Profession
    g) Part time worker
    h) Retired

18. Marital Status *
Mark only one oval.
    a) Married
    b) Unmarried

19. Family Status *
Mark only one oval.
    a) Bachelor
    b) Joint Family
    c) Nuclear Family

GRAND PROJECT

ON STUDY ON

ATTITUDE OF YOUNG INVESTOR WITH RESPECT TO DIGITAL CURRENCY IN AHMEDABAD CITY

SUBMITTED TO:

GLS BBA (FACULTY OF BUSINESS ADMINISTRATION)

UNDER GUIDANCE OF:

DR.NEHA MISHRA

SUBMITTED BY:

ROLL NO. 231 TO 240 SEM VI

ON

(2020-23)

Dr. Shefali Dani
Dean

Shri Sudhir Nanavati
President

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FACULTY OF BUSINESS ADMINISTRATION (GLS BBA)
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CERTIFICATE

This is to certify that the report submitted by the under mentioned students of our eminent institute is in partial fulfillment of the requirement for the completion of *"Project Report"* at the **Third Year B.B.A.** for the academic Year 20_20_ - 20_23_

Title of the Project ___Attitude of young investors with respect to digital Currency in Ahmedabad city___

Signature

Signature

3. Dani

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4 Darshil Shah	2020-23	234	202000123010293
5 Jay B Shah	2020-23	235	202000123010298
6 Tuhi Shah	2020-23	236	202000123010300
7 Mitali Shah	2020-23	237	202000123010305
8 Yash Shah	2020-23	238	202000123010316
9 Fardin Shaikh	2020-23	239	202000123010318
10 Pankti Sheth	2020-23	240	202000123010326
11			
12			

1000 - 2022-23

<u>NAME OF MEMBERS</u>

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232- BHARGAV SAVALIYA

233- AAYUSHI SHAH

234- DARSHIL SHAH

235- JAY B SHAH

236- JUHI SHAH

237- MITALI SHAH

238- YASH SHAH

239-FARDIN SHAIKH

240- PANKTISHETH

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ACKNOWLEDGEMENT

<u>DECLARATION</u>

We, the students of the Faculty of Business Administration (GLSBBA) here by declare that our project titled - "Study on Attitude of Young Investor With Respect To Digital Currency In Ahmedabad City" was conducted by us through a survey to understand that how Digital currency is increasing day by day:

Digital currencies have gained popularity in recent years as an alternative to traditional currencies and a store of value, as they offer several advantages such as low transaction fees, fast transfer times, and a high degree of privacy and security. They have also been used in various applications, such as in cross-border payments, e-commerce, and investment.

The Person who have Purchase the digital currencies as a potential investment opportunity, others may be drawn to their potential to provide a more decentralized and private financial system. It is important to keep in mind that digital currencies can be volatile and their value can fluctuate significantly in a short period of time.

We declare that the project work we submit is carried out by us in partial full fillment for BBA Program. The work submitted is our own qualification. The data mentioned below is an outcome of our primary data searching.

<u>ABSTRACT</u>

Digital currency a type of virtual currency that operates on a decentralized peer-to-peer network and uses cryptography to secure financial transactions. It allows for faster, cheaper, and more secure transactions without the need for intermediaries such as banks. Modern electronic payment systems rely on trusted, central third parties to process payments securely. Recent developments have seen the creation of digital currencies like Bitcoin, which combine new currencies with decentralised payment systems. Although the monetary aspects of digital currencies have attracted considerable attention, the distributed ledger underlying their payment systems is a significant innovation.

CHAPTER 1

INTRODUCTION

1.1 Understanding Digital Currency

Digital currencies have no physical properties and are only available in digital form. Operations with digital currency are carried out using a computer or electronic wallet connected to the Internet or a specific network. Conversely, physical currency, such as paper money or minted coins, is tangible, meaning that it has certain physical properties and characteristics. Operations with these currencies are only possible if the holder physically owns them.

Digital currencies have the same usefulness as physical currencies. It can be used to purchase goods and pay for services. In addition, use may be restricted in certain online communities, such as game sites, game portals, or social networks. The digital currency enables instant transactions that can be carried out seamlessly even overseas. For example, a person in the United States can make a digital currency payment to another person in Singapore, as long as both are connected to the same network.

1.2 Characteristics of Digital Currencies

• As mentioned above, digital currency exists only in digital form. There are no physical equivalents.

• Digital currencies can be centralized or decentralized. Existing in physical form, fiat currency is a system of centralized production and distribution by central banks and government agencies.
Well-known cryptocurrencies such as Bitcoin and Ethereum are examples of decentralized digital currency systems.

• Digital currencies can transfer value. The use of digital currencies requires a mental shift from traditional monetary concepts related to transactions for the sale of goods and services. However, digital currencies extend this concept. For example, gaming network tokens can extend a player's lifespan or grant them additional superpowers. This is a transfer of value, not a sell-and-buy transaction.

1.3 Pros and Cons of Digital Currencies

1.3.1 Pros

• Fast transaction times.

• No physical manufacturing required.

• Reduce transaction costs.

• Simplifies the execution of monetary and fiscal policy.

1.3.2 Cons

• Difficult to store and use.

• Can be hacked.

• Prices are subject to change.

1.4 Types of Digital Currencies

digital currency is an umbrella term that can be used to describe the different types of currencies that exist in the electronic realm.

There are generally three types of currencies.

• Cryptocurrencies (briefly explained below)

• Virtual currencies

• Central bank digital currencies

Encryption is used to secure transactions. Cryptocurrencies do not have central issuance authority or regulation, and instead use a decentralized system to record transactions and issue new units.

1.4.1 Crypto currency

Crypto currency, sometimes called crypto-currency or crypto, is any form of currency that exists digitally or virtually and uses cryptography to secure transactions. Crypto currencies don't have a central issuing or regulating authority, instead using a decentralized system to record transactions and issue new units.

1.4.2 How does crypto currency work?

Cryptocurrencies operate on a distributed public ledger called a blockchain, which is a record of all transactions updated and stored by the holders of the currency.

Cryptocurrency units are created through a process called mining, which uses computing power to solve the complex mathematical problems that create coins. Users can also buy currencies from brokers and then store and spend them using crypto wallets.

If you own cryptocurrency, you don't own anything tangible. What you have is a key that allows you to move records or units of measure from one person to another without a trusted third party. Although

Bitcoins have been around since 2009, applications of cryptocurrency and blockchain technology are still emerging financially and more applications are expected in the future. Trades including bonds, stocks and other financial assets may eventually be traded using this technology.

1.4.3 Cryptocurrency examples

There are thousands of crypto currencies. Some of the best known include:

1.4.4 Bitcoin:

Founded in 2009, Bitcoin was the first cryptocurrency and is still the most popular cryptocurrency today.

This currency was invented by Satoshi Nakamoto. These currencies are widely regarded as pseudonyms for individuals or groups whose exact identities are not known.

1.4.5 Ethereum:

Developed in 2015,

Ethereum is a blockchain platform that has its own cryptocurrency called Ether (ETH) or Ethereum. It is the second most used cryptocurrency after Bitcoin.

1.4.6 Litecoin:

This currency is most similar to bitcoin but has moved more quickly to develop new innovations, including faster payments and processes to allow more transactions.

1.4.7 Ripple:

Ripple is a distributed ledger system that was founded in 2012. Ripple can be used to track different kinds of transactions, not just crypto currency. The company behind it has worked with various banks and financial institutions.

Non-Bitcoin crypto currencies are collectively known as "altcoins" to distinguish them from the original.

1.4.8 Namecoin:

Namecoin is an experimental open-source technology which improves decentralization, security, censorship resistance, privacy, and speed of certain components of the Internet infrastructure such as DNS and identities.(For the technically minded, Namecoin is a key/value pair registration and transfer system based on the Bitcoin technology.)Bitcoin frees money – Namecoin frees DNS, identities, and other technologies.

1.4.9 PPcoin:

Peercoin (CRYPTO:PPC) is a pioneer in crypto currency. Launched in 2012, it was the first coin to use a proof-of-stake system for processing transactions. This method of achieving network consensus requires relatively little energy consumption, making Peercoin the first green crypto currency.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

Money is something which keeps a great value in life of any living human being on this planet and its history dates back to ancient time when Gold, Silver and other metal coins were used for buying goods and other essential items. .

Actually, before the dawn of Monetary System, the Barter System was the main mode of transaction i.e., people were exchanging goods in exchange of other goods of their specific need or requirements. Gradually, Barter System got replaced by Monetary System and later on different currencies came into existence which were adopted by different countries of the world. The metal coins which were predominantly used for exchange were overshadowed by Paper Money as it was easy to carry from one place to another and presence of big denominations in printed paper form helped big businesses to carry out big transactions.

Gradually, the use of cash transactions started fading away due to invention of Plastic money by the mid-20th century as it was resolving the security issues like stealing or theft of carrying large amount of cash. It became easy for people to keep a card made of plastic to use for various transactions instead of keeping huge amount of cash. Later on, progressive development of computers and invention of Internet gave birth to Internet banking and due to further advancement of mobile phone technology, we can easily avail the facilities like mobile banking or mobile payment gateways where all transactions will be done just through one click in our mobile. Now, we do not have to carry anything but just a smart mobile phone and rest will be taken care by all the advanced technology .Till here, we need a particular count of cash printed or minted by the Government and it will be kept in a bank through which we carry out all our transactions, which is a form of centralized system but now we have gone one step ahead and Decentralized form of currency has emerged which is being used in transactions for various purposes, known as CRYPTOCURRENCY.

Crypto currency is a digital currency which is created for the purpose of transactions as a normal currency. It uses Cryptography and Block chain technology to secure its exchanges and limit the production of a particular type of crypto currency and keep track of each and every transaction in whole network

2.2 Objectives of crypto currency

2.2.1 Decentralization: Cryptocurrency aims to provide a decentralized alternative to traditional centralized financial systems. This means that there is no central authority controlling the currency or transactions made in it.

2.2.2 Security: Cryptocurrency uses advanced encryption technology to secure transactions and prevent fraud. This provides a higher level of security than traditional financial systems.

2.2.3 Anonymity: Some cryptocurrencies seek to provide greater anonymity to their users by allowing them to transact without revealing their identity.
Efficiency: Cryptocurrencies strive to provide faster and more efficient transactions than traditional financial systems, allowing users to transfer funds faster and with lower fees.

2.2.4 Accessibility: Cryptocurrencies are designed to provide financial access to people who do not have access to traditional banking systems, such as unbanked or unbanked populations.

2.2.5 Innovation: Cryptocurrencies represent a new frontier in finance and technology, and many proponents see them as a way to spur innovation and create new opportunities for businesses and individuals alike.

Limited supply: Most cryptocurrencies have a limited supply, which means that they cannot be easily inflated like traditional currencies.

2.2.6 Volatility: Cryptocurrencies are highly volatile, and their value can fluctuate rapidly. This is due to a number of factors, including market demand, regulatory changes, and the level of adoption.

2.3 REVIEW OF LITERATURE

Singh Aarti and Nidhi Chawla (2016) discuss that future of Ecommerce is difficult to predict but there are various segments that would grow in the future like: emerging new technologies, education, awareness regarding new technology and frauds, Reduced search and transaction cost, Reduced process lead-time and faster time to market, Increased customer service, Improved convenience and shopping experience, Increased information transparency, Knowledge generation, Novel products and services. Mittal Alka (2017) focuses on merchants and traders who accept this digital currency as a medium of exchange to overcome its problem of volatility. This will boost the market of Bitcoins not only in India but also in other developing economies. This emphasizes that to survive in the system; Bitcoin has to adapt itself to the required technical and operational innovations. In addition to this, government should impose proper legal framework, to protect the consumers or users of these digital currencies, as the progress seen in the transactions in this curency during the past few months is tremendous.

Zoe Biehl (2017)A Big Cryptocurrency Survey Was Conducted On Reddit, And The Results were Fascinating .The overwhelming majority of participants in this survey were men, with less than 5% being female."Wow. That's all I could say when I saw the gender disparity. While was expecting a majority of cryptocurrency redditors to be male, I wasn't expecting as much as 95% of them to be male!" According to Google Analytics data as of June 2018, 91.2 percent of individuals engaged in the bitcoin community are men. Investing in crypto--right now at least--is dominated by young men. That's the main takeaway from a survey Circle commissioned of 3,000+ Millennials, Gen Xers, and Baby Boomers in the U.S. using SurveyMonkey Audience panels. Highlights include: Millennial men plan to invest in crypto over the next year at more than twice the rate of Millennial women (18% vs. 7%) 1 in 4 Millennials expressed interest in purchasing crypto over the next year, more than 10 times the rate of Baby Boomers UTAUT Implementation of Cryptocurrency based Islamic Financing Instrument by Ritchie Jay Cheng "behavioural intention for SI influenced by gender, age, experience and voluntariness such that the effect will be higher for women, specifically older women in mandatory settings in the initial stages of experience." Kabra, G., Mishra, P.K. and Dash M.K. (2010), studied the factors effecting investment behavior and concluded that investors age and gender are the main factors which decide the risk-taking capacity of investors. Ashis Garg And Kiran Jindal (2014), Studied the Herding Behavior in the emerging

stock market, attempt to attend the Presence of herding behavior in the stock market concluded that there is an existence of herding behaviour during the crises. Martin Vejacka and Dana Palova analysed the attitude of gender towards cryptocurrencies in Turkish Journal of Computer and Mathematics Education the state of Slovakia and investigated gender differences in attitude towards cryptocurrencies in the conditions of Slovakia. The main findings were the neutral or slightly negative attitude of women towards crypto currencies and significantly more positive attitude of male respondents towards crypto currencies.

C.A. (Dr.) Pramod Kumar Pandey(2017) in his Bitcoin As Emerging Virtual Currency and Its Related Impact on India focused on the high returns and the high risk that comes along. He believed bitcoins aren't mature and investing in bitcoins would be like jumping in a dark well without knowing the depth, since bitcoin is not backed by anything. One of the challenges to be faced would be to establish it as a currency or commodity. If this is established as a currency, probably RBI will play a leading role in its regulation, while if this is a commodity, SEBI will initiate regulations.

Komal Dhande (2017) in his Bitcoin and Its Prospects in India study focuses on the remarkable growth in the acceptance of cryptocurrencies but does not see it replacing paper currencies anytime soon. The problem is to structure it for the law enforcement agencies and users to ensure safety in transactions and the problems to determine a way to charge cryptocurrency tax. The high growth on bitcoins has attracted a lot of interest but the high amount of risk involved in keeping the investors hesitant to invest. Though the study shows belief in virtual currencies, a good legal and regulatory framework is required for investors to trust this form of currency in India.

Dr. Vijeta Banwari(2017) CRYPTOCURRENCY-SCOPE IN INDIA nance and the world of money.discusses the change in Cryptocurrencies have a huge risk factor but are increasingly popular cult for the government to control the transaction.and it will be dif According to the Blockchain Foundation of India, (lobby of around 45 crypto dealers,) claimed that more than 30 new exchanges have applied for membership in the recent two months. (The Print, 2018). Blockchain has huge potential to improve the way data is stored. Despite the ban on cryptocurrency, the blockchain is adopted in various government organizations(Andhra Pradesh, Maharashtra, and so on). Over the counter, markets could come up in the future instead of routing transactions through banks.

Shailak Jaini (2018) in his The Growth of Cryptocurrency in India focuses on aspects such as the impact of cryptocurrencies in India and the opportunities that come along with it. It also talks about the various aspects of other countries and their rules and legislature revolving around the Introduction of cryptocurrencies.

Rahman and Dawood(2019) in their Bitcoin and Future of Cryptocurrency focused on cryptocurrency as an imaginative and technically advanced alternative for globalization. It examined the possibility of an alternative for processing payments across geographical boundaries and if regulated effectively cryptocurrency nancial challenges faced in the present.could remove a lot.

2.4 Research gap

•   On the basis of previous, the research was just confined to commerce background students.

•   Previous study was to towards bitcoin, economy, prefrences.

•   Previous study don't take consideration about saftey services.

•   Studies have been conducted on passive investors, and not particularly on Youth.

CHAPTER-3

RESEARCH METHODOLOGY

3.1 Introduction

Research methodology is a process used to identify, select, collect, process and analyze information about a problem. It is a systematic way to solve the research problem.

3.2 Research Design

Research Design is a process by which researchers will be in a position to understand the structure of the research and the various steps in the process of research.

"A Research design is the arrangement of conditions from collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure" (Upagade & Shende).

A Design is the plan, structure and strategy of investigation conceived so as to obtain answers to research questions and control variance. It involves collecting specific information which will be relevant to the research study.

The collection and analysis of the data requires the strategy to be specified which will be used for research study.

3.3 Types of Research Design

RESEARCH TYPE: Descriptive research

It is to determine the perception of students engaging in higher education with respect to theoretical and practical methods of learning. Descriptive research is conducted and primary data was collected with the help of questionnaire was prepared through online mode. The area selected for this research is India. Descriptive method is said to be the best type when quantifiable information is to be gathered that can be used to statistically analyze a target audience on a particular subject.

3.4 Sample Design

Sample design is a plan for obtaining a sample from a selected population. The sample design is a plan or technique used by the researcher for selecting samples from the population for research. Researchers have a variety of sample designs from which they can choose. Some of them are easier and precise to apply while some are not. The sample design is always determined before data collection. It includes Sampling Unit, Sample Size, and Sampling Techniques.

1. **Sampling Unit:** Sampling Unit of this research are students aged from **15-24, 24-50, above 50.**

2. **Sample Size:** A sample of the size **300** respondents was considered while conducting the research.

3. **Contact Method:** The respondents were approached through google as form of electronic media.

3.5 Sampling Technique

SAMPLING TECHNIQUE: Convenient Sampling

The technique of Convenient Sampling was adopted by us because we were not aware of the actual size of the population and so it was not possible for us to give equal probability to each unit of the sample. As a result, the technique of convenient sampling was adopted by us. As the research was conducted simultaneously with our academics, it was convenient for us to access youth and especially college going students to get responses.

3.6 Sample Size

Sample size refers to the number of respondents or participants or observations which is included in the research. This is the term which is used to define the subjects of the study which is selected from the entire population for the specific study. Sample size is an important feature in the entire research as through this we understand the strength of our study i.e the respondents. Correct sample size can give accurate results. The sample size in

this research is 300 respondents from the overall perspective of respondents so this becomes our sample size. As the sample size is small to study the topic there may be slight inaccuracy of data which is further stated in the research.

3.7 Data Sources

3.7.1 Primary Data

Primary data is the data collected by the researcher for fulfilling the objective of the research. Primary data is collected through a structured questionnaire for the study.

3.7.2 Secondary Data

Secondary data is information which is previously gathered and available to use by researchers. For the study secondary data is collected from websites, journals, and thesis.

3.8 Data Collection

Data collection is a process of collecting and measuring information from all relevant sources to find answers to a research problem in a study. A survey technique was used for primary data collection in which close-ended questions were asked. Data were collected from 300 respondents who were Student only, of the respondents using survey method.

RESPONDENT'S PROFILE-

- All the responses were given by individuals that lives in Ahmedabad city .
- On an average the age of the respondents ranges from **15-24.**
- **57%** male respondents and **43%** female respondents.

3.9 Scope of the Study

As the present study was confined with a limited number of respondents. Further, the study can be extended to other regions with a greater number of respondents by overcoming its limitations faced in this study

3.10 Research Instrument

Following instruments were used for analyzing the data and interpreting it:,Chi Square and Pie-chart.

3.11 Research Objectives

1. To study the level of awareness among investors regarding crypto as a virtual currency.

2. To study the perception of investors regarding acceptance of bitcoin as mode of cash less transaction.

3. To understand the investor opinion regarding government intervention and involvement to develop crypto currency as legal mode for cash less transactions.

4. To find out the opinion of customers about the effectiveness of cryptocurrency.

3.12 Limitation of the Study

1) The respondents might not have proper knowledge about the perused topic for the research paper

2) The present study is confined to limited respondents only, findings present can't be generalized.

3) Some finding in the study suggests that there might be some lack of understanding of the concepts by the respondents.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 Overview:

This chapter includes descriptive and statistical analysis of data collected from the respondents to study their preferences towards cryptocurrency in Ahmedabad.

4.2 AGE:

The below table shows the percentage of Age in the sample size.

FIGURE 1:
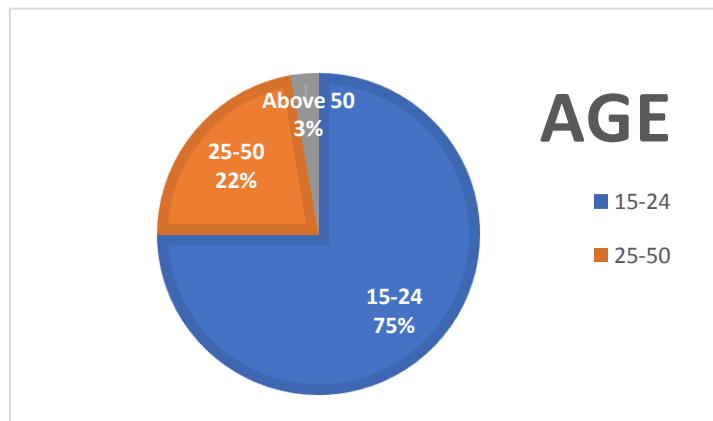
AGE	Count of Age	Percentage		Table 1:
15-24	225	75%		
25-50	67	22%		
Above 50	8	3%		
Grand Total	**300**	**100%**		

According to our research we got majority of responses from the age group of 15 to 24 with 75%. On the other side we got least responses from above 50 age group.

4.3 GENDER:

The below table shows the percentage of Gender in the sample size.

FIGURE 2:
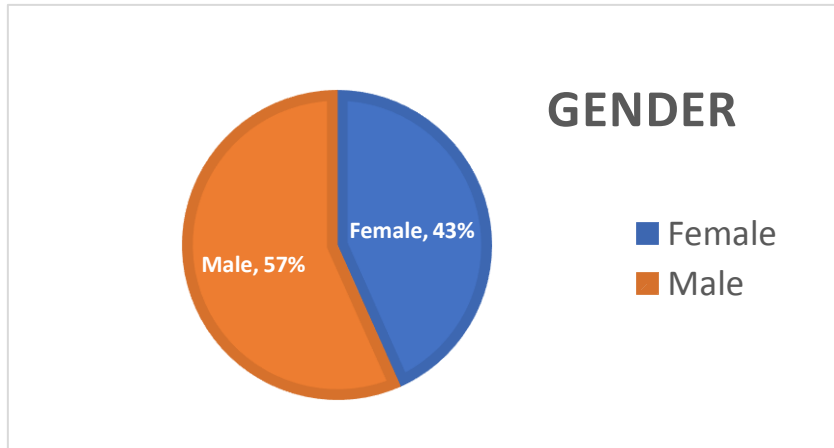
GENDER	VALUE	Percentage
Female	130	43%
Male	170	57%
Grand Total	**300**	**100%**

Table 2:

From above figures we can see that among 300 responses 170 were males with 57% and 130 were females with 43%.

4.4 Are you familiar with the concept of blockchain?

The below table shows the percentage Are you familiar with the concept of blockchain? in the sample size

FIGURE 3:

ARE YOU FAMILIAR WITH THE CONCEPT OF BLOCKCHAIN
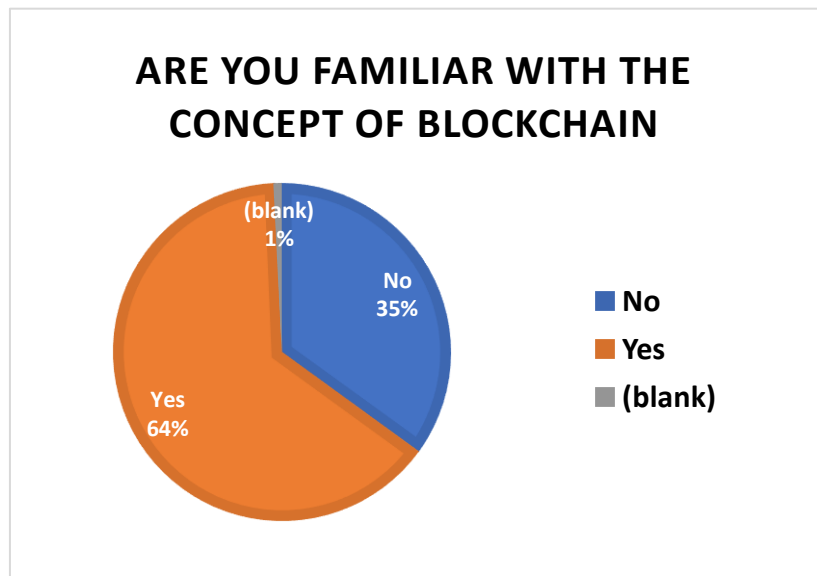
Table 3:

Are you familiar with the concept of blockchain?	Count of Name	Percentage
No	105	35%
Yes	193	64%
(blank)	2	1%
Grand Total	**300**	**100%**

The above chart depicts that 105 people with 35% are familiar with the concept of block chain whereas only 1% of people are unaware with the concept.

4.5 How do you know about crypto currency ?

The below table shows the percentage of How do you know about cryptocurrency? in the sample size.

FIGURE 4:
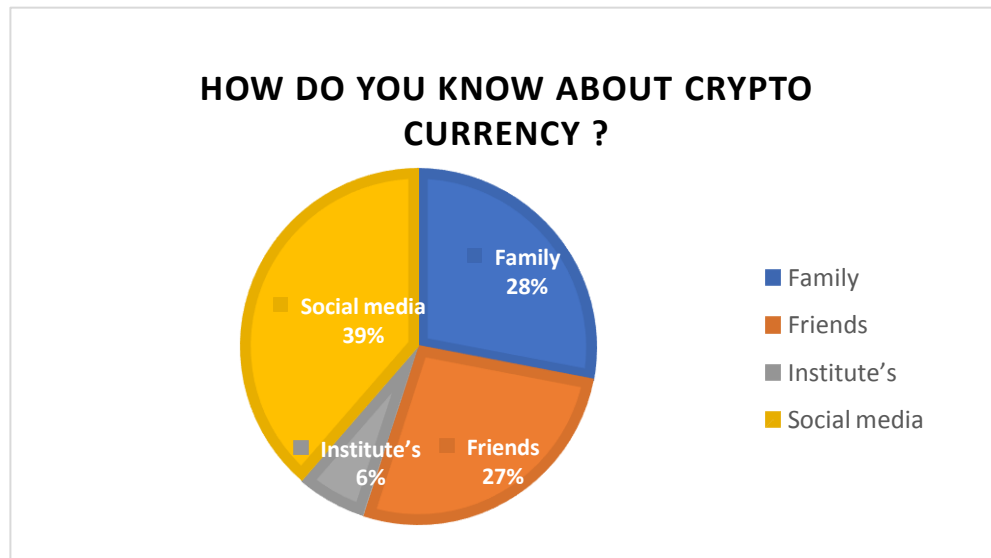
How do you know about crypto currency?	Frequency	Percentage
Family	84	28%
Friends	81	27%
Institute's	19	6%
Social media	116	39%
Grand Total	**300**	**100%**

Table 4:

From our research we got information how people know about digital currency. As we can see that 116 people from 300 knows it from social media whereas 19 individuals know it from institutes. Remaining of them heard it from family and friends are 84 and 81 individuals respectively.

4.6 Do you believe Digital Currencies are valuable?

The below table shows the Percentage of Do you believe Digital Currencies are valuable? in the sample size

FIGURE 5:
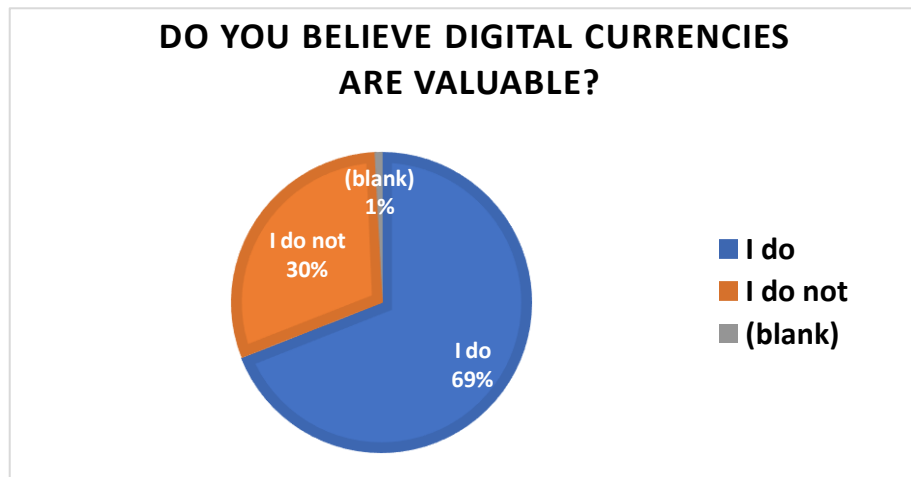
Do you believe Digital Currencies are valuable?	VALUE	Percentage
I do	207	69%
I do not	91	30%
(blank)	2	1%
Grand Total	**300**	100%

Table 5:

As per our research 207 people from 300 believes that digital currencies are valuable whereas 91 individuals believe it's not valuable.

4.7 In your opinion, which is more risky, investing in the stock market or investing in cryptocurrency?

The below table shows the Percentage of In your opinion, which is more risky, investing in the stock market or investing in cryptocurrency? in the sample size.

FIGURE 6:
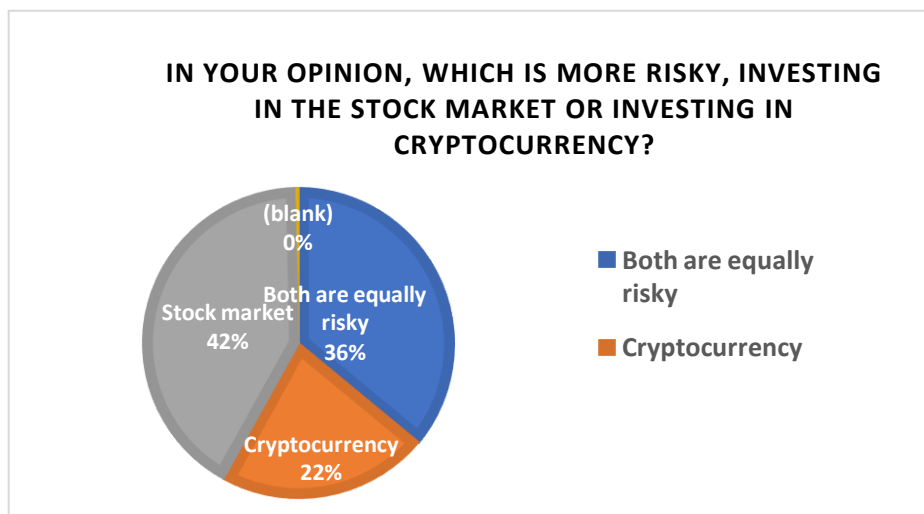
In your opinion, which is more risky, investing in the stock market or investing in cryptocurrency?	Count of Name	Percentage
Both are equally risky	108	36%
Cryptocurrency	66	22%
Stock market	125	42%
(blank)	1	0%
Grand Total	**300**	100%

Table 6:

As we can see people believes that stock market is more risker that crypto currency with 42%. Whereas there are 36% of people who thinks both stock market and crypto are risky to invest.

4.8 How much do you invest in digital currency?

The below table shows the Percentage of in your opinion,How much do you invest in digital currencyin the sample size

FIGURE 7:
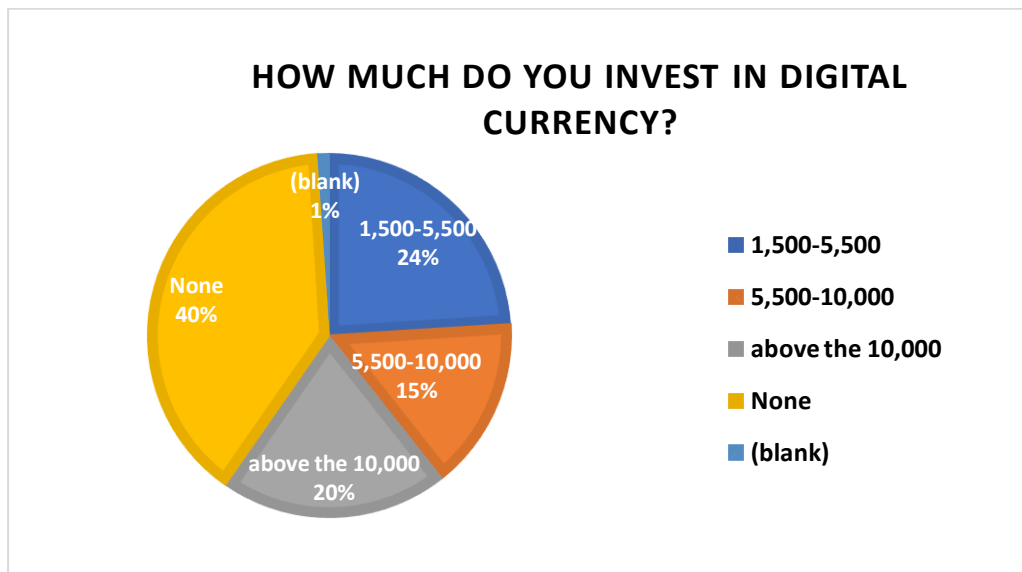
How much do you invest in digital currency?	Count of Name	percentage
1,500-5,500	72	24%
5,500-10,000	46	15%
above the 10,000	61	20%
None	118	40%
(blank)	3	1%
Grand Total	**300**	100%

Table 7:

From the above chats we can see that majority of people with 40% are not invested in digital currency. 24% of people are invested below 5,500 rupees and 20% of individual have invested above 10,000 rupees.

4.9 Which payment method do you use most often when buying products online?

The below table shows the Percentage of in your opinion,which payment method do you use most often when buying products online?in the sample size

FIGURE 8:
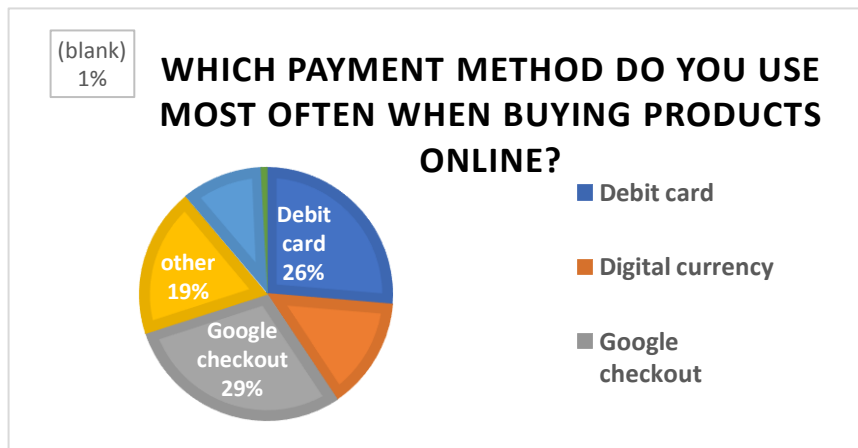
Which payment method do you use most often when buying products online?	Count of Name	Percentage
Debit card	79	26%
Digital currency	43	15%
Google checkout	88	29%
other	57	19%
Paypal	31	10%
(blank)	2	1%
Grand Total	**300**	100%

Table 8:

As per our research, google checkout is most used payment platform when people buy online products with 26%. In addition to this, debit card is the second moat used payment platform. Individuals also used digital currencies for payment of online products at 15%. Moreover, paypal is least used platform for online payments.

4.10 How concerned are you with the safety of these services?

The below table shows the Percentage of in your opinion,How concerned are you with the safety of these services?in the sample size

FIGURE 9:
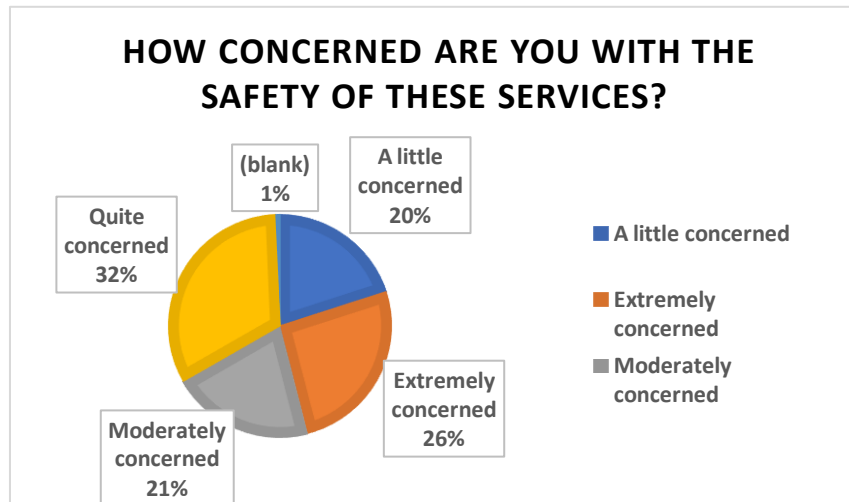
How concerned are you with the safety of these services?	Count of Name	Percentage
A little concerned	60	26%
Extremely concerned	78	15%
Moderately concerned	62	29%
Quite concerned	98	19%
(blank)	2	10%
Grand Total	**300**	100%

Table 9:

From above chats we can see that almost third part of people with 32% is quite concern with safety of this services. 26% and 21% of people are extremely concern and moderately concerned respectively. 20% of people are a little concerned with safety.

4.11 Would you feel more secure investing your earnings in Digital Currencies if they were controlled by a central authority (such as a government or bank)?

The below table shows the Percentage of in your opinion,Would you feel more secure investing your earnings in Digital Currencies if they were controlled by a central authority (such as a government or bank)?in the sample size **FIGURE 10:**
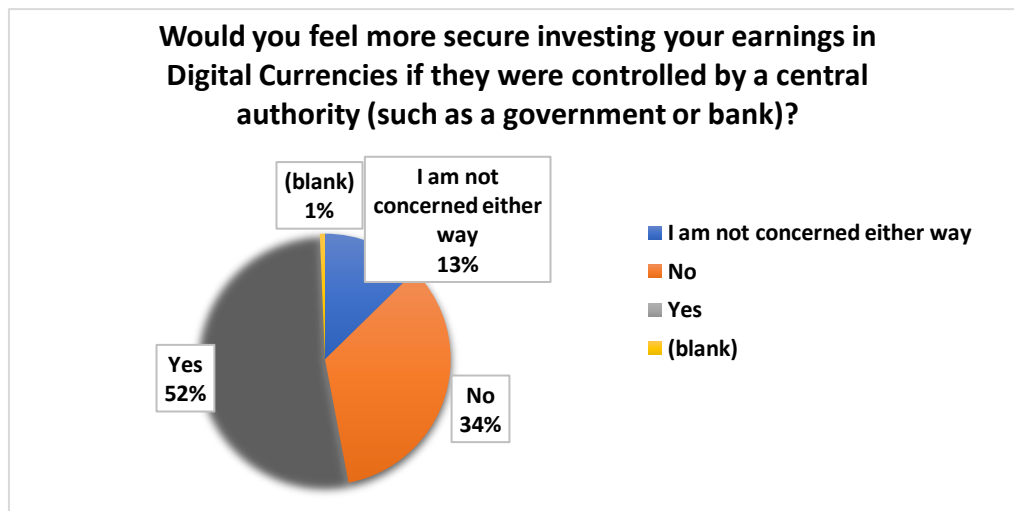
Would you feel more secure investing your earnings in Digital Currencies if they were controlled by a central authority (such as a government or bank)?	Count of Name	Percentage
I am not concerned either way	38	13%
No	103	34%
Yes	157	52%
(blank)	2	1%
Grand Total	**300**	**100%**

Table 10:

More than a half of people believes that they would have feel more secure if digital currencies were controlled by central authority whereas 34% of people said no. Moreover, there are 13% of people who are not concerned either way.

4.12 What sort of problems do you think can be caused by Digital Currency? [Security risks]

The below table shows the Percentage of in your opinion,What sort of problems do you think can be caused by Digital Currency? [Security risks]in the sample size

FIGURE 11:
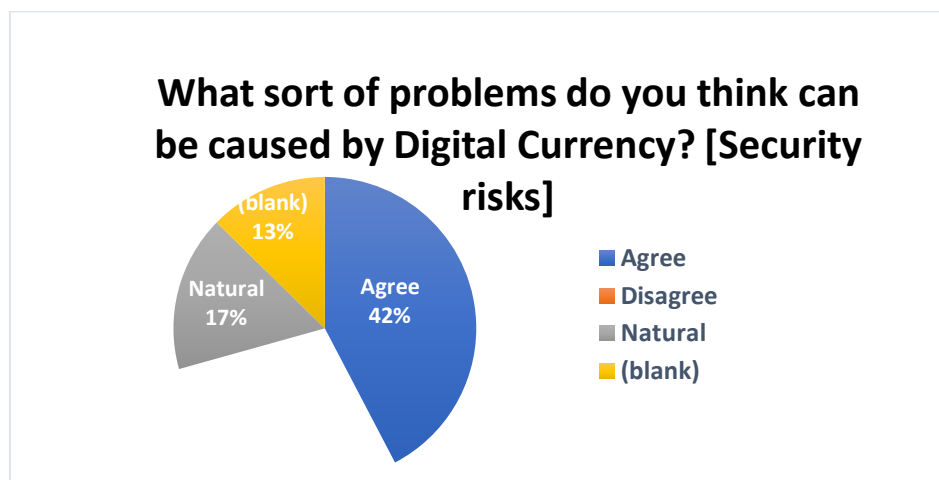
What sort of problems do you think can be caused by Digital Currency? [Security risks]	Count of Name	Percentage
Agree	127	42%
Disagree	85	28%
Natural	50	17%
(blank)	38	13%
Grand Total	**300**	100%

Table 11:

42% of people thinks that there is some sort of security risk in digital currencies. Whereas, 28 of individuals denied that there is no security risk. Moreover, 17% of people thinks the security risk is natural in digital currencies.

4.13 What sort of problems do you think can be caused by Digital Currency? [Misuse of funds]

The below table shows the Percentage of in your opinion, What sort of problems do you think can be caused by Digital Currency? [Misuse of funds]in the sample size

FIGURE 12:
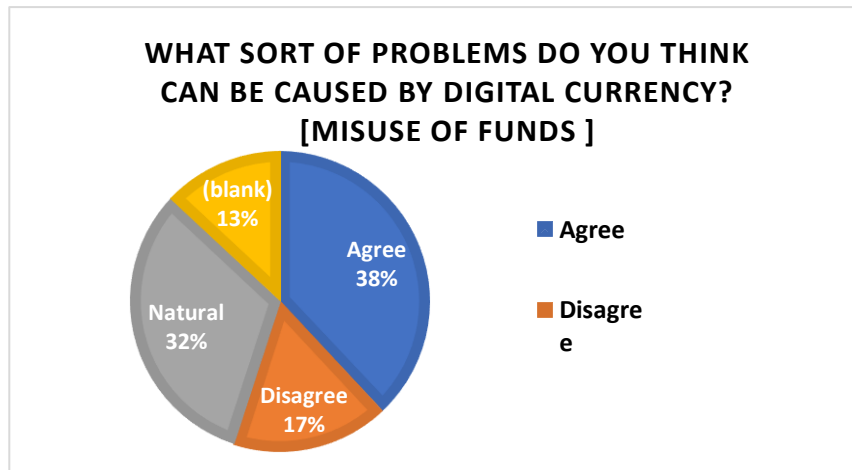
What sort of problems do you think can be caused by Digital Currency? [Misuse of funds]	Count of Name	Percentage
Agree	114	38%
Disagree	51	17%
Natural	96	32%
(blank)	39	13%
Grand Total	**300**	**100%**

Table 12:

Among 300 responses, 114 people acknowledged that the misuse of funds can be caused by digital currencies. Moreover, 32% of individual thinks that misuse of funds is natural in digital currency. On the other hand, 17% of people denied that there is no misuse of funds that caused by digital currencies.

4.14 What sort of problems do you think can be caused by Digital Currency? [Lack of transparency]

The below table shows the Percentage of in your opinion,What sort of problems do you think can be caused by Digital Currency? [Lack of transparency]in the sample size

FIGURE 13:
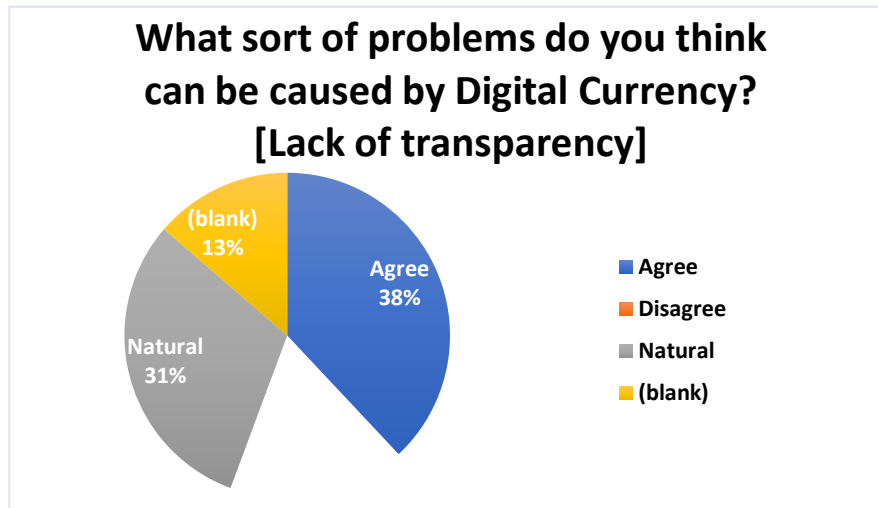
What sort of problems do you think can be caused by Digital Currency? [Lack of transparency]	Count of Name	Percentage
Agree	114	38%
Disagree	53	18%
Natural	92	31%
(blank)	41	13%
Grand Total	**300**	**100%**

Table 13:

Above chats shows that 38% of people think that there is lack of transparency which caused by digital currencies. In addition to this, 31% of individuals believes that lack of transparency is natural in digital currencies. On the other hand, 18 % of people denied that there is no lack of transparency which caused by digital currency.

4.15 What sort of problems do you think can be caused by Digital Currency? [Money laundering]

The below table shows the Percentage of in your opinion, What sort of problems do you think can be caused by Digital Currency? [Money laundering]in the sample size **FIGURE 14:**
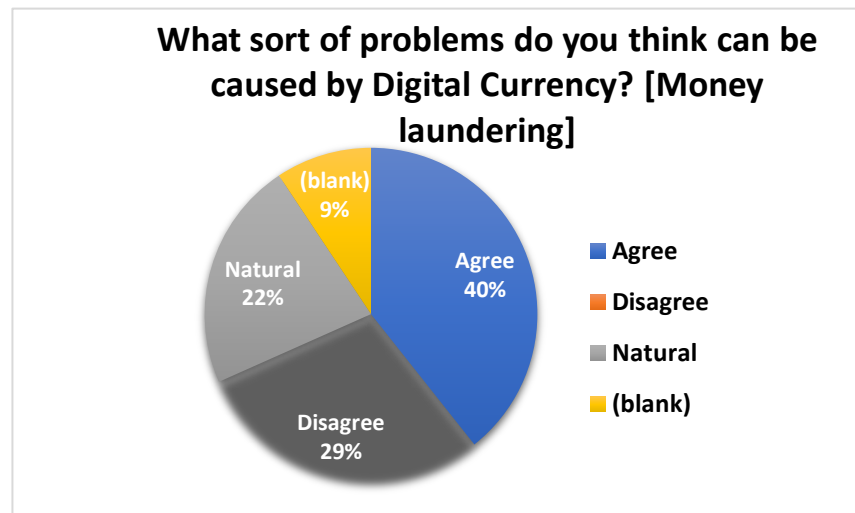
What sort of problems do you think can be caused by Digital Currency? [Money laundering]	Count of Name	Percentage
Agree	118	40%
Disagree	87	29%
Natural	67	22%
(blank)	28	9%
Grand Total	**300**	**100%**

Table 14:

40% of people thinks that money laundering is major problem which is caused by digital currency. Moreover, 22% of individual thinks that money laundering is natural in digital currency where as 29% of people denied that there is no money laundering in digitalcurrency.

4.16 : To test relationship between gender and digital currencies are valuable

H0:There is no significant relationship between gender and digital currencies are valuable

H1: There is significant relationship between gender and digital currencies are valuable

Table 15:

Count of Do you believe Digital Currencies are valuable?	Column Labels			
Row Labels	1	2	(blank)	Grand Total
1	114	54		168
2	93	37		130
(blank)				
Grand Total	**207**	**91**		**298**

Count of Do you believe Digital Currencies are valuable?	Column Labels			
Row Labels	1	2	(blank)	Grand Total
1	116.6979866	51.30201342		168
2	90.30201342	39.69798658		130
(blank)				
Grand Total	207	91		298
P Value	0.493800217			

INTERPRETATION

The above Chi Square Test shows that people believe digital currencies are valuable. The above results clearly indicate that the value of significance is 0.493800217 which is less than 0.5 therefore H0 is rejected that means people believe in digital currencies.

4.17 : To test relationship between gender and safety services

H0: There is no significant relationship between gender and safety services

H1: There is significant relationship between gender and safety services

Table 16:

Count of How concerned are you with the safety of these services? Row Labels	Column Labels 1	2	3	4	(blank)	Grand Total
1	58	86	35	44		223
2	16	11	26	14		67
3	4	1	1	2		8
(blank)						
Grand Total	**78**	**98**	**62**	**60**		**298**
Count of How concerned are you with the safety of these services? Row Labels	Column Labels 1	2	3	4	(blank)	Grand Total
1	58.36912752	73	46	45		223
2	17.53691275	22	14	13		67
3	2.093959732	3	2	2		8
(blank)						
Grand Total		78	98	62	60	298
P Value	0.000474656					

INTERPRETATION

The above chi square shows that how people are concern with the safety of services. The above result clearly indicates the value of significance is 0.000474656 which is less than 0.05 therefore HO is rejected that means people are concern with the safety of these services.

4.18 C: To test relationship between age and safety services

H0: There is no significant relationship between age and safety services

H1 There is significant relationship between age and safety services

Table 17:

Count of How concerned are you with the safety of these services?	Column Labels					
Row Labels	1	2	3	4	(blank)	Grand Total
1	50	56	31	33		170
2	28	42	31	27		128
(blank)						
Grand Total	78	98	62	60		298

Count of How concerned are you with the safety of these services?	Column Labels					
Row Labels	1	2	3	4	(blank)	Grand Total
1	44.4966443	56	35	34		170
2	33.5033557	42	27	26		128
(blank)						
Grand Total	78	98	62	60		298
		P Value	0.400316946			

INTERPRETATION

The above chi square shows that how people are concern with the safety of services. The above result clearly indicates the value of significance is 0.400316946 which is more than 0.05 therefore H1 is rejected that means people are not concern with the safety of these services.

CHAPTER 5

5.1 FINDINGS

For the analysis we had used individual question analysis,multiple question analysis,cross tables,graphical tools and representation methods and weighted average mean method in order to get insights from the data collected.After analysing the data the major finding are listed below:

•From the 300 respondent, we can see that 43% are Female and 57% male respondent have respond.

•There are majority 75% of age group are from 15-24 age respondent, 22% are between 25-50 age group and above 50 age group there is only 3% respondent.

•We found that how people know about crypto currency , which are 28% - Family, 27% - friends , 6% - institutes , 39% - social media.

•The opinion of respondent in which is more risky investing in stock market or in crypto currencies. We found 42% in stock market, 22% in crypto currencies and 36% in both stock market as well as crypto currencies.

•Respondent choose 29% google checkout, 26% debit card, 19% others, 15% digital currencies, 10% paypal, 1% were blank for payment method when buying online.

•Respondent 64% were familiar with the concept of block chain, where 35% were not familiar with the concept of block chain and 1% were blank about the familiar with the concept of block chain.

•Respondent, 69% do believe digital currencies are valuable, where 30% dont believe digital currencies are valuable and 1% were blank .

•We can see that majority of people with 40% are not invested in digital currency. 24% of people are invested below 5,500 rupees and 20% of individual have invested above 10,000 rupees.

•52% feels more secure investing your earnings in Digital Currencies if they were controlled by a central authority (such as a government or bank).

CHAPTER 6

CONCLUSION

Cryptocurrency is an attractive model of payment methods that are effective and secure that could boost companies. They also act as an alternative method of payment apart from currency notes, which allows users to take part in financial activities such as transferring, exchange, buying, and selling easily with the block chain technology adds on more security to your transaction. Various factors could bring positive changes to e-commerce or e-business and e-payment sectors which also carries several negative factors that affect this method of transactions. Cryptocurrency needs to be well regulated and controlled to gain more trust. But with the high growth of interest in cryptocurrency and blockchain around the world, banning it in India wouldn't be an option and we shall look forward to what the RBI takes forward regarding cryptocurrency in India. The sooner the better.

There were 300 respondents from the city of Ahemabad, of which 130 were male and 170 were female. Studies have shown that more than half of respondents are knowledgeable and fair people. But some don't know about it and don't want it. A majority of respondents believe that digital currencies have value, and only a minority do not believe in digital currencies. A majority of respondents are concerned about the security of their services, and a minority of respondents are not concerned about the security of their services.

Study has created a base for future detailed research.

FUTURE SCOPE OF RESEARCH

- Our study is limited to only adolescents from Ahmedabad. You can do additional research on people in other cities.

- The future is in the stock market. There are digital currencies, or rather cryptocurrencies. The higher the number of people investing in the cryptocurrency market, the higher it will be. India is also planning to launch its own cryptocurrency which will help India develop well.

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2%
20statistical%20variables.&text=A%20teacher%20assumes%20that%2060,lower%2Dmiddle% 2Dclass%20fa

APPENDIX

1. Gender

   • Male

   • Female

   • Other:

2. Age

   • 15-24

   • 25-50

   • Above 50

3. How do you know about crypto currency ?

   • Social media

   • Friends

   • Family

   • Institute's

4. Are you familiar with the concept of blockchain?

   • Yes

   • No

5. Do you believe Digital Currencies are valuable?

- I do

- I do not

- Other:

6. What is the most widely used cryptocurrency?

Bitcoin   Litecoin   Namecoin   PPcoin   All   None

- I have heard of....

- I have not heard of.

- I own a...

- I would like to own a...

7. In your opinion, which is more risky, investing in the stock market or investing in cryptocurrency?

- Stock market

- Cryptocurrency

- Both are equally risky

8. How much do you invest in digital currency?

- 1,500-5,500

- 5,500-10,000

- above the 10,000

- None

9. Which payment method do you use most often when buying products online?

- Pay pal

- Debit card

- Google checkout

- Digital currency

- other

10. How concerned are you with the safety of these services?

- Extremely concerned

- Quite concerned

- Moderately concerned

- A little concerned

11. Would you feel more secure investing your earnings in Digital Currencies if they were controlled by a central authority (such as a government or bank)?

- Yes

- No

- I am not concerned either way

12. Why did you invest in your Digital Currency?

- To spend them on goods

- To protect the value of your savings

- To sell them for a profit

- I have not invest

- Other:

13. What sort of problems do you think can be caused by Digital Currency?

Disagre Natural Agree

- Security risks

- Misuse of funds

- Lack of transparency

- Money laundering

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A GRAND PROJECT REPORT

ON

**A STUDY ON PERCEPTION OF GEN-Z EMPLOYEES IN AHMEDABAD
TOWARDS JOB SATISFACTION**

SUBMITTED TO:
GLS BBA (FACULTY OF BUSINESS ADMINISTRATION)

UNDER GUIDANCE OF:
PROF. VINEETA ANAND

SUBMITTED BY:
ROLL NO. 161-170
SEM VI

ON
FEB 2023

<u>SUBMITTED BY:</u>

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<u>CERTIFICATE</u>

A Study on Perception of Gen-Z Employees in Ahmedabad towards Job Satisfaction

PREFACE

Members of Generation Z (1997-2015) are rapidly replacing the millennials in college and market. They are going to be an important part of human resources within the labor market. Gen z do share many traits with the millennial, but they also bring in new patterns of behavior.

This study is to determine the perception of gen z employees residing in Ahmedabad towards job satisfaction. For this research a questionnaire was prepared and responses were collected from 322 individuals using google forms in order to collect data that was relevant to our study and gain insights, interpret the data and formulate reports. The aim of conducting this research was to identify how Gen Z views job satisfaction.

<u>DECLARATION</u>

We, the students of GLS Faculty of Business Administration, hereby declare that the research project entitled "A study on perception of Gen-Z employees in Ahmedabad towards job satisfaction" is our original work submitted for the award of the BBA program. We declare that the work has not been submitted for any other degree, diploma, or fellowship. We further declare that information collected from primary and secondary sources has been duly acknowledged in the research project. We shall be responsible for any plagiarism if noticed in the research project.

Date: _____   **Signature:_____**
Place: Ahmedabad

ACKNOWLEDGEMENT

We would like to express our gratitude to **GLS Faculty of Business Administration** and **Dr. Shefali Dani** for providing us with all the help, encouragement and guidance to complete a research project. We are highly indebted to **Prof. Vineeta Anand** for her guidance and constant supervision as well as for providing all required information to enhance research and completing this endeavor.

Our appreciation and thanks also go to people who have willingly helped out with their abilities. Finally, we express gratitude to our friends and family for continuous personal support and encouragement.

TABLE OF CONTENTS

A Study on Perception of Gen-Z Employees in Ahmedabad towards Job Satisfaction

CHAPTER 1

1.1   INTRODUCTION TO JOB SATISFACTION:

Job satisfaction is the joyful feeling and state of being gratified or satisfied with your Job. It is when you know that your work is worth doing.

"Find a job you enjoy doing, and you will never have to work a single day in your life."
-Mark Twain

Mark Twain, an American writer, had once famously said this above quote, where he highlighted that job satisfaction is achieved when one enjoys doing his job and how it reduces the stress and boredom from the job.

A satisfied employee is faithful to the company and acts as the company's image representative to others. Employees who are content with their role are more committed to the company and its objectives. Job satisfaction is reflected as an employee's overall full feeling of appraisal of him with regards to their work. It is an inclination that can create a positive or adverse outcome toward one's job and obligations at work and is vital to comprehend the idea of job satisfaction.

⬈1.1.1 TYPES OF JOB SATISFACTION:

- Intrinsic job satisfaction
  It is when you consider just the sort of work you do, the errands that make up the job.
- Extrinsic job satisfaction
  It is at the point when you consider work conditions like pay scale, coworkers and supervisors

  Overall job satisfaction is actually a combination of both.

⬈1.1.2 FACTORS AFFECTING JOB SATISFACTION:

There are various factors which might directly or indirectly affect the job satisfaction of employee, some of these factors are;
- Monetary incentives
- Non cash rewards
- Scope of promotion
- Job security
- Workload

- Strict policies
- Workplace culture
- Workplace policies
- Company reputation
- Mutual understanding between coworkers
- Perquisites like company cars, free housing and stock options
- Pay scale

1.1.3 BENEFITS OF JOB SATISFACTION:

- One becomes anxious to work
- Decreases employee turnover
- Establishes a favorable workplace
- Decreases employee absenteeism
- Works on employee's capacity to deal with tension and change
- Holds hardworking and top employees in the organisation
- Expands customer/client satisfaction
- Employees are able to work at their best capacity

1.1.4 LIMITATIONS OF JOB SATISFACTION:

- You stop challenging yourself
- You don't want to leave the comfort zone

1.2   WHO IS GEN-Z?

Gen Z are the people born between 1997-2015, it accounts for 27% of the country's population as of 2022. Gen z is more enterprising. They need more free workplaces, rather than being important for organisations or large companies, they need to make new companies or organisations, which makes them more innovative at an early age. The entry of gen z into the workforce is further evolving the way companies organize themselves, communicate and conduct business.

Money truly makes a difference to them however it's not all that matters. Who they work for is an extension and impression of their character, so they want employers who will share their values.

1.2.1 CHARACTERISTICS OF GEN-Z:

- Gen Z is more tech savvy than any other generation
- Gen Z is risk opposed than previous generations
- Gen Z cares about autonomy and independence
- Gen Z is competitive

- Gen Z is open minded
- Gen Z cares about ethical consumption

Older members of gen z are beginning to have an impact on the workforce as more reach employable age. There are some characteristics that gen z have at the workplace that can help one understand the influence and behavioural patterns of them at the workplace.

1.2.2 GEN Z AT WORKPLACE:

- The emerging workforce expects to use modern technologies in their professional lives
- They prefer in person interactions
- They are entrepreneurial and competitive
- They are less tolerant of authoritarian environment
- They seek jobs that provide the opportunity to contribute, create, lead and learn
- They value flexibility

CHAPTER 2

LITERATURE REVIEW

2.1   PRELUDE:

A literature review summarizes, analyses, synthesizes and evaluates a particular subject area. Literature review is designed to exemplify current knowledge and familiarity with the subject area and its scholarly context. The main focus of literature review is to provide an overview of prior research on a specific subject area. It is a recap of what already has been researched on a specific subject area. A literature review provides the reader with most relevant and important aspects related to the subject area and it also helps the reader to identify any gaps and areas of disagreement in the subject area.

2.2   OBJECTIVES:

2.21   PRIMARY OBJECTIVES:

- The main objective is to study the perception of job satisfaction among Gen-Z employees working in Ahmedabad.
- To research how Gen-Z employees view financial and non-financial incentives
- To identify the elements influencing generation Z employees' levels of job satisfaction
- To recognize the relative importance of different elements

2.22   SECONDARY OBJECTIVES:

- To study the key elements responsible for job satisfaction among employees
- To study the important facets of job satisfaction to meet gen z's expectation
- To study the gap between employee expectations and perception

2.3   REVIEW OF LITERATURE:

- (Suslova & Lera, 2019) with an objective of finding out the supreme factors that directly or indirectly affect an individual's motivation for job satisfaction. 96 students of KAMK University were surveyed with 18 questions regarding the main factors that affect their motivation and job satisfaction.

- (Rachmadini & Riyanto, 2020) with an objective of studying the impact of work life balance on employee engagement, a survey of employees who work in several different companies, using simple random sampling techniques of a population with 127 respondents.

A Study on Perception of Gen-Z Employees in Ahmedabad towards Job Satisfaction

- (Nadinloyi et al., 2013) had randomly selected a sample of 90 people to understand the relationship between job satisfaction and employees mental health. This study had found major influence on job related behaviours of employees. Occupation related mental health has been demonstrated to be altogether connected with efficiency and other wanted organisational outcomes such as commitment and satisfaction.

- According to (S & RAJESWARI, 2022) having a strong work environment with good connection and coordination among different individuals will make an upgrade in their work completion. This survey depicted how workers have sentiments towards their work and working environment and the angles that are related with the organisation.

- (Freedman, 2023) in his contributing work in a study, states what Gen Z seeks in the workplace, and how to cater to their workplace needs, he has described five different steps through which gen z's workplace needs can be catered.

- As per (Henley, 2019) in her contributing work in a study towards inspiring and motivating gen z employees, has talked about how to manage and engage with the creative, entrepreneurial generation. She has further talked about the challenge that gen z have some impractical expectations regarding their starting salary as they complete their graduation.

2.4 **RESEARCH GAP:**

Gen Z are replacing the millennials in college and have entered the market, they have different perspectives of job satisfaction and of factors that affect their job satisfaction. Many researchers have conducted their own research of identifying and listing down those factors that affect job satisfaction of employees but there is a lesser amount of research that highlight the factors which influence gen z's point of view and their expectations from their job role.

Some researchers have taken into account different factors like workplace needs, workplace environment, impractical need of starting salary and other factors. This study is carried out to understand the small factors that play a huge role in job satisfaction of an employee. This study provides answers to questions like how much a supportive peer group can satisfy an employee. How job security affects satisfaction and the impact of other factors like mutual understanding between coworkers and relationships with superiors.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 A BRIEF OVERVIEW:

This chapter talks about the hypothesis which is used to identify the relationship between variable, research design used in the study and the sources used for data collection. It also focuses on the study of methods of selection and approaching the samples.

3.2 RESEARCH M ETHODOLOGY:

A research methodology talks about the collection and analysis of your data.

It characterizes the strategies or techniques that are utilized to recognize and to break down the data regarding a particular research topic. This chapter of a research paper is utilized by analysts to justify why the methods they utilized are most appropriate to accomplish the research objectives.

3.3 RESEARCH DESIGN:

A research design includes the objectives of the study, coverage, timeline, limitations, and methods of data collection, tools of analysis and the data analysis and presentation.

A research design is fundamental since it guarantees a better, precise and coordinated plan of the research undertaken. It upgrades the effectiveness of the analyst in his execution. It is required as it facilitates in making the research as effective as could really be expected.

In this study, the descriptive research design was used.

3.4 SAM PLE DESIGN:

Sample design means the plans and strategies to be followed in choosing samples from the population. It is always determined before the collection of data. The selection of samples is a vital assignment. Sampling units, sample size and sampling techniques are included in sample design.

3.4.1 SAM PLING UNIT:

This research was conducted to study the perception of Gen-z employees in Ahmedaba d towards job satisfaction. Sampling unit of this research includes Gen-z students and working professionals.

3.4.2 **SAMPLING TECHNIQUE:**

Sampling techniques are basically classified into two types; Probability sampling and Non probability sampling.

In this study, Non-Probability sampling - Convenient Sampling Technique has been used to collect the data for analysis.

3.4.3 **SAMPLE SIZE:**

The count of individuals considered to undertake a research is called sample size.
To collect the responses from individuals and to study their perception towards job satisfaction a google form was used and 322 samples were collected for study.

3.5 **DATA SOURCES:**

3.5.1 **PRIMARY SOURCE:**

It means the data which has recently been gathered from the source and has not gone through any sort of statistical treatment like sorting and tabulation. This term sometimes indicate s firsthand information. Researchers gather such information themselves through reviews, meets and direct perceptions.

Primary data has been collected with the help of a structured questionnaire for this study.

3.5.2 **SECONDARY SOURCE:**

It means the data that has previously been gathered by somebody, might be arranged, organized and has gone through a statistical treatment. It is created or customised data.

For this research, data has been collected from websites, thesis, journals and articles.

3.6 **DATA COLLECTION:**

Data collection is the most common way of measuring and gathering data, information that enables a researcher to answer and test hypotheses. Data is collected from different sources and through different methods of collection.

For this research, data was collected through close ended questions using google and data was collected from 322 respondents. Data was collected from Gen-Z students and employees.

3.7 <u>**RESEARCH HYPOTHESIS:**</u>

<u>**H01**</u>: There is no significant relationship between the gender of the respondents and their expectation for pay.

<u>**H02**</u>: There is no significant relationship between the age and the respondents and their expectation for pay.

<u>**H03**</u>: There is no significant relationship between the educational qualifications of the respondents and their expectation for pay.

<u>**H04**</u>: There is no significant relationship between the gender of the respondents and their expectation for non-cash rewards.

<u>**H05**</u>: There is no significant relationship between the age of the respondents and their expectation for non-cash rewards.

<u>**H06:**</u> There is no significant relationship between the educational qualifications of the respondents and their expectation for non-cash rewards.

3.8 <u>**SCOPE OF THE STUDY:**</u>

- The study provides an opportunity to comprehend the Perception of Generation Z employees towards the hygiene and motivating factors (Herzberg's motivation theory) corresponding to their Demographic Profiles: Age, Gender and Educational Qualifications.

- The study also helps identify the opinions of Gen Z towards various factors influencing Job Satisfaction like: Scope of Promotion, Pay, non-cash Rewards, Monetary Incentives, Workload, Workplace Culture, Supportive Peer Groups, etc.

- We can also ascertain the relative importance of the above mentioned factors and form a hierarchy based on the responses of the study participants.

3.9 <u>**LIMITATION OF THE STUDY:**</u>

- The study only covers the Urban Gen Z residing in Ahmedabad city. Hence, the applicability of the findings in this study may not extend to additional localities.

- The Limitations of this study includes all the restrictions and constraints associated with the relevant Research instrument utilized for the study.

- The reasoning behind the respondents' responses could not be exactly determined by the researcher.

3.10 **OVERVIEW OF QUESTIONNAIRE:**

To study the perception of Gen Z employees in Ahmedabad towards job satisfaction, this questionnaire was designed with 19 questions and 2 sections. The first section includes the demographic factors and the second section includes different factors that affect the job satisfaction of an employee and to what extent these factors affect them.

3.11 **RESEARCH   INSTRUM ENT:**

Responses for this study are collected through questionnaires using Google forms.

3.12 **STATISTICAL INSTRUMENT:**

The analysis of this research study is done by using Pie charts, ANOVA and t- Test.

CHAPTER 4

ANALYSIS AND INTERPRETATION

4.1 OVERVIEW

This chapter includes descriptive and statistical analysis of data collected from respondents. The analysis has been divided into 2 parts: demographic profiles of the respondents and factors influencing Job Satisfaction among them.

4.2 DEM OGRAPHIC PROFILES

4.2.1 GENDER

Gender	Frequency	Percentage (%)
Male	180	55.9
Female	142	44.1
Grand Total	**322**	**100**

Table 1: Gender
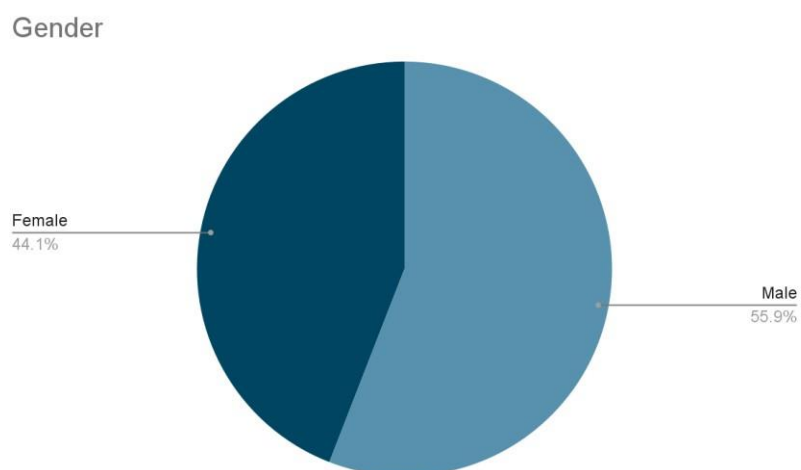
Figure 1: Gender

Interpretation:

The above table and figure represents the Gender profile of the respondents. Out of 322 respondents, 180 are males and 142 are females making up 55.9% and 44.1% of the sample respectively.

<u>4.2.2</u> **AGE
    GROUP**

Age Group	Frequency	Percentage (%)
Less than 20	121	37.6
20-21	129	40.1
22-23	20	6.2
24-25	52	16.1
Grand Total	**322**	**100**

Table 2: Age Group
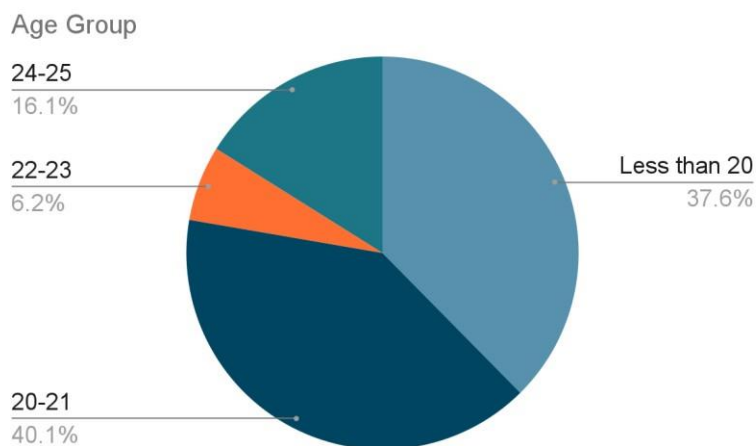
Figure 2: Age Group

Interpretation

The above table and figure represents the age distribution of the respondents. Out of 322 respondents, 121 are below the age of 20, 129 are in the age range 20-21, 20 are in the age range 22-23, 52 are in the age range 24-25 making up 37.6%, 40.1%, 6.2% and 16.1% of the sample respectively.

4.2.3 **EDUCATION**

Education	Frequency	Percentage (%)
Upto 12th Grade	138	42.9
Graduate	144	44.7
Post graduate	40	12.4
Grand Total	**322**	**100**

Table 3: Education
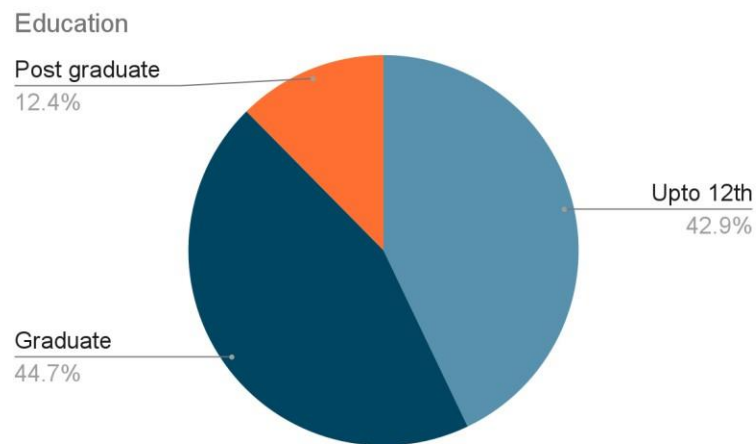
Figure 3: Education

Interpretation

The above table and figure represents the Educational qualification of the respondents. Out of 322 respondents, 138 are educated upto the 12th grade, 144 are Graduates and 40 are Post graduates making up 42.9%, 44.7% and 12.4% of the sample respectively.

4.3 PERCEPTION TOWARDS PAY: The below table and figure shows the perception of respondents towards pay as a factor which influences their job satisfaction

|	Frequency	Percentage (%)
Strongly Agree	100	31.1
Agree	135	41.9
Neutral	60	18.6

Disagree	15	4.7
Strongly Disagree	12	3.7

Table 4: Pay

Pay has an impact on your job satisfaction?

322 responses
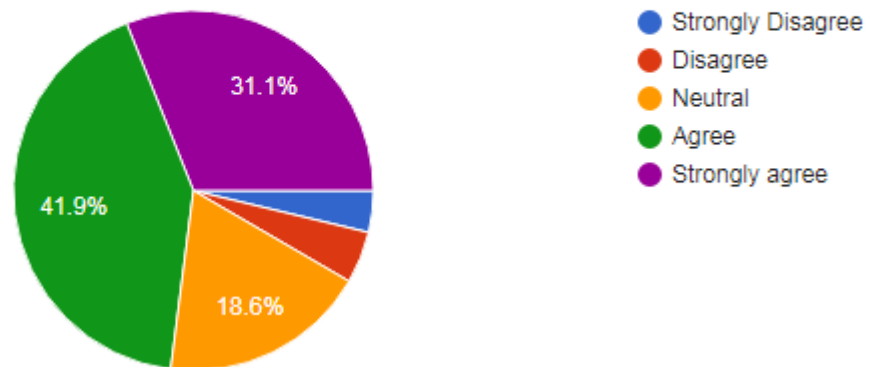
Figure 4: Pay

Interpretation

A majority of the respondents believe that pay has an effect on their Job Satisfaction.
31.1% of the respondents strongly agree with this statement.
41.9% of the respondents agree with this statement.

4.4 PERCEPTION TOWARDS NON-CASH REWARDS: The below table and figure shows the perception of the respondents towards Non-cash Rewards such as gifts, accolades, seminars for personal development as a factor which influences their job satisfaction.

	Frequency	**Percentage (%)**
Strongly Agree	37	11.5
Agree	144	44.7
Neutral	96	29.8
Disagree	35	10.9
Strongly Disagree	10	3.1

Table 5: Non-cash Rewards

A Study on Perception of Gen-Z Employees in Ahmedabad towards Job Satisfaction

Job satisfaction is impacted by Non-cash rewards (such as gifts, accolades, and seminars for personal development)?

322 responses
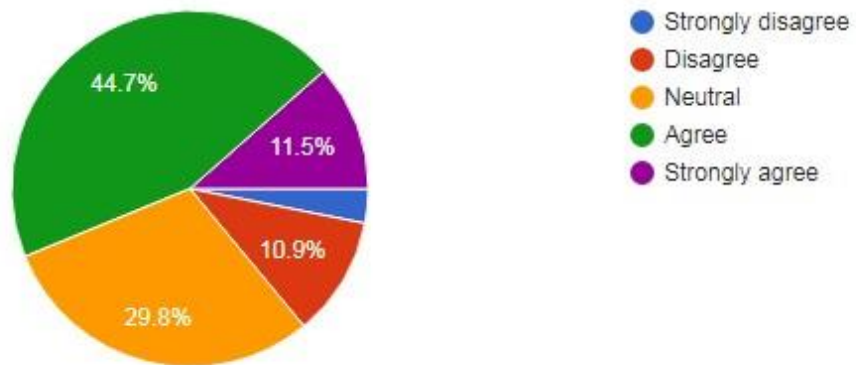
Figure 5: Non-cash Rewards

Interpretation

A majority of the respondents believe that non cash rewards have an effect on their Job Satisfaction.

44.7% of the respondents agree with this statement.

11.5% of the respondents strongly agree with this statement.

The number of neutral and disagreeing respondents is higher for Non-cash rewards as compared to pay which indicates the higher relative importance of pay for the respondents towards their Perception of Job Satisfaction.

4.5 PERCEPTION TOWARDS MONETARY INCENTIVES: The below table and figure represent the perception of the respondents towards Monetary Incentives as a factor which influences their Job Satisfaction.

	Frequency	**Percentage (%)**
Strongly Agree	67	20.8
Agree	166	51.6
Neutral	68	21.1
Disagree	12	3.7
Strongly Disagree	9	2.8

Table 6: Monetary Incentives

Job satisfaction is impacted by Monetary incentives?

322 responses
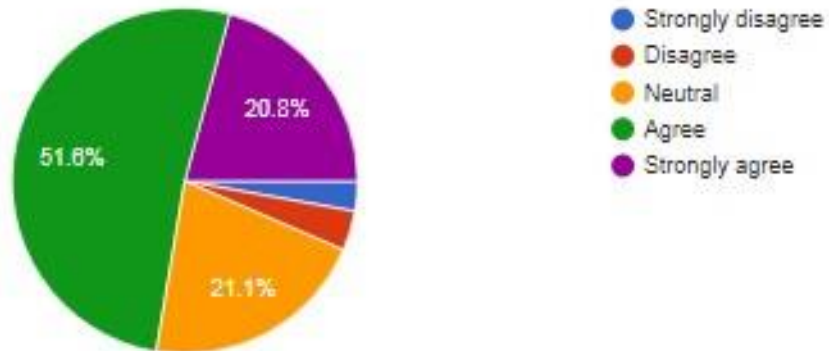
Figure 6: Monetary Incentives

Interpretation

A majority of the respondents believe that Monetary Incentives have an effect on their Job Satisfaction

20.8% of the respondents strongly agree with this statement.
51.6% of the respondents agree with this statement.

Like Pay, the number of agreeing respondents is much higher when compared with Non-cash Rewards thus indicating its higher relative importance for the respondents towards their Perception of Job Satisfaction.

4.6 PERCEPTION TOWARDS PERQUISITES: The below table and figure show the perception of the respondents towards Perquisites like Company cars, free housing, Stock Options as a factor which influences their Job Satisfaction.

	Frequency	**Percentage (%)**
Strongly Agree	78	24.2
Agree	144	44.7
Neutral	60	18.6
Disagree	32	9.9

A Study on Perception of Gen-Z Employees in Ahmedabad towards Job Satisfaction

Strongly Disagree	8	2.5

Perquisites like company Cars, Free housing, and Stock options have an impact on job satisfaction?

322 responses
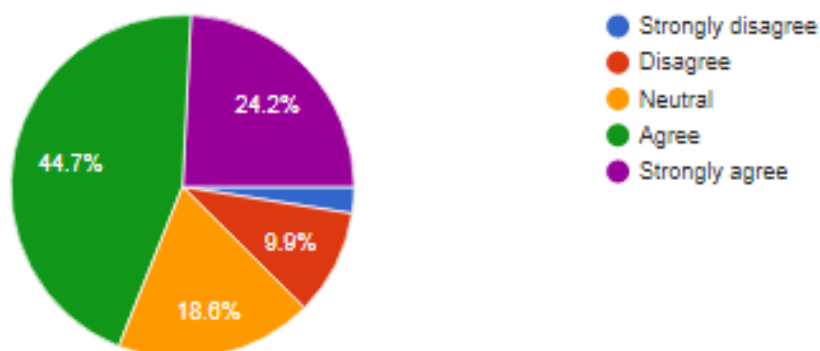
Figure 7: Perquisites

Interpretation

A majority of the respondents believe that Perquisites have an effect on their Job Satisfaction

24.2% of the respondents strongly agree with this statement.
44.7% of the respondents agree with this statement.

The number of agreeing respondents is higher for perquisites when compared to non-cash rewards but lower than Pay and Monetary Incentives.

4.7 PERCEPTION TOWARDS SCOPE OF PROMOTION: the below table and figure show the perception of the respondents towards Scope of Promotion as a factor which influences their Job Satisfaction.

	Frequency	**Percentage (%)**
Strongly Agree	113	35.1
Agree	139	43.2
Neutral	46	14.3
Disagree	17	5.3

A Study on Perception of Gen-Z Employees in Ahmedabad towards Job Satisfaction

Strongly Disagree	7	2.2

Table 8: Scope of Promotion

Scope of promotion affects job satisfaction?

322 responses

● Strongly disagree
● Disagree
● Neutral
● Agree
● Strongly agree
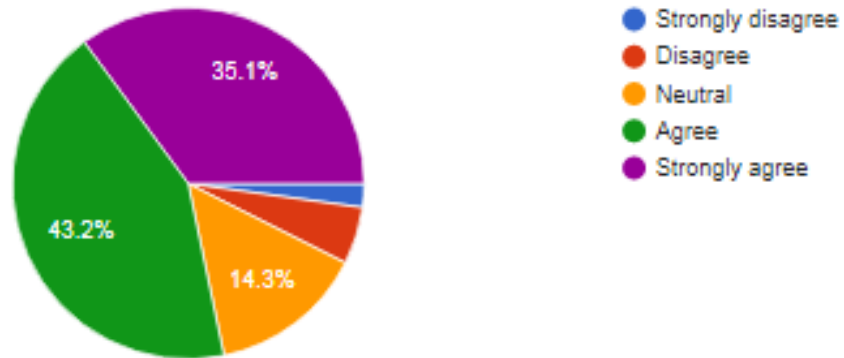
Figure 8: Scope of Promotion

Interpretation

A majority of the respondents believe that Scope of Promotion has an effect on their Job Satisfaction

35.1% of the respondents strongly agree with this statement
43.2% of the respondents agree with this statement

The number of agreeing respondents for Scope of Promotion is higher than that for Pay, Non-cash rewards, Perquisites and Monetary Rewards and only lower than that for Workplace Culture.
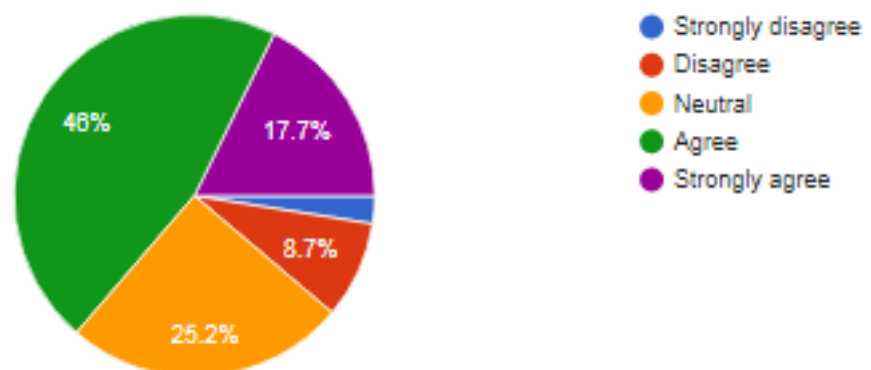
4.8 PERCEPTION TOWARDS JOB SECURITY: The below table and figure shows the perception of the respondents towards Job Security as a factor which influences their Job Satisfaction.

	Frequency	**Percentage (%)**
Strongly Agree	115	35.7
Agree	124	38.5
Neutral	52	16.1

Disagree	22	6.8
Strongly Disagree	9	2.8

Table 9: Job Security

Job security affects job satisfaction?

322 responses

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree
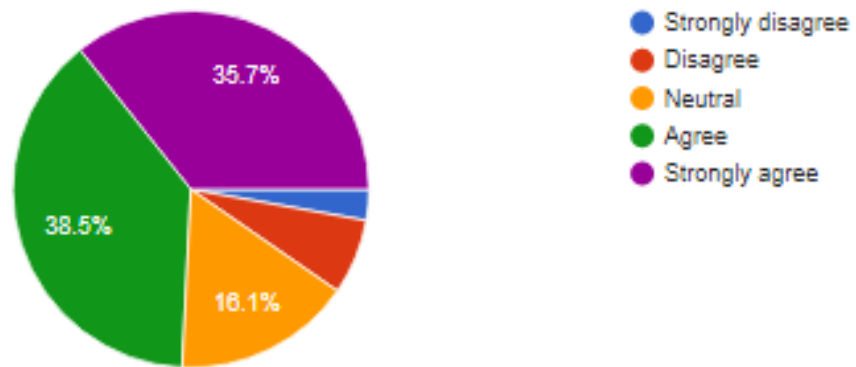
Figure 9: Job Security

Interpretation

A majority of the respondents believe that Job Security has an effect on their Job Satisfaction

35.7% of respondents strongly agree with this statement
38.5% of respondents agree with this statement

The number of agreeing respondents for Job Security is higher than all the above mentioned factors but lower than just the Scope of Promotion.

4.9 PERCEPTION TOWARDS WORKLOAD: The below table and figure shows the perception of the respondents towards Workload as a factor which influences their Job Satisfaction.

	Frequency	Percentage (%)
Strongly Agree	57	17.7
Agree	141	43.8
Neutral	76	23.6
Disagree	36	11.2
Strongly Disagree	12	3.7

Table 10: Workload

Job satisfaction is impacted by Workload?

322 responses
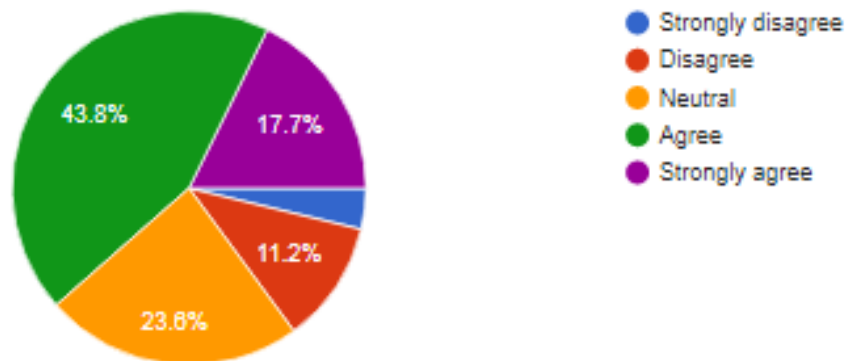
Figure 10: Workload

Interpretation

A majority of the respondents believe that workload has an effect on their Job Satisfaction

17.7% of the respondents strongly agree with this statement.
43.8% of the respondents agree with this statement.

The number of Neutral and Disagreeing respondents for Workload is higher than all the above mentioned factors except for Non-cash Rewards.

4.10 PERCEPTION TOWARDS STRICT POLICIES: The below table and figure shows the perception of the respondents towards Strict Policies as a factor which influences their Job Satisfaction.

	Frequency	**Percentage (%)**
Strongly Agree	43	13.4
Agree	120	37.3
Neutral	108	33.5
Disagree	37	11.5
Strongly Disagree	14	4.3

Table 11: Strict Policies
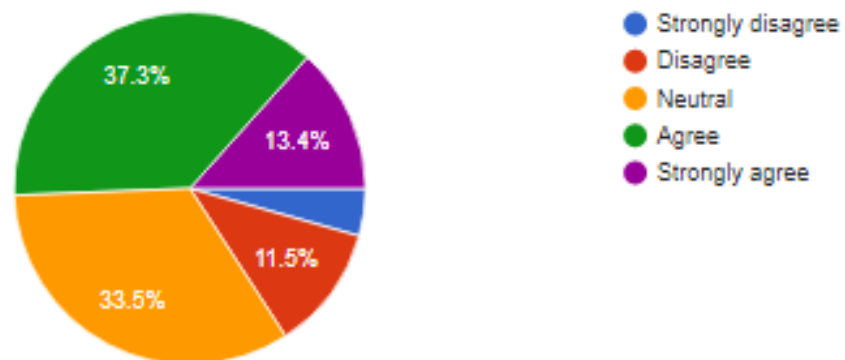
Figure 11: Strict Policies

Interpretation

A majority of respondents believe that Strict Policies have an effect on their Job Satisfaction

13.4% of respondents strongly agree with this statement.
37.3% of respondents agree with this statement.

The number of neutral and disagreeing respondents for strict policies is the highest of all the other factors.

4.11 PERCEPTION TOWARDS WORKPLACE CULTURE: The below table and figure shows the perception of the respondents towards Workplace Culture as a factor which influences their Job Satisfaction.

	Frequency	**Percentage (%)**
Strongly Agree	105	32.6
Agree	149	46.3
Neutral	46	14.3
Disgaree	15	4.7
Strongly Disagree	7	2.2

Table 12 : Workplace Culture

Workplace culture has an impact on job satisfaction?

322 responses

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree
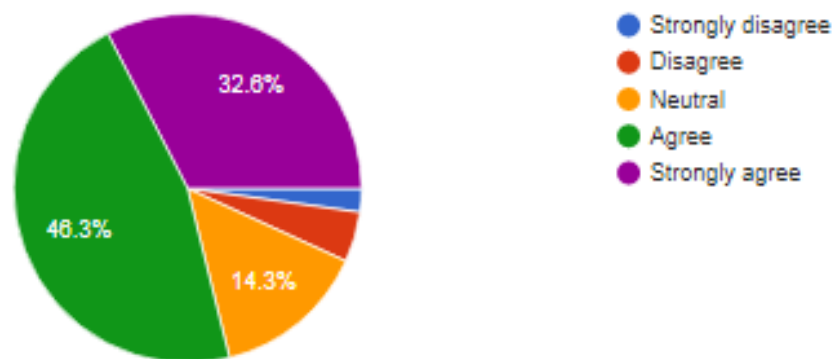
Figure 12 : Workplace Culture

Interpretation

A majority of respondents believe that Workplace Culture has an effect on their Job Satisfaction

32.6% of respondents strongly agree with this statement.
46.3% of respondents agree with this statement.

The number of agreeing respondents for Workplace Culture is the highest of all the other factors.

4.12 PERCEPTION TOWARDS KNOWLEDGE REGARDING WORKPLACE POLICIES: The below table and figure shows the perception of the respondents towards Knowledge regarding Workplace Policies as a factor which influences their Job Satisfaction.

	Frequency	Percentage (%)
Strongly Agree	46	14.3
Agree	152	47.2
Neutral	93	28.9
Disagree	18	5.6
Strongly Disagree	13	4

Table 13: Knowledge regarding Workplace Policies

Knowledge regarding Workplace Policies has an impact on job satisfaction?

322 responses
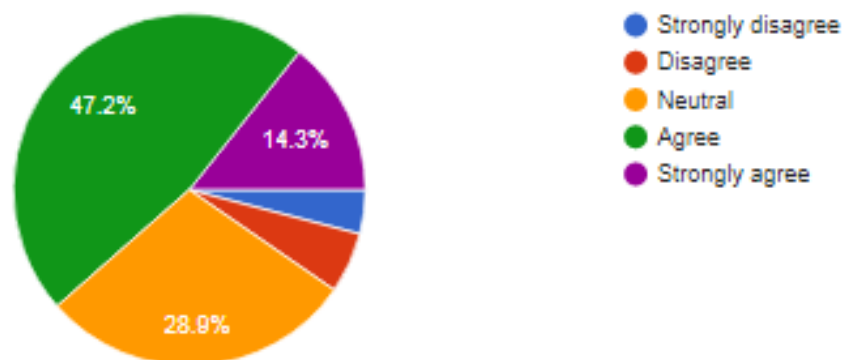
Table 13: Knowledge regarding Workplace Policies

Interpretation

A majority of respondents believe that Knowledge regarding Workplace policies has an effect on their Job Satisfaction

14.3% of the respondents strongly agree with this statement.
47.2% of the respondents agree with this statement.

The number of neutral and disagreeing respondents for Knowledge regarding Workplace Policies is higher than all the above mentioned factors except for Non-cash rewards and Strict Policies.

4.13 PERCEPTION TOWARDS COMPANY REPUTATION: The below table and figure shows the perception of the respondents towards Company Reputation as a factor which influences their Job Satisfaction.

	Frequency	**Percentage (%)**
Strongly Agree	57	17.7
Agree	148	46
Neutral	81	25.2
Disagree	28	8.7
Strongly Disagree	8	2.5

Table 14: Company Reputation

Figure 14: Company Reputation

Interpretation

A majority of respondents believe that Company Reputation has an effect on their Job Satisfaction

17.7% of the respondents strongly agree with this statement
46% of the respondents agree with this statement

The number of Neutral and Disagreeing respondents is lower than that for Strict Policies, Non-cash rewards, Knowledge regarding workplace policies and Workload.

4.14 PERCEPTION TOWARDS RELATIONSHIP WITH SUPERIORS: The below table and figure show the perception of the respondents towards relationship with superiors as a factor which influences their Job Satisfaction.

	Frequency	**Percentage (%)**
Strongly Agree	59	18.3
Agree	157	48.8
Neutral	79	24.5
Disagree	22	6.8
Strongly Disagree	5	1.6

Table 15: Relation with Superiors

Employee satisfaction is impacted by Relationships with superiors?

322 responses
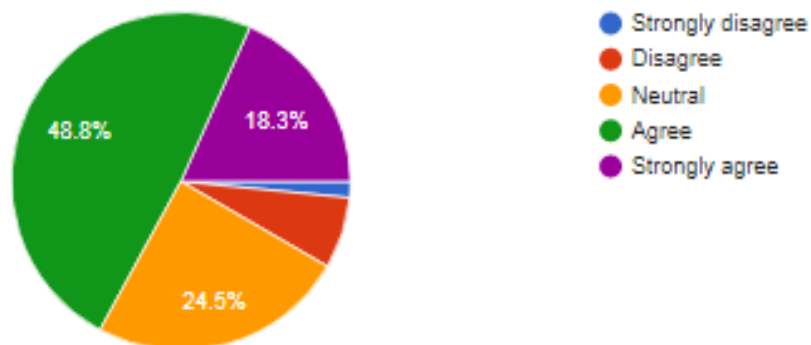
Figure 15: Relation with Superiors

Interpretation

A majority of the respondents believe that Relations with Superiors has an effect on their Job satisfaction.

18.3% of the respondents strongly agree with this statement.
48.8% of the respondents agree with this statement.

The number of agreeing respondents for Relations with Superiors is lower than that for Pay, Monetary Incentives, Workplace Culture, Scope of Promotion, Job Security and Perquisites. Its relative importance for Job Satisfaction is therefore lower when compared to the above mentioned factors.

4.15 PERCEPTION TOWARDS SUPPORTIVE PEER GROUPS: The below table and figure show the perception of the respondents towards having a supportive peer group as a factor which influences their Job satisfaction.

	Frequency	**Percentage (%)**
Strongly Agree	64	19.9
Agree	161	50
Neutral	73	22.7
Disagree	14	4.3
Strongly Disagree	10	3.1

Table 16: Supportive Peer Groups

Job satisfaction is influenced by Supportive peer groups?

322 responses
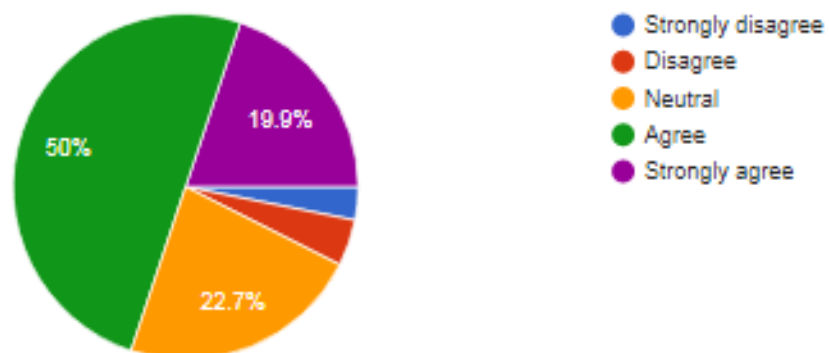
Figure 16: Supportive Peer Groups

Interpretation

A majority of the respondents believe that having a Supportive Peer Groups has an effect on their Job Satisfaction.

19.9% of the respondents strongly agree with this statement.

50% of the respondents agree with this statement.

The number of agreeing respondents for Supportive Peer Groups is lower than that for Pay, Monetary Incentives, Job Security, Scope of Promotion and Workplace Culture.

4.16 PERCEPTION TOWARDS CONTINUOUS DIRECTIONS FROM THE BOSS:

The below table and figure show the perception of the respondents towards receiving Continuous Directions from their superiors as a factor which influences their job Satisfaction.

	Frequency	Percentage (%)
Strongly Agree	57	17.7
Agree	151	46.9
Neutral	81	25.2
Disagree	27	8.4
Strongly Disagree	6	1.9

Table 17: Continuous Directions from the Boss

Continuous directions from the boss has an impact job satisfaction?

322 responses
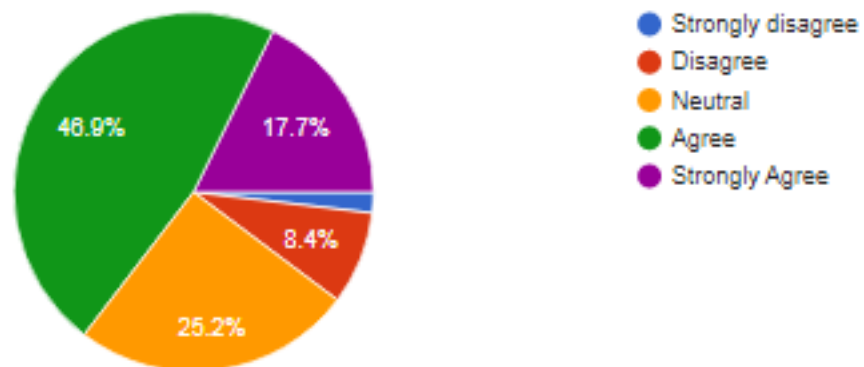
Figure 17: Continuous Directions from the Boss

Interpretation

A majority of the respondents believe that receiving Continuous Directions from the boss has an effect on their Job Satisfaction.

17.7% of the respondents strongly agree with this statement.
46.9% of the respondents agree with this statement.

The number of agreeing respondents for Continuous Directions from the boss is lower than that for Pay, Monetary Incentives, Workplace Culture, Job Security, Scope of Promotion, Perquisites, Relationship with Superiors and Supportive peer Groups. Its relative importance for Job satisfaction is lower than all of the above mentioned factors.

4.17 PERCEPTION TOWARDS MUTUAL UNDERSTANDING BETWEEN CO-WORKERS: The below table and figure shows the perception of the respondents towards mutual understanding between Co-workers as a factor which influences their Job satisfaction.

	Frequency	Percentage (%)
Strongly Agree	89	27.6
Agree	154	47.8
Neutral	52	16.1
Disagree	16	5
Strongly Disagree	11	3.4

Table 18: Mutual Understanding Between Co-Workers
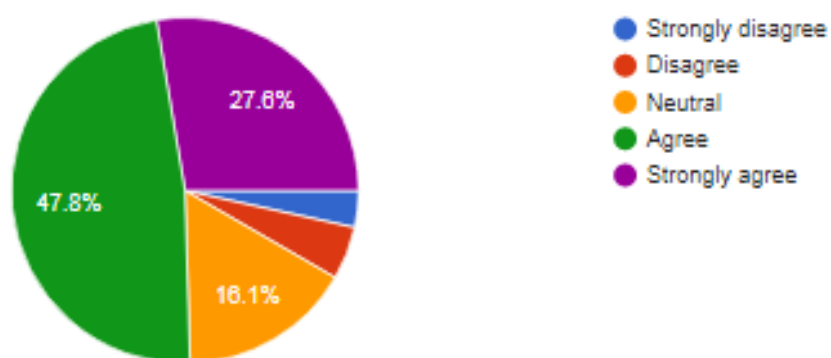
Figure 18: Mutual Understanding Between Co-Workers

Interpretation

A Study on Perception of Gen-Z Employees in Ahmedabad towards Job Satisfaction

A majority of respondents believe that having a mutual understanding between co-workers has an effect on their Job Satisfaction.

27.6% of the respondents strongly agree with this statement.
47.8% of the respondents agree with this statement.

The number of agreeing respondents for Mutual Understanding between Co-Workers is lower than that for Scope of Promotion and Workplace Culture. Its relative importance for Job Satisfaction is lower than these 2 above mentioned factors.

HYPOTHESIS TESTING

4.18 GENDER AND PAY

H0: There is no significant relationship between the gender of the respondents and their expectation for Pay.

H1: There is a significant relationship between the gender of the respondents and their expectation for Pay.

Results after the application of t-Test: Two Sample Assuming Equal Variances:

t-Test: Two-Sample Assuming Equal Variances		
	Male	Female
Mean	3.911111111	3.929577465
Variance	0.997641217	1.044650884
Observations	180	142
Pooled Variance	1.018354851	
Hypothesized Mean Difference	0	
df	320	
t Stat	-0.16303621	
P(T<=t) one-tail	0.435296418	
t Critical one-tail	1.649629305	
P(T<=t) two-tail	0.870592836	
t Critical two-tail	1.967404974	

Figure 19: t-Test for gender and Pay

As observed, the P value is **0.870592836** which more than α value of 0.05. This suggests that we fail to reject the null hypothesis H0.

In other words, H0 is accepted. Thus, there is no significant relationship between the gender of the respondents and their expectation for Pay.

4.19 **AGE AND PAY**

H0: There is no significant relationship between the age of the respondent and their expectation for Pay.

H1: There is a significant relationship between the age of the respondent and their expectation for Pay.

Results after the application of ANOVA: Single Factor

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Less than 20	121	484	4	0.9		
20-21	129	496	3.84496124	0.960150194		
22-23	20	70	3.5	1.421052632		
24-25	52	212	4.07692308	1.209653092		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	6.30908862	3	2.10302954	2.092556672	0.10110655	2.633003464
Within Groups	319.591532	318	1.00500482			
Total	325.900621	321				

Figure 20: ANOVA of age and pay

As observed, the P value is **0.10110655** which is more than α value of 0.05. This suggests that we fail to reject the Null Hypothesis H0.

In other words, H0 is accepted. Thus, there is no significant relationship between the age of the respondent and their expectation for Pay.

4.20 **EDUCATION AND PAY**

H0: There is no significant relationship between the educational qualification of the respondent and their expectation for pay.

H1: There is a significant relationship between the educational qualification of the respondents and their expectation for pay.

Results after the application of ANOVA: Single factor

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Upto 12th grade	138	536	3.88405797	0.935364435		
Graduate	144	564	3.91666667	0.986013986		
Post graduate	40	162	4.05	1.433333333		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0.85569358	2	0.42784679	0.419890036	0.65748172	3.02404219
Within Groups	325.044928	319	1.01894962			
Total	325.900621	321				

Figure 21: ANOVA of Education and Pay

As observed, the P value is **0.65748172** which is more than α value of 0.05. This suggests that we fail to reject the Null hypothesis H0.

In other words, H0 is accepted. Thus, there is no significant relationship between the educational qualification and their expectation for pay.

4.21 GENDER AND NON-CASH REWARDS

H0: There is no significant relationship between the gender of the respondent and their expectation for Non-cash rewards.

H1: There is a significant relationship between the gender of the respondent and their expectation for Non-cash rewards.

Results after the application of t-Test: Two Sample Assuming Equal Variances

t-Test: Two-Sample Assuming Equal Variances		
	Male	Female
Mean	3.472222222	3.549295775
Variance	0.90983861	0.85925482
Observations	180	142
Pooled Variance	0.887550127	
Hypothesized Mean Difference	0	
df	320	
t Stat	-0.728889041	
P(T<=t) one-tail	0.233301323	
t Critical one-tail	1.649629305	
P(T<=t) two-tail	0.466602646	
t Critical two-tail	1.967404974	

Figure 22: t-Test for Gender and Non-cash Rewards

As observed, the P value is **0.466602646** which is more than α value of 0.05. This suggests that we fail to reject the Null Hypothesis H0.

In other words, H0 is accepted. Thus, there is no significant relationship between the gender of the respondent and their expectation for Non-cash Rewards.

4.22 AGE AND NON-CASH REWARDS

H0: There is no significant relationship between the age of the respondent and their expectation of Non-cash Rewards.
H1: There is a significant relationship between the age of the respondent and their expectation of Non-cash Rewards.

Results after the application of ANOVA: Single factor

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Less than 20	121	414	3.421487603	0.895867769		
20-21	129	455	3.527131783	0.78246124		
22-23	20	70	3.5	1		
24-25	52	190	3.653846154	1.093514329		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	2.05917588	3	0.68639196	0.772842398	0.509893569	2.633003464
Within Groups	282.428402	318	0.888139628			
Total	284.487578	321				

Figure 23: ANOVA of Age and Non-cash rewards

As observed, P value is **0.509893569** which is more than α value of 0.05. This suggests that we fail to reject the Null hypothesis H0.

In other words, H0 is accepted. Thus, there is no significant relationship between the Age of the respondent and their expectation of Non-cash rewards.

4.23 EDUCATION AND NON-CASH REWARDS

H0: There is no significant relationship between the Educational qualifications of the respondents and their expectation for Non-cash rewards.

H1: There is a significant relationship between the Educational qualifications of the respondents and their expectation for Non-cash rewards.

Results after the application of ANOVA: Single factor

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Upto 12th grade	138	471	3.413043478	0.828149794		
Graduate	144	507	3.520833333	0.894667832		
Post graduate	40	151	3.775	0.999358974		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	4.118555901	2	2.05927795	2.343018006	0.097688102	3.024042187
Within Groups	280.3690217	319	0.878899755			
Total	284.4875776	321				

Figure 24: ANOVA of Education and Non-cash Rewards

As observed, the P value is **0.097688102** which is more than α value of 0.05. This suggests that we fail to reject the Null Hypothesis H0.

In other words, H0 is accepted. Thus, there is no significant relationship between the educational qualification of the respondents and their expectation of Non-cash rewards.

CHAPTER 5

FINDINGS AND DISCUSSION

This section includes a discussion of objective-wise major findings of the study from 322 respondents.

5.1   GENERAL FINDINGS

The data shows that
- 78.9% of respondents agreed with the statement that Workplace Culture has an impact on their Job Satisfaction which is the highest out of all the other factors.
- Only 50.7% of respondents believe that Strict Policies have an effect on their Job Satisfaction which is the lowest out of all the other factors.
- The highest number of agreeing respondents after Workplace culture comes for Scope of Promotion (78.3%), Mutual Understanding between Co-Workers (75.4%), Job Security (74.2%), Pay (73%), and Monetary Incentives (72.4%)
- The lowest number of agreeing respondents after Strict Policies comes for Non-cash Rewards (56.2%), Workload (61.5%) and Knowledge regarding Workplace Policies (61.5%)

5.2   RELATIONSHIP BETWEEN DIFFERENT DEMOGRAPHIC FACTORS AND THE FACTORS AFFECTING JOB SATISFACTION OF GEN Z EMPLOYEES

H01: There is no significant relationship between the Gender of the respondents and their expectation for Pay.
From the result of t-Test, the P value is higher than �value of 0.05, so we fail to reject the null hypothesis and it can be concluded that there is no significant relationship between the gender of the respondents and their expectation for Pay.

H02: There is no significant relationship between the Age of the respondents and their expectation for Pay.
From the result of ANOVA, the P value is higher than �value of 0.05, so we fail to reject the null hypothesis and it can be concluded that there is no significant relationship between the age of the respondents and their expectation for Pay.

H03: There is no significant relationship between the Educational qualifications of the respondents and their expectation for Pay.
From the result of ANOVA, the P value is higher than �value of 0.05, so we fail to reject the null hypothesis and it can be concluded that there is no significant relationship between the Educational qualifications of the respondents and their expectation for Pay.

H04: There is no significant relationship between the gender of the respondents and their expectation for Non-cash Rewards.

From the result of t-Test, the P value is higher than α value of 0.05, so we fail to reject the null hypothesis and it can be concluded that there is no significant relationship between the Gender of the respondents and their expectation for Non-cash rewards.

H05: There is no significant relationship between the age of the respondents and their expectation for Non-cash rewards.
From the result of ANOVA, the P value is higher than α value of 0.05, so we fail to reject the

null hypothesis and it can be concluded that there is no significant relationship between the Age of the respondents and their expectation for Non-cash Rewards.

H06: There is no significant relationship between the Educational qualifications of the respondents and their expectation for Non-cash rewards.
From the result of ANOVA, the P value is higher than α value of 0.05, so we fail to reject the

null hypothesis and it can be concluded that there is no significant relationship between the Educational qualifications and their expectations for Non-cash Rewards.

5.3   **FINDINGS RELATED TO FACTORS INFLUENCING JOB SATISFACTION**

According to the respondents, the relative importance of the factors are given below in the order from highest to lowest:

- Workplace Culture with 78.9% agreeing respondents

- Scope of promotion with 78.3% agreeing respondents

- Mutual Understanding between Co-Workers with 75.4% agreeing respondents

- Job Security with 74.2% agreeing respondents

- Pay with 73% agreeing respondents

- Monetary Incentives with 72.4% agreeing respondents

- Supportive Peer Groups with 69.9% agreeing respondents

- Perquisites with 68.9% agreeing respondents

- Relationship with Superiors with 67% agreeing respondents

- Continuous Directions from Boss with 64.6% agreeing respondents

- Company Reputation with 63.7% agreeing respondents

- Workload with 61.5% agreeing respondents

- Knowledge regarding Workplace Policies with 61.5% agreeing respondents

- Non-cash Rewards with 56.2% agreeing respondents

- Strict Policies with 50.7% agreeing respondents

CHAPTER 6
CONCLUSION

Generation Z, the youth of today, has not shied away from defining what they stand for and what they want the world to be. Therefore, it is necessary to study their characteristics and the facets of a job that they hold important in order to revamp the way in which organisations operate efficiently and provide them with the ideal working environment.

Our study reveals the Perception of Job Satisfaction among Generation Z employees residing in Ahmedabad city. There were 322 respondents from Ahmedabad city with the age range of 15-25. The outcome of the study shows that there are various factors which influence their Job Satisfaction; the most important being the Workplace Culture for the respondents. The second most important factor is the Scope of Promotion. Strict Policies at the Workplace is the least important factor for the respondents. Similarly, Non-cash rewards also have a low relative importance for the respondents.

There is no significant relationship between the gender of the respondents and their expectation for pay. There is no significant relationship between the age of the respondents and their expectation for pay. There is no significant relationship between the education qualification of the respondents and their expectation for pay. There is no significant relationship between the gender of the respondents and their expectation for non-cash rewards. There is no significant relationship between the age of the respondents and their expectation for non-cash rewards. There is no significant relationship between the educational qualification of the respondents and their expectation of non-cash rewards. Thus, the demographic profile of the respondents does not play a vital role in their perception of Job Satisfaction.

The new generation places a lot of importance on the traditional financial aspects of a job such as Pay/Salary and monetary incentives in order to define what they want from an employer but the utmost level of importance is placed on the workplace culture. According to the preferences of Generation Z, a healthy culture is what they need in order to be satisfied, engage with their jobs and stay connected with it. Thus, the employer needs to focus on building a clear cut plan for building a productive and growth oriented culture for the employees that includes a scope of promotion within the job force and also involve additional job responsibilities and enlargements of the job which instils a sense of security among the employees.

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APPENDIX:

LIST OF FIGURES

QUESTIONNAIRE

1) NAME

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2) AGE

- Less than 20

- 20-21

- 22-23

- 24-25

3) GENDER

- Male

- Female

- Prefer not to say

4) EDUCATION

- Upto12th grade

- Graduate

- Post graduate

5) Pay has an impact on your job satisfaction?

- Strongly disagree

- Disagree

- Neutral

A Study on Perception of Gen-Z Employees in Ahmedabad towards Job Satisfaction

- Agree

- Strongly agree

6) Job satisfaction is impacted by Non-cash rewards (such as gifts, accolades and seminars for personal development)?

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

7) Job satisfaction is impacted by Monetary Incentives?

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

8) Perquisites like Company cars, free housing, and Stock options have an impact on job Satisfaction?

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

9) Scope of Promotion affects job satisfaction?

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

10) Job security affects job satisfaction?

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

11) Job satisfaction is impacted by Workload?

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

12) Job satisfaction is affected by Strict policies?

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

13) Workplace culture has an impact on job satisfaction?

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

14) Knowledge regarding Workplace Policies has an impact on job satisfaction?

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

15) Company reputation influences employee satisfaction?

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

16) Employee satisfaction is impacted by Relationships with superiors?

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

17) Job satisfaction is influenced by Supportive peer groups?

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

18) Continuous directions from the boss has an impact on job satisfaction?

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

19) Mutual understanding between co-workers affects job satisfaction?

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

- Agree

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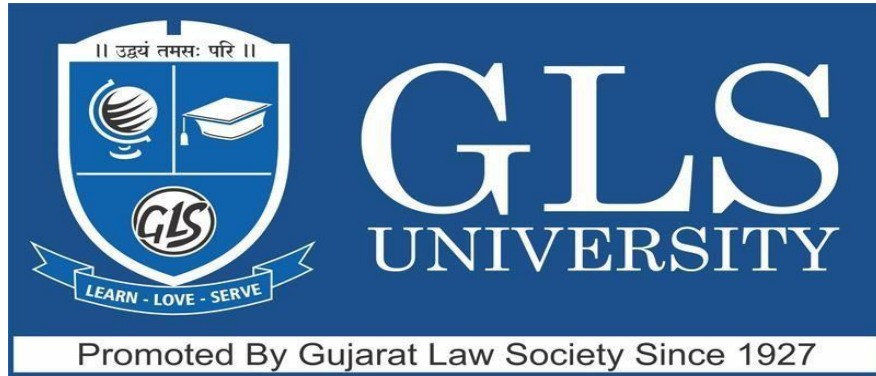
GRAND PROJECT 2022 - 23

Semester - 6th

A Grand Project on
"A Research Study on Youth and Religion"

Submitted to -
GLS (FACULTY OF BUSINESS ADMINISTRATION)

Submission Date - 23rd February, 2023

Dr. Shefali Dani
Dean

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President

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FACULTY OF BUSINESS ADMINISTRATION (GLS BBA)

BBA PROGRAMME

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CERTIFICATE

This is to certify that the report submitted by the under mentioned students of our eminent institute is in partial fulfillment of the requirement for the completion of *"Project Report"* at the **Third Year B.B.A.** for the academic Year 20_22_ - 20_23_.

Title of the Project ___A Study on Youth & Religion.___

Signature

B. Dani

Signature

_____
(Dr. Shefali Dani)
Dean

GLS CAMPUS
AHMEDABAD

_____
(Prof. In-charge)

	Name of the students in a group	Batch	Roll Nos.	Enrollment No.
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2	Bhagyashri Chauhan.		12	
3	Mohika Choudhary.		13	
4	Kaksha Dagia.		14	
5	Dhrushikumali Davada		15	
6	Eliza Doridiya.		16	
7	Kalash Desai		17	
8	Manav Dhakan.		18	
9	Archana Dodia		19	
10			20.	
11				
12				

Roll No	Name
11	Yuvrajsinh Bihola
12	Bhagyashri Chauhan
13	Monika Choudhary
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15	Dhruvikumari Davada
16	Eliza Darediya
17	Kalash Desai
18	Yash Desai
19	Manav Dhakan
20	Archana Dodia

<u>PREFACE</u>

India is a very big country as per the population. India being a populist and secular country, there are many religions and in it there are different castes which leads different beliefs and rituals. Individuals have different beliefs regarding different things and likewise, they have different thought process and opinions towards religion too, so we decided to collect survey on our future our youth on religion so we can see how our youth's opinion about religion.

Therefore, we collected approx 321 responses, guiding the respondents through a series of questions that would enable us to understand the student's perception towards religion. The data collected from the youth is later been analysed by us in order to understand the perception more accurately.

DECLARATION

We, the students of GLS Faculty of Business Administration, hereby declare that the research project entitled "Youth and Religion" is our original work submitted for the award of the BBA program. We declare that the work has not been submitted for any other degree, diploma, associateship, or fellowship.

We further declare information collected from primary and secondary sources has been duly acknowledged in the research project. We shall be responsible for any plagiarism if noticed in the research project.

Date -   _____   **Signature -**   __

Place -   Ahmedabad

ACKNOWLEDGEMENT

We would like to express our heartfelt respect and gratitude to GLS University (Faculty of Business Administration) and Dr. Shefali Dani (The Director) for giving us the opportunity to conduct the research on "A Research Study on Youth and Religion".

We would like to pay special regards to Dr. Swati Modi for her guidance and constant supervision as well as for her valuable time, hand holding and motivation which helped us to make our research better and reliable.

A special thanks to our Prof. Maitrey Bhagat for helping us out with the analysis of the research. The research helped us inherit various skills and knowledge, we are grateful to the college, faculties and our colleagues for the support.

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Chapter 1: Introduction

We have done a study on how the youth thinks of religion in India, what they think of myths in their religion.

What is the meaning of youth?

Talking about youth as per the definition of United Nations, "Those persons between the age of 15 and 24 years" are youth.

Definition of Religion -

Religion as defined by UN "As either (a) Religious or spiritual belief of preference, regardless of whether or not this belief is represented by an organized group, or (b) affiliation with an organized group having religious or spiritual tenets"

Brief -

Young people engage with religion and spirituality in a different ways and research on this matter has been increased since the beginning of twenty-first century. Commonly three trends are observed in this research, the first one is that the young people make use of much instrument in their building of personal and group identities and they are shifting away from the traditional process; the second one is that the religions are declining in developed countries since 1970 and 1980s because of increased interest of young generation in trans-national religions and the last one is that it is commonly accepted that the young generation is more connected to the specific historical, geographical, economic and social content than anything else and all youngsters passes through this stage in their life.

Youth and Religion - India

India being a secular and populus country, there are many religions and in it there are different castes which leads different beliefs and rituals. Individuals have different beliefs regarding different things and likewise, they have different thought process and opinions towards religion too.

In ancient India, people used to believe in different gods and sometimes a popular personality like saints, priests etc and also used to praise and pray sun and other natural things and gradually as human evolved and started thinking rationally and scientifically it started questioning and researching on things and existence of God or the ultimate power.

According to different surveys Indian youth are more spiritual. In surveys it is found that age group between 23 to 29, around [58%] considered religion important and in age group 18 to 22, [53%] considered religion important. If we talk about prayer then 85% of the Gen-X and 80% of older youth do once a day. As per gender women lead men 78% of women do prayers daily, while men are 71% only.

In Indian youth the religion is an important part of their life. Indian youth believe in their religion and values that are originated from their religious book. Also, they apply them in their day-to-day life and their decision making. There has been drastically changed in the thinking level of youth compare to the older period, youth have made sure that they respect all religions, live peacefully, stay together and celebrating different cultures of different religion. Youth of India in today's time are open-minded, understanding, helpful to the people of different religion who are in need of food, clothes, etc.

Here, we have made an attempt by conducting a survey through certain questions and questionnaire to know the thoughts of youth towards the religion.

Chapter 2: Literature Review

A literature review is a comprehensive summary of previous research and surveys conducted on the same topic. The Literature Review is the review of the research papers in a given subject of research. It is entirely based on the secondary data. It plays a very important role in the research study as this step provides the additional information of the research which have not been explored earlier. It includes all the data that makes present research successful. It represents the in-depth knowledge about the subject to the readers. It links the current research with the existing researches and surveys made by the various other researcher in the same domain. The literature review on youth and religion has been discussed here.

Vishnu Padmanabhan (2019) -

According to data collected in a YouGov-Mint Millennial Survey, if religion is the opium of the masses, then in India, it is slightly more potent among older adults. There are charts and descriptions of percentage of respondents (by age group) who consider religion, percentage of respondents (by age group) who pray, data from the World Values Survey (a large-scale survey on values and belief) which does not just focus on young urban Indians, percentage of respondents (by income groups) who consider religion, percentages of respondents (by income group) who pray. From this collected data they came to a conclusion that more than half of India's youth care about religion and this religiosity increases with age.

Prachi Sharma -

The key focus of the article is to describe the fact that Indian youth respect all religions and factors responsible for this phenomenon. There is in depth descriptions of factors like; literacy, technology, urbanisation, employment. Which shows how youth in India is related to religion and culture. There is example which shows a more tolerant attitude in the youth has made sure they respect all religions, and stay united instead of divided, celebrating differences in cultures and ensuring peace.

Carole M. Cusack (2011) -

The key focus of the article is to review four publications on religion, spirituality and youth. In the article, there is mention of three trends: first, there has been a shift away from focusing on the formal processes of young people's religious socialisation; second, the 1970s and 1980s assumption that religion was in decline in developed countries and was of little interest to young adults has been challenged by the growth of trans-national religions; and third, there is an increased acceptance that youth is less a uniform stage that all human beings undergo, and is more intimately connected to the specific historical, geographical, economic, and social context in which it is experienced.

Ramesh Chandra Mishra (2012) -

The key focus of the study is to explore Hindu religious values and their influence on adolescent development in India. The position adopted is that peoples' values and beliefs are influenced by the respective religious features. Empirical studies on children and adolescents from traditional and modern schools are described. Some details of adolescents' daily activities and the effects of these activities of adolescents on their development are analysed. There is argument that traditional Hindu values can be seen as universally human values and they can be used for

promoting positive and healthy youth development in the Indian context. This study contributes to the existing knowledge about youth development as it is focused on different types of schools, that provide different kind of socialization experiences.

The IndianEXPRESS (2008) -

In this article, there is description of various studies and surveys (conducted worldwide) on the topic of religion. One of these studies say that young India is deeply religious. There is also mention of one statement by new international study which says that three out of four young adults in India pray at least once a day. According to one study, worldwide more than four out of five young adults (85 per cent) are religious and almost half (44 per cent) are deeply religious and only 13 per cent have no appreciation for God or faith in general. There is also data of percentages of European people based on their religions.

G. Sampath (2017) -

According to the survey, that was the second such survey. The first one was conducted in 2007. The survey, jointly conducted by the Centre for the Study of Developing Societies, Konrad Adenauer Stiftung and Lokniti and it covered 6,122 respondents in the age group of 15-34. It was carried out in April-May 2016 in 19 States. There is mention of ban related to beef eating and acceptance for the idea of inter-caste marriage; percentages of agreed and disagreed youth to the ban and percentages of inter-cast/ outer-cast marriages among youth are also there.

<u>Chapter 3: Research Methodology</u>

<u>Objectives of research -</u>

1.) Know people point of view towards secularism

2.) To study if there is any difference exists in perception of youth and adults towards religion

3.) To see the inclination of youth towards religion

4.) To know the understanding and faith of youth in religious beliefs.

5.) In what religious practice are different kinds of Indian youth in fact regular engaged?

6.) To identify effective practices in the religious, moral, and social formation of the lives of youth.

7.) How do the religious interests, concerns and practices of Indian youth vary between different races, age, social classes, ecological setting (rural versus urban) and between Boys and Girls?

<u>Research design -</u>

The document that contains information about the techniques, methods and essential details of a project is called a research design.

Experts define research design as the glue that holds the research project together.

Research design helps provide a structure and direction to the research, yielding favourable results.

A research design should be valid, generalised, neutral, reliable and variable.

There are majorly three types of research design, namely

1). Exploratory Research Design

2). Descriptive Research Design

3). Experimental Research Design

In our research, we have used the exploratory research design method to carry out research in an objective and controlled manner so that specific conclusions can be obtained regarding our objectives.

Sampling Unit -

The objective of our research is to find the perception of youth on religion. Thus, our sampling unit was youth, adults and senior citizens so that we could compare the perception of youth from that of adults and the senior citizens. We prepared a questionnaire in the survey for different age groups such as 15-30 years, 25-50 years and above 50 years.

Sampling Technique -

There are two main types of sampling techniques, such as -

1). Probability Sampling - Probability sampling is a method of selection of a sample or data from a population, when this selection is based on principle of randomization, which means, random selection. This method is more complex and time consuming and usually costlier than non-probability sampling.

2). Non-Probability Sampling - Non-Probability sampling refers to selection of units from a population using a subjective or non-random method. It is a fast, easy and cheap form of obtaining data.

In our research we have used probability sampling method as we have collected the data from all age groups.

Sample Size -

The population which is chosen for collecting responses is called as the sample size. The sample size selected for our research was the people of Ahmedabad. We collected data of 321 respondents of different age groups through google form.

Sources of data -

There are two sources of data -

1). Primary data - The data which is obtained first handed is called the primary data. This means that researcher conducts the survey themselves or the data is collected on their behalf. It means going directly to the source, rather than relying on the data that already exists.

2). Secondary data - The data is collected by someone rather than the primary user is known as the secondary data. The sources of secondary data are tax records, census data, electronical statistics, books, journals, past researches, etc.

Research Approach -

The primary data was collected through a survey from the sample size. A google form was created and circulated within the sample size through various social media platforms like WhatsApp, Instagram and Snapchat. The collection of secondary data was done through Literature Review from different sources like websites, research papers, past studies, books and journal articles.

Tools Used -

- Pie charts

- Bar or column graphs

- ANNOVA

- Chi square test

<u>Limitations -</u>

- The age group 15-24 were dominant and the age group above 50 had minimum responses as most of the senior citizens don't use smartphones and don't know how to use these devices.

- Sometimes people don't understand the meaning of the questions given in the questionnaire.

- Due to the online responses, we cannot ask the people for the reason of their responses.
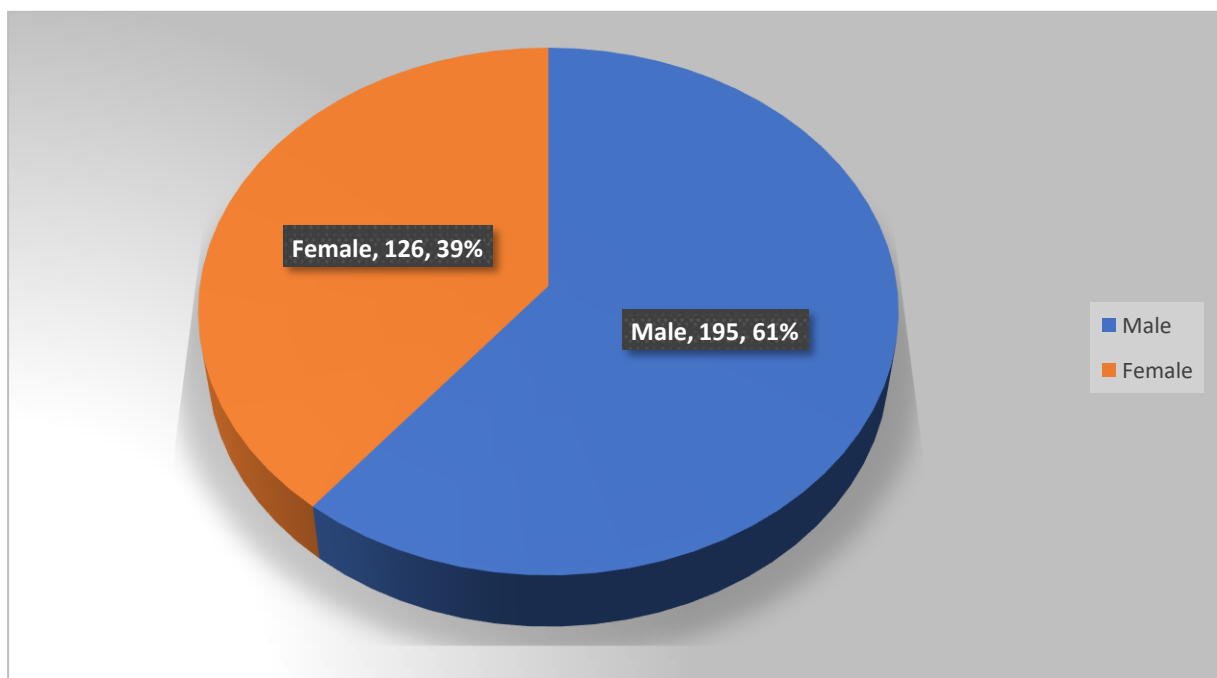
Chapter 4: Data Analysis and Interpretation

4.1 Brief Overview -

This report includes statistical analysis of data collected from males and female.

4.2 Demographic profile of respondents -

4.2.1 Gender -

Responses	Frequency	Percentage
Male	195	61%
Female	126	39%
Grand total	321	100%

Figure 4.2.1 Gender

- In study of youth and religion we got total 321 respondents, out of 321 195 respondents are from male and 126 responses are from female (as shown in figure).
- 61% is of male respondents and 39% respondents are female.
- This pie diagrams shows that majority of responses are of males with 22% more than female responses.

4.2.2 **Age group -**

Responses	Frequency	Percentage
15-24	287	89%
25-50	31	10%
Above 50	3	1%
Grand total	321	100%
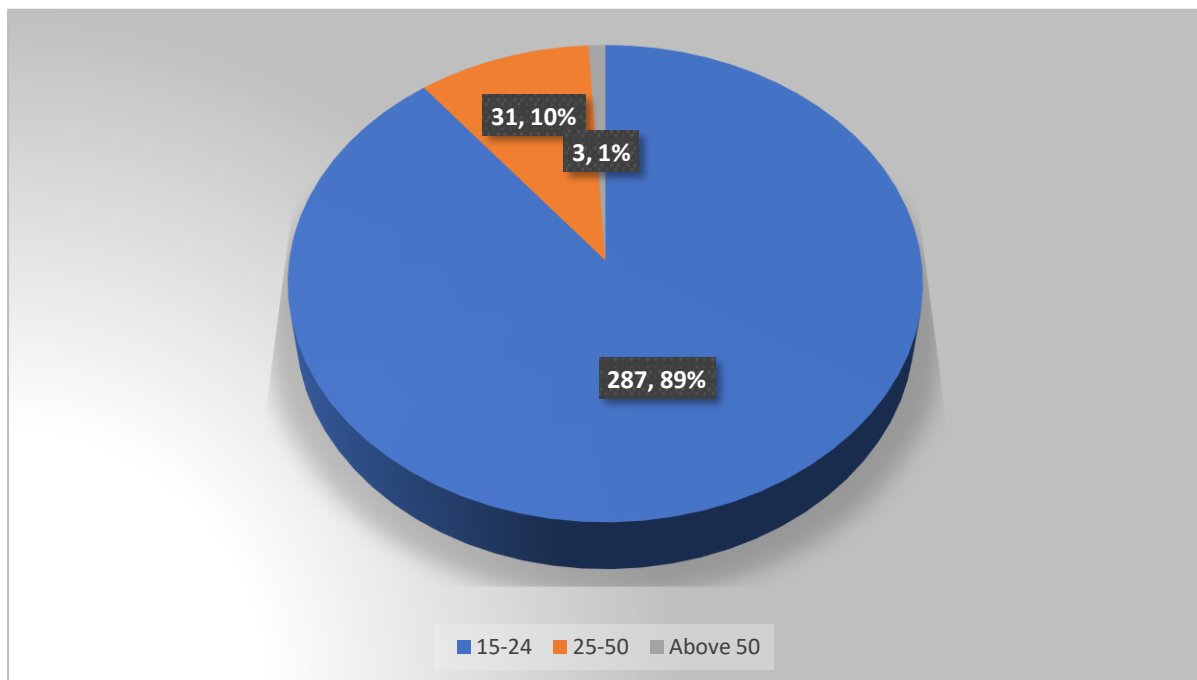
Figure 4.2.2 Age group

We got total of 321 responses of different age group.

- Our majority responses are from the age group of 19-24 which are around 89% of total responses, followed by 25-50 age group which has 10% of total responses and lastly the age group of above 50 which has 1% of total responses

- We can clearly say that people between age group of 15-24 were our main respondents, which has around 89% of our respondents.

- People of age group above 50 were only 1% which gained less responses in our study.

4.3 What is your Religion? -

| Responses	Frequency	Percentage
Jain	50	15%
Hindu	250	78%
Muslim	15	5%
Christian	6	2%
Grand total	321	100%
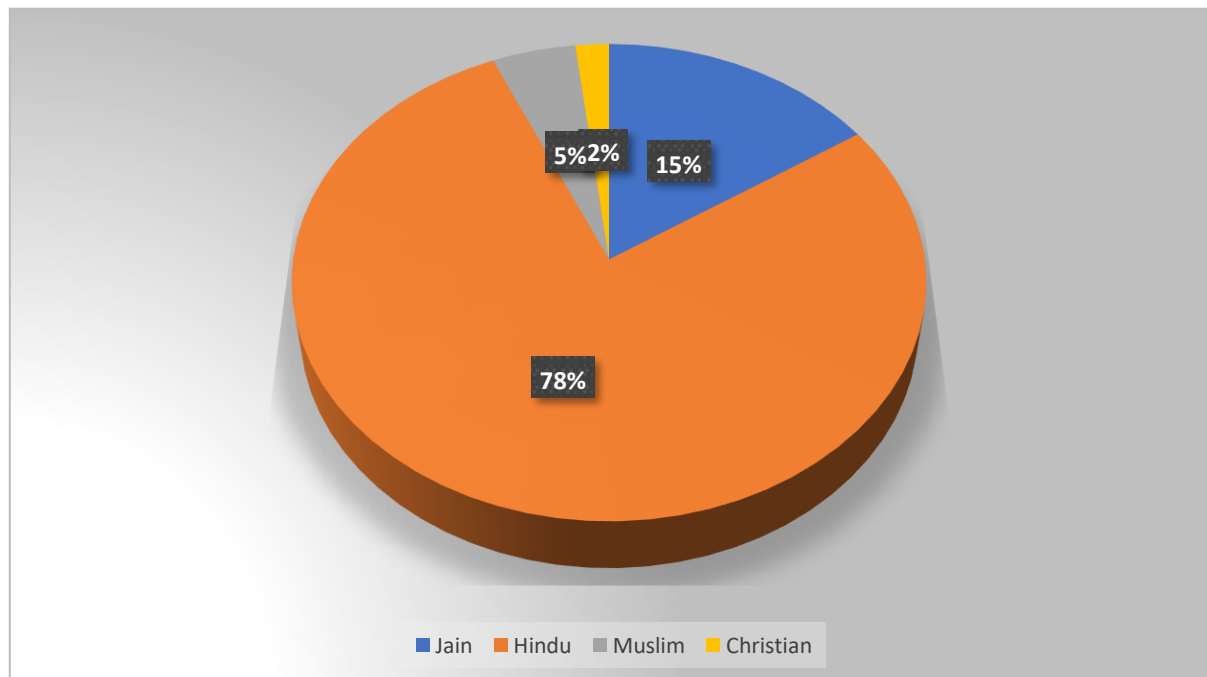
Figure 4.3 Religion

We got 321 responses out of which -

- 78% falls under the Hindu religion, 15% of Jain religion, 5% of Muslim religion and followed by 2% of Christian religion.

Out of 321 responses, 250 responses are from Hindu religion which are the highest responses religion in our study, followed by 50 responses of Jain religion, 15 of Muslim religion and lastly 6 responses from Christian religion.

4.4 India is a secular country. But do you think several forms of exclusion & discrimination still exist? -

| Responses	Frequency	Percentage
Yes	297	93%
No	24	7%
Grand total	321	100%
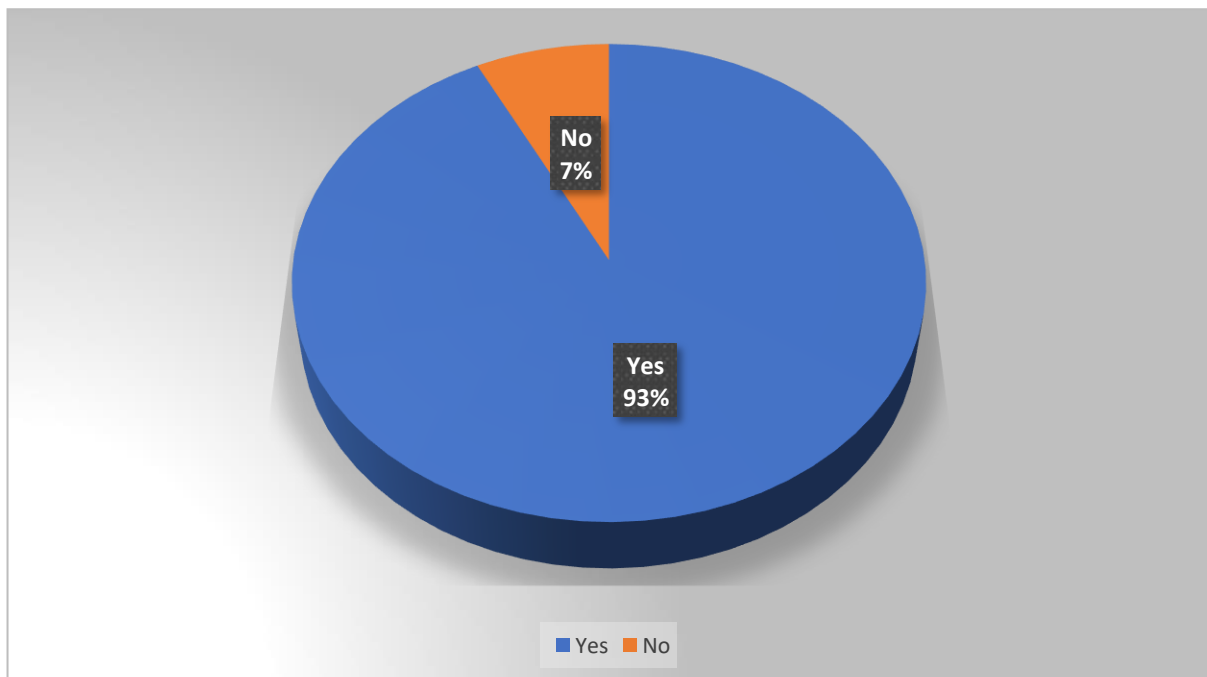
Figure 4.4 Several forms of exclusion and discrimination

- 93% of responses are for yes, whereas 7% responses are for no.
- We can say through our study still there is an several forms of exclusion and discrimination which exist in India.

4.5. **Do you believe in secularism? -**

Responses	Frequency	Percentage
Yes	240	75%
No	81	25%
Grand total	321	100%
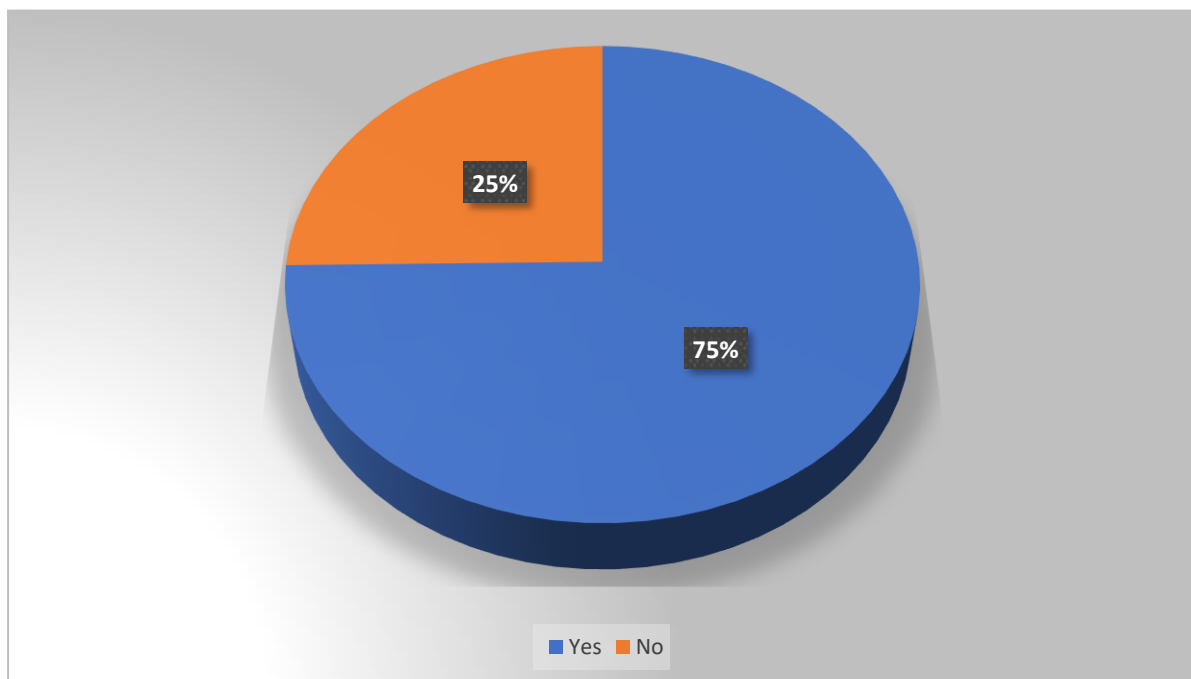
Figure 4.5 Believe in secularism

We have 321 total responses, in which -

- 75% responses are for yes answer and 25% responses are for no answer.
- There are 240 people believe in secularism whereas 81 does not believe in secularism.

4.6 Right meaning of secularism -

Right meaning of secularism

	Separation of religion from political, economic, social and cultural aspect of life.	Being separate from religion.	Secularists are anti-religious.	All religion are same.	Secularism means being neutral in regard to religion.
■ Column1	159	40	20	116	95
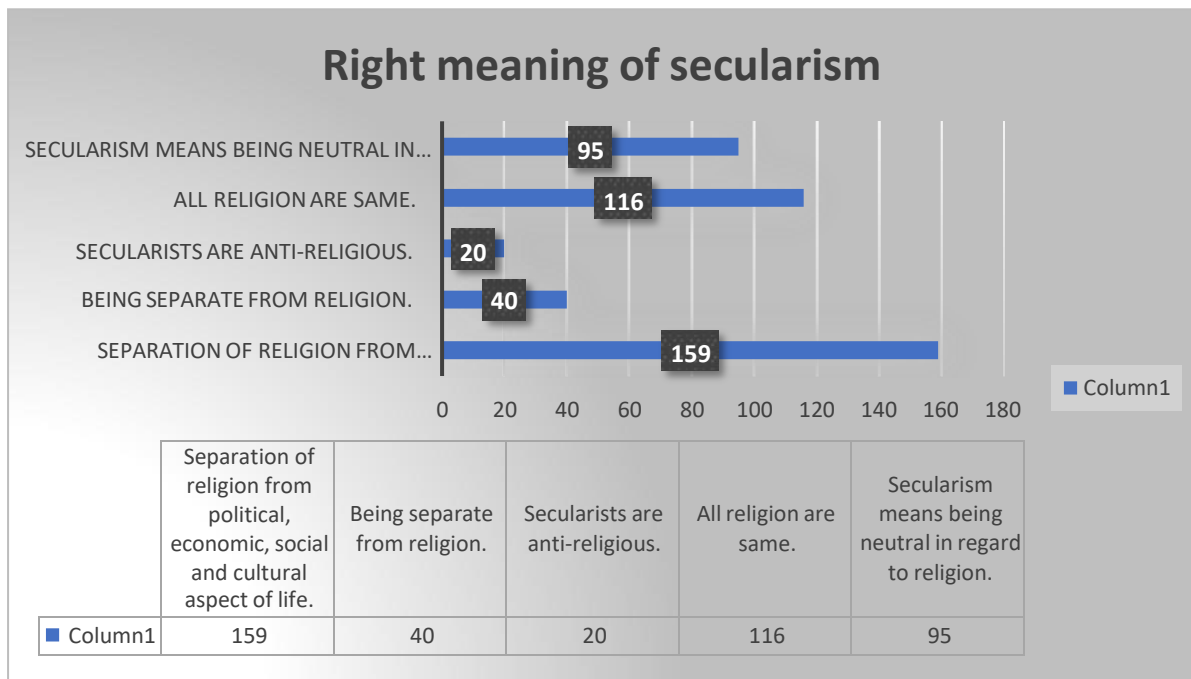
Figure 4.6 meaning of secularism

- We got total of 321 responses and among them different people have one or more responses for our question.

- 37% of people thinks that the real meaning of secularism is separation of religion from political, economic, social and cultural aspect of life. It has the highest response.

- 9% of people thinks that being separate from religion is real meaning of secularism according to them.

4.7 Do you practice religious norms? -
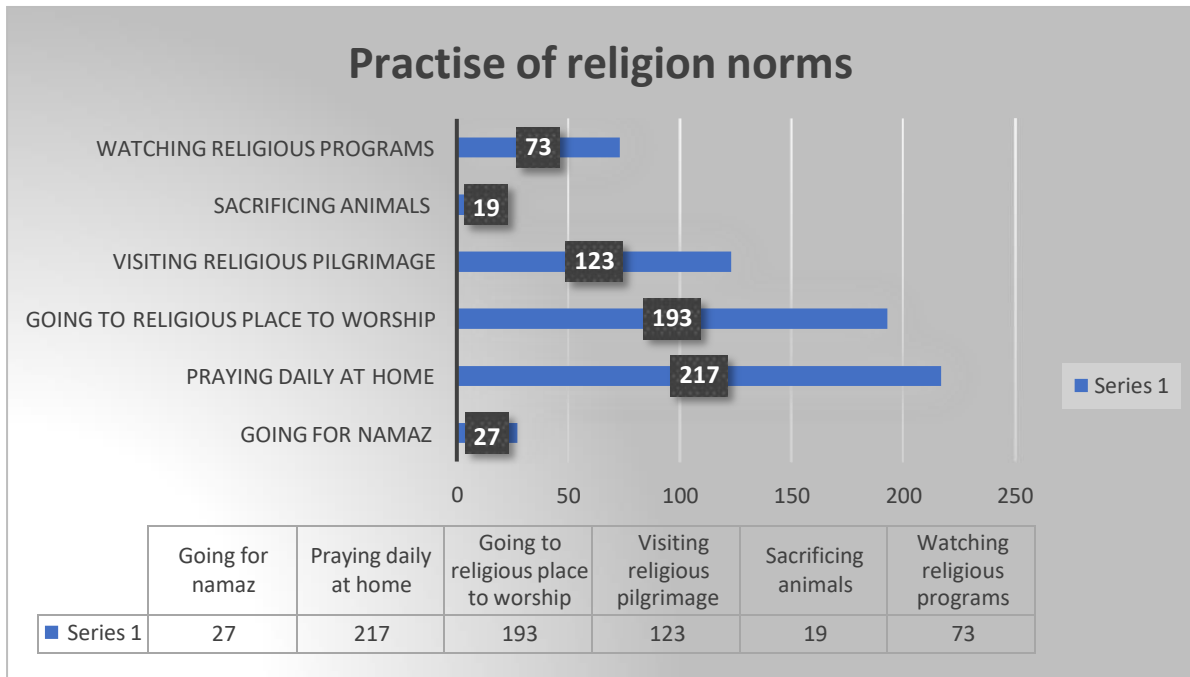
Figure 4.7 practice of religious norms

- We got total of 321 responses, and among them different people have one or more responses for our question.

- 33% of people practise their religion norms at their home on daily basis, 30% pf people goes for religious place to worship and practise their religious norms.

- 19% falls for both the responses of visiting religious pilgrimage and sacrificing animals.

- 11% among them watch religious programs and 4% of people goes for namaz.

- Thus, we can say that people offer religious norms at their home or at their religious place.

4.8. Do you believe that some Indians judge the religion of specifically backward classes? -

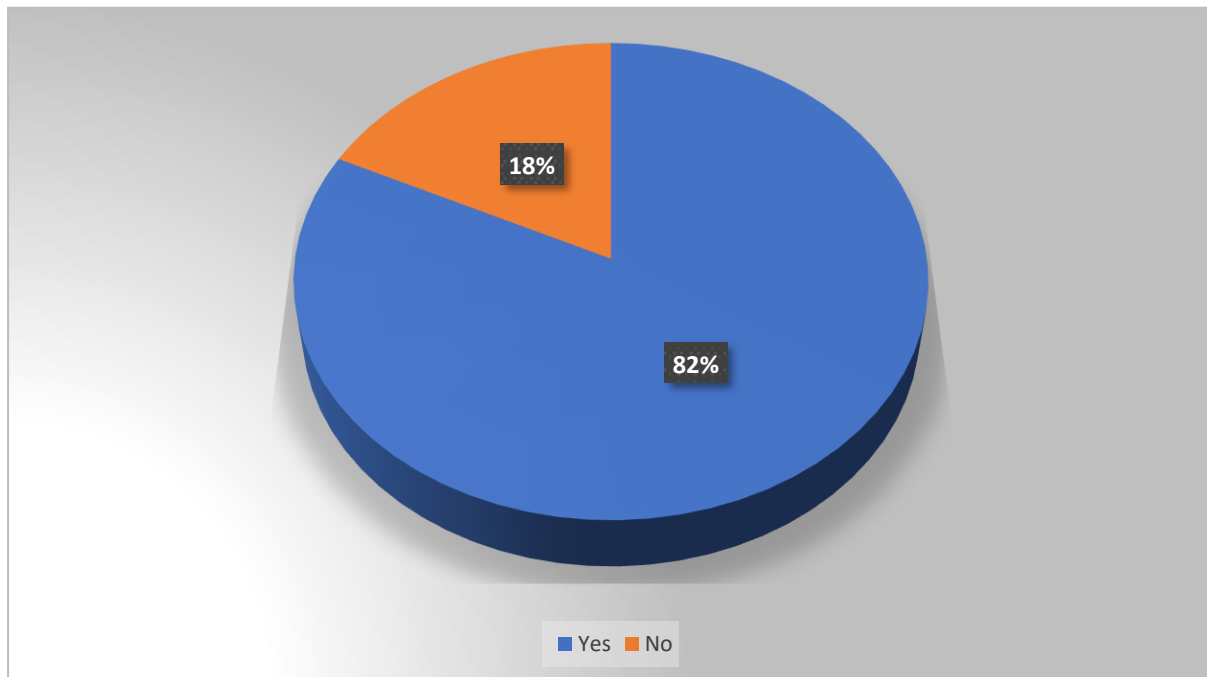| Responses	Frequency	Percentage
Yes	248	77%
No	73	23%
Grand total	321	100%
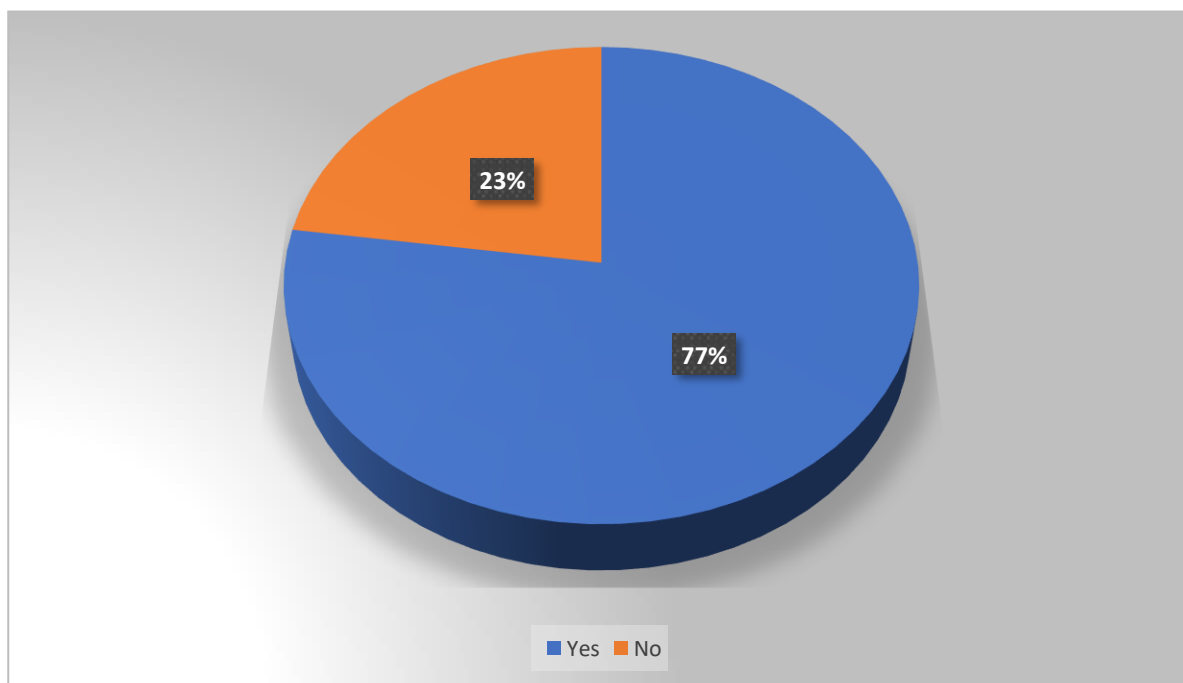
Figure 4.8 Indians judge backward classes

- We can state that through our study, in India people still judges the backward classes, the responses in our study 77% of respondents are saying yes whereas 23% respondents are saying no.
- 248 people says yes and 73 people are saying no out of 321 total responses.

4.9. **Do you pray often? -**

| Responses	Frequency	Percentage
Yes	264	82%
No	57	18%
Grand total	321	100%

Figure 4.9 Pray often

- 82% respondents pray often, whereas 18% does not pray often.
- 264 people pray often out of 321 total responses and 57 people does not pray often.

4.10. **How often do you go to your religious worship? -**

| Responses	Frequency	Percentage
Occasionally	124	39%
Frequently	157	49%
Rarely	36	11%
Never	4	1%
Grand total	321	100%
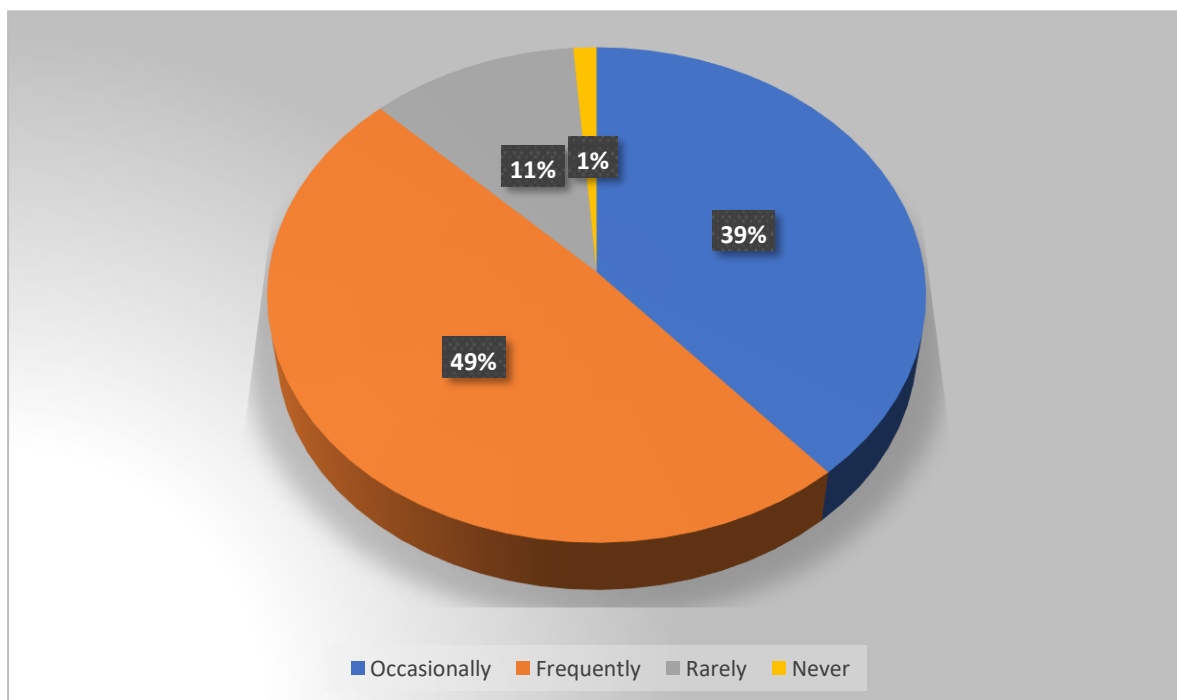
Figure 4.10 Religious Worship

- Occasionally 39% of people goes for religious worship out of total responses, whereas 49% of people goes for religious worship frequently.
- Rarely 11% people goes for religious worship, and only 1% of people doesn't go for religious worship.

4.11. Have you read religions scripture of the religion you follow? -

| Responses	Frequency	Percentage
Yes	242	75%
No	79	25%
Grand total	321	100%
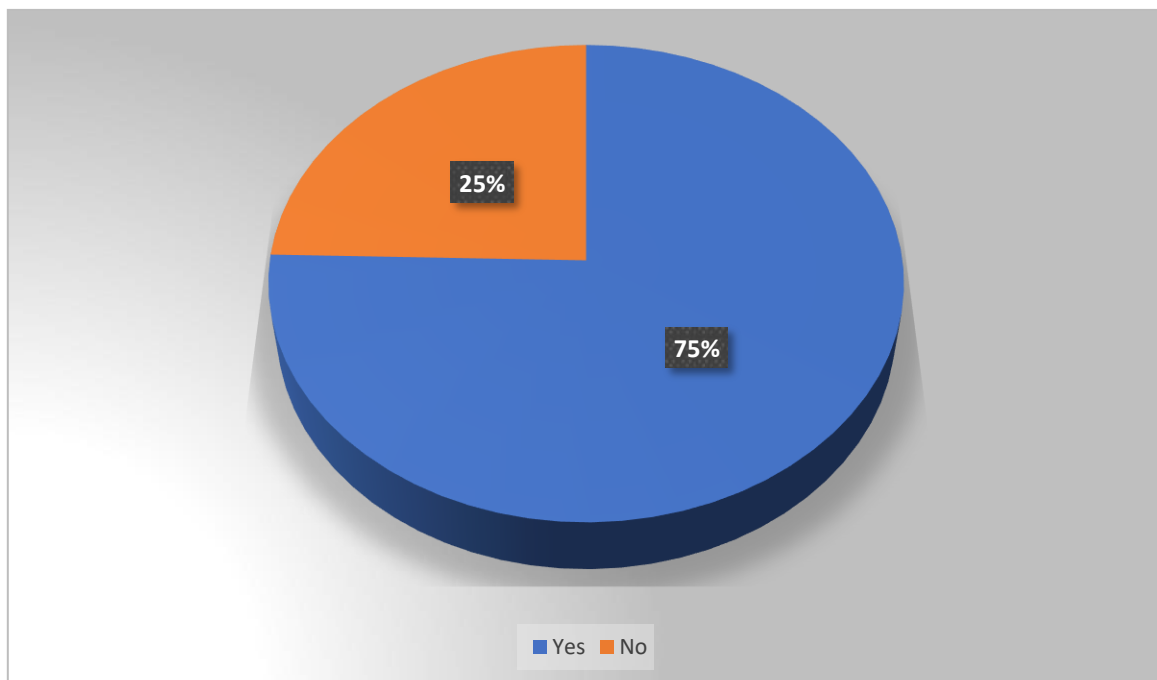
Figure 4.11 Religions Scripture

- 75% of people have studied religion scripture of their religion and 25% of people haven't studied religions scripture.
- Out of 321 respondents 242 respondents have studied religious scripture and 79 people haven't studied.

4.12. **Do you think youth is affected negatively by religion? -**

| Response	Frequency	Percentage
Yes	133	41%
No	188	59%
Grand Total	321	100%
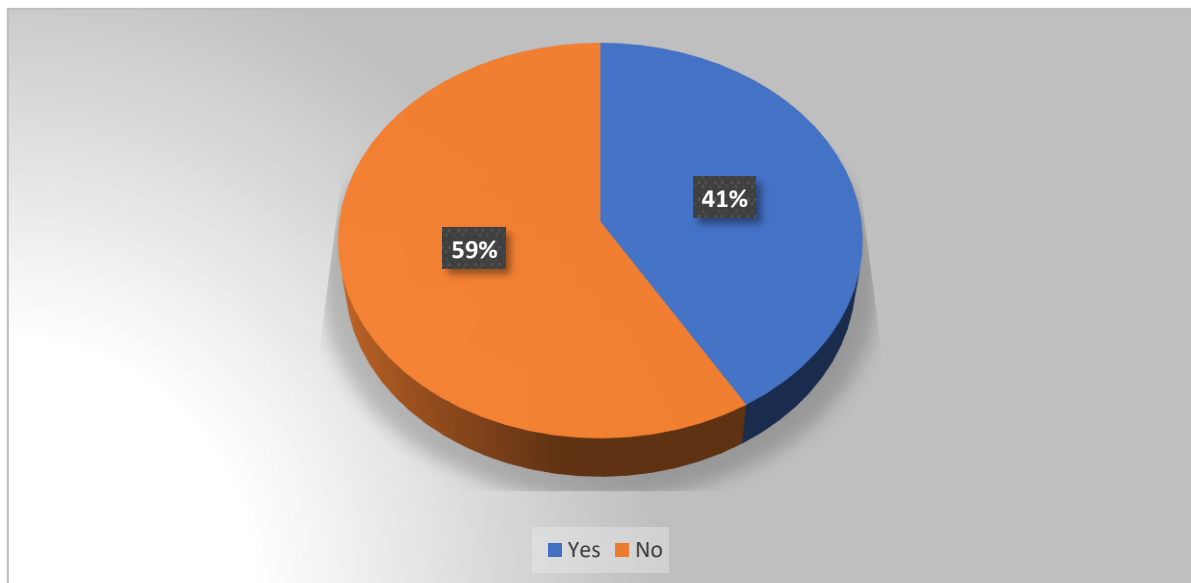
Figure 4.12 Youth affected by religion

- 41% of people thinks that youth is negatively affected by religion and 59% people disagree that youth is not affected by religion
- 321 total responses and 133 people believe and 188 doesn't believe.
- Youth of India is changing day by day they are open to many things, which was not found in earlier time.

4.13. **According to you, is there any difference in the perception of youth & adults on religions? -**

| Responses	Frequency	Percentage
Yes	233	73%
No	88	27%
Grand total	321	100%
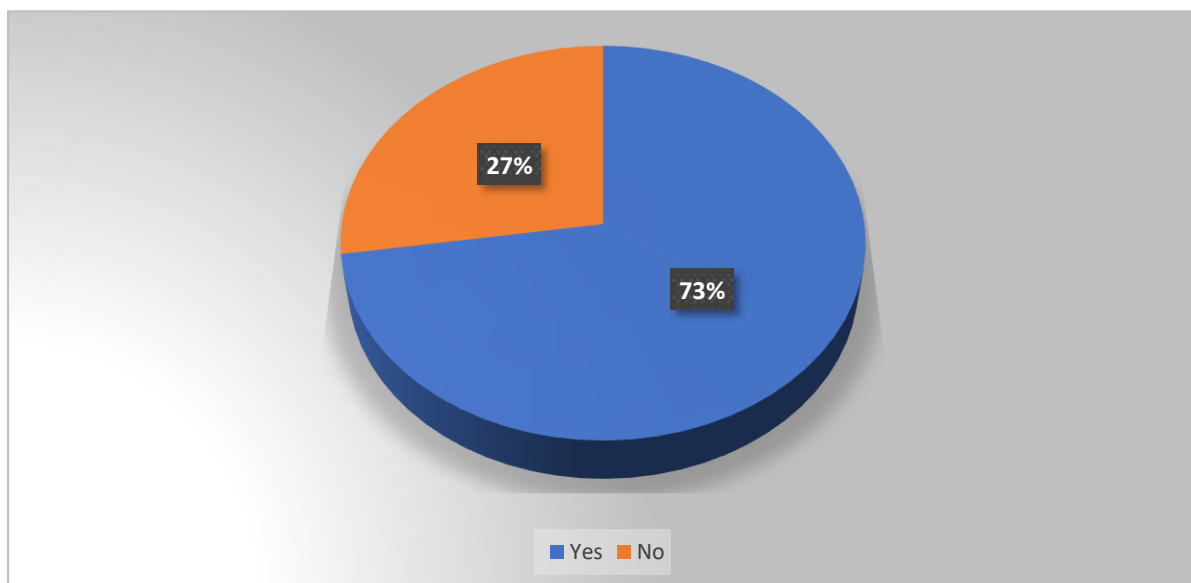
Figure 4.13 Different perception of youth & adult on religion

- 233 people says yes to the question that there is difference in perception of youth and religion, and 88 people say no to it.
- There is always going to be difference between youth and adults whatever the cases are.
- Today's generation mostly does not engage in caste, gender discrimination compared to older generation.

4.14. **Do you feel that your religion limits you from doing the things that other religions give permission to do? -**

| Response	Frequency	Percentage
Yes	120	37%
No	201	63%
Grand total	321	100%
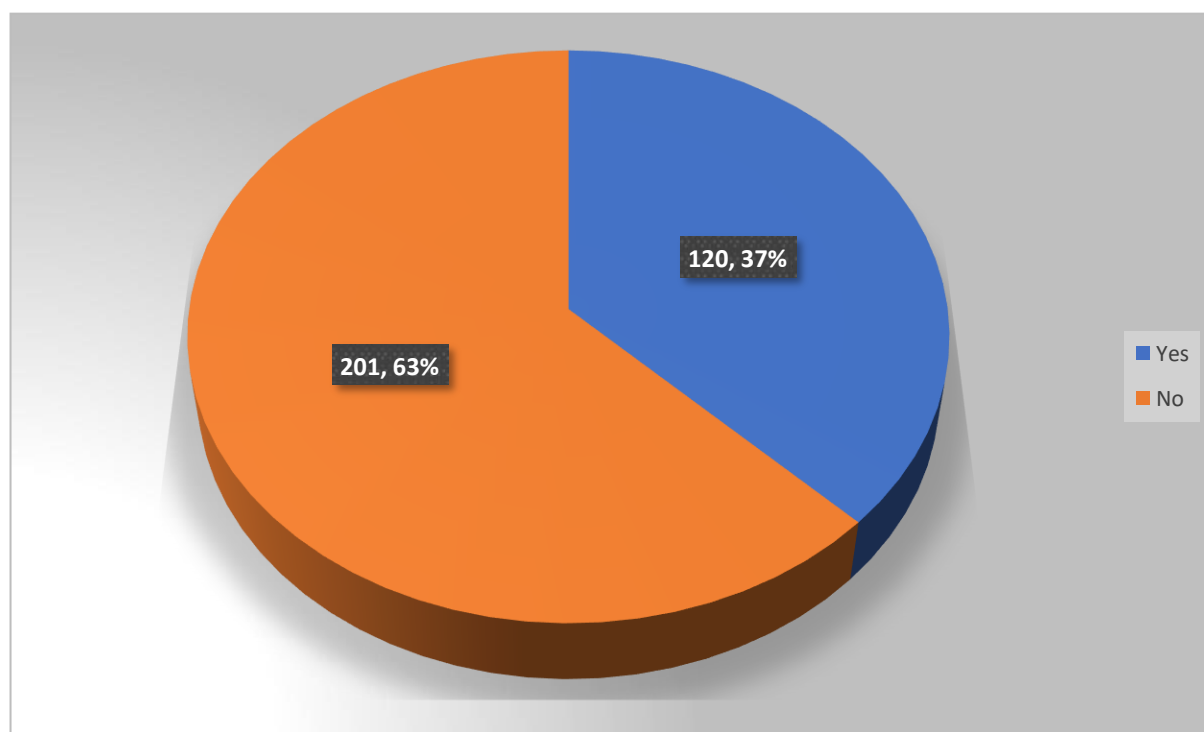
Figure 4.14 Religion limits

- Out of 321 respondents 120 respondents believes that their religion limits them from doing the things that other religions give permission to do.
- 201 respondents say no according to them.

4.15. Your thoughts on religious culture system in India -

| Responses	Frequency	Percentage
Positive	258	80%
Negative	63	20%
Grand total	321	100%
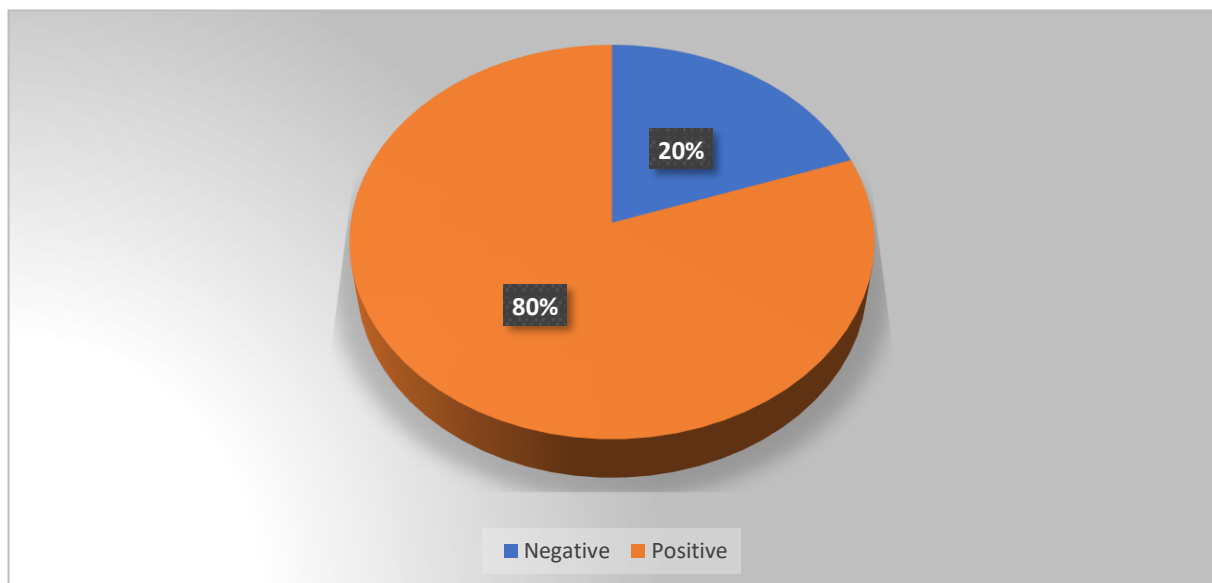
Figure 4.15 Thoughts on religious culture in India

- 258 respondents thinks that religious culture system in India is positive and 63 respondents thinks religious culture system in India is negative.
- In India there can be found many religions, different religions have their own cultural system, due to this there many people who don't like other religions system.

4.16 What do you think of following sentences? -

4.16.1 As wealth increases, religiosity decreases -

| Responses	Frequency	Percentage
Strongly agree	36	11%
Agree	24	8%
Neutral	101	31%
Disagree	83	26%
Strongly disagree	77	24%
Grand total	321	100%
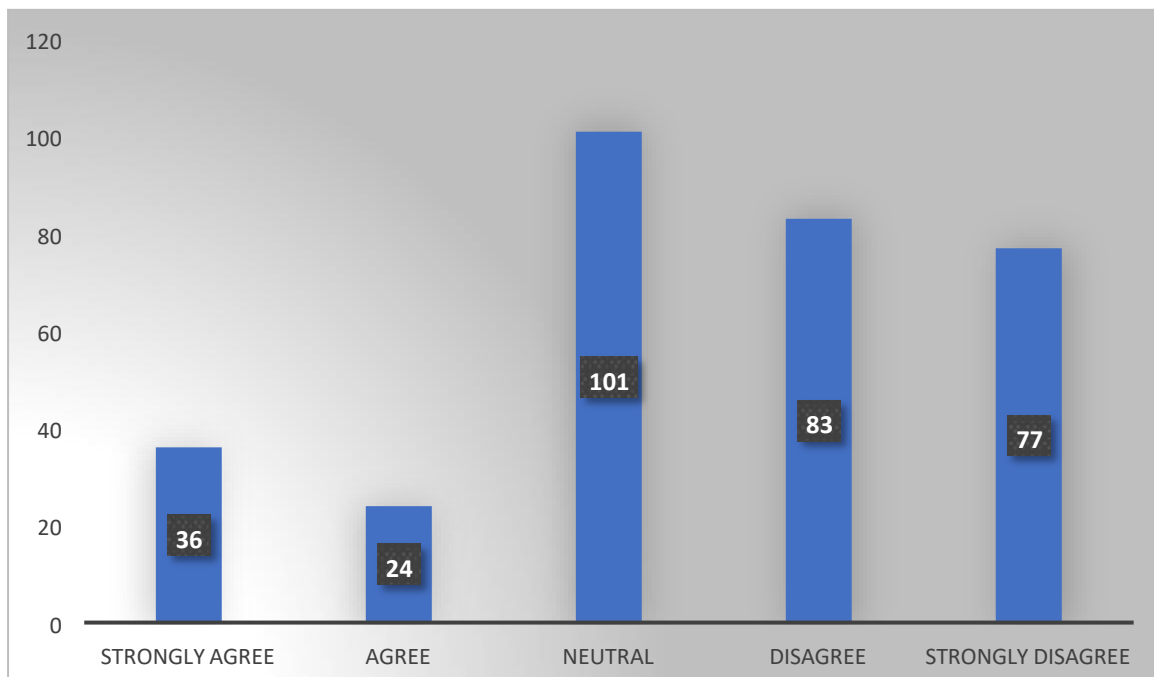
Figure 4.16.1 Wealth increases, religiosity decreases

- Out of 321 responses 101 people has neutral thought, about as wealth increases, religiosity decreases
- 36 & 24 gives strongly agree & agree response.
- 77 & 83 gives strongly disagree & disagree response.
- 31% of people has neutral thought and has highest response, and 8 of people has agreed thought and has lowest response.

4.16.2 People in villages are more religious than people in cities -

| Responses	Frequency	Percentage
Strongly agree	59	18%
Agree	94	29%
Neutral	70	22%
Disagree	56	18%
Strongly disagree	42	13%
Grand total	321	100%
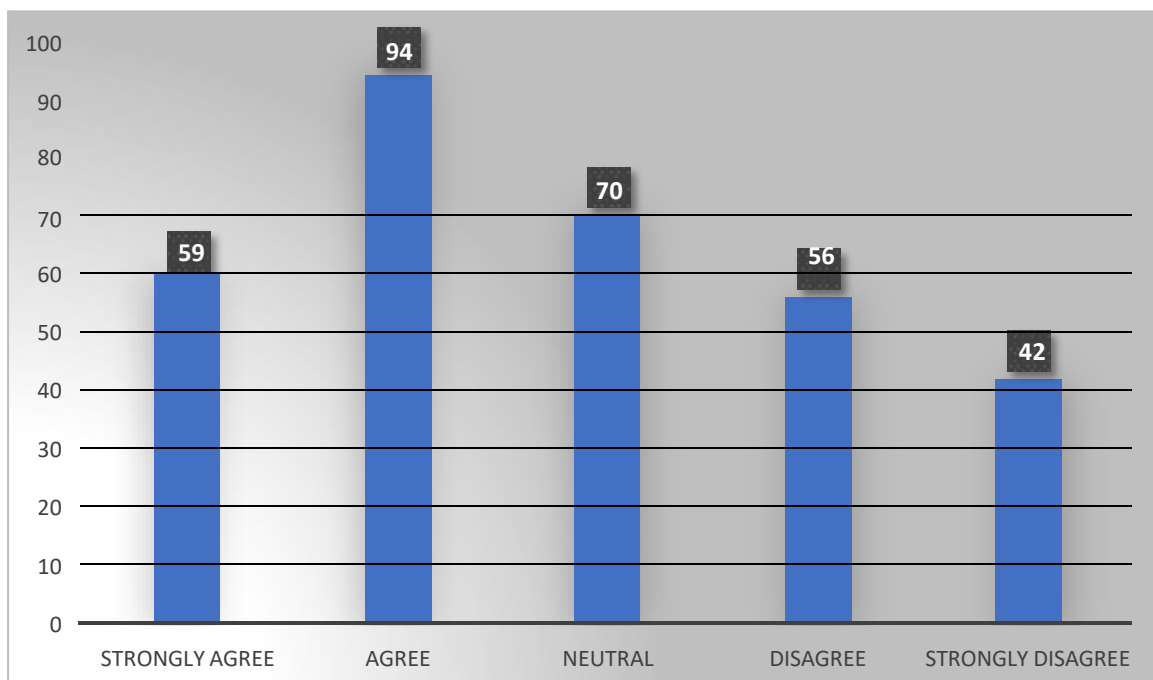
Figure 4.16.2 People are more religious

- Out of 321 responses 70 people has neutral thought, about People in villages are more religious than people in cities.

- 59 & 94 gives strongly agree & agree response.

- 42 & 56 gives strongly disagree & disagree response.

- 29% of people agrees which is the highest response & 13% of people who strongly disagree is the lowest response.

4.16.3 **Respecting all religions is very important to being truly Indian -**

| Responses	Frequency	Percentage
Strongly agree	134	42%
Agree	73	23%
Neutral	60	19%
Disagree	20	6%
Strongly disagree	34	10%
Grand total	321	100
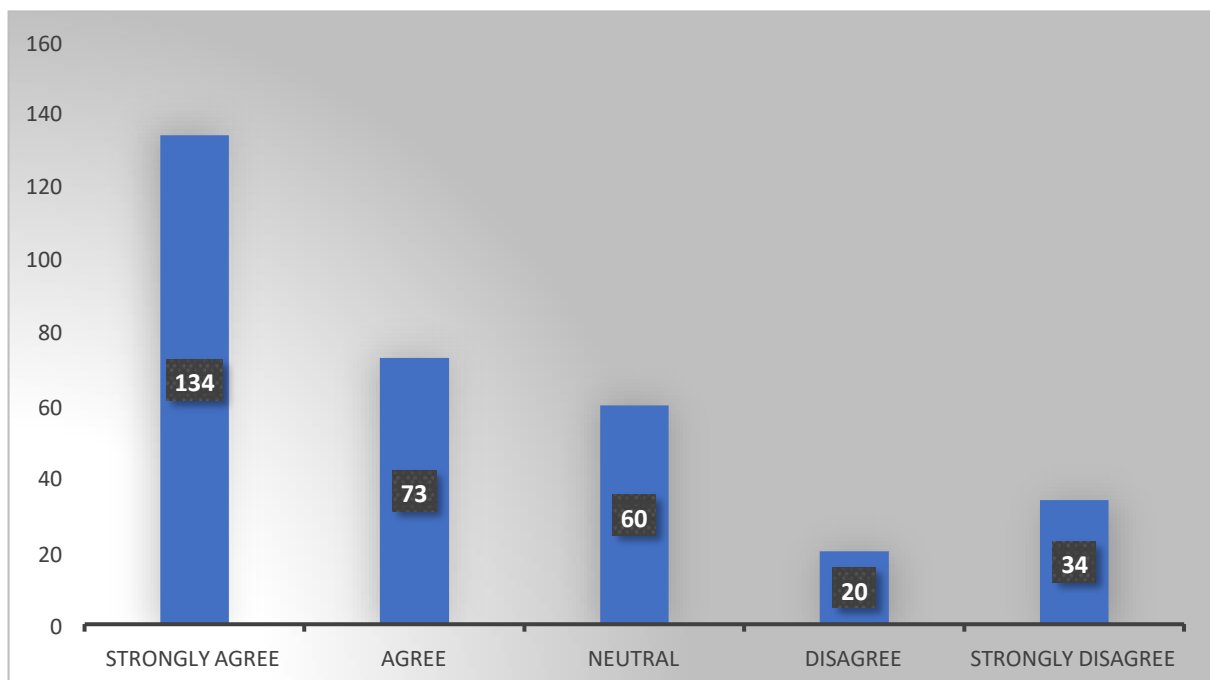
Figure 4.16.3 Respecting all religion

- Out of 321 responses 60 people has neutral thought, about respecting all religions is very important to being truly Indian.

- 134 & 73 gives strongly agree & agree response.

- 34 & 20 gives strongly disagree & disagree response.

- 42% of people strongly agrees which is the highest response & 6% of people who disagree and has the lowest response.

4.16.4 It is very important to stop people from marrying outside their religion-

| Responses	Frequency	Percentage
Strongly agree	37	12%
Agree	29	9%
Neutral	80	25%
Disagree	71	22%
Strongly disagree	104	32%
Grand total	321	100%
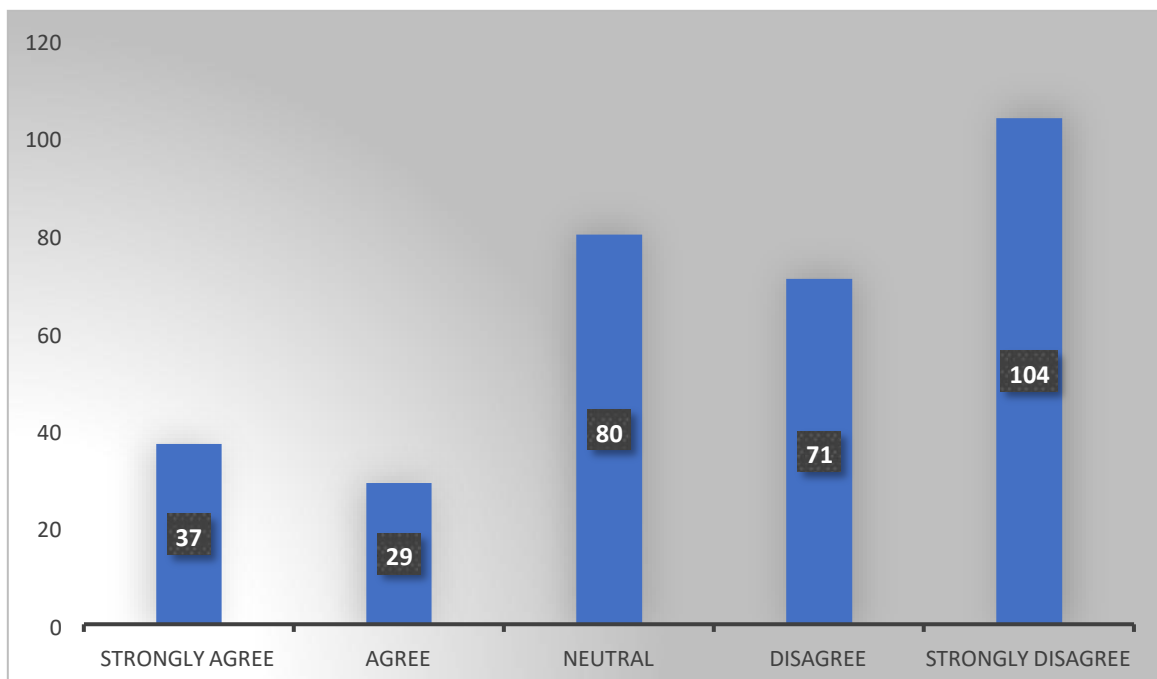
Figure 4.16.4 Stopping people from marriage

- Out of 321 responses 80people has neutral thought, about it is very important to stop people from marrying outside their religion.

- 37& 29 gives strongly agree & agree response.

- 104 & 71 gives strongly disagree & disagree response.

- 32% of people strongly disagrees which is the highest response & 9% of people who agree and has the lowest response.

4.16.5 A lot of youth live away from their family, this may be the reason of difference in thinking on religion -

Responses	Frequency	Percentage
Strongly agree	26	8%
Agree	64	20%
Neutral	116	36%
Disagree	59	18%
Strongly disagree	56	18%
Grand total	321	100%
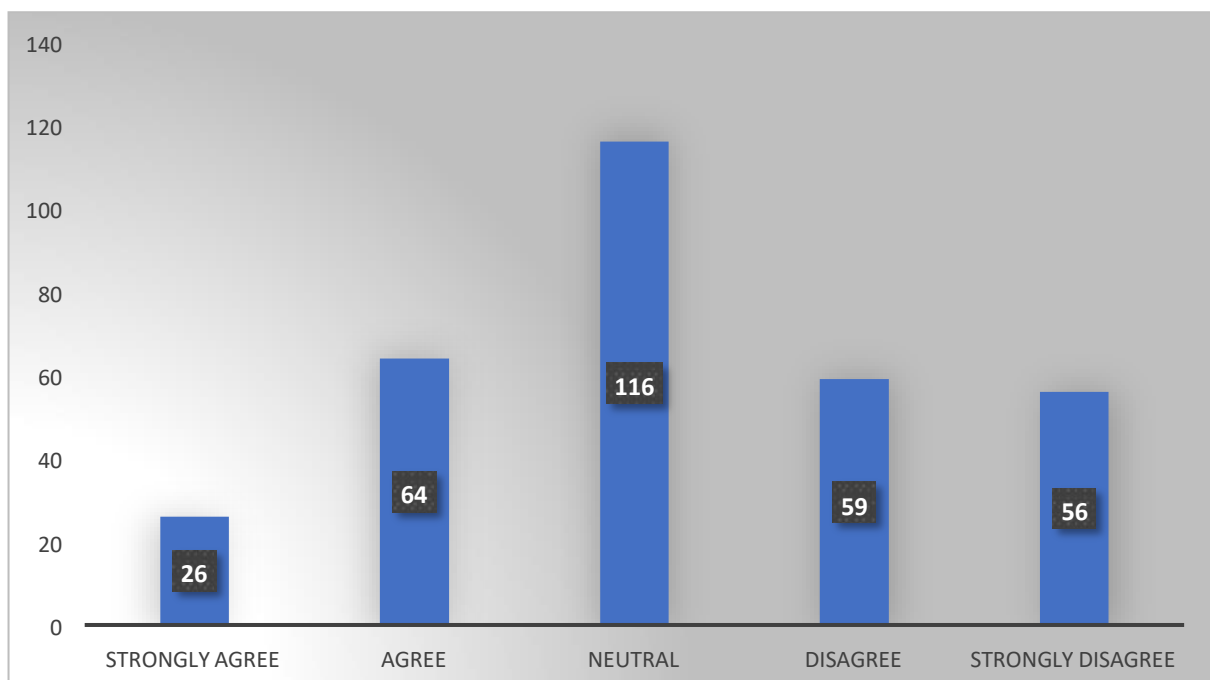
Figure 4.16.5 Youth live away from family

- Out of 321 responses 116 people has neutral thought, about a lot of youth live away from their family, this may be the reason of difference in thinking on religion.

- 26& 64 gives strongly agree & agree response.

- 56 & 59 gives strongly disagree & disagree response

- 36% of people disagrees which is the highest response & 8% of people who strongly agree and has the lowest response.

4.17 Anova -

4.17.1 Null Hypothesis -

- There is a no difference between perception on how people are and aren't religious in different ways.

4.17.2 Alternative Hypothesis -

- There is a difference between perception on how people are and aren't religious in different ways.
- P value: 1.86E-06
- P<0.05
- Thus, accept alternative hypothesis,
- There is a difference between perception on how people are and aren't religious in different ways.

4.18 Chi Square -

- Chi Square test for discrimination status in India within two genders.

Gender	Yes	No	Total
Male	175	122	297
Female	21	3	24
Total	196	125	321

4.18.1 Null Hypothesis -

- There is discrimination on basis of gender even if India is a secular country.

4.18.2 Alternative Hypothesis -

- There is discrimination on basis of gender even if India is a secular country.
- P value = 0.005750111
- P<0.05,
- We failed to reject alternative hypothesis.
- Meaning there is discrimination on basis of gender even if India is a secular country.

<u>Chapter 5: Findings and Discussions</u>

- Know people point of view towards secularism

- To study if there any difference exists in perception in youth and adults towards religion

- To see the inclination of youth towards religion

- To know the understanding and faith of youth in religious beliefs

- In what religious practices are different kinds of Indian youth in fact regular engaged?

- To identify effective practices in the religious, morals and social formation of the lives of youth

- How do the religious interests, concerns and practices of Indian youth vary between different races, age, social classes, ecological setting (rural versus urban) and between boys and girls?

<u>Objective 1 - To know people point of view towards secularism -</u>

From our research we can observe that out of total responses 75% people believe in secularism, means out of 321 responses 240 people believe in secularism, whereas 25% people does not believe in secularism, means out of 321 responses 81 people does not believe in secularism. From this we can see that majority of people believe in secularism.

Our research says that different people have different opinion about the meaning of secularism. 159 people thinks that secularism means separation of religion from political, economic, social and cultural aspect of life. 40 people thinks that secularism means separation from religion. 20 people thinks that secularism means all religions are anti-religious. 116 people thinks that all religions are same. And rest 95 people thinks that secularism means being neutral in regard to religion.

From our research we can see that majority of people thinks that to separate religion from different aspect and very least people thinks that secularists are anti-religious.

Objective 2 - To study if there exists any difference in perception of youth and adults towards religion -

According to our study and the responses collected, yes there exists differences in perception of youth and adults as every individual has their own point of view towards everything likewise there are different perception among different age group towards religion.

233 people says yes to the question that there is difference in perception of youth and religion, and 88 people say no to it. There is always going to be difference between youth and adults whatever the cases is. Today's generation mostly does not engage in caste, gender discrimination compared to older generation.

According to the data collected, it states that 73% has difference in opinion and the data collection shows that 27% shows that there is no difference in perception among youth and adult.

Objective 3 - To see the inclination of youth towards religion -

As per the research conducted, one of the objectives of it was to know that whether the youth practice its religion or do they pray regularly and their beliefs towards their religion which would ultimately lead to the answer of our objective of inclination of youth towards religion. We got total of 321 responses, and among them different people have one or more responses for our question.33% of people practise their religion norms at their home on daily basis, 30% of people goes for religious place to worship and practise their religious norms.19% falls for both the responses of visiting religious pilgrimage and sacrificing animals. 11% among them watch religious programs and 4% of people goes for namaz.

Thus, we can say that people offer religious norms at their home or at their religious place.

Objective 4 - To know the understanding and faith of youth in religious belief-

As per the study conducted by us and by analysing our questionnaire there were 2 basic questions asked to fulfil our objective of knowing whether youth believe in religious believes. According to the responses collected 82% respondents pray often, whereas 18% does not pray often.264 people pray often out of 321 total responses and 57 people does not pray often which states that 82% youth have the faith and consistently follows their religious practices.

Another question which helps in explaining this objective of ours is about reading the religious scriptures which ultimately states that whether today's youth believe in the rituals and practices to be followed in their religion or not wherein we have found that 75% of people have studied religion scripture of their religion and 25% of people haven't studied religions scripture. Out of 321 respondents 242 respondents have studied religious scripture and 79 people haven't studied.

Objective 5 - In what religious practice are different kinds of Indian youth in fact regular engaged? -

For this analysis we use pie-chart considering various factors. As per our research we ask question that do people pray regularly and we see result that 82% i.e.,264 people pray regularly and rest 18% i.e., 57 people does not pray regularly.

We often see that 49% i.e.,157 people go to religious worship regularly. 39% i.e., 124 people go to worship sometimes. 11% i.e., 36 people go to religious worship. And lastly, we see that only 1% i.e., 4 people never go to worship.

Through our research we identify that youth practice different norms like going for Namaz, praying daily at home, going religious place to worship, visiting religious pilgrimage, sacrificing animals, watching religious program etc. In numbers 27 people going for namaz, 217 people are pray daily at home, 193

people go to religious place, 123 people going pilgrimage, 19 people sacrificing animals, 73 people see religious programs.

We can conclude that most of the Indian youth believe in religion and also practice norms regularly.

Objective 6 - To identify effective practices in the religious, morals and social formation of the lives of youth -

From our research analysis we identify that most of the respondents give positive responses on moral and social formation of the life of youth towards religion. Through research we identify that majority of people have neutral thought about as wealth increases, religiosity decreases.

From our findings we analyse that approx. 42% people strongly agree on the point of respecting all religions is very important to being truly Indian. We also ask people that what they think about the point, a lot of youth live away from their family, this may be the reason of difference in thinking on religion and from this we can identify that 36% have neutral thought, 20% people agree on this point.

Objective 7 - How do the religious interests, concerns and practices of Indian youth vary between different races, age, social classes, ecological setting (rural versus urban) and between boys and girls? -

In our study people from age group of 15-24 are the majority respondent which is around 89% of total responses. 10% responses are from the age group of 25-50 And the least respond is from the age group above 50 are only 1% of total responses. From this we can see that majority of the responses are from youth.

In today's era youth of India is changing day by day and have different thoughts then in old time. But from this research 41% people think youth is negatively affected by religion and rest 59% people disagree with that youth is not affected by religion.

To the use of bar diagram, we observe that majority people agree that people in village are more religious than people in cities. Out of 321 responses 94 people agrees on this thought and 59 people are strongly agree. 70 people has neutral thought and 56 people disagree and 42 people are strongly disagree.

In India some people still judge the backward classes for religion and from our study we can see that 77% i.e., 248 responses out of 321 total responses are saying yes. Whereas 23% i.e., 73 people responded no.

From our research 104 & 71 out of 321 respondents are strongly disagree and disagree on point to stop people from marrying outside their religion. 80 people gives neutral thought and 37 & 29 people give strongly agree and agree response.

Chapter 6: Conclusion

India is a country of diverse cultures, religions, and beliefs. The youth of India are no exception, with many young people exploring their faith and its relevance to their lives. Religion has been a source of strength and guidance for many, while others have chosen to reject its influence.

From our research we can conclude that most of the people believe in secularism whereas people aged between 15-24 are more respondents. Youth often read their religious scripture which they follow and visit worship place, pray regularly and participate in religious activities. people see some difference between perception of youth and adults on religion. But youth thinks that their religion does not limits them from doing the things that other religion give permission. And also, they are not getting affected by religion negatively. While youth have positive thoughts on cultural system. But in some areas people still judge religion of backward classes.

Thus, we can say that religion remains an important part of life for many young people in India. Some may choose to fully embrace their faith, while others may choose to keep their beliefs separate from their daily lives. Ultimately, it is up to each individual to decide how to approach their faith and how it impacts their life.

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Appendix

Questionnaire

1. Name *

_____

2. Gender *

O Male

O Female

O Other

3. Age *

O 15 - 24

O 25 - 50

O Above 50

4. Religion *

_____

5. India is a secular country. But do you think several forms of exclusion & discrimination still exist? *

O Yes

O No

6. Do you believe in secularism? *

O Yes

O No

7. Tick the right meaning of secularism. *

Ƴ Separation of religion from political, economic, social and cultural aspect of life.

Ƴ Being separate from religion.

Ƴ Secularists are anti-religious.

Ƴ All religions are same.

Ƴ Secularism means being neutral in regard to religion

8. Do you practice religious norms. Like *

Ƴ Going for namaz

Ƴ Praying daily at home

Ƴ Going to religious place to worship

Ƴ Visiting religious pilgrimage

Ƴ Sacrificing animals

Ƴ Watching religious programs

9. Do you believe that some Indians judge the religion of specifically backward classes? *

O Yes

O No

10. Do you pray often? *

O Yes

O No

11. How often do you go to your place of religious worship? *

O Frequently

O Occasionally

O Rarely

O Never

12. Have you read religious scripture of the religion you follow? *

O Yes

O No

13. Do you think youth is affected negatively by religion? *

O Yes

O No

14. According to you, is there any difference in the perception of youth & adults on religions? *

O Yes

O No

15. Do you feel that your religion limits you from doing the things that other religions give permission to do? *

O Yes

O No

16. Your thoughts on religious culture system in India? *

O Positive

O Negative

17. What do you think about the following sentences? *

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
As wealth increases, religiosity decreases.	O	O	O	O	O
People in villages are more religious than people in cities.	O	O	O	O	O
Respecting all religions is very important to being truly Indian.	O	O	O	O	O
It is very important to stop people from marrying outside their religion.	O	O	O	O	O
A lot of youth live away from their family, this may be the reason of difference in thinking on religion.	O	O	O	O	O

Awareness and preferences for organic food in Ahmedabad
(GRAND PROJECT)

Submitted in partial fulfilment of the requirements
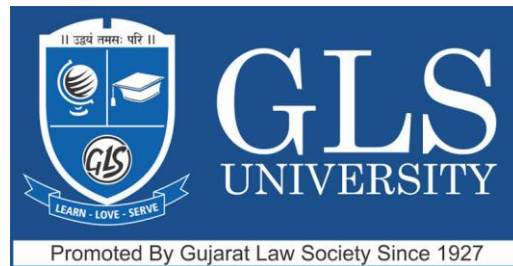
For the Degree of

Bachelor of Business Administration

Submitted By

BY: GROUP 251-260

UNDER THE GUIDANCE OF:

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CERTIFICATE

This is to certify that the report submitted by the under mentioned students of our eminent
institute is in partial fulfillment of the requirement for the completion of **"Project Report"**
at the **Third Year B.B.A.** for the academic Year 20_22_ - 20_23_

Title of the Project " Awareness and preferences for organic food in Ahmedabad "

Signature

8. Dani

(Dr. Shefali Dani)
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5 Vasiwala Atif	2020-2023	255	202000123010378
6 Vasnani Smit	2020-2023	256	202000123010379
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260	RUPARELIYA DRASTHI

DECLARATION

We, the students of Faculty of Business Administration, hereby declare that the research project entitled "Awareness and preferences for organic food in Ahmedabad" is our original work submitted for the award of the BBA program. We declare that the work has not been submitted for any other degree, diploma, associateship or fellowship.

We further declare information collected from primary and secondary sources has been duly acknowledged for the research project. We shall be responsible for any plagiarism if noticed in the research project.

\

Date: _____

Place: Ahmedabad   **Signature:** _____

ACKNOWLEDEGMENT

Foremost, we take the opportunity to offer endeavour to our God for the bestowed upon us, the insight, strength and good health.

We would like to express our gratitude to the **Faculty of Business Administration, GLS University** for providing us the opportunity to conduct research on the topic – A study on the consumer awareness of Organic food in Ahmedabad.

We would also like to take this opportunity to thank our director **Dr. Shefali Dani** for providing us with all the help, encouragement and guidance to complete the research project.

We are highly indebted to **Prof. Yukti Modhia** for their guidance and constant supervision as well as for providing all required information to enhance research.

Our appreciation and thanks also go to people who have willingly helped out with their abilities. Finally, we express gratitude to family for continuous personal support and encouragement.

Lastly, we would like to express our gratitude to all the respondents who have supported us by providing their valuable responses and have made a valuable contribution in our research project.

ABSTRACT

Awareness and knowledge have become a crucial factor in changing the attitude and behaviour of consumers towards organic foods, which in turn drives the growth in the organic food markets. The present study aims at analysing the factors affecting consumer awareness on organic food products, using a structured survey of 279 respondents in Ahmedabad city in India. Of the total 279 respondents surveyed, 227 respondents have reported awareness on organic foods i.e., 81.36% of total respondents.

The present study aims at analysing the factors affecting awareness level of consumers on organic food products, using a structured survey of Ahmedabad. Growing consumers' concerns on food safety, health and environment in the recent decade has resulted increased demand for organic food across the world, including emerging economies such as India.

A logit regression model has been estimated to identify the most likely socio-demographic and other important factors affecting the consumers' awareness of organic food.

Keywords: organic food, consumer awareness, influencing factors, regression analysis, India Target

Audience: Diverse audience based on age group, education, and financial background.

CONTENTS

INTRODUCTION

1.1 GENERAL

'Organic food is the product of a farming system which avoids the use of man-made fertilisers, pesticides, growth regulators and livestock feed additives. Irradiation and the use of genetically modified organisms (GMOs) or products produced from or by GMOs are generally prohibited by organic legislation.

Organic agriculture is a systems approach to production that is working towards environmentally, socially, and economically sustainable production. Instead, the agricultural systems rely on crop rotation, animal and plant manures, some hand weeding and biological pest control'.

1.1.1 TYPES OF ORGANIC FOOD

When you think of organic food, your mind probably goes to fruits and vegetables first. While they may be the most common organic offerings, there are also benefits to eating organic dairy, meat, fish, and seafood. All these types of organic food are readily available in grocery stores.

1.2.1 ORGANIC FRUITS

Fruit is one of the most common types of organic food. Conventional fruit tends to have a heavy pesticide residue, which makes them a good candidate for choosing organic.

Since insects are attracted to sweet, fruity smells, don't expect your organic fruit to look "perfect." While farmers will choose the best produce to sell, the absence of pesticides means that they may have blemishes or marks on their skin. However, they will taste just as good if not better than conventional fruit.

1.2.2 ORGANIC VEGETABLES

Vegetables are another common organic purchase. Since their peels and skins are often eaten, they are directly subjected to pesticide sprays. This means that eating organic vegetables can make a big difference in the amount of pesticide residue you and your family are exposed to. Vegetables are one type of organic food. Shown are peppers, asparagus, tomatoes, and onions Much like with fruit, organic vegetables may have imperfections in their shape or skin, but they are just as delicious on the inside.

1.2.3 ORGANIC DAIRY

Organic dairy has become popular because it contains more Omega-3s, but some doctors and nutritionists say the levels are insignificant in the grand scheme of things. They suggest that the real value of organic milk, yogurt, and cheese is that the cows they come from have not been treated with any hormones or antibiotics.

Buying organic dairy can also benefit the environment, as it has a smaller carbon footprint and reduces pesticides that can make their way into the air and water.

1.3 PROS AND CONS OF ORGANIC FOOD

PROS	CONS
➢ Less soil pollution	➢ Higher food prices
➢ Less water pollution	➢ Shelf life is quite limited
➢ Reduction in the use of chemical fertilizers and pesticides	➢ Organic often means not entirely organic
➢ Animals are treated better in organic farming	➢ Controls are necessary on a regular basis
➢ Less need for antibiotics	➢ Health risks if production chain is not optimized
➢ Higher food quality	
➢ Organic food may taste better	➢ Many different organic food labels may confuse customers
➢ Especially important in the growth process of children	➢ Limited choice of products
➢ Avoidance of genetically modified organisms (GMOs)	➢ Some claims regarding organic food are not proven yet
➢ Avoidance of hormonal treatments	➢ Production of organic food implies plenty of work
➢ Positive human health effects	➢ May not be suitable to feed billions of people
➢ Can be more sustainable compared to conventional food	➢ Organic food production may contribute to poverty
➢ Better nutritional values	➢ Quality of organic food greatly varies across producers
➢ People may value their food more	

1.3.1 ADVANTAGES OF ORGANIC FOOD

1. **Less soil pollution**

   One important advantage of organic products is that they imply less soil pollution in the production process.

   Our soil is massively polluted daily from conventional agricultural processes since in those processes, large amounts of harmful substances that promote plant growth are used and the soil will eventually degrade over time.

   This may even lead to a state where the soil will no longer be suitable for farming at all, which may imply a loss of food production capacities and may therefore also increase global hunger.

   Thus, by using organic products rather than conventional ones, you can mitigate the soil pollution process to a certain extent since the level of soil pollution will often be much lower in those organic farming practices.

2. **Less water pollution**

   Soil pollution related to conventional farming practices also implies serious water pollution.

   A big fraction of the substances that are contained in the soil will be eventually washed through the soil into the groundwater.

   Thus, depending on how eco-unfriendly conventional agricultural processes had been in the past, chances are that large amounts of harmful chemicals will end up in our groundwater sooner or later.

   Since water will become a quite scarce resource in the future due to global warming, especially in the southern hemisphere of our planet, the preservation of our groundwater is quite important and organic farming can make an important contribution towards the right direction.

3. **Reduction in the use of chemical fertilizers and pesticides**

   Another upside of organic food is that to produce this kind of food, fewer chemical pesticides and fertilizers must be used.

   However, contrary to popular beliefs, organic farming does not completely refrain from the use of those substances since yields would be too low to sustain those businesses in the long run.

Thus, even though chemical substances are not completely abandoned in the production process of organic food, the total amount of those substances can still be significantly reduced.

4. **Animals are treated better in organic farming**

   Another major benefit of organic meat is that animals are treated much better on average compared to animals that are raised through factory farming practices.

   In factory farming, animals only have quite limited space and are often barely able to move at all.

   There are several other factors that make the living conditions of animals that are raised in factory farms quite bad.

   In order to significantly improve those conditions, you should buy organic meat instead since animals who have grown up in organic meat farming will have much more space to move and a much better overall life compared to animals from conventional farming practices.

5. **Higher food quality**

   Organic products tend to be of much better quality compared to products that are produced in a conventional manner.

   For instance, since animals that are raised in an organic manner live longer and will have more space to move, they are able to build up more muscle mass.

6. **Organic food may taste better**

   Even though this has not been proven yet in official studies, many people claim that organic food also tastes better.

   This feeling may not solely due to the product itself, but also since people believe that organic food tastes better and from this belief, a kind of placebo effect may develop.

   Therefore, although it is questionable whether organic food really tastes better compared to conventional food or not, organic food will for sure not taste worse and it is therefore worth giving it a try for sure.

7. **Especially important in the growth process of children**

   Many studies have shown that high-quality food is crucial for children to grow up in a healthy manner.

   Thus, organic food may be quite beneficial for your children since their body and their brain can develop in an optimal manner.

Moreover, protecting your children from the antibiotics and other harmful substances that are contained in conventional products may also be a good idea since it is still not quite clear how the consumption of those products will affect our body in the long run.

8. **Avoidance of genetically modified organisms (GMOs)**

   Organic food production companies also avoid the use of genetically modified organisms. In the food world, this means that the food is produced without using genetically modified plants.

   Many scientists claim that we should stop manipulating the DNA of plants since the long-term consequences of playing God are still unclear and humanity will suffer from serious problems sooner or later due to that.

   Thus, by buying organic foods, you can support companies that refrain from genetic modifications of plants in the production process.

9. **Avoidance of hormonal treatments**

   In mainstream agriculture, animals also get hormonal treatments from time to time to grow faster and to gain more weight so that animals can be processed into meat as soon as possible.

   However, those hormonal treatments may not be healthy for us humans and may also lead to unpleasant long-term effects.

   Thus, to protect yourself from those hormones, you might want to rely on organic products instead.

10. **Positive human health effects**

    Since organic foods are produced with less chemical fertilizers and pesticides, they are less contaminated with harmful substances and therefore often much better for our health. Moreover, since fewer antibiotics are used, also the risk of becoming antibiotic-resistant is much lower if you rely on organic food instead of conventional food.

    Thus, in case of a serious disease, you might be suitable for antibiotic treatment while a person who developed an antibiotic resistance due to conventional food consumption might not be suitable for this kind of treatment and may even die from the disease since doctors may not be able to treat this person properly if antibiotics no longer work for him. Thus, organic food should also be clearly preferred from an overall health perspective.

11. Can be more sustainable compared to conventional food

Since conventional farming often uses plenty of chemical fertilizers and pesticides, it may sooner or later pollute the soil too much and the soil may become unsuitable for farming purposes in the long run.

Thus, organic food can be more sustainable since the level of soil pollution will be much lower and the soil will be able to recover and may be suitable for organic farming for many decades or even centuries.

12. Better nutritional values

Some studies have also shown better nutritional values of organic products on average.

Although the quality of organic products greatly varies across producers, more healthy vitamins and minerals will be contained in organic food products compared to conventional products most of the time.

This may further give you the opportunity to improve your overall health level.

13. People may value their food more

Since organic food is more expensive on average, people may also value their food much more if they must spend more money on it.

People may also become more aware of their diet and may learn a lot about healthy nutrition.

Therefore, the level of awareness regarding how important our diet really is for our health might increase and people may be more eager to buy organic products.

1.3.2 DISADVANTAGES OF ORGANIC FOOD

1. **Higher food prices**

   As the argumentation has shown up to this point, organic food has many important advantages.

   However, there are also various problems related to organic food production.

   One important downside of organic food is that it is generally much more expensive compared to conventional food.

   This is because the requirements for organic farming practices are more demanding, which also translates into higher costs.

   Moreover, fewer animals can be raised per square mile, which further makes organic meat production more expensive.

   Therefore, since production costs for organic foods will be higher, also the prices customers have to pay for it will be higher.

2. **Shelf life is quite limited**

   Another problem with organic foods is that they often just have a quite limited shelf life.

   Due to the absence of chemical additives, organic foods are quite healthy, but will have quite a short durability.

   Thus, plenty of organic food may be disposed into the garbage since customers will not be able to consume it in time.

   Moreover, also organic food stores may have to throw away plenty of food if customers do not buy it in time.

3. **Organic often means not entirely organic**

   Since organic foods have become quite popular in our nowadays society, many producers may want to exploit this fact.

   Therefore, they often use self-made labels or other things to proclaim that their food is actually eco-friendly and organic.

   However, many of those food items are not organic.

   Thus, before buying food that seems to be organic, take a closer look at it and make sure that those foods have an official organic label on it to ensure that the food is actually organic.

4. **Controls are necessary on a regular basis**

   In order to ensure that farmers meet the high requirements and regulatory standards that are related to organic farming, there have to be regular controls from official authorities. However, those controls are not only time-consuming and often quite annoying, but they also imply significant costs and part of those costs will be added to the final product price in our organic food stores.

5. **Health risks if production chain is not optimized**

   Since to produce organic foods, less pesticides and other chemical substances are used, organic foods tend to rot faster than conventional food and it is therefore quite important to have optimized production chains in order to deliver this organic food to our stores as fast as possible.

   Only then will it be possible to offer fresh organic food to customers without them having to worry about the development of bacteria on those organic food products.

6. **Many different organic food labels may confuse customers**

   Depending on the country and the region, there are often many different food labels out there, which may confuse customers since they do not know exactly what the different labels imply, and which one is best.

   Thus, due to this confusion, some people may even refrain from buying organic products at all since they feel overwhelmed and do not know on which label, they can rely on.

   Therefore, regulators should take efforts to reduce the number of organic food labels to make the organic food market more transparent for consumers.

7. **Limited choice of products**

   Even though the number of organic products has increased significantly over the past decade, there are still fewer organic products compared to conventional food products out there.

   Therefore, especially if you go shopping in a conventional food store, chances are that you will have a hard time finding your favourite organic food products.

   Thus, depending on where you live, you might have some difficulties to supply yourself with a big variety of different organic foods.

8. **Some claims regarding organic food are not proven yet**

   The organic food industry frequently promotes several health aspects related to organic foods.

   Even though organic foods can be healthier compared to conventional food since lower amounts of chemical substances are used, there are also many rumours related to organic food out there that are not proven at all yet.

   Thus, you should not believe every claim that is made regarding organic food, and you should still stay critical in order to avoid being fooled by fake news.

9. **Production of organic food implies plenty of work**

   Since there are high regulatory standards regarding organic food production, it may be also quite hard for farmers to fulfil those standards.

   It may also take plenty of additional work compared to conventional farming practices.

   Thus, many farmers that like the idea of switching from conventional to organic farming may refrain from doing so since they fear the large amount of additional work that is implied by the production of organic products.

10. **May not be suitable to feed billions of people**

    Another serious problem of organic farming is that it may not be suitable to feed our growing world population.

    Since the yields of organic farming are generally lower compared to conventional farming, we as humanity might not be able to produce enough food to ensure the supply of food on a global scale.

    This problem will become even worse since our world population is growing and we will even need more food in the future on a global scale.

11. **Organic food production may contribute to poverty**

    Due to our growing world population and the limited capacities related to organic farming, there will likely be enormous food shortages, especially in poor developing countries which heavily rely on local farmers to ensure their food supply.

    Thus, especially in poor countries with a high population density, organic farming may not be the right way to go since many people may suffer from hunger and poverty due to the limited production capacities compared to conventional farming.

12. **Quality of organic food greatly varies across producers**

Even though organic food is of higher quality than conventional food on average, there are still organic food producers out there which only provide a poor food quality.

Thus, if you want to go organic, check out the products of several different companies to find the best quality ones so you can ensure your supply with high-quality organic products and do no longer have to buy low-quality products.

13. **Acceptance in the public may be limited**

Although organic products have become quite popular over the past years and the awareness regarding a healthy lifestyle, including healthy food, increased, there are still many people that do not like this organic lifestyle at all.

Those people often want to live their lives in a more traditional way, which also often means not changing anything.

1.4 TRENDS IN GROWTH OF ORGANIC FOOD MARKET

In India, there has been a paradigm shift post the 2020 pandemic as consumers began to buy more organic foods as a preventive health measure. This change in perception is likely to drive the growth of the organic food market in future as well. In fact, all over the globe, there has been a growth in the organic food and beverage market particularly fruit and vegetables.

In fact, the biggest share in the organic food market comes from fruit and vegetables, followed by bread, cereals, milk, and meat. Organically grown fresh fruit takes the leading position in international trade too. While the production and sale of organic food comes mainly from developed countries, even developing countries have begun to produce and export organic foods and products. India is a leader in the export of organic tea, basmati rice and cotton. Another area where India can see a demand in the export market is through organic vegetables.

The demand for organic fruit and vegetables is likely to continue right till the forecast year 2026. The rich nutrition value in organic fruit and vegetables is the main reason why they are in demand in the domestic as well as global market. Fruit and vegetables contain rich amounts of vitamins, minerals, fibre, carbohydrates, and calcium. Also, studies have shown that when testing was carried out, then organically grown fruit and vegetables proved to taste better. Other studies show

that organic foods may have more antioxidants compared to conventionally grown varieties which makes them more beneficial for health, including prevention of cancer.

1.4.1 Several reasons for demand

In the last decade there has been an increase in awareness among people about other positive effects of organic foods like the following:

Fitness, health, and wellbeing: One of the main motives for the consumption of organic food is of course that they do not contain harmful chemicals and pollutants, as some chemicals could lead to cancer and other serious medical problems. Consumers have also begun to realise that their energy and fitness levels also increase when they consume organic food. People with allergies to certain foods, chemicals, or preservatives often find their symptoms decrease or go away when they consume only organic foods.

Harmful effects of pesticides: To increase crop production several man-made pesticides are used which are leading to the depletion of water tables and soil contamination. Organic farming is eco-friendly and more sustainable since there is no soil and water contamination from use of synthetic chemicals. Farming without the use of pesticides also provides a healthier life for small animals and humans who live close to or work on the farms.

Use of antibiotics: Use of antibiotics on livestock is causing a poor immune response in humans. Animals that are organically raised do not receive antibiotics, growth hormones and are not fed any animal by-products. The animals are also given more space to move about outdoors, which ensures better health for the animal.

Environmental protection: Organic farmers follow strict cultivation standards which has a positive impact on soil, water, and air. Natural farming methods also conserve biodiversity and maintain the natural balance of the ecosystem. Organic agriculture helps the fight against global warming as organically produced food is distributed locally and so less energy is used for transportation which automatically reduces carbon dioxide emission.

Consumer spending on health: In recent years, Indian consumers have started paying more attention to their health, the nutrient content and quality of the food they eat. Due to these concerns, they have gradually begun shifting towards organic food, even though organic foods are priced higher than conventional foods. This awareness among consumers is further giving a

boost to the organic market as consumers are willing to pay for them if it is going to benefit their health and wellness. Also, in places where consumers are aware about the safety and quality of organic products, the market is growth is increasing since consumers are willing to pay higher prices.

1.5 Organic Food consumption in India

Organic in India has gained momentum in the last decade. India, primarily being a rain fed agrarian economy, is no stranger to organic. However, westernisation brought in dominant use of pesticides to increase crop production. This has, in the longer term, resulted in depletion of water tables, soil contamination and introduction of cancer-causing chemicals, into our food. The presence of pesticides and adulteration in high volumes in even fresh produce is alarming. Yet, the modern consumer is mostly unaware of these harmful elements.

Over the last decade, with the increase in awareness about fitness and wellbeing, organic started gaining prominence amongst the affluent and upper middle-class population. In the last 5 years, the demand has further percolated down into not just the urban middle class but also, the masses in tier 2 and tier 3 cities.

Today, India is a leader internationally in segments like organic tea, basmati rice and cotton. However, the market share that India has in the global organic market is only 0.6%. India has immense potential for organic, provided we also create market linkages, an industry ecosystem and consumer awareness on a large scale to sustain this industry.

The Indian organic industry is approximately measured at Rs 3,000 crore currently, of which around Rs 250-300 crore fall into the organised sector. The need of the hour is to expand this organised sector that has the wherewithal to build the industry ecosystem and large-scale growth opportunities.

Indian Organic Food business is expected to grow to Rs 75,000 crore by 2025. This estimate is based on growing consumer demand for organic foods.

1.6 Organic food consumption at worldwide

(ReportLinker, 2023) The global organic food market size is expected to grow from $227.19 billion in 2021 to $259.06 billion in 2022 at a compound annual growth rate (CAGR) of 14.0%. The global organic food market size is expected to grow to $437.36 billion in 2026 at a compound annual growth rate (CAGR) of 14.0%.

Companies in the organic food market are focusing on introduction of new product categories and varieties. Organic food manufacturers are coming up with new and innovative organic food products in the form of ready-to-eat snacks, cookies, organic tea, pulses, spices, edible flowers, frozen waffles, medical plants, herbs, and organic juices. Major players in the organic food market are General Mills Inc., Cargill, Inc., Danone, United Natural Foods Inc. and Amy's Kitchen.

North America was the largest region in the organic food market in 2021. Western Europe was the second largest region in the global organic food market. The regions covered in the global organic food market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

LITERATURE SURVEY

(Gopal, Suresh, & Korra, 2008) -Organic Food Market in India: Potential and Challenges

The study found that the organic food market in India has immense potential for growth, but it also faces significant challenges. Addressing the challenges through the implementation of strategies such as developing a robust certification system, government policies and subsidies, building the infrastructure, and creating awareness and education can help the organic food market in India to grow sustainably. By focusing on the potential and addressing the challenges, the organic food market in India can offer a healthier and more sustainable food option for consumers while also providing economic opportunities for farmers. Despite the potential for growth, the organic food market in India faces several challenges. One of the major challenges is the lack of a robust organic certification system, which can lead to a lack of trust and credibility among consumers.

(Cutler, 2016) - Organic food: unbranded conversation to inform brand strategy

Organic food is a growing trend in the food industry, with an increasing number of consumers opting for organic products over conventional ones. In recent years, there has been a significant increase in the demand for organic food products, and the organic food market has grown substantially. This literature review aims to explore the different aspects of organic food, including its history, benefits, and challenges, to inform a brand strategy for an organic food product.

One of the biggest challenges of organic food is its higher cost. Organic food is generally more expensive than conventional food due to the higher costs of production and certification. Another challenge is the lack of standardization in the organic food industry, as there are different standards and certifications for organic food in different countries.

(Sadiq, Rajeswari, & Ansari, 2020) - Segmentation of Indian shoppers in the context of organic foods

The purpose of this paper was to segment and profile the Indian shoppers in the context of organic foods in India. It proposes to use a healthy lifestyle (HL) as a segmenting variable and to use a factor-cluster analysis approach to achieve the same. The current study is expected to add a substantial base to the segmentation literature in marketing.

(Singh, 2016) - Factors influencing Indian consumers' actual buying behaviour towards organic food products

The organic foods are perceived as more nutritious, healthy, and nature-friendly than conventional food. Consumers, therefore, are switching over to organic food products and are willing to pay a premium price. The purpose of this study was to examine the factors influencing the consumers' actual buying behaviour towards organic foods.

(Somnath, 2010) - Factors influencing organic food purchase in India

It seeks to highlight the relative importance attached by the experts to key explanatory variables in the consumers' purchase process of organic food. It attempts to integrate with the relevant consumer survey findings published in India in recent times in organic food category.

RESEARCH METHODOLOGY

Introduction:

Research methodology is the systematic and theoretical evaluation of the research procedures used. It includes the theories, guidelines, and planning frameworks used to carry out a research investigation. It offers a structure for conducting the study and helps the researcher to assess and critically examine the findings.

The study is based on primary survey of 279 respondents belonging to Ahmedabad using a structured questionnaire. The questionnaire was designed to record the responses on food quality concerns, awareness, attitude and behaviours towards organic food and effectiveness of sources for organic information. The socio-demographic profiles of the respondents were also recorded on the parameters such as gender, age, education level, occupation, and family income. Simple data analysis techniques were adopted such as descriptive statistics, cross tabulation, and chi-square test.

The empirical model has been used to analyse the factors affecting consumer's awareness on organic food products. The empirical model estimates the relationship between socio-demographic profiles of the consumers and their food safety concerns in influencing the awareness level. Findings of regression analysis indicate that gender, education level, stream of education, income level are likely important socio-demographic factors affecting the awareness level of the consumers on organic food.

Research Design:

A research design is a strategy or road map for carrying out a study. It describes the approach and procedures that will be used to gather and examine the data and respond to the research questions. Research design considers a variety of factors, including the type of study (qualitative, quantitative, mixed methods, etc.), the method of study (experimental, observational, etc.), the sampling strategy, the means for gathering data, and the strategies for data analysis. The research design is an essential part of the research process because it makes sure the study is legitimate from an ethical and scientific standpoint and can produce results that are significant.

Types of Research Design:

The nature of the research study to be done vary with the type of research study. Therefore, while conducting exploratory, descriptive, or testing hypothesis research studies, various types of research design are applied.

1. Exploratory Research Design: An exploratory research design is a style of research design used to get a first understanding of a condition or problem. It is employed when the researcher is unable to grasp the issue at hand or only has a basic understanding of the topic at hand. Exploratory research frequently entails the gathering of qualitative data using techniques like focus groups, interviews, or observation. Instead of testing particular hypotheses or coming to firm conclusions, exploratory research aims to gather basic data and spark fresh concepts. A larger research project will often start with this kind of research design, which will then be followed by more focused and organized research designs.

2. Descriptive Research Design: The goal of descriptive research design is to describe the features of a population or phenomenon by gathering and evaluating data. Instead of testing certain hypotheses or coming to any firm conclusions, the objective of descriptive research is to present a thorough and accurate picture of the topic under study. It is common practice to employ descriptive research to collect baseline data or to better comprehend a complex subject.

3. Diagnostic Research Design: A form of research design called a diagnostic research design is used to pinpoint a problem's root cause or to diagnose a specific condition. To discover viable remedies, diagnostic research aims to ascertain the underlying causes of a given problem or occurrence. Data for diagnostic research are frequently gathered using a variety of techniques, such as surveys, case studies, and experimental designs.

4. Experimental Research Design: A sort of research design known as an experimental research design involves manipulating an independent variable to see how it affects a dependent variable. The purpose of experimental research is to identify the causes and effects of various variables. This kind of study methodology is frequently employed in the social sciences, medicine, and psychology.

Selected Research Design:

Descriptive research design was chosen as the study type because it involves setting goals, gathering data from the sample, analysing it, and drawing conclusions from it. The best kind of research to examine, conduct, and achieve the goal of the study is this kind.

Sample Design:

The method of choosing a subset of a population to take part in a research project is known as sample design. Because it is frequently not viable or practical to research the entire population, this procedure is required. The researcher can extrapolate the findings of the study to the greater population by choosing a representative sample. Sample designs come in a variety of forms, such as cluster sampling, stratified sampling, and random sampling. The objectives of the research study and the characteristics of the population under study will determine the sample design to be used. It is crucial to select a sample design that is suitable for the investigation and will yield accurate and trustworthy results.

Sample Technique:

The term "sample technique" describes the process used to choose research study participants from the target population. The representativeness and generalizability of the study's findings can be affected by the sample technique, which is a crucial component of the sample design.

1. Probability Sampling: With probability sampling, there is a known, non-zero chance that each member of the population will be chosen for the sample. Simple random sampling, stratified sampling, and cluster sampling are the three most used types of probability sampling. A random procedure is used to pick the sample in probability sampling, which helps to ensure that the sample is representative of the population and that the results may be extrapolated to the entire population.

2. Non-Probability Sampling: On the other hand, non-probability sampling is a technique where the participants are not chosen by a random procedure. Convenience sampling, purposeful sampling, and quota sampling are the three most popular types of non-probability sampling. Non-probability sampling frequently selects the sample based on participants' availabilities or willingness to participate, which can lead to a biased sample.

Non-probability samples are not typical of the population; hence it is impossible to extrapolate the study's findings to the entire population.

As a fixed set of questions were put to a well-defined and small group of respondents for the purpose of this study, we employed non-Probability random sampling to gather replies.

Sample Size:

The number of participants chosen from the target population for a research project is referred to as the sample size. The representativeness and generalizability of the study's findings can be affected by the sample size, which is a crucial component of sample design.

The size of the sample is a crucial component of the overall study since it helps us understand the respondents the study's main source of power better.

The right sample size can produce reliable results. 279 respondents from the Ahmedabad region make up the sample size for our study, thus that number serves as our sample size. Due to the limited sample size used to analyse the subject, there may be a tiny amount of data inaccuracy, which is further discussed in the research.

Data Sources:

1. Primary Data: Primary data is information that is gathered specifically for a goal or research effort from first-hand sources. This information is unique and has never been published or made available before. Surveys, interviews, focus groups, and observations made by the researcher are a few examples of primary data.
2. Secondary Data: Data that has been gathered and recorded by a party other than the one currently using it is referred to as secondary data. Sources for this information include government documents, market research studies, books, journals, and online databases. When compared to gathering fresh primary data, secondary data can be more time and resource efficient, but it may also be less accurate or out of date.

Data Collection:

Data collection describes the systematic process of acquiring and analysing information on relevant factors to answer specific research questions, test hypotheses, and assess results. Numerous techniques, including surveys, interviews, observation, and experimentation, can be used to collect data. The kind of information gathered will depend on the study issue and methods selected to address it. Accurate and trustworthy data must be collected to draw meaningful conclusions about the population of interest. For gathering primary data, a survey method was used, in which closed-ended questions were posed.

Research Objectives:

The explicit, quantifiable, and time-bound aims that a research project is intended to accomplish are known as research objectives. They are the actions a researcher takes to address the issue they are attempting to solve and respond to the research question. To give direction for the study and guarantee that the project stays on track, research objectives should be precise, succinct, and well-defined. Given the project's resources and limits, objectives should also be realistic. In general, research objectives serve as a guide for the research procedure, assisting the researcher in maintaining focus and producing significant results for their field of study.

Through this research we like to achieve the following objectives:

1. To understand the perspective of people on organic food.
2. To analyse the shift towards healthy food in recent years.
3. To find the level of awareness about organic food.
4. To understand the outlook of respondents for why consume organic food.

Scope of the Study:

Because there were few responders and the study was only conducted in Ahmedabad, by resolving the restrictions of this study, the study can also be expanded to other regions with more respondents.

Limitations of the study:

1. Because the survey focused on niche people's preference for job organic food, there is a chance that respondents' responses may have been skewed.

2. Because the current study is limited to Ahmedabad City, the results cannot be generalised.

3. The study's findings point to a potential conceptual ignorance on the part of the respondents.

4. Because preference data were collected in such small quantities, their results cannot be generalised.

5. The main limitation we felt was the results shown uneven group representativeness (for example, more men than women are usually more willing to respond to questionnaire surveys, or a high number of people with a higher education level resulting from the list of contacts to whom the invitation was sent).

Research instrument:

A research instrument is a device that researchers use to collect information. There are many different types of research tools, including surveys, questionnaires, tests, and schedules for participant observation. The study question, the target population, and the research methodology all influence the choice of research instrument. Study tools ought to be dependable, valid, and suited to the population and research subject under investigation. The consistency of the outcomes produced by the instrument is referred to as reliability. The accuracy of the results in measuring what they are intended to measure is referred to as validity. The validity and reliability of the research findings can be increased with the use of a well-designed research instrument.

DATA ANALYSIS

Data Analysis is the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap, and evaluate data.

➤ **Demographic Factors:**

These are **factors** that are used to define the characteristics of a person or a population. Some commonly used **demographic factors** include variables such as race, age, income, marital status, and educational achievement, among others.

✚ **Age group of the respondents**

Total Number of People by Age Criteria
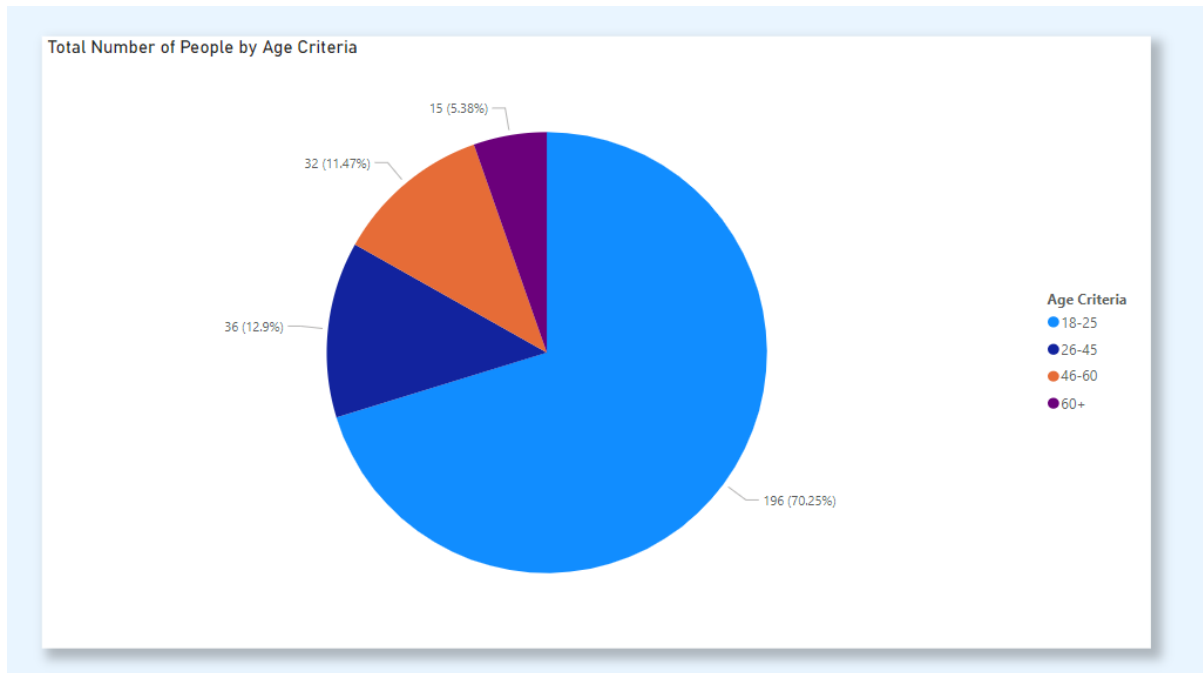
Age Criteria	Total No. of People	Percentage
18-25	196	70.25
26-45	36	12.90
46-60	32	11.47
60+	15	5.38
Total	**279**	**100**

Interpretation

From the above pie graph, it can be observed that out of 279 respondents, majority of the respondents lies between the age group of 18-25 (70.25%), 36 of them are from 36-35 age group (12.9%), 32 from 46-60 (11.47%) and the least number of respondents belongs to the age group of 60 & above (5.38%).
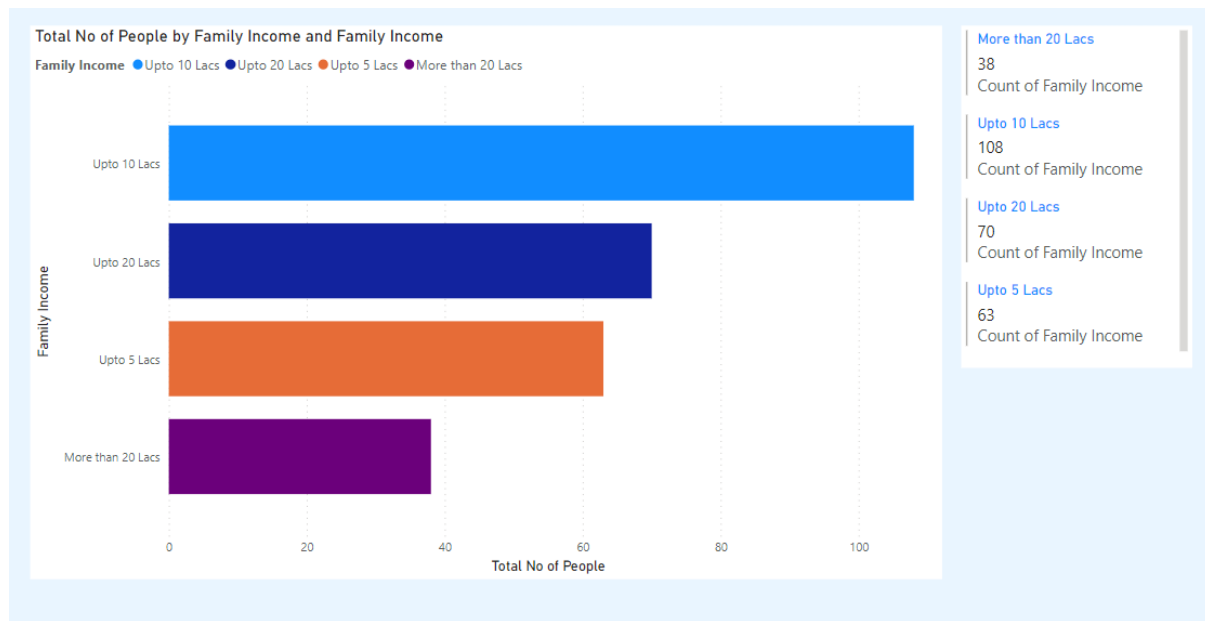
➕ **Gender of the respondents**
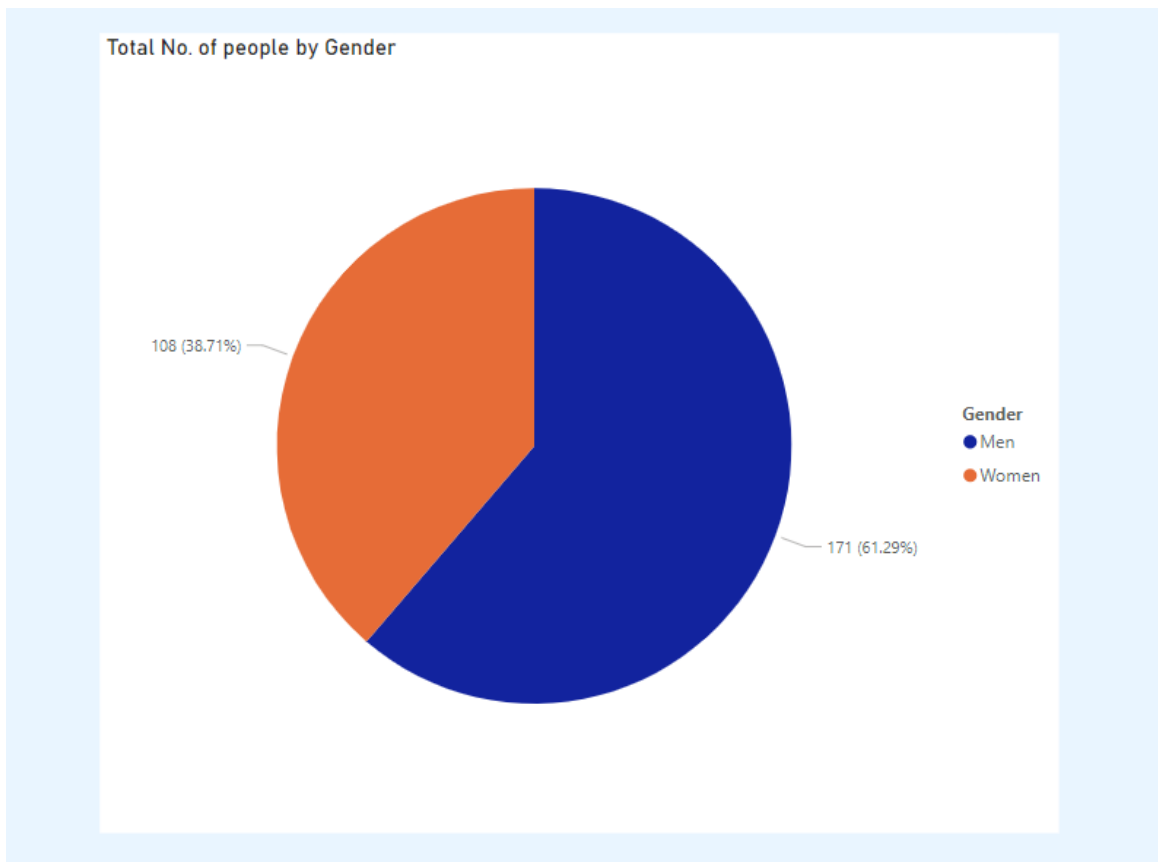
Gender	Total No. of People	Percentage
Male	171	61.29
Female	108	38.71
Total	**279**	**100**

Interpretation

From the above graphical representation, it is crystal clear that 171 of the total respondents are male i.e., (61.29%) whereas 108 are female i.e., (38.71%).

⬩ Monthly income of the respondents

Family Income	Total No. of People	Percentage
Up to 5 Lacs	63	22.58
Up to 10 Lacs	108	38.71
Up to 20 Lacs	70	25.09
More than 20 Lacs	38	13.62
Total	**279**	**100**

Interpretation

From the above bar graph, it can be noticed that 63 of the total respondents has a family income up to 5 lacs, 108 of them has a family income up to 19 lacs, 70 of them has a family income up to 20 lacs and lastly 38 of them has a family income more than 20 lacs.

Awareness and preference for Organic Food Products:

➕ Awareness towards Organic Food Products
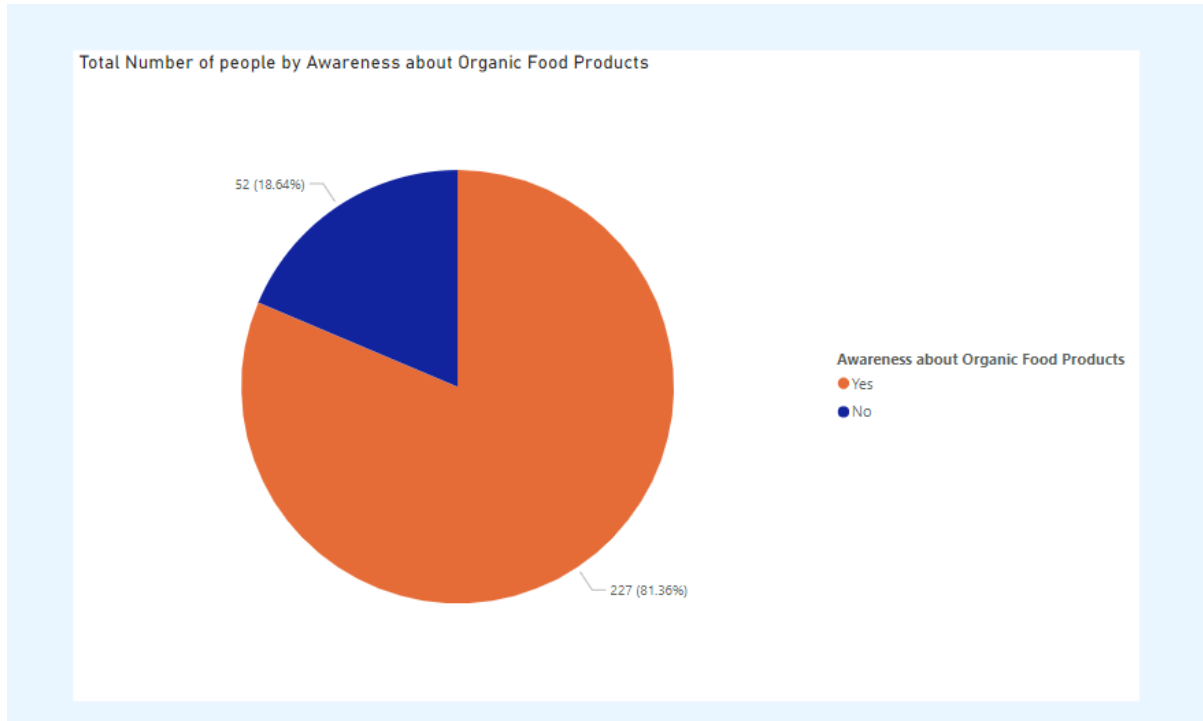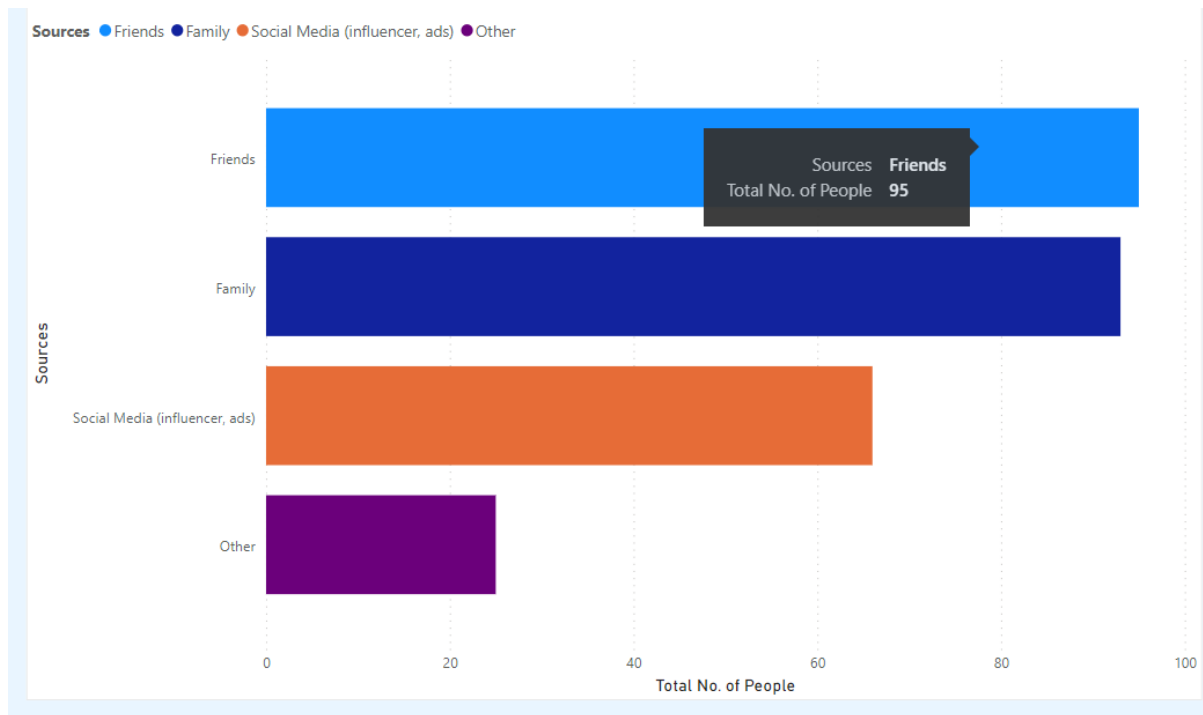

Awareness	Yes	No
Total No. of People	227	52
Percentage	81.36	18.64

Interpretation

From the above graphical representation, we can interpret that 227 (81.36%) of the respondents are aware about Organic food products whereas 52 (18.64%) of them are unaware.

✦ Sources through which respondents came to know about Organic food products


How did you come to know about Organic food?	Total No of people	Percentage
Family	93	33.33
Friend	95	34.05
Social Media	66	23.66
Other	25	8.96
Total	**279**	**100**

Interpretation

From the about horizontal bar graph, it can be depicted that majority of the respondents came to know about organic food products through their friends and family respectively. Adding more, social media also plays a vital role in influencing customers to buy organic food products.

⬦ Health benefits awareness among the respondents

Aware about the health benefits of organic food? by Options

110 (39.43%)

169 (60.57%)

Options
● Yes
● No
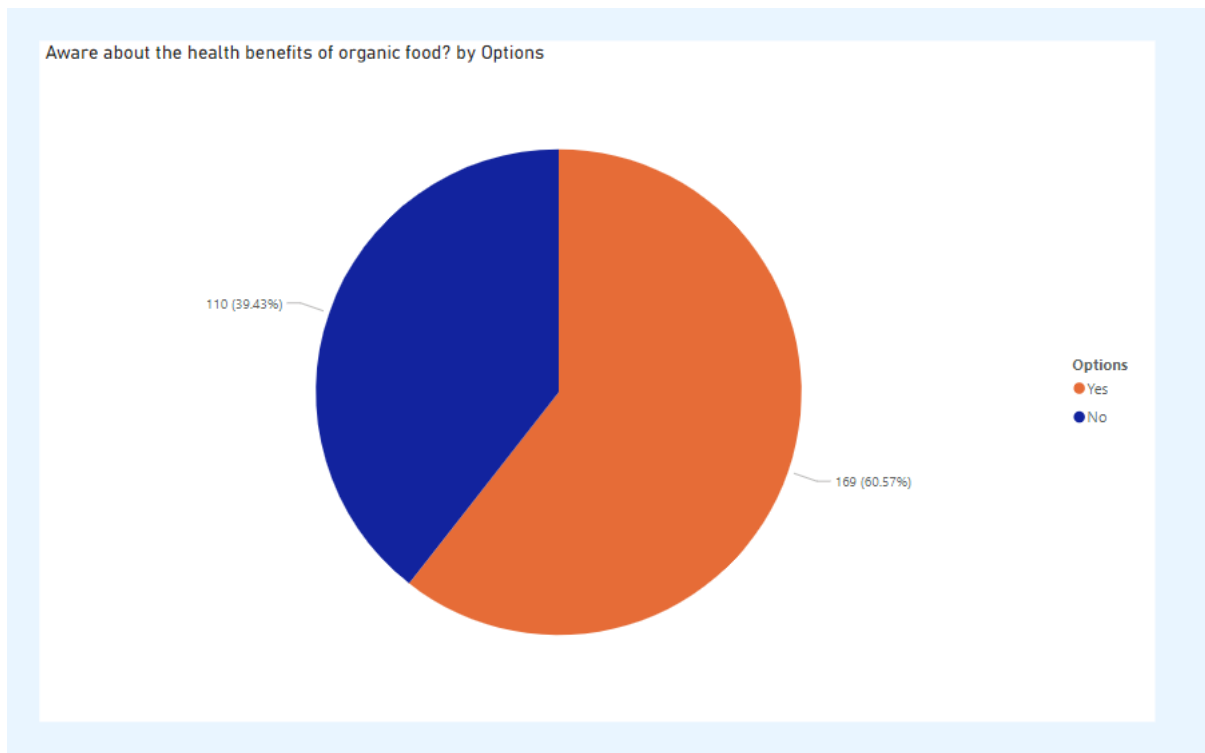
Health Benefit Awareness	Total No of People	Percentage
Yes	169	60.57
No	110	39.43
Total	**279**	**100**

Interpretation

From the above survey, we can interpret that 61% of people are aware about the health benefits of organic food products. On the other hand, 39% of people are still unaware about the health benefits of consuming organic food products.

↓ Frequency of buying Organic food products

Total No. of people by Their frequency of Buying OFP
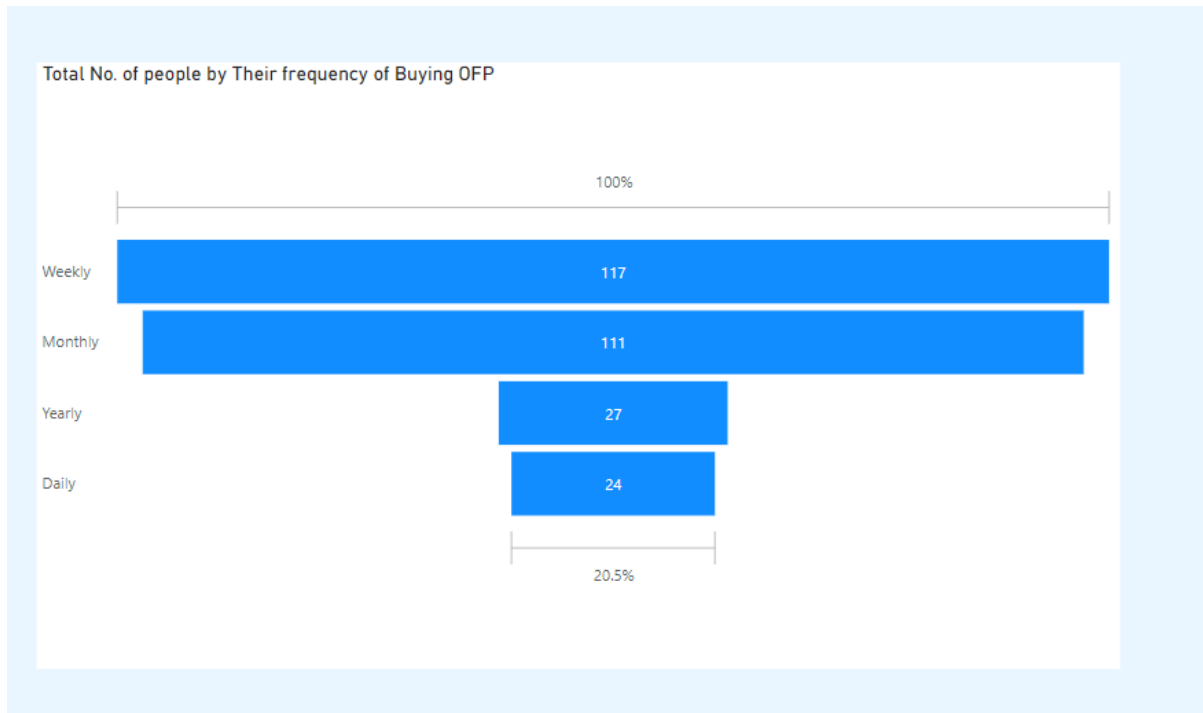
Frequency of Buying	Total No of People	Percentage
Daily	24	8.60
Weekly	111	39.78
Monthly	117	41.94
Yearly	27	9.68
Total	**279**	**100**

Interpretation

According to the survey conducted, majority of people tend to buy their supply of organic food products on monthly basis and least amount of people tend to buy their supplies on daily basis.

⬇ **Corelation between age group (18-25) and family income**
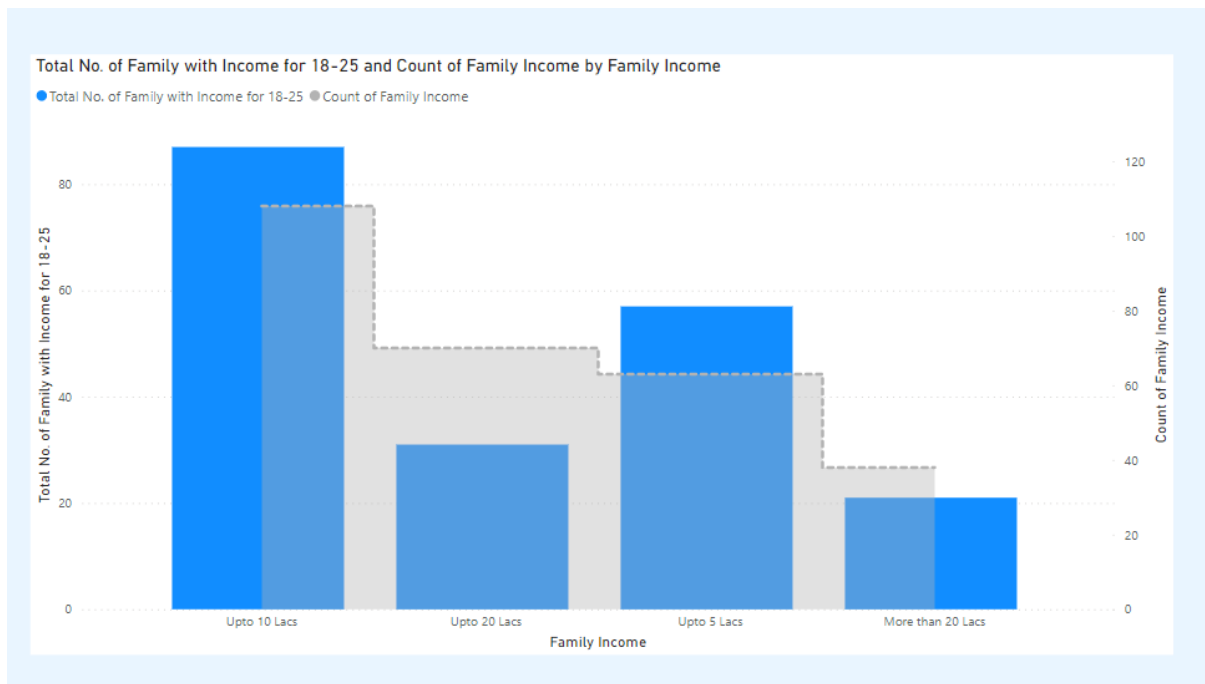
Family Income	Total No of Family in 18-25 Age group	Percentage
Up to 5 Lacs	57	29.08
Up to 10 Lacs	87	44.39
Up to 20 Lacs	31	15.82
More than 20 Lacs	21	10.71
Total	**196**	**100**

Interpretation

In the above graphical representation, the blue coloured stacked bars represent the families falling in the age group of 18-25 and the dotted part represents their respective family income. Majority of families in the age group 18-25 has family income up to 10 lacs.

✚ Frequency of visiting local organic food retailers
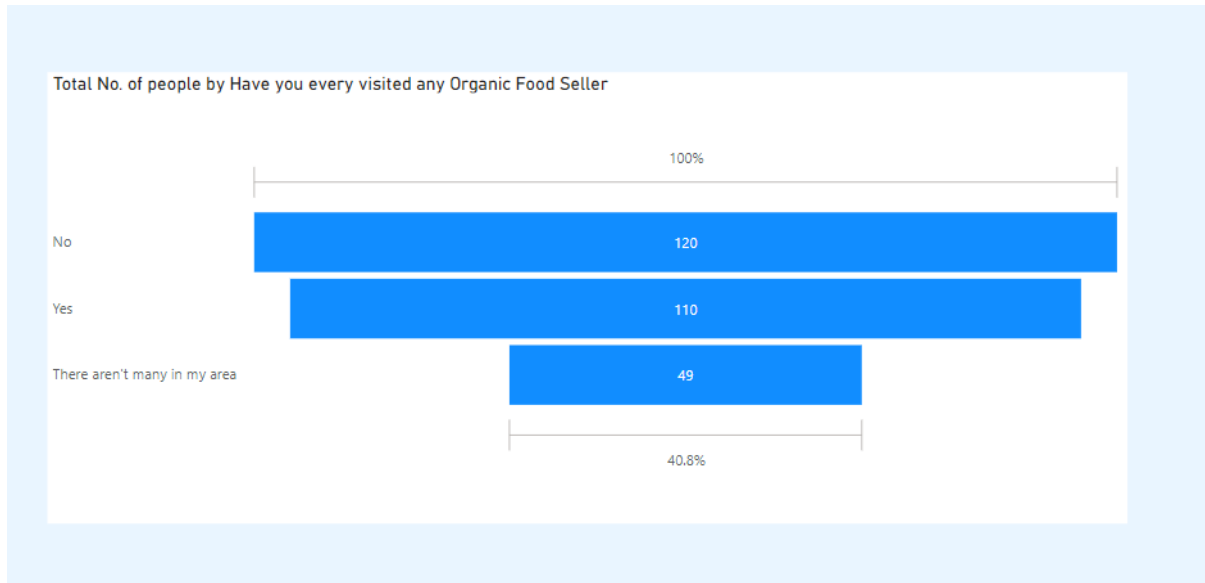
Visit to OFS	Frequency	Percentage
Yes	110	39.43
No	120	43.01
Other	49	17.56
Total	**279**	**100**

Interpretation

Out of the total respondents i.e., 279, 110 (39.43%) of the buyers have visited local organic food seller and 120 (43.01%) of the buyers have never visited an organic food seller. Furthermore, nearly 20% of respondents stated that there are not many organic food sellers in their area.

Taste of Organic food

Total No of People by Thoughts about taste of Organic food
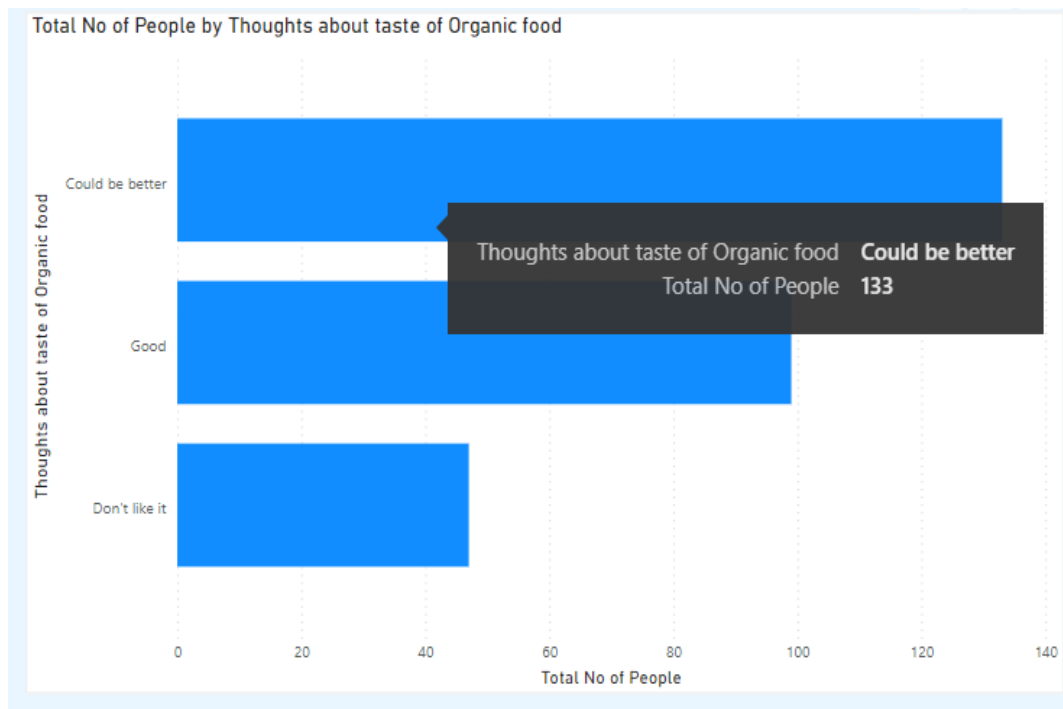
Thoughts About Taste	Frequency	Percentage
Good	99	35.48
Could be better	133	47.67
Don't Like it	47	16.85
Total	**279**	**100**

Interpretation

From the given bar graph, it can be observed that most of the respondents are aware of benefits of organic food products but on contrary the taste of such products could be better. Among all the respondents, 35% of them find the taste of organic food products to their liking and 17% of them don't like the taste of such products.

✚ Source of buying Organic Food products

Source	Frequency	Percentage
Retail	181	64.87
Online	88	31.54
Total	**279**	**100**

Interpretation

From the above graph, 181 (65%) of the buyers prefer buying organic food products from retail stores whereas 88 (32%) of the buyers prefer buying organic food products online.

➢ **Statistical Analysis**

- **Chi-square test**

A chi-square test is a statistical test that is used to compare observed and expected results.

1. **Gender of the respondent's gender and awareness of Organic food products**

H0₀: There is no relationship between gender and awareness organic food products

$H0_0$: There is no relationship between gender and awareness organic food products

$H1_0$: There is a relationship between gender and awareness of organic food products

Observed values

	Awareness		
Gender	**No**	**Yes**	**Grand Total**
Men	27	140	167
Other	1	0	1
Women	15	95	110
Grand Total	**43**	**235**	**278**

Expected values

Gender	*No*	*Yes*	*Grand Total*
Men	25.83	141.17	167
Other	0.15	0.85	1
Women	17.01	92.99	110
Grand Total	**43**	**235**	**278**

p value	*0.084*
Chi value square	**0.959**

Interpretation:

The statistical data above show that the p-value is greater than 0.05. As a result, we reject the null hypothesis and come to the conclusion that there is a relationship between the respondents' gender and frequency of buying Organic Food products.

2. Age of the respondents and awareness of Organic food products among the respondents

H0$_2$: There is no relationship between age and awareness of organic food products

H1$_2$: There is a relationship between age and awareness of organic food products

Observed values

Age Criteria	Awareness		
	No	Yes	Grand Total
18-25	30	172	202
25-45	0	11	11
26-45	6	15	21
46-60	4	25	29
60+	3	12	15
Grand Total	43	235	278

Expected values

Age Criteria	No	Yes	Grand Total
18-25	31.24460432	170.7553957	202
25-45	1.701438849	9.298561151	11
26-45	3.248201439	17.75179856	21
46-60	4.485611511	24.51438849	29
60+	2.320143885	12.67985612	15
Grand Total	43	235	278

p value	*0.489271166*
Chi Square test	**0.974536992**

Interpretation:

The statistical data above show that the p-value is greater than 0.05.

As a result, we reject the null hypothesis and come to the conclusion that there is a relationship between the respondents' age group and awareness of Organic Food products.

3. **Family income and frequency of buying organic food products**

H0₃: There is no relationship between family income and frequency of buying organic food products

H1₃: There is a relationship family income and frequency of buying organic food products

Observed values

Family Income	Frequency Daily	Monthly	Weekly	Yearly	Grand Total
More than 20 Lacs	3	9	28	4	44
Up to 10 Lacs	2	48	41	9	100
Up to 20 Lacs	7	32	27	2	68
Up to 5 Lacs	13	20	22	11	66
Grand Total	**25**	**109**	**118**	**26**	**278**

Expected values

Family Income	Daily	Monthly	Weekly	Yearly	Grand Total
More than 20 Lacs	3.96	17.25	18.68	4.12	44
Up to 10 Lacs	8.99	39.21	42.45	9.35	100
Up to 20 Lacs	6.12	26.66	28.86	6.36	68
Up to 5 Lacs	5.94	25.88	28.01	6.17	66
Grand Total	**25**	**109**	**118**	**26**	**278**

p value	5.015E-05
chi square	1

Interpretation:

The statistical data above show that the p-value is greater than 0.05.

As a result, we reject the null hypothesis and come to the conclusion that there is a relationship between the respondents' family income and frequency of buying Organic Food products.

t-Test

(Bevans, 2020) A t-test is a statistical test that is used to compare the means of two groups.

1. Gender and satisfaction among the respondents towards Organic food products

H0₄: There is no significant difference in the satisfaction among two groups i.e., satisfaction of Organic Food Products (equal variance assumed)

H1₄: There is a significant difference (equal variance not assumed)

t-Test: Two-Sample Assuming Equal Variances

	Male	*Female*
Mean	3.439759036	3.311927
Variance	0.999379336	1.068468
Observations	166	109
Pooled Variance	1.026710937	
Hypothesized Mean Difference	0	
df	273	
t Stat	1.023335166	
P(T<=t) one-tail	0.153527666	
t Critical one-tail	1.650454303	
P(T<=t) two-tail	0.307055332	
t Critical two-tail	1.96869162	

Interpretation

Here, p>0.05 i.e., p-value = 0.691.

Therefore, on an average there is no significant difference in the satisfaction of Organic food Products among male and female respondents.

FINDINGS AND CONCLUSION

1. Demographic factors

- According to the survey, it is observed that out of 279 respondents, majority of the respondents lies between the age group of 18-25 (70.25%), 36 of them are from 36-35 age group (12.9%), 32 from 46-60 (11.47%) and the least number of respondents belongs to the age group of 60 & above (5.38%).

- 171 of the total respondents are male i.e., (61.29%) whereas 108 are female i.e., (38.71).

- It is noticed that 63 of the total respondents has a family income up to 5 lacs, 108 of them has a family income up to 19 lacs, 70 of them has a family income up to 20 lacs and lastly 38 of them has a family income more than 20 lacs.

- We have interpreted that 227 (81.36%) of the respondents are aware about Organic food products whereas 52 (18.64%) of them are unaware.

2. Findings on awareness and preference of Organic food products

- We have interpreted that 227 (81.36%) of the respondents are aware about Organic food products whereas 52 (18.64%) of them are unaware.

- It is depicted that majority of the respondents came to know about organic food products through their friends and family respectively. Adding more, social media also plays a vital role in influencing customers to buy organic food products.

- From the survey, we can interpret that 61% of people are aware about the health benefits of organic food products. On the other hand, 39% of people are still unaware about the health benefits of consuming organic food products.

- According to the survey conducted, majority of people tend to buy their supply of organic food products on monthly basis and least amount of people tend to buy their supplies on daily basis.

- Out of the total respondents i.e., 279, 110 (39.43%) of the buyers have visited local organic food seller and 120 (43.01%) of the buyers have never visited an organic food seller. Furthermore, nearly 20% of respondents stated that there are not many organic food sellers in their area.

- It was observed that most of the respondents are aware of benefits of organic food products but on contrary the taste of such products could be better. Among all the respondents, 35% of them find the taste of organic food products to their liking and 17% of them don't like the taste of such products.

- 181 (65%) of the buyers prefer buying organic food products from retail stores whereas 88 (32%) of the buyers prefer buying organic food products online.

The main objective of this study was to examine the mechanism behind consumers' actual buying behaviour towards organic food products. First, the study explores the factors influencing consumers' attitude towards organic foods.

The study concluded that the organic food is a growing trend in the food industry, with many consumers opting for organic products over conventional ones. The consumers' concerns on shelf life, quality and nutrition are increasingly becoming important across the world, which has provided growing opportunities for organic foods in the recent years. The untapped potential markets for organic foods in the countries like India need to be realised with organised interventions various fronts, which require a better understanding of the consumers' preference on food. Therefore, an analysis of consumer's awareness of various aspects of organic products may be considered as important ground to build the markets for organic food in the initial phase of market development.

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APPENDIX

Questionnaire

Consumer awareness and preference on Organic Food Products

1. **Enter your Name** *

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2. **Age Criteria** *

Mark only one oval.

- ⬭ 18-25
- ⬭ 26-45
- ⬭ 46-60
- ⬭ 60+

3. **Gender** *

Mark only one oval.

- ⬭ Men
- ⬭ Women
- ⬭ Other

4. **Family Income** *

Mark only one oval.

- ⬭ Upto 5 Lacs
- ⬭ Upto 10 Lacs
- ⬭ Upto 20 Lacs
- ⬭ More than 20 Lacs

5. **Are you aware about organic food?** *

    Mark only one oval.

    ◯ Yes

    ◯ No

6. **How did you came to know about Organic food?** *

    Mark only one oval.

    ◯ Social Media (influencer, ads)

    ◯ Friends

    ◯ Family

    ◯ Other

7. **How long have you been consuming organic food?** *

    Mark only one oval.

    ◯ Since past few months

    ◯ Since past Year

    ◯ More than a Year

8. **Are you aware about the health benefits of organic food?** *

    Mark only one oval.

    ◯ Yes

    ◯ No

9. **How frequently do you purchase organic food?** *

Mark only one oval.

- ◯ Daily
- ◯ Weekly
- ◯ Monthly
- ◯ Yearly

10. **Where do you buy organic food from?** *

Mark only one oval.

- ◯ Online (Amazon, BB Daily, Instamart)
- ◯ Retail store (Reliance Fresh, Dmart)

11. **Have you ever heard about the organic food companies listed below?** *

Tick all that apply.

- ☐ Dabar

- ☐ Patanjali

- ☐ Organica

- ☐ Farmseindia

12. **Have you ever visited any café/restaurant serving organic food?** *

Mark only one oval.

- ◯ Yes
- ◯ No

13. **Do you think organic food are budget friendly?** *

Mark only one oval.

◯ Yes

◯ No

14. **Which nonorganic product do you wish was made organic which would change your life** *

Tick all that apply.

☐ Pizza

☐ Beverage

☐ Burger

☐ Other:

15. **Do you think shelf life of organic food products should be increased?** *

Mark only one oval.

◯ Yes

◯ No, it seems good to me.

16. **Is there any change that you have experienced after consumption of Organic Food Products.**

Mark only one oval. *

◯ Yes

◯ No

◯ Maybe

17. **Thoughts about taste of Organic food** *

Mark only one oval.

◯ Good

◯ Could be better

◯ Don't like it

18. **Have you ever seen/visited any offline organic food sellers?** *

Mark only one oval.

◯ Yes

◯ No

◯ There aren't many in my area

19. **According to you what are benefits of organic food?** *

Mark only one oval per row.

	Excellent	Good	Not Good	Never Tried
Diet	◯	◯	◯	◯
Health	◯	◯	◯	◯
Skin glowup	◯	◯	◯	◯
Taste	◯	◯	◯	◯

20. **On the scale of 0-5, how satisfied are you with organic food?** *

Mark only one oval.

Not satisfied

1 ◯

2 ◯

3 ◯

4 ◯

5 ◯

Very satisfied

21. **If you buy organic products, which of the following products do you buy?** *

Tick all that apply.

☐ Fruits/Vegetables

☐ Grains/Pulses/Edible oil

☐ Tea/Coffee

☐ Ghee/Milk/Yogurt

☐ Snacks/Soup

☐ Honey/Sugar/ Spices

☐ Egg/Meat/Other Poultry products

☐ Other: _____

22. **Reasons for not purchasing Organic Food product.** *

Tick all that apply.

☐ Never heard of them.

☐ Not easily available.

☐ Don't like the taste.

☐ Expensive

☐ I face those but, I still buy them.

☐ Other:

23. **Your opinion/suggestion on Organic food?**