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SAU. LEENA KISHOR MAMIDWAR INSTITUTE OF MANAGEMENT STUDIES AND  
RESEARCH KOSARA CHANDRAPUR



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<b>Contents</b>			
<b>Sr. No.</b>	<b>Title of Paper</b>	<b>Authors Name</b>	<b>Page No.</b>
1.	A Survey on Impact of Air Pollution Of BGGPI In Ballarpur Chandrapur District	Dr Farukh Ahemad Sheikh	4-9
2.	Interpersonal Skill For Business Growth & Development	Dr. Niyaj Sheikh	10-14
3.	A Study On The Consumer Behaviour In Rural Market On Santoor Soap In Chandrapur District	Dr Vivek B Kawade	15-22
4.	“Entrepreneurship In India In 2023: Challenges And Opportunities”	Dr Sarika Baban Nande	23-28
5.	“A Study On Remote Employees _ Resistance To Join Office”	Prof.Rima Potdukhe	29-34
6.	“Consumers Buying Behaviour Towards Online Purchase Of Sanitation Products During Covid-19 Pandemic In Chandrapur Area”	Dr. Kavita Hingane	35-44
7.	A Study Of Causes Of Accidents And Various Welfare Measures For Emplpyoees At C.S.T.P.S Chandrapur	Miss. Manasi M Mahurpawar	45-50
8.	Work-Family Balance -A Challenge Or Era Of Being A Superwomen	Miss Supriya Sontakke	51-55
9.	A Study On Customer Perception Towards Online Shopping For Branded Clothes With Specific Reference To Chandrapur City	Pallavi Madan Satkar	56-60
10.	To Study The Importance Of Leadership Qualities In Hdfc Life Insurance Co. Ltd., Chandrapur	Dr Bipin Bhogekar	60-68



**A SURVEY ON IMPACT OF AIR POLLUTION OF BGGPL INBALLARPUR  
CHANDAPUR DISTRICT**

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**Abstract:-**

Air pollution refers to any physical, chemical or biological change in the air. It is the contamination of air by harmful gases, dust and smoke which affects plants, animals and humans drastically.

There are a certain percentage of gases present in the atmosphere. An increase or decrease in the composition of these gases is harmful to survival. This imbalance in the gaseous composition has resulted in an increase in earth's temperature, which is known as global warming. There is no well defined method for assessing the impact on air quality due to industrial projects.

Currently there is no effective management and controlled practices for pollution prevention and control, but authorities have started to pay attention in this regard. Pollution control has become the primary concern of the environment today. The objective of this paper is to explore the impact of environmental pollution on the environment and society. To Study the various problems faced by people residing in nearby areas.

**Key words: - Pollution, Social Issues, Respiratory problems.**



## **Introduction:-**

Rapid population growth and uncontrolled industrial development are seriously degrading the urban and semi-urban environment in many of the developing countries placing enormous strain on natural resources and undermining efficient and sustainable development. Industrialization leads to considerable generation of hazardous waste and in rapidly industrializing countries such as India the contribution to hazardous waste from industries are largest. Hazardous waste generation from industries is also critical due to their large geophysical, spread in the country, leading to region wide impacts. Due to liberalization policy the pace of industrialization has been accelerated, which has resulted in increasing amounts of hazardous waste every year. This along with a growing amount of municipal solid waste due to rapid urbanization and inadequate policy and technological measures, continues to remain a daunting issue of environmental concern to India.

Environmental Protection Agency (EPA) defines “any waste or combination of wastes of a solid, liquid, contained gaseous, or semisolid from which because of its quantity, concentration or physical, chemical or infectious characteristics may cause or significantly contribute to an increase in mortality or an increase in serious irreversible or incapacitating reversible illness or pose a substantial present or potential hazards to human health or the environment when improperly treated , stored, transported or disposal of, or otherwise managed. effects on human wellbeing or even to animal as clearly stated by the Centers for Disease Control and Prevention. The air in factory can be contaminated by presence of other gases such as carbon monoxide, hydrogen sulfide, methane, fine dust particles and excess of carbon dioxide.

The findings show that air pollution identified in large amount. Most of the people suffered from respiratory problems. The most common method for disposal of waste flow in rivers. The major problem always found about odour smell which affects health easily.

Profile of Ballarpur. Ballarpur Industries Limited (BILT) is a subsidiary of Avantha Group, and was once India’s Largest Manufacturer of writing and printing paper. The current chairman of the company is Gautam Thaper, who was succeeded his late uncle L.M. Thaper. District Chandrapur, Maharashtra, India. The BGPPL is located near Tadoba Andhari Tiger Reserve and falls in the corridor of Umred Karhandla Wildlife Sanctuary, Tadoba Andhari Tiger Reserve.



### **Profile of Chandrapur city:**

Chandrapur district is known for its cleanliness. Now Chandrapur city is in the top 10 cleanest cities India and 2 in Maharashtra after Navi Mumbai by The minister of housing and urban affairs rank cities based on the cleanliness index.

Tadoba Andhari Tiger Reserve in the district is one of India's twenty-eight Project Tiger reserves. The 2015 census of tigers found that 120 of Maharashtra's 170 tigers were located in Chandrapur district.

### **Objective**

1. To assess the type of pollution present due to industrial waste.
2. To identify the effect of Industrial waste on people's health.

### **Hypothesis**

1. Respiratory problems are prominent.
2. There are certain problem like damages to property and agricultural land.

### **Research Methodology:-**

The study under taken is descriptive in nature, for the collection of data following resources were used.

1) Primary Data

2) Secondary Data.

1) Primary Data: - Primary data collection methods can be divided into two groups: quantitative and qualitative. Primary data was collected through close ended questionnaire.

Sampling: - The universe of the study covers Ballarpur in Chandrapur district as its population.

The sampling is selected by using convenient sampling and the sample size was confined to 100.

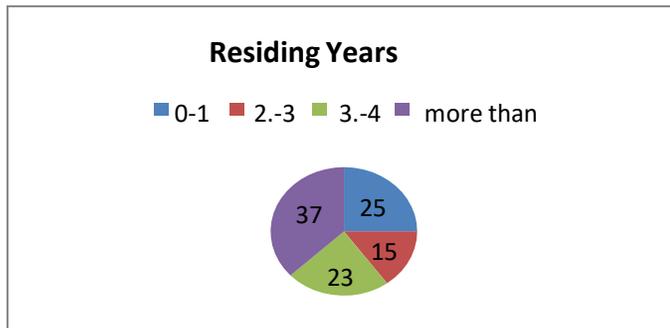
The present study is restricted to health issues due to pollution only other categories will be eliminated due to time and cost constraints,

2) Secondary Data: - Secondary data is a type of data that has already been published in books, newspapers, magazines, journals, online portals etc. There is an abundance of data available in these sources about research area, almost regardless of the nature of the research area.

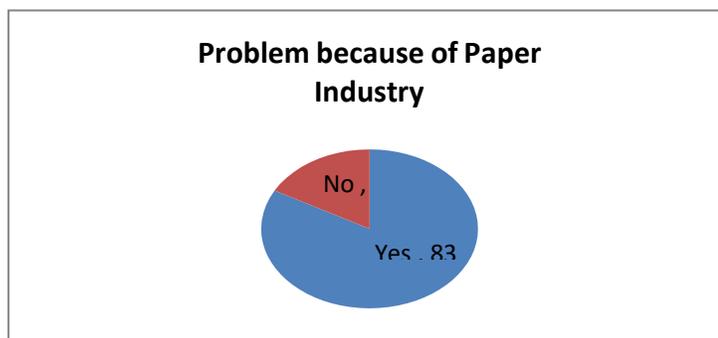


## Data Analysis

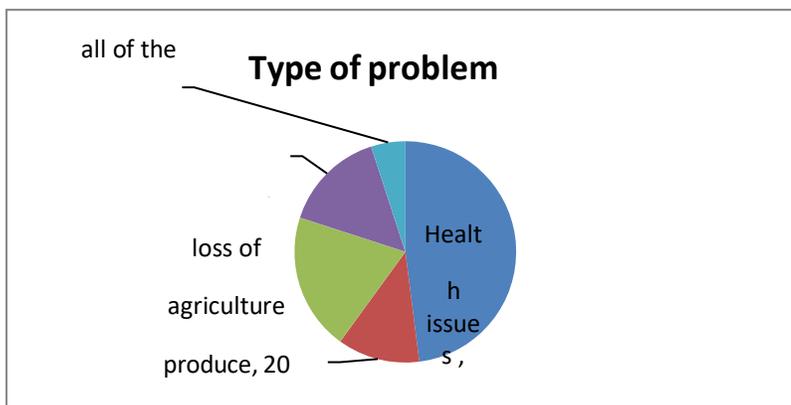
1. Since how many years residing in this area?



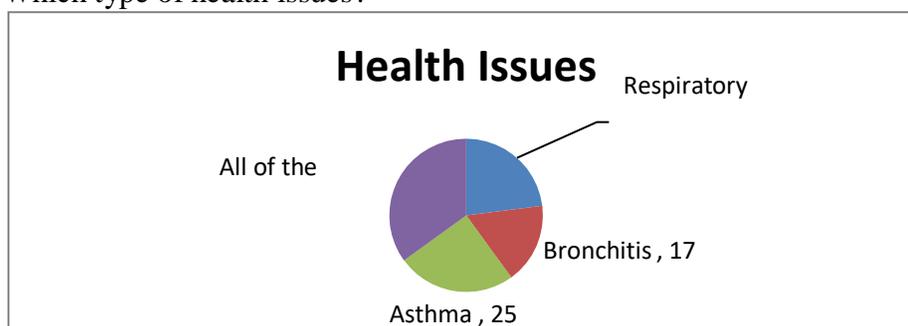
2. Did you face any problem because of Paper Industry?



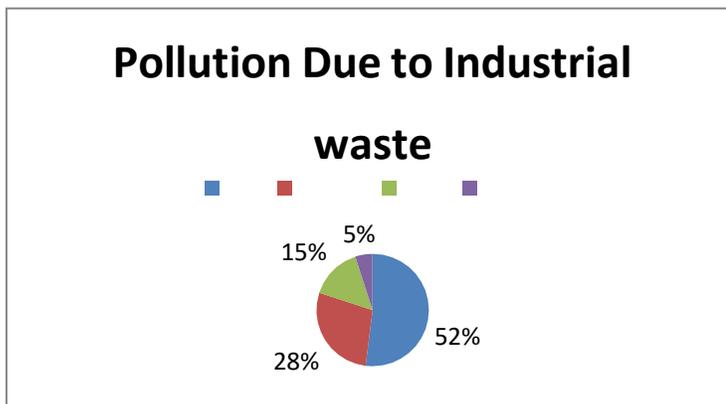
3. What type of problem?



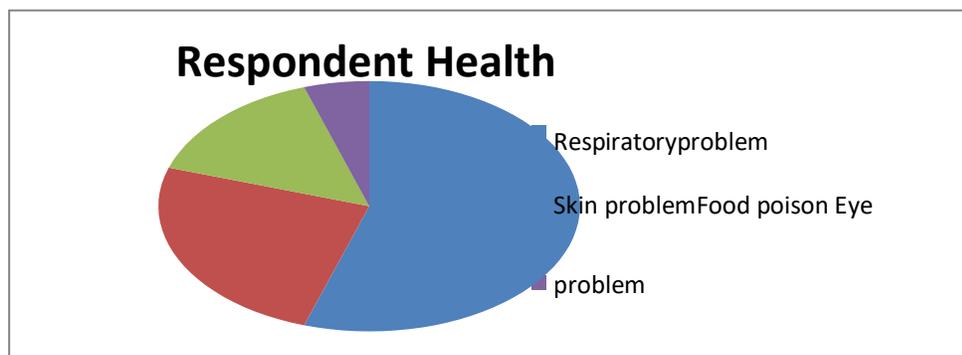
4. Which type of health issues?



5. Types of pollution found by the respondents due to Industrial waste



7. Effect of Industrial waste on respondents' health.



**Finding & Conclusion:-**

It can be concluded that due to hazardous Industrial waste of Ballarpur paper mill people faced many health problems. Air pollution found everywhere in the Ballarpur. Concentrated metals represents considerable hazard to the environment. Hence respiratory problems arise in the society. Mostly the disposal of industrial waste was dump in the river hence more pollution occurs. Due to odor smell found in the area people suffered a lot and faced many constraints and health affects easily.

**References:-**

- 1) [https://www.google.com/search?q=bgppl+air+pollution+pdf&sca\\_esv2](https://www.google.com/search?q=bgppl+air+pollution+pdf&sca_esv2) <https://nopr.niscpr.res.in/>
- 2) [https://www.researchgate.net/publication/281479623\\_Air\\_Pollution\\_due\\_to\\_Opencast\\_Coal\\_Mining\\_and\\_Its\\_Control\\_in\\_Indian\\_Context](https://www.researchgate.net/publication/281479623_Air_Pollution_due_to_Opencast_Coal_Mining_and_Its_Control_in_Indian_Context).



## Questionnaire

1. Name \_\_\_\_\_
  2. Email: \_\_\_\_\_
  3. Date of Birth \_\_\_\_\_
  4. Qualifications
    - a) SSC
    - b) HSC
    - c) Graduation
    - d) Post Graduation
    - e) Doctorate
    - f) Other
  5. Occupation:-
    - a) Business
    - b) Service
    - c) Housewife
    - d) Student
  6. City \_\_\_\_\_ District Chandrapur  
State \_\_\_\_\_ Maharashtra
  7. Genders:
    - a) Male
    - b) Female
    - c) Transgender
  8. since how many years residing in this area?
    - a) 0 -1 years
    - b) 1-2 years
    - c) 2-4 years
    - d) More than 5 years
  9. What type of problem?
    - a) Health issues
    - b) Damage to property
    - c) loss of agriculture produce
    - d) consistent increase in temperature
    - e) all of the above
  10. Which type of health issues?
    - a) Respiratory Problems
    - b) Bronchitis
    - c) Asthma
    - d) All of the above
  11. Did your medical expenses increased?
    - a) Yes
    - b) No
  12. Is there any damage to property?
    - a) Yes
    - b) No
- Any Other Information \_\_\_\_\_



## Interpersonal Skill for Business Growth & Development

**Dr. Niyaj Sheikh**

**Sau Leena Kishor Mamidwar Institute of Management Studies & Research Chandrapur,  
Maharashtra**

### **Abstract:**

Profit maximization is the priority of business. Business can't survive without the presence of an effective leadership. For sustainable growth strong leadership is required along with belief of people working under it. This in turn comes from the solid interpersonal relations between internal and external.

Interpersonal skills influence business cultures because they affect job performance, which in turn helps to decide the outcome of a company's success. Interpersonal skills include interaction with others, good communication skills, active listening skills, and attitude.

Often referred to as soft skills, interpersonal skills allow people to communicate effectively, handle conflicts, and respond to others' needs accordingly. In an ever-changing job market, these skills teach workers and business owners how to be agile, solve complex problems, perform critical thinking on their feet, and manage diverse relationships both internally and externally.

According to a study by Harrison Assessments, some of the major factors that make up a person's interpersonal skills are diplomacy, helpfulness, optimism, influence, and flexibility. Also vital are collaboration skills, empathy, tolerance, and frankness. These characteristics are important in corporate culture as well as in a small business. Business owners in general want to ensure that everyone is on the same page and that business flows in a consistent and cohesive manner.

### **Introduction**

This study focuses the small business house and how they utilize its interpersonal skill for the development of business in limited locality. Small business house are not admire the corporate culture they faces various day to day operational problems and how they overcome on that and develop , sustained the business as well.

Interpersonal Skill is the individual entity to recognize as important parameter to play the role of the belief the worship of business. Interpersonal skill focuses the 360 degree relation and of business to manage the strength and sustainability of business.

In working days spend time to interacting with each other like workers and co-workers to accomplish goal. It possesses a formal and informal communication as well. It also admire to motivating the skill of the people and improvement the performance of employee. This improvement leads the achievement of business goal and sustainability of business as well profit.

Inter personal skill is a soft skill who changes the interaction, motivation, attitude, active



listening, understanding and behaviors skill within an organization as well as in surrounding environment.

- **Business Leadership and Attitude**

- Speak calmly even when stressed
- Ability to inspire
- Ability to act in a manner that will develop a climate conducive to responding and arousing motivation.
- Gives workers a high degree of independence in their operations.
- Ability to directing and development skill of workers

- **Give Credit to others**

- Employer is recognized the team efforts other than Individual
- Employer attitude is like a ordering and don't ask any thing
- Compete with each other or team efforts environment.
- Employer involvement of works in decision making and business discussion

- **Discipline employees in respectful manner**

- give clear protocol and ethical guidelines to ensure your employees fully Understand what you expect
- When an issue arises, a conversation should take place
- it may be necessary to issue a written warning
- If an employee continues to exhibit poor performance after receiving a written warning, Employer should issue final documentation

- **Assertiveness**

- Being open in expressing wishes, thoughts and feelings and encouraging others to do likewise
- Listening to the views of others and responding appropriately
- Accepting responsibilities and being able to delegate to others
- Can be flexible, learn new skills and think outside the box.

- **Workers Attitude at work place**

- self-motivated, intelligent and proactive
- integrity, honesty and reliability
- employees make workdays more enjoyable
- trust and unity among works

- **Workers Attitude & behavior towards Consumers**

- Greeting customers
- Making the customer feel special (addressing the customer by name and offering individualized service
- Offering the proper service



- Being knowledgeable enough to respond to questions
- Offering a service above expectations
- **Collaborative Efforts of improvement in Business**
  - Sales Improvement
  - Improvement of business Collaboration & leadership
  - Improvement Skill and business environment
  - Greeting customers
  - Making the customer feel special (addressing the customer by name and offering individualized service)
  - Offering the proper service
  - Being knowledgeable enough to respond to questions
  - Offering a service above expectations

## Research Methodology

- **Observation:** observation is doing the business as per the context by the participant information.
- **Interview:** A participant present and past experiences faces according to the business context and activities and finalized after the observation.

The questionnaire consisted with different parameters of an open ended question for the participant. The response scales took the form of the Likert Scale. The Likert scale is one of the most widely used response scales in research and is used to evaluate behavior, attitude or another phenomenon on a continuum. Rating scales simplify and more easily quantify peoples' behaviors or attitudes

The survey was distributed to a purposeful sample of 90 participants includes corporate leaders from a different spectrum, represents different areas of specialization and comprises different sectors. Mostly mid-Size business houses

The **correlation coefficient** is a statistical concept which helps in establishing a relation between predicted and actual values obtained in a statistical experiment. The calculated value of the correlation coefficient explains the exactness between the predicted and actual values. The Pearson correlation coefficient is also an inferential statistic, meaning that it can be used to test statistical hypotheses. Specifically, we can test whether there is a significant relationship between two variables. The correlation between any two variables using Pearson's  $r$  will always be between  $-1$  and  $+1$ .

## Data Analysis

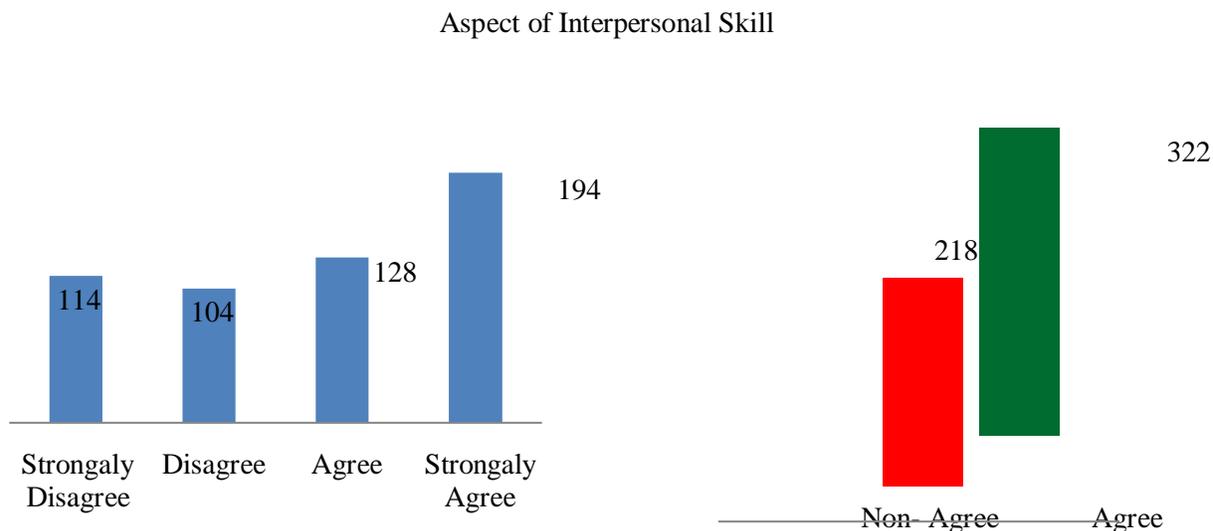
The survey asked a series of questions in order to establish whether there is a relationship between interpersonal skills of a business leader and the effectiveness of the corporate functioning. Focus of the research and the survey is to find out whether interpersonal skills



growing in the business. Summary of the information was collected through a questionnaire. The following tables and figures provide a snapshot of interpersonal skills of a business

**Table1: Aspect of Interpersonal Skill**

Sr. No.	Indicator	Non-Agree			Agree		
		SD	DA	Total	A	SA	Total
1	Business Leadership and Attitude	20 (22)	17 (19)	37 (41)	20 (23)	33 (37)	53 (59)
2	Discipline & Controlling	12 (13)	16 (18)	28 (31)	24 (27)	38 (42)	62 (69)
3	Assertiveness	24 (26)	20 (23)	44 (49)	20 (23)	26 (28)	46 (51)
4	Workers Attitude at work place	23 (26)	18 (20)	41 (46)	19 (21)	30 (33)	49 (54)
5	Workers Attitude & behavior towards Consumers	16 (17)	16 (18)	32 (35)	23 (26)	35 (39)	58 (68)
Average		19 (21)	17 (19)	36 (40)	22 (24)	32 (36)	54 (60)



**Table2: Collaborative Efforts of Business**

Sr. No.	Indicator	Non- Agree			Agree		
		SD	DA	Total	A	SA	Total
1	Collaborative Efforts of improvement in Business	16 (18)	15 (17)	31 (35)	22 (24)	37 (41)	59 (65)



Interpersonal Skill is invisible impedance in business. It can be visible during the day to day process of work and experience. It can evolve a certain parameter to nursing the skill which implied to Collective improve the growth of business as well as the desirable objective.

**Concluding:**

The researcher finding the interpersonal skill and collective efforts of business has a positive relation between them and person correlation  $r=0.97$  highly correlate and positively accept the alternate hypothesis. Interpersonal Skill is the necessity to development and growth of business in all aspects.

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## **A STUDY ON THE CONSUMER BEHAVIOUR IN RURAL MARKET ON SANTOOR SOAP IN CHANDRAPUR DISTRICT**

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### **ABSTRACT**

This paper has concentrated its attention on factors liable for consumer's preference of bath soap usage in rural areas of Chandrapur district such as quantity, price, promotion, quality, size, and brand and celebrity endorsement etc. More than 69% population of India is living in rural area. Rural population is mainly depend on agriculture and allied industries income rural economy plays a vital role in development of Indian economy. Increasing income and business opportunities including agro based startups in rural areas have generated and expanded the purchasing power of rural consumers. The Indian bath/toilet soap industry includes 10 most popular brands with combine annual revenue about \$20 billion and also spread all the major urban and rural area. India per capita consumption of soap is near about 500 grams Per annum. This study is attempted to cover the various factors that influence the buying behavior of consumers who plan to buy bath soap. Fast Moving Consumer Goods (FMCG) sector is the fourth largest sector in India touching everybody life's in everyday. The rural area of Chandrapur district in India has been investigated to examine the thoughts of the rural consumers. Discussion, interview and questionnaire gave the required information to investigation.

Keywords- Rural economy, purchasing power, per capita income, consumption

### **INTRODUCTION**

Consumer behavior is defined as decision process activities of people that undertake choosing, consuming and disposing of product and services. The study and analysis of consumer behavior does not only include determinants for buying but also the consumption process of the consumer at large. In the entire process of buying consumer get driven by factors influences buying behavior such as psychological, social, cultural and personal factors. Among the fast moving consumer product aggressively advertised, bath soaps are in the top of the list. Although, bath soap's basic function is to clean the body dust and dirt, the advertisements confer exotic qualities to it. Bath Soap is a vegetable margarine, coconut oil, olive oil, distilled water, sodium hydroxide and other liquid oils like almond oil, grape seed oil or sunflower oil salt of a fatty acid. Bath Soaps are mainly used as bathing. Soaps are marketed mainly in two ways either by giving importance to beauty aspect such as Hindustan UniLevers Dove soap or bacterial properties such as Dettol and savlon. Different factors are liable for purchase of

these two varied soaps (beauty, natural or herbal, chemical free and anti-bacterial).. This research paper is basically focused on influencing factors on rural consumers of Chandrapur district buying behavior towards the bath soap on the basis of demographic, psychographic and behavioral factors.

### **OBJECTIVE OF THE STUDY**

- 1) To study the consumer perception towards Santoor bath soap.
- 2) To identify the factors considered before buying Santoor bath soap.
- 3) To identify the Santoor soap attributes having best range of prices, promotion, attractive packing and availability.
- 4) To evaluate the satisfaction level of users with respect to their present Santoor brand

### **BOOK REVIEW**

Peter & Olson, (1990). Consumer behavior will be evaluated based on consumer beliefs, values and experiences.

Dr. Dharam Sukh Dahiya (1996) found that purchasing a particular brand requires consumers to have a positive attitude towards advertising.

Nivas Shirur, (1999) It is also a clear fact that the average Indian consumer is always willing to pay more or higher price for quality products rather than settling for poor quality or existing low quality products.

Shekhar Trivedi, (2000) Consumers are happy to comment and compare products based on their price tag.

Debasis Bhattacharya (2002). They develop "risk reduction" strategies to increase confidence in purchasing decisions.

Dr. Savard, W.K. (2002). The increase in household disposable income has led to greater choice in FMCG selection based on price perception.

D. P. S. Verma (2003) In the FMCG industry, factors such as quality, price and availability play an important role in purchasing decisions. News. Trump, S.A. (2003). However, age and other demographic variables have been shown to influence consumers' attitudes and cognitive behavior. Dr. A. Vinayaga Moorthy (2007) urban consumers He stated that he preferred their products. Anthony George, (2007). Brand usage and brand awareness are interrelated.

According to the research conducted by Kotler and Armstrong (1989), the impact of purchasing behavior is a combination of marketing and personal characteristics. Research shows that the marketing mix plays an important role and influences consumer behavior. Therefore, it is important to monitor and adjust the marketing mix appropriately to gain customer awareness of a particular brand

Gupta, A. K. and Wilemon, D. (1988) believe that marketing mix has a strong and positive relationship

onship with brand choice and consumer purchasing behavior. The price of the product will vary depending on the market and the customer's opinion. It can affect the perceived value of the brand. S. Dhanalakshmi, Dr. M. Ganesan (2015) stated that there are significant differences between different income groups, especially today when the cost of work is high. This situation can be attributed to the lifestyle adopted by different economic groups. Surprisingly, participants paid most attention to the bath soap advertisement. The quality and cost of the newly completed equipment made them preferable to the replacement type. This needs to be carefully examined by business people. Another concern is that many people find gift soaps satisfactory even if they want to use the same product for a long time. In this respect, FMCG companies need to explain ways to satisfy buyers. Moreover, deep penetration into urban areas is important to unlock growth potential, especially in the value segment. Therefore, new products, good sales and distribution are important for FMCG products to become leaders in the market.

**RESEARCH METHODOLOGY**

The present study is based on descriptive research design as we wish to establish association between social media recruitment and perception of rural consumers and other various factors hypothesized to be influencing it. Sampling Method: The questionnaires were only distributed among the consumers who are using toilet soap including santoor soap at home. Care was taken to ensure that the sample would cover adequately all the leading brands in the study. The sampling method used was convenience sampling. The size of the sample was selected from 94 respondents covering all the leading toilet soap brands including santoor used in Chandrapur District area. Demographic variables are also included in the proposed model.

Prior research consists of primary data collected by the researcher. This is usually done after the researcher has gained some understanding of the problem by reviewing secondary research or analyzing previously collected primary data. Business research can be done through a variety of methods, including surveys and personal interviews or experiments and direct observations. Here the survey is the main source of data collected in the research. The research will be conducted in supermarkets, community stores and online.

**DATA ANALYSIS**

1) ACCORDING TO CURRENT SOAP USE

<b>PARTICULAR CURRENT SOAP USE</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
SANTOOR	42	44
LUX	21	22
LIFEBUOY	15	15
OTHER	16	19
TOTAL	94	100

From the above table it is clear that 44% of respondents are using santoor soap 22% of respondents are using lux toilet soap , 15% of respondents are using lifebuoy toilet soap and 19% of respondents are using other brands of soap for bathing.

2) AGE

<b>PARTICULAR</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
ABOVE 18	19	20
18-28	22	23
28-38	24	25
38-48	16	18
48 AND ABOVE	13	14
<b>TOTAL</b>	<b>94</b>	<b>100</b>

From the above table it is clear that 20% of respondents are above 18 years of age, 23% of respondents are in the age group of 18 to 28 years, 25% of respondents are in the age group of 28 to 38 years, 18% of respondents are in the age group of 38 to 48 years and 14% of respondents are in the age group of above 48 years.

3) INCOME

<b>PARTICULAR</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
5,000-10,500	29	30
10,500-15,500	31	33
15,500-20,500	18	19
20,500 & ABOVE	16	17
<b>TOTAL</b>	<b>94</b>	<b>100</b>

From the above table it is clear that 30% of respondents are in the income range of 5,000 to 10,500, 33% respondents are in the income range of 10,500 to 15,500, 19% of respondents are in the income range of 15,500 to 20,500 and 17% of the respondents are in the income range of 20,500 and above.

4) PROFESSION

<b>PARTICULAR</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
STUDENT	33	35
EMPLOYEE	46	49
SELF EMPLOYED & OTHER	15	16
<b>TOTAL</b>	<b>94</b>	<b>100</b>

From the above table it is clear that 35% of respondents are students, 49% of the respondents are employees and 16% of respondents are self employed or doing any other type of business.

5) HOW LONG USE OF SANTOOR SOAP

<b>PARTICULAR</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
FROM 1 YEAR	27	28
2-5 YEARS	31	34
5 YEARS AND ABOVE	36	38
<b>TOTAL</b>	<b>94</b>	<b>100</b>

From the above table it is clear that 28% of respondents are using santoor soap from last one year, 34% of respondents are using santoor soap from last 2 to 5 years and 38% of the respondents are using santoor soap from more than five years.

6) RATING OF PRODUCT

<b>PARTICULAR</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
SATISFACTORY	30	32
GOOD	31	33
EXCELLENT	33	35
TOTAL	94	100

From the above table it is clear that 32% of the respondents are satisfied with santoor soap, 33% of the respondents are given good rating to santoor soap and 35% of respondents marked excellent to santoor soap.

7) COST OF THE PRODUCT

<b>PARTICULAR</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
HIGH COST	12	13
LOW COST	11	13
SATISFACTORY	61	64
TOTAL	94	100

From the above table it is clear that 13% of respondents mentioned santoor soap cost is high, 13% of respondents are mentioned santoor soap cost is low and 64% of respondents are mentioned santoor soap cost is satisfactory.

8) AVAILABILITY ISSUE

<b>PARTICULAR</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
EASY AVAILABLE	69	74
AVAILABLE ON DEMAND	15	15
ISSUE IN AVAILABILITY	10	11
TOTAL	94	100

From the above table it is clear that 74% of the respondents are said soap is easily available, 15% of the respondents are said soap is available on demand and 11% respondents are said that soap issue in availability.

9) USE IN FAMILY

<b>PARTICULAR</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
YES	79	84
NO	15	16
TOTAL	94	100

From the above table it is clear that 84% of respondents use santoor soap in entire

family and 16% of respondents are not using santoor soap in the entire family.

10) FROM WHERE KNOW ABOUT PRODUCT

<b>PARTICULAR</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
ELECTRONIC MEDIA	54	57
PRINT MEDIA	30	32
<b>OTHER SOURCE</b>	<b>10</b>	<b>11</b>
<b>TOTAL</b>	<b>94</b>	<b>100</b>

From the above table it is clear that 57% respondents are come to know about soap from electronic media, 32% respondents are come to know about soap from print media and 11% respondents are come to know about soap from other sources.

11) SATISY FROM THE PRODUCT

<b>PARTICULAR</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
YES	61	64
NO	34	36
<b>TOTAL</b>	<b>94</b>	<b>100</b>

From the above table it is clear that 64% of respondents are fully satisfied with santoor soap and 36% of respondents are not satisfied with santoor soap.

12) USING OF SANTOOR SOAP

<b>PARTICULAR</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
ATTRACTIVE PACKNG	05	5
SHAPE & SIZE	06	6
COLOUR	06	6
FOAM	09	9
FRAGRANCE	10	11
SOFTNESS TO SKIN	07	8
SKIN PROTECTION & DIRT REMOVAL	07	8
PRICE	23	24
DURABILITY	21	23
<b>TOTAL</b>	<b>94</b>	<b>100</b>

From above table it is clear that 5% of respondents are attracted towards santoor soap packing, 6% respondents are attracted towards its shape and size,6% respondents like color of santoor soap, 9% respondents are attracted towards santoor soap foam,11% respondents like soaps fragrance,8% of respondents are said soap is soft to skin, 8% respondents said soap is helpful in removing dirt and gives protection to skin, 24% respondents said price of santoor soap is very attractive feature and 23% respondents saidthat santoor soap is very durable.

## **FINDINGS AND CONCLUSION**

The findings emerged from this study are as follows,

1. The consumers consider the unique ingredients of a Santoor soap and its impact on skin and price while making a brand choice decision,
  2. Santoor is the most preferred common brand used by both men and women which comes in the popular category.
  3. More than half of the respondents knew only 4 to 6 brands of toilet soaps. From the remaining ones, approximately equal number of respondents knew less than five and more than ten brands. The education level of the consumers has a positive bearing on the brand awareness.
  4. Most of the consumers have a high positive image and perception of their present brand. They felt that it is the best one and market leader in its category.
  5. A strong brand loyalty on certain brands as they are using the same brands over 5 years.
- The reasons cited by respondents for brand switching are mainly better quality and cheaper price of the new brand and inferior performance of the old brand. Surprisingly, most of respondents are attracted towards advertisements of new brands.

## **CONCLUSION**

The regular users had never felt that the brands were at a high price since none of the respondents showed that the price was high for their brands. The respondents search for the skin protection characteristic while fragrance has the second priority for the brand selection. Then consumers prefer for the softness and then by ingredients and moisturizing effect. The study indicates that the consumers are more conscious on the perception of price and product characteristics of the brand at the point of purchase.

Respondents gave the least importance to advertisements of new toilet soaps. Quality and price of new brands motivated them to brand switching. This will be very useful and carefully studied by the marketers. It was observed that most of the respondents were attached to a particular brand and using the same brand for a quite long period.

The new product innovation, the smart, soft and flexible merchandising and distribution will have to be the key importance area for products to continue to become market leaders in the Toilet soap industry.

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**“Entrepreneurship in India in 2023: Challenges and Opportunities”****Authors****Dr Sarika Baban Nande****sarikanande@gmail.com Mob No:-8624048031****Sau Leena Kishor Mamidwar Institute of Management Studies & Research Chandrapur****Abstract**

This paper gives light on the role of entrepreneurship in economic development of the India; entrepreneurs are the pillar of the nation, its leads to the industrialization, generation of employment, rural development, technological development, Export promotion, contribution in national income. Considering all these benefits, government has been taken initiatives time to time for entrepreneurship development in the India, such as Industrial Policies and Five-Year Plans specifically focusing on the growth of small scale sector, setting up of Special Economic Zones (SEZs), setting up of Entrepreneurship Institutions, organizing Entrepreneurship Development Programmes (EDPs) and various Government Programmes and Schemes for the promotion of entrepreneurship. One of the key factors that have contributed to the growth of entrepreneurship in India is the availability of capital. India has a robust venture capital ecosystem, with several domestic and international venture capital firms investing in Indian startups.

**Keywords: Entrepreneurship, Challenges, Opportunities****Introduction**

Entrepreneurship is the purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or aggrandizes profit by p[roduction or distribution of economic goods and service, (Arthur H. Cole, 1956) Entrepreneurship has always been an important driver of economic growth and innovation. many factors shaping up the entrepreneurial scene from investors putting their money behind artificial intelligence (AI) to remote work now influencing cost structures.

Entrepreneurship is playing crucial role for the creation and expansion of opportunities for

the economic development. Other economic activities are Employment generation and Export

Promotion, rural development, technological development. Every country, whether it's developed or developing, requires entrepreneurs, whereas a developing country requires entrepreneurs to kick start the development process, and a developed country requires entrepreneurship to keep going it.

In the current Indian context, where employment opportunities in the public and large-scale sectors are shrinking on the one hand and vast opportunities arising from globalization are waiting to be exploited on the other, Entrepreneurship has the potential to propel India to the heights of becoming a super economic power. (Pradhan)

Challenges faced by Entrepreneurs in India

**Lack of access to capital:** there has been more amount of funding available to startups; the majority of it is concentrated in a few sectors, such as e-commerce and fintech. This has made it difficult for startups in other sectors to secure funding.

### **Regulatory Environment**

India has a complex regulatory environment, with several laws and regulations that can be difficult for startups to plot a route. This has directed to delays and additional costs for entrepreneurs, making it harder for them to start and grow their businesses. A part of the firm's external marketing environment on which legal and political forces act to change regulations which affect the marketing effort; regulation changes can pose threats or present opportunities.

**Infrastructure:** one more challenge faced by entrepreneurs in India. whereas the government has made significant investments in infrastructure, such as roads and airports, there is still a lack of basic infrastructure, such as reliable power and high-speed internet, in many parts of the country. This can make it difficult for entrepreneurs to build and scale their businesses.

## **Opportunities for Entrepreneurs in India**

**Large and growing consumer market:-** India is one of the largest consumer markets in the world. This presents a enormous opportunity for entrepreneurs who can spout into the requirements and preferences of Indian consumers.

**Adoption of digital technologies.** With the boost of the internet and mobile devices, more and more Indians are accessing digital platforms for banking, shopping, and further activities. This has produced opportunities for startups in sectors such as e-commerce, fintech, and digital media.

**Availability of labor.** India has a huge pool of skilled and unskilled workers who are eager to work for minimum wages. This has made it easier for startups to keep their costs low and remain competitive in the global market.

**India's location and strategic partnerships** with other countries present opportunities for entrepreneurs. India is placed at the crossroads of Asia and has well-built economic and political binds with countries such as the United States, Japan, and Australia. This presents opportunities for startups to access these markets and enlarge their businesses internationally.

## **Review of Literature**

**According to (Dr. Padma Bhaskar1, 2022, )** “entrepreneurs use their capacity to scan, discover, and analyses opportunities in the environment to translate them into business propositions through the establishment of big economic organizations. They are catalysts for economic growth and change agents in society because of their efficient and effective use of natural and national resources.”

**According (Shubhnwita)** “*Entrepreneur plays a vital role in economic development. Entrepreneurs serve as the catalysts in the process of industrialization and economic growth*”.

**According (DR. R. JAYANTHI, 2019)** “Entrepreneurship in India is still dominated by small enterprises. According to GEDI, India is ranked 68<sup>th</sup> out of 137 countries, a “middling”

performance. As per the Asia Pacific region, India is again in the middle position, 14th out of 28 countries.”

**According (Patidar, MAY 2017)** A verity of opportunities are available in India. The entrepreneur has chosen the correct field of his own enthusiasm. in his research, “the doors of opportunities are open in tourism, energy, automobile, textile, waste management, health sector, organic farming, media, toys, packing, transportation, food processing, education and training, supply and marketing etc. The Indian government is also contributing to create opportunities through “make in India”.

### **Objective**

1. To evaluate the role of entrepreneurship in economic development of the country.
2. To acknowledged the challenges face by the entrepreneur.
3. To know the opportunities available for the entrepreneur in the country.

### **Hypothesis**

1. The role entrepreneurship in economic development is very challenging due to the globalization and competition in the market.
2. The growth of the country is completely depends on the opportunities are available in the market.

### **Research Methodology:-**

This study is completely based on secondary data, for this study secondary data used from various sources like business magazines, newspaper, research papers, articles, book, web references and many more.

### **Finding & Conclusion**

From the above study we have find and conclude that

An entrepreneur has established and developed opportunities. They are plays a crucible role in the economic development of the country, because entrepreneurs not just build business and nurture their individual assets; they also impact the economy by generating employment, creating new jobs and opportunities, dynamic innovation, and developing creating new market, products, and services.

Entrepreneur has faced lots of challenges when he started a business making vision and business idea, raising capital, manpower, infrastructure, availability of natural resources, transportation facility, creating market, creating goodwill in market etc

India has large population country because of that it has huge opportunities for entrepreneurs in the fields of automobile sectors, food industry, Hotel, Hospitality, waste management, tourism, energy sector, textile, and recycling, health sector, organic farming, media, toys, packing, transportation, food products, training and education, supplier various sectors has lots of opportunities.

### **Conclusion**

In 2023, entrepreneurship in the Indian industrial sector faces both challenges and opportunities. Challenges contain regulatory complexities, access to capital, and market competition. However, opportunities arise from the growing digital economy, innovation, and government initiatives promoting entrepreneurship. Success will depend on navigating these challenges and leveraging the favorable factors to drive sustainable business growth.

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**“A Study on Remote Employees \_ resistance to join office”**

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E mail:-[bhartischopde@gmail.com](mailto:bhartischopde@gmail.com) Cell No. 9822043777**Abstract**

Recently many companies like Tata Consultancy, Infosys declared that they have decided to end ‘Work from Home’ (WFH) policy and all employees must returned office if they want to continue with the current job. As a result some join the regular office while some refused to join citing that they are more comfortable in previous mode. There is difference of opinion regarding this issue. Some are in favor of it while some are strongly against it. The purpose of this paper is to determine the reasons as to why employees are not ready to return to regular office in spite of firms offering HYBRID mode. The current study aimed to critically assess the factors due to which employees prefer work from home over office work. For the purpose of study data was collected from 60 employees residing in Chandrapur city through questionnaire.

Key words: - Remote working, employee productivity, Effect of end of WFH on employee

Introduction: -

History of Work From Home

For 21<sup>st</sup> century people WFH concept was new but it was prevalent in middle age. Remote work dates back two centuries, spurred on by the first Industrial Revolution. **The history of remote work** has been fascinating, particularly how it originated and the role advanced technology has played in fuelling its popularity in recent times. Today employees Work From Home using computers/laptops connected to internet and business applications

The circumstances for permanent remote work are different today to what it was a few hundred years ago. Before storefronts and commercial real-estate, craftsmen in trades such as carpentry, pottery, whole-grain foods, and smiths sold their wares in the comfort of their homes. The move to town hall markets and storefronts rose from increasing demand. The period between the 1700s to 1800s marked the birth of mass-production. Factories sprouted, necessitating hiring manual labour. The concept of scheduled hours of duty and reporting to managers followed soon after.

The Pandemic COVID-19 hit us very badly it resulted in transforming every walk of our life. It altogether changed everyone’s outlook towards life. Work From Home(WFH) concept was

introduced by the companies to complete the work since employees working in metro cities returned to their native places to ensure safety. With the surge in remote working coupled with rapid adoption of telecommunication technology companies observed no significant change in employee productivity. With the closure of offices and cubicles and the conversion of spare bedrooms, closets, and kitchen tables into work-from-home stations

Businesses have decided to end WFH and have asked employees in no certain terms to join offices but today business houses are facing great resistance from employees, because after almost two years of working remotely, flexible scheduling, and zero commute time, many workers are refusing to head back to the office.

Making this harder for managers, is the fact that working from home can make changing jobs so much easier. You can search for jobs and interview discreetly from the comfort of your own home. Searching and interviewing while working at the office can be hard, with several hours away under some dubious excuse. Almost half of survey respondents in April 2020 said it was easier to search for a new job from home

Employees frustrated by a bad review from the boss or unhappy with their schedule are having increasing luck landing a new job – sometimes within a single day of looking. Employees rapidly search for a job, interview online, and accept a new job within a couple of days. This is happening even within the day, particularly in hot markets like the tech industry. It's not unheard of for someone to search the help wanted in the morning, take an interview in the afternoon, and accept an offer by the close of business. Companies have offered the HYBRID mode of working for the employees still they are not interested in joining. This study tries to analyse the reasons behind employees' refusal to join office.

Review of literature:-

1 Remote: Office Not Required by Jason Fried and David Heinemeier Hansson.

2 HBR Guide To Remote Work *The Harvard Business Review's* encyclopedia-like HBR Guide series.

Research Methodology:-

The study under taken is descriptive in nature, for the collection of data following resources were used.

1) Primary Data

2) Secondary Data.

**1) Primary Data:** - Primary data collection methods can be divided into two groups: quantitative and qualitative. Primary data was collected through close ended questionnaire.

**Sampling:** - The universe of the study covers whole Chandrapur city as its population. The sampling is selected by using convenient sampling and the sample size was confined to 60.

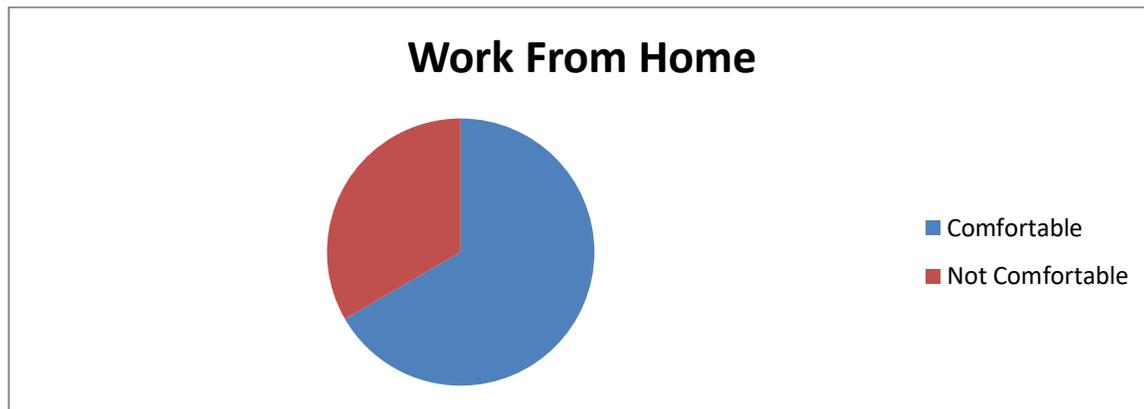
**2Secondary Data:**-Secondary data is a type of data that has already been published in books, newspapers, magazines, journals, online portals etc. There is an abundance of data available in these sources about research area, almost regardless of the nature of the research area.

**Objectives**

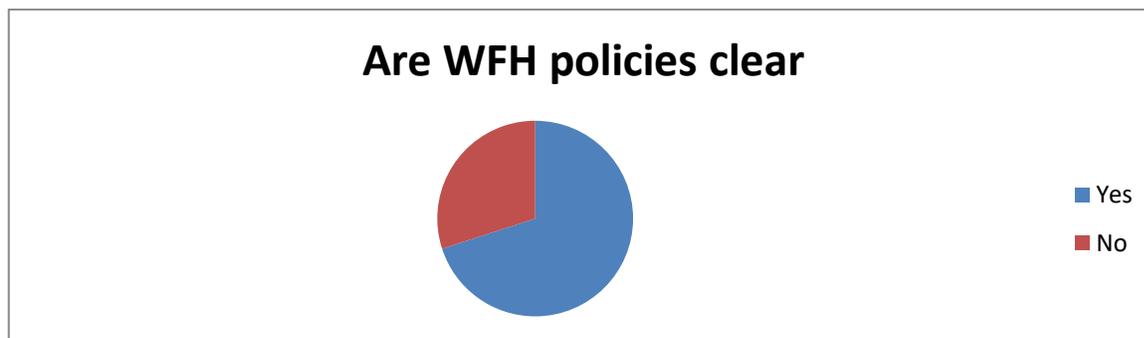
- 1) To study the factors which prevent employees from joining office physically?
- 2) To study job satisfaction among the employees
- 3) To study the future trends regarding WFH

**Data Collection**

1 How do you feel about working from home



2 Are WFH policies clear



3 Do you have all the equipment's and tools to complete your work?

**Equipment's and tools to complete your work?**



4 Do you feel connected to your teammates?

**feel connected to your teammates?**



5 Satisfied with the quality of communication from team leadership

**satisfied with the quality of communication from team leadership**



6 Is it easy to reach to your teammates and team leadership when you need the

**Is it easy to reach to your teammates and team leadership when you need the**



7 Do you feel you have good work-life balance?

**Do you feel you have good work-life balance?**



8 Reasonsfor not joining office

**Reasons for not joining office**



**Findings & Conclusion**

1 All the employees are from I T Industry

1 The results indicate that Employees are highly satisfied by working from Home.

2 They do not want to join office siting different reasons like financial benefits like lower cost of living, increase in savings, more spare time for families,

3 Most of the respondents are young I T professionals some of them recently had kids which are looked after by their parents.

4 They can take care of their parents while staying at home

5 Less disturbances/distractions

6 It is very convenient because of flexibility of working hours.

7 Some of them said they would search for other WFH jobs if pressurized.

Conclusion: Hence it can be conclude that companies are having tough time in getting employees back to the office.

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**“Consumers Buying Behaviour towards online purchase of SanitationProducts during Covid-19 Pandemic in Chandrapur Area”**

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**Abstract**

The marketers adopt different strategies to aware the consumers about their offerings and to promote them during Covid-19 Pandemic. Sales Promotion is one such strategy which is used by marketers to attract new & prospective customers towards their products and retain the existing ones. It can be understood as short term incentives aimed at accelerating sales by motivating the customers to make a purchase. Sanitation Products have been one of the most rapid growing markets not only in the world but also in India since last decade; to stay competitive, retailers should use effective sales promotions tools and that may be become a vital technique for Sanitation Products retailers to stimulate consumer buying behavior towards purchasing Sanitation product. The aim of research is to determine the impact of price discount sales promotion tools in retail Sanitation product sector, on consumer buying behavior which include customer loyalty and repurchase intention.

Key Word: Sanitation Products, Prospective Customer, Retailer, Customer Loyalty

**INTRODUCTION:**

In the words of Blattberg and Neslin (1990), Sales Promotion is “an action-focused marketing event whose purpose is to have a direct impact on the behavior of the firm’s customer.” It means that the techniques adopted to influence the customer’s buying behavior are clubbed under Sales Promotion. Retail Sanitation Product is growing in a high velocity environment all over the world. All types of promotional activities are currently used by retailers in order to be differentiated in the market. At the same time, competitiveness among retailers is booming. The Sales Promotion tools directed towards the consumers are termed as Consumer Sales Promotion while those directed towards re-sellers (distributors, retailers, wholesalers etc.) are termed as Trade Sales Promotion. Commonly used consumer promotion tools are price discount, free

sample, contest, bonus, premium, in-store display etc. while invoice allowance, free goods, buy-back allowance, contests etc. are common trade promotion tools. These tools are being used by marketers, retailers as well as manufacturers since decades but due to increasing competition and aware customers it is very important to plan and execute the marketing & promotion strategy effectively.

### **LITERATURE REVIEW OF RESEARCH TOPIC:**

There is abundant literature on Sales Promotion as well as on Consumer Behavior. Popular definitions of Sales Promotion are given by Kotler, Blattberg & Neslin (1990), Kazmi & Batra, Institute of Sales Promotion, etc. In a very comprehensive definition by Kotler (2002), “Sales promotion consists of a diverse collection of incentive tools, mostly short-term, designed to stimulate quicker and/or greater purchase of particular products/services by consumers or the trade”.

### **SALES PROMOTION:**

**John and William (1986)**, the sales promotional marketing activities considered to be more efficient than advertising publicity and personal selling. In addition to that other researchers considered sales promotion as a direct inducement, proposing special added value for goods to target salesperson, customers or resellers (William & Ferrell, 1987; Gardener & Treved, 1998).

### **CONSUMER BUYING BEHAVIOR:**

The impact of sales promotion on consumer buying behavior has been widely stated in many researches and studies, they have shown that there are a lot of factors can effect consumer buyingbehavior, either to buy or not (Nagar, 2009; Smelser and Baltes, 2001).

**Nijs, Dekimpe, Steenkamps and Hanssens (2001)**, sales promotions have a huge impact on consumers buying behavior such as purchase time, product brand, quantity and brand switching. Moreover, consumer purchase decisions sometimes based on the price sensitivity, individuals aremore attracted to promoted products (Bridges, Briesch and Yim, 2006).

### **OBJECTIVES OF THE RESEARCH**

After reviewing the relevant literature, the study will be conducted keeping in mind the following main objectives.

1. To study the awareness level of customer towards online Sanitation product purchase
2. To identify the various online sales promotion techniques which influence the customers' impulse buying decision towards online Sanitation product purchase
3. To study the satisfaction level of customer with respect to online Sanitation product purchase

### **RESEARCH HYPOTHESES**

The following hypothesis are formulated after a critical examination of various literatures had been performed, all mentioned hypothesis were tested in order to achieve the targeted main and specific objective of this study.

1. Awareness level of customer has significant impact on consumer purchase decision towards online Sanitation product purchase
2. The various sales promotion techniques have significant impact on consumer purchase decision towards online Sanitation product purchase
3. Satisfaction level of customer has significant impact on consumer repurchase decision towards online Sanitation product purchase

### **RESEARCH METHODOLOGY**

The present research will be quantitative research in nature and it will base on the measurement of quantity or amount. The researcher will focus heavily on quantitative research because it is useful to quantify opinions, attitudes and behavior and find out how the whole population feels about a certain issue. Therefore, the researcher will prefer the quantitative research strategy because the study needs to address the factors that influence consumers buying behavior.

### **SAMPLING DESIGN:**

There are many sample design methods from which choose relatively more precise and appropriate for this study. The samples will be a non-probability Random Sampling technique to which the prepared questionnaires will be distributed to be filling in a self-administered manner.

### **SAMPLING UNIT:**

The target population in this research will be consumers who buy online Sanitation product, which will either men or women, aged 18 and more years old and have at least a foundational

education from the Chandrapur area.

**SAMPLE SIZE:**

Sample Size for the research is 120 Respond and which is select randomly.

**DATA COLLECTION & ANALYSIS**

For this study the process of collecting information involves primarily by Questionnaire share with the target population who will use sanitation product, who are either men or women, aged 18 and more years old and have at least a foundational education on online platform. The population of this research are scattered over a wide geographical area, and questionnaire is considered as the most feasible tool to reach them in the given time period. Therefore, the use of questionnaire is relatively convenient and inexpensive in comparison to other tools.

A Likert scale questionnaire was adopted from different previous study which provided customers with a greatest range of option starting from strongly disagree to strongly agree and they were used as a primary data collection instrument in this study.

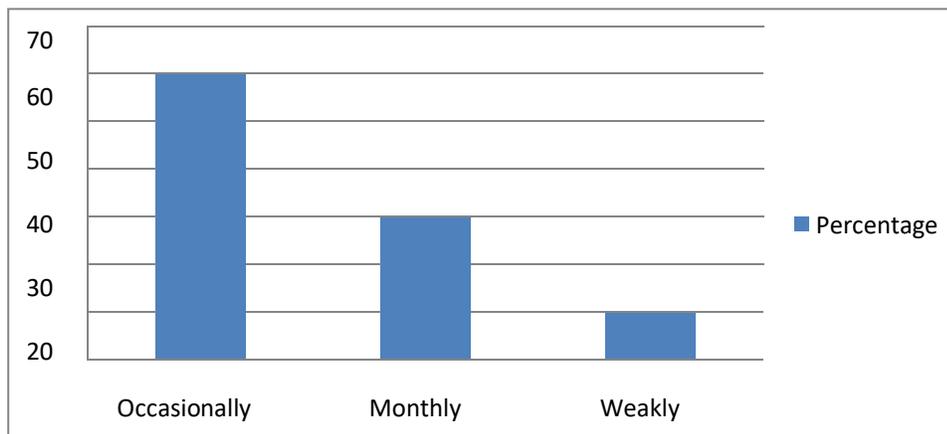
**Demographic profile of the sample respondents**

SR. NO.	Demographic Factor	Sample Respondents Percentage	Percentage	Cumulative Frequency
<b>1</b>	<b>Gender</b>			
	Male	72	60	60
	Female	48	40	100
<b>2</b>	<b>Age</b>			
	18-40	30	25	25
	41-60	48	40	65
	61 & above	42	35	100
<b>3</b>	<b>Marital Status</b>			
	Married	78	65	65
	unmarried	42	35	100
<b>4</b>	<b>Educational Qualification</b>			
	Undergraduate	42	35	35
	Graduate	60	50	85
	Post Graduate	18	15	100
<b>5</b>	<b>Occupation</b>			
	Student	18	15	15
	Housewife	12	10	25

	Self Employed	30	25	50
	Govt. Employee	30	25	75
	Private Employee	30	25	100

**Frequency of shopping Sanitation Products online from the retailer before COVID-19 Pandemic**

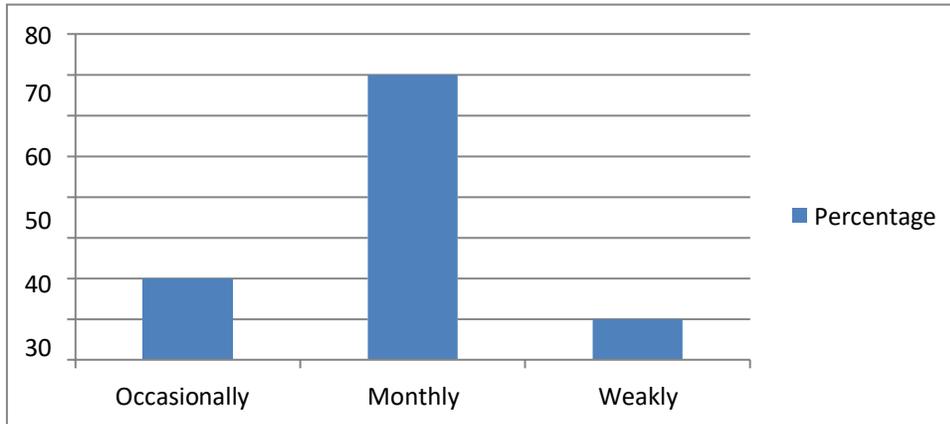
	Respondent Opinion	No of Respondent	Percentage	Cumulative Frequency
	Occasionally	72	60	60
	Monthly	36	30	90
	Weakly	12	10	100



From the above analysis a majority of the respondent occasionally shopping Sanitation Products online from the retailer before COVID-19 Pandemic, 30 percent of respondent monthly shopping Sanitation Products online from the retailer before COVID-19 Pandemic, 10 percent of respondent weakly shopping Sanitation Products online from the retailer before COVID-19 Pandemic

**Frequency of shopping Sanitation Products online from the retailer during COVID-19 Pandemic**

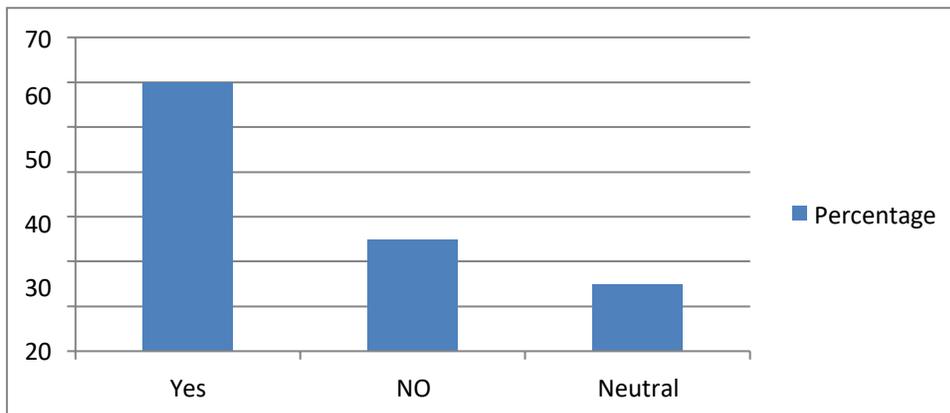
	Respondent Opinion	No of Respondent	Percentage	Cumulative Frequency
	Occasionally	24	20	20
	Monthly	84	70	90
	Weakly	12	10	100



From the above analysis a majority of the respondent are Monthly shopping Sanitation Products online from the retailer during COVID-19 Pandemic, 20 percent of respondent occasionally shopping Sanitation Products online from the retailer during COVID-19 Pandemic, 10 percent of respondent weakly shopping Sanitation Products online from the retailer during COVID-19 Pandemic

**Awareness level of customer towards online purchase of Sanitation product**

Respondent Opinion	No of Respondent	Percentage	Cumulative Frequency
Yes	72	60	60
No	30	25	85
Neutral	18	15	100

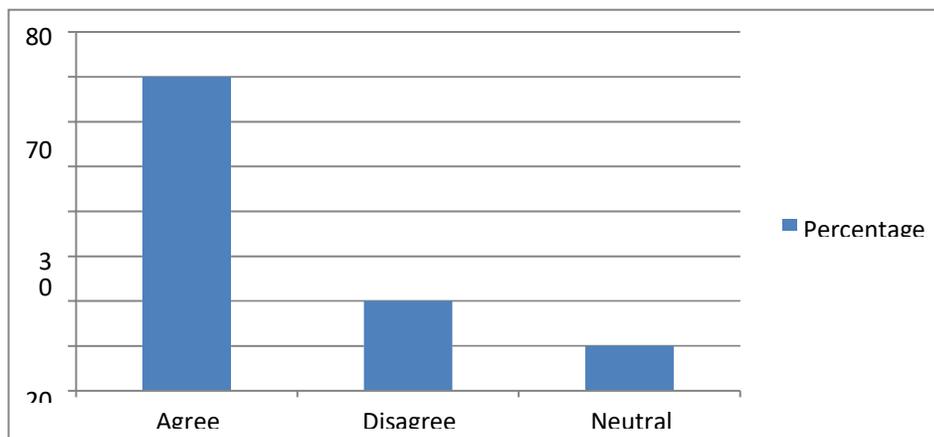


From the above analysis a majority of the respondent are aware about online purchase of sanitation product, 25 percent of the respondent are not aware about online purchase of

sanitation products, 15 percent of the respondent are neutral about purchase of sanitation products.

**Contactless delivery of sanitation products is a reason of influencing consumer preference for buying sanitation products online**

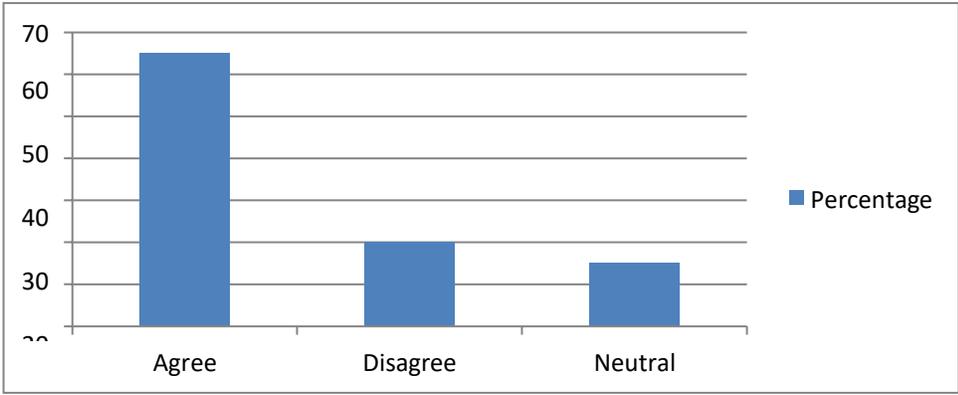
Respondent Opinion	No of Respondent	Percentage	Cumulative Frequency
Agree	84	70	70
Disagree	24	20	90
Neutral	12	10	100



From the above analysis a majority of the respondent are agree with Contactless delivery of Sanitation Products is a reason of influencing preference for buying Sanitation Products online. 20 percent of respondent are disagree with Contactless delivery of Sanitation Products is a reason of influencing preference for buying Sanitation products online. 10 percent respondent neutral with Contactless delivery of sanitation products is a reason of influencing preference for buying sanitation products online.

**Offer/ discount is a reason of influencing consumer preference for buying sanitation products online**

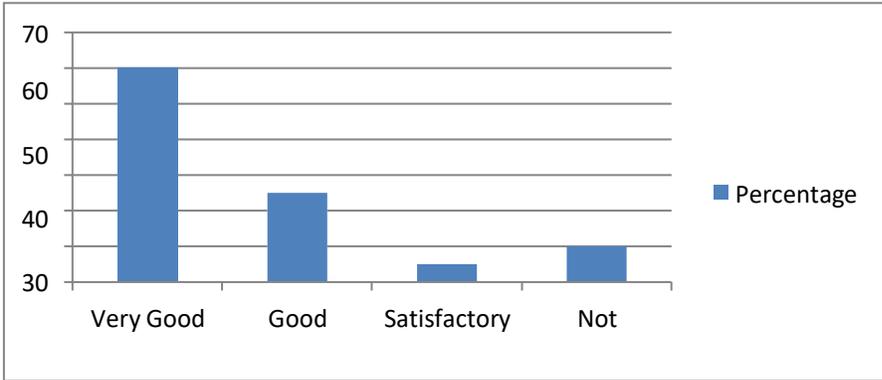
Respondent Opinion	No of Respondent	Percentage	Cumulative Frequency
Agree	78	65	65
Disagree	24	20	85
Neutral	18	15	100



From the above analysis a majority of the respondent agreed with the offers / discount is a reason for influencing preference for buying sanitation products online, followed by 20 percent of the respondent who disagree with the statement. Almost 15 percent of respondent are neutral regarding discount/offer influencing preference.

**Customer relationship management in retailer for online purchasing**

Respondent Opinion	No of Respondent	Percentage	Cumulative Frequency
Very Good	72	60	60
Good	30	25	85
Satisfactory	6	5	90
Not Satisfactory	12	10	100

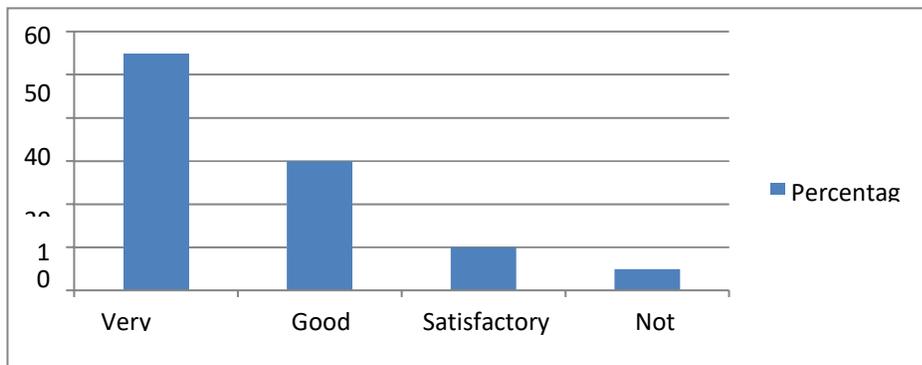


From the above analysis a majority of the respondent say that very good customer relation maintained in retailer for online purchasing, followed by 25 percent of the respondent say that good customer relation

maintained in retailer for online purchasing, 5 percent of the respondent are satisfied with customer relation maintained in retailer for online purchasing, 10 percent of the respondent are not satisfactory with customer relation maintained in retailer for online purchasing,

**Satisfaction Level of Customer with respect to online Sanitation products purchase**

	Respondent Opinion	No of Respondent	Percentage	Cumulative Frequency
	Very Good	66	55	55
	Good	36	30	85
	Satisfactory	12	10	95
	Not Satisfactory	6	5	100



From the above analysis a majority of the respondent experience very good with respect to online Sanitation products purchase, followed by 30 percent of the respondent experience very good with respect to online Sanitation products purchase, 10 percent of the experience satisfactory good with respect to online Sanitation products purchase, 5 percent of the respondent experience not satisfactory with respect to online Sanitation products purchase

**FINDINGS AND CONCLUSIONS**

Findings of this study useful for managerial implications for policy maker to take decisions in such kind of future purchasing behaviour of consumers and appropriate sales promotional techniques to increased sales in Sanitation Products retail business.

1. Majority of the respondent occasionally shopping sanitation products online from the retailer before COVID-19 Pandemic.
2. Majority of the respondent are monthly shopping sanitation products online from the retailer during COVID-19 Pandemic.
3. Majority of the respondent are aware about online Sanitation products purchase.
4. Majority of the respondent are agree with Contactless delivery of sanitation products is a reason of influencing preference for buying sanitation products online.

5. Majority of the respondent agreed with the offers / discount is a reason for influencing preference for buying sanitation products online.
6. Majority of the respondent say that very good customer relation maintained by the retailer for online purchasing.
7. Majority of the respondent experience very good with respect to online Sanitation products purchase.

Awareness level of customer has significant impact on consumer purchase decision towards online Sanitation products purchase . These promotional techniques affect the buying behaviour of consumers. Discount and Price reduction is well-known tool for offering a good reduction in purchase price and have a great relationship with influence the buying behaviour of consumers towards online Sanitation products purchase. Satisfaction level of customer has significant impact on consumer repurchase decision towards online Sanitation products purchase.

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**A STUDY OF CAUSES OF ACCIDENTS AND VARIOUS WELFARE MEASURES  
FOR EMPLOYEES AT C.S.T.P.SCHANDRAPUR****Miss. Manasi M Mahurpawar****SAU. LEENA KISHOR MAMIDWAR INSTITUTE OF MANAGEMENT STUDIES  
AND RESEARCH, KOSARA, CHANDRAPUR****Abstract:**

The main ideal of the study is about the hand wear measures of C.S.T.P.S and various welfare measures applicable to workers. There are substantially two introductory factors characterized for wear measures. First is, the conditions under which work is carried on are not unanimous for health, and second is when a labourer joins an assiduity, he has to work in an entirely strange atmosphere which produces problems of judgement.

The working terrain in an assiduity poorly affects the workers health because of the inordinate heat or cold wave, dust, lack of pure air and sanitation.

The experimenter has taken the simple arbitrary slice fashion to assay the probability of accidents at plant. The data are collected from both primary and secondary sources independently like questionnaire and journals.

In this exploration we have set up the significance of the study. The main significance of this study is that it saves the life of worker. There are some limitations also like this study is only limited to C.S.T.P.S Chandrapur. Only 100 workers are named for this study. This study is only limited for the causes of accidents and safety measures enforced in company.

**Keywords:**

Workers, Welfare, Measures, Industry

**Preface:**

Chandrapur thermal power station (C.S.T.P.S) is positioned near Durgapur village at 6km from Chandrapur megacity. The power station point is located at the centre of coal-fields of this region. Water demand is met from Erai Dam. Water is supplied by 5 figures of channels by graviness inflow and distributed to 2 figures of budgets in C.S.T.P.S. area. Diameter of pipes are 4 lines of 1200 mm dia. PSC pipe. 1 line of 1600 mm dia. M.S pipe.

Further water is used for different purposes as –

- Cooling water system for condenser and factory auxiliaries
- Air exertion and ventilation system

- Ash handling system
- Power cycle make up
- Outfit cooling system
- CPU rejuvenescence
- Coal dust repression system
- Drinkable water system
- Gardening

As per revised announcement of Ministry Of Environment And Forest (MoEF), the limit of specific water consumption is 3.5 lit/kwh. Maharashtra State Power Generation Company Limited( MSPGCL) is committed to achieve this norm. same is being done by strict monitoring of water consumption of each TPS by commercial office.

Chandrapur super thermal power station comprises of 4 x 210 MW units and 2 x 500 MWW units. Another 1x500 MW unit is approved and construction work is in progress. Present generating capacity is 1840 MWW and can meet about 25% of state demand. Considering extension by 1x500 MW, total capacity of this power station will be 2340 MW, loftiest capacity in Asia.

Mahagenco is Maharashtra start run power mileage company. Loftiest overall generation capacity and the loftiest thermal installed capacity amongst all the state power generation mileage is in india. In terms of installed capacity mahagenco is alternate loftiest generation company after NTPC. Only state mileage having balance generation portfolio involving thermal, hydro, gas and solar station .C.S.T.P.S.got NATIONAL PRODUCTIVITY AWARD for better performance -13 times. Incitement AWARD for reduction in sp.fuel oil painting consumption-7 times. INCITEMENT AWARD for reduction in aux.power consumption- 2 times. GRREN TECH AWARD for terrain – 2 times.

Quality circle movement is well established and QC from C.S.T.P.S. achieved excellent and par excellent award in public and transnational conventions.

Hand / labour has an important part in the artificial product. For this purpose the workers has to be duly managed. Whole hearty cooperation of the labour force is needed in order to increase the product & to earn advanced gains. Cooperation of the hand is possible only when they are completely satisfied with their employer & the working conditions on the job. Hand or labour weal is a comprehensive term including varvus services, benefits and installations offered to workers by the employer. Through similar generous borderline benefits the employer makes life worth living for workers. The weal amenities are extended in addition to normal stipend and other profitable prices available to workers as per the legal vittles. According to Dr. Parandikar, "Labour weal work is work for improving the health, safety and general well being and the artificial effectiveness of the workers beyond the minimal standard laid down by labour legislation" . Welfare measures are also provided by the government, trade unions and non-government agencies in addition to the employer. i.e. we can say that labour weal is also a voluntary sweat on the part of the employer or any other agency to provide workers the stylish

working conditions. The introductory purpose of labour weal is to enrich the life of workers and keep them happy and gratified.

**Causes of accidents at C.S.T.P.S:**

- Avoiding uses of safety helmets and shoes.
- Using mobile phones during the work.
- Avoiding safety instructions before starting work.
- Ignoring health issues like heart related problems.
- Avoiding the proper use of necessary defensive outfit, safety appliances and apparel.
- Ignoring regular safety examination by a competent person at suitable intervals of time.

**Scheme for workers in C.S.T.P.S:**

Numerous non statutory weal schemes may include the following schemes:

- Personal Health Care (Regular medical check-ups): Some of the companies provide the installation for expansive health check-up
- Flexi-time: The main ideal of the flexitime policy IS to provide occasion to workers to work with flexible working schedules. Flexible work schedules are initiated by workers and approved by operation to meet business commitments while supporting hand particular life needs
- Hand Assistance Programs: Colorful adjunct programs are arranged like external comforting service so that workers or members of their immediate family can get comforting on colorful matters
- importunity Policy: To protect an hand from bedevilments of any kind, guidelines are provided for proper action and also for protecting the displeased hand.
- Motherliness & Relinquishment Leave : Workers can mileage motherliness or relinquishment leaves. Maternity leave programs have also been introduced by colorful companies. 144
- Medi-claim Insurance Scheme : This insurance scheme provides adequate insurance content of workers for charges related to hospitalization due to illness, complaint or injury or gestation.
- Hand Referral Scheme: In several companies hand referral scheme is enforced to encourage workers to relate musketeers and cousins for employment in the association.
- Subsidized food, Cooperative stores
- Transportation: The Committee on Labour Welfare, 1969, recommended the provision of transport facilities to workers so that they can reach the workplace punctually and comfortably. Most employers have, however, recognized the workers' need for transport services and therefore responded. MAHAGENCO also had provided the facility to its employee at Parli TPS (New) for the hassle free to & down transport.

**Research methodology :**

The research methodology used for studying “A Study Of Causes Of Accidents and colorful Welfare Measures For workers With Special Reference To C.S.T.P.S Chandrapur” is exploratory exploration design and thesis testing exploration design. Analysis and interpretation has been done by using the statistical tools and data presented through tables and maps.

**Data collection:**

The data collected for the study consists of primary data and secondary data.

**Primary data:**

In this study, primary data is collected through labor force interview and questionnaires.

**Secondary data:**

This data is to collected from colorful books, reports, journals, periodical, magazines, web runners, etc.

**Sample design:**

A sample design is definite plan for obtaining a sample from a given population. Sample has been collected by using methodical slice system and stratified slice system.

**Sample universe:**

A sample universe for this study was 100 workers of C.S.T.P.S chandrapur.

**Sample size:**

The sample size of this study is 100 workers of C.S.T.P.S chandrapur.

**Objectives of study:**

- To find out the causes of accidents in C.S.T.P.S, chandrapur.
- To find out the safety measures used by C.S.T.P.S, chandrapur.
- To suggest effective safety measures.

**Method of data collection:**

Exploration is a hunt for data. It answers the questions and gives results to the problems. Research is a systematized inquiry. It seeks to find explanations to unexplained miracle to classify doubtful data and to current the misconceive data compass of the study.

**Scope of the study:**

- To suggest effective safety measures.

- To save lives.
- Colorful preventives taken by C.S.T.P.S to save lot of lives at the time at the time of extremity.

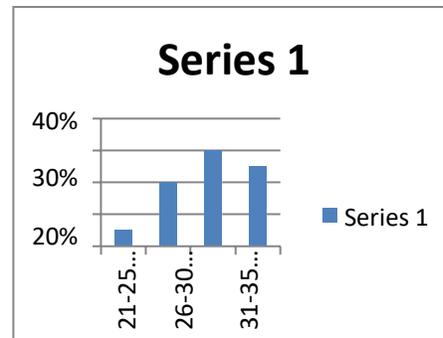
**Limitations of the study:**

- This study is only limited to C.S.T.P.S chandrapur.
- The study is only limited for the causes of accidents and safety measures implemented in company.
- Only 100 workers are selected for this study.

**Data analysis and interpretation:**

**About the age of workers:**

Sr.no	Options	Percentage
1	21-25 yrs	5 %
2	26-30 yrs	20%
3	31-35 yrs	30%
4	36-40 yrs	25%



From the above table it is set up that, 5% workers are of 21 to 25 years of age, 20% are 26 to 30 years of age, 30% of workers are of 31 to 35 years of age, and 25% workers are of 36 to 40 years of age.

**Conclusions and suggestions:**

- STPS CHANDRAPUR maximum workers are of 31 to 35 yrs of age.
- Maximum workers of CSTPS, CHANDRAPUR are from workers class.
- Maximum workers have monthly income 16,000 to 25,000.
- Maximum workers are apprehensive of safety department.
- Maximum workers said that fire extinguishers are available in their association.
- Maximum workers says that ventilation system is veritably good.

- Maximum workers says that accidents noway occurs in CSTPS, CHANDRAPUR.
- Maximum workers of CSTPS CHANDRAPUR are satisfied about safety administration.

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**WORK-FAMILY BALANCE -A CHALLENGE OR ERA OF BEING A SUPERWOMEN****Miss Supriya Sontakke****Research Scholar****Sau Leena Kishor Mamidwar Institute of Management Studies & Research Chandrapur,  
Maharashtra****Abstract**

Over the past few decades, the thing havechange when it cones to work and family life. Years ago men were the providerwhile women stayed home to tend to children and the household. Due to the recession as well as the divorce rat, alot of women now have to take on the role as a provider plus find the time to take care of the household. In today’s Era balancing family and work is a challenge for women.In contemporary society, an increasing number of women find themselves facing the formidable challenge of balancing their career aspirations with the demands of family responsibilities. This complex situation often leads to considerable struggles as women endeavor to navigate between their roles as working professionals and caregivers.

**Key Words:-**Workfamily balance,career advancement , caregivers, Challenge

**Introduction:**

Today’s career women are continually challenged by the demand of full time work and when the day is done at the office, they carry more of the responsibility and commitments at home. When survey is conducted discovered that the majority of women are working 40-45 hours per week and 53% of respondents Report that they are struggling to achieve work/life balance(OSMANIA UNIVERSITY HYDRABAD).

Women Report that their lives are juggling act that include multiple at work, heavy meeting schedule, business trip, on the top of managing the Daily routine responsibilities of life and contribute to productivity and success in the workplace.

There are several societal and cultural factors that contribute to women's struggles in balancing their careers and family responsibilities. Firstly, traditional gender roles and expectations often dictate that women are primarily responsible for childcare and household chores, limiting their opportunities for career advancement. Secondly, societal norms and biases may result in implicit or explicit discrimination against women in the workplace, making it challenging for them to progress

in their careers while fulfilling their family obligations. Lastly, the lack of sufficient support systems, such as affordable and accessible childcare, flexible work arrangements, and supportive family policies, further compounds the difficulties faced by women in managing their dual roles.

1. How do traditional gender roles and expectations shape women's experiences in balancing their careers and family responsibilities?
2. What are the underlying societal norms and biases that contribute to discrimination against women in the workplace, hindering their ability to navigate their professional and personal lives successfully?
3. In what ways can the implementation of supportive family policies, affordable childcare options, and flexible work arrangements alleviate the challenges faced by women in juggling their careers and caregiving responsibilities?

During the last 50 years, there is a change in perception towards women. The participation of women in the mainstream workforce is continuously increasing. They are largely employed in banking, hospitality, health care, and other service sector industries. Even women who work outside home and earn a good income are expected to spend time with children and complete the household works.

Women should work to get financial independence and her income helps the family too. Nowadays, expenses are increasing day by day and this extra income definitely helps the family to overcome the expenses. The families who are having two salaries always can afford the better education for their children, can have better lifestyle, and can plan better savings. Everybody is aware that currently many women got good education and gained skills which are required for the industry. So women should go to work and utilize their skill which helps to the Society.

There is other side of coin always. Married women have more responsibility about their children. Children are connected more to mother, so mother should take care of children. Mother should teach children about society, need of education. If married women become busy with the work, children future will become uncertain. So married women should work as well as concentrate on children career. They should balance their work and personal life

### **Changes and Impacts on family and Individual**

#### **Change**

- Globalization of market
- Tertiarisation of the economy
- Division of responsibility

- Sandwich Generation
- Atypical jobs and work-family balance

**Impact**

- Lack of Time
- Impact on Physical health
- Impact on mental health
- Dissatisfaction with life

**Changes**

**The globalization of markets:**

These economic trends were accompanied by significant changes in the marketplace. The globalization of markets, the proliferation of new technologies and pressures related to competition have led to major changes in the nature and intensity of work time.

**Tartarisation of the economy:**

The presence of women in the job market and the aging of the population have increased demand for services outside of standard work hours. Many women work during the day has increased the demand for weekend and evening services because these women are not available to run errands during the day. In addition, the aging of the population makes the availability of health services 24 hours a day, 7 days a week, necessary.

The presence of women in the job market is one of the factors explaining the expansion of the service sector, and the majority of the jobs in this sector are held by women.

**Division of Responsibility**

The strong presence of dual-earn contribution to the economic stability and responsibilities and the recognition of women's family have led couples to reassess the distribution of family and household tasks, and made it necessary for them to consider the career paths of both spouses. Thus, each member of a couple must now reconcile the requirement of two work environments, while meeting the family needs. A gender-based division of labour still exists and continues to be a strong cause for

concern because women are still largely responsible for ensuring domestic continuity and, as a result, they are often disadvantaged professionally.

**The sandwich generation:**

In addition, the fact that couples are waiting longer to start a family has given rise to the phenomenon of the "in-between" or "sandwich" generation, comprised of those who must care for an aging relative while raising young children. According to survey, more than eight out of ten women are forced to reduce or change their work hours or suffer a reduction in income. Women are more likely than men to experience this situation. On average, women devote 29 hours of care each month to

an elderly parent, whereas men devote 13 hours.

**Atypical jobs and work-family balance:**

Atypical jobs sometimes represent an alternative to traditional employment. Part-time work, for example, has been identified as a means of helping balance work and family life. It is, however, worth noting that many employees do not choose to work part-time. As observed earlier, part-time workers are more likely to be women, but a little probing reveals that they do not all work part-time by choice.

**Impact**

**Lack of time:**

A significant source of stress for parents:

The difficulty of balancing work and family life also results in a higher degree of stress related among other things, to the feeling of not having enough time.

This is particularly true for parents and single mothers, aged 25 to 44 years old, who hold full-time jobs.

**Impact on Mental health:**

A great number of people struggle daily with tension resulting from the accumulation of their roles as parent, spouse, worker and community member. The extent of this problem calls for action on the part of stakeholders and decision makers concerned with public health, because researchers have shown the negative impact of attempting to balance various spheres of life on the health, well-being, marital and family life of individuals.

**Impact on physical health:**

The strain of balancing family life and professional life is linked to mental health problems in parents/workers, but its impact goes beyond these problems. Indeed, individuals experiencing conflict between these two

spheres of life consider their physical health to be worse than that of other people in the same age group. The difficulty of reconciling professional and familial responsibilities has also been associated with an increase in psychosomatic symptoms such as fatigue, lack of appetite and nervous tension.

**Dissatisfaction with life in general and with family life:**

One way to assess the impact of reconciling work and family is to measure the degree of satisfaction felt by individuals with regard to their lives and their work. The difficulty of balancing family and professional life also leads to dissatisfaction with leisure activities.

**Conclusion -**

The current era can be characterized as the "Superwoman era," where women are expected to succeed in both their careers and their family lives simultaneously. However, the reality is that this expectation puts immense pressure on women and poses significant challenges.

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**A study on customer Perception towards online shopping for branded clothes with specific reference to Chandrapur city****Pallavi Madan Satkar****Assistant professor LKM IMSR, Chandrapur****ABSTRACT:**

The Internet has changed the traditional way of customers shopping and buying goods and services. In this rapidly changing age and time, going digital is the new trend. Every brick-and-mortar shop is now trying to create its online presence to stay ahead of the competition. Consumers use the internet not only for online shopping, but also to compare prices, product features and after sale service facilities. Online shopping also known as e-shopping is a form of electronic Commerce which allows Consumers to directly buy goods or services from a seller over the Internet using a web browser. Customers are purchasing the goods and services online because it saves time, and more selection for goods is available as compared to offline shopping. And the most important thing, there is no need to go anywhere one can receive goods at his / her home. The main objective of this research study is to explore & investigate consumer perception towards online shopping for branded clothes. The present research paper has used the Quantitative method to study the consumer perception towards online shopping for branded clothes. The data was collected through Questionnaires This research also aims to find out the key factors like age, gender, and various payment methods that affects the consumer behavior towards online shopping.

Keywords - online shopping, branded clothes, customer Perception

**INTRODUCTION:**

Online shopping refers to the shopping behavior of consumers in an online store or a website used for online purchasing purposes (Monsuwe et al. 2004). Online shopping is the consumers shopping perception to shop online. The people who find it easy to use, useful and enjoyable can accept online shopping. Online shopping has experienced a rapid growth during the recent years due to its unique advantages for both consumers and retailers, such as shopping at round the clock facilities, decreasing dependence to store visits, saving travel costs increasing market area and offering a wide range of products. Online shopping is the consumers shopping behavior to shop online. Not only in urban areas but also in villages, people love to shop online. enormous expansion of Internet in India, the people are taking interest

in online shopping. They can do online shopping while they are sitting in their homes and workplace, after getting good service response, quality of product, competitive price and on time delivery variety of ample of brands through online shopping, they always try to recommend their friends and family members for online shopping.

A brand is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. Brands are used in business, marketing, and advertising for recognition and, importantly, to create and store value as brand equity for the object identified, to the benefit of the brand's customers, its owners, and shareholders.

### **CUSTOMER PREFERENCE TOWARDS ONLINE SHOPPING FOR BRANDED CLOTHES:**

Tremendously and largely expansion of Internet in India, the people are taking interest in online shopping for branded clothes. They can do online shopping while they are sitting in their homes and workplace, after getting good service response, quality of product, competitive price and on time delivery through online shopping, they always try to recommend their friends and family members for online shopping.

At present More and more customers are doing shopping online because variety of products, ease to return policy, availability of every brand with discounted price. The convenience of online shopping is the main attraction of customers. The unique online payment system offers easy and safe purchasing from other individuals. Various demographic factors like age, income, gender, education background also affect the customer's behavior. There are various online promotional tools which attract most of the customers to shop online. In the era of internet technology, wi-fi services and smart-phone gadgets provide so much facility for the consumers to do shopping from anywhere. Many retailers engage their customers in impulse behavior through the usage of visuals and information and through the usage of colored pictures and images of the entire product and offered discount on various products. In description of the entire product and service, online promotions can serve an excellent purpose.

### **LITERATURE REVIEW:**

Kim and Park (1991) stated that the consumers spend more time online for information search and they also found that the Internet is easily accessible Price which is a part of the marketing mix is a factor

used to stimulate the consumer and is also communicator, to negotiate and a competitive weapon. The consumer can use price as a means to compare products, judge relative value for the money, and the judge quality of products. It is estimated that this factor has a considerable influence on the consumers during their online shopping Brassington & Pettitt (2000).

Wang and Emuian (2004) defined online shopping as buying stuff through the internet. The items are usually sent to the buyer's doorstep that you have purchased online.

Sharma and Mittal (2009) said that India is showing tremendous growth in the Ecommerce, in their study Prospects of e-commerce in India. Online shopping shows unlimited potential in India with the population of millions of people. E-commerce has become an integral part of our daily life, and it is a common word in Indian society with websites providing a number of goods and services. Some of these portals provide specific products along with its allied services. Solomon, 1998 in his study Consumer behavior is the study of the processes involved when an individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy needs and desires.

Syed Ahamed. S, Dr A. Ravi (2016) have concluded that Consumers shop for various reasons. Men prefer brands for various reasons especially for garments. They choose products by collecting information or an overview of the products according to the latest trends. Consumers differ according to their shopping frequency and buy the products which satisfy their needs. A brand is a perceived image that resides in the minds of consumers. Thus, purchase of products is

influenced by the brands, purchase habit, personality, social, marketing. And the study tells that the consumers prefer branded dresses and so the manufacturer should focus on design, style, comfort etc.

Mohanraj Palanisamy (2017) This study identifies the purchase preference on apparel brands in Chennai.

**RESEARCH METHODOLOGY:**

Data collection: The study is based on both primary and secondary data.

Sample size: In the study a set of 200 respondents were selected to know about their brand preference.

Sampling design: For the study convenient random sampling method is used.

Tools for analysis: The statistical tools used for the study is Simple percentage analysis.

The study was to examine the attitude of 200 people to fill questionnaire on online shopping based on various questions. Data was gathered through different populations.

**OBJECTIVES OF THE STUDY:**

To know the consumer perception about online shopping for branded clothes To know the consumer preference about online branded clothes.

To find out the factors to buy online branded clothes.

To determine the buying decisions of consumer with regards to online clothes

**LIMITATIONS OF THE STUDY:**

This study is limited to Chandrapur city only, not for the total district.

Only a limited number of sample sizes were taken into consideration because of time constraints.

Those that are using the Internet and like to buy a product online only consider this research.

Due to time and cost constraint the study was not explained in detail.

Table 1 Online shopping for branded clothes Male

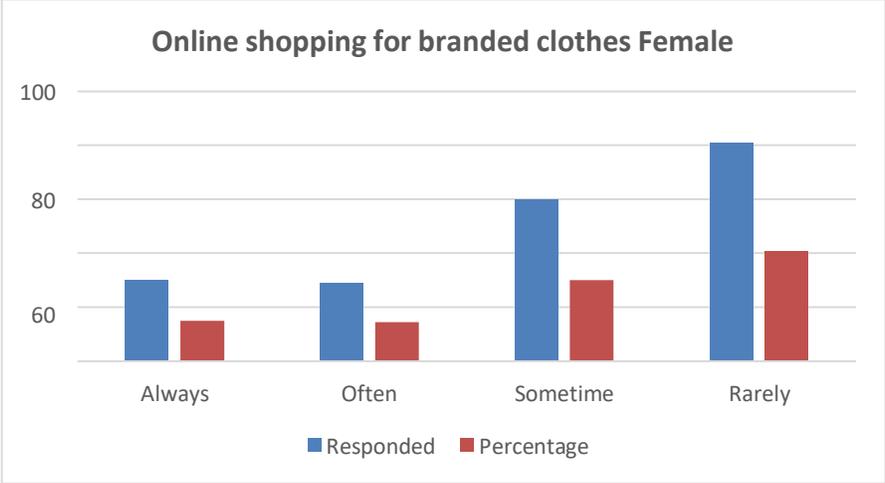
Sr. No.	Online Shopping	Responded	Percentage
1	Always	98	49
2	Often	35	17
3	Sometime	47	23
4	Rarely	20	10



Interpretation: The above table concluded that 49 percent of male always prefer for online shopping for branded clothes.

Table 2 Online shopping for branded clothes Female

Sr. No.	Online Shopping	Responded	Percentage
1	Always	30	15
2	Often	29	14.5
3	Sometime	60	30
4	Rarely	81	40.5



Interpretation: It was observed that 81 female respondent (40%) were rarely shop online for branded clothes.

**FINDINGS & SUGGESTIONS:**

Online shopping is extremely convenient and has become extremely popular. Consumers have shown different buying perception when shopping online as compared to when they are shopping in a physical store. Online shopping is very

convenient and beneficial. It was observed that enormous discount on branded clothes, availability all brands, males are made frequent purchase online for branded clothes.

Majority of the male respondents have buying online branded clothes.

### **CONCLUSION:**

As online stores offer consumers a variety of products and services, consumers could compare product prices from different websites and find the products at lower prices than the prices in the stores. Some websites, offer consumers an auction, coupon, discount, or the best deal. The presence of the Internet transforms the environment that consumers buy via social media platform. Rising fame of social media platforms such as Facebook, Twitter, Instagram, WhatsApp, and YouTube enable consumers to communicate with convenience. Social media changes the consumers behavior and their decision making. It has been identified that social media influences the interaction between consumers and sellers that determines consumers' behavior, awareness and attitudes.

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**To Study the Importance of Leadership Qualities in HDFC LifeInsurance Co. Ltd.,  
Chandrapur**

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### **Introduction**

Leadership and its role are the most concerning issue for the business and organizations now days. The “Leaders are individuals who establish direction for a working group of individuals and who gain commitment from this group of members to established direction and who then motivate members to achieve the directions outcomes”. The term leadership can be viewed through multiple angles and concepts. Traditionally leadership is a set of feature owned by the leader or it is a social phenomenon that comes from relationship with groups.

The Organizational Leadership Organizational leadership is not a magic that one person have and other don't have. It is also not all about the ordered by boss and then observed by him that how much these ordered are obeyed. The leadership of an organization is instead, an ability of management to get and protect the company benefits by realizing employees need and company targets and bringing them together to work in a better environment to achieve the common goals. Organizational leadership has a central role in evolution and cultivating an organization. It can help

the member of an organization and working teams to face the challenges and to work for organizational goal in a worthy way.

Leader/Leadership is about leading the organizations and organizational teams to go somewhere. If the leaders and its people don't know where to go, then leadership means nothing. So it is important for leaders to have a clear vision. If we try to put the light on word vision, it may have different pictures and angels.

### **Company Profile**

HDFC Life Insurance Co. was established on 14th August 2000 and fortunately was the first private player in insurance sector after LIC. The day was 23rd October 2000. It

has done a great job in just 10 years and is giving a tough fight to all the top insurance companies till date. The values and culture of this company is also quite good as compared to other insurance companies. The main purpose of this company is customer's satisfaction. HDFC Life, one of India's leading private life insurance companies, offers a range of individual and group insurance solutions. It is a joint venture between Housing Development Finance Corporation Limited (HDFC), India's leading housing finance institution and Standard Life plc, the leading provider of financial services in the United Kingdom.

## **RESEARCH METHODOLOGY:**

### **Problem of the study:**

Accepting the greatness of organizational change and knowing the fact that practical steps are needed to make things happen, the next question may arise in minds that “who will take initiative to bring these changes for organizations, to take practical steps” and “who will be the person in charge”. Scholars and researchers also agree on the point that role of a leadership/leader is very important while managing organizations or addressing the issue of organizational change. Hence decided to study on importance of leadership qualities in HDFC Life Insurance Co. Ltd., Chandrapur.

### **Rationale of the study:**

To meet the highly competitive and ever changing environment of business and trends, there is a continuous need for organizations to change their business model according to the trends, technologies and future concerns. This demands the most competent leadership for organizations that is not only well capable to understand and analyze the current business needs, but also prove effective and helpful to suggest the most suitable form of a change by using h/her vision and then implement this change by using h/her innovative approach to get that vision successfully.

### **Objectives of the Study:**

- 1) To study the concept of organizational leadership.
- 2) To study the importance of leadership in an organization.
- 3) To study the policies of HDFC Life Insurance Co. for developing leadership qualities in employees.

- 4) To study impact of the leadership qualities of employees on the performance of organization.
- 5) To study the satisfaction level of employees towards policies of the organization.

**Hypothesis:**

- 1) HDFC Life Insurance Co. has very good framework to develop leadership qualities among employees.
- 2) Employees of HDFC Life Insurance Co. has good leadership qualities.
- 3) Employees of HDFC Life Insurance Co. feels motivated while working in organization.

**Nature/ Type of the study:**

The Study is of empirical in nature. The study is mainly based importance of leadership qualities among the employees of HDFC Life Insurance Co., Chandrapur. Researcher will carry out survey among the employees of HDFC Life Insurance Co., Chandrapur and analyze the data. So the study is of exploratory and formulative.

**Universe of the Study:**

For the purpose of the study the present researchers has selected employees working in HDFC Life Insurance Co., Chandrapur as Universe of study.

**Population**

The researcher has selected a mass group as representative as whole.

**Sample and Sample size**

The size of the sample is an important is therefore a small sample properly selected and it is more reliable. The small size of sample is sufficient to study. The data for analysis is collected from 50 employees of HDFC Life Insurance Co., Chandrapur.

**The researcher will meet Some Person like**

- 1) The employees HDFC Life Insurance Co., Chandrapur
- 2) HR manager.

**Sampling Method**

Random sampling method is used as a sampling method

**Method of Data collection:**

Research is a search for facts. It answers the questions and gives solution to the problems. research is an organized enquiry. it seeks to find explanations to unexplained phenomenon to classify doubtful facts and to current the misconceived facts.

**Sources of data:**

Both primary and secondary data have been used.

**1) Primary data:**

The primary data was collected through observation, interview schedules personnel visit to obtain the necessary information. The only instrument used was a structured interview schedules for the study. The interview schedules were given customers for collection of data.

**2) Secondary data:**

Secondary data was obtained from company records, magazines and annual reports etc.

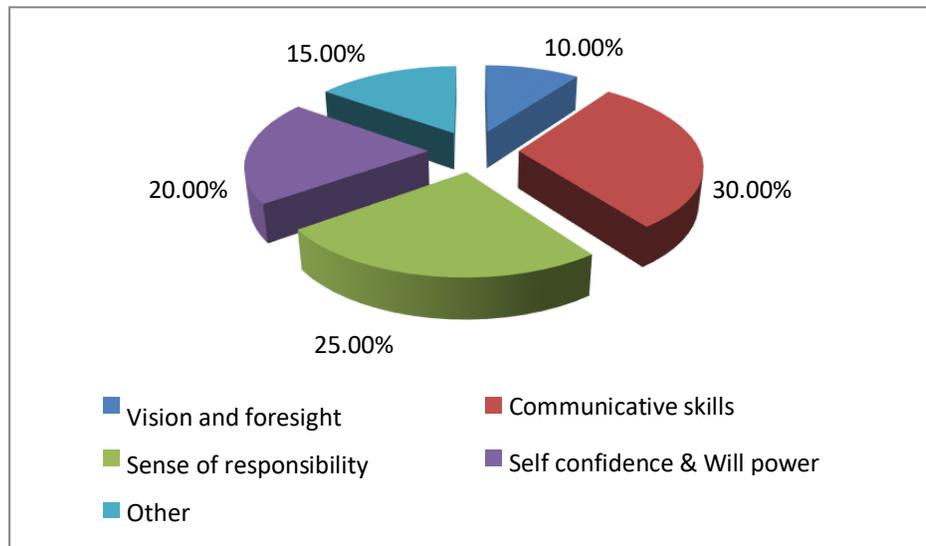
**LIMITATIONS OF STUDY:**

- 1) This study is limited only for HDFC Life Insurance Co., Chandrapur.
- 2) The study is limited only for leadership qualities of employees of HDFCLife Insurance Co., Chandrapur.
- 3) The study is only for the academic purpose.
- 4) The time required for this study was short hence data collected was limited.

**If yes then which type of training:**

Sr. No.	Particulars	Percentage
1	Vision and foresight	10.00%

2	Communicative skills	30.00%
3	Sense of responsibility	25.00%
4	Self confidence & Will power	20.00%
5	Other	15.00%
	<b>Total</b>	<b>100%</b>



**Interpretation:**

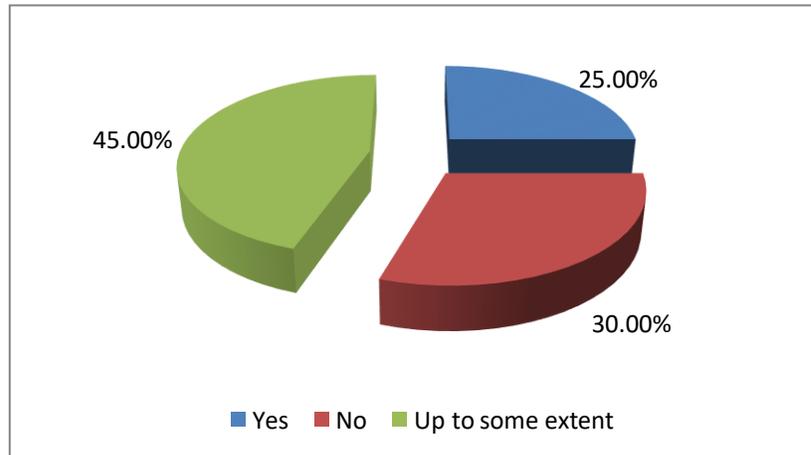
From the above table it is found that out of 50 employees 10% employees said that programs of vision and foresight are conducted, 30% said training on communications skills are conducted, 25% are of the opinion training on self confidence and will power and 15% said that other training programs are conducted to develop leadership qualities in organization.

Hence most of the employees are of the opinion that program on communicative skills are arranged in their organization.

**Are these programs have increased your leadership qualities:**

Sr. No.	Particulars	Percentage
1	Yes	25.00%
2	No	30.00%

3	Up to some extent	45.00%
	<b>Total</b>	<b>100%</b>



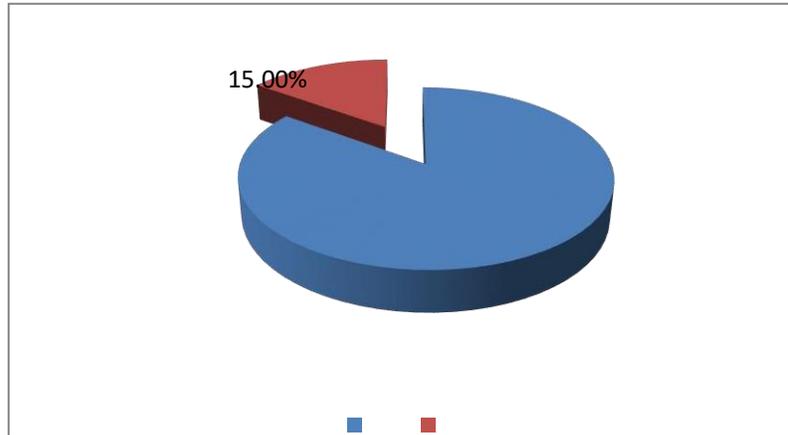
**Interpretation:**

From the above table it is found that out of 50 employees 25% employees said that these training programs increased their leadership qualities, 30% are not agreed with that while 45% said that these programs helped them to increase leadership qualities upto some extent.

Hence most of the employees are of the opinion that program on increased leadership qualities upto some extent.

**Is improved leadership qualities helpful while working:**

Sr. No.	Particulars	Percentage
1	Yes	85.00%
2	No	15.00%
	<b>Total</b>	<b>100%</b>



**Interpretation:**

From the above table it is found that out of 50 employees 85% employees said that improved leadership qualities have helped them in working while 15% are not agreed with that.

Hence most of the employees are of the opinion that improved leadership qualities helpful for better working.

**Conclusion:**

Organizations need strong leadership for optimum effectiveness. Leadership, as we know, is a trait which is both inbuilt and can be acquired also. **Organizational leadership** deals with both human psychology as well as expert tactics. Organizational leadership emphasizes on developing leadership

skills and abilities that are relevant across the organizations. It means the potential of the individuals to face the hard times in the company and still grow during those times. It clearly identifies and distinguishes the leaders from the managers.

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