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IMPACT OF COVID-19 ON THE TOURISM INDUSTRY IN INDIA- AN OVERVIEW

Dr. Dhanashree Pramod Sawant,

Associate Professor,

Dept. of Economics,

Sheth NKTT College of Commerce and Sheth JTT College of Arts. Thane.

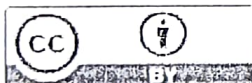
Abstract:

Before the outbreak of COVID-19, the tourism industry was the fastest growing industry all over the world. Many countries in European continent, UAE and South Asian region have been developing the tourism business giving them good revenue.

Among the fast-growing business activities, the tourism industry had occupied a fair position in terms of employment and foreign exchange earning throughout the world as well as India. Available data on tourism indicated that around 9% of the people in the economy are employed in this sector. The foreign exchange earnings from this sector were 5931 million US dollars in 2005-06. India is blessed with a wide and diverse climatic condition, culture, history, beautiful coastline.

Sudden outbreak of COVID-19 has shaken almost all types of economic activities worldwide. Of all these, Tourism industry has been affected the most. The present study focuses on the impact of COVID-19 on tourism industry in India. The study reviewed the online reading material, reports and articles.

It is concluded that with a set of necessary efforts and hygiene maintenance at tourist places, tourists can be assured of security and protection from the disease. This will help tourism industry for its revival.



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Introduction:

Before the outbreak of COVID-19, the tourism industry was the fastest growing industry all over the world. Many countries in European continent, UAE and South Asian region have been developing the tourism business giving them good revenue as well. Indian tourism industry was also growing well. Many countries had recognized the importance of tourism industry in economic development with the falling employment opportunities in traditional regions. This is because tourism industry has not just had positive impact on revenue to the governments, but also it created good impact on direct and indirect employment of people, such as travel agencies, hotel industry, tour managers, tour guides, restaurants, local business, local artifacts and many more.

Among the fast-growing business activities, the tourism industry had occupied a fair position in terms of employment and foreign exchange earning throughout the world as well as India. Available data on tourism indicated that around 9% of the people in the economy are employed in this sector. The foreign exchange earnings from this sector were 5931 million US dollars in 2005-06. India is blessed with a wide and diverse climatic condition, culture, history, beautiful coastline.



Sudden outbreak of COVID-19 has shaken almost all types of economic activities worldwide. Of all these, Tourism industry has been affected the most. The pandemic situation has affected tourism industry consisting of travel business, hotels, restaurants, tour agencies etc. Further leading to unemployment, losses, less revenue to the government and less investment.

Objectives:

1. To study the impact of COVID-19 on tourism industry in India.
2. To review the measures for the revival of tourism industry.

Importance of Tourism Industry:

Broadly, the role of tourism is summarized into following points viz.

- i) Overall utilization of natural resources,
- ii) Increase in foreign exchange earnings,
- iii) Improvement in international trade relations,
- iv) Creation of employment or job opportunities,
- v) Development of markets or business,
- vi) Increase in national income,
- vii) Contribution to the government revenue,
- viii) Helps economic development and
- ix) Regional development.

Having known about the above role of tourism industry, let us study how the tourism industry has been affected severely due to COVID-19 in India.

Review of Literature:

A. Tourism Industry before COVID-19-

1. GDP share of Tourism Industry:

- a. Article by Nidhi Singh, on "The Impact of Covid-19 on Travel & Tourism Industry in India and its Future" on 30th April 2020. In 2018, travel & tourism contributed 9.2% in India's GDP. She also pointed out that the restaurant industry in India, had an annual turnover of ₹4 lakh crore (\$53 billion).

2. Creation of Employment:

- a. Article on "COVID-19 – Impact on Travel and Tourism in India" published on 7th Sept. 2020. As per IBEF report, 4.2 crore jobs were generated in 2019 by tourism industry, however as per FHRAI report 38 million people have lost their jobs due to pandemic. Indian states like, Rajasthan, Goa, Sikkim and Kerala who highly depend on revenue from tourism are severely affected.
- b. In 2018 tourism industry' generated 26.7 million jobs. The author pointed out that the tourism industry not only employed workers in cities but also provided an employment to rural population. Further she gave statistics the tourism sector, stating that it accounted for 12.75% of employment in India, 5.56% of it is direct and 7.19% is indirect. She mentioned that, over 87 million people were employed in the travel sector in 2018-19 in India. This industry provided direct employment to more than 7 million people. Adding to this Singh mentions about India's air transport industry which employed over 400,000 people directly and 940,000 are employed in related supply chains.



- c. Goswami A. & Nirupama S. (2020) stated that the Indian tourism industry employed 8.75 crore people (12.75 per cent of the total employed population in 2018-19). Mostly overing the population from the hospitality industry, tour operators, travel agents, homestay owners, drivers, guides, small traders, artisans etc.

B. Tourism Industry after COVID-19:

1. Impact on GDP-

- a. Goswami A. & Nirupama S. (2020) pointed out that the sector also has strong forward and backward linkages to other sectors such as agriculture, transport, handloom and so on. The authors critically put that the disruptions in tourism sector will render many people in unemployed. Continuing that they stated that the food and hospitality sector is already reeling under pressure from high fixed costs and no footfalls. The authors stated that the Federation of Associations of Tourism and Hospitality Industry (FAITH). has estimated a loss of Rs 10 lakh crore for the industry due to COVID-19. This will also impact inflow of foreign tourists, which means a drastic fall in foreign exchange earnings which was close to Rs 2,10,981 crores in Q1-Q3 2019.ⁱⁱ
- b. Business Standard viewed that the Indian tourism industry's projected revenue loss would be of Rs 1.25 trillion in calendar 2020 as a fall out of the shutdown of hotels and suspension in flight operations after the onset and spread of the coronavirus (Covid-19) pandemic.ⁱⁱⁱ
- c. During April-June, the Indian tourism industry is expected to book a revenue loss of Rs 69,400 crore, denoting a year-on-year (y-o-y) loss of 30 per cent.^{iv}

2. Impact on Employment:

- a. Goswami A. & Nirupama S. (2020) stated that the Indian tourism industry employed 8.75 crore people (12.75 per cent of the total employed population in 2018-19). Mostly overing the population from the hospitality industry, tour operators, travel agents, homestay owners, drivers, guides, small traders, artisans etc. So, it can be said that due to COVID-19, tourism industry's employment has reduced to that extent.
- b. As per Nidhi Singh also tourism industry has lost 12.75% of employment in India, 5.56% of it is direct and 7.19% is indirect. Further The restaurant industry in India, which created jobs to more than 7 million people has been lost. She also pointed the loss of employment in India's air transport industry which employed over 400,000 people directly and 940,000 are employed in related supply chains.

3. Impact on Foreign Exchange Earnings-

- a. An article in the *Business World* stated that "During H2 2020, assuming the virus impact subsides, we expect FTAs to still be lower affecting the FIEs (foreign exchange earnings) by about 50 per cent to reach Rs 56,150 crore vis-à-vis Rs 112,300 crore during H2 2019," the report said.^v
- b. Aviation business has been affected due to the pandemic situation. "It is one of the biggest hit industries, this sector has a high probability of suffering most from the recession without the direct intervention from the government. Since people are unlikely to travel for leisure for months to come, it will impact the inflow of tourists in all the countries drastically reducing the money flow in this sector."^{vi}

4. Impact on Domestic tourism:



- a. Given various travel restrictions imposed by the Indian government as well as governments across the globe, forward bookings for various conferences and leisure travel bookings to foreign destinations have already been cancelled. In India, most of the summer holiday bookings (for the states of Kerala, Rajasthan and Goa) have also been cancelled (about 40-50 per cent), thereby impacting domestic tourism.
- b. "The National Restaurant Association of India (NRAI) which represent the majority of Indian restaurants had advised its members to shut down their dine-in services when the lockdown began which majorly impacted the dine-ins, pubs, cafes and also food delivery platforms such as Swiggy and Zomato which faced drop of 60% in revenue."¹⁰

5. Impact on MSME sector:

- a. Pravakar Sahoo, Ashwani (2020) estimated that India's MSME sector may have a decline of 2.1 per cent and this loss of 5.7 per cent. The writers further evaluated that, the loss is more skewed in manufacturing sector to the tune of 3.5 per cent in scenario A and 8.3 per cent in the scenario D. further they stated that the MSMEs dealing in trade and other services activities can bear the decline in GVA in the range of 1.4-4.5 per cent. So, they concluded that the impact of the pandemic across sectors and in different scenarios of complete and partial lockdown and at different levels of capacity utilization is massive on the Indian economy. The impact is particularly severe on trade, manufacturing and the MSME sector which contribute substantially to India's employment and growth.¹¹

Methodology:

Different online material has been referred to understand the statistics of the COVID-19 issue. Government surveys and reports are also reviewed to study the issue.

Findings:

It is found out that the tourism sector has been hit worse than any other sector due to COVID-19. Tourism sector has been most affected - foreign exchange earnings from international tourism but also affected domestic tourism in India.

Though the majorly affected sectors include travel and tourism, logistics, auto, metals, drugs and pharmaceuticals and retail, among others, education as we know it, has completely changed and is impacted too.¹²

Suggestions:

It is suggested to identify areas, where public-private partnership approach and collaborative management can be prevailed for the development of tourism industry is necessary for the revival.

It is suggested to provide sanitary and hygiene services at the tourist spots and use of these should be mandatory for hotels, restaurants, and other eateries.

It is suggested that promotional efforts are to be undertaken to publicize tourism spots and its hygiene efforts.

More publicity of the government efforts to develop tourism sites of Indian states need to be given.

People should be assured of the availability of immunity foods, yoga or medical tourism

summary and Conclusions:

It is summarised that the tourism industry after the pandemic can be revived. With the introduction and enforcement of precautionary steps to control the disease, the tourism industry can regain its past status.

It is concluded that slowly the domestic tourism in India is trying to improve the tourism business in prominent tourist places in different states of India. It can be expected that the international tourism would also regain its position in near future.



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- ^{vii} ibid
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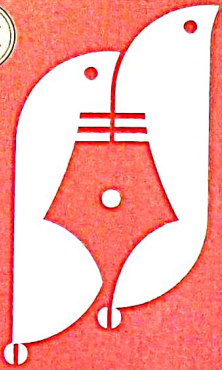
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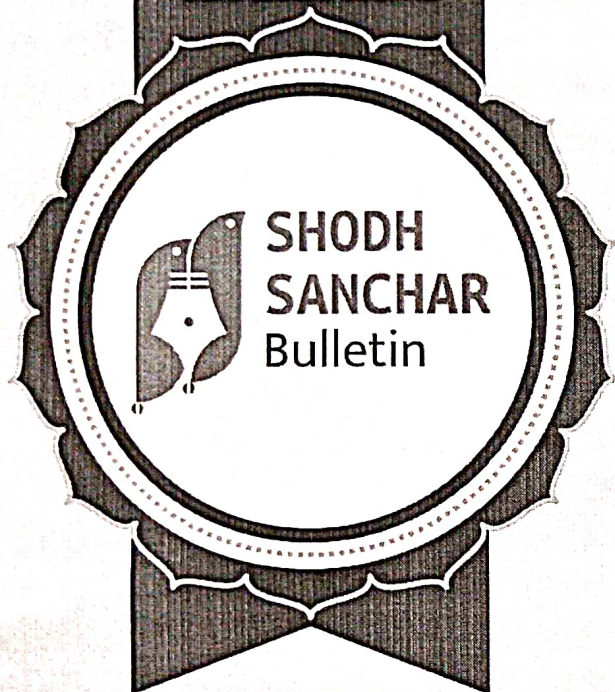


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Authored by

Ms. Dipalee B. Mulmulay

Sheth N.K.T.T. College of Commerce
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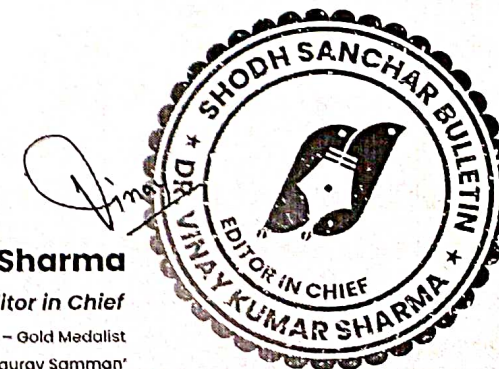
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AN ANALYSIS OF AWARENESS AMONG LEGAL PRACTITIONERS ON LEGAL
ISSUES INVOLVED IN NRI MARITAL DISPUTES

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AN ANALYSIS OF AWARENESS AMONG LEGAL PRACTITIONERS ON LEGAL ISSUES INVOLVED IN NRI MARITAL DISPUTES

Ms. Dipalee B. Mulmulay

ABSTRACT

A sound and healthy marriage system is a root of Indian culture. However there has been tremendous growth in fake/fraudulent NRI marriages resulting in great hardships for abandoned Indian wives and their minor children. Legal practitioners are the protectors of justice and in any legal system. However due to non-implementation of Uniform Civil Code, Indian advocates face challenges to be thorough with various personal laws to deal with any marital issue. In NRI marital dispute, this challenge becomes an even more complex problem, as knowledge of Indian personal laws is not sufficient and he has to get himself informed about Foreign law which is applicable and provisions of Private International law. This paper is an attempt to analyse awareness among Indian lawyers about complexity of Indian and foreign laws associated with NRI marital disputes.

Keywords – NRI, Legal practitioners, marital disputes, Bill, Personal laws, Private International Law.

INTRODUCTION

In modern India, the very root of the marriage system and its sanctity has come to stake because of failed/fraudulent NRI marriages and marital grievances arising from them. As per Section 6 of the Income-tax Act, NRI is defined as “an individual is said to be non-resident in India if he is not a resident in India.

And an individual is deemed to be resident in India in any previous year if he satisfies any of the following conditions:

1. If he is in India for a period of 182 days or more during the previous year; or
2. If he is in India for a period of 60 days or more during the previous year and 365 days or more during 4 years immediately preceding that year.

However, in respect of an Indian citizen and a person of Indian origin who visits India during the year, the period of 60 days as mentioned in (2) above shall be substituted with 182 days. The similar concession is provided to the Indian citizen who leaves India in any previous year as a crew member or for the purpose of employment outside India.”

Though one cannot deny that there can be injustice caused by NRI wife on Indian husbands, very rarely such disputes are reported. Typically, most of the cases reported are related with injustice caused to Indian wife by NRI husband. According to the Parliamentary Standing Committee on “The Registration of Marriage of Non-Resident Indian Bill, 2019” noted that 5,298 complaints have been received related to NRI marital grievances between January 2016 and October 2019. The problem Fake/fraudulent NRI marriages cause great physical and mental torture and agony not only to Indian wives, but also to their parents and their minor children. Day by day the craze among Indian girls to marry NRI husband is growing day by day. The prominent reason behind this is the respect the person gets if he is NRI. There are many other reasons as well behind interest of Indian girls behind such marriages and their increasing number, such as professional opportunities, not having adequate career opportunities in India, escape route for solemnizing inter caste or inter religious marriages, hope and expectation of economic wellbeing, glamour, freedom and liberal lifestyle. Another prominent reason



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Impact of Global Economic Slowdown on Indian Automobile Sector

* Ms. Geetanjali B. Chiplunkar

Introduction:

According to current scenario, Indian economy is the fifth largest economy in the world. In 2019 GDP of India was \$ 2.94 trillion which was more than United Kingdom and France. In Purchasing power parity, India's GDP was \$ 10.51 trillion which is higher than Japan and Germany. From 2014 to 2018, an annual average GDP growth rate has been between 6% to 7% which turned India into fastest growing major economy. According to World Bank report 2018, the annual growth rate of India's GDP was 6.8% which was more than GDP growth rate of Australia (2.9%), China (6.6%), Germany (1.5%), United Kingdom (1.4%), USA (2.9%) and UAE (1.9%). Important factors for this growth are a young as well as increasing working age population, increasing literacy rate, increasing per capita income resulted into increase in demand for consumer goods etc. In spite of these entire strengths India's growth rate was marked as slowest in the last six years. In first quarter of financial year 2020, GDP growth rate was 5% and in second quarter it was marked as only 4.5%. However Indian economy experienced economic slowdown i.e. slow economic growth from the year 2018. Demonetization, introduction of GST, collapse in private consumption and investment, higher debts etc. are responsible for economic slowdown in India. This slowdown is experiencing by

* Assistant Professor, Dept. of Economics, Sheth NKT College, Thane (W)

some of the very significant sectors like FMCG, automobiles, steel, consumer durables and real estate. This paper will focus on impact of economic slowdown on Indian automobile industry.

Objectives of the Study:

1. To understand the causes of global economic slowdown.
2. To evaluate the effect of economic slowdown on Indian automobile industry.
3. To suggest some constructive measures to recover automobile industry in India from economic slowdown.

Research Methodology:

This paper is based on Primary as well as secondary data. Primary information was collected from different automobile companies through interview method and secondary data collected from sources like various reports of the government, websites of different automobile companies, newspapers, articles and research papers etc.

Brief Information about Automobile Industry in India:

The Indian automobile industry includes two-wheeler, three-wheelers, cars, buses and trucks. Before independence India was the major importer of vehicles. It only concentrates on servicing, dealership, financing and maintenance of vehicles. After independence Indian automobile industry experienced certain changes. Now India is known as Asia's 4th largest exporter of vehicles after Japan, South Korea and Thailand. Now India is one of the largest markets in the world in case of automobile sales. In the year 2017-18 automobile industry registered double digit growth rate. The automobile industry in India observed sales growth of 9.2% with total sales of 4.02 million units during the financial year 2018-19. Maruti Udyog Ltd., Ashok Leyland, General Motors in India, Ford India Ltd., Eicher Motors, Bajaj Auto, Daewoo Motors India, Hero Motors, Hindustan Motors, Hyundai Motors India Ltd., Royal Enfield Motors, Telco, TVS Motors, DC Designs and Swaraj Mazda Ltd. are the top and major manufacturers in Automobile industry in India. According to report of Department of Industrial Policy and Promotion (DIPP) Indian automobile industry has attracted Foreign Direct Investment (FDI) worth US \$ 20.85 billion during the period 2000 to

2018. According to The New York Times, India's strong engineering base and expertise in the manufacturing of low-cost, fuel-efficient cars has resulted in the expansion of manufacturing facilities of several automobile companies like Hyundai, Nissan, Toyota, Volkswagen, and Maruti Suzuki. Renault, Datsun, Honda, Toyota, Nissan, BMW etc are the foreign automotive companies that manufacture and market their products in India.

Impact of economic slowdown on automobile industry:

From the last 11 months automobile industry in India is showing decline in growth. The automobile sector, which contributes more than 7% of India's GDP, one of the biggest employment providers is facing one of its worst downturn. Domestic sales across passenger vehicles (PVs), commercial vehicles (CVs) as well as two- and three wheelers fell 12% year-on-year. The slowdown across the automobile sector has finally begun to impact the jobs within the sector. This slowdown was started from July 2018. Companies have, therefore, started to go for production cuts. Several companies such as Maruti Suzuki, Tata Motors, Ashok Leyland, among others have cut vehicle production for the days and weeks. Decrease in production leads to the increase in unemployment as companies started labour cut especially contractual employees. Companies are offering VRS to their old employees. Number of employees loses their jobs from automobile showrooms, service centers, suppliers. Economic slowdown affects top automobile companies in India which is shown in following table-

Table - 1 Total sales of vehicles by top automobile companies in India

Name of the Company	Total Sales (Domestic and Export)		% Change in total sales
	2018-19	2019-20	
Maruti Suzuki	1,555,691	1,332,395	-14.4%
Tata Motors	421,359	305,491	-27%
Ashok Leyland	14,718	10,378	-29%
Bajaj Auto	3,93,089	3,54,913	-10%
Hero Motors	5,82,660	5,01,622	-13.9%

Source- Data published in Economic Times, February 2020

The above shows that 5 top automobile companies in India has experienced negative growth due to economic slowdown in their total sales of current year as compared to last year. The automobile industry in India has been experiencing major stagnation for the past four quarters of the financial year 2019-20. Some of the important reasons for this slowdown are:

- Due to higher GST, customers are postponing their demands for the purchase of new automobile. Customers are also expecting discounts in the price especially in rural areas.
- NBFC crisis had curtailed financing to new vehicles at the same time NBFCs were financing customers who were not preferred for financing by banks. Hence, revival of lending by NBFC is critical for demand revival.
- In next two years, vehicle prices are estimated to be rise; insurance cost also rose due to higher GST. This increase in vehicle prices can restrict the recovery.
- Automobile industry is facing high competition from pre-owned car market. Demand for new car is shifting towards a pre-owned car market because of significantly lower costs of second-hand vehicles as compared to the new ones. The pre-owned car market in India has been expanding considerably in the past few years.
- The increased availability of rental automobile such as Ola, Uber and other companies, promotes consumers to rent vehicles instead of buying them.
- Factors like the lack of a clear migration policy towards Electric Vehicles (EV) creates confusion among buyers, deficit monsoon and liquidity crunch in the economy are also contributing towards a reduction in auto sales.
- In July 2018, the government increased the official maximum loadcarrying capacity of heavy vehicles by 20-25% with the aim of bringing down logistics costs. However, the decision adversely affected the sale of automobiles, particularly commercial vehicles and is believed to have a weightage of 10% in explaining the decline in the auto industry sales.

Suggested Measures to recover automobile industry from economic slowdown:

- Government should revise the GST. Government can modify the slabs or can remove the cess.
-
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- Government can reduce registration fees, which have gone up very substantially and a roll back of the increases in road tax mandated by state governments after the introduction of GST.
- The industry has also been demanding that banks and other lenders pass the cut in rates by the Reserve Bank of India (RBI) to the consumers so that demand is revived. The auto industry needs to lend support for suppliers as well as the dealers.
- The government can develop India as a global manufacturing and R&D hub for automobile sector.
- There is a provision of income tax benefit on interest paid on Housing loan. A similar scheme on interest paid on car loan should be introduced.
- The government of India encouraged foreign investment in the automobile sector and allowed 100% Foreign Direct Investment (FDI) under the automatic route.

Some of the recent initiatives taken by Government of India for strengthening automobile industry are:

- Under Union Budget 2019-20, government announced to provide additional income tax deduction of Rs 1.5 lakh (US\$ 2,146) on the interest paid on the loans taken to purchase EVs.
 - The government aims to develop India as a global manufacturing centre and an R&D hub.
 - The Government of India is planning to set up R&D centres at a total cost of US\$ 388.5 million to enable the industry to be on par with global standards.
 - The Ministry of Heavy Industries, Government of India has shortlisted 11 cities in the country for introduction of electric vehicles (EVs) in their public transport systems under the FAME (Faster Adoption and Manufacturing of (Hybrid) and Electric Vehicles in India) scheme. The government will also set up incubation centre for start-ups working in electric vehicles space.
 - In February 2019, the Government of India approved the FAME-II scheme with a fund requirement of Rs 10,000 crore (US\$ 1.39 billion) for FY20-22.
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Conclusion:

Global economic slowdown affects almost all the sectors of an economy. The automobile industry also coincides with an overall economic slowdown. However Automobile sales in India across categories declined 19.08% in February 2020 as economic slowdown continued to hit demand, besides lower production in view of transition to BS-VI emission norms affecting wholesale dispatches. Hence, government intervention is needed before there is further deterioration in sales because the auto industry has a multiplier effect on the economy, with linkages to consumer demand and industrial demand. The need of the hour is a corrective course of action by the government that will at least stop vehicle sales from falling further.

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Certificate

This is to certify that the Research paper entitled "Impact of Global Economic Slowdown on Indian Automobile Sector" submitted by Ms. Geetanjali B. Chiplunkar has been published in "Excel's International Journal of Social Science and Humanities (An Peer Reviewed International Journal)" Vol. 1 No.17 **May 2021** Issue, ISSN 2277-7539 (Print) Impact Factor 5.631 (SJIF). The Research contribution was greatly appreciated and well received by the Review Board Members. The excel publication house would like to express deep sense of gratitude for your esteemed contribution.

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Saumya Rai

Assistant professor, **Sheth NKTTC college of Commerce and Sheth J.T.T. College of Arts,**
Thane (W).

For the paper entitled

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A STUDY ON IMPACT OF SOCIAL MEDIA ON BUYING BEHAVIOR OF YOUNG MINDS

Saummya Rai

Assistant professor, Sheth NKTT college of Commerce and Sheth J.T.T. College of Arts, Thane (W).

Abstract:

Social media is the most recent form of media and have also gained astounding worldwide growth. It has become a part of everyone's life. Social media is a very broad term and really encompasses several different types of media, such as videos, blogs, etc. It is a place where you can transmit information about other people. Social media is a vehicle for communication and it let everyone share content that other people can share, in turn, with their online connections. It provides young people with a range of benefits and opportunities to empower themselves in a variety of ways. Young people can maintain social connections and can access more information than ever before. It has become a place where we spend many hours of the purpose of business or leisure or socializing with others or other purposes. The present study attempts to find out the impact of youth in the usage of social media especially college students in various fields of arts and commerce streams. The study compromises of 130 students selected randomly from various academic institutions in Thane city.

Keywords: Social media, youth, buying behaviour.

Introduction:

As per oxford dictionary social media are interactive technologies that allow the creation or sharing/exchange of information, ideas, career interests, and other forms of expression via virtual communities and networks.

Nowadays the cost of attracting customers can be massive, so it's important to keep them while we engage with them. Engagement will exist if the consumer is interested in buying and consuming more goods. Constructing a powerful brand with a positive viewpoint leads to the brand being the preferable and unique and over time the brand loyalty will be built. Modern consumers are exposed to a great number of advertising messages daily, as a result of which they quickly react by buying.

Media has a vital role to play in enhancing desires among females to buy various products ranging from foods to cosmetic. All formats of media including print, electronic and social media have become the most effective factor influencing consumers especially those housewives who watch television and use online networking sites to purchase different goods.

Social media is the most recent form of media and have also gained astounding worldwide growth. It has become a part of everyone's life. Social media is a very broad term and really encompasses several different types of media, such as videos, blogs, etc. It is a place where you can transmit information about other people. Social media is a vehicle for communication and it let everyone share content that other people can share, in turn, with their online connections. It provides young people with a range of benefits and opportunities to empower themselves in a variety of ways.

From the beginning of the 21st century, social media is in progress. People belonging to different age groups use social media. Social media plays a vital role in life. Information Technology (IT) changed the living standard. These tools provide several ways of interaction and different opportunities to learn foreign languages through worldwide. The world become a global village due to social media. Users can connect with other people within seconds and share their ideas and give comments by video conferencing. People of different culture can also talk on any issue. Social media links the people to their culture by showing different documentaries. Students use social media for learning purpose, for entertainment, and for innovation.

A social media is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. The impact of social networks on young people is significant. It is becoming increasingly clear that social networks have become part of people's lives. Many adolescent people are using their laptops, tablet computers and smart phones to check Tweets and status updates from their friends and family. Due to the advancement in technology, people are pressured to accept different lifestyles. Social networking sites can assist young people to become more socially capable. Social media is a web-based form of data communication. Social media platforms allow users to have conversations, share information and create web content. Social media has different forms, together with blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Billions of people around the world use social media to share information



and make connections. On an individual level, social media allow us to communicate with our friends and relatives, gain knowledge of new things, develop your interests, and be entertained.

Social Media is a innovative idea with a very brilliant opportunity with additional scope for advancements. With the advancement of social media many organizations are making use of this medium to better their practices. With the use of social networking we can advertise or communicate in a more efficient way. Likewise people don't have to rely on the media or TV to get their daily dose of news it can all be obtained from a social networking site. People can track or get information from all over the world.

The social networking site on (SSN) is a platform for providing the youth a golden opportunity in exchanging knowledge, finding employment and social quotient among them. The youth specifically interested and sharing the personal experience, video and picture. There are two main impacts one is positive impact, and other one is negative impact. The Positive impact deal with the SNS helped for youth population in a various aspect. Now a day the young population lived in various location to share material on an experience person and using the research purpose.

Review of literature:

Paul Kirschner and ArynKarpinski define Facebook and other social network sites as an online directory that allows people to find their friends, family and colleagues through looking them up on social network sites (Kirschner and Karpinski, 2010). Curtis states that teens all over the world are starting to lose interest in the use of Facebook and are using Snapchat, Twitter and Instagram (Curtis, 2013). Victoria Rideout states that, among the younger generation, the time they spend on social media, what she calls 'entertainment media' is "more than twice the average amount of time spent in school each year." (Rideout, 2012, p. 5) .She also adds that an American child spends on average seven and a half hours a day just for having fun on the media, not only that, but they multi-task, between all the different media they use. For example, they can be listening to music, sending a tweet and also posting on Facebook. Rideout says, that since social media is seven days a week, unlike school or having a full-time job, over the years the amount of time one could spend over the internet "has exploded" (Rideout, 2012, p. . Abelardo Pardo believes that technology offers a platform for innovation, and allows its users to express their opinions about how they feel towards the information being published. He adds that, social media is also a platform that allows students to interact with one another, with their teachers and communities that share their same education. Pardo also states that these types of interaction are "an essential part of how humans learn." (Pardo, 2013, p. 45) Kirschner and Karpinski, discuss Wim Veen's new term, "Homo Zappiens", which refers to the learners of the new generation, and the new way they use to learn. This new way is known as "meta-cognitive skills," meaning they learn on their own without the need for instructions, it is also called "discover-based learning." They also add that, the younger generation shares an unclear bond with technology since their birth, leading them to multi-task. They note that 46% of the younger generation who access the internet use it to help them with their school assignments (Kirschner and Karpinski, 2010). June Ahn discusses in her research a theory called 'Signalling Theory', this theory refers to how individuals on social network sites present themselves, and develop their identities and build trust with others. She also adds that, by having many friends on the different platforms, this causes the individual to lose the trust of their friends because they start adding people they do not know, to show others how popular they are (Ahn, 2011b).

Objective of the Study

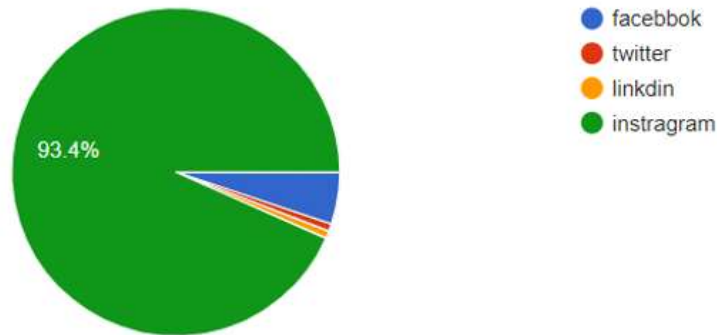
- To understand social media and its various uses.
- To understand buying behavior of young people on social media platform.
- To analyze various factors like convenience, brand awareness, variety, accessibility etc.

Research Methodology: A sample of 136 students were taken. Questionnaire was designed to collect primary data from the selected sample. In questionnaire, Likert scale (Strongly Agree, Agree, Disagree and Strongly Disagree) was utilized.

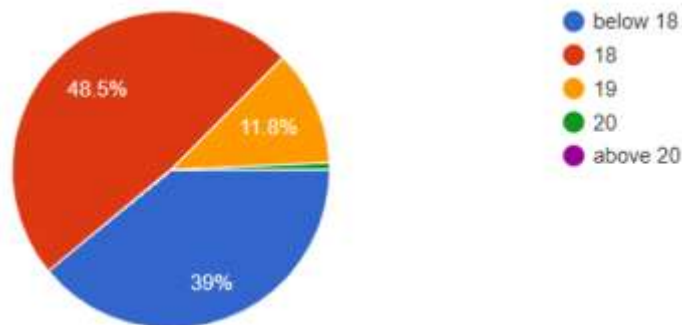
Research Findings:



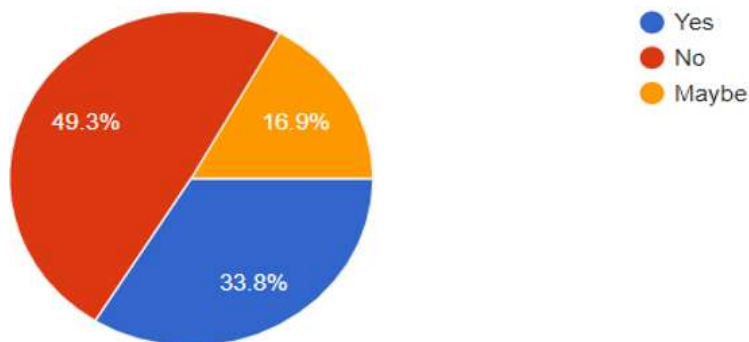
1) Type of social media platform.



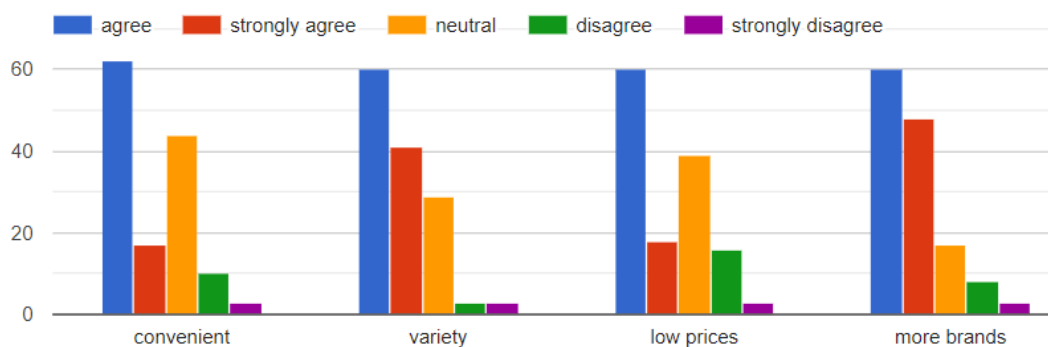
2) Age



3) Social media purchase by the youth

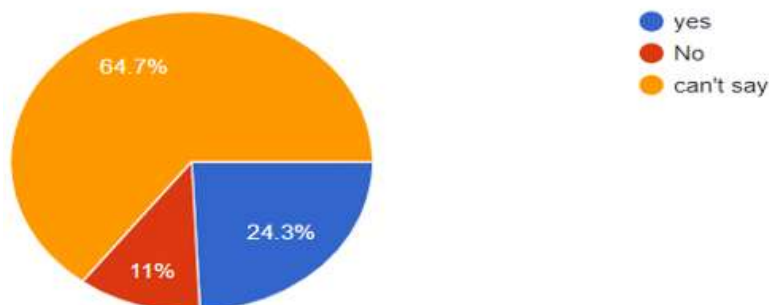


4) Use of social media for purchases





5) Is social media safe?



Conclusion: New media have been established over the last decades. An increasingly critical place in the lives of young people, providing numerous challenges and opportunities. Social media is one of the fastest modes of communication and it has huge impact in shaping the personal lifestyles of youth. As the impact of new media continues to expand, it will be important to develop evidence-based approaches to encouraging and making more effective use of social media in young people. From the above data, it can be concluded that youth still uses social media for entertainment purpose. Most of our younger generation is not using social media to its full potential and still using conservative buying techniques.

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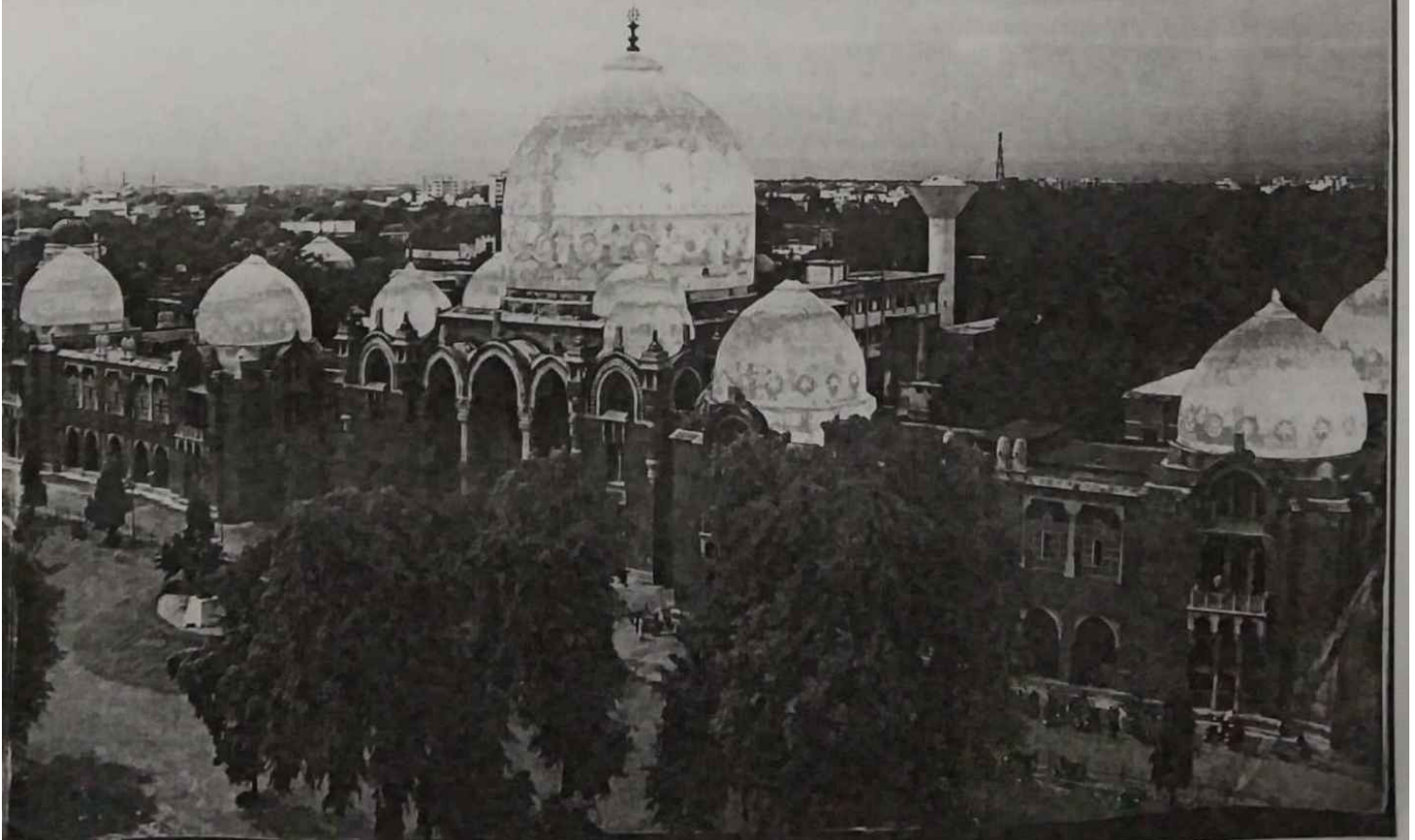


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A study of affordability of consumers during Covid pandemic and impact of gender on buying decisions of consumers


PDF

Dr. (Ms.) H.A.Chande

Abstract

Gender affects buying decisions of consumers. Women seem to find pleasure and satisfaction while they shop. Covid pandemic has contributed to a change in the working pattern. Work from home became more acceptable pattern of work which is expected to lead to saving of travelling expenses. Present paper attempts to find impact of gender on buying decisions of consumers and attempts to find out whether there is any change in the consumption pattern due to saving in travelling expenses. Researcher found no significant association between the impulsive buying of necessity products across the Gender of

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Associate Professor and Head, Department of Economics, Sheth N.K.T.T. College of Commerce and Sheth J.T.T. College of Arts, Thane, Maharashtra, India.

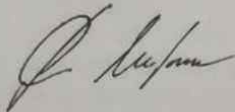
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A study of affordability of consumers during Covid pandemic and impact of gender on buying decisions of consumers

Dr. (Ms.) H.A.Chande

Associate Professor and Head, Department of Economics, Sheth N.K.T.T. College of Commerce and Sheth J.T.T. College of Arts, Thane, Maharashtra, India.

Abstract

Gender affects buying decisions of consumers. Women seem to find pleasure and satisfaction while they shop. Covid pandemic has contributed to a change in the working pattern. Work from home became more acceptable pattern of work which is expected to lead to saving of travelling expenses. Present paper attempts to find impact of gender on buying decisions of consumers and attempts to find out whether there is any change in the consumption pattern due to saving in travelling expenses. Researcher found no significant association between the impulsive buying of necessity products across the Gender of respondents. The affordability of the respondents to buy more products during Pandemic as they are saving on travel expenditure is found to be significantly different.

I. Introduction

Buying decisions of consumers are affected by gender. Covid pandemic has contributed to a change in the working pattern. Work from home became more acceptable pattern of work, leading to saving of time and cost to travel to workplace. In present paper researcher attempts to find out impact of gender on buying decisions of consumers and whether there is any change in affordability of consumers during Covid pandemic as they are saving on travel expenses.

II. Review of literature

According to Bakshi swarna (2020), men and women work differently with regard to the need recognition through the evaluation of alternatives to the post purchase behaviour with different types of stimuli and different parameters of evaluations. Women seem to find pleasure and satisfaction while they shop whereas men appear to be more disdain towards shopping. Study by V. Vijaya Lakshmi et al. (2017) pointed out that men and women approach shopping with different motives, perspectives, rationales, and considerations. Gender has an important role in consumer behaviors. The differences between men and women about expectation, want, need, life-style etc. reflect to their consumption

behaviours. According to Maria Nicola et.al. (2020) savings on petrol will not lead to rise in expenses by consumers as there is uncertainty about jobs and also as they are instructed to practise social distancing.

III. Research Methodology

Objectives

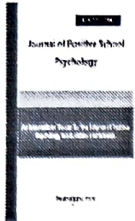
1. To study whether impulsive buying of necessity products is dependent on Gender.
2. To compare across gender whether making purchases make the respondents feel better.
3. To study whether purchases made during Covid pandemic made the respondents happy
4. To study whether respondents can afford to buy more products during Pandemic as they are saving on travel expenses.

Hypothesis

1. There is a significant association between the impulsive buying of necessity products across the Gender of respondents.
2. There is a significant association between 'feeling better about purchase' and the Gender of respondents

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Blended Teaching-Learning System, a new option for system in post-COVID period- A case study of Thane Colleges

Dr. Dhanashree Sawant

Vice Principal, Sheth NKT College, Associate Professor, Dept of Economics, Affiliated to Mumbai, Thane, Maharashtra, India.

Email: dpssawant@gmail.com

Abstract –

In the Post-COVID era, the different sectors have undergone massive changes, the not an exception to this. Educationists, students and policy makers and other stake giving their opinions and suggestions with respect to new education system. A Learning System (BTLS) may prove to be a new normal. Therefore, it is important to think about various pros and cons of the Blended Teaching-Learning System. The aims to understand, analyse the pros and cons of Blended Learning System and to Author of the study hypothesized that Blended Teaching-Learning System is g COVID period. However, it is imperative that sufficient and affordable internet co necessary infrastructure is available for BTLS. Author has taken primary data thrc method from the stakeholders, i.e., students, parents and teachers of various colle; is concluded that taking into consideration the post-COVID issues, Blended Teachi would be a new normal. However due precautions and sufficient infrastructure wo best results.

Keywords – Blended Teaching-Learning System (BTLS), Covid-19, education po and teachers

Introduction –

In the Post-COVID era, the different sectors have undergone massive changes, the education system is not an exception to this. Educationists, students and policy makers and other stakeholders have started giving their opinions and suggestions with respect to new education system. A Blended Teaching-Learning System may prove to be a new normal. The quality of

Research Methodology:

Researcher has made use consisting of books, journa have an update on the issue. undertaken primary data fi students (244), educators, parents (54). Teachers fr colleges of Thane cit questionnaire to fill up