



Strategic Business Insights

**Cultural, Technological, and
Human Factors Shaping Modern Practices**

**TANISHA SHAH,
VANSHIKA RAICHURA,
DR. YUKTI KHAJANCHI**

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Tanisha Shah

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CONTENTS

Chapter 1. An Exploration on the Differences in Marketing Strategies Across Cultures	1
<i>—Tanisha shah, Vanshika Raichura, Dr. Yukti Khajanchi</i>	
Chapter 2. Significance of Emotional Well-Being in Corporate Success: A Review	11
<i>—Mahafrin Deboo, Amul Jain, Dr. Malcolm Homavazir</i>	
Chapter 3. Influencing Self-Care: Analyzing the Effects of Instagram Marketing on the Sales of Self-Care Products	20
<i>—Aastha Johari, Dr. Yukti Khajanchi</i>	
Chapter 4. Exploring Skill Development Initiatives in the Gig Economy: Assessing Advantages, Drawbacks and Methodologies	29
<i>—Aditya Shetty, Dr. Malcolm Homavazir</i>	
Chapter 5. Investigating the Environmental Issues and their Effect on Businesses.....	42
<i>—Adit Shah, Dr. Meena Desai</i>	
Chapter 6. Unveiling India's Appetite and Exploring the Online Food Delivery Preferences in India.....	55
<i>—Adarsh Rekhami, Amaan Penwala, Dr. Yukti Khajanchi</i>	
Chapter 7. Explain the Gender Mechanisms in the Contemporary Workplace: Promoting Equity....	65
<i>—Aayeesha Faruqi, Dr. Meena Desai</i>	
Chapter 8. Cultural Diversity Impact on Management Practices at B Kandhari Properties.....	75
<i>—Aarav Kandhar, Shaanze Nadiadwala, Dr. Anand Kopare</i>	
Chapter 9. Investigation of the Role of Emotional Branding on Consumer Loyalty	88
<i>—Aarav raju Bhanushali, Dr. Anand Kopare</i>	
Chapter 10. Investigation of the Effect of Employee Motivation on Staff Productivity	99
<i>—Aalia Hussain Shaikh, Jia Kursija, Dr. Yukti Khajanchi</i>	
Chapter 11. Navigating Brand Awareness in the Digital Marketing Era	115
<i>—Yashvi Sharma, Dr. Yukti Khajanchi</i>	
Chapter 12. An Analysis of the Influence of Advertisements on Consumer Behavior Concerning FMCG	126
<i>—Pranit Nitin Kunkulol, Sambhav Sachin Ladda, Dr. Kajal Chheda</i>	

CHAPTER 1

AN EXPLORATION ON THE DIFFERENCES IN MARKETING STRATEGIES ACROSS CULTURES

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ABSTRACT:

Cross-cultural means acknowledging national, regional, and ethnic differences in human manners and behavior. Knowing the different beliefs, practices, and needs of businesses around the world can lead to good, clear communication. Cross-cultural marketing involves serving audiences from different cultures. Culturally sensitive brands understand that different cultures have different values, which have a significant impact on consumer purchasing behavior. To create an effective marketing strategy, brands must adapt their marketing strategy to the customs and beliefs of the target culture. Cultural awareness is critical for companies to communicate effectively, more respectfully, and profitably with consumers across markets and geographies. By using more culturally sensitive and relevant messaging, brands can significantly increase their business. It is worth noting that social factors have a significant impact on individuals' purchasing decisions. Cultural factors have a significant impact on the multifaceted display, including the values, beliefs, and standards of the general public. Effective procedures recognize and adapt to these variables to ensure social awareness. Pursuing cultural complexity can help you grow trust and relevance with consumers and resonate with diverse populations working with important associations in global commercial hubs.

KEYWORDS:

Adaptation, Consumer Behavior, Cross-Cultural Partnership, Marketing.

1. INTRODUCTION

The idea of culture has historically been the most significant subject in this area. Global Marketing. The majority, if not all, of the myriad issues we confront, are covered by the notion of culture [1]. The field's breadth includes topics related to research and practice, such as communication, inter-organizational interactions, product development, and entrance barriers [2]. Globalization of the economy creates chances for development and cross-cultural interaction [3].

The development of the world has benefited from these changes. Integration of politics, economy, and culture. Among the most crucial aspects of politics Trade in cultural items is a form of economic and cultural exchange between nations. An essential component of global trade is this content [4]. Eastern Asian nations that offer a bustling commercial zone, such as China, Korea, and Japan, are among the participants. Impressive cultural products and content [5].

According to a study examining cultural differences in consumer behavior: Cultural values have a great influence on consumer behavior Oriental culture is diverse they come from different cultures due to their traditional Confucian beliefs [6] [7]. Cultural differences Cross-national analyses have been conducted within a variety of academic disciplines. Considering

Changes in modern consumer culture and paradigm changes in the social environment, which are It is necessary to understand the relationship between cultural values and ideas [8]. Foreign cultural products Find out about consumer spending in your country [9] [10].

It is necessary to adopt a cultural perspective in action. a cultural value One of the most important factors affecting consumer perception of foreign products. Companies around the world face a variety of key enterprise-level decisions, such as global business decisions. This includes entry area, size, entry method, etc. Global organizations also need to choose marketing methodologies regarding product content, delivery timing, time-bound strategies, evaluation; and distributed channels [11]. While important corporate decisions have a significant impact on market performance, so do customer opinions. Reactions to global companies' contributions to products and marketing strategies often vary greatly from country to country [12]. Therefore, scientists have been trying to identify social activity for a long time. Components of buyer marketing strategies and techniques in various areas such as labeling strategy elements Commitment to customer development Global marketing station Understands the value of word of mouth and authenticity [13]. It is especially important to understand how culture impacts corporate strategy and the appropriateness of purchasing practices.

For companies producing great products, social content as well as entertainment content are very important. (e.g. movies, music, food, design). Various research areas are mentioned above each exhibition. Buyers from different cultures react differently to marketing efforts. But what is it? There is no robust, general ordering structure that can clearly explain why and how these differences arise. to show. For products sold across a variety of industries around the world, it is important to consider how consumer social trends are interconnected. A company's marketing strategy seems to be the most important aspect in predicting the success of its products [14]. Hypothesis-driven systems help focus future research and control administrative activities. To be generally useful, such structures must reflect the institutional forces that define buyers as social actors. As we evolve at scale, we coordinate and clarify how such full-fledged social variables are related.

A marketing strategy that aims to change the way customers react to a product. This is probably one of the excuses. The lack of extensive research on the relationship between buyer culture and marketing methodology is a problem in obtaining relevant information from different social cultures. The prevailing conception of higher education in the age of commercialized higher education These days, education serves as a commodity sold to the country's economic sector [15]. growth. Because of this, it seems that consumerism and the laws of the free market control and mold it. How education in higher education ought to go. Benefit targeting may be achieved through a market-oriented approach. Higher education becomes more international through sustainable development. The purpose of this research is to determine whether commercialization techniques exist for marketing internationalized higher education. supporting or impeding higher education's sustainable growth [16]. The method used in this essay is qualitative.

The first of its kind in China and aims to gain a comprehensive understanding of the theoretical basis and content. Current marketing strategies for international students [17]. The goal here is to see if that is the case. Strategies promote or hinder the development of sustainable education. The result is that many internationalized marketing strategies may not survive in the long term; more attention should be paid to improving the quality and quality of international students [18]. The education they receive and a sustainable higher education system. Higher education institution Education must rebrand itself by improving the quality of teaching content and methods. Develop competent international human resources.

2. LITERATURE REVIEW

Additionally, subcultures play an important role in advertising and consumer behavior. Marketers analyze subcultures to influence and drive the specific needs, perceptions, and attitudes of target subcultural groups. A successful marketing strategy can play a critical role in helping your brand build trust in your target market, connect with consumers, and increase brand loyalty. Businesses interested in localizing their products or services should consider tailoring them to regional preferences to build more personal and authentic relationships with customers. Richards *et al.* [19] discussed that creative development is starting to take the role of or supplement culture-based development methods in destinations all over the world. This book describes the rise of "creative tourism" and offers a critical analysis of the influence and efficacy of creative methods on the growth of tourism. Why has "creativity" grown in importance within development strategies, particularly in the context of tourism development? Why is this happening right now, at different times, in different parts of the world? What distinguishes creative tourism from cultural tourism? These significant queries are addressed in this book. It critically looks at how creativity and tourism are related, how the "creative turn" in tourism is manifested, and how these things affect theoretical frameworks and real-world strategies for tourism development. Numerous case studies from Asia, Australia, Europe, North America, and Africa examine the relationship between tourism.

Emmanuel Kofi *et al.* [20] explained that countries and continents no longer separate from one another thanks to the technological revolution. As a result, nations are now closer together and more linked than ever. Globalization is the term used to describe this interconnectedness. These days, globalization is a powerful factor influencing marketing and economic practices in contemporary culture. Put differently, as a result of the globalization of markets and the global economy, nations and businesses are now global participants and are making investments across borders. Around the world, both in developed and emerging markets, a great number of businesses, ranging in size from mid to big, are spreading their marketing and production operations outside national and continental borders. the globalization of society and the increasing usage of the Internet have caused a variety of connections that have united people worldwide and necessitated trade across nations.

Global customer demands and preferences are combined to generate chances for markets to become more global, as well as for international competition to win over customers and resources. How people live in different nations and continents remain distinct, even though the world is becoming more interconnected. Consequently, every nation has a unique culture. In contemporary scientific literature, there has been a lively discussion over the influence of culture on marketing methods. Approximately 10% of the publications published between 1996 and 2001 in the ten retracted journals included culture as an explanatory variable. Synopsis Opportunities to globalize markets and promote international competition for resources and customers are created by the convergence of global customer requirements and aspirations. Businesses all across the world are extending their marketing and production efforts across continental and national borders. Companies must have a worldwide marketing plan to grow beyond national borders, but these plans must overcome cultural differences.

David *et al.* [21] discussed that consumers encounter market discrimination in a range of scenarios, including buying a car, buying real estate, going to a retail store, or hailing a cab. This type of prejudice is based on group membership rather than individual differences. Although there is ample evidence of discrimination in the marketplace and doesn't need to be discussed here, it is crucial to understand how customers view and manage the internal conflicts brought on by discrimination stress. This is a topic that is still poorly researched in the marketing field. This is a notable omission because studies in the fields of sociology,

anthropology, and psychology have demonstrated the considerable structural impact stereotypes and perceptions of discrimination have on the interactions between service providers and customers, including members of racial and ethnic minorities. As a result, we offer the findings of a preliminary investigation into consumers.

Using the literature on coping techniques as well as the studies on stresses, strains, and perceived discrimination related to race, we first establish a conceptualization of market discrimination to start our analysis. The results of in-depth interviews with a group of African American men are then described and presented. The findings are examined in the context of the men's unique coping mechanisms and the accounts of racial stress and tension brought on by perceived discrimination in the workplace. Lastly, we talk about how this study has affected studies on public policy and consumer behaviour. Drawing from these interviews, we propose that attributions of market discrimination are defensive, displaying elements of both individual-group discrepancy and attributional ambiguity viewpoints on discrimination.

Chirkova *et al.* [22] discussed that technology today offers a wealth of chances for effective cross-cultural communication. This is the reason it's critical to understand how cultural variations affect people's behaviour. This research examines how culture affects marketing strategy and web design, with a particular emphasis on evaluating and contrasting Pepsi's website as a medium for reaching a worldwide audience. The primary aim of this research is to provide insight into the challenges related to culturally sensitive marketing techniques when conducting cross-cultural commerce. You can determine the relationship between the cultural traits of different nations and online design by using techniques like literature study and qualitative and quantitative website analysis. Because of this, web design takes into account elements like the presence of people, their gender and age, the focus of marketing campaigns, the layout's symmetry, the content that is displayed, and usage. Connections between historical data and impacts. It also demonstrated, though, that a lot of instances defy cultural explanations. Politics and marketing strategy are only two of the many factors that might impact a company's web design selections, but culture can also have an impact.

Sajid Khan *et al.* [23] analysed the cross-cultural results of customer satisfaction surveys from Japan and the United States. Approach, technique, and design to gauge customer satisfaction with business services, the multinational corporations (MNCs) taking part in this study use a worldwide standardized research methodology. Data from 707 senior managers in the US and 700 senior managers in Japan were gathered using a quantitative survey. The findings indicate that customers' conceptualizations of pertinent constructs and assessments of supplier performance vary across national boundaries. The findings also indicate that national variations in study methodology are necessary. constraints and consequences of the research. The main distinctions in survey responses from American and Japanese consumers are noted in this research, but the reasons behind the variations are not discussed. Realistic Conceptual models and research approaches developed in the United States simply cannot be applied to cross-cultural contexts without modification. This study is only relevant to phrases about business-to-business (B2B) services. Uniqueness and worth. Global trade is significantly influenced by multinational firms; nonetheless, despite over 30 years of discussion, the problems of standardization and adaptability in cross-border marketing and customer satisfaction surveys remain unresolved.

3. METHODOLOGY

3.1 Design:

Modern international managers must comprehend and acquire the abilities required to deal with both actual and perceived culture to build marketing connections. distinctions found in these

kinds of partnerships. The study's findings imply several things. ramifications for relationship managers in multicultural marketing. Relationship managers for multicultural marketing can first determine the costs.

Developing managers' multicultural relationship skills can help them build the following kinds of long-term marketing partnerships that foster growth and collaboration and benefit both parties. From executive trips to classroom instruction, cultural education Line workers can assist businesses in acquiring the cultural acculturation competencies required to work together with partners abroad. Easy adjustments, like starting without a lawyer. negotiations, since international leaders can view their presence as an indication of distrust Figure 1 illustrates how the long-term connection outcomes between the two vary significantly if you focus more on the business cards of international leaders.

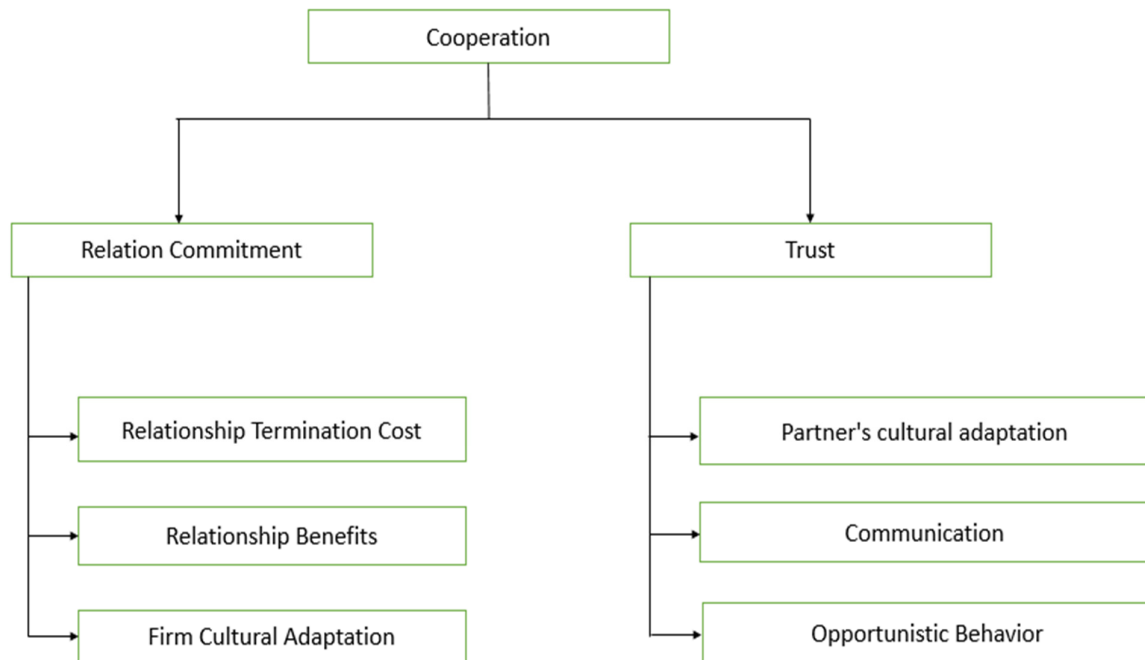


Figure 1: Illustrates the relationship model in various strategies.

3.2 Instrument /Survey:

Several study conducted using Google Scientist, Scopus, and other academic websites. Harvard Business Review also has several articles on the topic that provide insight into practical aspects of business and real-world experiences. The result of understanding the purpose and purpose of this study and studying previous research similar to this topic. Consumers' ethical views were also taken into account by observing their feedback on new marketing strategies being used. After presenting theories on social integration and cooperation social dimensions we now point out how social harmony is achieved. The excessive social dimension interacts with key elements of the marketing system to influence product evaluations.

3.3 Data Collection:

Primary data is collected through customized surveys and focus on the various streams as shown in Table 1. Next, the researcher directly analyzes and solves the research problem with different countries as shown in Table 2. The data that has been previously collected and is already available for analysis.

Table 1: Data collected in different years with various streams.

Research Streams	Q₁ (1990-1994)	Q₂ (1995-1999)	Q₃ (2000-2004)	Q₄ (2005-2008)	Total
Consumer Behavior	2%	10%	29%	25%	21%
Consumer Attitudes	36%	29%	24%	17%	24%
Decision Making	–	10%	5%	6%	6%
Promotion	7%	19%	18%	17%	17%
Sales	21%	4%			4%
Characteristics of Marketers	7%	5%	5%	8%	6%
Business to Business relationship	1%	14%	3%	11%	7%

Table 2: Data collected in a different year nationwide.

Nation	Q₁ (1990-1994) %	Q₂ (1995-1999) %	Q₃ (2000-2004) %	Q₄ (2005-2008) %	Total %
US	71	47	68	72	66
Canada	21	5	12	6	10
Germany	14	21	15	9	16
France	7	21	15	15	13
Australia	14	0	21	15	34
Asia (exclude China & Japan)	57	21	41	25	12

4. RESULT AND DISCUSSION

Managers in contemporary international marketing partnerships need to comprehend and acquire the abilities required to cope with perceived as well as actual culture. variations that occur in these kinds of partnerships. The study's findings make multiple recommendations. Implications for relationship managers in multicultural marketing, as depicted in Figure 2. The significance of commitment and trust in mid-1990s relationship marketing (1994). They identified two significant mediating characteristics in a home environment, which made their findings compelling. Two major improvements could be made to their efforts.

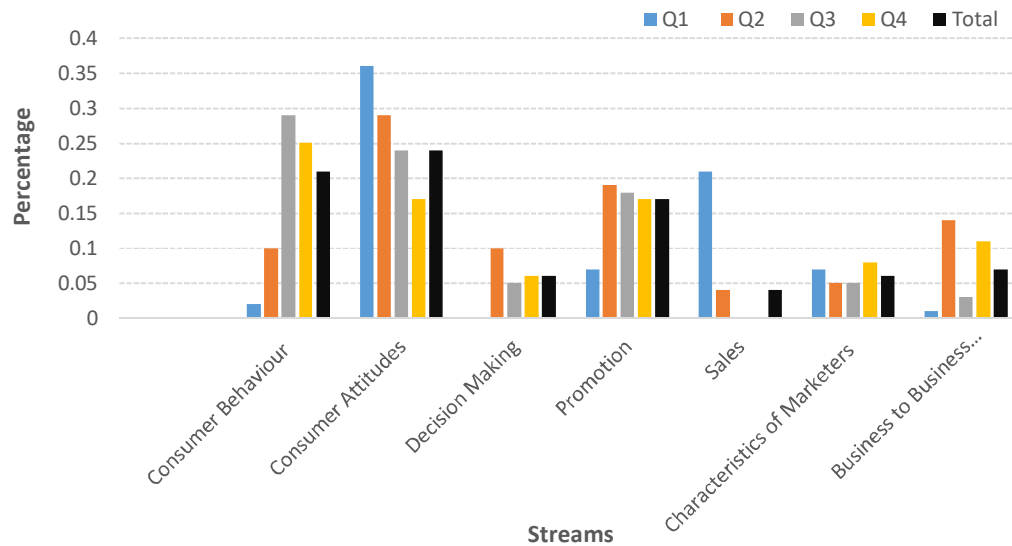


Figure 2: Illustrates the variation of each stream in percentage.

First, research indicates that the growth of commitment and trust in cross-cultural marketing partnerships depends on this kind of cultural adaptation. Businesses engaged in cross-cultural marketing interactions are unlikely to share common values with their partners as shown in Figure 3, even though shared values are frequently taken for granted and may be disregarded in domestic relationships. Therefore, to foster trust and commitment in these kinds of collaborations, cultural adaptation on the part of the focal firm as well as its cross-cultural partner may be necessary. An intellectual framework for the suggested expansion of Morgan and Hunt's.

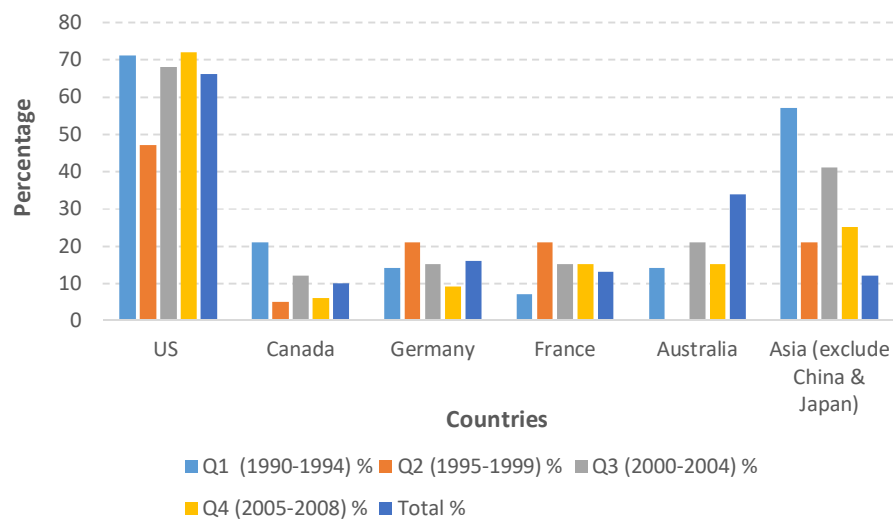


Figure 3: Illustrates the Cultural relation with different countries in sales and marketing approach.

Relationship managers for multicultural marketing can first determine the costs: Developing managers' multicultural relationship skills can help them build the following kinds of long-term marketing partnerships that foster growth and collaboration and benefit both parties. From executive trips to classroom instruction, cultural education Line personnel can assist businesses

in acquiring the cultural acculturation competencies required to: We collaborate with overseas partners. Easy adjustments, like starting without a lawyer negotiation, as foreign leaders can view their presence as an indication of distrust or There is a notable difference in the long-term relationship outcomes between the organization if you focus more on the business cards of international leaders. This investigation demonstrated that those values do not have to be the same as one another. A spouse who will contribute to the prosperity of your partnership.

5. CONCLUSION

To summarize, cross-cultural marketing is an intricate dance that demands a deep understanding and appreciation of other cultures. It matters more to connect with an audience's beliefs, norms, and goals than it does to what language says. Successful cross-cultural marketing is based on more than simply product sales; it also involves fostering relationships and a sense of belonging across cultural barriers. Not only is being able to do this dance a competitive advantage in the worldwide corporate world of today, but it is also a requirement for any organization looking to prosper in multiple markets. Research on the internationalization of marketing partnerships has been increasing in the last few years. While several components of current marketing relationship models, such as the KMV Model of Morgan and Hunts some relationship marketing strategies might be broadly relevant to cross-cultural marketing encounters, others would not. A cross-cultural perspective should also be applied to other relationship model components, considering the need for global alliances for future commercial success.

Future studies on multinational marketing alliances and cross-cultural connections might look at the role that functional conflict plays in cross-cultural contacts and how companies handle it. This study, like many others of its kind, only examined one facet of the relationship dyad. The last few years have seen an increase in the amount of study on the globalization of marketing partnerships. Several components of modern marketing relationship models, such as the KMV Model developed by Morgan and Hunts, Relationship marketing may include some aspects that are universally applicable to cross-cultural marketing exchanges, but not all. Other relationship model components should also be investigated from a cross-cultural standpoint, given the significance of international alliances for future economic success. Future research on cross-cultural relationships and global marketing alliances may examine the role that functional conflict plays in these interactions as well as the strategies used by businesses to resolve it. There were other comparable perspectives taken on the relationship dyad, but this study only looked at one.

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CHAPTER 2

SIGNIFICANCE OF EMOTIONAL WELL-BEING IN CORPORATE SUCCESS: A REVIEW

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ABSTRACT:

More recently, there has been a movement to combine commercial operations with local economic development. In doing so, a market-based strategy has been used as the foundation. a hypothesis to describe the phenomenon. A notable market-based strategy is to target the bottom/base of the income pyramid, which consists of individuals earning less than annually. The paper aims to develop a conceptual model that will be experimentally tested to determine the effects of entrepreneurship activities on the well-being of entrepreneurs who belong to the excluded group. Companies are beginning to understand more and more how critical emotional well-being is to their organization's overall health and long-term performance. This research explores the vital role that emotional well-being plays in professional environments, emphasizing the diverse impacts it has on employees, supervisors, and the company overall. This study shows how important emotional intelligence is for developing self-awareness, good interpersonal relationships, and communication all of which lead to a reduction in stress and conflict. In addition to impacting personal well-being, emotional intelligence also plays a role in leadership performance. Groups under the direction of emotionally intelligent leaders may experience excitement and stimulation, collaboration, and creative stimulation. This paper also emphasizes how important business culture and practices are for promoting emotional health. This article demonstrates the significant impact that emotional well-being has on corporate culture, organizational performance, and the overall business environment, supporting the notion that emotional well-being is important. The negative consequences of not prioritizing employees' mental well-being are also mentioned. Companies need to understand the critical relevance of emotional well-being as the corporate landscape shifts if they want to stay ahead of the competition, retain talent, and develop sustainably.

KEYWORDS:

Carrier Performance, Corporate Success, Job Satisfaction, Motivation, Workplace Stress.

1. INTRODUCTION

Emotional well-being is increasingly recognized as a crucial factor in the success and sustainability of corporate organizations [1]. In the current dynamic and cutthroat corporate landscape, organizations are coming to understand that putting their employees' emotional health and well-being first is not only a social responsibility issue but also a business necessity [2]. The importance of emotional health for business success is discussed in this introduction, with particular attention to how it affects worker productivity, engagement, and overall performance of the company [3]. Any successful organization's people are its most important asset. Employees who are emotionally healthy and fulfilled are more likely to be engaged, motivated, and committed to their work [4]. They bring their best selves to the workplace, demonstrating higher levels of creativity, innovation, and problem-solving skills. Conversely, employees who are struggling with emotional issues such as stress, anxiety, or burnout are

likely to experience reduced productivity, absenteeism, and turnover, which can have detrimental effects on organizational performance [5]. Moreover, emotional well-being plays a crucial role in fostering positive workplace culture and relationships [6]. Employees are more likely to collaborate successfully when they feel appreciated, valued, and encouraged by their supervisors and colleagues communicate openly, and contribute to a harmonious work environment.

In contrast, workplaces characterized by high levels of stress, conflict, or toxicity can erode trust, morale, and employee satisfaction, leading to disengagement and disintegration of teamwork [7]. In addition to its impact on individual employees, emotional well-being also influences organizational outcomes such as employee retention, customer satisfaction, and financial performance. Companies that invest in creating a supportive and inclusive work environment where employees feel psychologically safe and supported are more likely to attract and retain top talent [8]. Because contented staff members are more likely to provide great customer service and forge deep connections with customers, they also typically experience better levels of customer loyalty and satisfaction [9]. Employee resilience and adaptation in the face of uncertainty and change are also strongly correlated with emotional well-being. Organizations need to be adaptable and quick to changes in the market, technology, and worldwide crises in today's turbulent and uncertain business environment [10].

Emotionally resilient employees are better equipped to navigate challenges, bounce back from setbacks, and embrace change, contributing to organizational agility and long-term sustainability. Despite its importance, emotional well-being is often overlooked or marginalized in corporate settings, where the focus tends to be on tangible metrics such as revenue, profit margins, and market share. However, research has shown that investing in employee well-being can yield significant returns on investment in terms of improved employee engagement, retention, and performance. Companies that prioritize emotional well-being not only create healthier and happier workplaces but also gain a competitive edge in attracting and retaining top talent, fostering innovation, and driving sustainable growth [11].

Moreover, the COVID-19 pandemic has brought into sharp focus the importance of emotional well-being in corporate success. The pandemic has disrupted traditional work environments, forcing organizations to adapt to remote work arrangements, virtual collaboration, and increased uncertainty. In this context, the mental health and well-being of employees have emerged as critical concerns, with many individuals experiencing heightened levels of stress, anxiety, and isolation. Companies that have proactively supported their employees' emotional well-being during this challenging time have been better positioned to maintain productivity, morale, and resilience in the face of adversity. emotional well-being is a foundational pillar of corporate success, impacting employee engagement, productivity, and organizational performance. Companies that prioritize emotional well-being create healthier, more inclusive workplaces where employees feel valued, supported, and empowered to thrive [12]. By investing in initiatives that promote emotional resilience, foster a positive workplace culture, and prioritize employee well-being, organizations can unlock the full potential of their workforce, drive innovation, and achieve sustainable growth in an increasingly competitive and dynamic business landscape [13]. The purpose of this study is to investigate how tax auditors' job performance is impacted by their mental health.

The author feels that psychological well-being will produce an individual's quality of life or happiness, life satisfaction, and ability to handle stress from a job, and they contribute to enhancing the quality of human living healthy lifestyles have a positive impact on job results by acting as a coping mechanism for public accounting professionals to lessen role stress [14]. They discovered a negative correlation between role stress and job performance. The impact

of role stress on job burnout and its subsequent impact on psychological well-being was also discovered. Maintaining a healthy lifestyle can help auditors feel better psychologically, which helps lessen the negative consequences of role stress and job burnout.

In her research on workplace happiness, employee well-being has a substantial impact on work outcomes like profitability, sick days, absenteeism, turnover intention, employee retention, and individual performance. In their capacity as public accountants, tax auditors handled several months of extremely demanding work, putting in over ten hours a day during the busiest time of year. Due to the frequent and strict deadlines they must meet and the need to complete audit plans on time, tax auditors often experience occupational stress [15]. Consequently, the goal of this research is to investigate how psychological well-being influences job involvement, job devotion, and job excellence, all of which contribute to job success these structures are what are left over from this study [16]. A review of the literature and the formulation of hypotheses are covered in the first part. For the methods, see the second section. Results from the research are presented in the third part.

2. LITERATURE REVIEW

Iryna *et al.* [17] discussed that Personnel management is still a notion that is being developed and updated. New technologies for management are being accepted while existing technologies, tools, and methodologies are being enhanced. Staff members are increasingly considered the foundation of an organization's competitive advantages. The surroundings that an individual works in are especially crucial. The construction and maintenance of an organization's corporate culture, as well as its moral and psychological atmosphere and emotional and psychological climate, are all factors in its success and competitive advantages. They also serve as markers of good management. The study is relevant because it highlights how proactivity and employee productivity are sometimes confused in an era of rapid technological advancement, innovation, and organizational restructuring. One goal of this quest is to increase staff efficiency and productivity. Particularly during the challenging post-COVID era, all of this has a detrimental effect on productivity and mental and physical health. The suggested study aims to examine the significance of the organization's moral, psychological, and psycho-emotional states as management components. To accomplish this goal, the following tasks have been assigned: demonstrating the need to update the modern concept of management by providing examples of both traditional and innovative personnel management techniques; demonstrating the elements of a positive moral, psychological, and psycho-emotional climate within the organization, as well as the methods by which these elements are formed and diagnosed; introducing the content and significance of corporate culture as a management tool; demonstrating the efficacy of new socio-psychological techniques and technologies in the management of organizational leveraging both domestic and foreign experience to highlight the significance of regaining employees' psycho-emotional health in the context of the present COVID-19 pandemic and post-pandemic eras.

Caroline *et al.* [18] discussed that Maureen Plavsic, the first female television chief executive in Australia, is someone you might reasonably assume would have some salient points and wise counsel regarding what it takes to succeed in business. Ms. Plavsic believes that having a strong "passion" for one's work is essential for success in today's corporate environment. This may appear to be a very normal, modern manner of speaking at first. The goal of this essay is to move away from the notion that "passion" is what motivates modern behavior and instead examine how it came to happen that a boss or employee without passion is a failing species. I contend that heightened feelings, including emotion and passion, have a newly recognized significance in our professional lives. In any given historical era, several distinguishable mechanisms give rise to perspectives on proper behavior for groups like managers.

Esther *et al.* [19] explored that the spreadsheet functions as a medium for potential futures and beginnings. Its shortcomings have been the stuff of legendary legends about the Global Financial Crisis and the excesses of Wall Street, but it has proven important in organizational life and labor. The "European Spreadsheet Risk Interest Group" keeps an archive called "EuSpRIG Horror Stories," which is dedicated to listing public "horror stories" of lawsuits, bankruptcies, and government inquiries brought about by spreadsheet calculation errors. One such story of spectacular failure happened in 2012 when economists Carmen Reinhart and Kenneth Rogoff utilized spreadsheet calculations that contained a coding error to support their case for strict austerity measures after the Great Financial Crisis.

Adrian *et al.* [20] suggested that knowledge about the many attachment styles, "stickiness" levels, and "Velcro effects" both support and undermine modern infrastructure politics. The following tableau uses psychotherapy as the source of its heuristic fiction. As the analyst, see yourself as a cultural, new media, or critical researcher. The types of attachment that need to be examined include the analyst's own as they interact with evolving infrastructure regimes. Italics surround her or his reflections. Expression of ideas A couple of men, Pete, an activist artist-hacker with a strong sense of community, and Roger, a corporate IT strategist, make up the clients. They attend the consultation. It gets off to a horrible start. Roger sits silently next to Pete, who yells at him. Pete has a laptop backpack that is geek-cool, crazy fluorescent shoes, and loose, dark clothing. Roger has a clean-shaven head, a pinstriped trouser leg, and a slim aluminum briefcase resting against his leg. He is dressed in a suit and tie. Pete and Roger appear to be heading for a blowout a few minutes into the workout. The therapist steps in and asks them to explain their situation. Pete and Roger start discussing the conundrum that had caused the agitation and discomfort. Pete asks for confirmation of the wrongdoing he has experienced. But as Roger continues, a sense of bewilderment takes over.

Khan *et al.* [21] suggested that introduction Over the past several years, businesses have come to be seen as constructive partners that strive for the betterment of society as a whole, in addition to being tasked with producing wealth, goods, and services as well as job opportunities. The entire perspective surrounding a company enterprise has experienced a significant shift. They owe it to their stakeholders and society as well. As stated by the European Commission (2001), "going above and beyond and investing "more" in human capital, the environment, and in fostering relationships with stakeholders" is what it means to be socially responsible. "Corporate social responsibility" is a word that is commonly used in business today. The ability of an organization to plan and carry out its policies and practices in the best interests of society, so that they end up being beneficial to both the organization and society, is known as corporate social responsibility. "The ongoing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce, their families, the local community, and society at large" is how the World Company Council for Sustainable Progress defines corporate social responsibility (CSR). The implementation of human resource management strategies can greatly aid a firm in initiating its corporate social responsibility endeavours.

3. METHODOLOGY

3.1 Design:

Researchers' attention has evolved over the last thirty years from a limited definition of well-being the absence of disease to a more thorough knowledge of well-being in all of its dimensions as shown in Figure 1. Furthermore, the modern business environment is extremely dynamic, with quick changes occurring in client preferences, rival strategies, and technological advancements. The idea that a company's most valuable asset is its workforce is highly relevant

and significant during these unpredictable times. Furthermore, previous studies identified differences in well-being determinants across different country cultures. Our goal was to investigate the concept of well-being among Indian employees at work and the variables influencing it.

3.2 Instrument/ Survey:

Since well-being is a cultural construct and little is known about what makes Indian employees happy, we felt it was important to learn more about this situation in India. Employing a case-based research methodology, we carried out a qualitative investigation with workers in the service industry. This method assists in taking a close look at the phenomenon of interest, drawing essential conclusions from a comprehensive analysis of the complicated phenomenon, illuminating significant yet neglected concerns that need to be applied in practice, and extrapolating major themes.

3.3 Data Collection:

When workers feel that their emotional needs are met, they devote themselves more fully to their work. Increased job satisfaction and commitment result in more engaged workers who are more committed to the goals of the company and their work. Workers with good emotional health are imaginative, creative thinkers who bring up new ideas. In a welcoming workplace that fosters emotional health, staff members are encouraged to express their opinions and take measured risks. Good mental health also fosters positive team dynamics by enhancing cooperation and communication. Furthermore, a sound mental state discourages workers from taking frequent sick days or leaves of absence, which lowers absenteeism.

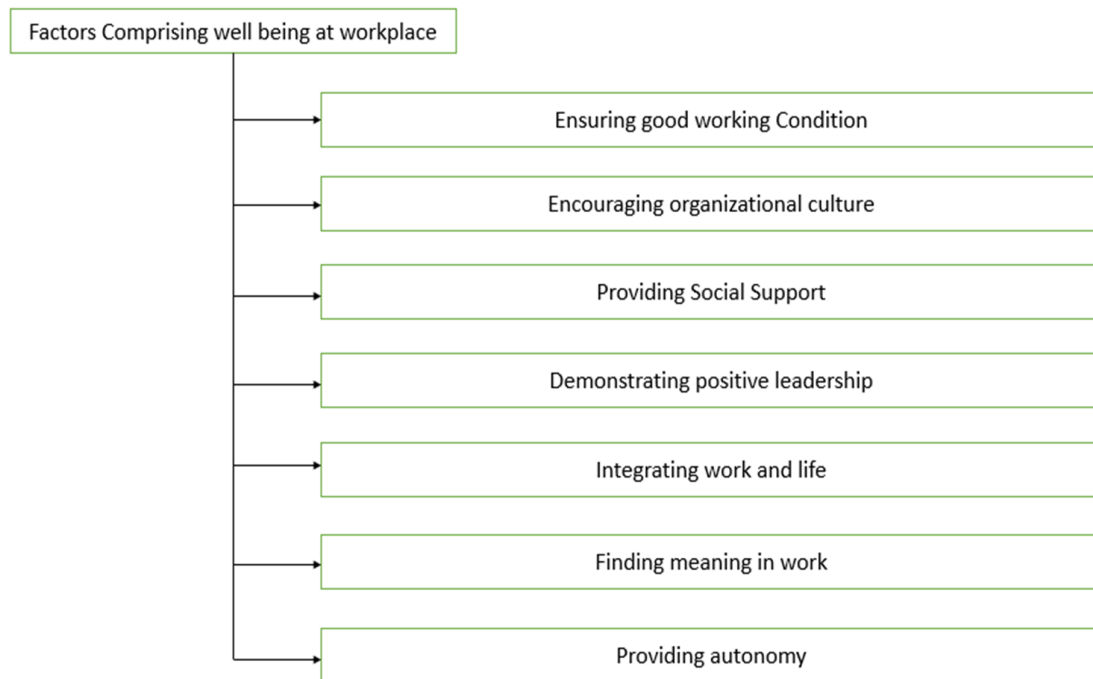


Figure 1: Illustrates the various factors noticed to encourage the employee's well-being at the workplace.

3.4 Data Analysis:

Top talent is easier to attract to companies that prioritize the mental well-being of their employees. These companies are generally well-regarded. Job seekers often consider an

employer's culture and commitment to business well-being when making their employment decisions. The benefits of emotional health in the workplace extend beyond the individual worker and support the expansion of the company. The way that employees engage with consumers is often influenced by their mental health. Positive brand advocacy and improved customer service are likely outcomes of contented and satisfied employees as shown in Table 1. An engaged and contented workforce can boost profitability as well as long-term sustainability.

Table 1: Illustrates the employee engagement in the organization.

Factors	High Engagement (%)	Low Engage(%)
Enjoy Work	77	33
Intent to stay	82	42
Team Loyalty	76	37
Recommend as a great place to work	75	19

4. RESULT AND DISCUSSION

The term emotional intelligence (EI) refers to the capacity to: perceive and express emotion, assimilate emotion in thought, understand and reason with emotion, and regulate emotion in self and others." Both the popular media and applied psychology have shown a great deal of interest in the concept of "emotional intelligence". Regarding explicit behaviours and abilities, the primary issue with Emotional Intelligence is that the cognitive processes assumed to be accountable for them are still working towards complete operationalization. as we see in Figure 2 with various factors. Because of this, these models don't specify the scientific theories underlying them as well as models do. As a result, the cognitive processing model of emotional intelligence developed serves as the theoretical foundation for this concept in the current study.

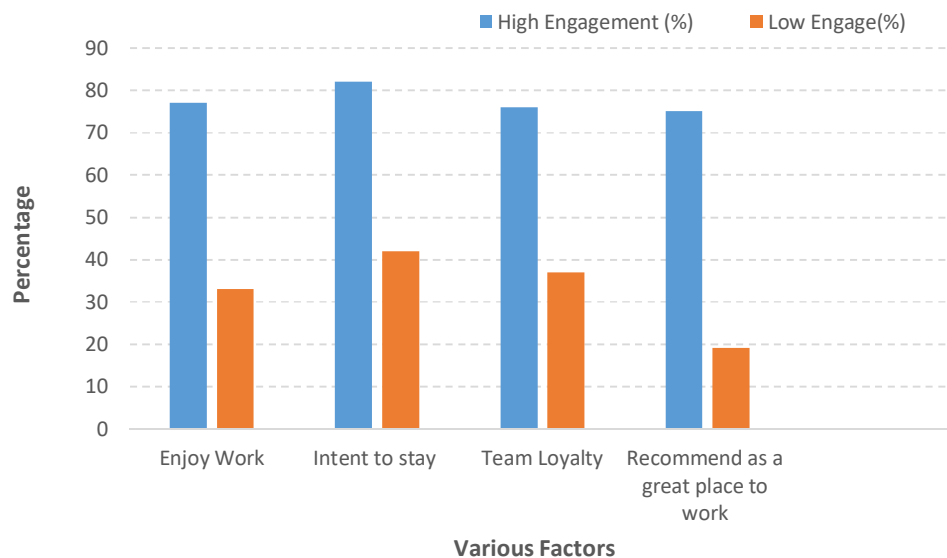


Figure 2: Illustrates the engagement of employees in various factors at the organization.

Emotional well-being in the corporate sector is crucial for many reasons and is currently receiving greater attention due to its significant influence on both employees and the overall

profitability of firms. Employee engagement, motivation, and productivity are all higher among emotionally healthy individuals, which is one of the main reasons emotional well-being is important in the workplace. Their focus, judgment, and problem-solving abilities have all increased. Higher-quality work and better performance are the ultimate outcomes of this. Enhancing employee retention rates can be achieved through prioritizing emotional well-being. When workers feel appreciated and supported at work, they are more inclined to stick with their current employer. Emotional well-being and mental health go hand in hand. Emotional well-being reduces stress, anxiety, despair, and burnout in the workplace, leading to a healthier and more balanced workforce. High turnover rates are detrimental to the company and the employees alike and can occur when an organization places little emphasis on the mental health of its staff members in favour of profit maximization. As such, companies must do more than just say they care about their employees' mental health and well-being; they must foster an environment at work that fosters these qualities.

5. CONCLUSION

In conclusion, the significance of emotional well-being in corporate success cannot be overstated. Organizations that prioritize the emotional health and well-being of their employees reap numerous benefits, including enhanced productivity, engagement, and overall organizational performance. Emotional well-being not only contributes to individual satisfaction and fulfilment but also fosters a positive workplace culture, facilitates effective communication and collaboration, and drives innovation and creativity. Throughout this discussion, we have explored various dimensions of the relationship between emotional well-being and corporate success.

We have seen how employees who are emotionally healthy and fulfilled are more likely to be engaged, motivated, and committed to their work. Their heightened levels of creativity, innovation, and problem-solving skills contribute to the overall productivity and effectiveness of the organization. Conversely, employees who are struggling with emotional issues such as stress, anxiety, or burnout experience reduced productivity, absenteeism, and turnover, which can have detrimental effects on organizational performance. Additionally, emotional well-being enhances employee resilience and adaptability in the face of change and uncertainty. Organizations that foster emotional resilience among their employees are better equipped to navigate challenges, seize opportunities, and thrive in today's volatile and unpredictable business landscape. Emotionally resilient employees are more likely to embrace change, learn from failures, and bounce back from setbacks, contributing to organizational agility and long-term sustainability.

Despite its importance, emotional well-being is often overlooked or marginalized in corporate settings, where the focus tends to be on tangible metrics such as revenue, profit margins, and market share. However, research has shown that investing in employee well-being can yield significant returns on investment in terms of improved employee engagement, retention, and performance. Companies that prioritize emotional well-being not only create healthier and happier workplaces but also gain a competitive edge in attracting and retaining top talent, fostering innovation, and driving sustainable growth. Emotional well-being is a critical component of corporate success, influencing employee engagement, productivity, and organizational performance. Companies that prioritize emotional well-being create healthier, more inclusive workplaces where workers experience empowerment, support, and worth to flourish. In an increasingly competitive and dynamic business landscape, organizations can unlock the full potential of their workforce, drive innovation, and achieve sustainable growth by investing in initiatives that promote emotional resilience, foster a positive workplace culture, and prioritize employee well-being.

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CHAPTER 3

INFLUENCING SELF-CARE: ANALYZING THE EFFECTS OF INSTAGRAM MARKETING ON THE SALES OF SELF-CARE PRODUCTS

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ABSTRACT:

With the advent of digitalization and the rapid advancement of technology, online shopping has become a vital activity for all people in today's society. It is something that has been practiced more so often since the time of COVID-19, wherein people were not permitted to be out of their homes for safety measures. Personal hygiene products are now being sold online with other products. It's been an easygoing market since self-care is something everybody practices. This brings in more customers for the brand since people regularly buy such products, and are also willing to try new things out. Individuals have begun to take advantage of Instagram's new business account feature, which allows for the purchase and selling of personal hygiene products. There is also rise in the number of products in the last years due to the availability of features at ease to users. The study determines how price variations, marketing attractiveness, celebrity endorsements, deals, and discounts affect consumers' decisions to buy personal care goods. It helps study consumer behavior and what attracts consumers more with time, while Instagram makes it easy to track user activities and understand them better. The reliability and regression tools of SPSS were used to examine a survey with 208 respondents. The findings indicate that personal care products are not influenced by age, gender, or occupation; nevertheless, regression analysis reveals that there is a substantial effect of Instagram marketing on Bangalore's personal care product market.

KEYWORDS:

Digital Marketing, Influencer, Instagram Marketing, Online Shopping, Promotion.

1. INTRODUCTION

In the present day, people are becoming more self-aware. This procedure includes taking care of one's physical health. Apart from switching back to a nutrient-dense diet and drinking enough water, people are now being very selective about what they expose their bodies to. In the contemporary period, cosmetics use has prevailed, yet products have developed along with customer requirements [1], [2]. People want to live healthy lives, and in today's world, being well-rounded means making wise choices when purchasing cosmetics for themselves, in addition to exercising and adhering to a vegan diet. India's personal care industry includes items for skin care, cosmetics, hair care, bath merchandise, and dental care. This sector produces 22% of the fastest-moving Consumer Goods (FMCG) in the country. In all, this sector received \$691 million in foreign direct investment in 2014 [3], [4]. Hair care is one of this market's main categories. Hindustan Unilever Ltd., owned by the United Kingdom-based Unilever, has a dominant market share of \$818 million in the shampoo industry. with an annual value of \$1.3 billion. Leaders in the production of marketed coconut oil that's used to treat hair include Dabur and Marico's Parachute, both located in India [5], [6]. With an estimated \$1 billion in sales, the soap and bath sector is a significant one. In more than 90% of Indian homes,

soap is a fixture. The most well-known brands include Santoor from Wipro, Godrej's Cinthol, Lux, Dove, Hamam, and Lifebuoy from Unilever, and Dettol from Reckitt Benckiser. For males, shave products and razors are necessary personal hygiene items. In Asia, Procter & Gamble's Gillette brand is the most well-known among shave creams and razors. In India, the most popular beauty goods include makeup, skin creams, lotions, and whitening creams. Hindustan Unilever's Ponds, Lakmé, and Fair & Lovely products appeal to Indian women. The company's best-selling skincare line, Fair & Lovely, is the first skin-lightening lotion worldwide. Colgate Palmolive's Charmis moisturizer is another well-known product. Men and women in the workforce account for the majority of the demand for cosmetics. [7], [8]. L'Oreal Paris produces skin care products and cosmetics for the Indian market. Revlon, a New York-based firm, continued to grow into smaller Indian cities in 2014, generating \$40 million in sales.

The organic skincare company Azafran Innovacion projects that the organic skincare market will grow at a rate of more than 20 percent per year and reach \$157 million by 2020. Prominent Indian providers of natural skincare items include Biotique and Himalaya Herbals. They are both experts in products with an Ayurvedic background. In the tiniest domain, dental care, a mere fifty percent of Indian customers use toothpaste and other items created in the West. Colgate Palmolive, which has been awarded India's best-known brand for the fourth year in a row by a brand equity study, dominates more than half of this business [9], [10]. Hindustan Unilever, the company that distributes the toothpaste products Pepsodent and Close Up, is another significant participant. Through the Instagram marketing; Brands utilize Instagram as a platform to interact with their target customers and promote their goods. Lately, it has gained increasing recognition as an enjoyable approach for businesses to showcase their cultures, attract fresh talent, engage with customers, and showcase their goods in creative ways [11], [12].

Similar to Facebook and Twitter, Instagram allows anybody to register for an account and create a profile and newsfeed. Through private messaging, following those who are followed, and commenting on photos or videos, users may interact with one another. Considering it was the initial app to offer this degree of in-app editing, Instagram stands out for its in-app filter and editing capabilities. Users of Instagram may modify their photographs and videos using a range of tools after adding them to their accounts. On Instagram, users may add hundreds of different filters to their images. Preset filters may be used to add light, adjust saturation, change the color of a picture, or give it a warm or cold tone, among other effects [13], [14]. Additionally, users may modify photographs right inside the site, eliminating the need for them to utilize an external photo editor. If users don't like an individual filter, they may utilize Instagram's editing option to independently modify the saturation, sharpness, contrast, luminescence, structure, warmth, and more.

2. LITERATURE REVIEW

Rashid Khan *et al.* [15] explained the influence of promotional post on consumer purchasing behavior global celebrities have vast fan bases that rely on their opinions and life experiences. Celebrity endorsements in marketing function as nobility to encourage customers to purchase more goods. The purpose of the research was to determine how consumer purchase behavior was affected by promotional postings including influencer marketing on Instagram. Utilizing an experimental study approach, the phenomena of increasing living standards, purchasing rates, and behavioral patterns associated with the use of influencer marketing on Instagram were investigated. The sampling strategy was used to identify 203 individuals who were Instagram users for the study's sample. After pilot testing the questionnaire to ensure its validity and reliability, participants' answers were gathered using a self-constructed questionnaire. To

determine the median, standard deviation, rate, and percentages, the participants' demographic parameters were evaluated. Moment of Product Customers' purchase behavior and the popularity of influencer marketing on Instagram were discovered to be related by correlation study of the connection between two variables.

Pozharliev R. *et al.* [16] described self-reported and neural reactions to Instagram advertising posts: the impact of argument quality and follower count which analyze the effects of social influencers' argument quality (weak vs. strong) and amount of followers (micro vs. meso) on Self-reported and in vivo responses of consumers to Instagram advertising postings. based on contemporary theories of persuasion and the credibility hypothesis of the source, it is expected that the evaluations of the influencer's validity by Instagram users will mitigate the expected impacts.

The findings indicate that, given the trade-offs between reach and legitimacy, marketers have to give serious thought to Instagram influencers. In particular, micro-influencers have a higher ability to influence the behavior of Instagram users since they are seen as more reliable information sources than meso-influencers.

Furthermore, the findings imply that meso-influencers need to use argument quality to bolster their reputation and generate more favorable results for the goods and companies they promote.

Putranto T. *et al.* [17] explained men's consumptive behavior may be developed via skincare product digital marketing communication which is these days, guys can also look good. It's not only for ladies. Metrosexuals have benefited from taking care of the body, particularly the face. Many procedures are required to get a beautiful look, skincare being one of the most expensive ones. Naturally, this kind of self-care behavior also promotes men's consumption. The purpose of this research is to ascertain how men's Instagram consumption behavior is affected by electronic advertising for skincare goods.

Sharabati A. *et al.* [18] described user satisfaction's impact on the TikTok application's ongoing desire to use, which People utilize social media for both social purposes. To advertise products and services. Therefore, the study's objective is to determine the factors influencing Jordanians' ongoing desire for TikTok and the extent to which TikTok happiness influences these intentions. This research used a quantitative cross-sectional methodology. Online surveys were used to collect information., which was then posted on Facebook, Instagram, WhatsApp, and other social media platforms. For further analysis, 402 replies in total were deemed valid.

Machova R. *et al.* [19] explained an international overview of corporate profiles from Instagram users' point of view which is establishing a company Since Instagram profiles are accessible, more companies are seeing the possibilities for new marketing. Numerous sole proprietorships and small businesses also register on web pages in addition to big businesses. Instagram is a tool they utilize for marketing. The writers pointed out that a large number of insightful articles addressing the topic have already been released. Analyzing Instagram users' business profiles is the primary goal of this research. Drawing on academic research on social media platforms and Instagram advertising that is currently accessible, the theoretical framework for the research was created. Whether it is required to view business profiles differently if the firm operates in numerous countries is the main issue at the heart of the empirical investigation.

Tanpoco M. *et al.* [20] described the impact of content attributes, psychologically related factors, and source features on intention to purchase which is Influencer marketing has grown into a popular tactic in which companies collaborate with social media influencers to raise brand recognition and product promotion. One such business that follows the trend is XYZ (not

actual name) Beauty Products, an international cosmetics firm that offers reasonably priced, excellent goods to the Philippine market. Influencer marketing has been included to improve consumer relations.

Pop-Nikolov G. *et al.* [21] explained Social media marketing for pharmacies in North and Republic of Macedonia The kind of commercial that is growing the fastest and assisting firms in reaching new customers is called digital marketing, sometimes referred to as internet marketing. There are as many subspecialties in the area of digital marketing as there are approaches to digital media communication The Republic of North Macedonia's pharmaceutical industry uses social media marketing, the most popular kind of digital marketing, to promote itself. This research assesses and discusses this use of marketing. Social media marketing uses online debate to increase brand exposure. Facebook and Instagram are the two most widely used social media marketing platforms. Data from the internet presence of the 1000 pharmacies and social media profiles on Facebook and Instagram are utilized in the research. This information comprises the following: the content of the profile, the frequency with which health-related articles and items are posted, the availability of relevant links and information, and the frequency with which offers and deals are posted at the pharmacy.

Bianchi A. [22] described increasing social media user engagement which is efficient advertising social media communications for different business categories and geographical areas. It also clarifies terms that scholars and marketers frequently use incorrectly and interchangeably. The research on communications for marketing, social media, and word-of-mouth is already extensive. Social media conversations among users today possess an unparalleled power to mold perceptions of individuals, goods, services, and brands as well as to affect purchasing choices.

Makanyeza C. explained [23] explained an organization's culture of inventiveness, local knowledge dissemination, and allowing conditions, were tested using structural equation modeling. For the study, 330 SMEs' empirical data were employed.

The findings indicate that the resources of the company, institutional policies government assistance, networks, and partnerships all have a favorable impact on innovativeness inside the company. Conversely, it was discovered that the inventive culture of the company, the spread of local expertise, and the supportive environment did not affect innovativeness. It is advised that SMEs make investments to expand their resources, both material and immaterial, to boost their innovativeness.

Wang D explained [24] described the factors that encourage and impact barriers to Environmentally friendly corporate methods have gained popularity recently in several developed nations. These rules must be implemented quickly since CO₂ emissions and global temperatures are rising. SMEs in emerging nations still have difficulty implementing green observes. For a variety of reasons. This research study intends to close the current research gap by investigating the primary motivators for SMEs (particularly those in the food sector) to embrace green practices.

3. DISCUSSION

The self-care sector is no different. Instagram provides a unique chance for businesses of self-care products to engage with prospective customers and increase sales because of its visually attractive platform and large user base. Instagram marketing has the potential to have a significant impact on self-care product sales by influencing customer behavior and purchase choices in several ways. A notable impact of Instagram marketing on the sales of self-care products is the heightened exposure and awareness of brands. Self-care firms may reach a

larger audience on Instagram than they can via conventional marketing channels alone by collaborating with influencers, using hashtags strategically, and creating interesting content. Brands may draw users' attention by presenting their goods in visually appealing photographs and videos as they browse through their feeds. This might pique users' curiosity about self-care items that they may not have previously known about. Increased brand recognition and recall may result from this increased exposure, increasing the likelihood that customers would think about and eventually buy self-care items from these companies.

Instagram marketing makes it easier to communicate directly with customers, which builds trust and a feeling of community around self-care companies. Brands may engage with consumers in real-time by responding to queries, resolving issues, and making tailored suggestions by using tools like Instagram Stories, Exist, and direct messaging. By being open and honest with their followers, businesses establish valuable connections and establish themselves as a reliable authority in the self-care industry. Customers may thus be more likely to support these companies by buying their goods since they are supported by a workforce that is attentive and responsive. Instagram marketing is vital in influencing customer views and preferences for self-care goods, in addition to increasing brand visibility and interaction. Because of the platform's focus on visual material, marketers may customize their style and image in a manner that appeals to their intended audience. Brands may portray their goods as necessary for attaining personal health and general well-being by harmonizing their message with current trends, values, and self-care-related lifestyles.

By demonstrating how self-care products easily fit into their daily lives, influencers, and content producers further reinforce this message and encourage their followers to adopt similar habits and buy the items they include in their posts. Instagram offers several tools that you can use to monitor customer response to your items and product demand. It facilitates a better understanding of marketing tactics for businesses, particularly those in the health and personal care industries. Your postings, aid in your comprehension and provide an overview of metric and analytical research. By distributing sponsored adverts that are specifically targeted to the intended demographic, a company may increase the number of views on their posts and ultimately boost sales. Using Instagram Insights to see the basic account, and share and follow data is highly recommended. It gives you a lot of data, such as how many people have looked at your profile in the last week and how long your followers spend online on average. After the app opens, just carry out these actions:

- a) To access your profile, tap the photo of yourself in the lower-right corner.
- b) Tap the menu symbol in the top-right corner.
- c) Tap Insights, which is located to the right of the graph symbol at the top of the menu.

The main issue with this native statistics tool is the limitations on the date range. For most measurements, you can only view how your output has changed from the prior week to the current week. That's probably the primary argument in favor of switching to an analysis platform and app, but we'll go into the benefits and drawbacks at the end of the article. The number of accounts that have engaged with your content, the kind of interactions that have taken place, and some demographic information about your interactions are all shown in Accounts Engaged. Figure 1 shows the Instagram analytics. The principal actions are:

- a) Top locations
- b) Interactions between followed and unfollowed accounts;
- c) Post-interaction analysis
- d) Top content

The number of friends and also obtain some demographic information about them by visiting Total Followers. The principal actions are:

- a) Follower growth
- b) Locations that work best
- c) Age ranges

Peak activity time

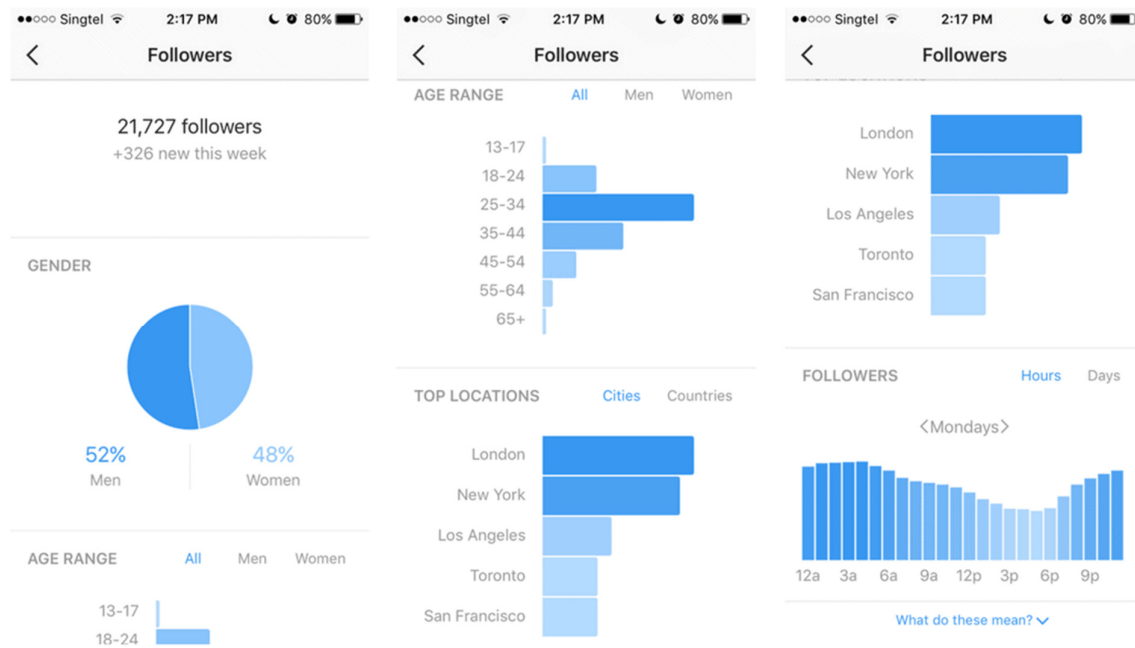


Figure 1: Represents the Instagram analytics.

Instagram engagement

Engagement rate per post (by follower)

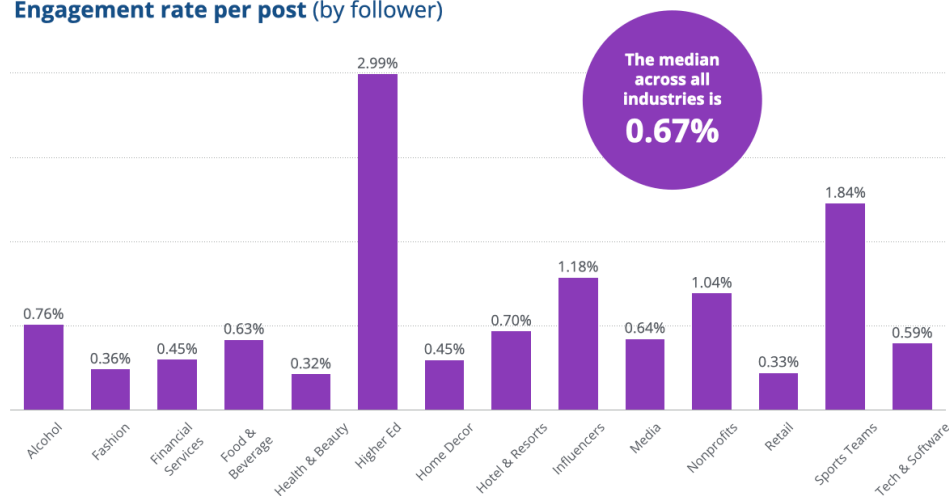


Figure 2: Represents the Instagram Engagement.

Figure 2 shows the Instagram Engagement. The problem is deciding which metrics to focus on Instagram followers and website clicks are the total number of people that clicked from your account on Instagram to your website's homepage or landing page. For certain Instagram accounts, this metric is quite important, but not for others. If increasing traffic, conversions, or purchases is your primary goal on Instagram Community development and brand exposure are your primary objectives on Instagram, you will not have to monitor site traffic as closely.

4. CONCLUSION

Instagram users often find themselves lured to ads but ultimately choose not to purchase anything. Consequently, established companies as well as emerging ones have to investigate the reasons behind clients' decision to pass on their Instagram marketing while seeing it. Companies should avoid making dumb commercials since doing so might cost them money because failing to focus or aim their advertising toward the right demographic will not result in sales. Customers are still hesitant and the majority do not believe Instagram is a good substitute for purchasing personal care items, even though the platform has extended into other markets like accessories and clothing, where buyers are content purchasing these things. Instagram and personal care firms should aim to change customers' perceptions and position themselves as a competitive option by using a range of strategies.

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CHAPTER 4

EXPLORING SKILL DEVELOPMENT INITIATIVES IN THE GIG ECONOMY: ASSESSING ADVANTAGES, DRAWBACKS AND METHODOLOGIES

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ABSTRACT:

While the gig economy has expanded job opportunities, it also presents numerous challenges to traditional labour relations and formal employment structures. Currently, there is a gap in research regarding how gig workers can effectively build their online presence and utilize various marketing channels to advance their careers and achieve sustainable growth within this economy. This study aimed to gather initial insights into the expectations, interactions, and attitudes of the younger generation towards the gig economy in the Indian context. The survey targeted individuals with internet access and previous membership with USIM. Before being distributed to the intended respondents, Peer experts thoroughly reviewed the questionnaire and methodology. According to the study results published in "Unlocking the Opportunities of the Gig Economy in Indian Scenario", the gig economy has the potential to provide up to 90 million job possibilities, which would account for around 30% of the Country's non-farm labour population shortly. It might also raise the GDP of the nation by 1.25% and encourage the development of a large number of jobs in a variety of industries. The majority (over 88%) of respondents believe that gig employment will become the dominant trend in the labour sector. However, many Fortune 500 companies have begun outsourcing non-core tasks such as human resources, back-office management, and marketing to freelancers. Additionally, numerous independent contractors from developing nations compete for jobs at lower pay rates, making it challenging for GIG workers to secure consistent work on online platforms. The study's conclusions highlight both the opportunities and challenges present in India's evolving gig economy. Therefore, future research should focus on understanding the underlying factors influencing freelance product promotion and the establishment of strong personal brands.

KEYWORDS:

Crowdsourcing, GIG, Economy, Freelancing, Job progression, Employment.

1. INTRODUCTION

The Gig economy has become a noticeable aspect, changing the nature of conventional job arrangements and providing new streams of revenue. People now have never-before-seen options to work as freelancers, temporary employees, or on a project basis because of the growth of digital platforms and technology; these opportunities are often made possible via online gig and marketplace markets [1], [2]. The trend toward gig work has created a need for skill development programs that are specifically designed to meet the expectations and obstacles of this changing labour market. The development of digital literacy and competency is a crucial component of skill development in the gig economy [3], [4]. With the growing reliance of gig labour on digital platforms for communication, job sourcing, and project management, people need to be technically proficient to use these platforms efficiently. This

entails being adept at using a variety of digital tools and apps, comprehending the workings of online markets, and using social media for networking and self-promotion [5], [6].

Flexibility and Versatility are necessary for success in the gig economy, which is defined by project-based labour and short-term contracts. To ensure a consistent flow of money, gig workers often need to pick up new jobs quickly, adjust to new work situations, and switch between projects. Initiatives for skill development that promote flexibility and adaptation may include teaching courses on agile approaches, problem-solving techniques, and project management [7], [8]. Furthermore, because gig work is dispersed, having strong communication skills is essential. Gig workers need to be able to engage with distant teams, negotiate terms with customers, and express their talents properly [9], [10]. Consequently, the improvement of communication skills, such as active listening, written and spoken communication, and cross-cultural communication, may be the main emphasis of skill development programs.

Gig workers who are in charge of handling their own money including budgeting, invoicing, and tax preparation need to be financially literate. Initiatives for skill development in this field might include training self-employed people on tax laws, contract and payment conditions, and financial management. The necessity of entrepreneurial skills in the gig economy is being more recognized in tandem with the growth of technical and soft skills [11], [12]. Gig workers must efficiently run their own companies since many of them work as freelancers or independent contractors. Therefore, to assist gig workers in creating long-lasting and lucrative freelancing jobs, skill development programs may include subjects like company planning, marketing, branding, and client management. To be competitive in the market as the gig economy develops further, one must constantly retrain and upskill. Initiatives for skill development should be flexible and sensitive to new developments in technology and trends, giving gig workers the chance to upgrade and broaden their skill sets regularly.

All things considered, by giving people the financial, entrepreneurial, soft, and technical skills they need to succeed in the gig economy, skill development efforts are vital. Stakeholders can help the gig economy thrive and last while enabling gig workers to fulfill their career ambitions by funding extensive and easily accessible skill development programs. In recent years, the rise of digital platforms and ecosystems has disrupted entire industries, leveraging thousands of dispersed and independent individuals. Unlike traditional employees who benefit from established employment regulations such as minimum wage and sick leave, platform gig workers are essentially self-employed, responsible for their own financial stability and career trajectory [13], [14]. The widespread adoption of smartphones and internet connectivity has connected global users through digital platforms, enabling companies to engage with remote workers and post their talent requirements online.

Following the global financial crisis of 2008 and subsequent increases in unemployment rates, many skilled professionals turned to temporary work to supplement their income. Coined from the music industry's practice of artists working on a gig-by-gig basis, the term "gig economy" emerged to describe this dynamic. While full-time employment has historically been the norm, factors such as digital disruption and economic downturns have made stable employment increasingly elusive for many job seekers. Independent contractors, often referred to as "gig workers," "freelancers," or "independent workers," are driven to pursue this mode of employment due to the scarcity of traditional job opportunities. In some developed nations, young individuals have opted for contract work as a lifestyle choice, seeking to avoid the rigid structures and protocols associated with permanent employment. Gig platforms serve as a transitional phase, providing "bridge employment" for individuals before they secure permanent roles. The gig economy encompasses various forms of work, categorized into

microwork, freelancing, and business process outsourcing, as identified by the World Bank [15], [16]. This diverse landscape of employment options reflects the evolving nature of work in the digital age, where individuals seek flexibility, autonomy, and alternative pathways to traditional employment.

2. LITERATURE REVIEW

Van Doorn N. *et al.* [17] explained an intervention regarding migration and migrant labour in the gig economy which the majority of platform labour in urban gig economies worldwide is performed by migrants, but THE relationship involving labour migration and the phenomenon of the GIG economy has been extensively studied, as shown by a study that included six cities on four continents. This research clarifies how migrant workers' structural vulnerability is affected by platform-based employment. These results lead us to two important conclusions that call into question the original goals of research on the gig economy. First, we claim that, while declining working conditions are a side effect, platform-based labour offers migrants significant opportunities to enhance their economic prospects. Second, we argue that redesigning gig workers as regular employees is not the only way to address the insecure nature of temporary employment among migrants.

Muldoon J. and Raekstad P. [18] described domination by algorithms in the gig economy which is The way individuals operate has altered in many different sectors thanks to digital media and application software.

The structural circumstances of workers' labour are altered by new algorithmic management systems, which have sparked concerns in empirical studies of the gig economy. Our theoretical explanation of algorithmic dominance and its application to ride-hailing and delivery companies for food in the on-demand economy is based on the republican literature. We contend that particular algorithms maintain a social-technical framework in which a company's owners and management control its employees, hence facilitating the emergence of new relationships of dominance.

Josserand E. and Kaine S. [19] discussed the organization and characteristics of the gig economy. economy employment which is the digital economy generating discussion on the nature of work in the future, labour laws, and the relationship between technology and employment quality. It has also attracted the attention of policymakers and the general public. This essay offers an introductory summary of the special issue, placing the papers within a thorough literature review of previous research on the gig economy. It is a timely entry into that discussion. These articles broaden our knowledge of how the digitally enabled gig economy operates and what it's like to work in other countries. They go into topics including identity formation, types of collectivity, algorithmic administration and control, and the quality of jobs.

Mehta B. [20] stated that the gig economy and the changing nature of work, are both a reflection of changes in work dynamics throughout the world and are especially visible in India's gig economy's expansion. It addresses the theoretical foundations for how technology breakthroughs have altered work patterns and draws attention to alarming developments in India's employment sector, which include increased unemployment and a drop in new job prospects. In light of this, the gig economy presents itself as a viable remedy and provides millions of Indians with job prospects.

Anwar M. and Graham M. [21] described the ideas of fragility, precarity, freedom, and adaptability are essential. Thanks to developments in digital platforms and communication technologies, the workplace is changing. People may now work from anywhere in the globe as

long as they have access to a machine and the internet. In areas that have traditionally had high unemployment rates and poor incomes, job possibilities have been created as a result of this digitally mediated labour. Governments, nonprofits, and the corporate sector have praised it as a creative strategy for promoting economic development as a result.

Shaw *et al.* [22] differentiated in the way people use gig economy-enabled digitally mediated employment opportunities begs the issue of why some people choose gig work and others do not. Our goal is to comprehend how differences in online engagement, together with experiences and competencies associated with Internet use, impact the attributes of online gig workers. To investigate this phenomenon, we use a special dataset that comes from a nationwide sample of 1512 American individuals. This dataset contains baseline data on participants' online activities and experiences, as well as questions on whether or not they completed the necessary steps to sign up for two well-known gig economy sites, Amazon Mechanical Turk and TaskRabbit. We use Bayesian regression to investigate four discrete tiers of participation in the gig economy. According to our research, those who are actively engaged in a gig economy are often younger, more highly educated, and more adept at using the internet than people who are not.

Orr W. *et al.* [23] described Necrocapitalism in the Gig Economy which is Although the risks associated with on-demand food delivery have gained attention due to the fatalities of many couriers on the road, many countries still maintain lax government oversight of the sector. In this piece, we contend that the working circumstances faced by platform couriers in Australia are an example of necrocapitalism (Banerjee), a modern type of accumulation in which hierarchical institutions use the threat of demise and debilitation to their advantage. Our research was first places food delivery inside the Australian gig economy and then emphasizes how courier labour is used by necropower to operate. We demonstrate three aspects: first, how this kind of work involves physical dangers and damages; second, how platform infrastructures exacerbate these problems; and third, how deliberate regulatory inactivity upholds necropolitical systems.

Gleim M. *et al.* [24] expressed the viewpoints of gig economy workers are compared and some clear differences emerged. Those looking for gig work now have a wider range of options as this type of employment grows in popularity and more businesses join it. Gig employment opportunities, however, come in several forms and generally fall into one of two primary categories: the sharing economy or direct marketing. The opinions of those who choose to work in these many kinds of gig jobs vary greatly. The purpose of this research is to clarify the variables affecting gig workers' perceptions of job outcome status, product satisfaction, business confidence, and satisfaction levels.

Mouazen A. and Hernández-Lara A. [25] described the impacts of the current state of the economy, especially in certain areas, which have caused notable changes in the gig economy, entrepreneurship among women, and the startup landscape. Faced with these difficulties, organizations have turned to strategies including hiring freezes, shorter workweeks, reorganizing staffing levels, and a greater reliance on freelancers to complete jobs. Even while these conditions can be seen as unstable, they have given certain underrepresented labour groups women, in particular, the chance to capitalize on and improve their enterprises and entrepreneurial skills. Some have profited from using smart platforms to conduct gig economy business.

Duggan J. *et al.* [26] explained there are no restrictions or constraints imposed by algorithms, and there are many flexible employment arrangements that provide people with more freedom and lower entry barriers. Notwithstanding the seeming benefits, this kind of work may impede

professional advancement and provide little chance for personal improvement. The goal of this research is to determine if, as suggested within the boundary-less career hypothesis, gig workers may acquire the transferable professional competencies needed to seek possibilities outside of the rigidity of temporary employment.

The Research is a thorough secondary analysis that was carried out in the middle of August 2020. Its main goal was to investigate the viewpoints and experiences of former University Sains Islam Malaysia (USIM) staff members and students. The objective was to collect preliminary information on the expectations, attitudes, and interactions of the younger generation concerning the platform economy. The poll was directed at those who had previously used the internet and had a USIM. In particular, participants have to have used platform-based services at least once between March 18 and August 31, 2020, the duration of the Movement Control Order (MCO) and the ensuing shutdown. This period was chosen because it was significant, with restricted physical contact and mobility constraints during the worldwide COVID-19 epidemic. Before giving the survey instruments to the chosen participants, preliminary steps were done to guarantee the correctness and dependability of the results.

1.1 GIG Economy in India (Developing Country):

Over 15 million independent contractors work in India, mostly in the domains of information technology, administration of human resources, and design, according to the IBEF Report (2021). Construction, retail, producing goods, and shipping are the four main industrial sectors where almost 50% of occupations have shifted to gig labour. The 'gig' economy has grown significantly over the last ten years with the advent of digital platforms like Ola, Uber, Swiggy, Dunzo, and Urban Company, among others. The number of workers classified as members of global gig labour have increased to over 200 million due to the emergence of technology-enabled gig work platforms.

1.2 GIG Economy in a developed country (USA):

The gig economy is expanding rapidly because it offers flexible work possibilities. 1.6 million Workers, according to the US Bureau of Statistics, are employed by gig economy firms like Task Rabbit, Uber, and others. Globally, there is a strong need for lateral specialists who can work on-demand for brief periods in the fast-moving consumer goods (FMCG), IT, IT-enabled services, electronic commerce, retail, and tourism and hospitality industries.

3. METHODOLOGY

3.1 Design:

The methodology and questionnaire were subjected to a peer expert review procedure before distribution. The survey instruments were assessed by subject-matter experts, most likely scholars or researchers with backgrounds in the social sciences, platform economics, or survey methods. They evaluated the survey's validity, comprehensiveness, and applicability, and they offered helpful criticism and recommendations for the changes that would be required to raise its caliber. After being revised based on input from peer experts, a pilot test of the survey was conducted. During this phase, a small group of people who were not part of the final sample were asked to fill out the survey. The pilot testing was to find any areas of uncertainty, language mistakes, or other problems that would undermine the survey's efficacy. Before the survey instrument's broader dissemination to the targeted respondents, this iterative procedure ensured that it had been optimized and refined. The survey was meticulously crafted to target individuals with past affiliations with USIM and internet accessibility. Specifically,

respondents were required to have engaged with platform-based services at least once during the Movement Control Order (MCO) period and subsequent lockdown, spanning from March 18 to August 31, 2020. This specific timeframe was strategically chosen due to its significance, as it encapsulated a pivotal and arduous period characterized by stringent restrictions on movement and limited physical interactions amid the global COVID-19 pandemic.

Before distributing the survey instruments to the selected participants, preliminary measures were implemented to guarantee the dependability and correctness of the information acquired. This meticulous approach aimed to uphold the integrity of the research findings and provide a comprehensive understanding of the targeted population's perspectives and experiences. Moreover, the questionnaire and methodology underwent a rigorous peer expert review process. Esteemed experts in pertinent fields, likely academics or researchers specializing in social sciences, platform economies, or survey methodology, meticulously examined the survey instruments. Their discerning evaluation focused on assessing the survey's validity, comprehensiveness, and relevance, while also offering invaluable constructive criticism aimed at enhancing the survey's calibre.

Following revisions prompted by feedback from peer experts, the survey underwent a crucial pilot test phase. A select group of individuals, not included in the final sample, were invited to complete the survey during this iterative process. The pilot testing endeavour was instrumental in identifying any areas of ambiguity, phrasing errors, or other potential concerns that could undermine the survey's effectiveness. Subsequent adjustments were made to address these identified issues, ensuring that the final survey instruments were coherent, objective, and efficacious in eliciting the requisite data. This iterative approach underscored the researchers' commitment to producing high-quality research outcomes and enhancing the overall reliability and validity of the study findings. Figure 1 shows the design of the Overall Procedure Regarding Exploring Skill Development Initiatives in the Gig Economy.

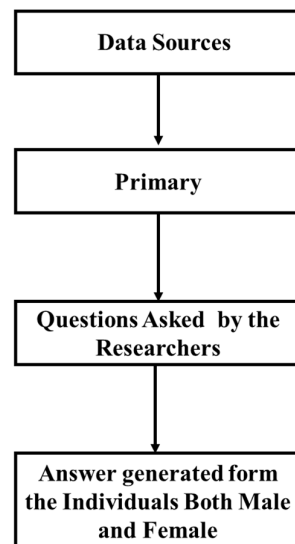


Figure 1: Represents the design of the Overall Procedure Regarding Exploring Skill Development Initiatives in the Gig Economy.

3.2 Instruments:

A small group of people who were not part of the final sample were asked to fill out the survey. The pilot testing was to find any areas of uncertainty, language mistakes, or other problems that would undermine the survey's efficacy. Before the survey instrument's broader

dissemination to the targeted respondents, this iterative procedure ensured that it had been optimized and refined. The survey was meticulously crafted to target individuals with past affiliations with USIM and internet accessibility. A total no of eight questions are asked regarding skill development Initiatives in the Gig Economy, the questions which are asked by a researcher are illustrated below:

- a. Have you participated in any skill development initiatives specifically targeted at the gig economy?
- b. Do you believe that skill development is essential for success in the gig economy?
- c. Have you encountered any challenges in accessing skill development programs tailored to the gig economy?
- d. Would you be interested in enrolling in online courses or workshops focused on enhancing gig-related skills?
- e. Do you think that formal education adequately prepares individuals for gig economy employment?
- f. Have you ever utilized online platforms or resources to enhance your skills for gig work?
- g. Are you satisfied with the availability of skill development opportunities within the gig economy?
- h. Would you recommend skill development initiatives tailored to the gig economy to others pursuing similar career paths?

3.3 Data Collection:

The data collection is composed of the questionnaires and respondent responses regarding Skill Development Initiatives in the Gig Economy. Table 1 shows the respondent response percentage (%) regarding Skill Development Initiatives in the Gig Economy.

Table 1: Represent the Respondent Response Percentage (%) of the respondents to the research.

Sl. No.	Questions asked to the individual regarding the Gig Economy	Strongly agree (%)	Agree (%)	Disagree (%)	Strongly disagree (%)	Neutral (%)
1	Have you participated in any skill development initiatives specifically targeted at the gig economy?	30	42	21	4	3
2	Do you believe that skill development is essential for success in the gig economy?	37	23	32	4	4
3	Have you encountered any challenges in accessing skill development programs tailored to the gig economy?	33	27	30	5	5
4	Would you be interested in enrolling in online courses or workshops focused on enhancing gig-related skills?	31	30	28	5	6
5	Do you think that formal education adequately prepares individuals for gig economy employment?	34	32	26	5	3

6	Have you ever utilized online platforms or resources to enhance your skills for gig work?	34	27	30	3	6
7	Are you satisfied with the availability of skill development opportunities within the gig economy?	33	27	32	4	4
8	Would you recommend skill development initiatives tailored to the gig economy to others pursuing similar career paths?	32	30	30	2	6

3.4 Data analysis:

The data are collected and analysed by the researchers after the research regarding the Gig Economy. Most of the individuals agreed with the fact that Initiatives for the development of skills are vital in the gig economy because they enable people to prosper in the quickly changing field of independent employment. These programs include a broad spectrum of online classes, seminars, and training courses that are intended to improve skills linked to gig work, such as project management, digital marketing, and technical competency. These programs provide gig workers the opportunity to retrain or upskill in response to market needs, which increases their employability and earnings potential. They do this by offering easily accessible and relevant learning options.

4. RESULTS AND DISCUSSION

In today's workforce, Part-time work has grown more common as people look for a variety of jobs to help them get experience, supplement their income, and get through unpredictable economic times. The dynamics of part-time work in a variety of industries, such as drop shipping, food delivery, courier services, consulting, tutoring, and editing, are examined in this research. Through an analysis of the incentives, financial consequences, and attitudes of part-time employees, this study provides insight into how employment is changing in today's world. To pay their daily expenses, save money for emergencies, and get real-world experience, many people choose part-time work. Part-time jobs provide employees the freedom they need to successfully manage their personal and professional obligations. Taking on a variety of career tasks allows people to learn new skills, network with other professionals, and explore new sectors. For those looking for varied career options and flexible work schedules, part-time employment has become a good alternative. Even if part-time employment has benefits like experience-gaining and income supplementation, many employees are nevertheless concerned about the financial repercussions of working part-time. Employers and legislators need to address the difficulties that come with part-time work and make sure that part-timers have enough financial assistance as the gig economy develops. Initiatives to improve the quality of part-time work and provide career progression opportunities may also help create a more equal and sustainable employment environment.

4.1 Financial Implications:

Even with the advantages of working part-time, the majority of people in our research have limited incomes many of them make less than RM100 per week. The fact that 27% of respondents make between RM101 and RM200 per week brings attention to the very low pay that comes with working part-time. Even while part-time work might augment income, it might not be sufficient for many people as their major source of income.

4.2 Perceptions and Future Outlook:

Nearly half of the respondents think that conventional full-time jobs will continue to be replaced by part-time work in the future, despite the financial difficulties. Part-time employment has become more alluring due to its flexibility and adaptability, particularly in light of the COVID-19 pandemic's obstacles. Numerous participants attribute their ability to manage the financial difficulties and economic uncertainty caused by the epidemic to their part-time jobs. The bulk has experience in drop-shipping as food delivery, courier services, advisory services, teaching, and editing. To gain experience, save cash for emergencies, and cover daily expenses, they have mostly taken part-time jobs. Most of them earn less than RM100 each week from a variety of vocations. Roughly 27% of them earn between RM101 and RM 200 each week from part-time jobs. Almost half of them think that part-time jobs will eventually take the place of temporary labour. The majority of respondents think that working a part-time job enabled them to get through the difficult COVID-19 pandemic phase. Figure 2 shows the kinds of occupations taken up.

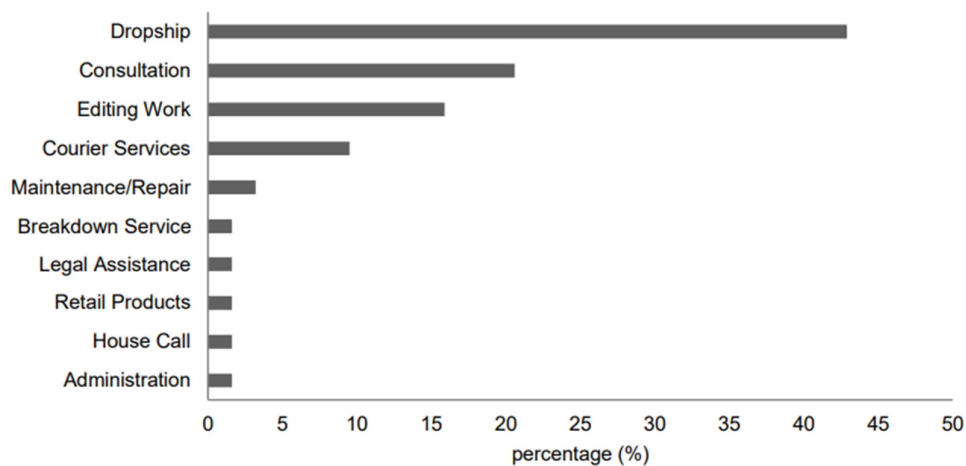


Figure 2: Represents the types of jobs taken up.

Opinions on the growing development and future trend of the GIG economy, the likelihood that part-time jobs would eventually replace permanent jobs, and average weekly earnings for the upcoming time of the gig economy are more promising for the female respondents, although it is more likely that they will make an average weekly salary of less than RM 100. There is a 42 percent difference between those who answer "yes" and those who answer "not sure" when asked if gig employment will eventually replace regular, permanent employment. Gig employment is predicted to be the future trend in the labour sector, according to over 88% of the respondents. Women are more likely than males to believe that the gig economy will boost the economy (61.54%).

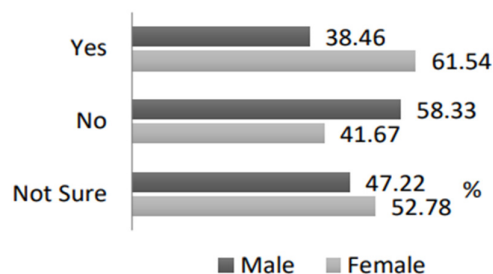


Figure 3: Shows the results of whether GIG economy contributes to the growth.

Nonetheless, nearly equal proportions of freelancers, male and female, are unsure if the gig economy can spur economic growth. Figure 3 shows the results of Does GIG Economy Contribute to Growth. Table 2 shows the Location of the Respondents and Tables 3 and Table 4 represent the question and respondent response percentage to the question which is carried throughout the research.

Table 2: Represents the location of the respondents.

Regions	Central (Selangor, Wilayah Persekutuan and Putrajaya)	East Coast (Terengganu, Kelantan, Pahang)	North (Perlis, Kedah, Penang and Perak)	South (Johor, Sembilia Melaka)	Nigeria Sabah Sarawak Labuan
Gender	Percentage (%)				
Male	19.48	5.19	6.49	11.69	1.30
Female	25.97	7.79	10.39	10.39	1.30

Table 3: Represents Question and Respondent Response Percentage to the question which is carried throughout the research.

Do you think the Gig economy contributes to Economic Growth? (%)			
Gender	Yes	No	Not Sure
Male	38.46	58.33	47.22
Female	61.54	41.67	52.78

Table 4: Represents Question and Respondent Response Percentage to the question which is carried throughout the research.

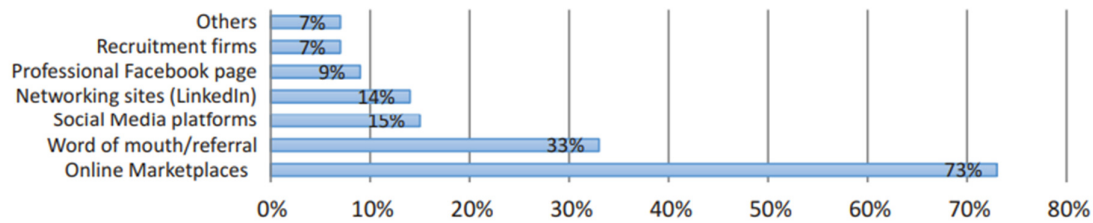
Average weekly earnings from all Part-time Jobs (RM)				
Gender	Less than RM 100	RM 101-200	RM 201-300	RM301 and Above
Male	13	10	2	4
Female	21	5	1	6

4.3 Job Source in Gig Economy:

Within the complex terrain of the gig economy, job finding takes many forms, from social media and online platforms to conventional networking and offline prospects. Using specialized websites such as Upwork and Fiverr, gig workers search job postings, send proposals, and negotiate terms with customers directly.

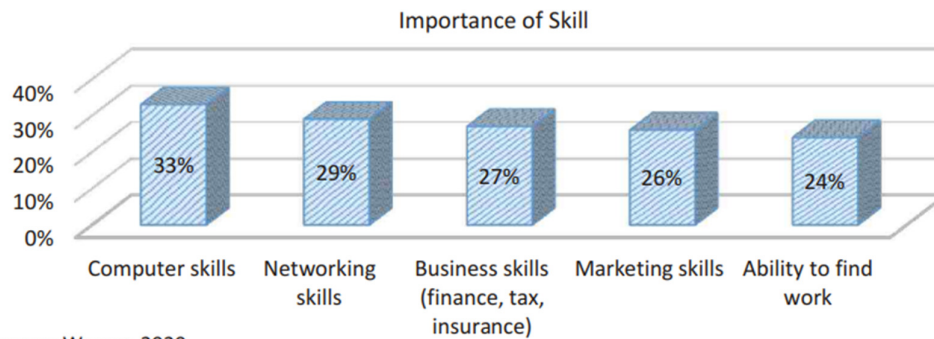
To get recommendations and word-of-mouth referrals, they also make use of their professional networks via participation in online forums, networking events, and networking gatherings. Social media networks are effective instruments for self-promotion that help independent contractors draw new customers by showcasing their abilities. Additionally, conventional channels like neighborhood companies and community groups provide offline work chances, while freelancing markets and job boards offer a broad variety of opportunities across sectors. Through the implementation of a comprehensive strategy that incorporates these diverse job-

sourcing channels, gig workers may expand their revenue sources and position themselves as credible experts within the gig economy. Figure 4 shows the Percentage of jobs sourced in the Gig Economy and Figure 5 shows Represents the skills Graph Importance.



Source: Warner, 2020

Figure 4: Represents the percentage of jobs sourced in the Gig economy.



Source: Warner, 2020

Figure 5: Represents a graph showing the importance of skills.

5. CONCLUSION

To find out how people feel about gig economies and gig jobs, the study ran a preliminary survey. The results show that respondents generally concur that having part-time gig employment allows them to survive the pandemic.

Moreover, part-time employment is beneficial to the economy and has a bright future. According to World Bank estimates, there would be a 2.5 percent contraction in the GDP for each month of MCO.

The gig economy, which is made up of independent contractors, was also affected by the recession. Because they may sell their skills through applications and websites worldwide and are not limited by physical areas, younger generations are more likely to work gig employment. The gig economy flourishes in periods of high unemployment or low underemployment. For gig workers, freedom represents an entirely novel type of riches. Encouraging gig workers with perks comparable to those of traditional employees will retain them with the company and help the economy expand at the desired rate.

Digital platforms play a crucial role in introducing gig culture to remote and emerging regions of the world. Gig workers have access to global job advertisements, a flexible work environment, and the opportunity to work in areas of interest thanks to the gig economy. However, it presents a lot of difficulties for independent contractors, including lower income, less social benefits, and unstable employment. The benefits of hiring freelancers for corporations include lower costs, less responsibility, and talent on demand. However, there is

a dearth of research on how gig workers can establish their online brands and leverage different marketing channels to propel their careers and achieve long-term growth in this economy. Future research should focus on understanding the key elements that affect the promotion of freelancing goods and the development of a strong brand in the gig economy.

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CHAPTER 5

INVESTIGATING THE ENVIRONMENTAL ISSUES AND THEIR EFFECT ON BUSINESSES

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ABSTRACT:

This research paper delves into the significant influence of environmental concerns on businesses worldwide and suggests strategies to foster sustainability and positive environmental impact. Utilizing qualitative research, secondary research, and case studies, it tackles the dilemma of harmonizing profitability with ecological stewardship. The paper underscores the pivotal role of corporate sustainability endeavors in creating a secure and equitable environment for humanity, by balancing societal needs with ecological constraints. Despite the challenges faced by numerous organizations in prioritizing sustainability within a profit-centric economy, those that adopt pragmatic objectives and sustainable approaches are positioned for long-term prosperity. By emphasizing the importance of integrating environmental responsibility into business operations, this paper promotes a transition towards sustainable practices that not only promote environmental conservation but also enhance the overall welfare of society and ensure the long-term viability of businesses in a world increasingly focused on environmental concerns.

KEYWORDS:

Environmental Management Strategies, Pollution, Renewable Energy, Resource Depletion, Sustainable Business Models, Waste Management.

1. INTRODUCTION

The issues that businesses face due to environmental issues are wide-ranging and diverse. A few basic and the most faced issues are asset exhaustion, air contamination, water contamination, squander age, and habitat destruction. Businesses across a wide range of industries face major challenges as a result of the current status of the environment, which is characterized by elements like climate change, pollution, asset exhaustion, and biodiversity misfortune. This study examines the detrimental implications of various environmental problems on businesses, including the effects on their operations, reputation, and finances. A major problem that could be faced by businesses is a decrease in demand for their goods [1], [2]. Presently, in today's world people are becoming more and more aware of the environment and have started to prefer more environmentally friendly, vegan, and animal cruelty-free goods [3]. Businesses have to adopt effective environmental management strategies to find and adapt different ways of saving water, energy, and materials and try to minimize negative environmental and social impacts.

An efficient environmental management system would help an organization systematically address its regulatory requirements. It would also reduce the chances of the green tax leading to savings in the companies' expenditure. Also, the reputation of the company would be improved leading to an increase in the number of customers [4], [5]. A few challenges that could be faced are the difficulty in obtaining the resources in the most cost-effective way possible. The techniques required to support the processes being environmentally friendly

would be expensive to procure which could increase the expenditure in the short term till the company can recover the expenses. This is an important issue to address as we continue to progress in our lives [6], [7]. Our environment is burdened with the problems of pollution and overpopulation etc. moreover this problem could be solved if all the businesses around the world adhere to basic rules and amend their ways of working. Switching to environmentally friendly means of work would not only benefit nature but also lead to an increase in the sustainability of the businesses and ensure a healthier future for the human population.

In the past, businesses operated with little regard for environmental sustainability, prioritizing short-term profits over long-term impacts. Minimal regulations were guiding their practices, and they often only reacted to natural disasters rather than proactively integrating sustainability into their operations [8], [9]. In recent years, there has been a noteworthy movement in the focus of many firms towards a more holistic and sustainable approach to company operations. This transition reflects a larger realization of the need for long-term environmental sustainability in the face of increasing social demands. No longer only an afterthought, have environmental factors been pushed to the center of commercial decision-making processes. This paradigm change is driven by a convergence of causes, including increased pressure from consumers, shareholders, and investors who expect more accountability and responsibility from firms about their environmental effects.

The identification of environmental challenges as key business concerns signals a substantial break from previous thinking when profit and expansion generally took precedence over sustainability. However, as knowledge of climate change, pollution, and resource depletion has increased, so too has the recognition that these challenges represent serious threats to corporations. Environmental catastrophes, governmental crackdowns, and consumer reaction against ecologically hazardous activities may all have serious ramifications for businesses, both in terms of reputation and financial performance [10], [11]. Against this context, this research report tries to offer insight into the rising effect of environmental concerns on significant corporate choices. It seeks to clarify how failing to address these issues may lead to interruptions in company operations and severe financial losses for businesses. By reviewing case studies and empirical facts, the review endeavors to underline the indispensable connection between environmental stewardship and long-term corporate success.

One of the important discoveries that emerge from this study is the awareness that environmental challenges are no longer ancillary to corporate operations but are essential to the strategic planning process. Organizations that fail to include environmental factors in their decision-making processes risk being surprised by unanticipated problems and weaknesses. Whether it's the danger of supply chain interruptions due to severe weather events or the potential of regulatory penalties for non-compliance with environmental regulations, companies must proactively handle these challenges to defend their interests [12], [13]. Moreover, the research demonstrates the interconnection of environmental, social, and economic issues in creating company results. It contends that a limited concentration on short-term profitability at the cost of environmental sustainability is not only morally dubious but also economically unsustainable in the long run. Businesses that emphasize environmental stewardship stand to win not just in terms of better reputation and customer loyalty but also via cost reductions, efficiency advantages, and access to new markets and investment possibilities.

Furthermore, the research study investigates the role of diverse stakeholders in moving the sustainability agenda forward. Customers, for instance, are increasingly making purchase choices based on environmental concerns, selecting goods and services that are eco-friendly and socially responsible. Similarly, shareholders and investors are placing pressure on corporations to publish their environmental performance and show a commitment to

sustainability. In response to these growing expectations, many firms are implementing proactive ways to incorporate sustainability into their fundamental business activities. This involves putting resources into sustainable power, increasing energy effectiveness, lowering waste and emissions, and implementing sustainable supply chain policies. By linking their commercial aims with wider social goals, these organizations are not only avoiding environmental risks but also preparing themselves for long-term success in a constantly changing world [14], [15]. However, switching to a more sustainable company strategy is not without its hurdles. It involves a fundamental transformation in thinking and culture, as well as considerable expenditures in technology, infrastructure, and human resources. Moreover, there may be compromises between momentary benefits and long-haul maintainability objectives, requiring organizations to carefully balance opposing priorities and manage stakeholder expectations efficiently.

Despite these hurdles, the advantages of adopting sustainability greatly exceed the expenses [16], [17]. Companies that show a true obligation to ecological stewardship are bound to recruit and keep top personnel, establish deeper connections with consumers and communities, and produce value for shareholders in the long run. Moreover, by adopting proactive actions to limit environmental risks, organizations may future-proof themselves against possible disruptions and uncertainties, thus strengthening their resilience and competitive edge. The study report highlights the importance for organizations to address environmental sustainability in their decision-making processes. It underlines the rising effect of environmental concerns on significant business choices and discusses the dangers and possibilities associated with failing to resolve these issues [18], [19]. By focusing on the connection between natural obligation and company execution, the study provides a convincing argument for incorporating sustainability into corporate practices and strategic planning. In doing so, it aspires to persuade firms to adopt a more holistic and responsible approach to doing business, one that not only improves the bottom line but also contributes to the well-being of society and the earth as a whole.

2. LITERATURE REVIEW

Bertram and Chi [20] investigated the burgeoning e-commerce business model, which creates logistical issues, notably addressing environmental sustainability. Despite growing attention to the natural ramifications of online business lately, there remains a shortage of research on this problem and viable remedies. Using pre-existing data, this study conducted an examination and comparison of prior research assessing the environmental impacts of online clothing retailing versus traditional retailing, with a specific focus on carbon emissions, waste generation, and energy usage. The analysis specifically delves into four key stages of the store network: bundling, transportation, returns handling, and removal. The findings of the study indicate that, in the majority of instances, online shopping has a lower environmental impact compared to in-store purchases. However, certain factors such as excessive packaging, expedited delivery options, and product returns contribute to increased carbon emissions and waste generation. Acknowledging the potential for technology to enhance efficiency, online clothing retailers have begun to adopt eco-friendly business models aimed at mitigating or addressing adverse environmental effects.

Medina and Pichardo [21] explored the dynamics within artisanal family businesses, which frequently rely on inputs sourced from unsustainable origins, posing threats to various plant and creature species. Because of the Manageable Privately-run company Hypothesis, the research investigates how family-owned enterprises perceive environmental pressures, leading to the execution of value rehearses. The study emphasizes the interconnectedness between these practices and environmental concerns, highlighting the significant role of the owning

family's environmental values. Utilizing study information accumulated from distinctive privately owned companies in Guanajuato and Oaxaca, Mexico, the study assesses the reliability and validity of its measures and employs path models to test hypotheses. By exploring the impact of natural tensions on the reception of value rehearses inside distinctive privately-owned companies, particularly those without assets for ISO accreditation, and by clarifying the intervening impact of ecological qualities, this examination adds to the current writing in this field.

Abbas and Ul Hassan [22] delved into the importance of Pakistan's tourism industry, which has seen notable expansion owing to economic activities catalyzed by the China-Pakistan Monetary Passageway (CPEC) drive.

By and by, it has confronted snags, like persevering through repercussions of the conflict on dread and authoritative hindrances. This exploration looks to investigate the effect of ecological choppiness on the collaboration between Client Relationship board adequacy (CRMe'), business advancement, and business execution within the tourism domain. Utilizing Structural Equation Modeling (SEM) via Amos software, data from 382 respondents were collected through a survey and analyzed.

The results indicate that all moderating influences on the proposed connections are statistically significant. Specifically, technological turbulence and competitive intensity can either mitigate or augment the correlation between CRMe' and business innovation and performance. Conversely, market turbulence amplifies or weakens this correlation. These findings will assist stakeholders in comprehending market dynamics furthermore, their repercussions on advancement and business execution, aiding them in navigating the manifold challenges brought about by CPEC more effectively.

Blasco et al. [23] indicated that the phenomenon of crowding conduct is formed not just by the social factors commonly inspected in existing writing but also by a scope of extra factors related to hierarchical and ecological influences. These encompass governance structures, technological advancements, educational initiatives, business practices, what's more, the elements of both value and non-value markets. While specific factors, like administration and innovation, may go about as impetuses for crowding behavior, others, like the evolution of financial markets, business practices, and educational programs, function to mitigate such tendencies. As these corrective factors continue to develop, deliberate herding practices may diminish over time.

Ikram et al. [24] conducted a study aimed at assessing the potential impact of incorporating an Ecological Administration Framework (EMS) into an Incorporated Administration Framework (IMS) on corporate supportability. Drawing from data collected from 211 manufacturing companies in Pakistan, the research utilized various methodologies to evaluate Corporate Social Responsibility (CSR) performance. Two CSR indices were employed: a partner-weighted CSR list and an equivalent weighted CSR record. Enlightening t-tests and exploratory element examination were utilized to look at speculations and guarantee inside consistency while underlying condition displaying was used to survey associations among inert and noticed factors. The study's findings revealed that companies adopting EMS demonstrated significantly higher average CSR performance compared to those not adopting EMS. Furthermore, EMS adopters were found to have positive and significant impacts on aspects such as environmental preservation, fairness, and societal contribution. Conversely, companies without EMS displayed a partner-weighted CSR list and an equivalent weighted CSR record. Enlightening t-tests and exploratory element examination were utilized to look at speculations and guarantee inside consistency while underlying condition displaying was used to survey associations

among inert and noticed factors concerns. Moreover, EMS adoption appeared to be a promising avenue for establishing and enhancing business objectives, as well as strengthening CSR initiatives.

In contrast to existing research, this study delves into the intricate relationship between environmental issues and their effects on businesses across various industries, with a particular focus on the Indian context. While Bertram and Chi [1] concentrate on the environmental implications of e-commerce, primarily in the realm of clothing retailing, and Medina and Pichardo [2] explore the dynamics within artisanal family businesses, this research extends its scope to encompass a broader spectrum of industries and business models. Unlike Abbas and Ul Hassan [3], who examine the impact of environmental turbulence on the tourism sector in Pakistan, this study seeks to understand how businesses in Maharashtra, India, perceive and respond to environmental challenges. Furthermore, while Blasco et al. [4] investigate the influence of cultural, organizational, and environmental factors on herding behavior, and Ikram et al. [5] assess the effectiveness of environmental management systems in enhancing corporate sustainability in Pakistan, this research uniquely addresses the specific environmental issues faced by industrial factory owners in Maharashtra, India. By employing a combination of primary and secondary data analysis, this study provides valuable insights into the awareness, measures, and challenges related to environmental sustainability within the Indian business landscape, contributing to a deeper understanding of the global implications of environmental issues on businesses.

3. METHODOLOGY

3.1 Design:

This research paper adopts a multifaceted approach, employing qualitative research, secondary research, and case studies to delve into the intricate relationship between environmental issues and businesses, as well as to propose potential remedies. The research design is characterized by its exploratory and descriptive nature, intending to shed light on the complexities surrounding environmental challenges within the business realm. By utilizing qualitative data collection methods alongside comprehensive literature reviews, the study aims to unearth insights into the diverse array of environmental issues confronting businesses today. Through the synthesis of qualitative findings and secondary research, the paper endeavors to provide a nuanced understanding of the impacts of environmental issues on businesses, including their implications for operations, finances, and reputation. Additionally, the inclusion of case studies offers concrete examples to illustrate the real-world ramifications of environmental challenges and the strategies employed by businesses to address them. Overall, the research design is structured to facilitate a thorough examination of the subject matter, allowing for the identification of key trends, patterns, and potential solutions to mitigate the adverse effects of environmental issues on businesses.

3.2 Sample and Instrument:

Primary data collection for this study is centered on a structured questionnaire administered to industrial factory owners within Maharashtra, India. This method allows for a direct assessment of awareness regarding environmental impacts, mitigation measures implemented by companies, and the detrimental effects of environmental issues on businesses. The questionnaire is meticulously designed to cover these crucial aspects comprehensively. Specifically, the sample targets three industrial factory owners engaged in chemical production and metal/alloy manufacturing, providing insights into sectors known for significant environmental footprints.

In addition to primary data, secondary data is gathered from diverse sources such as research papers, websites, journals, and published articles. This dual approach enriches the study by incorporating existing knowledge and insights from prior research. Secondary data complements the primary findings, offering broader context and corroborating evidence. Moreover, the combination of primary and secondary data enhances the robustness and reliability of the study's conclusions. Overall, this comprehensive approach to data collection ensures a thorough exploration of environmental practices and impacts within the industrial landscape of Maharashtra, facilitating informed analysis and decision-making regarding environmental management strategies.

The approach of this research paper is to answer the questions via qualitative data. All the data obtained will be from a primary source as well as from a secondary source. The information below is collected from primary sources and other research papers.

- i. Is your company aware of its environmental impacts?
- ii. What measures does your company take to reduce its effects on the environment?
- iii. How do the current environmental issues negatively affect the business?

The location of this study is India more specifically in the state of Maharashtra. The respondents of this questionnaire are industrial factory owners who are into the production of various chemicals used in hospitals and owners of factories that produce metal and various alloys like steel etc. The time of this questionnaire was two months. The total number of responses for the primary data was three.

3.3 Data Collection and Analysis:

In the process of analyzing collected data, a combination of descriptive statistics and qualitative research methods is utilized to derive meaningful insights. Descriptive statistics serve as a powerful tool to summarize and present the responses obtained from questionnaires. This involves the calculation of measures such as means, frequencies, and percentages, providing a clear and concise overview of the data collected (as shown in Figure 1). By employing descriptive statistics, researchers can identify patterns, trends, and central tendencies within the dataset, enabling them to draw preliminary conclusions and make informed decisions.

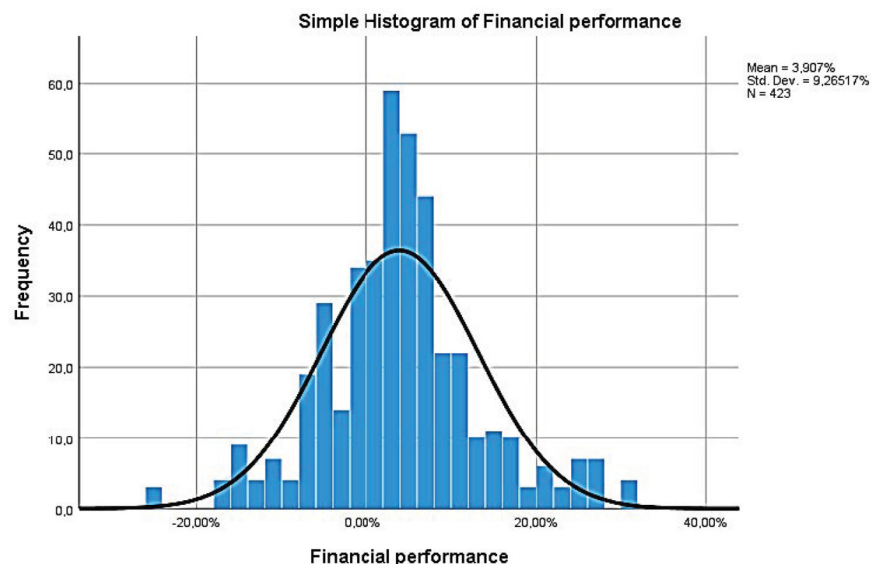


Figure 1: Illustrates the graphical representation of financial representation.

Now coming to the data found by the primary source.

i. *Is your company aware of its environmental impacts:*

According to the answers given by the companies, it could be summarized that they have become increasingly aware of their environmental impact. There is still a wide variation of awareness levels across industries and locations, even though many businesses are growing more conscious of their environmental impact. Additionally, there can be significant differences amongst businesses in terms of the breadth of awareness and the scope of the actions done to address environmental effects. While there is progress being made in terms of knowledge, it is important to remember that not all businesses may be equally proactive in addressing their environmental impact. While some may act solely in response to governmental or market forces, others may be motivated by genuine environmental concerns.

ii. *Measures does your company take to reduce its effects on the environment:*

Governments worldwide have implemented environmental regulations, mandating businesses to monitor and disclose their environmental impact. Businesses are now more conscious of their impact thanks to this incentive. Environmental considerations are becoming more and more important to markets and investors. Strong environmental performers in business may have easier access to funding and markets. Companies are guided in evaluating and managing their environmental performance by a variety of industry-specific standards and certifications, such as ISO 14001 (Environmental Management Systems).

iii. *The current environmental issues negatively affect the business:*

Businesses must invest in technologies and procedures that assure compliance with environmental requirements. This entails considerable financial obligations, particularly for sectors with significant environmental impacts. Businesses may need to build more robust waste management systems due to stricter environmental requirements regulating garbage disposal, which could add to operational complexity and cost. Environmental performance is becoming a more important consideration for investors and stakeholders. Investor attraction and retention issues may arise for businesses with a bad environmental track record.

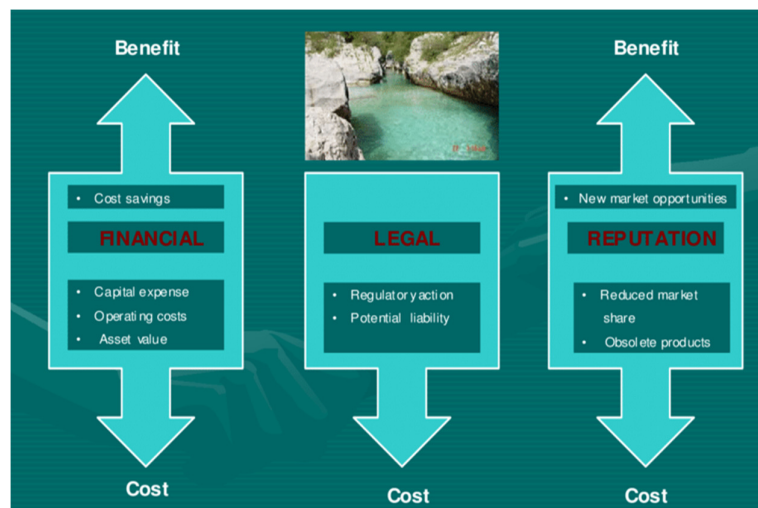


Figure 2: Direct impacts of environmental issues on business [researchgate].

Figure 2 depicts the direct effects of environmental challenges on enterprises, highlighting the link between environmental sustainability and economic success. The graphic visually represents significant environmental concerns that corporations confront, such as resource depletion, pollution, climate change, and habitat damage. Each environmental concern is represented by its influence on corporate operations, such as higher operating expenses, regulatory compliance requirements, reputational hazards, supply chain disruptions, and legal liabilities. Figure 2 depicts the direct repercussions of environmental challenges on company operations, emphasizing the need to prioritize environmental sustainability and incorporate it into strategic decision-making processes.

By complying with the environmental regulations, businesses may have to incur additional costs as they will have to spend money on new technologies and adhere to new emission standards. If a company does not comply with the regulations, it can cause negative publicity which can harm the company's reputation. Raw material depletion is a major cause of disruption in the supply chain. If a company is found violating environmental laws, it can be sued directly leading them to part of costly lawsuits and may have to pay huge amounts of settlements.

Environmental challenges drive innovation in industries related to renewable energy, waste management, and sustainable technologies. Businesses that fail to adapt may become less competitive or even obsolete in the face of changing market demands. On the positive side businesses and organizations can take these environmental issues as a challenge and turn them into new business opportunities. New markets and customer segments can be created by environmental innovations, especially for those looking for eco-friendly goods and services. For instance, thanks to cutting-edge technologies, the renewable energy industry has experienced significant growth.

A financial investment in environmental innovation is a financial investment in the enterprise's long-term viability. Preparing for changing environmental regulations and consumer preferences, aids in future-proofing operations. Collaboration with vendors, research facilities, non-profit organizations, and governmental organizations is common in environmental innovation. These collaborations may result in knowledge exchange, resource access, and mutual gains. Efficiency improvements can cause reductions in costs and may help to improve short-term as well as long-term sustainability. All of this will prove beneficial for the organizations as it will attract more customers in the future.

Land erosion and water scarcity will all lead to increased costs for businesses. They will face higher prices for essential goods which will affect their profitability negatively. Natural calamities like hurricanes, floods, earthquakes, and tsunamis will lead to delays and increased costs for the business. Organizations that rely on natural resources for building and creating their products will face a lot of challenges. On a larger extent, these natural calamities can even destroy the factories and sites of the businesses which can set the business back and can cause a huge increase in their expenditures. Stock could be lost or damaged in affected warehouses and storage facilities. Inventory write-offs and revenue losses may result from this. Due to safety concerns, a lack of utilities, or damaged infrastructure, businesses may need to temporarily or even permanently suspend operations. Reduced productivity and revenue loss may result from this. Natural disasters can endanger employee safety and even result in fatalities or serious injuries. Additionally, workers might experience difficulties getting to work

or dealing with the personal effects of the disaster. In the wake of a natural disaster, businesses with insurance policies may experience higher premiums or deductibles. They might also have to go through the time-consuming claims process.

Businesses may face legal liability for environmental damage, especially in cases of pollution or hazardous waste disposal. Fines, legal costs, and damage claims can have a significant financial impact. On the positive side, businesses that adopt environmentally friendly practices may benefit from government incentives, subsidies, and tax breaks, which can offset some of the costs associated with sustainability initiatives. Environmental regulations may require companies to change how they operate. For instance, a manufacturing facility might need to adopt cleaner production techniques or install pollution control equipment. Regulations governing the use of resources, such as water and energy, can affect how businesses conduct their operations. This might entail taking action to cut back on resource usage. Environmental laws can have an impact on product labeling requirements, especially for goods that may have an impact on the environment, like recycled goods or energy-efficient appliances. Industry must adhere to emission standards if they want to continue operating. This could entail setting up pollution control equipment, keeping an eye on emissions, and filing reports with regulatory bodies. In ecologically sensitive areas, wetlands, or protected habitats, certain types of development may be prohibited by environmental laws.

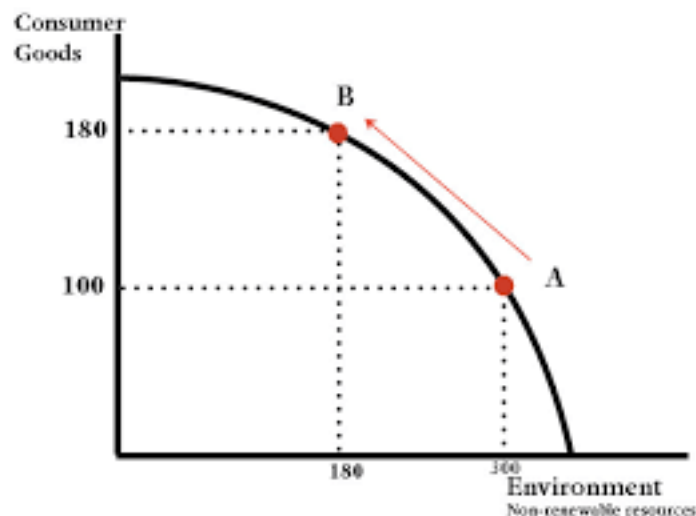


Figure 3: Illustrates that presently renewable resources rise the number of consumer products increases [gstatic].

This graph (Figure 3) shows us that now renewable resources increase the number of consumer goods increases. It also shows us that if the non-renewable resources decrease the number of consumer goods decreases. The goods produced on the line of the graph tell us that the organizations are the most efficient and anything that is produced inside the line of the graph conveys to us that the organizations are inefficient. Any point outside of the line of the graph conveys that it is impossible to produce that. On the other hand, qualitative research methods are employed to delve deeper into the findings obtained from the literature review and case studies. Unlike descriptive statistics, which focus on numerical data, qualitative research methods involve the analysis of textual or narrative data. This may include thematic analysis, content analysis, or grounded theory, depending on the nature of the research questions and

objectives. Qualitative analysis allows researchers to explore the nuances, complexities, and underlying meanings embedded within the data, offering rich insights into the phenomena under investigation.

By combining descriptive statistics with qualitative research methods, researchers can gain a comprehensive understanding of the collected data, encompassing both quantitative and qualitative aspects. This integrative approach enables researchers to triangulate findings, corroborate evidence, and provide a nuanced interpretation of the research outcomes. Ultimately, the synthesis of quantitative and qualitative analyses enhances the rigor, validity, and depth of the research findings, contributing to the generation of valuable knowledge and insights in the respective field of study.

4. RESULT AND DISCUSSION

The analysis of primary data unveils a growing awareness among businesses regarding their environmental impacts, signaling a shift towards sustainability. However, this consciousness varies across industries, with some sectors exhibiting higher levels of awareness and action than others. Businesses are increasingly taking measures to mitigate their environmental footprints, driven by various factors including regulatory requirements, stakeholder expectations, and a recognition of the business benefits associated with sustainability. One of the primary strategies employed by businesses to address environmental concerns is adherence to environmental regulations. By complying with these regulations, companies aim to minimize their negative impact on the environment while avoiding legal penalties and fines. Furthermore, numerous organizations are adopting environmental management systems (EMS) to methodically recognize, oversee, and address their environmental aspects and impacts. EMS structures like ISO 14001 deal with a deliberate technique for associations to improve their natural performance and showcase their dedication to sustainability.

Moreover, businesses are increasingly adopting sustainable practices across their operations to reduce their environmental footprint. These practices may include energy efficiency initiatives, not only mitigating their environmental footprint, but also realizing cost savings, enhancing their reputation, and attracting environmentally-conscious customers and investors. Despite these efforts, businesses face several challenges in addressing environmental issues. Financial burdens associated with implementing sustainable practices and complying with regulations can strain company resources, particularly for small and medium-sized enterprises (SMEs). Operational complexities may also arise as companies navigate the progress to more economical plans of action, requiring changes to processes, products, and supply chains. Moreover, businesses risk reputational harm if they fail to address environmental concerns adequately, potentially leading to loss of customers, investors, and business opportunities.

Secondary data analysis corroborates the challenges faced by businesses in addressing environmental issues. Research emphasizes the considerable financial expenditures linked with adhering to environmental regulations, encompassing expenditures on pollution mitigation technologies, waste handling mechanisms, and the establishment of renewable energy structures. However, research also emphasizes the importance of sustainability in gaining a competitive advantage in the marketplace. Companies that proactively address environmental issues can differentiate themselves from competitors, attract environmentally-conscious consumers, and access new markets and business opportunities. Furthermore, environmental challenges present opportunities for innovation and business growth. Companies that innovate to develop sustainable products, services, and business models can gain a first-mover advantage and capture market share. Case studies demonstrate how businesses can leverage innovation to mitigate environmental impacts while driving business value. For example,

companies may invest in eco-friendly technologies, such as renewable energy systems or water-saving devices, to reduce resource consumption and minimize environmental harm.

Despite the obstacles and prospects presented, enterprises play a pivotal role in propelling environmental sustainability forward and fostering a more sustainable future. Through the adoption of sustainable practices, businesses not only safeguard their enduring interests but also generate a beneficial impact on both society and the natural world. Collaborating with various stakeholders, encompassing governmental bodies, non-governmental organizations (NGOs), and local communities, businesses can spearhead collective efforts aimed at tackling pressing global environmental issues such as climate change, pollution, and the depletion of resources. Research findings underscore the critical necessity for businesses to address environmental concerns, ensuring their sustained viability, competitiveness, and positive societal influence. By ingraining sustainability into the fabric of their core business strategies and day-to-day operations, enterprises can curtail their environmental footprint, bolster their reputation, and unlock novel avenues for business growth. Ultimately, businesses bear a responsibility to serve as custodians of the environment, actively contributing to the preservation of nature and the prudent utilization of resources for the improvement of the present and people in the future.

5. CONCLUSION

In conclusion, this research paper provides a comprehensive analysis of the significant influence of environmental concerns on businesses worldwide and offers strategies to foster sustainability and positive environmental impact. The findings highlight a growing awareness among businesses regarding their environmental impacts, signaling a shift towards sustainability, albeit with variations across industries. Businesses are increasingly adopting measures such as adherence to environmental regulations, implementation of environmental management systems, and adoption of sustainable practices across their operations to mitigate their environmental footprints. However, they face challenges including financial burdens, operational complexities, and reputational risks. Despite these challenges, businesses have opportunities for innovation and growth by addressing environmental issues, gaining a competitive advantage, and accessing new markets. Collaboration with stakeholders is crucial in driving collective action towards addressing global environmental challenges. Ultimately, businesses play a crucial role in advancing environmental sustainability and have a responsibility to act as stewards of the environment for the benefit of present and future generations. By integrating sustainability into their core business strategies and operations, companies can ensure their long-term viability, competitiveness, and positive societal impact.

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CHAPTER 6

UNVEILING INDIA'S APPETITE AND EXPLORING THE ONLINE FOOD DELIVERY PREFERENCES IN INDIA

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ABSTRACT:

The online food delivery market in India is witnessing rapid growth, fueled by factors such as increasing urbanization, rising disposable incomes, and widespread adoption of smartphones. This study explores the preferences of Indian consumers for online meal delivery platforms, focusing on factors influencing their choices, popular cuisines, market trends, and the impact of online food delivery on the restaurant industry and society. Findings reveal that convenience, food quality, and timely delivery are paramount for consumers, with Indian cuisine emerging as the top choice. Fast-food joints dominate online orders, while the industry's growth is projected to continue, driven by factors like internet accessibility and evolving lifestyles. The study underscores the potential for policymakers, businesses, and consumers to capitalize on these insights to shape policies, innovate products and services, and make informed choices in the dynamic landscape of online food delivery in India.

KEYWORDS:

Online Food Delivery, Consumer Preferences, Cloud Kitchens, Healthy Food Options, Regional Cuisines, Subscription Services.

1. INTRODUCTION

The online meal delivery market in India has gone through a remarkable extension lately, determined by variables like urbanization, increased disposable incomes, and the widespread usage of smartphones. Online food delivery services have altered the way Indian customers access and enjoy meals, bringing unrivaled convenience, variety, and affordability. This article intends to investigate the preferences of Indian customers regarding online meal delivery, throwing light on their culinary choices, restaurant preferences, and the variables impacting their selection of delivery platforms [1], [2]. India's online meal delivery business has undergone extraordinary progress, with a predicted accumulated yearly Development Rate (CAGR) of 22.4% estimated from 2022 to 2029. This rise is driven by the ease and accessibility given by online food delivery services, which enable consumers to browse among a myriad of cuisines and restaurants, make orders smoothly, and have meals delivered straight to their doorstep.

As a consequence, internet meal delivery has developed as a favored alternative for a varied spectrum of customers, especially those dwelling in metropolitan regions with busy lives. Indian customers emphasize convenience, variety, affordability, dependability, and customer service while picking online food delivery services. Convenience is especially vital for customers wanting a speedy and hassle-free ordering experience, while variety guarantees they have access to a wide range of gastronomic options. Affordability remains a crucial concern,

with cost-effective meal alternatives and appealing discounts impacting customers' selections [3], [4]. Moreover, dependability is crucial, as customers rely on platforms to assure timely delivery and preserve food quality.

1.1 Culinary Choices and Restaurant Preferences:

The landscape of online food conveyance in India is a vibrant and ever-evolving one, with Indian cuisine reigning dominant in the field. However, it is closely followed by Chinese, Italian, and Continental options, reflecting the different interests of Indian clients. The popularity of these cuisines underlines the rich tastes and diversity given by many culinary traditions, appealing to the desires of a global community [5]. Moreover, the availability of fast food, casual dining, and fine dining alternatives for online orders indicates the versatility of the sector in catering to varied interests and circumstances.

Several trends are now defining the Indian internet meal delivery market, displaying its drive for innovation and adaptation [6], [7]. One such development is the emergence of cloud kitchens, which are delivery-only restaurants operating without a conventional dining location. These kitchens utilize the effectiveness of internet platforms to reach a bigger consumer base while avoiding administrative expenses involved with managing physical eateries. Furthermore, the consolidation of man-made reasoning and AI algorithms into food delivery systems is increasing the user experience by giving tailored suggestions, optimizing delivery routes, and forecasting consumer preferences. These delivery techniques, which reduce physical interaction between clients and delivery people, provide convenience and peace of mind, further boosting the expansion of the online food delivery market. Furthermore, there is an increasing focus on better food choices, with consumers choosing healthy alternatives that correspond with their dietary preferences and wellness objectives [8]. As a consequence, meal delivery companies are extending their menus to include a range of healthy and organic items, responding to this rising demand.

Another noteworthy trend is the research of regional cuisines, reflecting the unique gastronomic traditions of India. While conventional Indian cuisines remain popular, there is increased interest in regional delicacies, showing a greater awareness of local tastes and ingredients [9], [10]. This movement not only improves the culinary environment but also allows small-scale manufacturers and craftspeople to present their goods on a bigger stage. By incorporating ethnic cuisines, online meal delivery services may attract a larger consumer base and distinguish themselves in a competitive industry. The study intends to cover numerous research subjects relevant to the Indian Internet meal delivery sector, including analyzing the variables driving consumer choices, identifying popular cuisines and restaurant types, examining market trends, assessing difficulties, and investigating future possibilities [11], [12]. To attain these aims, a mixed-methods strategy integrating quantitative and qualitative data analysis will be applied. Insights will be collected from industry publications, government figures, and consumer surveys to create a thorough knowledge of the sector.

By providing light on the tastes and behaviors of Indian customers about online meal delivery, the research hopes to give significant information to policymakers, entrepreneurs, and academics. Understanding the primary aspects impacting consumer choices, such as price, quality, convenience, and variety, is vital for building efficient marketing strategies and boosting customer experiences. Additionally, by examining market trends and identifying possible issues, stakeholders may design new solutions to fuel industry development and overcome impediments [13], [14]. The online meal delivery market in India presents enormous

potential for expansion and innovation, driven by growing customer preferences and technical improvements. By getting insights into client preferences, restaurant dynamics, market trends, and difficulties, stakeholders may manage this changing terrain effectively. By embracing innovation, implementing sustainable practices, and fulfilling customer requirements, the online meal delivery business may continue to prosper and contribute to the expansion of India's food service industry.

The research dives into the mind-boggling inclinations and operational dynamics within India's online food delivery market, furnishing valuable insights for various stakeholders [15], [16]. Policymakers stand to benefit by using these findings as a foundation for crafting regulations that foster a fair and transparent environment conducive to industry expansion. By understanding the nuanced preferences and behaviors of consumers, businesses operating in this sector can innovate their services to better align with market demands. This insight empowers them to capitalize on emerging trends effectively, enhancing their competitiveness and relevance in the rapidly evolving landscape of online food delivery. Consumers, armed with this research, gain the ability to make more informed decisions when selecting from the plethora of available options. Factors such as food quality, delivery times, and pricing, highlighted in the study, equip consumers with the knowledge necessary to assess and compare various platforms and make choices that best align with their preferences and priorities [17], [18]. As the online food delivery market in India continues its upward trajectory, stakeholders across the board must remain adaptable and responsive to evolving trends. Successfully navigating this dynamic landscape requires a proactive approach to innovation and strategy adjustment, ensuring sustained relevance and success in the vibrant and competitive market environment.

2. LITERATURE REVIEW

Ghosh and Saha et al. [19] examined the association between consumers and food companies about demographic aspects such as income, occupation, and age. Additionally, it dives into studying customer perceptions and preferences, which play a key part in molding their appraisal of different services via e-payment transactions. Consequently, the fundamental purpose of the research is to define the most significant element influencing exchange inclinations and the vital drivers for e-installment reception inside the food business. To achieve this reason, the specialists applied the measurable method ANOVA to explore the connection between purchasers' segment factors and online food company operations. The research also investigated many parameters to measure the influence of e-transaction processing systems in the food delivery business, typified by platforms like Swiggy. Furthermore, Factor Analysis was utilized to establish the exact elements impacting consumers' payment method choices.

Bhanot [20] critically investigated Zomato's marketing and positioning strategies, drawing from surveys, journals, and financial reports. Evaluating consumer perceptions through a survey of 50 respondents from diverse backgrounds, it finds a positive relationship between Zomato's positioning strategy and consumer satisfaction. Factors such as food quality, quick conveyance, and an extensive variety of restaurant choices contribute to Zomato's market dominance. The research underscores the significance of effective promotional schemes and user-friendly applications in shaping consumer perception and market share.

Thamaraiselvan et al. [21] explored the rapid growth of food delivery facilitated by digital apps within e-commerce. The integration of digital tools has revolutionized the food industry,

offering consumers diverse cuisine options from various providers anytime, anywhere. Features such as no minimum order value and multiple payment methods enhance consumer convenience. The accessibility of smartphones has crossed over the metropolitan rustic hole, speeding up the reception of online food conveyance. Companies, particularly fast food providers in India, have adapted their strategies to meet evolving consumer preferences. The paper examines the significance of digital apps in food delivery systems and proposes strategies for sustainable business growth.

Chandrasekhar et al. [22] explored consumer perception's pivotal role in decision-making processes, focusing on online food conveyance administrations like Swiggy, Foodpanda, and Zomato. Utilizing primary data from a structured questionnaire with 169 respondents, the study employs a grey analysis technique for data interpretation. Results indicate consumers prioritize uniqueness in price, quality, and delivery, with no service receiving the highest rank. The study offers insights into consumer uncertainties, reliability, and areas for improvement. From a managerial perspective, it enhances understanding of consumer preferences and contributes novelty by examining factors like preference, reliability, and liking in-depth, thereby enriching research in this field.

Septarina et al. [23] provided a basic study aimed at expanding public knowledge. It focuses on client inclinations in regard to website composition in the web-based food conveyance business in Bandar Lampung, Indonesia. This non-experimental research employs variant analysis of data to examine factors influencing customers' decisions. With a sample size of 100 respondents aged 18 and above, the study identifies customer backgrounds, web design features, and the impact of web design on purchasing decisions. Results reveal insights into customer habits, key web design features, and the significance of web design in influencing food delivery choices online.

This research distinguishes itself by employing a mixed-methods approach to understand online food delivery preferences in India comprehensively. Unlike previous studies focusing on specific aspects, it aims for a holistic view, exploring factors like consumer motivations, cuisine preferences, market trends, and industry challenges. Unlike Ghosh and Saha's study focusing on demographics, this research examines a broader range of influences. It surpasses Bhanot's and others' narrower focuses on marketing or consumer perceptions by encompassing various platforms and delving deeper into drivers of preferences. By adopting both quantitative and qualitative analyses, it aims to provide valuable insights applicable across the online food delivery industry in India.

3. METHODOLOGY

3.1 Design:

This study adopts a mixed-methods approach to investigate online food delivery preferences in India comprehensively. This approach joins both quantitative and subjective techniques to give a nuanced comprehension of the elements impacting consumer choices, popular cuisines, market trends, and challenges encountered in the online food delivery industry.

3.2 Sample and Instrument:

The study will gather data from multiple sources, including industry reports, government statistics, journal articles, and primary surveys conducted among Indian consumers. Secondary data will provide insights into market trends and industry statistics, while primary data collection will involve surveying a diverse sample of Indian consumers to understand their

preferences, behaviors, and attitudes toward online food delivery platforms. The target test size for the essential review will be resolved utilizing fitting measurable methods to guarantee representation across different demographic groups, including age, gender, income level, and geographical location. A sample size of something like 500 respondents is conceived to guarantee satisfactory factual power and reliability of the findings. A structured questionnaire will be developed based on the research objectives and literature review, covering aspects such as factors influencing platform choice, preferred cuisines, dining preferences, satisfaction levels, and demographic information.

The questionnaire will undergo pre-testing to ensure clarity, relevance, and validity before administering it to the target sample. Data collection will be conducted through online surveys distributed via email, social media platforms, and online forums to reach a diverse pool of respondents across different regions of India. Respondents will be assured of anonymity and confidentiality to encourage honest responses. This will provide insights into the variables that mean quite a bit to Indian internet-based food conveyance buyers and how online food conveyance is impacting their lives. Some of the specific quantitative data that will be collected and analyzed include:

- i. Market size and growth rate of the Indian online food delivery industry
- ii. Most popular cuisines and restaurant types are ordered through online food delivery platforms in India
- iii. Demographics of online food conveyance clients in India.
- iv. Key motivations for consumers to use online food delivery platforms
- v. Impact of online food conveyance on the café business in terms of sales, profits, and job creation
- vi. Effect of online food conveyance on society in terms of food consumption patterns, dietary choices, and social interactions

In addition to the overarching challenges, the study acknowledges specific research issues raised in the literature, such as:

- i. Evaluating the effect of online food conveyance on food waste and environmental sustainability.
- ii. Investigating the job of online food conveyance stages in advancing healthier eating habits.
- iii. Assessing the impact of online food conveyance administrations on the work examples of café workers.
- iv. Exploring the impacts of online food conveyance administrations on the food safety practices of restaurants.
- v. Delving into the eventual fate of online food conveyance in India, including the potential effects of emerging technologies and business models.

3.3 Data Collection and Analysis:

Quantitative information gathered from the overviews will be examined utilizing spellbinding measurements, inferential statistics, and multivariate techniques to identify patterns, correlations, and associations between variables. Factual programming, for example, SPSS or R will be utilized for information examination, considering the examination of relationships between demographic characteristics and online food delivery preferences. Qualitative data

from open-ended survey questions and interviews, if conducted, will go through a topical examination to distinguish normal subjects, examples, and bits of knowledge. The qualitative analysis will provide deeper insights into consumer motivations, perceptions, and experiences with online food delivery platforms.

This pie chart shows the percentage of cuisines ordered from food delivery apps in India in 2023. North Indian cuisine is the most popular, accounting for 35% of all orders. South Indian cuisine is the second most popular, with 25% of the market share (as shown in Figure 1). Chinese cuisine is the third most popular, with 15% of the market share. Pizza and Indian street food account for 10% and 7% of the market share, respectively. Other cuisines, such as Thai, Mexican, and Continental, account for the remaining 8% of the market share.

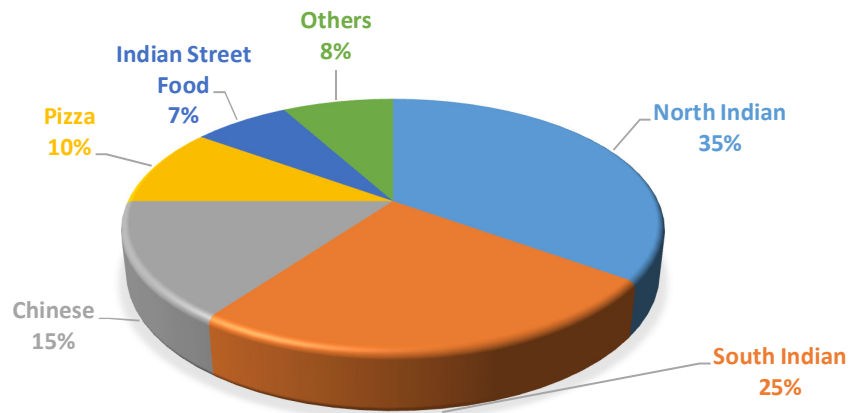


Figure 1: Percentage of cuisines ordered from food delivery apps in India.

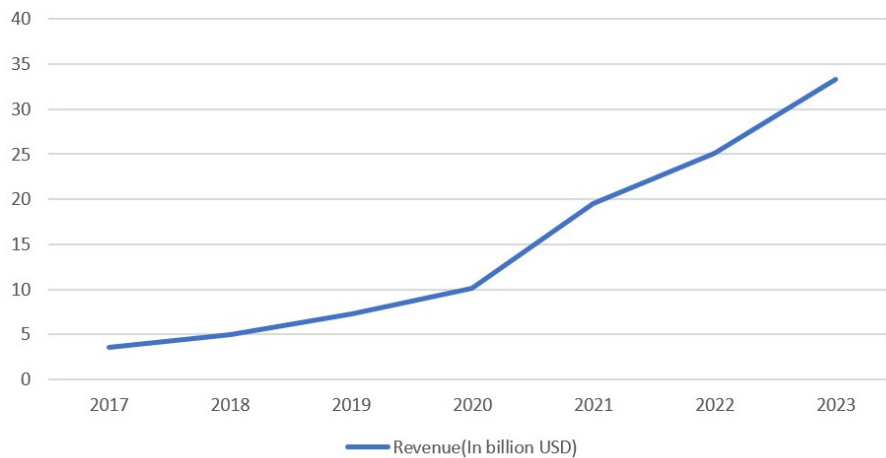


Figure 2: Depicts the rise of sales in billions of dollars from 2017 to 2023 [statista].

This line graph shows the growth of revenue in billions of dollars from 2017 to 2023 (as shown in Figure 2). The x-pivot of the chart addresses the year, and the y-hub addresses the income in billions of dollars. The graph shows that revenue has grown steadily from 2017 to 2023, with a slight dip in revenue in 2020. The overall trend of the graph is positive, suggesting that the market is growing and expanding. The dip in revenue in 2020 may be due to the COVID-19 pandemic, which caused many businesses to close or operate at reduced capacity. Overall,

the image shows that the industry is doing well and that its revenue is growing. The slight dip in income in 2020 is logical because of the Coronavirus pandemic, but the overall trend is positive.

4. RESULT AND DISCUSSION

The findings of the study will be presented and discussed comprehensively, covering key insights into consumer preferences, popular cuisines, market trends, what's more, challenges faced by the web-based food conveyance industry in India. The results will be contextualized within the existing literature and industry context to provide a holistic understanding of the research topic. The implications of the findings for policymakers, businesses, and consumers will be discussed, along with recommendations for addressing challenges and leveraging opportunities in the online food delivery market. The constraints of the review and roads for future examination will also be acknowledged to guide further inquiry into this dynamic and evolving industry.

The internet-based food conveyance industry is quickly gaining momentum in India, and this surge has sparked a growing curiosity to delve into the preferences of Indian consumers. Research in this domain has unveiled a range of significant insights. Convenience emerges as the primary catalyst behind the adoption of online food delivery platforms, particularly resonating with millennials and urban residents juggling busy lifestyles and time constraints. As indicated by a recent report directed by the Indian Chamber for Exploration on Worldwide Financial Relations (ICRIER) a resounding 80% of Indian online food delivery users emphasize convenience as their foremost motivation. It's worth noting that millennials exhibit a higher affinity for using online food delivery platforms compared to their older counterparts.

4.1 Food Quality and Timely Delivery:

When selecting an online food delivery platform, Indian consumers prioritize two pivotal factors above all else: food quality and swift delivery. They also appreciate factors such as a diverse menu, cost-effectiveness, and superior customer service. A 2022 study conducted by the Federation of Indian Chambers of Commerce and Industry (FICCI) discovered that 75% of Indian online food delivery users consider food quality to be the paramount factor when choosing a platform. Delivery speed is equally crucial, with 65% of users asserting that a platform failing to deliver within 30 minutes would deter their usage.

4.2 Beloved Culinary Choices

Indian consumers boast a wide spectrum of culinary tastes, with Indian cuisine reigning supreme, followed closely by Chinese, Italian, and Continental offerings. As revealed by the Zomato-Ipsos Food Index study in 2021, Indian cuisine constitutes a substantial 35% of all online orders, while Chinese cuisine claims the second spot at 20%. Italian and Continental cuisines also enjoy popularity, comprising 15% and 10% of orders, respectively.

4.3 Preferred Dining Establishments:

While Indian consumers explore an array of restaurant types, fast food establishments are the most sought-after, followed by casual dining and fine dining restaurants. The Zomato-Ipsos Food Index study further elucidates that fast food restaurants dominate the online orders chart at 40%, with casual dining following closely at 30%. Fine dining restaurants also enjoy popularity, making up 20% of orders.

4.4 Impact on the Restaurant Industry:

The advent of online food delivery platforms has brought about a substantial transformation in the Indian restaurant industry. These platforms have not only boosted restaurant sales, as evidenced by a 2020 study conducted by the National Restaurant Association of India (NRAI) indicating a 15% increase, but they've also facilitated expansion by connecting restaurants with new customers. However, the study also noted that some restaurants were grappling with increased competition and diminished profits as a consequence.

4.5 Broader Societal Implications:

Beyond its influence on the restaurant industry, the online food delivery sector is creating fresh job prospects and nurturing entrepreneurship. It's streamlining access to a diverse array of cuisines and eateries while significantly contributing to the promotion of regional culinary traditions and cultures. A 2019 study by the Confederation of Indian Industry (CII) unveiled that the online food delivery industry had generated over 1 million jobs in India. Moreover, it played a pivotal role in rendering regional cuisines and cultures more accessible to consumers. In essence, the burgeoning online food delivery industry in India is not just altering culinary preferences but also yielding profound impacts on the restaurant sector and the broader fabric of society, offering a multitude of opportunities and challenges for consumers, entrepreneurs, and the food industry alike.

4.6 Future of Online Food Delivery in India:

The viewpoint for the web-based food conveyance industry in India seems promising, and ready for quick development in the years to come. This positive direction can be ascribed to different variables, including the expanding reach of the internet, the increasing affluence of consumers, and evolving lifestyles. A report from Red Seer Consulting in 2023 has foreseen a robust future for the Indian online food delivery sector, projecting it to attain a market size of \$18 billion by 2026. Furthermore, the report anticipates a substantial increase in the user base for online food conveyance administrations in India, estimating that it will encompass 150 million users by 2026. Although research into the preferences of online food delivery consumers in India is still in its early phases, it has already unearthed some significant insights.

5. CONCLUSION

Policymakers can use the bits of knowledge from this exploration to shape arrangements that encourage the development of the online food delivery industry while safeguarding the interests of both consumers and restaurants. For instance, they could formulate regulations to ensure that online food delivery platforms maintain fairness and transparency in their dealings with restaurants and customers. Additionally, policies could be developed to enhance food safety and hygiene standards within the online food delivery sector. Businesses can leverage these research findings to innovate their products and services to better cater to consumer needs. For example, companies might create online food delivery platforms offering a wider array of culinary choices, faster delivery times, and improved customer service. They could also explore the creation of new restaurant concepts tailored specifically for the online food delivery market. Consumers, on the other hand, can make more informed choices by using this research. They can compare various online food delivery platforms based on factors such as food quality, delivery times, pricing, and customer service. Furthermore, consumers can discover restaurants that align with their preferences in terms of cuisine and budget. The future of the online food delivery market in India appears promising, driven by factors like the

growing accessibility of the internet, increasing disposable incomes, and evolving lifestyles. Several key trends are expected to influence the industry in the coming years, including the emergence of cloud kitchens, the integration of artificial intelligence and machine learning, heightened demand for healthier and sustainable food options, the popularity of regional cuisines, and intensified competition from new entrants. These trends will present both challenges and opportunities for online food delivery platforms. Adapting to these shifts will be vital for remaining competitive and fulfilling consumer demands.

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CHAPTER 7

EXPLAIN THE GENDER MECHANISMS IN THE CONTEMPORARY WORKPLACE: PROMOTING EQUITY

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ABSTRACT:

Prevalent cultural beliefs have led to the onset of various theories regarding the optimal and ideal workplace environment. These theories, which profusely exist in the modern world, have sparked multiple debates regarding the eminent factor of gender. When considering the topic of gender, it is clear that the balance between men, women and other genders is far from equitable. This, in turn, puts into question the idea of equity and how it serves women ideally. While it may be believed that the world is progressing and advancing for the better, sadly it has been unable to adopt this quintessential reality we all look forward to. This research paper, therefore, studies the problems that women, specifically face within the workplace and the probable solutions that may help the entire human species prevail. Not only this, but it also extensively analyses women in the corporate workspace and how crisis management and decision making is affected by these gender mechanisms in question.

KEYWORDS:

Crisis Management, Environments, Gender Equality, Gender Discrimination, Leadership, Workplace.

1. INTRODUCTION

Gender significantly influences both the opportunities employees are afforded and the challenges they face in the workplace. According to equity theory, disparities in rewards (outcomes) received by workers compared to their counterparts who contribute similarly (inputs) can lead to feelings of being overpaid or underpaid. Such imbalances often result in dissatisfaction and can impact job performance positively or negatively [1]. The contemporary era is witnessing a substantial reconfiguration of economic and social dynamics, with numerous interpretations and discussions surrounding concepts such as late modernity, post-industrialism, post-Fordism, globalization, postmodernity, information society, and the learning society. These transformations underscore the evolving nature of work environments and underscore the need for comprehensive analyses and strategies to address gender-related disparities and promote equity in the modern workforce. The wide range of descriptions underscores the inherently unclear nature of the continuous reconfiguration's importance [2], [3]. However, a fundamental aspect of most views is the significant changes taking place in the global economy, workplace, and society. The progress of technology for communication and information, together with the liberalization of markets, has contributed to this transition to some extent. These crucial elements have ushered in a new age characterized by previously unheard-of levels of connectedness, creativity, and adaptability, radically altering how people work, organizations run, and society function.

Unfortunately, most firms, if not all of them, have found it difficult to achieve gender equality in the workplace due to gender prejudice and entrenched preconceptions. The contemporary

corporate landscape has often functioned as a hub for the maintenance of preexisting gender disparities and the creation of new ones. It is also an essential institution that propels social transformation [4], [5]. The substantial social and financial advantages linked to women's education and labour force involvement are highlighted by economic studies. On the other hand, it has been shown that the marginalization of women in management and the labour market hurts per capita income and labour productivity as a whole [6], [7]. The aforementioned results underscore the pressing need for enterprises to tackle gender prejudice and demolish preconceived notions to cultivate a fairer and more comprehensive work environment, thereby optimizing social welfare and economic gains. Gender stereotypes impede women's professional advancement by impacting management conduct and forming occupational perspectives inside patriarchal work environments. It is concerning to see that women hold just 29% of top executive positions globally. In addition, the gender disparity has shown erratic swings throughout time [8], [9]." This is a rise above the 31.7 percent average gender difference from the previous year, highlighting the ongoing difficulties in attaining gender equality in a variety of social contexts.

1.1 Need for study:

There are many reasons why this research must be done. One of the main goals is to undermine ingrained preconceptions by questioning and reducing prevalent gender-related ideas. In doing so, the research hopes to provide important new understandings that will help promote justice and equality for people of all genders as well as preferences a necessary skill for negotiating the intricacies of our quickly changing and modernizing society [10], [11]. Even though gender stereotypes or their effects have been the subject of much research in the past, it is still vital to look into how fair management practices are in the workplace to make sure that people of different genders are treated fairly and can work well together as a team. This change in emphasis is essential for promoting organizational policies that put equality first and create a welcoming atmosphere for everyone, regardless of gender identification.

2. LITERATURE REVIEW

M. Kornberger *et al.* [12] discussed the recent empirical field study focused on a Big Four accounting firm, the paper investigates the effectiveness of a flexible work initiative aimed at advancing gender equality and retaining women in senior positions. Despite the firm's public commitment to promoting gender equality, the study reveals that the flexible work program, intended to create a more supportive environment for women's career progression, inadvertently reinforced gender barriers. The research sheds light on the challenges faced by accounting firms in translating organizational policies into effective practices that truly address gender equality concerns.

R. Omansky *et al.* [13] examined the impact of illegitimate tasks, which deviate from established job norms, on employee well-being. It discovers, via the use of data from 213 US-based workers, that perceptions of effort-reward imbalance (ERI) operate as a mediating factor between unlawful tasks and worse job satisfaction or intrinsic motivation. Furthermore, compared to female workers, male workers are more impacted by perceived ERI's illegal duties.

A. Singh [14] explored the stress that female bank employees face, intending to determine its causes, consequences, and coping techniques. It draws attention to the particular difficulties faced by women in this field and how this affects both worker satisfaction and organizational performance. Women face more stress at work due to a variety of factors, including discrimination, uneven compensation, difficult work-life balance, and little prospects for professional growth. Social standards that assign women a disproportionate share of home

duties further exacerbate these pressures. The study highlights the significance of gender equality, wage parity, and flexible work arrangements to manage women's workplace stress. It also highlights the necessity for specific interventions and legislation in this regard.

R. Light [15] investigated the enduring problem of gender discrimination in the workplace, with an emphasis on occupational segregation and how it affects sociology publications. It draws attention to how, even after accounting for human capital considerations, men's and women's professional identities have distinct effects on publishing results. The results uncover a covert kind of job-queuing in which gendered professional identities surreptitiously influence the publishing process and perpetuate gender differences. To lessen disparities in academia, the chapter highlights the need to identify and address these gendered systems within professional identities.

3. METHODOLOGY

3.1 *Design:*

The research seeks to address three pivotal questions regarding gender dynamics within the workplace. Firstly, it aims to investigate the impact of gender stereotypes on workplace culture, discerning how preconceived notions about gender roles influence organizational norms and behaviours. Secondly, the study endeavors to identify successful strategies that have effectively counteracted the detrimental effects of gender discrimination on workplace motivation. By examining past interventions and their outcomes, the research aims to uncover actionable insights for fostering a more equitable and supportive work environment. Lastly, the research endeavors to explore measures that can be implemented to cultivate inclusivity and effectiveness within the workplace, regardless of gender. By identifying and analyzing best practices in promoting diversity and inclusion, the study aims to provide practical recommendations for organizations striving to create environments where all individuals can thrive and contribute meaningfully.

3.2 *Sample and Instrument:*

Research into the influence of gender on workplace performance and behavior is expanding rapidly but remains broad, encompassing various areas from the effects of gender stereotypes to crisis decision-making. Additionally, the consequences, including potentially positive ones, of women and men collaborating during crises or developing crisis management plans tailored to diverse gender identities, are considered. This research is imperative as it enables the identification of potential gender biases in emergency response and recovery efforts, the design of comprehensive performance, planning, and management approaches, and the assurance that all individuals have access to emergency response resources.

3.3 *Data Collection:*

Archival data analysis technique is employed to gather data from sources such as McKinsey, Statista, and Deloitte. Descriptive analysis supplemented by relevant literature is utilized to comprehend the implications of cultural dissonance among international students. Articles from the Scopus database is referenced to inform the findings. While gender discrimination's impact on workplace performance has been extensively researched, several obstacles and research gaps remain. These include the absence of sex-disaggregated data on responses to gender bias, limited exploration of the intersection between gender, race, ethnicity, class, and sexual orientation in crisis management, and the need for longitudinal studies on crises and gender equality. The necessity of this study arises from various reasons. One primary motivation is to delve into global perceptions concerning gender and to devise strategies to

dismantle conventional stereotypes. Consequently, this research aims to provide comprehensive insights essential for ensuring fairness and equity for individuals of all genders and preferences, crucial for navigating our rapidly evolving and modernizing world. The core concept of gender preconceptions has been extensively explored in the past and will continue to be scrutinized in the future.

Previous research has identified traits believed to differentiate between men and women. However, there is now a pressing need to investigate the efficacy of workplace management in fostering fairness, where individuals of diverse genders are treated equitably and collaborate inclusively as a cohesive team. The topic of gender discrimination on performance within the workplace is heavily researched and one that has held an opinion within everyone's mind. However, it does have certain obstacles as well as research issues. There is missing sex-disaggregated information regarding the impact and response to gender bias. There also has been less research on the interaction between gender with race, ethnicity, class and sexual orientation in disaster situation management. Lastly, longitudinal studies are needed concerning crises and gender equality.

3.4 Data Analysis:

The data visualization below illustrates the 2017 overall Index results, showcasing the gender gaps remaining to be closed worldwide. While significant progress has been made, no country has fully closed its gender gap, emphasizing the continued need for concerted efforts toward gender equality. Case studies from Canada, Australia, and the U.S. highlight the impact of pay equity initiatives on reducing the gender wage gap, providing valuable insights for policy formulation. Further analysis reveals disparities in female representation within organizational management bodies, underscoring the ongoing challenges of gender diversity in leadership positions. Regulatory frameworks, particularly in the European Union, have emerged as influential drivers of gender diversity initiatives within companies. Moreover, industry-specific analyses shed light on sectors leading positive trends in gender representation while identifying areas lagging. Despite progress, the percentage of female managers in the private sector has declined in recent years, underscoring persistent challenges in achieving gender equality in organizational leadership.

4. RESULT AND DISCUSSION

Research from Australia, Canada, and the United States has shown that the adoption of pay equality policies, such as efforts based on equivalent worth, has resulted in a significant reduction in the gender wage disparity. The implementation techniques of these efforts have been informed by research results about the distribution of gender across different work sectors, as shown in Figure 1. The critical need for fair pay practices is highlighted by studies showing that 40% of white women and almost half of the women of colour already make less money than what is considered to be the federal poverty line for a household of three [16], [17]. The average hourly income differences between females and males for both full-time and part-time employees show significant differences in the gender wage gap across nations. While the majority of nations display a positive gap where women earn less than males on average, certain countries, like Malaysia, have a negative gap where men earn less than women on an hourly basis.

The extent of the residual gender inequalities in each country was used to classify the findings of the overall Index in 2017. Remarkably, at that time, no nation had completely closed the gender gap. But four of the five Nordic nations and one each from the regions of Latin America, Caribbean, Sub-Saharan Africa, and Eastern Europe or Central Asia Rwanda, Nicaragua, and Slovenia showed notable progress, closing more than 80% of their respective

gender gaps. On the other hand, Yemen, the nation with the worst performance, has only narrowed a little less than 52% of its gender gap, underscoring the ongoing difficulties in attaining gender parity worldwide.

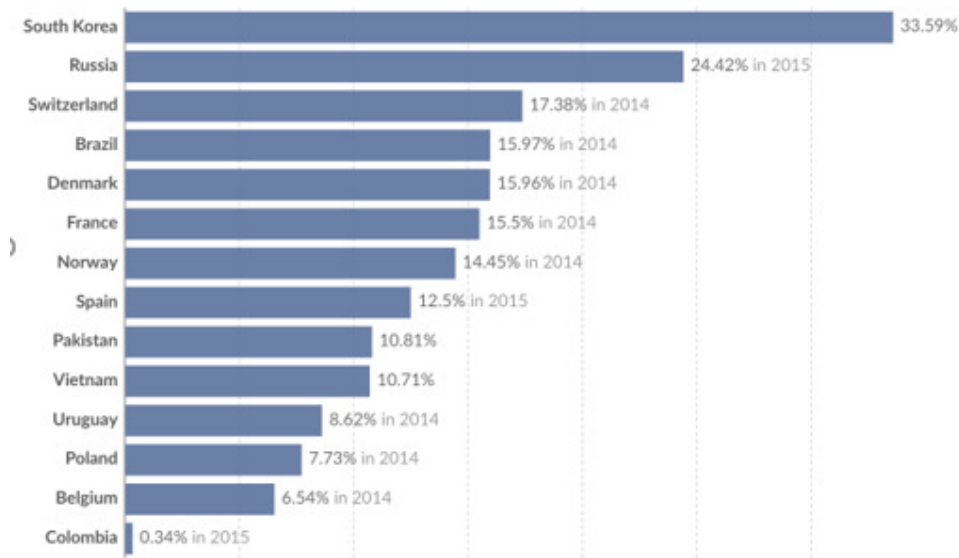


Figure 1: Illustrates the unadjusted gender gap in average hourly wages in 2016.

Women are significantly underrepresented in the management bodies of these organizations. The data shows that the majority of evaluated organizations have a limited female representation, with approximately 21.8% of organizations in the Board of Directors (BOD) and 25.5% in the Management Team (MT) having between 0 and 10% female representation. Additionally, around 38.2% of organizations in the BOD and 29.1% in the MT have female representation ranging from 11% to 20%. These statistics underscore the prevailing gender disparity within organizational leadership, indicating the need for concerted efforts to promote gender diversity and inclusivity in decision-making roles, as shown in Figure 2.

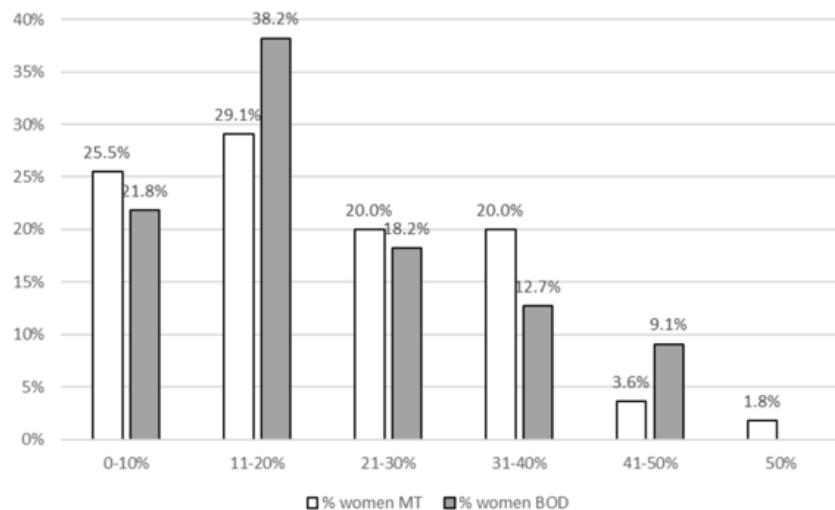


Figure 2: Illustrates the percentage of women on the MT and the BOD.

There has been a discernible pattern throughout time where regulatory frameworks have been essential in encouraging more gender diversity in organizations. Remarkably, the European

Union (EU) has become a prominent advocate in this field, as shown by its 2012 proposal for a law to improve gender parity on company boards (Figure 3). Consequently, binding quotas have been established by six EU member states (Belgium, Portugal, Austria, Italy, Germany, and France) to guarantee female diversity on company boards. To further encourage gender diversity, nine more states Denmark, Ireland, Luxembourg, Spain, the Netherlands, Finland, Poland, Slovenia, as well as Sweden have also implemented weaker, non-binding quotas [17], [18]. These regulatory initiatives underscore a concerted effort to address gender imbalances within corporate leadership, reflecting a broader commitment to fostering inclusivity and equality in the business sphere.

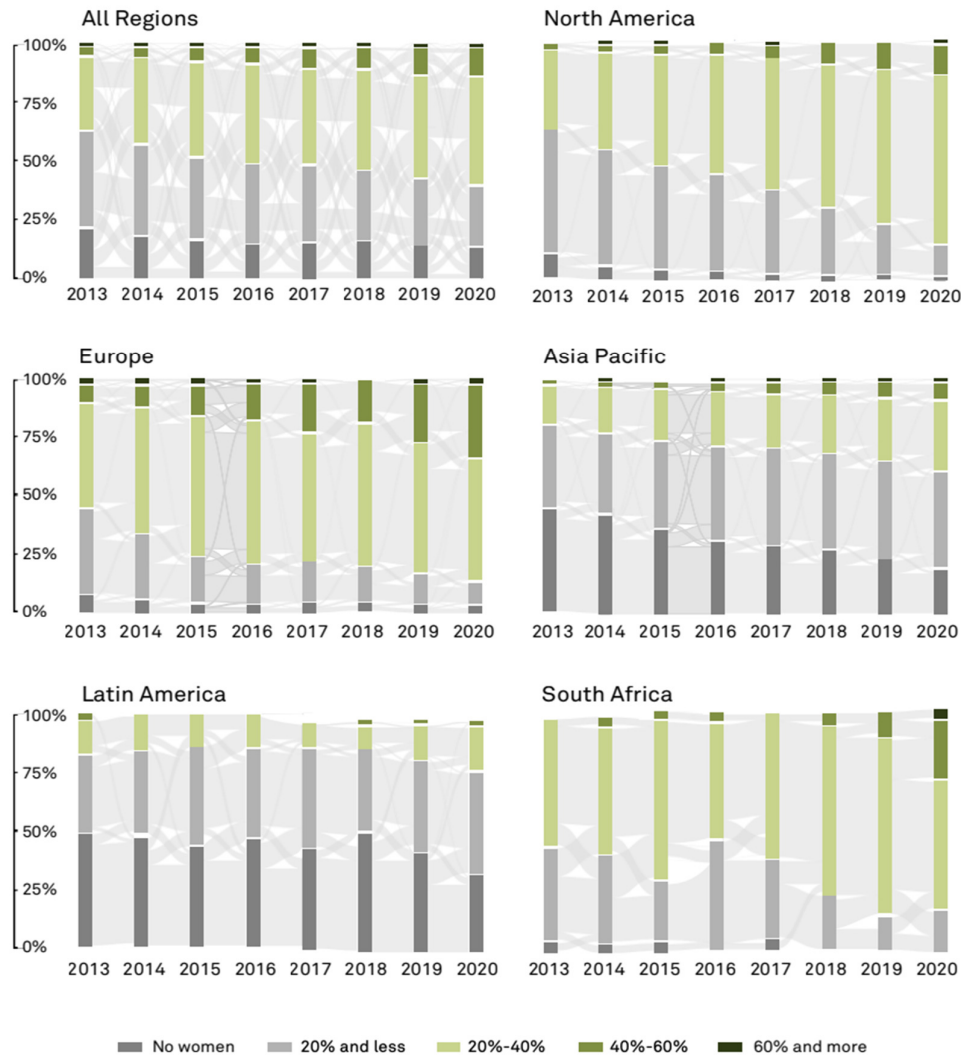


Figure 3: Illustrates the six other states that have adopted softer, non-binding quotas to promote gender diversity.

We can identify the industries that are advancing gender equality more quickly and those that are moving more slowly by using an industry-specific approach. It is a well-known fact that sectors of the economy that involve more direct customer contact tend to have larger percentages of women in both the workforce and junior management. The data for junior management positions and workforce representation, however, have been unsettlingly stagnant over the previous five years, despite this expected increase. This lack of discernible progress highlights the continued difficulties in attaining gender parity in a variety of sectors and

highlights the continuous need for coordinated efforts to address the underlying prejudices and hurdles that obstruct women's development in the workplace, as shown in Figure 4.

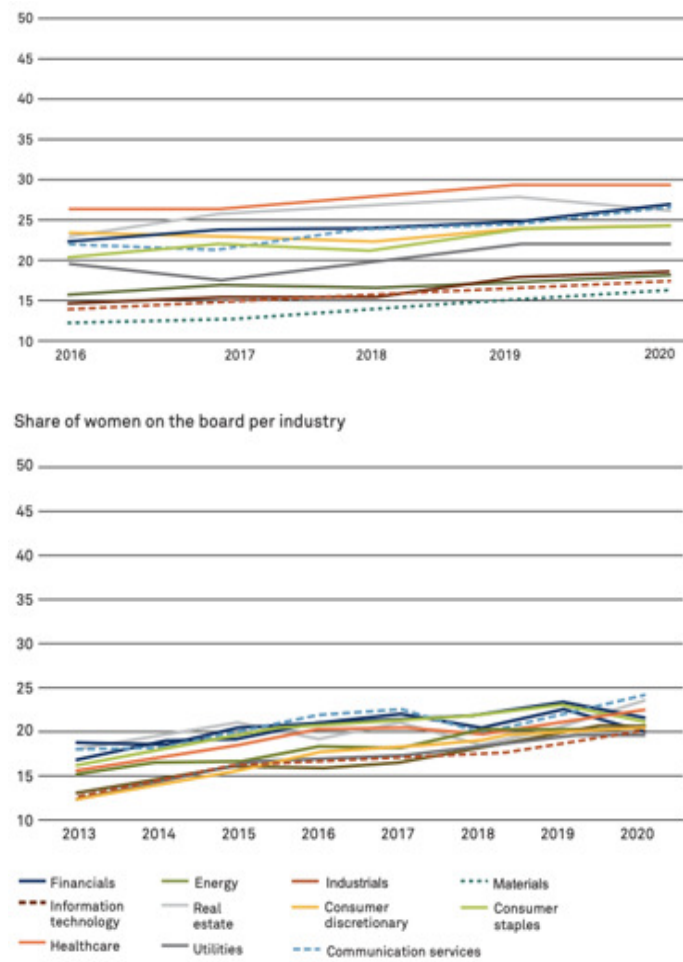


Figure 4: Illustrates the women in senior management per industry.

Though women make up 47% of the civilian labour population, there has been a worrying fall in the proportion of female managers in the private sector in recent years, with the number falling to 41% in 2010. A recent counter-trend, which is most apparent in the disproportionate segregation of women at lower levels of management, where their presence is still sparse, has cooled the long-term trend toward gender equality in management. The Global Gender Gap Report 2020–2021 projects that it will take an extra 100 years to achieve gender equality at the current rate of progress. This forecast has made governments, non-governmental organizations, groups, investors, and corporations aware of the need to increase their efforts toward gender equality. Due to the extra challenges brought about by the COVID-19 outbreak and the economic slump, these efforts must be intensified to avoid losing another 10 years in the struggle for gender equality.

Although overt discrimination has declined, more covert forms of prejudice and interpersonal dynamics which are more difficult to identify and address have taken their place. The belief that gender inequality problems have mostly been handled is supported by the propensity to undervalue women's abilities and achievements, especially in fields in which they are seen to succeed. This causes systemic disparities and unconscious prejudices that continue to disadvantage women in the workplace to be ignored, and the residual differences are written

off as the product of individual merit and choice. Women continue to be disproportionately underrepresented in historically male-dominated professions and vocations, even despite notable advancements in their involvement in the economy. At the top of US business organizations, they are a rare sight, making up just 15.2% of corporate boards of Fortune 500 businesses. Similar trends are seen in Europe, where women are still underrepresented even if they have the education, training, and experience needed for upward mobility. This discrepancy highlights the need for stronger organizational initiatives to promote women's professional growth and remove structural obstacles to their leadership and participation.

Although there has been improvement, women are still underrepresented in comparable training programs. However, this does not fully account for the obstacles women experience in the profession, as many firms find it difficult to retain female recruits. According to Centre for Work-Life Policy research conducted in North America, 74% of women working in the technology industry are satisfied with their jobs, but a startling 56% of them quit their jobs in the middle of their careers exactly the time when corporations stand to lose the greatest talent. Critics may point to labour market discrimination as the cause of this inexplicable disparity, but they may also point to invisible distinctions between men and women, such as different long-term professional commitments. But it is not only morally right to fight gender discrimination in the workplace; it is also economically necessary [19], [20]. Discrimination stifles the economic potential and competitiveness of businesses and nations alike by causing financial losses and impeding innovation. For this reason, in their pursuit of sustainable development, organizations like the United Nations (UN) and others see gender discrimination and inequality as major, continuing global challenges.

Eckert and McConnell-Ginet have pointed out that cultural gender norms act as guiding principles, drawing lines that define the parameters by which people evaluate one another and themselves. Essentially, we bring cultural gender norms and prejudices into every contact, which shapes our expectations and behaviour. These limitations are most noticeable in relationships at work, where opportunities and dynamics are often influenced by gendered norms. Subsequent investigations need to concentrate on formulating and assessing remedies encompassing diverse life phases, sectors, and forms of organizations, using an intersectional perspective to battle gender prejudice all-encompassing. Because markets are becoming more globalized, it is important to recognize and respond to the particular requirements and demands of a varied workforce to promote inclusion and reduce tensions and disputes at work [21]. In addition, advancing gender equality and combating prejudice need cooperative strategies that include the demands of women and the LGBTQ population. By establishing safer environments for both groups, organizational initiatives to dismantle gender oppression processes may promote fairness and inclusion. Women still encounter difficulties in achieving positions of power despite tremendous progress, which emphasizes the pressing need for businesses to put policies in place to remove impediments to workplace gender equality.

5. CONCLUSION

Research that develops and assesses solutions for the whole life course involving girls and young women, enhancing hiring and recruitment procedures for jobs, improving workplace treatment, guaranteeing impartial evaluation, enabling advancement, and encouraging retention is essential. To take into consideration the varied experiences of distinct groups of women and men, these studies must be carried out across a range of industries and organizational structures. To address gender bias, it is critical to use an intersectional lens, acknowledging that certain groups of women may be affected differently by interventions and that other marginalized groups may inadvertently be left out based on racial, socioeconomic, gender identity, disability, age, and other aspects of inequality.

The demographics of the global workforce have changed dramatically as a result of market globalization, inspiring a great deal of research by academics, employers, and politicians. People from different cultures make up a varied workforce, and they all have different traits, expectations, and goals. Workers from varying origins have varied demands and want to be treated with respect at work. To avoid tensions and disputes among workers, management has to understand these varied groups' requirements and provide for them. Moreover, when management attends to the needs of women and LGBTQ persons together, there is potential for synergy, especially in advancing gender equality and battling harassment and discrimination based on gender. Actions for gender equality may establish secure and welcoming environments for women and LGBTQ people by dedicating organizational resources to demolish the systems that uphold gender discrimination against them. Even though women have made significant contributions to the workforce and have gradually been fully integrated, they continue to have distinct disadvantages over males in the workplace. This inequality is especially noticeable in the restricted entry to positions of authority. Studies like this one from Corporate Women Directors International highlight this problem by showing that among the 200 biggest corporations worldwide in 2018, only 21.4% of women occupied managerial roles. Therefore, it is evident that companies need to take action to remove impediments and hurdles preventing gender parity in the workplace.

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CHAPTER 8

CULTURAL DIVERSITY IMPACT ON MANAGEMENT PRACTICES AT B KANDHARI PROPERTIES

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ABSTRACT:

The research paper delves into the impact of Cultural Diversity on management Practices at B Kandhari Properties, a real estate firm located in Mumbai, Maharashtra. It investigates how employees from diverse cultural backgrounds collaborate for the advancement of both the firm and their careers. This underscores the acknowledgement of the importance of diversity and inclusion in today's globalized and interconnected world. Employing a quantitative cross-sectional design, this research employs online questionnaires via Google Forms to explore the nuanced perspectives of employees at B Kandhari Properties. The sampling strategy intentionally selects nine employees from various roles and departments, ensuring a comprehensive representation of the organizational workforce. The interaction between management principles and cultural diversity within BKP emerges as a crucial factor in determining its success in the dynamic and competitive real estate industry. Our exploration reveals that adapting traditional management principles to embrace cultural diversity is not merely a theoretical concept but a practical necessity for effective leadership.

KEYWORDS:

B Kandhari Properties, Cultural Diversity, Leadership, Management, Workforce.

1. INTRODUCTION

Cultural diversity encompasses the presence of individuals from various ethnic groups, including different races, genders, languages, ages, religions, and other factors that contribute to one's identity, within an organization or group. Embracing cultural diversity within any organization or working environment entails the inclusion of workers with diverse perspectives, thereby fostering growth and expansion [1], [2]. Culturally diverse firms stand to gain numerous benefits, such as fostering innovation and creativity, as individuals with varied problem-solving approaches contribute to the generation of innovative ideas and solutions. Additionally, a diverse workforce can enhance market expansion by enabling better understanding and connection with customers and clients from different cultural backgrounds, thus broadening the company's market reach in global marketplaces. Furthermore, diverse teams tend to make more informed and deliberate decisions, as they incorporate a wider range of viewpoints, thereby challenging biases and leading to more balanced judgments [3], [4]. Principles of management, or management principles, are foundational concepts that guide decision-making within a workforce. They provide an efficient and effective framework for organizations to achieve their goals.

Henri Fayol's 14 Principles of Management:

- a. *Division of Work*: Tasks should be segmented into specialized roles to enhance efficiency and productivity.

- b. *Authority and Responsibility:* A clear hierarchy should be established where managers issue directives and staff members execute them.
- c. *Discipline:* Adherence to established rules and guidelines is crucial, with disciplinary actions consistently applied.
- d. *Unity of Command:* Each employee should have only one supervisor to avoid confusion and conflicting instructions.
- e. *Unity of Direction:* The organization should have a unified plan to achieve common objectives, promoting teamwork.
- f. *Subordination of Individual Interests:* Employee interests should be aligned with the organization's objectives and priorities.
- g. *Remuneration:* Employees should receive fair compensation, considering industry standards and the organization's financial situation.
- h. *Centralization:* The degree of centralization should be determined based on factors such as organization size and workforce expertise.
- i. *Scalar Chain:* A clear chain of command should exist from top management to lower levels of the organization without interruption.
- j. *Order:* Resources and personnel should be organized efficiently to optimize productivity.
- k. *Equity:* Fair treatment of employees should be maintained in all interactions.
- l. *Stability of Tenure:* Job security should be provided to minimize turnover and foster stability.
- m. *Initiative:* Employees should be encouraged to take initiative and contribute ideas and suggestions.
- n. *Esprit de Corps:* Foster a sense of unity and teamwork among employees to create a cohesive and productive work environment.

Since its establishment in 1982, B. Kandhari Properties has emerged as a leading force in the real estate sector, embodying excellence and innovative thinking. Recognized both nationally and internationally, the company is dedicated to constructing iconic landmarks that redefine the skyline of Mumbai. The B. Kandhari Group remains steadfast in its commitment to providing unparalleled service, creating tailor-made real estate experiences that cater to the unique preferences of each client [5], [6]. In the ever-evolving realm of real estate, embracing cultural diversity is not just a moral obligation; it is a strategic advantage. B. Kandhari Properties acknowledges the profound influence of cultural diversity on the real estate market, shaping our approach to business, relationship-building, and community development. Our dedication to cultural diversity goes beyond mere words; it is the cornerstone of our corporate ethos [7], [8]. By fostering an environment that celebrates and respects diverse backgrounds, B. Kandhari Properties cultivates a workplace that mirrors the richness of the communities we serve. This commitment transcends social responsibility; it is a business strategy that positions B. Kandhari Properties (BKP) at the forefront of an increasingly interconnected global real estate market.

In a world where clients come from diverse cultural backgrounds, understanding their distinct needs and preferences is paramount. The team of experienced brokers at BKP not only

possesses expertise in navigating the intricacies of the real estate market but also demonstrates a keen awareness of the cultural nuances that can significantly influence purchasing and selling decisions. BKP believes that this cultural intelligence sets us apart, enabling us to offer personalized and effective solutions for every client, irrespective of their cultural background [9], [10]. Furthermore, BKP's outreach initiatives are designed to engage with a wide range of communities. We actively collaborate with cultural organizations, participate in community events, and leverage digital platforms to ensure that our services are accessible and relevant to all. Through these efforts, BKP contributes to the development of diverse, inclusive neighborhoods that resonate with the values and aspirations of all residents.

At B Kandhari Properties, cultural diversity isn't just a box to check off; it's a driving force for innovation. We recognize that diverse perspectives foster creativity and problem-solving, making us more adaptable in the ever-changing real estate landscape. By leveraging the collective intelligence of a culturally diverse team, we stay ahead of market trends and offer innovative solutions that meet the evolving needs of our clients [11], [12]. Embracing cultural diversity isn't just a part of our identity at B Kandhari Properties; it's a strategic imperative that propels us forward. By integrating cultural sensitivity into our operations, we not only enhance our business performance but also contribute to the creation of vibrant, inclusive communities where everyone feels at home. Join us on this journey as we redefine real estate through the lens of diversity, creating spaces that reflect the beauty and richness of the world.

1.1. The Need for Study:

In today's globalized and interconnected society, understanding how cultural diversity influences management principles is essential. As organizations expand internationally and workforces become more diverse, comprehending how culture impacts management practices is crucial for effective leadership and organizational success. Aspects of management such as communication, decision-making, leadership styles, and conflict resolution are all affected by cultural diversity. Communication dynamics, for instance, require a thorough understanding as there may be differences in expectations, conventions, and communication techniques among cultures. To prevent miscommunication and ensure that messages are effectively conveyed, managers need to adjust their communication methods [13], [14]. Moreover, decision-making processes are influenced by cultural diversity, impacting how staff members approach problem-solving and their acceptance of management decisions. A comprehensive understanding of diverse viewpoints is essential for formulating judgments that are inclusive, culturally aware, and appealing to the entire workforce.

Moreover, management principles must adapt to diverse leadership philosophies, as well as the preferences and values of various ethnic groups. The ability to inspire and engage a diverse workforce, along with cultural intelligence, is vital for effective leadership in a multicultural environment. Additionally, conflict resolution strategies need to be sensitive to cultural differences, as disagreements and conflicts may arise from varying cultural norms and expectations [15], [16]. In conclusion, research on how cultural diversity affects management principles is crucial for creating inclusive, productive, and harmonious work environments. It enhances managers' ability to navigate the challenges of multicultural teams, adjust their leadership approaches, and foster a workplace environment that values and leverages a diverse range of cultural experiences and perspectives.

2. LITERATURE REVIEW

M. Schneid *et al.* [17] examined the impact of gender diversity on team performance, focusing on task performance and contextual performance. Despite conflicting evidence in existing research, this study adopts the categorization-elaboration model to explore both positive and

negative aspects of gender diversity. Analyzing 71 independent samples from 68 studies spanning from 1996 to 2013, the findings reveal a significant negative relationship between gender diversity and contextual performance. Furthermore, the study identifies cultural dimensions, such as gender egalitarianism and collectivism, as moderators affecting the relationship between gender diversity and task performance.

K. M. Idris *et al.* [18] explored the impact of culture, specifically managerial learning, and trust, on the knowledge management (KM) process in construction organizations. Using a structural equation modeling approach, data from 323 questionnaire responses collected from 76 private construction firms were analyzed. The study developed a KM model comprising hypothesis and measurement models to enhance KM application. Results indicate a significant influence of culture on the KM process, with managerial learning and trust identified as key factors positively affecting KM within construction organizations.

M. S. Abbasi *et al.* [19] examined the technology acceptance model by incorporating behavioral beliefs, subjective norms, and management support, while also examining the moderating effect of cultural dimensions, particularly individualism-collectivism (IC). Data from 380 academics in Turkey and Pakistan were analyzed using structural equation modeling. Findings suggest a significant influence of management support, with cultural dimensions moderating these relationships, particularly strengthening effects in collectivist societies like Pakistan. This study contributes valuable insights into internet acceptance behavior among academics in non-western cultural contexts.

J. Sandberg *et al.* [20] discussed the strategies for managing diversity challenges in innovation networks involving university and industry actors. Drawing on multiple case studies of research centers, the authors identify various strategies, including two types of trading zones and four strategy configuration dimensions. While providing valuable insights, further research is needed to explore the transferability of results and performance implications. Practically, the findings emphasize the importance of aligning diversity strategies with desired innovation outcomes.

3. METHODOLOGY

3.1. Design:

This research adopts a quantitative cross-sectional design to explore the perspectives of employees at B Kandhari Properties. A cross-sectional approach allows for a snapshot view of employee perceptions at a single point in time. This design facilitates the examination of various factors such as job satisfaction, work environment perception, and suggestions for improvement.

3.2. Sample:

The sampling strategy involves purposefully selecting nine employees from diverse roles and departments within B Kandhari Properties. This selection ensures a comprehensive representation of the organizational workforce, capturing a range of perspectives and experiences. While the sample size is small, it allows for in-depth analysis and insights into the organizational dynamics.

3.3. Data Collection:

Data collection is conducted using online questionnaires administered via Google Forms. The questionnaire structure encompasses multiple sections, including demographic details and key variables such as job satisfaction and work environment perception. Likert scales are utilized

for quantitative responses, providing measurable data. Additionally, an open-ended section allows for the capture of qualitative insights, providing depth to the analysis.

3.4. Data Analysis:

Rigorous ethical considerations are integral to the study, involving obtaining necessary approvals, ensuring participant privacy, and allowing for voluntary withdrawal from the study. The overall time frame for data collection spans two weeks, followed by an additional month for comprehensive analysis. Despite the small sample size, this study aims to offer valuable insights into the organizational dynamics of B Kandhari Properties. The research seeks to contribute actionable findings that can inform targeted strategies for organizational improvement and foster a more engaged and satisfied workforce.

4. RESULT AND DISCUSSION

According to the findings, the majority of respondents, constituting 66.7%, fall within the age range of 25 to 34 years old, with 18 to 24-year-olds following closely behind, as shown in Figure 1. The real estate industry has undergone significant transformation in recent years, primarily due to advancements in technology, evolving market dynamics, and shifting consumer preferences. This shift has particularly significant implications for professionals aged between 25 and 34 years old, who represent a vital demographic within the workforce. Individuals in this age group bring a distinct combination of energy, adaptability, and digital proficiency to the real estate sector. Their perspectives on the role of technology in shaping work practices, the influence of dynamic market trends on job responsibilities, and their career aspirations are pivotal in understanding the evolving landscape of the industry. As real estate continues to evolve, gaining insight into the perspectives and aspirations of this demographic is essential for companies aiming to thrive in a constantly changing market environment. Additionally, a growing segment of professionals aged 18 to 24 years old is emerging as a noteworthy presence in the industry. Characterized by diversity, innovation, and digital savvy, this demographic introduces fresh perspectives to the traditional real estate landscape. As these individuals embark on their careers within real estate firms, it is crucial to examine their unique experiences, aspirations, and challenges to effectively support their professional growth and integration into the industry.

What is your age?
9 responses

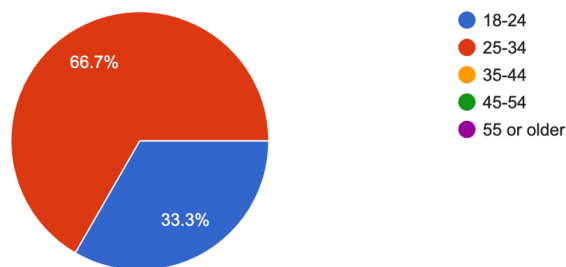


Figure 1: Illustrates the age group of participants.

In the intricate and ever-changing realm of the real estate sector, the makeup of the workforce holds significant sway over organizational culture, innovation, and business achievements. This composition specifically pertains to the distribution of genders within real estate firms, where a deliberate effort is made to maintain a workforce comprised of 55.56% males and 33.33% females, as shown in Figure 2. This intentional gender distribution prompts inquiries

into the industry's motivations, the perceived advantages of such a balance, and the effects on professional dynamics within real estate entities. The objective of this analysis is to explore the industry's stance on gender distribution, scrutinizing why a higher proportion of males (55.6%) is viewed as conducive to the prosperity of real estate companies. It is imperative to investigate the underlying assumptions, cultural influences, and strategic rationales that underpin the decision to uphold this gender ratio.

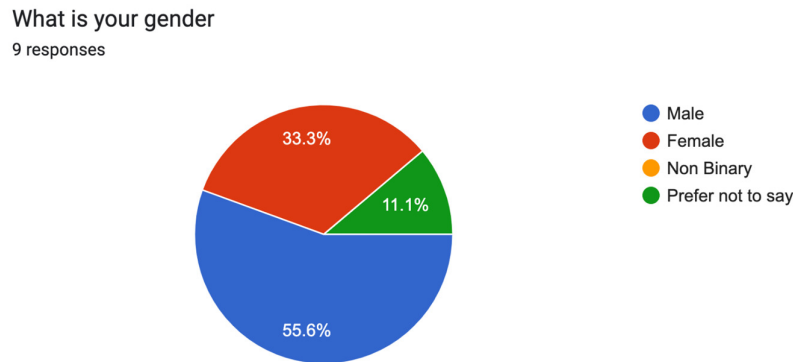


Figure 2: Illustrates the gender of the participant.

As illustrated in Figure 3, the survey responses from various employees highlight B Kandhari Properties' commitment to diversity management. The firm embraces a wide range of opinions from its employees, reflecting an inclusive workplace culture. Notably, each sector within the firm comprises an equal percentage of employees (11.1%), exemplifying the application of the first principle of management: the equal division of work. By adhering to the principle of equal work distribution, B Kandhari Properties effectively promotes growth and enhances efficiency and productivity while alleviating the workload on individual employees. This equitable distribution of tasks provides employees with the motivation to enhance their work ethic, as responsibilities are shared among individuals or groups based on their expertise, skills, and specialization. Moreover, B Kandhari Properties' implementation of the division of labor-management principle enables employees to refine and specialize in their respective fields of work. This specialization fosters expertise among employees, contributing to higher performance levels within the organization. Additionally, the division of labor facilitates the establishment of uniform procedures and task standards, ensuring consistency and quality across all areas of operation. Having specialists in different areas also streamlines organizational performance and maintains quality standards consistently. Furthermore, the scalability of the division of labor principle enables B Kandhari Properties to adapt to growth and complexity more seamlessly. As the organization expands, it can readily incorporate new roles and responsibilities while maintaining operational efficiency and effectiveness.

According to the survey results, 55.6% of respondents affirm that cultural diversity positively impacts the division of work within the organization, as shown in Figure 4. In contrast, 22.2% of respondents believe it complicates the division of work, while the remaining 22.2% perceive no significant impact. The majority of employees at BKP strongly advocate for the positive influence of cultural diversity on the work division. Cultural diversity contributes positively to the division of labor by fostering creativity and innovation. It unites individuals with diverse viewpoints, problem-solving approaches, and innovative ideas. This diversity of perspectives inspires creative solutions to challenges, thereby enhancing the division of labor.

Moreover, cultural diversity facilitates effective problem-solving, as diverse teams are better equipped to handle complex issues. The variety of approaches to problem-solving and fresh

perspectives from individuals with different experiences bolster the effectiveness of work allocation. Furthermore, cultural diversity improves language and communication skills within the organization, enabling broader outreach to diverse target audiences and expanding the firm's market reach. Additionally, diverse teams bring together individuals with varied backgrounds and specialties, thereby broadening the skill sets available. This diversity of skill sets enhances the division of labor by enabling the comprehensive handling of tasks and responsibilities across different domains.

What is your current Job title/position

9 responses

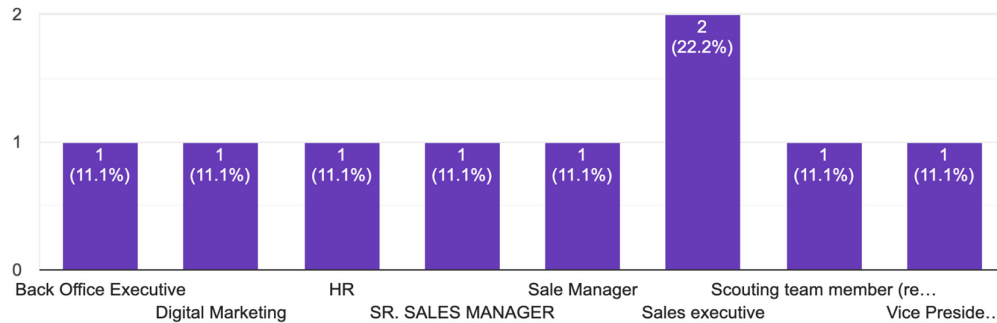


Figure 3: Illustrates the participant's current job title/position.

How do you perceive cultural diversity influencing the division of work within your organization?

9 responses

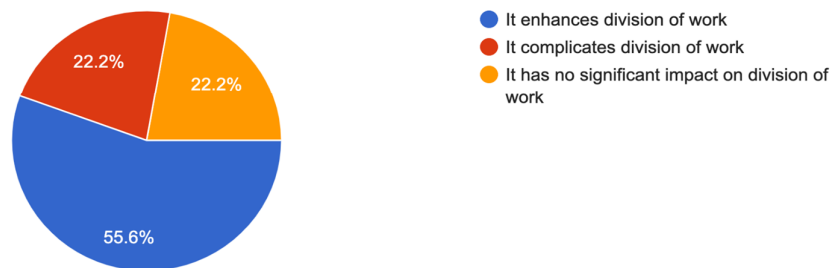


Figure 4: Illustrates the cultural diversity influencing the division of work within the organization.

According to the survey findings, 55.6% of respondents believe that cultural diversity enhances the principle of unity of command within B Kandhari Properties (BKP). Conversely, 33.3% of respondents perceive cultural diversity as complicating the unity of command, while 11.1% of respondents see no significant effect, as shown in Figure 5. The management concept of unity of command dictates that a worker should report to and receive instructions from a single supervisor. However, cultural diversity can strengthen unity of command in several ways, contrary to initial assumptions.

Firstly, cultural diversity often provides organizations with a global perspective. Employees with diverse cultural backgrounds are better equipped to understand and navigate the challenges of working in heterogeneous teams, fostering a more sophisticated and flexible approach to unity of command in an increasingly globalized setting. Secondly, diversity in culture promotes effective communication. Employees accustomed to working in multicultural teams develop cross-cultural communication skills, reducing the likelihood of miscommunication and establishing clearer channels of communication within the chain of

command. Moreover, workforce diversity in terms of culture encourages inclusive leadership styles. Leaders who value and respect diverse viewpoints are more likely to support a cohesive command structure that considers the unique abilities and contributions of each team member, thereby promoting inclusivity and cohesiveness. Lastly, employees in culturally diverse organizations may experience greater empowerment within a single chain of command. By recognizing the distinct abilities of each individual, leaders can assign responsibilities more effectively, fostering a sense of empowerment and involvement among employees.

Overall, the survey highlights the multifaceted ways in which cultural diversity can positively influence the principle of unity of command within B Kandhari Properties, challenging traditional assumptions and emphasizing the importance of embracing diversity in organizational management.

How do you think cultural diversity affects the principle of unity of command in your workplace?

9 responses

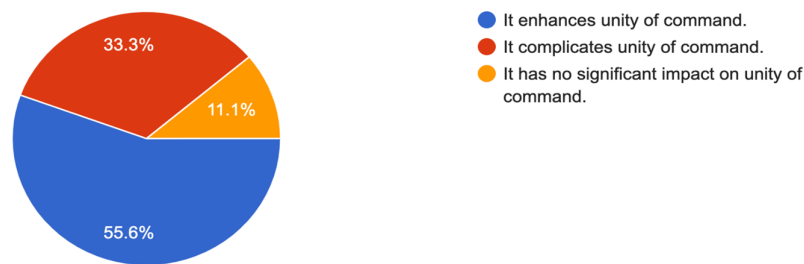


Figure 5: Illustrates the effect of cultural diversity on the principle of unity of command in the workplace.

A. Hierarchy Perception: In some cultures, for example, a great focus is placed on hierarchical organizations, in which people respect status and cling firmly to authority. On the other hand, workers in cultures with flatter organizational structures could feel more at ease questioning authority or getting advice from a variety of sources before acting. People may understand and react to hierarchical commands differently, which may make it difficult to apply the unity of command concept because of these divergent views of hierarchy.

Imagine a situation when a group of people with varying cultural origins is faced with making a crucial choice as a team. Before concluding, each team member may anticipate contributing their thoughts and views in cultures that encourage group decision-making. On the other hand, those from cultures where choices are made autocratically could anticipate that decisions are decided by superiors with little to no team participation. Because different people may have different opinions on how decisions should be made, these disagreements in decision-making techniques may lead to tensions and disputes within the team and undermine the unity of command. Suppose that two workers with different cultural backgrounds get into a fight. While one employee could choose to stay out of the way and keep things peaceful, the other might prefer to approach the issue head-on and air their frustrations in public. Because disputes may not follow the anticipated hierarchical pathways for settlement, the variety of conflict resolution techniques might make the process more difficult. As a result, disputes may intensify or go unresolved, which might impair the organization's ability to operate as a whole and undermine the unity of command as shown in Figure 6.

Cultural diversity indeed contributes to maintaining discipline in the workplace in several ways. Managers and leaders are encouraged to approach disciplinary actions with cultural sensitivity in an inclusive workplace. Understanding and respecting cultural differences can

lead to fair and context-specific disciplinary measures, preventing unintentional bias and fostering a sense of procedural fairness. Cultural diversity provides different perspectives on discipline, enriching the organization's understanding of expected behaviors. Diverse cultural norms enhance the organization's grasp of appropriate conduct and promote a more inclusive disciplinary approach. Individuals with diverse cultural backgrounds often possess excellent conflict-resolution abilities. Employees with varied experiences may excel in communication and conflict resolution, aiding in the management of workplace conflicts and disciplinary matters. Organizations with cultural diversity typically adopt more inclusive disciplinary practices. These policies consider and respect diverse viewpoints, fostering a sense of community and reducing the likelihood of disciplinary issues arising from miscommunications across cultural boundaries.

Please describe any specific situations or examples where cultural diversity affected the principle of unity of command.

8 responses

the existence of a variety of cultural or ethnic groups within a society

Certainly! One common scenario is when diverse teams encounter challenges in decision-making due to differing cultural attitudes toward hierarchy and authority. For instance, in a multinational team, individuals from hierarchical cultures might be more accustomed to following a strict chain of command, while those from egalitarian cultures might prefer a more collaborative decision-making process. This disparity in approaches can lead to conflicts or delays in reaching consensus, affecting the unity of command as everyone might not align with a singular directive or decision-making process. Effective leadership and communication strategies become crucial in navigating such situations to ensure a unified direction despite cultural differences.

When you favour one, the other people feel leftover and leave the workplace

None that comes to mind...

No incident as such

Never, even though it's better that people should focus in their departments, work becomes easy and output will be loud and clear

Figure 6: Illustrates the variety of cultural or ethnic groups within a society.

However, there are also challenges associated with cultural diversity in the workplace that may make discipline more challenging to maintain. Differences in communication styles and linguistic backgrounds can lead to misunderstandings and confusion. These communication barriers may hinder the effective communication of expectations and disciplinary policies, leaving employees perplexed and unclear. Cultural diversity introduces varying viewpoints on authority, hierarchy, and appropriate behavior. Diverse cultural norms may result in conflicting expectations regarding discipline, making it difficult to establish consistent standards accepted by all. Discipline-related issues may be perceived differently due to preconceived assumptions or biases about specific cultural groups. Stereotypes can lead to biased assessments and make employees feel unfairly targeted because of their cultural background, undermining discipline efforts. While cultural diversity in a firm can have positive impacts on discipline by fostering inclusivity and broadening perspectives, it also presents challenges that require careful navigation to maintain effective disciplinary practices. According to the survey results, a majority of 66.7% believe that cultural diversity positively influences discipline in the workplace. However, 22.2% of employee respondents feel that it hinders discipline, while 11.1% perceive no significant impact, as shown in Figure 7.

In your experience, does cultural diversity have an impact on maintaining discipline in the workplace?

9 responses

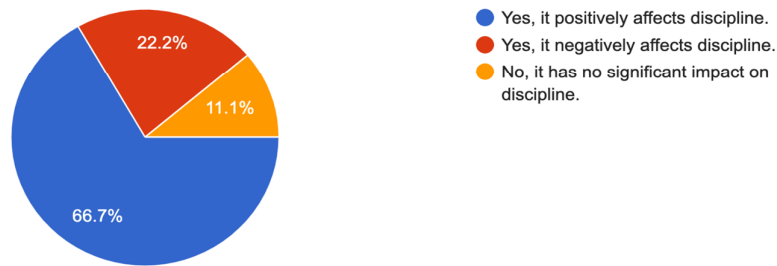


Figure 7: Illustrates the impact of cultural diversity on maintaining discipline in the workplace.

In a scenario where 77% of the workforce in BKP advocates for respecting different perspectives and approaches, it suggests that the organization may be effectively implementing initiatives to promote cultural diversity and inclusion, as shown in Figure 8. This can be attributed to various factors such as training programs, clear communication channels, and policies that prioritize and respect cultural differences, all of which contribute to fostering a disciplined and respectful working environment within the real estate organization. In such a context, the occurrence of occasional misunderstandings stands at 11.1%, indicating that despite efforts to promote cultural diversity and inclusion, there are still instances where misinterpretations or lack of clarity may arise. Additionally, 11.1% of respondents report that these initiatives have led to the development of culturally sensitive disciplinary measures, suggesting that the organization is proactively adapting its disciplinary approaches to accommodate diverse cultural backgrounds.

Can you provide an example of how cultural diversity has influenced discipline in your organization?

9 responses

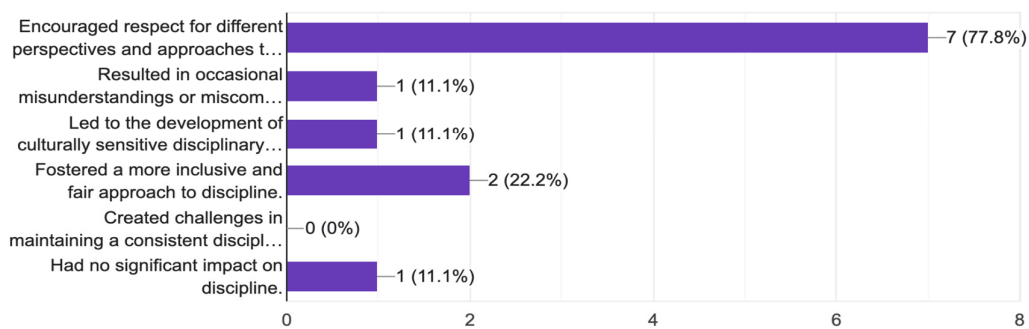


Figure 8: Illustrates the cultural diversity has influenced discipline in your organization.

Furthermore, 22.2% of respondents perceive that the organization's efforts have fostered a more inclusive and fair approach to discipline, indicating a positive impact on the overall disciplinary culture within BKP. Interestingly, none of the respondents believe that cultural diversity initiatives have created challenges in maintaining consistent discipline, suggesting that the organization has been successful in managing any potential drawbacks associated with cultural diversity. However, it is worth noting that 11.1% of respondents believe that these initiatives have had no significant impact on discipline. This underscores the importance of continuous evaluation and improvement of cultural diversity initiatives to ensure their effectiveness in

promoting a respectful and disciplined working environment. In practical terms, in BKP, a team member hailing from a culture that values indirect communication may feel hesitant to express concerns or seek clarification directly. This reluctance could lead to misunderstandings, as colleagues may misinterpret the lack of explicit communication as agreement or understanding, highlighting the ongoing need for effective communication strategies and cultural sensitivity training within the organization.

Do you have any additional comments or insights regarding the impact of cultural diversity on management principles that you would like to share?

8 responses

No
Cultural diversity fundamentally challenges traditional management principles by highlighting the need for adaptability and inclusivity. It necessitates a shift from a one-size-fits-all approach to a more flexible and culturally sensitive management style. Embracing diversity not only fosters innovation and creativity but also requires a reevaluation of communication strategies, decision-making processes, and conflict resolution methods to accommodate various cultural perspectives. Successful management in diverse environments involves promoting a culture of respect, understanding, and learning from different backgrounds while striving for common goals. It's a continuous journey of adaptation and integration that can greatly enhance organizational effectiveness and resilience.
Equal status with great communication
None in particular besides language barriers and possible cultural differences
No.
Just know the skill and strength of employees, according to that start working

Figure 9: Illustrates the Impact of cultural diversity on management principles that you would like to share.

Cultural diversity presents leaders with the imperative to adopt a dynamic and inclusive approach, acknowledging that rigid, uniform management practices are no longer feasible. As organizations aim for excellence within multicultural settings, recognizing and capitalizing on the strengths inherent in diversity becomes not merely advantageous but essential for effective leadership.

Within this framework, adapting management principles to foster collaboration, streamline communication, and cultivate a sense of belonging emerges as a crucial mandate for success. This exploration seeks to delve into the intricacies of this transformative journey, elucidating the subtleties and tactics that empower leaders to navigate the complexities of cultural diversity in today's workplace. Several responses underscore the foundational shift that cultural diversity demands in traditional management paradigms. It underscores the necessity for flexibility and inclusivity, moving away from standardized approaches towards more adaptable and culturally attuned management styles. Embracing diversity not only fuels innovation and ingenuity but also prompts a reassessment of communication methods, decision-making processes, and conflict-resolution strategies to accommodate diverse cultural viewpoints. Effective management in diverse environments hinges on fostering a culture of respect, appreciation, and mutual learning across different backgrounds while collectively pursuing shared objectives, as shown in Figure 9. It represents an ongoing voyage of adaptation and integration that can significantly bolster organizational effectiveness and resilience.

5. CONCLUSION

The dynamic interaction between management principles and cultural diversity within BKP, a real estate company, stands as a pivotal determinant of its success in the competitive industry. Our exploration highlights that adjusting traditional management approaches to embrace cultural diversity is not merely a theoretical concept but a pragmatic necessity for effective leadership. BKP's commitment to acknowledging and leveraging the strengths of its diverse workforce holds promise for driving innovation, nurturing client relationships, and bolstering the company's market position. Through fostering inclusivity, fostering cross-cultural understanding, and implementing adaptable management strategies, BKP can not only address the challenges presented by cultural diversity but also capitalize on them to fuel growth and excellence in the constantly evolving real estate sector. In this symbiotic relationship between management principles and cultural diversity, BKP has the opportunity to set a precedent for the industry, establishing itself as a pioneer that thrives on the diversity of its talent pool and the flexibility of its management practices.

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CHAPTER 9

INVESTIGATION OF THE ROLE OF EMOTIONAL BRANDING ON CONSUMER LOYALTY

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ABSTRACT:

In the rapidly evolving landscape of the 21st century, brands face unprecedented challenges in capturing and retaining consumer loyalty. This study delves into the realm of emotional branding, exploring its profound impact on consumer behaviour and brand loyalty amidst the relentless pace of change. Through a comprehensive review of the literature and empirical evidence, the study examines the role of emotional branding in forging deep connections with consumers, fostering enduring brand loyalty, and navigating through crises. Drawing insights from the Maggi ban crisis and Nestle India's remarkable recovery, the study elucidates the transformative power of emotional branding in cultivating resilient brand-consumer relationships. Furthermore, the study explores the factors influencing millennials' brand loyalty, underscoring the significance of emotional resonance, reliability, customer service, and ethical conduct in shaping consumer preferences. Through a synthesis of theoretical frameworks and empirical findings, this study highlights the strategic imperative for businesses to prioritize emotional branding as a means to thrive in today's fiercely competitive marketplace. The study also investigates the financial turnaround of Nestle India post-crisis and identifies factors influencing brand loyalty among millennials. The findings underscore the critical importance of emotional branding in fostering long-term customer loyalty and resilience in today's competitive marketplace.

KEYWORDS:

Businesses, Brand Loyalty, Consumer Loyalty, Consumer Satisfaction, Emotional Branding.

1. INTRODUCTION

The rapid pace of the 21st century has ushered in a whirlwind of change, transforming our lives in once unimaginable ways. In this fast-paced world, where time seems to be in perpetual motion, brands, and products find themselves engaged in a relentless race against each other for consumer attention and loyalty. The marketplace has evolved into a battleground of intense rivalry and constant threat, where only the most resilient and innovative brands can thrive. In this fiercely competitive landscape, branding and advertising have emerged as indispensable tools for not only capturing consumer interest but also for establishing and maintaining long-term brand loyalty. Brands are no longer just entities that offer products or services; they have become symbols of identity, status, and trust in the eyes of consumers. Effective branding strategies not only differentiate products from their competitors but also create emotional connections that resonate with consumers on a profound level [1], [2].

However, amidst the abundance of choices and the allure of convenience, consumers have become increasingly fickle and prone to shifting allegiances. The ease of access to information and the proliferation of options have empowered consumers to explore alternative brands and products more readily than ever before. As a result, producers and organizations find themselves grappling with the formidable challenge of retaining their consumer base in the

face of constantly shifting preferences and loyalties [3]. The phenomenon of consumer churn has become a pressing concern for businesses across industries, as the cost of acquiring new customers often far exceeds the cost of retaining existing ones. Consequently, brands are compelled to invest significant resources in crafting compelling brand experiences, engaging storytelling, and targeted advertising campaigns aimed at cultivating and nurturing lasting relationships with consumers. In this era of relentless competition and ever-evolving consumer demands, the ability to build and sustain brand loyalty has become a strategic imperative for businesses seeking to thrive in the marketplace. Brands that succeed in capturing the hearts and minds of consumers, earning their trust and loyalty, are the ones that will endure and prosper amidst the ceaseless turbulence of the modern business landscape [4], [5].

Emotional branding represents a multifaceted and somewhat elusive aspect of brand strategy that holds the key to unlocking consumer loyalty in profound ways. While traditional branding efforts often focus on tangible attributes and functional benefits of products or services, emotional branding delves deeper into the realm of human emotions, aspirations, and desires. It's an intricate process that goes beyond mere marketing tactics; it's about forging genuine connections with consumers on an emotional level. Despite its transformative potential, emotional branding is frequently overlooked or underestimated in the broader landscape of branding strategies. Yet, when approached with diligence and insight, emotional branding has the power to transcend conventional boundaries and exceed expectations. By tapping into the underlying emotions that drive consumer behavior, brands can create experiences that resonate deeply with their audience, fostering not just loyalty but a profound sense of connection and affinity [5], [6].

Moreover, the impact of emotional branding extends far beyond immediate sales or short-term gains. When consumers form emotional attachments to a brand, their loyalty becomes enduring and resilient, transcending fleeting trends or fads. This long-term loyalty is not contingent upon discounts or promotions but is rooted in a genuine appreciation for the brand's values, identity, and the emotional resonance it evokes. In essence, emotional branding represents an investment in the future sustainability and success of a brand, rather than a quick-fix solution for boosting sales or market share. By prioritizing the cultivation of emotional connections with consumers, brands can position themselves for sustained growth and relevance in an ever-evolving marketplace. It's not just about selling products; it's about creating meaningful experiences that leave a lasting impression on consumers' hearts and minds [7], [8].

Emotional branding represents a paradigm shift from traditional marketing strategies by recognizing that consumers are more than just passive buyers; they are active participants in the narrative that an organization seeks to weave. Unlike conventional approaches that often treat consumers as mere targets for sales transactions, emotional branding acknowledges the multifaceted nature of human beings, understanding that their decisions are influenced by a complex interplay of emotions, aspirations, and life experiences. At its core, emotional branding is about storytelling crafting narratives that resonate with consumers on a deep, emotional level. These narratives are not just about products or services they're about values, aspirations, and shared experiences that form the foundation of meaningful connections between brands and consumers. By tapping into universal human emotions such as joy, nostalgia, or belonging, emotional branding creates a powerful resonance that transcends the transactional nature of traditional marketing [9].

In essence, emotional branding transforms the act of buying into a holistic experience one that engages not just the rational mind but also the heart and soul of the consumer. It recognizes that purchasing decisions are not solely driven by functional considerations or price points but are profoundly influenced by the emotional connection that consumers feel toward a brand.

Moreover, emotional branding acknowledges that consumer loyalty is not merely a result of satisfaction with a product or service; it's a by-product of the emotional bond that consumers form with a brand over time. By nurturing these emotional connections and fostering a sense of belonging and identity, brands can cultivate a loyal following that extends beyond mere transactions. Emotional branding goes beyond the confines of traditional marketing strategies, recognizing that the true value of a brand lies not just in its products or services but in the emotional resonance it creates with consumers. It transforms the act of buying into a meaningful journey, where consumers become active participants in the ongoing story of the brand, forging connections that endure long after the sale is made [10], [11].

In today's crowded marketplace, where consumers are bombarded with an abundance of choices, brands face the challenge of standing out amidst the sea of competitors. In such a landscape, a brand that lacks a deep emotional connection with its audience risks being perceived as just another interchangeable commodity. Without that emotional resonance, consumers may struggle to differentiate the brand from its competitors, leading to a sense of indifference or detachment. In contrast, brands that successfully cultivate emotional connections with their audience gain a significant competitive advantage. These brands become more than just providers of products or services; they become symbols of identity, aspiration, and belonging. The emotional bond that consumers form with such brands creates a sense of loyalty and devotion that transcends mere functionality or price considerations. Indeed, in a marketplace inundated with choices, the emotional connection becomes a crucial selling point that can attract and retain a devoted clientele. Consumers are drawn to brands that evoke feelings of trust, authenticity, and belonging brands that resonate with their values and aspirations on a deeper level. This emotional resonance not only drives initial purchase decisions but also fosters long-term loyalty, as consumers continue to seek out the brand's products or services over time. Conversely, neglecting emotional branding can have serious consequences for brand loyalty and resilience [12], [13].

In today's fast-paced and constantly evolving market, consumer preferences can shift rapidly, making it imperative for brands to cultivate strong emotional connections to insulate themselves from fluctuations in demand. A brand that fails to invest in emotional branding may find itself vulnerable to changes in the market, as consumers are more likely to switch allegiance to competitors that offer a more compelling emotional proposition. In essence, emotional branding is not just a nicety; it's a strategic imperative for brands seeking to thrive in today's competitive landscape. By forging deep emotional connections with their audience, brands can create a powerful barrier against commoditization, cultivate lasting loyalty, and ensure their resilience in the face of market dynamics. In an era where consumers are inundated with choices, the brands that succeed are those that touch the hearts and minds of their audience in meaningful ways [14], [15].

This research explores the significance of emotional branding in contemporary marketing landscapes, where brands compete fiercely for consumer attention and loyalty amidst rapid societal and technological changes. The study underscores the challenges posed by consumer fickleness and the need for brands to invest in emotional branding strategies to retain their customer base amidst a plethora of choices. Through a review of literature and empirical findings, the study elucidates the transformative potential of emotional branding in driving brand loyalty and resilience. The discussion section shows various emotional branding strategies employed by businesses and presents case studies, such as Nestle India's response to the Maggi ban crisis, to illustrate the impact of emotional branding on brand recovery and success. At the end of the study, there's a conclusion section where we'll discuss what we found and what it means for the future.

2. LITERATURE REVIEW

De Villiers M. et al. [16] looked into how the atmosphere of stores affects whether black middle-class women in Johannesburg, South Africa, want to buy fashion items. Nowadays, emotions play a big role in how people decide what to buy. Our study fills a gap in research, especially in Africa's growing economy. We did a survey online with 501 people to gather data. What we found was that the vibe of the store matters. It can make people like certain brands more, want to buy stuff, and overall have a better shopping experience. This research adds to what we know about fashion stores, how they market experiences, and build their brand. It gives retailers ideas on how to keep their customers coming back by making their stores more engaging.

Chan E. [17] investigated how consumers experience shopping in local versus foreign brand department stores in China and how these experiences influence trust and loyalty. Data collected through intercept methods reveal that emotional and intellectual values vary between local and foreign contexts, influencing consumer trust and loyalty differently. The findings contribute to consumer experience and branding literature, emphasizing the importance of tailoring management practices to local contexts rather than blindly replicating foreign strategies for domestic companies.

Rasooli S. et al. [18] explored why brands matter so much in making people feel connected to products and services, with a special focus on sports organizations. We believe that managing a brand strategically is the best way to market effectively. Our goal was to show where the Sport Sciences Research Institution of Iran stands using a method called Perceptual Mapping. We asked people questions to figure out what makes our institution unique compared to others, and then we ranked those qualities using a structured approach. Our survey involved teachers and researchers, and we used a method called analytic hierarchy analysis to figure out which factors were most important. Our findings showed us where our institution's brand stands in people's minds, highlighting our strengths in research services and facilities. However, we also found areas where we could do better, particularly in educational services. In today's competitive environment, branding is crucial for guiding consumers' decision-making processes, emphasizing the need for continuous branding activities.

Abdul H. et al. [19] explored the tricky world of making customers happy and keeping them loyal to a brand, which is tough for both researchers and people working in the field. Our study aimed to figure out what makes branding successful, looking at both logical reasons and emotional connections and how these affect customer satisfaction and loyalty. Logical brand quality covers things like the product itself, the service provided, and how it's distributed. Emotional brand connections include things like the style of advertising, the overall image of the brand, and how customers perceive factors like price and where the product is made. We gathered information from customers who care about brands through surveys and social media, as well as from experts working in manufacturing companies and academic researchers. Validity and reliability were assessed using confirmatory factor analysis (CFA), while structural regression modeling (SRM), t-tests, and ANOVA were employed to test hypotheses. Data analysis utilized MS Excel, SPSS, and AMOS software. The study, conducted in Karachi, focused on two consumer goods companies, J.J & KHAADI, highlighting the challenge of combating product commoditization in a globally competitive market. That research offers valuable insights for marketers and salespersons seeking to enhance customer satisfaction and brand loyalty amidst increasing uniformity in product offerings and distribution efforts.

Chandra Sekhar Patro and Madhu Kishore Raghunath Kamakula [20] explored the emotional branding has gained significant traction as a pivotal aspect of brand management, recognized

for its profound impact on marketing success. That paradigm shift places the focus on the consumer rather than the product, emphasizing how brands can engage with consumers in a rational and empathetic manner to evoke deep emotional responses. In the face of intensifying competition in the global market, brands have emerged as crucial assets, prompting marketers to strive for alignment between brand personality and the emotional desires of their target audience. This chapter aims to elucidate the role of emotions in fostering strong brand connections and driving customer loyalty, emphasizing the importance of active consumer participation. Additionally, it explores the effects of interactive features that amplify emotional branding elements within virtual communities, highlighting the dynamic nature of emotional branding in contemporary marketing strategies.

These previous studies summarize the significance of emotional branding, particularly regarding consumer behavior, brand loyalty, and marketing strategies. The current study provides valuable insights into the power of emotional branding and its significance in building enduring relationships with consumers. It underscores the importance of emotional resonance in driving brand loyalty and offers guidance for businesses seeking to harness the full potential of emotional branding in their marketing efforts.

3. METHODOLOGY

3.1 Design:

This study aims to investigate the emotional reactions of consumers to advertisements that influence their brand loyalty. This study will examine how the link between emotions and brands has evolved and what it means for businesses in the modern day. By investigating historical, contemporary, and projected patterns in the use of emotional branding, the study seeks to assist companies in comprehending what consumers value in the fast-paced market of today.

3.2 Sample:

The study employs a quantitative research approach, delving into secondary data related to the well-known "Maggi Crisis" of 2015. It specifically concentrates on how Nestlé India strategically employed potent emotional marketing strategies to re-establish its foothold in the market after the ban was revoked.

3.3 Data Collection:

The graph vividly illustrates the profound impact of emotional branding on consumer loyalty throughout the tumultuous period of the Maggi ban and the subsequent Nestle India crisis. Before the ban, Maggi enjoyed a stellar reputation among customers, who perceived it as not just a delicious and convenient snack but also as an affordable option, fostering a deep emotional bond with the brand. This strong emotional connection was reflected in the exceptionally high brand loyalty, with over 70% of consumers expressing their intent to repurchase the product. However, the ban on Maggi due to the discovery of excessive lead content dealt a severe blow to Nestle India's credibility, causing many consumers to lose faith in the brand. Consequently, only a mere 25% of customers expressed willingness to purchase Maggi again, marking a drastic decline in brand loyalty. The ban led to the destruction of approximately 27,000 tonnes of Maggi products and saw the brand's market share plummet from a commanding 80% to a mere 5%.

Following the 2015 setback over the ban on Maggi noodles, Nestle India shares have been given another lease of life. Figure 1 illustrates how an opportunity might arise from a crisis. Despite facing staggering losses, Nestle India undertook a strategic initiative to rebuild trust

and reconnect with consumers through an extensive marketing campaign. This campaign was meticulously designed to evoke the positive emotions associated with the Maggi brand, emphasizing its rich heritage and emotional resonance with consumers. Following the repeal of the ban, Maggi swiftly reclaimed its dominance in the market, capturing a remarkable 60% market share within the next two years. By 2016, its market share had soared from a mere 5% to a commanding 57%, marking a remarkable resurgence (Rajain et al., 2019). The brand's revival was further underscored by a surge of up to 180% in the sales of certain Maggi recipes between March 2020 and January 2021, surpassing its pre-ban sales figures and reaffirming its position as a beloved staple in the Indian consumer market. In essence, the narrative of Maggi's journey through adversity serves as a compelling testament to the enduring power of emotional branding in fostering consumer loyalty and resilience in the face of crisis.

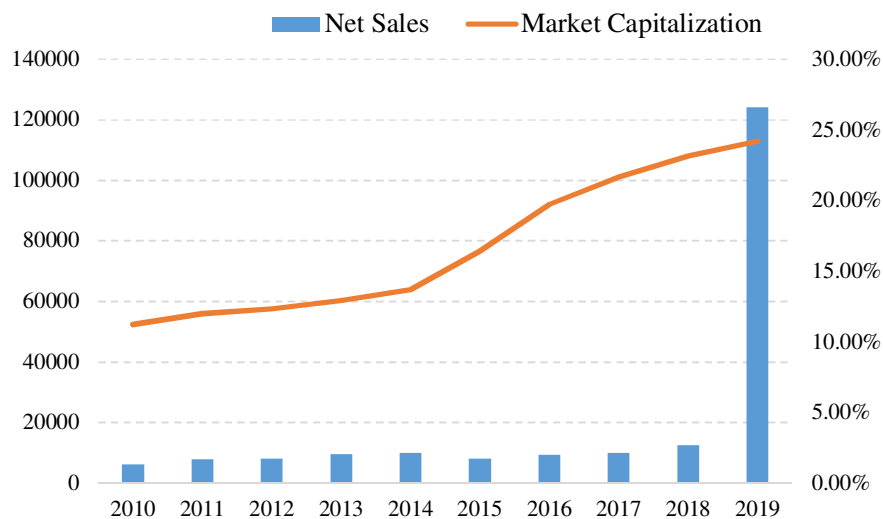


Figure 1: Illustrates the Crisis turns into Opportunity.

3.4 Data Analysis:

Nestle India executed a series of poignant emotional branding strategies to navigate through the Maggi ban crisis and rebuild trust with its consumers:

3.4.1 In-depth Consumer Understanding:

Maggi delved deep into understanding its target audience by conducting comprehensive research and gathering valuable consumer insights. This enabled the brand to develop a nuanced understanding of the emotions and preferences of its end consumers.

3.4.2 #BringMaggiBack Social Media Campaign:

Nestle India launched a powerful social media campaign under the hashtag #BringMaggiBack, inviting consumers to share their nostalgic memories and personal anecdotes associated with Maggi. This initiative facilitated the revival of emotional connections between the brand and its loyal customers, fostering a sense of solidarity and anticipation for Maggi's return.

3.4.3 Iconic "2-Minute" Catchphrase:

Leveraging its iconic "2-minute" cooking time catchphrase, Maggi transformed itself into a cultural phenomenon deeply ingrained in the fabric of Indian society. This catchphrase not only epitomized Maggi's convenience but also evoked nostalgic sentiments, further strengthening its emotional resonance with consumers.

3.4.4 *Narrative-driven Communication:*

Maggi employed a narrative approach in its communication strategy, crafting compelling stories that resonated with the emotions of its target audience. By weaving narratives that highlighted Maggi's role in everyday moments of joy and bonding, the brand successfully rekindled trust and emotional connection with consumers.

3.4.5 *Trusted Brand Ambassadors:*

Nestle India strategically enlisted renowned personalities like Amitabh Bachchan and Madhuri Dixit as brand ambassadors. These trusted figures resonated deeply with consumers, lending credibility and authenticity to Maggi's messaging, thus reinforcing emotional bonds with the brand.

3.4.6 *Heartfelt Customer Response:*

Following the lifting of the ban, Maggi responded to consumers with a heartfelt message: "We missed you too." This empathetic and sincere response further endeared the brand to its audience, conveying a sense of appreciation and solidarity during challenging times. By employing these emotional branding strategies, Nestle India successfully navigated through adversity, revitalizing the emotional connection with its consumers and reclaiming its position as a beloved household staple in the Indian market.

The graph underscores the pivotal role of emotional branding in facilitating Maggi's remarkable recovery from the ban imposed on it. Nestle India's adept advertising approach played a crucial role in rekindling the emotional bond between Maggi and its customers, consequently bolstering brand loyalty. Through strategic advertising initiatives, Nestle India adeptly tapped into the sentiments and preferences of its target audience, resonating deeply with their emotions. By crafting compelling narratives and evocative messaging, the company effectively conveyed the enduring value and relevance of the Maggi brand, even during times of adversity.

This emotionally resonant advertising approach not only helped Maggi re-establish its presence in the market but also fostered a renewed sense of trust and loyalty among consumers. By aligning its messaging with the aspirations, memories, and emotions of its audience, Nestle India succeeded in forging a strong emotional connection with customers, thereby enhancing brand loyalty. Furthermore, Nestle India's advertising efforts likely emphasized the intrinsic qualities that have long been associated with Maggi, such as convenience, reliability, and comfort. By highlighting these attributes in a compelling and emotionally engaging manner, the company effectively reinforced the positive perceptions of the brand among consumers, ultimately driving increased loyalty and affinity. In essence, the graph vividly illustrates how Nestle India's successful advertising approach, rooted in emotional branding principles, played a pivotal role in Maggi's recovery from the ban. By leveraging the power of emotional connections, the company not only navigated through a challenging period but also emerged stronger, with a reinvigorated bond with its loyal customer base.

4. RESULT AND DISCUSSION

Nestle India's financial situation in 2021 was the greatest it had been in ten years, as shown in Figure 2. In 2015, Nestlé India faced a significant crisis when the Maggi noodles ban resulted in substantial losses amounting to hundreds of crores. However, under the leadership of Suresh Narayanan, the company underwent a remarkable transformation, experiencing unprecedented growth in the following years. Between 2015 and 2021, Nestlé India achieved an impressive 10.3% Compound Annual Growth Rate (CAGR) in its top-line revenue, soaring from Rs 8,180 crore to Rs 14,710 crore. Concurrently, there was a noteworthy 12.3% increase in net profit

during the same period. The key driver behind this remarkable turnaround was a strategic shift that prioritized aggressive sales expansion and rural market penetration. By focusing on expanding its sales force, bolstering its distribution network, and strategically placing products in targeted regions, Nestlé India successfully capitalized on growth opportunities. This proactive approach enabled the company to tap into previously untapped markets and reach a wider consumer base.

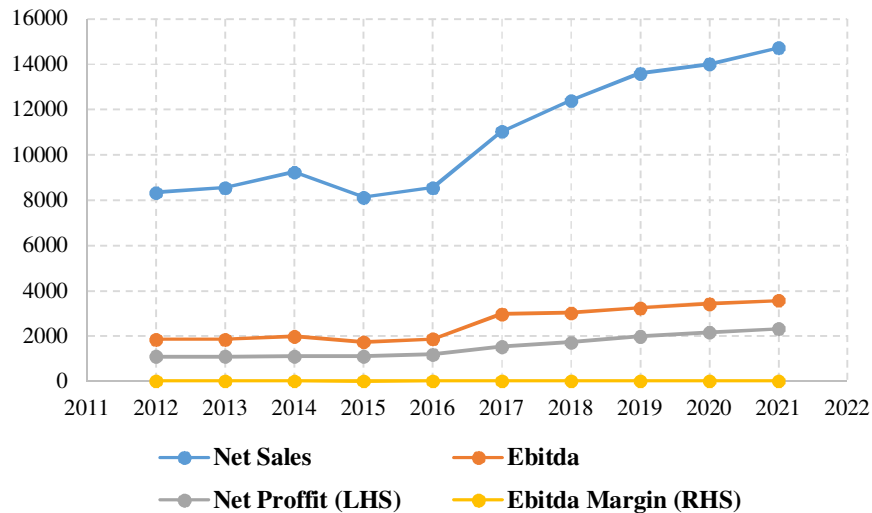


Figure 2: Illustrates the financial position of Nestle India was the best in a decade in 2021.

Furthermore, this strategic realignment not only revitalized Nestlé India's financial performance but also positioned the company for long-term success and development. By prioritizing emotional branding, Nestlé India was able to forge deeper connections with consumers, fostering brand loyalty and enhancing its market presence. This emphasis on emotional branding helped to differentiate Nestlé India's products in the competitive landscape, further solidifying its position as a market leader. Nestlé India's journey from crisis to success serves as a testament to the power of strategic leadership and resilience. Through innovative strategies, focused execution, and a commitment to emotional branding, Nestlé India has not only overcome adversity but has also emerged stronger and more resilient, poised for sustained growth and success in the years to come.

The factors affecting millennials' brand loyalty are shown in Figure 3. Consumer brand loyalty is shaped by a multitude of factors, each playing a crucial role in influencing purchasing decisions and fostering long-term allegiance to a brand. One of the primary determinants identified by respondents is reliability and durability, with a substantial 68% considering these factors paramount. This underscores the importance placed on the quality and longevity of products or services, highlighting consumers' preference for brands that deliver consistent performance and reliability over time. In addition to reliability and durability, respondents also prioritize high-quality relative to price, with 54% expressing a preference for products or services that offer value for money. This indicates that perceived value plays a significant role in influencing brand loyalty, with consumers seeking brands that strike the right balance between quality and affordability.



Figure 3: Illustrates the Factors Influencing the Brand Loyalty of Millennials.

Positive interaction with customer service emerges as another key factor, valued by 50% of respondents. This underscores the importance of effective and responsive customer support in building trust and loyalty among consumers. Brands that prioritize positive customer experiences and address consumer needs promptly are more likely to cultivate lasting relationships with their customer base. Moreover, respondents prioritize brands perceived as the best available, with 43% expressing a preference for excellence and superiority. This suggests a desire among consumers to align themselves with brands that are leaders in their respective categories, reflecting the aspirational nature of brand loyalty.

Ethical and moral standards also hold significant sway over brand loyalty, with 42% of respondents considering a company's ethical conduct when making purchasing decisions. This underscores the growing importance of corporate social responsibility in shaping consumer perceptions and preferences. Furthermore, customer rewards programs are valued by 30% of respondents, highlighting the role of incentives and loyalty programs in fostering repeat purchases and enhancing brand loyalty. Brands that offer rewards and incentives to loyal customers can incentivize repeat purchases and deepen consumer engagement with the brand.

Additionally, habit or routine influences brand loyalty for 25% of respondents, indicating the impact of familiarity and comfort on consumer behavior. Brands that become ingrained in consumers' daily routines or lifestyles benefit from habitual purchasing behavior, fostering long-term loyalty. Finally, while price remains a consideration for many consumers, it is not the primary driver of brand loyalty, with only 24% of respondents prioritizing price. This suggests that while cost may influence purchasing decisions, other factors such as quality, customer service, and ethical considerations play a more significant role in shaping brand loyalty for most consumers.

The findings depicted in the graph underscore the critical importance of establishing deep emotional connections with clients as a means to encourage brand loyalty. To achieve this, companies must adopt strategies that resonate with clients' values and beliefs, fostering a sense of alignment and connection. By aligning their brand messaging with the values that matter most to their target audience, companies can cultivate emotional bonds that go beyond mere transactional relationships. Furthermore, cultivating a positive brand image is essential in building trust and loyalty among clients. Companies should strive to portray themselves as

reliable, trustworthy, and aligned with the aspirations and ideals of their clients. This involves not only delivering high-quality products and services but also communicating in a way that resonates with clients on an emotional level.

Additionally, delivering messages that resonate with clients' emotions and experiences can further strengthen the emotional bond between clients and the company. By understanding their clients' needs, desires, and pain points, companies can tailor their messaging to evoke the desired emotional response, whether it be joy, inspiration, or empathy. Moreover, focusing on offering good quality goods and services is fundamental in building trust and loyalty among clients. Consistently delivering products and services that meet or exceed clients' expectations reinforces their confidence in the brand and fosters a sense of loyalty over time. Maintaining excellent interactions with clients is crucial in nurturing lasting relationships and fostering brand loyalty. Companies should prioritize responsive and personalized customer service, actively listening to clients' feedback and addressing their concerns promptly and effectively. By demonstrating a genuine commitment to their client's satisfaction and well-being, companies can build strong emotional bonds that lead to long-term brand loyalty.

5. CONCLUSION

Emotional branding, which focuses on forming strong emotional relationships with customers, has a substantial influence on consumer loyalty, according to a comprehensive study of publications, journals, and research. When a person has a deep emotional connection with a brand, they are committed to it. Regarding the "Maggi crisis," customers stick with the brand and are less likely to switch to another during tough times. For this reason, using emotional branding is a smart move for businesses trying to boost sales and customer happiness. Emotional branding is crucial for building devoted clientele who will support a company's steady development in today's competitive industry. The study further emphasizes the importance of understanding consumer preferences and values, delivering high-quality products and services, and maintaining excellent customer interactions in fostering brand loyalty. In today's competitive landscape, emotional branding remains a strategic imperative for businesses aiming to thrive amidst challenges and uncertainties, as it enables them to forge deep emotional connections that transcend transactional relationships and cultivate devoted clientele.

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CHAPTER 10

INVESTIGATION OF THE EFFECT OF EMPLOYEE MOTIVATION ON STAFF PRODUCTIVITY

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ABSTRACT:

Two of management's most important duties are making sure that work is more fulfilling for workers and striking a balance between their motivation and organizational objectives. This is a dynamic problem given the range of jobs accessible today. Individuals' values and interests are influenced by various factors, including their cultural upbringing. This study delves into employee motivation and its correlation with work performance. It explores numerous popular motivational theories applicable in workplaces to enhance employee productivity. The findings revealed variations among employees regarding their motivational drivers. Extrinsic motivation stems from external sources, whereas intrinsic motivation arises internally within individuals. Numerous motivating techniques are available, and the most effective one for a given worker will rely on their unique requirements and preferences. Empowerment, growth and development chances and prizes, and recognition are a few popular motivating techniques. Employee performance may be positively or negatively impacted by motivation. Employees are more likely to be involved in their jobs, productive, and innovative when they are driven. On the other hand, unmotivated workers are more likely to be disengaged, ineffective, and absent from work. The results of the research show that motivation may have a good or negative effect on worker performance. When an employee's requirements are met by the chosen motivating technique, their performance increases. However, if the chosen motivating method fails to meet the demands of the employee, its value decreases. It encourages businesses to acknowledge the distinct need for motivation that each employee has to increase production.

KEYWORDS:

Employee Motivation, Management, Organization, Staff Productivity, Strategy.

1. INTRODUCTION

Throughout history, influential figures recognized the importance of motivating personnel to fulfil organizational duties long before the concept of "motivation" became a standard term in performance management. One of the earliest strategies employed was the "carrot and whip" approach, which dates back thousands of years and continues to inspire employees to this day. Leaders and counsellors exhibited remarkable tenacity in implementing this strategy, enabling it to permeate the very foundations of organizational governance [1]. In contemporary times, corporations have leveraged competitive remuneration packages to enhance operational efficiency and maintain a competitive edge in the marketplace. Recognizing that the global market favors enterprises where employee performance serves as an intangible yet invaluable asset, companies have prioritized fostering an environment conducive to optimal performance. This focus on employee satisfaction and engagement has become increasingly indispensable in gauging an organization's overall success and its ability to effectively compete on a global scale [2], [3].

Nevertheless, the success of subsequent business ventures for the organization and the growth of employee generations underscored the pivotal role workers played in the corporation's trajectory. Employees stood as the primary contributors to the overall output and productivity levels of the corporation. This study has the potential to revolutionize conventional notions about employee engagement by revealing that employees are not merely passive participants but rather possess key attributes and emotional variables that significantly impact firm production. Moreover, this research delves into the intricate dynamics of employee behaviour, building upon prior studies that have debunked the myth that monetary incentives alone drive employee motivation. This study endeavours to illuminate the multifaceted nature of employee motivation and its implications for organizational success by delving into the intricate interplay of various factors that influence employee engagement and performance [4], [5].

Motivation stands as the cornerstone of every successful company, serving as the driving force behind organizational achievement. Irrespective of their sector, whether public or private, all companies face the common challenge of motivating their workforce. At its core, motivation stems from the intrinsic desires and aspirations of individuals what psychologists term "motives." Thus, employee motivation encompasses the strategies and initiatives implemented by firms to inspire their employees to align their efforts with organizational objectives [6]. Employee motivation extends beyond simple incentivization through rewards or promotional events. It involves a comprehensive strategy focused on nurturing a sense of purpose, engagement, and fulfilment among employees.

This approach entails establishing an environment where employees feel empowered, valued, and appreciated for their efforts, thereby enhancing their dedication to accomplishing common objectives. Motivation serves as a potent force that drives individuals to undertake tasks that fulfill both personal aspirations and contribute to the overall success of the organization. Ultimately, understanding and effectively harnessing the dynamics of motivation is essential for cultivating a high-performing and resilient workforce capable of driving sustained organizational growth and innovation [7], [8].

Human resources represent the fundamental building blocks of production, with human capital serving as the defining characteristic that sets companies apart in the competitive landscape. To enhance productivity and maintain a competitive edge, organizations must prioritize the acquisition and retention of skilled and efficient workers. Employee efficiency stands as a linchpin to achieving an institution's strategic objectives, with both skill and motivation playing pivotal roles in driving performance. Skill encompasses the expertise, training, and resources necessary to effectively execute tasks, while motivation represents the inner drive that compels individuals to take action. Businesses need to acknowledge that achieving success hinges on empowering employees to enhance their efficiency, consistency, output, commitment, and leadership capabilities. Given that every company relies on physical, financial, and human resources to thrive, the importance of employee motivation cannot be overstated [9], [10].

By cultivating a culture of motivation and incentivizing high performance, organizations can unlock the full potential of their workforce and drive significant gains in productivity. This not only enables companies to meet their operational objectives more effectively but also positions them for sustained success and growth in the dynamic marketplace. Thus, investing in employee motivation is not just a strategic imperative but a fundamental driver of organizational excellence and long-term viability. By maximizing its resources, the firm can effectively enhance productivity, reduce operational costs, and elevate overall performance. The interconnectedness between firm output and employee inspiration underscores the

indispensable role of motivation, particularly in today's volatile and uncertain business landscape where success hinges on the capabilities of the workforce [11], [12].

Talent recruitment, retention, and development emerge as pivotal strategies for ensuring the success of the firm. While human capital remains the most significant asset for organizations, managing people, especially in industries like construction that heavily rely on labour-intensive processes, presents unique challenges. Unlike material assets, individuals require more nuanced approaches to meet their needs and regulate their behavior to foster growth and expansion for the business. Moreover, a corporation must recognize that even with exemplary leadership, vision, and purpose, neglecting the welfare and development of its personnel can lead to disarray and undermine its long-term viability. Therefore, investing in the well-being, motivation, and professional growth of employees isn't just a strategic imperative but a fundamental component of organizational success in today's dynamic and competitive business environment [13], [14].

The study delves into the intricate relationship between employee motivation and staff productivity, recognizing the historical precedence of motivating personnel in organizational settings. It highlights various theories and research findings to underscore the significance of understanding and implementing effective motivational strategies in the workplace.

The literature of the previous study is discussed in the literature review section. The methodology section outlines the need for the study and delineates research objectives, emphasizing the importance of assessing motivational factors, leadership styles, recognition systems, workplace culture, and external influences on employee productivity.

The research methodology primarily relies on secondary research methods, including the analysis of existing literature, and data from academic journals, books, reports, and online databases. Ethical considerations are addressed, ensuring proper citation and attribution. Following those findings, the discussion section delves into what the research uncovered. Ultimately, the research wraps up with a conclusion section that outlines the results and discusses the future implications of the study.

2. LITERATURE REVIEW

Agusioma N. et al. [15] investigated how staff conflict resolution within the Public Service Commission in Kenya affects employee performance. Its objective was to assess the influence of factors such as retirement benefits, compensation, allowances, and medical insurance on organizational performance. Using a descriptive survey research design, data was collected from 141 respondents in various departments within the Public Service Commission. The research uncovered a notable and positive correlation between staff welfare and employee performance, indicating that prioritizing staff welfare could result in enhanced productivity. The conclusion underscored the significance of acknowledging and fulfilling employees' needs to boost productivity, suggesting that managers and human resource professionals should prioritize staff well-being as a strategic initiative within organizations. Additionally, it suggested that Human Resource Management should be utilized as a tool to address employee welfare concerns and improve overall organizational performance.

Atongdem P. and Combort J. [16] looked into how many people were leaving their jobs in hotels and similar businesses in Bolgatanga Municipality, which is in the Upper East Region of Ghana. It aimed to identify influencing factors, understand their effects on operations, and explore methods to curb turnover. Twelve hotels were sampled, and data was collected from both management and non-management staff using questionnaires. Findings revealed that factors such as poor reward systems, low job satisfaction, and weak management-employee

relationships contribute to turnover. Consequences include reduced commitment, productivity, and customer base, along with increased recruitment costs. Proposed solutions encompass enhancing working conditions, delivering training opportunities, improving career advancement prospects, and fostering effective communication between management and employees.

Dzaga T. [17] looked into how communication among staff affects both their happiness and how productive the University of Venda is. We asked 523 people to take part in our study, and we used a mix of methods to gather information, including talking to people and looking at numbers. Physical administration of questionnaires was conducted, and different communication channels (upward, downward, lateral) were scrutinized. Results underscored the pivotal significance of internal communication in bolstering staff morale and productivity, thereby fostering effective institutional management and governance. Lack of consultation with internal stakeholders in decision-making processes was identified as a common issue, leading to decreased confidence in leadership and morale. The study stressed the importance of effective and constant communication with internal stakeholders to maintain motivation and productivity.

Vasilenko O. [18] examined the importance of work motivation in enhancing organizational performance, focusing on the retail company OOO KL GROUP. Through various methods including comparison, economic analysis, and surveys conducted by territorial managers, the current system of work motivation and financial performance of the company was evaluated. Findings suggest that implementing a robust work motivation mechanism leads to increased employee satisfaction and activity, resulting in annual profit growth for the company. The study underscores the significance of work motivation in driving organizational success.

Park C. et al. [19] investigated the reason that keeps people in their jobs at small and medium-sized companies in South Korea, specifically in the Engineering and Information Technology fields. The study particularly concentrated on employer viewpoints regarding staff retention strategies and their impact on business expansion. Through qualitative semi-structured interviews with founder CEOs, the study reveals that motivating employees to exert greater voluntary effort, fostering collaborative organizational culture, and eliciting emotional commitment were prioritized over financial rewards or traditional HRM practices. The findings highlight the interrelation between job retention and business growth in SMEs, emphasizing the importance of tailored retention strategies for long-term survival and competitiveness.

Rahayu S. et al. [20] examined the vital correlation between organizational culture and employee motivation, underscoring their significant influence on organizational productivity and triumph. Described as the core or character of a company, organizational culture assumes a crucial role in molding employee conduct and contentment within the entity. Amidst today's ever-evolving and cutthroat business environment, enterprises are compelled to innovate and revamp their organizational frameworks and cultures to adjust and flourish.

The study aims to explore how organizational culture satisfies both extrinsic and intrinsic motivational needs of employees, ultimately fostering a conducive working environment. By assessing that association, the research seeks to deepen our understanding of the intricate interplay between organizational culture and employee motivation.

These previous studies explored various aspects of organizational behaviour and management practices across different industries and contexts. The investigate topics such as the impact of staff conflict resolution on employee performance in a governmental organization, factors influencing employee turnover in the hospitality industry, the role of internal communication in enhancing staff morale and productivity in a university setting, the importance of work

motivation in driving organizational success in a retail company. The current study explores the intricate relationship between employee motivation and staff productivity. It begins by discussing the historical roots of motivation strategies and their impact on organizational success.

3. METHODOLOGY

3.1 Design:

A study on the subject of how employee motivation affects staff productivity is imperative due to several significant factors and considerations:

3.1.1 Organizational Performance:

Employee productivity stands as a crucial metric in evaluating the overall presentation of an organization. The level of motivation among employees directly influences their productivity levels. Motivated workers tend to be more engaged, committed, and proactive in their roles, leading to increased efficiency and effectiveness in achieving organizational goals. Therefore, understanding the correlation between employee motivation and productivity is essential for enhancing organizational success and profitability.

3.1.2 Employee Well-Being:

The motivation of employees is intricately linked to their job satisfaction and general well-being. Studies suggest that employees who are motivated are prone to experiencing elevated levels of job satisfaction, thereby fostering enhanced overall well-being within the workplace. By examining the correlation between employee motivation and well-being, businesses can acquire valuable insights into fostering a more positive and supportive work atmosphere. Consequently, this may result in heightened employee morale, decreased turnover rates, and ultimately, improved organizational performance.

3.1.3 Retention of Employees:

Retaining talented employees is vital for the stability and growth of any organization. Motivated workers are inherently more likely to remain with their current employers for several reasons. Firstly, they are more engaged and committed to their work, fostering a sense of loyalty to the company.

Additionally, motivated employees tend to have higher job satisfaction levels, as they derive fulfillment and purpose from their roles. This satisfaction acts as a strong deterrent against seeking opportunities elsewhere. High turnover rates can be detrimental to businesses, leading to increased recruitment costs, disruptions in workflow, and loss of institutional knowledge. By understanding how motivation influences retention, organizations can implement targeted strategies to create a supportive and fulfilling work environment that encourages long-term commitment from employees.

3.1.4 Cost Reduction:

Motivated and productive staff can significantly contribute to cost reduction for businesses. Motivated employees typically produce higher-quality work with greater efficiency, resulting in reduced rework and errors. They also require less supervision, as they take initiative and ownership of their tasks. This leads to savings in terms of managerial time and resources. Furthermore, motivated employees are more likely to contribute innovative ideas and process improvements, driving operational efficiencies and reducing waste. By investing in employee motivation, businesses can optimize their resources and streamline their operations, ultimately

leading to improved profitability and competitiveness in the marketplace. Therefore, fostering a culture of motivation not only enhances employee satisfaction and retention but also delivers tangible financial benefits to the organization.

3.1.5 Competitive Advantage:

Motivated staff members serve as a cornerstone for building a sustainable competitive advantage for any organization. Their heightened motivation translates into a myriad of benefits that set the business apart in a crowded marketplace. Firstly, motivated employees tend to be more creative and innovative, consistently seeking out new solutions and approaches to challenges. This creativity enables the organization to adapt to changing market conditions more effectively and develop innovative products or services that meet the evolving needs of customers. Furthermore, motivated employees are more inclined to offer superior client care and service. Their enthusiasm and dedication to their work translate into genuine care and attention to customer needs, resulting in higher levels of satisfaction and loyalty. In a time when customer experience profoundly influences brand perception and loyalty, possessing motivated staff members who excel in customer service can serve as a notable distinguishing factor for the business.

3.1.6 Employee Engagement:

Employee motivation and engagement are intricately linked, with employee engagement referring to the emotional dedication and commitment that employees demonstrate toward their work and the organization as a whole. When employees are motivated, they naturally become more engaged with their roles, finding a deeper sense of purpose, fulfillment, and satisfaction in their tasks. This emotional investment leads to heightened productivity, as engaged employees exhibit greater focus, dedication, and determination in pursuing their objectives. Additionally, engaged employees often produce work of superior quality, driven by their desire to excel and take pride in their contributions. When we put extra effort into our work, it means our customers get products or services that impress them. This makes them happy and more likely to stick with us because we're delivering exactly what they want, and even more. Ultimately, by fostering a culture that promotes both motivation and engagement, organizations can nurture a workforce that is not only highly efficient but also committed to delivering outstanding outcomes and adding value for customers. Studying the impact of employee motivation on staff productivity is crucial for organizations seeking to optimize their performance, foster a positive work culture, and enhance the well-being of their employees. By gaining a deeper understanding of these dynamics, organizations can implement targeted strategies and initiatives to effectively motivate their workforce and drive sustainable success.

3.1.7 Health and Well-Being:

The impact of employee motivation on the health and well-being of workers is a crucial area of exploration. Research in this domain holds the potential to illuminate the intricate interplay between motivation, stress levels, and overall well-being. Employee motivation doesn't just influence job performance; it also has profound effects on the physical and mental health of individuals within the workforce. Understanding the connection between motivation and well-being is imperative for organizations striving to foster a supportive and conducive work environment. Motivated employees often experience lower levels of stress and burnout, as they derive satisfaction and fulfillment from their work. Conversely, lack of motivation or disengagement can contribute to heightened stress levels and negative health outcomes. Research in this field can help identify strategies to promote employee health and resilience. This may involve implementing wellness programs, offering mental health support resources, and cultivating a culture that prioritizes work-life balance. In the end, dedicating resources to

boost employee motivation not only improves productivity but also fosters a more robust workforce, which benefits both individual employees and the organization collectively.

3.1.8 Management Strategies:

Understanding the intricate relationship between productivity and motivation empowers businesses to develop effective management strategies and incentive schemes. By comprehending how motivation influences performance, organizations can tailor management approaches to effectively enhance worker productivity. Aligning incentives and rewards with employee motivations is key to creating an engaging and motivating work environment. This might involve acknowledging and incentivizing outstanding achievements, offering chances for skill enhancement and career progression, or introducing adaptable work schedules tailored to individual preferences. Moreover, understanding the factors that drive employee motivation enables managers to identify potential barriers to productivity and implement targeted interventions. This may involve addressing issues related to job design, communication, or organizational culture that may be hindering motivation levels. Leveraging insights from research on productivity and motivation empowers businesses to develop management strategies that empower employees, drive performance improvements, and foster a culture of continuous growth and innovation.

3.1.9 Academic and Practical Contributions:

The research conducted in this field holds immense potential to make substantial contributions to both academic scholarship and practical applications. Academically, it can serve as a foundation for future research endeavors, providing a framework for exploring new avenues of inquiry and generating novel insights into the dynamics of employee motivation and productivity. Additionally, it can contribute to the development of theoretical models and frameworks that enhance our understanding of human behavior in organizational settings. The findings and insights gleaned from this research can inform decision-making processes within organizations, guiding the development and implementation of effective management strategies and policies.

By providing evidence-based recommendations and best practices, this research can help organizations optimize their human capital management practices, improve employee engagement and satisfaction, and ultimately drive enhanced performance and organizational success. Furthermore, this research can inspire innovation and creativity in the design of motivational programs and initiatives aimed at cultivating a positive and empowering work environment. By staying abreast of the latest research findings and leveraging them to inform their practices, organizations can gain a competitive edge and position themselves for sustained success in today's dynamic and competitive business landscape.

3.1.10 Employee-Centered Approach:

There is a growing recognition among businesses of the importance of prioritizing the motivation and well-being of their workforce. Research in this field aligns with and supports the burgeoning body of work focused on adopting an employee-centered approach to management. Rather than viewing employees merely as resources to be utilized, this approach recognizes them as valuable assets whose motivation, engagement, and well-being are critical to organizational success. By placing employees at the center of management strategies and decision-making processes, organizations can create a culture that fosters trust, collaboration, and mutual respect. As a result, there is a rise in job satisfaction, elevated productivity levels, and enhanced retention rates. Ultimately, embracing a strategy centered around employees not only enhances the well-being of individual staff members but also enhances the overall health

and effectiveness of the organization. Research in this field provides valuable insights and guidance for organizations seeking to adopt and implement employee-centered management strategies effectively.

3.2 Sample:

To examine the connection between worker productivity and employee motivation, we only used secondary research techniques in this study. To get findings and insights, secondary research analyses previously collected information, published works, and research projects.

3.3 Instrument:

The following elements will be the main focus of the study:

- i. To evaluate the effects of extrinsic and intrinsic motivators, among other motivational elements, on worker productivity.
- ii. To investigate how work satisfaction and employee motivation relate to one another and how it affects staff productivity.
- iii. To look at how leadership behaviors and styles affect employee motivation and how that influences worker productivity.
- iv. To ascertain how staff productivity is affected by employee motivation as a result of incentives, awards, and recognition.
- v. To investigate the relationship between motivation and empowerment among employees and how it affects worker productivity.
- vi. To examine the impact of mission alignment, workplace culture, and corporate values on worker productivity and motivation.
- vii. To evaluate the moderating effects of age, gender, and experience on the connection between staff productivity and employee motivation.
- viii. To investigate how industry-specific elements and external ones such as the state of the economy affect staff productivity and employee motivation.
- ix. To look at the possible effects of poor employee motivation on worker productivity, such as higher turnover rates, worse job quality, and increased absenteeism.
- x. To determine the best techniques and approaches that businesses may use to raise employee motivation, which will raise worker productivity.
- xi. To ascertain how long-term employee motivation will affect an organization's competitiveness and overall success.
- xii. To provide useful suggestions to companies looking to develop an inspiring workplace that boosts employee productivity.

3.4 Data Collection:

- i. Academic publications: We conducted a thorough analysis of academic publications that have already released studies on the subject. This gave us access to a large body of research on employee motivation and how it affects worker productivity, including papers, ideas, and empirical data.

- ii. Books: We read several books authored by professionals in management, human resources, and organizational psychology. These resources provide in-depth details on motivational ideas and how they may be used in the workplace.
- iii. Reports and Publications: The World Economic Forum, the Society for Human Resource Management, and the Harvard Business Review are just a few of the respectable organizations and research institutes whose reports and publications we examined. These sources provided information on productivity and motivation that was particular to the industry.
- iv. Online databases: To get a variety of peer-reviewed articles, dissertations, and conference papers, we used online databases such as PubMed, Google Scholar, and ProQuest. A huge amount of secondary data was available from these databases.

3.5 Data Analysis

The primary approach used in our study was a qualitative content analysis of the body of current literature. We conducted a rigorous evaluation and synthesis of the data from the chosen sources to identify recurrent themes, trends, and insights about worker productivity and motivation.

3.5.1. Moral Aspects to Take into Account:

We did not conduct our research with human subjects, therefore ethical concerns about data that was already accessible to the public did not apply. To give credit to the original writers and sources, we made sure that all citations and attributions were made correctly. This study offers a full knowledge of the connection between worker productivity and motivation by doing an extensive analysis of secondary data sources. In the parts that follow, the body of current literature will be synthesized, and conclusions and organizational implications will be drawn from the collective insights gathered from secondary research. By using this method, we were able to make use of the abundance of information that was already there in the scholarly and professional literature on this subject, which gave our research a strong basis.

Several studies have consistently demonstrated a positive correlation between worker productivity and motivation. When employees are motivated, they tend to be more effective in their roles, leading to increased output. This highlights the importance of fostering motivation within the workforce to achieve higher levels of productivity. The impact of intrinsic and extrinsic incentives on productivity has been widely studied. Both types of motivation factors influence employee performance. Intrinsic motivators, such as job satisfaction and a sense of purpose, are often more enduring and have a significant impact on productivity over the long term.

Effective leadership and management play a crucial role in influencing employee motivation, which subsequently affects output. Teams led by inspiring and supportive individuals tend to be more motivated and, as a result, more productive in achieving organizational goals. Recognition and rewards are fundamental components of motivation. When employees feel valued and appreciated for their contributions, they are more likely to be motivated and, consequently, more productive in their work. The work environment also significantly impacts motivation and productivity. A positive and supportive work atmosphere, including factors like office culture, work-life balance, and job security, fosters better results and higher levels of productivity among employees.

Employee engagement is closely linked to motivation and productivity. Employees who are emotionally connected to the organization and its objectives tend to be more engaged and, therefore, more productive in their roles. Providing opportunities for training and skill

development can enhance both motivation and productivity. Employees who feel they are growing professionally are often more motivated and productive in their work. Employee well-being, including both mental and physical health, is strongly correlated with motivation and productivity. Organizations that prioritize the well-being of their employees are likely to see improvements in output and performance. Regular performance feedback and constructive assessments are essential for maintaining motivation and improving productivity. Employees who receive feedback on their performance are better able to identify areas for improvement and are more motivated to achieve their goals.

Alignment of personal and organizational goals can significantly impact motivation and productivity. When employees' individual goals are aligned with the organization's objectives, they are more motivated to work towards those goals, resulting in increased productivity. Flexibility and autonomy in the workplace can boost morale and, subsequently, productivity. Giving employees more freedom to decide how to complete their work can lead to higher levels of motivation and performance. Effective communication is critical for maintaining motivation and ensuring everyone is aligned with expectations and objectives. Peer-to-peer and top-down communication channels must be established to facilitate this alignment and maintain motivation levels.

Well-designed job roles that provide a variety of responsibilities, challenges, and opportunities for skill utilization are more likely to inspire employees and enhance productivity. Preventing burnout is essential for maintaining motivation and productivity levels. Organizations must identify and address sources of stress in the workplace to prevent burnout and ensure employees remain motivated and productive. Creating a diverse and inclusive workplace environment can increase motivation among employees. Engaged and productive workers are more likely to feel valued and included in a diverse and inclusive workplace, leading to higher levels of productivity. These important results demonstrate the complex link that exists between worker productivity and motivation, and the range of variables and approaches that companies may take into account to raise productivity and motivation levels.

4. RESULT AND DISCUSSION

Organizations aiming to enhance performance, reduce turnover, and foster a more engaging and healthy work environment must prioritize the exploration of the intricate relationship between staff productivity and employee motivation. This relationship not only influences organizational outcomes but also extends its effects to individuals' personal lives and the broader business environment. Understanding the dynamics between staff productivity and employee motivation is essential for organizations seeking to optimize their operational effectiveness and achieve sustainable growth. Motivated employees are more likely to exhibit higher levels of engagement, commitment, and initiative, resulting in increased productivity and performance across the organization. Conversely, low levels of motivation can lead to decreased morale, higher turnover rates, and diminished overall productivity, ultimately impacting the organization's bottom line.

Moreover, the relationship between staff productivity and employee motivation transcends the confines of the workplace and has profound implications for individuals' personal lives. Motivated employees often experience greater satisfaction and fulfillment in their roles, leading to improved well-being and work-life balance. On the contrary, elements like dissatisfaction with one's job and experiencing burnout can extend beyond the workplace, impacting employees' personal lives, including their mental and physical well-being, relationships, and overall life satisfaction. Moreover, the interaction between employee productivity and motivation plays a significant role in shaping the broader business

environment, influencing organizational culture, reputation, and competitiveness. Companies with motivated employees are more likely to attract and retain top talent, encourage innovation, and respond effectively to evolving market conditions. Furthermore, a positive workplace atmosphere characterized by high levels of motivation can strengthen the organization's standing as an employer of choice, further enhancing its ability to recruit and retain skilled professionals.

4.1 Maslow's Hierarchy of Needs Theory:

Abraham Maslow published "A Theory of Human Motivation," a theory of motivation, in 1943. According to Maslow, people constantly try to meet five levels of needs. A person must be forced to fulfill more basic living necessities. They would be under more stress if they were unable to meet them. Physiological, protective, possessive, ego status and self-actualization are the five stages of need.

- i. Necessities of the body
- ii. Needs for Safety or Health
- iii. Needs in Society
- iv. Esteem needs
- v. Self-actualization needs

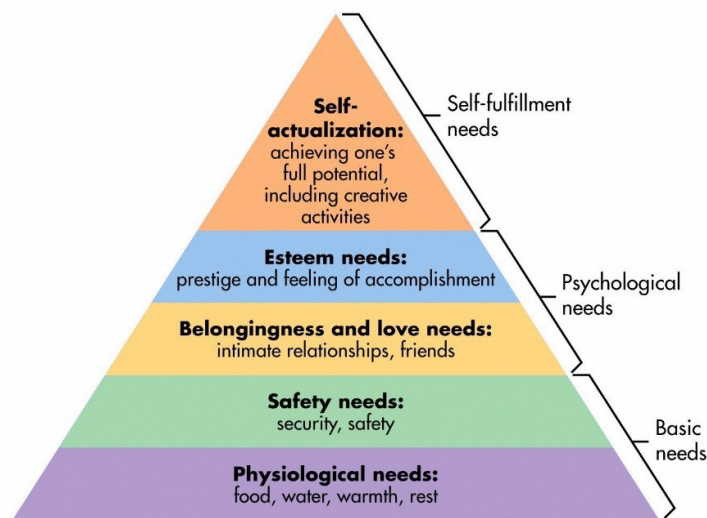


Figure 1: Illustrates the Maslow's Hierarchy of Needs Theory.

4.1 Analysis:

Maslow's Hierarchy of Needs theory is shown in Figure 1. Managers should emphasize the opportunity for prestige, responsibility, and self-realization in the workplace to increase employee satisfaction. To lower employee dissatisfaction, management must give policies, procedures, oversight, and conditions a top priority. Supervisors have to consider every aspect of employment to maintain contented and productive staff. Maslow's hierarchy of needs is still applicable in modern businesses. It can identify specific needs and how they affect employee productivity and performance, despite its flaws. Managers must thus be aware of what their staff members want and provide them with sufficient incentive to provide it. To attain maximum efficiency, the company has to see its employees as both a vital component and an

asset. According to Maslow's hypothesis, putting the needs of employees first will keep them productive and foster long-term business success, prosperity, and progress. Lawler (2003) opposed the needs concept, arguing that it included unfeasible assumptions about workers, such as that all workers are the same, all working circumstances are equal, and (3) there is a single best way to satisfy requirements. Basset-Jones concurred with Lloyd (2004). Although Maslow's theory recognized human needs, it was unable to connect those needs to the objectives of an organization. It also doesn't address the problem of low worker motivation. His view that less important requirements should take precedence over self-actualized desires was also erroneous in certain situations, but it could have been true in others. These people either disclosed or met their needs for self-actualization, but they were unable to address their deficiencies or lower standards. The satisfaction one has upon fulfilling every need is a personal experience that cannot be measured by a device or algorithm. After meeting physiological and safety requirements, some individuals will be happy, while others won't be.

4.2 McClelland's Motivational Theory:

David McClelland's leadership group theory centers on three key needs that he believes are culturally influenced and thus subject to change through training. Rather than focusing on progress and regression, this theory emphasizes the requirements and motivations that influence effectiveness and efficiency in work-life dynamics. The following are McClelland's APA needs: Achievement Needs:

- i. *Achievement Needs:* Individuals in the third group are motivated by both success and disappointment. They set rather challenging objectives and have little desire for accomplishment. They evaluate and take calculated chances. High output and the ability to grasp challenging tasks are required.
- ii. *Power requirements:* Those who have high requirements for power want control and influence. They like theocentric ideas and are skilled speakers. They're ambitious, self-assured, and demanding. Positions of leadership or importance may motivate people to work. People want to be in control, to have authority, and to change the world. McClelland clarified the requirements for social power. the drive to provide quality work for others, the company, or oneself, as well as for personal wealth or influence.
- iii. The need for affiliation: forming and sustaining social connections and friendships. Although one need often predominates, McClelland thought that each person had a unique combination of the three wants.

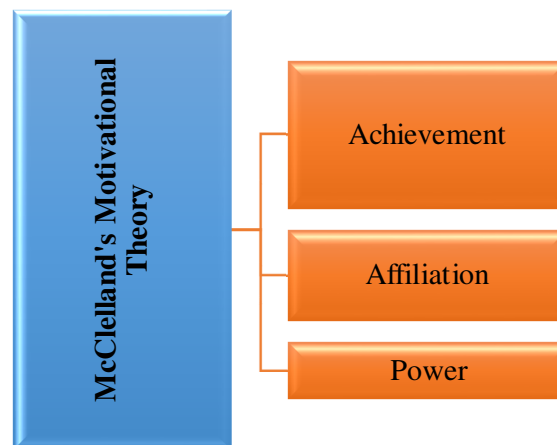


Figure 2: Represents the McClelland's Motivational Theory.

4.2.1 Analysis:

Figure 2 is a representation of McClelland's theory of motivation. Giving workers employment that satisfies their wants is the main advantage of this concept. People should not be held responsible for their failure to succeed in their occupations if a company provides a job profile based on their interests since there is no reason why they should get employment based only on necessities. Requirement-based hiring practices lead to the termination of workers who make excuses. We have motivated employees to meet organizational objectives. The emphasis is on mastery. They are motivated and want credit for the job they do. They take pleasure in difficult tasks. Awards result in work appraisal. This is what motivates them. Massive salaries don't bother them. Money may be the driving force behind these employees, but their identities remain hidden from searches, rendering them useless. For you, what does it mean? Companies need to identify and encourage exceptional individuals. Managers should allocate risky employees to solitary projects rather than team tasks. Socializing is another motivator for models. Some employees have a strong social drive. They will experience love, acceptance, and inclusion. When working in a group, this kind of individual will be very motivated. Companies may enhance employee performance by promoting sociability rather than increasing remuneration. The main problem with this idea is that it puts connections, power, and achievement above necessities like safety, food, and shelter. A person who fits the criterion for achievement matrix will be stereotyped and will never work in a department that requires authority or association, even if they have the necessary credentials for the position.

4.3 Frederick Herzberg's Two-Factor (Motivation-Hygiene) Theory:

A two-factor model of contented and dissatisfied engineers and accountants based on research on job satisfaction and frustration. People are thought to be able to accurately describe how satisfied or unhappy they are at work. Intrinsic variables are predicated on two categories of motivators: factors that impact job satisfaction and causes that lead to employee unhappiness at work, whereas extrinsic factors are responsible for contributing to discontent. It is rewarding to separate excellent work from terrible labor, according to this study. Herzberg recognized elements that contribute to occupational satisfaction and cleanliness. According to Herzberg, intrinsic motivators that foster psychological development and job creation include success, praise, responsibility, advancement, difficulty, and work itself. But working conditions are the same, and hygiene considerations are external. These consist of relationships between subordinates and supervisors, management, pay, working conditions, business policy, and job security. Both the job and the working environment should worry employees. According to this research, internal awards do not raise employee reliance, but external incentives do.

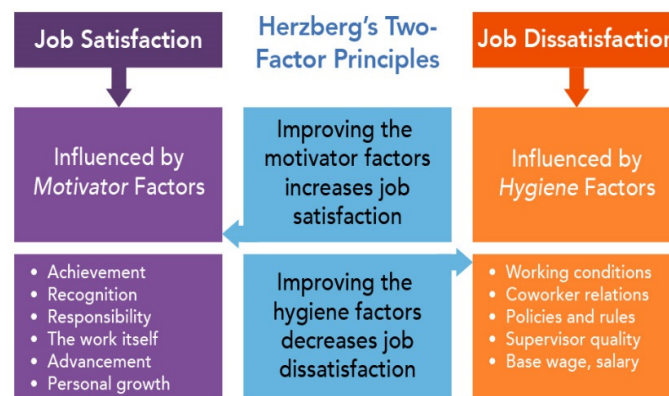


Figure 3: Illustrates the Frederick Herzberg's Two-Factor (Motivation-Hygiene) Theory.

4.3.1 Analysis:

Figure 3 illustrates Frederick Herzberg's Two-Factor (Motivation-Hygiene) Theory. This study examined 835 university employees through the lens of the two-factor theory to investigate the impact of demographics on job satisfaction. Previous research has indicated correlations between factors such as age and academic achievement with job happiness, as well as variations in internal and external job satisfaction among different work-related groups. Critics of Herzberg's study have argued that it overlooks productivity in favor of focusing solely on pleasure, suggesting a link between production and happiness. However, the two-factor theory offers a multivariate framework for understanding work satisfaction, taking into account the complex interplay of emotions and interactions between various factors. Research conducted among higher education professionals in Uganda suggests that multiple aspects can influence job satisfaction or dissatisfaction with elements of the work environment. Despite criticisms, many organizations value the insights provided by the two-factor hypothesis, indicating the importance for managers and organizations to continually ensure adequate hygiene factors to mitigate employee dissatisfaction. This is because unhappy workers have poorer production and morale. To motivate staff members to enhance job performance, managers must also provide demanding, pleasurable, and fulfilling tasks. Employees who are extremely motivated at work are more productive. Finally, to maximize productivity, managers should assign tasks that make the most of each employee's skills and background. By emphasizing company and individual incentives, work quality and productivity will increase.

5. CONCLUSION

This study emphasizes how crucial it is to comprehend and use practical motivating techniques in the workplace to improve worker satisfaction and output. The results have shown that there is no one-size-fits-all approach to employee motivation and that it goes beyond straightforward financial incentives. Rather, it requires a comprehensive strategy that considers the various requirements and preferences of every person. Several motivational theories have been studied, such as McClelland's motivation hypothesis, Herzberg's motivation-hygiene theory, and Maslow's Hierarchy of Needs. These theories provide helpful conceptual frameworks for understanding the many aspects that affect worker satisfaction and motivation. The hierarchy of needs proposed by Maslow's theory helps explain how workers' incentives change over time, moving from meeting fundamental physiological demands to reaching self-actualization. The significance of accomplishment, power, and connection as personal motivators is highlighted by McClelland's theory. The difference between hygiene and motivational factors is emphasized by Herzberg's theory, which also emphasizes the importance of intrinsic motivators including success, acknowledgment, and personal development. This study also highlights the fact that employee performance and well-being may be significantly impacted by the incentive technique used. Therefore, before deciding on a particular approach, managers should give top priority to evaluating the expectations and motivations of each employee. Motivational approaches may be quite beneficial if they are used carefully and follow the demands of the workforce. These tactics support a more fulfilled and contented workforce by encouraging job satisfaction. The well-being and productivity of workers are critical in a dynamic and varied workplace, and this study emphasizes the need for firms to take a customized, multifaceted approach to employee motivation. This method acknowledges the complex interactions between internal and external motivators as well as the possibility that what motivates one person may not motivate another. By doing this, companies may establish an atmosphere that promotes improved performance and job satisfaction as well as a more peaceful and fruitful working relationship between the company and its employees. All things considered, the search for employee motivation is a complex process. It entails a careful

analysis of each person's unique demands as well as the tactical use of motivational ideas. Organizations that adopt this comprehensive approach may gain a competitive edge in developing a workforce that is not only happy and engaged but also well-positioned for long-term success and expansion.

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CHAPTER 11

NAVIGATING BRAND AWARENESS IN THE DIGITAL MARKETING ERA

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ABSTRACT:

Digital marketing enhances brand visibility through online strategies like SEO, social media, and content creation, fostering brand awareness and engagement. This extensive investigation is to explore the profound influence of digital marketing on the awareness of brands, specifically examining the resonance of these crucial elements with customers. Using a qualitative approach, this research utilizes data gathered from various studies accessible on the internet, with a specific emphasis on digital marketing and brand awareness. Essentially, the study aims to uncover the intricate connection between strategies in digital marketing and customers' awareness of different brands. By scrutinizing a variety of digital marketing techniques, email campaigns, social media marketing, Search Engine Optimization (SEO), blogging, affiliate marketing, and communication methods, this research seeks to offer a nuanced comprehension of their individual and collective impact on brand recognition. The investigation goes beyond evaluating the techniques themselves, extending to the broader implications of how exposure to digital marketing and brand awareness contributes to customers' understanding of organizations. The study aims to illuminate the crucial role that technology plays in propelling brands to success in the market.

KEYWORDS:

Brand Awareness, Communication, Digital Marketing, Digital Media, Social Media.

1. INTRODUCTION

Digital marketing has become an integral aspect of daily life for individuals worldwide, with 4.37 billion internet users globally as of January 2021, representative 60.1% of the world's population. The increasing time devoted to online advertising has the potential to reshape traditional gestures associated with paperback advertising [1]. Many companies now acknowledge the indispensability of digital marketing and social media in their overall marketing strategies. Utilizing digital marketing enables businesses to effectively achieve their marketing objectives while keeping costs low, highlighting its crucial role in modern marketing strategies. Social media creation offers substantial benefits for organizations, leveraging the constantly connected user base of personal mobile devices [2].

The ubiquity of digital marketing is evident globally, driven by the pervasive influence of technology and the internet. Digital marketing emerges as a fusion of online and electronic media marketing, with the internet being identified as the most promising market. The essence of digital marketing lies in its execution through widely used networks, maintaining constant connectivity with consumers. Brand awareness, a crucial aspect of digital marketing, encompasses two dimensions one is brand awareness and another is product knowledge [3].

Customers tend to prefer brands they are familiar with and can easily recognize. The cognitive impact of digital marketing on customers is highlighted in the research, indicating that exposure

to digital marketing initiatives increases the likelihood of retaining attention-grabbing headlines displayed on digital devices. This emphasizes the cognitive resonance achieved through effective digital marketing strategies. The research further underscores the evolving landscape of multichannel branding and engagement promotions, with digital platforms playing an increasingly pivotal role [4]. Digital marketing serves not only as a means of conveying a brand's positioning but also as a dynamic tool for engaging customers across diverse channels. The study provides a comprehensive exploration of the symbiotic relationship between digital marketing and brand awareness, offering valuable insights into contemporary marketing strategies' ever-evolving landscape [5]. Consumers often use brand recognition as a guide in their product or service selection, influencing their purchasing decisions. Factors such as endorsements and brand image should be considered by consumers, emphasizing the role of enhanced brand recognition facilitated by digital marketing elements.

1.1. The significance of brand awareness and digital marketing:

In today's corporate world, digital marketing has a huge and revolutionary impact on brand awareness. A wide range of online tactics and platforms are included in digital marketing, which businesses employ to communicate with their target market, build brand awareness, and stimulate interaction.

The incorporation of digital platforms, including social media, search engines, email, and websites, has completely transformed the way companies approach marketing and brand promotion [6]. Digital marketing has a remarkable advantage in efficiently reaching a global audience. With strategic online campaigns, businesses have the power to customize their messages for specific demographics, guaranteeing that their brand connects with the ideal consumers. Social media platforms, in particular, play a pivotal role in brand awareness by facilitating direct interaction with customers, fostering brand loyalty, and amplifying the reach of marketing efforts through shares and viral content [7].

SEO plays a vital role in digital marketing and has a significant impact on brand visibility. Through the strategic optimization of online content, businesses can improve their search engine rankings, increasing the chances of potential customers finding and connecting with their brand. In addition, digital marketing enables the ability to track and analyse campaign performance in real time. This information-driven strategy enables organizations to make accurate choices, refine their strategies, and spend resources effectively [8]. The ability to evaluate key performance indicators (KPIs) such as traffic to the website, conversion rates, and social media engagement provides valuable information for continuous improvement. The impact of digital advertising on consumer perceptions of brands is a dynamic and complex phenomenon. Leveraging the diverse tools and strategies within the digital realm empowers businesses to not only increase their visibility but also to cultivate meaningful relationships with their audience, ultimately contributing to long-term brand success in the digital age [9].

In a recent study, the transformative power of digital marketing in reaching global clients and driving revenue is underscored. The application of trend analysis forecasts the future trajectory of digital marketing elements within the corporate landscape. Current trends identified in digital marketing for businesses include mobile strategies, social media engagement, search engine marketing, SEO, personalized content marketing, advanced analytics, and mobile technologies [10]. J. Mu further explores the various facets of business operations that necessitate digital marketing, such as segmentation, remarketing, outsourcing, and more. His analysis distinguishes between two key approaches to digital marketing strategy: the customer-side strategy and the integration of both customer and system-side strategies [11]. Effectively measuring the impact of digital marketing campaigns requires clear goals and objectives.

Without specific metrics aligned with these objectives, evaluating campaign success and optimizing return on investment becomes challenging. Common metrics encompass increasing sales, leads, conversion rates, and overall web traffic. The contemporary goals of digital marketing and Brand Awareness encompass a spectrum of objectives:

- a) *Constant Flow of Fresh Leads*: Sustaining a pipeline of new prospects.
- b) *Boosting Sales and Brand Establishment*: Enhancing revenue while solidifying brand identity.
- c) *Lowering Customer Acquisition Costs*: Streamlining costs associated with acquiring new customers.
- d) *Enhanced Quality Traffic and Online Reputation Development*: Focusing on attracting high-quality website traffic while nurturing a positive online reputation.
- e) *Improved Local Search and Market Reach*: Optimizing visibility in local searches to broaden market reach.
- f) *Measuring and Analysing Campaign Performance*: Utilizing data-driven insights to evaluate and refine marketing strategies.
- g) *Creating Leads, Increasing Sales and Revenue*: Generating leads and converting them into sales to drive revenue growth.
- h) *Enhancing Customer Engagement and Loyalty*: Fostering deeper connections with customers to build loyalty and retention.

Central to business success is the concept of brand awareness. The study emphasizes the pivotal role brand awareness plays in the development and revitalization of services. A high level of brand awareness is crucial for consumer recognition, leading to increased engagement and ultimately, sales [12]. The study underscores that establishing clear goals is paramount for any brand awareness campaign, with objectives ranging from increasing website traffic and promoting products to becoming a thought leader in the industry. Recognizing that brand awareness campaigns do not occur in isolation, the study emphasizes the interconnected nature of these efforts with broader business strategies, thereby highlighting their critical importance in achieving long-term business success and sustainability.

2. LITERATURE REVIEW

M. El Kedra and U. Sener [13] discussed the realm of digital content marketing comprises a diverse array of tools that present significant prospects for companies to bolster their business, establish connections with customers, and involve them in fostering brand awareness, and loyalty, and revenue generation. This study endeavours to comprehensively comprehend the influence wielded by digital content marketing in augmenting brand awareness while scrutinizing the mediating roles played by social media and customer engagement in this impact. To attain these objectives, the research constructs a theoretical framework grounded in an extensive literature review of existing theories. This framework's essential elements are social media, digital content marketing, brand recognition, and consumer interaction. The study attempts to provide a detailed knowledge of the complex relationships and processes that define the effectiveness of digital content marketing in the modern corporate landscape by examining the extensive body of literature surrounding these domains.

F. Cizmeci [14] illustrated the establishment of brand awareness constitutes the primary and pivotal phase within the realm of marketing communication. As corporate procedures have

developed, a wide range of instruments for advertising communication have been used to get over this first stage. In particular, digital marketing tools deconstruct traditional counterparts in a transformational way, taking on greater significance when they introduce interaction into the complex dance that takes place between producers and customers during the marketing process. These tools change the dynamics of brand promotion by redefining the position of the consumer as an active participant rather than a passive observer. The current body of literature is noticeably thin when it comes to housing enterprises, where the strategic application of digital marketing techniques is a crucial instrument for gaining competitive advantages. Given this, the current study investigates the nuanced effects of digital marketing tools on the growth of brand recognition in the housing industry using the Delphi Method. A conceptual framework that explains trends in the application of digital marketing technologies is developed with the help of normative assumptions derived from panelist interviews combined with large-scale housing firms. According to the Delphi data, there are presently more marketing instruments in the housing business that create paid digital content than those that support proactive content.

N. Rufaida and A. Suyanto [15] elaborated on the phenomenon of online shopping that has seamlessly integrated into the lifestyle of individuals in Indonesia, propelled by the swift advancements in technology. This transition has seen consumers shift from traditional market visits to embracing the digital realm for their purchasing needs. The emergence of a digital society has been a natural consequence of this shift, bolstered by the continuous development of internet technologies. The speed at which information disseminates through social media, now a cornerstone of digital marketing, has further accelerated this transformation. In this context, digital marketing serves as a pivotal tool employed to apprise and educate regulars about various brands and products. The primary target audience for these digital marketing efforts is the burgeoning digital society. This research endeavours to explore the impact of digital marketing on brand awareness within the realm of E-commerce in Indonesia. Additionally, the study seeks to identify which digital media platforms wield the most significant influence on brand awareness. Employing a quantitative approach, the research utilizes multiple linear analysis techniques to examine hypotheses. Data collection, executed through online questionnaires distributed via Google Forms, engaged a total of 400 respondents. The findings underscore the influential role of various social media platforms, with notable coefficient values attributed to YouTube, Facebook, Instagram, and Twitter.

A. Makrides et al. [16] embellish the transformative impact of advertising through digital channels, commonly referred to as Digital Marketing, which has garnered significant attention in academic literature. This marketing approach is renowned for its profound influence on companies and its ability to reshape brand-consumer relationships by facilitating interactions at any time and from any location. In light of these observations, this literature review delves into the exploration of various digital platforms and practices that have demonstrated effectiveness, aiming to understand their role in enhancing awareness on an international scale. The study highlights the significant potential that digital marketing provides for small and medium-sized firms and attributes a dominant digital character to localization efforts. It uses a survey approach with 200 respondents as the final sample. The study's conclusions clarify the quick rise of various digital marketing strategies catered to various market niches. This study finishes by discussing both theoretical and managerial consequences derived from the findings, while also suggesting avenues for additional investigation in the dynamic field of digital marketing.

R. Ahmed et al. [17] discussed this study looks at how interactive digital media platforms including social media, email marketing, and mobile marketing contribute to the growth of brand recognition. This study considers three behavioural aspects as mediating variables: word-

of-mouth, perceived value, and trust. Mobile phones and the Internet are considered moderating variables. A sizable dataset of 2565 responses have been analysed in order to look into the ways that mediating and moderating elements, as well as digital media outlets, impact brand awareness. The direct and indirect effects of these variables are examined using conditional process methods, confirmatory factor analysis, and exploratory factor analysis in a SEM-based multivariate method.

The study's findings demonstrate that brand recognition is directly impacted by interactive digital media channels in a positive, significant, and direct way. The research also emphasizes the significant role that word-of-mouth, perceived value, and trust play as mediating elements. The Internet and cell phones are also identified as important moderating variables in the link that is formed between interactive digital media tools and brand awareness.

3. METHODOLOGY

3.1. Design:

In this research, there is used a method called a quantitative survey to gather information and draw objective conclusions. This study collected responses from 334 participants through an online questionnaire and then analysed the data using a technique called partial least squares structural equation modelling (PLS-SEM). This helped us understand and present the research results.

3.2. Instruments:

Some of the instruments used in this study are explained in depth in this section. As previously stated, the researcher developed a collection of questions and distributed them to 334 across multiple social media platform users for the study. Below is the question set:

- a) Do you view digital marketing content while browsing the internet or using social media platforms?
- b) Do you find digital marketing effective in shaping your purchasing decisions?
- c) Can you remember any specific digital marketing ads?
- d) Do you believe that digital marketing contributes to increasing brand awareness compared to traditional marketing channels?
- e) Are you more likely to engage with a brand's social media pages after viewing its digital marketing content?
- f) Do you think personalized digital marketing content is more effective at capturing your attention than generic ads?
- g) Do you think you can differentiate between different brands based on their digital marketing strategies?
- h) Does the frequency of a brand's digital marketing presence affect your perception of the brand?
- i) Have you ever made a purchase simply because of a digital marketing campaign without prior knowledge of the brand?
- j) Do you even believe that a strong online presence through digital marketing contributes to a positive brand image in today's digital age?

3.3. Data Collection:

The findings from a poll on people's experiences with digital marketing. The survey questions are listed in the first row, and the number of respondents who selected "Yes," "No," or "Neutral" for each question is shown in the following Table 1. Remarkably, 270 out of the respondents admitted to reading digital marketing information on social media or online, while 50 respondents gave a negative answer and 14 said they were indifferent.

There was a more balanced reaction to the impact of digital marketing on purchase decisions: 180 positive, 100 negative, and 54 neutral responses. Additionally, the chart shows that 120 respondents were able to remember particular digital commercials, 160 were unable to do so, and 54 were indifferent. Additional inquiries go into topics including the effects of customized digital marketing, the capacity to differentiate businesses according to their digital tactics, and the impact of a brand's online presence on perception.

These results provide light on the various levels of participation, efficacy, and influence that digital marketing has on the people who were polled. Table 1 illustrated the responses of the different survey questions.

Table 1: Illustrated the responses of the different survey questions.

Sr. No.	Survey Questions	Yes	No	Neutral
1.	Do you consume digital marketing content online or on social media?	270	50	14
2.	Does digital marketing influence your purchasing decisions?	180	100	54
3.	Can you recall specific digital ads?	120	160	54
4.	Does digital marketing enhance brand awareness more than traditional channels?	220	60	54
5.	Do you engage with a brand's social media after seeing its digital content?	190	90	54
6.	Is personalized digital marketing more effective than generic ads for you?	210	50	74
7.	Can you distinguish brands based on their digital marketing strategies?	230	40	64
8.	Does the frequency of a brand's digital presence impact your perception?	160	100	74
9.	Have you ever bought something solely due to a digital marketing campaign?	80	210	44
10.	Do you believe a strong online presence contributes to a positive brand image?	250	40	44

3.4. Data Analysis:

In this study there is some equations are used to get the desired value for this survey. These equations are mentioned below. A mathematical and analytical equation for his study involves defining variables and relationships that capture the essence of the study. Here's the Equation (1) are used:

$$S = \omega_1.I + \omega_2.A + \omega_3.\varepsilon \quad (1)$$

Here,

'I' be the impact of digital marketing.

'A' is the level of brand awareness.

'S' is the overall survey score.

ω_1, ω_2 , and ω_3 are weights representing the importance of each factor. These weights can be determined through statistical analysis or expert opinion.

'D' represents other relevant survey dimensions or factors that might contribute to the overall understanding.

' ε ' is the error term, accounting for any unobserved or random factors affecting the survey score.

4. RESULT AND DISCUSSION

The considerable influence on brand awareness by comparing key indicators between the pre- and post-implementation periods of a digital marketing plan is displayed in Table 2. The website traffic was 100,000 before the digital marketing campaign, but after the campaign, it shot up to 300,000, a significant 200% increase. The number of social media followers skyrocketed from 10,000 to 50,000, an increase of 400%. The advertising campaign's impressions increased 400%, from 1,000,000 to 5,000,000. Brand mentions increased by an astounding 900%, from 500 to 5,000. Additionally, there was a favourable change in the conversion rate, which increased from 2% to 5% a 150% boost [18]. In addition, the return on investment (ROI) increased by 150%, from \$2 to \$5 for every \$1 invested. This is a noteworthy improvement. This information highlights how well the digital marketing approach works to improve a range of characteristics of brand performance and recognition.

Table 2: Illustrated the effect of digital marketing on brand awareness.

Metric	Before Digital Marketing	After Digital Marketing	Change (%)
Website Traffic	100,000	300,000	+200%
Social Media Followers	10,000	50,000	+400%
Impressions (Ad Campaign)	1,000,000	5,000,000	+400%
Brand Mentions	500	5,000	+900%
Conversion Rate	2%	5%	+150%
Return on Investment (ROI)	\$2 for every \$1 spent	\$5 for every \$1 spent	+150%

The astounding rise in income (measured in billions of dollars) for the digital marketing sector throughout the five years from 2016 to 2020 is seen in the graphical representation in Figure 1. The digital marketing industry brought in 1.72 billion dollars in revenue in 2016. The following years saw a significant rise in this amount. The industry's growth pattern persisted, with major peaks of 9.8 billion dollars in 2020 and 3.1 billion dollars in 2017, 4.7 billion dollars in 2018, and 6.6 billion dollars in 2019. Given the increased dependence on online platforms for promotional and advertising activities, the steady upward trend points to a strong growth and growing relevance of digital marketing over this time [19]. These numbers not only demonstrate the financial development of the sector but also emphasize how active the field of digital marketing has become in recent years.

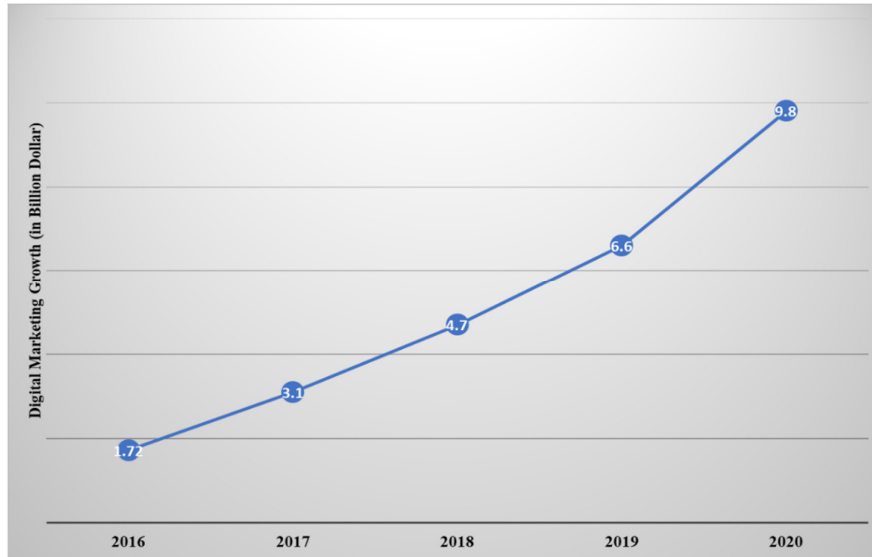


Figure 1: Illustrated the yearly growth of digital marketing.

In any organization, marketing is an essential duty. If an organization uses efficient marketing techniques, it may have a successful product even with an average product. On the other hand, a business selling superior goods won't experience great sales without a solid marketing strategy. The phrase marketing refers to a company's attempts to raise sales via pricing negotiations, education, and advertising of its products or services [20]. The public will never recognize the company's products if there is no marketing strategy in place. Digital marketing will raise the caliber of the company's relationship with its clients and increase their awareness of the products or services it provides. Companies use such strategies to boost product sales. This company's desired industry for employment has been the focus of many assessments. The pros and cons of their service and marketing strategy have been carefully considered by the marketers. They finally decided to adopt digital marketing as their primary marketing strategy after carrying out several assessments [21]. Increasing your audience, customer base, and following requires building brand recognition. Businesses may increase their visibility by using digital marketing techniques like SEO, paid advertising, and social media to reach customers where they spend their time.

1.2. Impact and Benefits of Brand Awareness:

This study stays at the front of customers' thoughts long after they make a purchase and is the first business they think of when they need products or services by increasing brand recognition within the target market. It is necessary for success in the market. It affects every aspect of the business, including lead creation and client acquisition.

- a) In a world where consumers base their selections on extensive study and recommendations from others, customer confidence in the brand is essential. Following an engagement with the company, customers are more inclined to make future purchases without giving it much thought, which narrows the gap between consumer loyalty and trust [22].
- b) The definition of brand equity is awareness, which is predicated on how customers see and interact with the brand. Because of its perceived worth, a strong brand may raise pricing, support the expansion of the company via new product or service lines, have a bigger social influence, and raise the value of acts.
- c) The product category with the most brand recognition is the one that comes to mind when customers are considering a purchase. It may also be formed by progressively being exposed to and receiving a dependable supply of a superior commodity or service. When customers begin weighing their alternatives and consider the brand first, it is a huge advantage in the market [23].
- d) Robust brands must have a distinctive personality and voice that makes them memorable to get exceptional brand recognition. Giving the brand a personality that appeals to the target audience and upholds its values is essential. Companies feel that this voice may be intelligent, sentimental, fun, hilarious, emotive, or any other kind that will fit their brand.
- e) People usually buy recognizable or well-known brands. When consumers are aware of a brand, its market share rises. Companies with larger market shares do better in terms of sales than competitors, and as a consequence, their revenue increases [24].
- f) Increased client loyalty: Strong brands can create stronger emotional connections with their target market in addition to increasing revenue and gaining a stronger edge over competitors.

5. CONCLUSION

In today's company situations, the complex relationship between digital marketing, brand recognition, and organizational effectiveness is crucial. As was previously said, the total performance of an organization is naturally impacted by the significant impact that digital marketing techniques have on brand recognition. Businesses are feeling pressured to allocate significant financial resources to online content due to the ever-changing environment, which is a symptom of a change in advertising tactics. Organizations struggling to incorporate brand awareness and digital marketing into their promotional frameworks need to make quick adjustments to remain competitive. The unrelenting rise in consumer internet use highlights how important digital platforms are to day-to-day living, acting as vital conduits for participation, communication, and information consumption. As people spend an increasing amount of time each year engaging in online activities, digital platforms become essential points of contact. As a result, companies must acknowledge and make use of these digital channels' transformational potential. The smart use of a variety of digital marketing channels, from well-known social media sites like Facebook and YouTube to major search engines like Google My Business and, most importantly, the official corporate website, is crucial to increasing brand recognition. Employing all-encompassing marketing tactics on all of these channels will help businesses greatly increase brand recognition.

The digital sphere provides a flexible method for promoting brands. Visual storytelling and the sharing of interesting information are made possible by platforms such as YouTube, which let

producers and audiences interact more deeply. Social media platforms, like as Facebook, provide interactive areas for face-to-face interaction with customers and foster a feeling of community. Because of its localized emphasis, Google My Business increases brand exposure in search results, especially for local audiences. Potential clients may find helpful resources and a consistent brand story on the official corporate website, which functions as a primary hub. To put it simply, the deliberate blending of digital marketing across several channels is a dynamic and effective way to increase brand recognition. It promotes meaningful connections with the target audience, influencing views and building brand loyalty, going beyond simple exposure. In addition to increasing their exposure, companies that successfully traverse the changing terrain of digital marketing position themselves for long-term development and competition in the rapidly developing digital space. Acknowledging the mutually beneficial connection among digital tactics, brand recognition, and organizational efficacy is crucial for businesses hoping to prosper in the modern business environment.

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CHAPTER 12

AN ANALYSIS OF THE INFLUENCE OF ADVERTISEMENTS ON CONSUMER BEHAVIOR CONCERNING FMCG

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ABSTRACT:

In the field of enterprise, the ultimate objective is profitability, usually focused on increasing sales unexpectedly. Crucial to this goal is achieving product visibility, and advertising emerges as a fundamental tool in achieving this goal. Merchandising and exposure introduce products to buyers, resulting in increased revenue and making manufacturers aware of their protests. Furthermore, it empowers consumers by offering a spectrum of selection and essential data, increasing demand for unique products, and even successfully popularizing them within budgetary constraints.

The status quo of advertising extends from improving reputation to providing consumers with the vital statistics needed to make informed purchasing choices. The quick-moving customer goods (FMCG) sector, characterized by products with quick shelf lives, operates in an exceptionally aggressive environment. Powerful advertising plays an important role in distinguishing manufacturers. FMCG items like food, beverages, and personal care products are important monthly components, underscoring the importance of marketing. The multifaceted goals of the research include observing FMCG advertising techniques, examining purchasing patterns, exploring the blessed and demanding conditions of advertising and marketing, studying advertising techniques, and evaluating the broader FMCG advertising landscape. This study gives a holistic view of the interplay between advertising and marketing techniques and marketing dynamics within the FMCG quarter. This empowers corporations to develop their strategies to convert customer choices in the aggressive FMCG market, ultimately promoting a more informed, adaptive, and patron-centric landscape for both corporations and customers.

KEYWORDS:

Advertisement, Consumer Behavior, FMCG, Marketing, Social Media.

1. INTRODUCTION

The main objective of the business is to earn profit. Profit can be earned by increasing sales. If the product is widely spread the consumer can get to know about the product this can done with the help of advertisement. Promotion or Publicity makes a product or a thing known and recognized to people and advertisement helps in increasing the sales for the company it helps the producers to know their competitors and helps the consumer to get the liberty to indicate the options and educate the consumers and it also helps to create demand for a particular product or service [1].

Advertising facilitates to popularization of a specific product or a service at a particular given cost. Advertisement helps the brand to gain publicity and it is one of the major sources out of which customers get all the relevant or necessary information for the purchasing decisions of the user. Advertisement plays a vital role in the exchange of products or services from the

producer to the consumer. In this era of extreme competition amongst brands it very essential for the brand to stand out, and for this advertisement plays a vital role Advertisement is essential as advertisements promote sales and every company depends on sales to survive [2].

Rapid pace as FMCG goods overall comprise products that are regularly consumed and comprise every household supply and hence the goods are part of every month's household supplies and monthly budgets. Examples of FMCG goods are food, beverages, personal care products, etc. [3].

The FMCG sector is very competing in nature and there's intense price competition between the players in the market to survive in such a competing market the companies need to make their products stand out which can be done through effective promotions. Companies use a variety of marketing methods to create brand loyalty as brand loyalty plays a vital role for FMCG goods [4].

FMCG refers to those belongings that are in very high demand and sold quickly as the products have a short shelf life these products are used regularly as these products are generally used in every household and are hence purchased every month and thus are a part of every household's monthly budget and due to the frequent and regular use of such products, they have a short shelf life as it is consumed in a short period. Advertisement is very essential to create brand awareness to reach out to their target audience and increase sales which would lead to increase in the profitability of the company and creating brand awareness through advertisement plays a crucial role in setting up the customer loyalty [5], [6].

1.1. Effects of advertising on FMCG sector customer behavior:

The influence of advertisements on consumer behavior in the FMCG industry is a complex and dynamic phenomenon that significantly shapes purchasing choices and brand perceptions. FMCG items, known for their rapid turnover and affordable pricing, encompass a diverse range of everyday products, including food, beverages, toiletries, and household goods [7]. Recognizing the intricate connection between advertisements and consumer behavior is crucial for marketers seeking to establish and sustain a competitive advantage in this highly competitive sector. Advertisements function as potent tools for molding consumer perceptions, building brand recognition, and impacting purchasing decisions. Particularly in the FMCG sector, where consumers often make swift and routine purchasing decisions, the influence of advertisements is notably pronounced [8].

One primary way in which advertisements impact consumer behavior is by creating brand identity and differentiation. Persuasive advertisements can help FMCG brands stand out in a crowded market, fostering brand loyalty and preference among consumers.

The persuasive nature of FMCG advertisements plays a crucial role in stimulating consumer desires and needs. Advertisements are strategically designed to establish a connection between the product and the consumer's lifestyle, aspirations, and values.

For instance, an advertisement featuring a family enjoying a meal together can evoke feelings of togetherness, influencing consumers to associate that experience with the featured FMCG product. This emotional connection often translates into a higher likelihood of purchase. Furthermore, the frequency and consistency of advertisements contribute to building top-of-mind awareness [9].

In the fast-paced FMCG sector, where products vie for attention on crowded shelves, maintaining visibility is paramount. Regular exposure to well-crafted advertisements ensures that a brand remains in the consumer's consciousness, increasing the likelihood of product

selection during the purchasing process. Beyond shaping perceptions and preferences, advertisements also play an important role in conveying product information. The FMCG sector is marked by frequent product innovations and adjustments, and advertisements serve as a primary means of educating consumers about these changes [10].

Whether highlighting new features, improved formulations, or time-limited promotions, advertisements provide a platform for brands to communicate crucial information that can influence consumer choices.

The rise of digital media has further transformed the impact of advertisements on FMCG consumer behavior. Online platforms, social media, and e-commerce channels offer brands new opportunities to engage with consumers and customize advertisements based on individual preferences and behaviors. Interactive and personalized advertisements enhance the overall consumer experience and contribute to a more focused and effective marketing approach within the FMCG sector. Successful advertisements extend beyond mere product promotion; they create enduring impressions, nurture emotional connections, and drive purchasing decisions [11], [12]. As the FMCG landscape continues to evolve, marketers must adjust their strategies to harness the power of advertisements in shaping consumer behavior and ensuring ongoing brand success.

2. LITERATURE REVIEW

Rupam Soti [13] suggested it is impossible to overestimate the role that advertising plays in influencing consumer behavior as it can change attitudes and perceptions, which in turn influences the way that consumers make purchases. This study aims to investigate the intricate relationship between advertising and consumer behavior, with a focus on examining the many facets of consumer behavior that are influenced by advertising strategies. There is a significant study vacuum in the modern digital era about the influence of social media and digital advertising on consumer behavior. Adopting a mixed methods research design, this study strives to offer a comprehensive understanding of how advertising exerts its influence on consumer behavior.

The study's findings highlight how much advertising influences consumer behavior and show that exposure to advertising positively affects attitudes and purchase intentions. This demonstrates the ability of advertising to impact people's opinions and ways of making decisions. All things accounted for, this research contributes to the corpus of evidence currently available on the impact advertisement has on the buying habits of consumers and provides practitioners and academics with useful information.

P. Jain [14] described that advertising serves as a potent tool for communication, effectively conveying messages to target customers to promote products. Its communicative speed surpasses that of other mediums, allowing companies to establish a genuine connection with their customers. Through advertising, marketers seize the opportunity to cultivate an enduring association between the customer and the brand. Beyond fostering awareness about the product, advertising elucidates its features, prompting customer attention and action.

The crux lies in seamlessly linking customers to the creative challenges undertaken with a unique style. Undoubtedly, advertising plays a pivotal role in product marketing. This research aims to scrutinize the impact of advertisements on customer purchasing behavior concerning FMCG in Indore City. Employing a self-structured questionnaire, the study evaluates the influence of advertising, with results indicating its persuasive effect on consumer purchasing decisions.

S. Shadman and H. Tashrifa [15] explored how advertising influences consumer purchasing behavior by examining the immediate impact of entertainment, familiarity, advertising spending, and social imaging within advertisements. A conceptual model has been crafted, encompassing four independent variables and their associations with consumer buying behavior. This analysis draws on primary data from adult consumers and secondary data from diverse sources, such as books and journals, to elucidate the noteworthy relationships among entertainment, familiarity, advertising spending, and social imaging within advertisements and their consequential effects on consumer acquiring conclusions.

The results underscore the significance of these variables within advertising strategies. While recognizing the valuable insights obtained, this study acknowledges certain limitations and proposes avenues for future research, including the exploration of additional variables like brand associations and trust to unveil deeper cognitive and attitudinal connections with consumer buying behavior. Additionally, the research suggests the feasibility of similar investigations focusing on specific types of advertisements, such as email or social media advertisements. Through the compilation of a distinctive set of independent variables, this paper adds to the comprehension of critical factors that warrant attention in the advertising domain.

R. Punniyamoorthy [16] discussed the advertising impacts on consumer attitudes and purchasing habits, focusing specifically on the FMCG sector, especially in the domain of packaged foods. A thorough questionnaire was meticulously crafted to evaluate how advertisements affect consumer decision-making.

The study's participant pool was sourced from a prestigious engineering college situated in the state capital region of Chennai, encompassing individuals aged between 18 and 21. The emphasis within the FMCG category was placed on well-known brands like Lays, Kurkure, Bingo, Haldirams, and Parle. Through interviews, the investigation sought to uncover correlations between consumers and advertisements.

The results underscore a compelling link between advertisements and consumer preferences, exerting a significant influence on purchasing behavior. This paper aims not only to comprehend the impact of announcements on purchaser conduct within the FMCG sector, particularly concerning packaged foods but also to pinpoint the most effective advertising media platforms. Before the formal survey, a preliminary study involving questionnaires and interviews was conducted. Following refinement based on initial feedback, an improved questionnaire was developed and subsequently administered to 100 consumers, achieving a remarkable 100% response rate.

K. Alex, and M. Malar [17] elaborated that the development of advertising primarily unfolded in the twentieth century, undergoing significant refinement due to advancements in technology and research in recent decades. A crucial turning point in its progression occurred after the Second World War, with television emerging as a prominent advertising medium post-1950. The dynamism of the advertising industry has been intricately linked to the fluctuations in the business environment, rarely achieving stability.

Specifically, the FMCG sector, covering consumables excluding pulses and grains, has experienced increased demand characterized by frequent and small-quantity purchases. Primary data collection involved the administration of questionnaires to customers and advertising managers, while secondary data was gathered from diverse publications, periodicals, and journals.

Utilizing a convenience sampling technique with a sample size of 200 respondents, the findings emphasize the significance of media as a pivotal promotional channel for FMCG products. Given the intense competition in the market, the study advocates for heightened caution among media planners when crafting messages for discerning consumers.

Research Objective:

- a) To investigate the marketing of FMCG products.
- b) To evaluate customers' purchase patterns concerning a sample of FMCG items.
- c) To investigate the marketing of FMCG products through advertisements, Benefits and challenges of advertisement on FMCG.
- d) To study the advertising strategy of FMCG products, and to investigate the marketing of FMCG products.

3. METHODOLOGY

3.1. Design:

This study employed a quantitative approach to examine how emotional advertising influences the purchasing decisions of consumers when it comes to fast-moving consumer goods. A survey was conducted by distributing questionnaires online via different social media channels like WhatsApp, Instagram, and Facebook to gather consumer feedback. A total of 224 respondents participated in the study. The goal was to obtain a large number of authentic responses. Additionally, the survey ensured that the anonymity of all participants was maintained.

3.2. Data Sample:

A demographic breakdown of survey respondents based on gender, age, qualification, and occupation is mentioned in Table 1, which i.e. mentioned below. In terms of gender, the respondents are almost evenly distributed, with 47.7% detecting as male and 52.3% as female. The age circulation reveals that the majority fall within the 19-30 age range (55.7%), followed by those below 18 (11.2%), 31-40 (13.1%), above 50 (14.3%), and 41-50 (5.7%).

In terms of educational qualifications, the largest group consists of graduates (50.8%), followed by postgraduates (31.7%), diploma holders (11.3%), and individuals with a Ph.D. (2.7%). Regarding occupations, a significant portion of respondents are students (46.0%), followed by corporate employees (33.7%), homemakers (8.4%), businesspersons (8.2%), and others (4.7%). This comprehensive breakdown offers insights into the diverse characteristics of the surveyed population.

Table 1: Illustrated the general presence of the respondent in this research.

Sr. No.	Demographics		
1	Gender	Male	47.7%
		Female	52.3%
2	Age	Below 18	11.2%
		19-30	55.7%
		31-40	13.1%
		41-50	5.7%

		Above 50	14.3
3	Qualification	Diploma	11.3%
		Graduate	50.8%
		Post Graduate	31.7%
		PhD	2.7%
		Others	3.5%
4	Occupations	Student	46.0%
		Corporate Employee	33.7%
		Homemaker	8.4%
		Business Person	8.2%
		Others	4.7%

3.3. Instruments:

This part describes the specific tools utilized to carry out the research in detail. The researcher, as previously noted, developed a set of questionnaires and distributed them through various social media platforms to conduct the survey. The question set is shown below.

- 1) Do you see advertisements for FMCG products in a week?
- 2) Do these advertisements influence purchasing behavior?
- 3) Can any advertisement of FMCG products be recalled?
- 4) Do you want to get information about FMCG products?
- 5) Do advertisements influence your decision to buy FMCG products?
- 6) When you think of recent advertisements, do FMCG products come to your mind?
- 7) Do you trust the information presented in FMCG advertisements?
- 8) Of all the types of content in FMCG advertisements, what attracts you the most?
- 9) Do you engage with FMCG brands after watching their advertisements on social media platforms?
- 10) Do you recommend FMCG products to others based on the advertisements you see?

3.4. Data Collection:

In this section, the answers given by the respondents to the collection of questions sent have been displayed in a table which is shown in Table 2. It presents the results of a survey conducted to understand the impact of FMCG advertisements on consumer behavior. The responses, categorized as 'Yes', 'No', and 'Neutral', provide insights into various aspects of consumer engagement with FMCG advertisements. Notably, a significant majority (180) of the 224 participants reported seeing advertisements for FMCG products every day.

In terms of influence, 120 respondents acknowledged that these advertisements influence their purchasing behavior, while 90 indicated they could recall specific FMCG advertisements.

Interestingly, trust in the information presented varied, with 80 respondents expressing trust, and 100 respondents expressing skepticism. When asked about the types of content attracting them the most, 84 participants remained neutral, indicating diverse preferences. Additionally, social media engagement and recommendations based on advertisements were common, with 100 participants engaging with FMCG brands on social media, and 110 recommending products to others. These findings suggest a dynamic relationship between consumers and FMCG advertisements, with varying levels of trust, recall, and engagement shaping consumer behavior in this sector.

Table 2: Shown the total % of responses to the survey question.

Sr. No.	Survey Questions	Yes	No	Neutral
1.	Do you see advertisements every day for FMCG products?	180	39	14
2.	Do these advertisements influence purchasing behavior?	120	60	44
3.	Can any advertisement of FMCG products be recalled?	100	90	34
4.	Do you want to get information about FMCG products?	160	40	24
5.	Do advertisements influence your decision to buy FMCG products?	140	50	34
6.	When you think of recent advertisements, do FMCG products come to your mind?	120	70	34
7.	Do you trust the information presented in FMCG advertisements?	80	100	44
8.	Of all the types of content in FMCG advertisements, what attracts you the most?	60	80	84
9.	Do you engage with FMCG brands after watching their advertisements on social media platforms?	100	70	54
10.	Do you recommend FMCG products to others based on the advertisements you see?	110	60	54

3.5. Data Analysis:

In this study, there is used some analytical and mathematical equations for analyzing this research. These equations are mentioned below:

3.5.1. Linear Regression Analysis:

The association between one or more independent variables also referred to as predictions or explanatory variables and a dependent variable referred to as the response or outcome variable is represented statistically using a technique called linear regression. When applied to survey

research, linear regression becomes a valuable tool for assessing and quantifying the connection between survey responses and diverse factors. The fundamental formula for simple linear regression, involving just one independent variable, is expressed as Equation (1):

$$Y = \beta_0 + \beta_1 X + \epsilon \quad (1)$$

Where ‘Y’ is the dependent variable,

‘X’ is the independent variable,

‘ β_0 ’ is the y-intercept,

‘ β_1 ’ is the x-slope,

‘ ϵ ’ represents the error term.

For multiple linear regression with more than one independent variable, the Equation (2) becomes:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \epsilon \quad (2)$$

Where ‘Y’ is the dependent variable.

‘ X_1, X_2, \dots, X_n ’ are the independent variables,

‘ β_0 ’ is the intercept,

‘ $\beta_1, \beta_2, \dots, \beta_n$ ’ are the slopes for each respective independent variable.

‘ ϵ ’ represents the error term.

3.5.2. Chi-square Test:

The Chi-square test is one statistical method to determine if there is a significant link between two category variables. It is often used in survey research to examine the connections between various factors, such as age and product preferences or gender and voting preferences. The test establishes if the actual breakdown of the data differs from the anticipated distribution, supposing that there is no relationship between the variables. Equation (3) is used to compute the Chi-square test.

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i} \quad (3)$$

Where, ‘ χ^2 ’ is the Chi-square test statistic.

‘ O_i ’ is the observed frequency for category ‘i’.

‘ E_i ’ is the observed frequency for category ‘i’.

4. RESULT AND DISCUSSION

The annual Fast Moving Consumer Goods (FMCG) revenues in billions of US dollars for the years spanning from 2016 to 2022 are displayed in Figure 1. In 2016, the FMCG revenues stood at 50.4 billion dollars, witnessing a gradual increase to 54.2 billion in 2017 and a more substantial surge to 69.8 billion in 2018.

The upward trend continued with notable growth in 2019, reaching 84.7 billion dollars [18]. The year 2020 marked a significant leap, with FMCG revenues soaring to 111.4 billion dollars, signifying a considerable expansion in the industry. Despite the global challenges faced in

2021, the FMCG sector continued to thrive, with revenues reaching 116.7 billion dollars [19], [20]. The positive trajectory was sustained in 2022, reaching 122.3 billion dollars, indicating a consistent and robust performance in the fast-moving consumer goods market over the specified period.

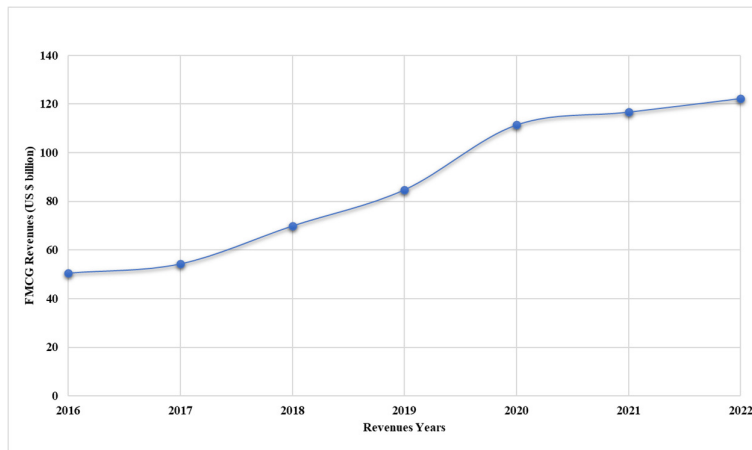


Figure 1: Illustrated the FMCG revenues in billion US dollars.

The sales advertisement distribution among prominent companies in a given market is displayed in a graphical representation in Figure 2. Godrej leads the pack with the highest percentage, allocating 17.30% of its resources to sales advertisement. Emami closely follows with a significant share of 16.50%, demonstrating a substantial investment in promoting its products [21]. Colgate, another major player, designates 13.70% of its resources to sales advertising, showcasing a robust commitment to marketing initiatives. Hindustan, Marico, and Dabur allocate 11.20%, 9.90%, and 9.40% respectively, indicating a competitive landscape with companies dedicating substantial portions of their resources to promotional activities. Nestle, Britannia, and ITC round out the list with 6.60%, 4.50%, and 3.60% respectively, each contributing to the overall diversity in advertising strategies within the industry [22]. The table provides a snapshot of how these companies prioritize sales advertisement as a crucial component of their business strategy, showcasing the varying degrees of emphasis placed on promotional efforts in the market.

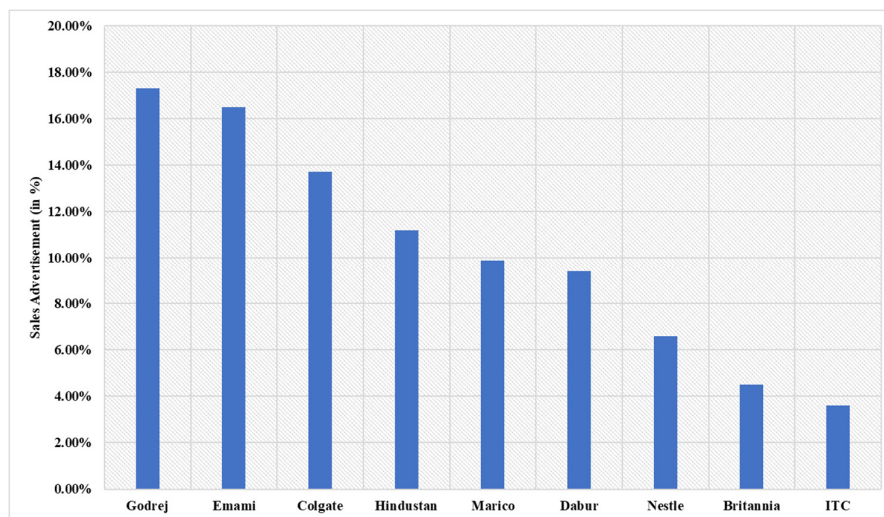


Figure 2: Illustrated the sales generation through the advertisement.

This research delves into the intricate relationship between advertising strategies and consumer behavior within the FMCG sector. This comprehensive investigation seeks to explore the multifaceted ways in which advertisements influence consumers' preferences, purchasing decisions, and overall attitudes toward FMCG products [23]. The research utilizes a mixed-methods approach, integrating both qualitative and quantitative research techniques to provide a comprehensive comprehension of the topic. The researchers seek to identify patterns, trends, and correlations that provide insight into the efficacy of different advertising strategies used in the FMCG industry using surveys, interviews, and data analysis. The study is well-positioned to make a substantial contribution to the corpus of knowledge already available in the fields of marketing and consumer behavior. It provides insightful information that may improve the competitiveness of FMCG companies in the fast-paced market and guide marketing strategies [24], [25]. The findings of this study are anticipated to not only benefit academia but also provide practical implications for marketers and advertisers seeking to optimize their campaigns and better connect with consumers in the highly competitive FMCG landscape.

5. CONCLUSION

This study explores the intricate correlation between advertisements and consumer behavior within the FMCG sector. By conducting a thorough analysis of diverse advertising strategies, channels, and their impacts on consumer choices, the research has uncovered insightful observations. The results underscore the considerable influence that advertisements have on shaping consumer preferences, steering purchasing decisions, and ultimately determining the success of FMCG products in the market. The research underscores the significance of targeted and emotionally resonant advertising campaigns in capturing consumer attention and fostering loyalty. Supported by data and case studies, the study reveals that advertisements effectively convey the unique selling propositions of FMCG products, eliciting positive emotions, and aligning with consumer values generally eliciting more favorable responses. Additionally, the investigation highlights the evolving landscape of advertising in the digital age, with a focus on the increasing impact of social media, online platforms, and personalized content. As technology continues to reshape consumer engagement, marketers in the FMCG sector must adjust their strategies to remain pertinent and expand their reach. It is essential to acknowledge the dynamic nature of consumer behavior and the ongoing need for research and adaptation within the industry. Advertisers must stay nimble and responsive to shifts in consumer preferences and emerging trends to maintain a competitive edge in the market. This research offers valuable insights for marketers, advertisers, and industry professionals seeking a deeper understanding of the interplay between advertisements and consumer behavior in the FMCG sector. By applying these insights, businesses can create more effective and emotionally resonant advertising campaigns, ultimately cultivating stronger connections with consumers and driving success in the continually evolving FMCG landscape.

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