

<i>RESEARCH PAPER/ARTICLE</i>	<i>Pg. No.</i>
<ul style="list-style-type: none"> • <i>A study on strategies used by organizations to harness innovation to solve society's most pressing challenges</i> -Gaureesh Desai 	01
<ul style="list-style-type: none"> • <i>Analytical Study of preferences of Mumbai consumers towards healthy snacks like Diet Khakhra and Nutritional Bars</i> -Shraddha Mishra, Rishab Bucha, Litesh Acharya 	06
<ul style="list-style-type: none"> • <i>Role Of Transformational Leaders As Enablers In An Era Of Perpetual Change</i> Geraldine Cruze, -Tanvi Kothari 	11
<ul style="list-style-type: none"> • <i>Survey of opinions of Mumbai based consumers towards packaging & price preferences of healthy snacks like millet/pulse based Ladoos and roasted makhana.</i> -Manisha Pandey, Abhishek Dubey, Ramesh Maria 	22
<ul style="list-style-type: none"> • <i>Innovative practices in HR – Case Studies from Industry</i> -Prof. (Col) Venkat Raman (Retd) 	27
<ul style="list-style-type: none"> • <i>Study of Consumer Insights and Preferences towards healthy snacks like Ragi Chips & Soya Chips: A case of Mumbai Consumers</i> -Kinjal Joshi, Vrushabh Salvi, Shivani Epili 	32
<ul style="list-style-type: none"> • <i>Study of existing snaking habits of consumer in India for the category of FMCG</i> -Anunay Mishra, Sneha Kushwaha , Sanaamarin Akram Patel 	41
<ul style="list-style-type: none"> • <i>Problems and Prospects faced by the women worker in Unorganized Sector</i> -Dr. Sumathi Gopal 	45
<ul style="list-style-type: none"> • <i>Impact on consumer psychology towards Shopping Behavior during COVID-19 pandemic</i> -AKM Kamrul Haque 	49

About Us

Aditya Institute of Management Studies and Research (AIMSR) is amongst the leading B-schools in India and ranked amongst the top 10 B-schools in Mumbai according to the Times B-School Survey, 2020. This Institute has created a unique identity for itself by challenging conventional thinking under the guidance of Shri. Harishchandra S. Mishra, Chairman & Founder Trustee - AIMSR. The Institute has been accredited with ISO Certification 9001:2015 by the TUV Certification Body of Rheinland, Germany for providing professional education in the field of management studies. The AICTE approved PGDM program and the Mumbai University affiliated MMS program are both known for their excellence in building leadership skills in more than 400 students each year.

AIMSR Achievements & Rankings

- Ranked among the top 10 B-School in India by Times B-School survey 2020.
- Ranked among the top 10 B-School in India by Times B-School survey 2019.
- Received “Award of Excellence” by Navbharat Education, 2019.
- Ranked as the Top 2nd emerging B-School in India by Times B-School survey 2018.
- “Best emerging Management Institute “by ET NOW & Making of a Developed India Conference 2018.
- “Best emerging B-School of the Year” Award by Times Education Icons 2017.
- Ranked as the Top emerging B-School in Mumbai by Times B-School survey 2017.

Vision & Mission

Vision

To be globally recognized as an epitome of learning and innovation, imparting multifaceted management education driven by social sensitivity and supported by state of art infrastructure.

Mission

To impart quality education that encourages students to be competent enough for best-fit job roles. To provide faculty members with facilities to research, experiment and implement contemporary learning tools.

From the Director's Desk

Dear Reader,

Welcome to the Volume 8 Issue 1 of our Journal “Shodhadiya”.

The journal has always focused on research and provided a platform to publish good quality research paper based on empirical and scholarly research.

This issue is based on the theme of the 9th annual International Research Conference, “New Normal: Empowering Innovative Business Processes”.

This year's conference has been envisaged to cover all these vital aspects of the business world critical to sustained growth of any business.

In this issue, we have published a few selected papers from the Research Conference. Our sincere thanks to all the contributors for their support and interest.

We once again request all academicians, industry experts and researcher to send their unpublished article/papers for publication in the next issue of our Journal.

Warm Regards,

Dr. Sunita Srivastava

Director

AIMSR

From the Editor's Desk

Dear Reader,

Warm welcome to the Volume 8, Issue I of “Shodhaditya “, peer reviewed, bi-annual Journal of AIMSRS. Volume 8, Issue I edition of Shodhaditya presents its view on various disciplines of management which includes operations, finance, human resource, marketing etc. The research papers and articles published in this edition are authored by eminent professors of various Business Institutes and Universities from the country.

This issue contains papers from the International Research Conference on “New Normal: Empowering Innovative Business Processes” held in AIMSRS, 2021 which give a new intuition in the field of Research and will immensely benefit the readers. The papers were called all over the country and it is revived by renowned academicians of the management industry.

The Journal provides platform for researchers, academicians and industry expert to publish their valuable research work. Since inception the journal is continuously publishing original and best quality research work.

We thank our Research team who have contributed and provided valuable insights during the whole journey of Shodhaditya.

Happy Reading!

We look forward to your views and valuable contributions!

Dr. Manoj Bhatia

Deputy Director, AIMSRS

Prof. Sujata Salvi

Assistant Professor, AIMSRS

EDITORIAL BOARD

Dr. Sunita Srivastava

Director
Aditya Institute of Management Studies & Research
Mumbai

Dr. Subhash Sharma

Director at Indus Business Academy,
Bangalore

Mr. Koushik Majumdar

Director, Industry Strategy & Insight
Oracle India

Mr. Avinash Oza

Head - Activation & Events
Mahindra & Mahindra Limited

Mr. Arindam Mukherjee

Area Operations Director – Enterprise
Cisco India & S.A.A.R.C

Dr. Manoj Bhatia

Deputy Director, Aditya Institute of Management Studies & Research
Mumbai

EDITOR

Dr. Manoj Bhatia

Deputy Director, Research Head, AIMSR

Prof. Sujata Salvi

Assistant Professor, AIMSR

Aditya Institute of Management Studies & Research

Aditya Educational Campus, R.M. Bhattad Road, Ram Nagar,
Borivali (West), Mumbai - 400092 | Tel: 022 - 6110 6111/6110 6112

E-mail: research.aimsr@gmail.com | research@aimsr.edu.in

Web: www.aimsr.edu.in

Aims and Scope

Shodhaditya is a Journal from Aditya Institute of Management, Mumbai, published bi-annually. The institute has a strong publishing history and interdisciplinary interests in the field of management science. The main aim of Journal is to promote research, innovation and exchange of ideas on various issues of management.

The Journal welcomes original papers from academicians, practitioners and research scholars. The Journal comprises of general management, finance, human resource management, marketing management, information technology, operation management, strategies etc.

The following types of papers will be considered for publication:

1. Original work which includes theoretical and empirical, in management science and its related fields.
2. Dialogue on emerging issue that calls for action by executives, administrator, and policy makers in the organization.

RESEARCH PAPER/ARTICLE

Pg. No.

- A study on strategies used by organizations to harness innovation to solve society's most pressing challenges
-Gaureesh Desai
- Analytical Study of preferences of Mumbai consumers towards healthy snacks like Diet Khakhra and Nutritional Bars
Shraddha Mishra, Rishab Bucha, Litesh Acharya
- Role Of Transformational Leaders As Enablers In An Era Of Perpetual Change
Geraldine Cruze, Tanvi Kothari
- Survey of opinions of Mumbai based consumers towards packaging & price preferences of healthy snacks like millet/pulse based Ladoos and roasted makhana.
Manisha Pandey, Abhishek Dubey, Ramesh Maria
- Innovative practices in HR – Case Studies from Industry
Prof. (Col) Venkat Raman (Retd)
- Study of Consumer Insights and Preferences towards healthy snacks like Ragi Chips & Soya Chips: A case of Mumbai Consumers
Kinjal Joshi, Vrushabh Salvi, Shivani Epili
- Study of existing snacking habits of consumer in India for the category of FMCG
Anunay Mishra, Sneha Kushwaha, Sanaamarin Akram Patel
- Problems and Prospects faced by the women worker in Unorganized Sector
Dr. Sumathi Gopal
- Impact on consumer psychology towards Shopping Behavior during COVID-19 pandemic
AKM Kamrul Haque

A Study of Strategies Used by Organizations to Harness Innovation to Solve Society's Most Pressing Challenges

Author: Gaureesh Desai

Master of Management Studies

Aditya Institute of Management Studies and Research

Abstract

Today's diverse and emerging world problems among society are becoming more and more daunting and relevant. To address persistent and intertwined challenges such as schooling for underprivileged girls in India, premature births and death and injury of illegal abortions among young girls, the problems of poor elderly people, and emergency medical services etc, creative responses are needed. This paper highlights the different fields and sectors where social issues are being tapped by the organizations or individuals and studies how are they been solved with a fresh idea or a revolutionary approach.

Organizations such as Paani Foundation who are working to make rural Maharashtra drought- free and prosperous by organizing various water cup competitions among villages and timely used Survival & Growth Strategies in to tackle pandemic led lockdown to reach the villagers, Goonj serves as a resource for hundreds of rural development programs, Project Nanhi Kali, promotes schooling for underprivileged girls in India and many more are been highlighted in this paper for their innovation to solve the societal issues. Paper also seeks to research how novel solutions were used by organisations to continue their service in lockdown-led problems. In addition, this study further seeks to study the biggest social challenge that needs to be tackled at the highest priority for the greater future of humanity.

Keywords: Innovation, Societal Issues, Survival & Growth Strategies, rural development

Introduction

Social innovation is the secret to addressing the most difficult and historic challenges of our day. World is

moving faster, technology has evolved, along with it the solution to our problems is also being found. But there are few societal issues which still need innovation and technology to solve. Many organizations and individuals have step-up to solve these issues in much effective way using innovation and technology. People living in India have issues which are being addressed from decades, but hardcore leak proof solution are yet to be found. like

education for all, save girl child, food, and safety for needy, medical support for age old citizens, rural development and many more. Further we will study how different organizations are addressing crucial and most pressing challenges of society in various segments which are equally important.

Objectives

1. To study how innovative ideas were used by organizations to solve societal issues like Rural development, Water drought zone area, schooling for underprivileged girls in India issues etc.
2. To study the impact of innovation on solving the issues like Rural development, Water drought zone area, schooling for underprivileged girls in India issues etc.
3. To find different sectors and fields in which innovative ideas are needed the most to solve the issues.
4. To study the different strategies and innovations used by organizations to tackle the pandemic created issues.

Scope of Study

The study focuses various fields and sector where innovative ideas were used by different organizations to solve societal issues like Rural development, Water drought zone area, schooling for underprivileged girls

in India, Ageism etc. The study covers Indian as well as global organizations.

Literature Review

(Paani Foundation - Creating a Drought-Free and Prosperous Maharashtra, 2020) is the official website of the Paani Foundation which highlights the basic overview about the foundations and how it is using innovation to solve the issues of the society. Paani Foundation was started with the same central team of the reality TV show called Satyamev Jayate. The founders are Aamir Khan and Kiran Rao who had a dream of solving drought issues in Maharashtra. Paani foundations runs on a unique model where they organize Water cup competition among various villages in Maharashtra, in which villagers must work hard in soil and water conservation for which training is provide to them by Paani foundation team. Once the rainy season ends village with more storage area for water to stay is stated as winner with cash prizes and awards.

(Goonj | Non-Profit Organisation, 2021) is an organization which works on various pain points of the society like sanitation, menstrual health, water, disaster management, rural development etc. In tackling fundamental but ignored problems, its involvement with both the urban and rural community has catalysed wide civic engagement. On of their major innovations are that they use clothes donated by common man and process them in the processing centre. After cleaning and sorting of clothes they are bundle-up into different kits for children, family, woman, and men etc. These kits are showcased as rewards for people who have taken part in various activities and competition ('Shram-dan') and to maintain the dignity of the people kits should not sound as charity to them (receivers).

(Donate, Sponsor, Support Girl Child Education, NGO for Education of Girls in India | Nanhi Kali, 2021) is a project handled by the K.C. Mahindra Education Trust and Naandi Foundation. Anand Mahindra chaired this project with an aim of providing education to all the underprivileged girls in India. Besides which, social problems including such child pregnancy and child labour have been prevalent in many parts of India, remote communities. And are duly highlighted by this organization. For the year 2019-20 lives of more than

450,000 girls who fall into lower income bracket have been positively impacted by providing them formal education and schools.

(Ipas Dev. Found., 2021) are working towards preventing woman from unwanted pregnancies and avoiding deaths due to risky abortions. With the help of national and global partners help Ipas makes sure that women can have a respectful and healthy abortion along with good contraceptive care to avoid future unwanted pregnancies. IDF closely works with the Maternal Health division of the Ministry of Health and Family Welfare (MoHFW) to aid in the production and analysis of materials. GOI and IDF collaborates for sate and national level to spread awareness about CAC (comprehensive abortion care) and CCC (comprehensive contraceptive care).

(Home - The Rockefeller Foundation, 2021) has its name in healthcare and medicine, they collectively work for innovations which sparks change. They have been this field and work towards public health by developing vaccines for many deadly disease such as yellow fever, malaria etc. And currently helping healthcare frontlines, workers in the time of pandemic by providing them digital tools that help them to target intrusions, improving value and adeptness.

With Precision Public Health Initiative, Rockefeller use data and analytic tools to solve world's pressing public health challenges. They aggregate and analyse the data to create predictive analysis that helps CHWs (community health workers) to take decisions and work effectively.

(History | WWF India, 2021) is India's most celebrated and oldest conservation organization, which aims towards saving wildlife, educating about endangered species, and helping them to preserve and addressing issues such as climate change and degrading marine life. Under priority species program local populations are active in this strategy by making them partners in the area's related environmental issues and by promoting field level programs and direct initiatives through diverse environments. Various species and animals like Bengal Tiger, Asian elephants, red panda, snow leopard, Ganges dolphin, and Indian One-horned Rhino are listed in this program.

(NGO India: Charity in India, Elderly or Senior Care Non-Profit Organization - HelpAge India, 2017) has

come up with numerous innovative proposals to address the problems of India's poor elderly people, their aim was to help elders holistically in living a dignified life, good health and proper care and shelter to live their rest of life peacefully in India. The organization runs a program annually where they visit elders with a mobile healthcare centre and address their health issues, they also provide them a way of earning through Elder-Self-help group. HelpAge conducts cataract eye surgeries of which more than 9 lakhs elders have been benefited.

(Digital Green, 2020) This project helps to improve the livelihood opportunities of marginal farming community in India and globally. Organizations has used various digital medium to upscale the farmers one of which is community videos, here digital green has created various videos on farming problems and agriculture education using rural farmers to spread the solutions and tips of farming in more than 50 languages across the globe. This approach has caused in a 24-74 percent yield growth across agricultural products. Digital green also created an innovative way to connect with the famers and give them professional level insights on farming, which is done by Connect Online Connect Offline (CoCo). The Analytics Dashboard helps users, regardless of network access, to gather and envision critical insights at any moment, anytime, on any machine.

(Home | MI | Mumbai Indians Official Website - Mumbai Indians, 2020) ESA is one flagship program of Reliance Foundation. ESA is Education and Sports for all, which highlights education for underprivileged children and sports facility and infrastructure for children. This

organization is one of the biggest Non-Profit Organization of India by helping in educating the poor and needy children as well as adults in India. This initiative has impacted more than 13 million children's life. IPL team Mumbai Indians is part of this initiative which promotes education and sports for children parallelly. Mumbai Indians specially organizes various under-16,14,12,10, and 7 years old cricket tournaments among underprivileged children. They also organize different sports tournament likes Jr.NBA, Slum Soccer and educational activities like Leap Forward, Community Library Project etc.

(SaveLIFE Foundation, 2020) is Engaged in improving road safety and medical hospital care across India. In 2008 Piyush Tewari founded SLF after his cousin died in a road accident. It was found that majority of road accidental death can be prevented id timely treatment is provided to them. With this insights the organization moved forward in road safety and timely

help to the needy. SLF started with training police officers and personnel who are the first

point of contact at time of the accident, so they are given basic trauma and first aid treatment approach. SLF operates on two objectives crash prevention and post-crash response. And recently also started to guarantee better highways for everyone with strategic legal initiatives.

Methodology

The study is based on secondary research and primary research data. The data is collected from various official websites of the organizations, and for primary research data is collected by interviewing decision makers, founders, and directors of the organizations. The data is qualitative in nature and major insights from the interview are mentioned.

Results

Primary Research:

Results from Interview 1 (Christopher Rego- Creative Director, Paani Foundation)

- Paani foundation used the medium of television as an innovation to bring the change in the social ground as it was set-up by the same team of the TV show called 'Satyameva Jayate'. It was good challenge to take the power of technology (Television) to large scale to solve the water shred issue in Maharashtra.
- Foundation came up with contest as it brings target in mind of persons and has a benchmark to complete it in time. Along with this contest created an excitement among the villagers and an aspiration to become water heroes like any other reality show.

- Here the work was done completely by villagers with their own financial resources and labour which they called it as 'Shram-dan'. And was showcased as reality TV show on Zee Marathi.

- Because of this water level of many villages have climbed up, and now organization is focusing on overall rural development from just water issues in villages for which the initiative is called as 'Samruddha Gaon - prosperous village contest'.

- We actually need to focus on water conservation, where water is available but it needs to be handled, as it has been seen that many villagers have opted for water-intensive crops and end up in a situation with water shortages later in the year. 'Like how we manage our money same way we need to manage water'.

- Due to pandemic led lockdown, Paani foundation could not bring the people together for work, training etc. So, shifted all together to digital platform. Which was a hybrid model where people from villages used to come together maintain social distance and watch the video-training session given by the trainer on TV or projector. It was a two way communication session.

- 900+ villages have taken part in the contest and these same village are participating in contest for Samruddha village.

Results from Interview 2 (Chris Shenoy – Manager of program and projects, Child Help Foundation)

- Child help foundation is current supporting 928 underprivilege children who need medical care for their treatments like heart defects, burn cases, kidney transplant, cancer etc. and treatment charges are higher, and parents cannot afford them. Child help have various tie-ups with hospitals and who take up the cases and treat them.

- Child help foundation have adopted various tuition classes where they teach children in villages with better infrastructure and quality of teacher in rural area, especially for 10th students.

- WASH is a project where Child help foundation work on sanitation, toilet of schools which lack basic facilities in the areas like Naigaon, Palghar and in rural Karnataka.

- Major challenge faced was due to lockdown the frontline filed worker and volunteers for organizations were lost so to cope up Organization came up with digital media and online campaign to raise donation and clothes for elders in times of winter December 2020.

Results from Interview 3 (Vineet Singh– Team Goonj Foundation)

- Goonj works at very basic level problems and issues in the society, where they have introduced a reward system for the person who had contributed with their 'Shram-dan' for betterment of their own society and surroundings.

- All the material used in the program is from local people and local resources available in the area. In Goonj every initiative is thought to run for long run.

- Goonj use each piece of cloth to make a kit as rewards and handy crafts which are sold online or given as rewards, one of which is using 'Mata Ki chowki' red Ribbon as a decorative item for sari bride.

- In pandemic Goonj focused on communities who work in red light area, 'Tamasha valas', roadside dancers and many others. To make sure they earn and get a job they were provided with clothes to make masks and sell them in the market to earn profit for themselves (Highlighted communities)

Discussion

- Organizations have used innovative ideas in all their respective fields and each of them are best in its own way. Where Paani foundation used contest and television to create excitement among the people. Digital green used technology at its best to help marginal farmers to grow. Ipas foundation have highlighted the abortion, menstrual health issues and unwanted pregnancies problem with the help of various awareness campaign and help of Government. Goonj with Indian 'Jugaad' concept used every piece of cloth for something or other useful purpose.

- The impact these organizations brought on the society are , Nanhi kali in the year 2019- 20, lives of more than 450,000 girls were provided formal education and schools. Due to the innovation by digital green farmers saw 24-74 percent yield growth across agricultural

products. Because of ESA more than 13 million children were given educations and sports facility till date 2019. Child help foundation by date 20202 December have supported 928 underprivilege children with medical treatment for their health illness.

- New areas where innovation to solve the issues is overall rural development, water management and providing jobs and livelihood to the people who are working in red light area and roadside entertainers.

- Due to pandemic many organizations have moved up to digital medium either to giving training to their co-workers and people and to do campaigns to raise donations and funding.

Conclusion

Organisation has its own method of approaching social challenges and seeking solutions that are creative and equally successful in solving them. The challenges that occurred decades ago are not yet fixed, but solutions with new instruments and revolutionary ideas are now evolving and have a significant influence on social problems. Many meta problems have been produced which are now coming into the limelight or have been unnoticed to date. None of these organisations intend to discuss them in the coming moments as well. If we solve the water crisis, water has a cascading effect on our economy, we will ultimately solve other problems such as cross-migration, lack of job-related agricultural areas, rural production, livestock, and endangered species die or migrate due to lack of water, etc. If all citizens work together to solve them and give their little bit to society, which will finally come back to the people as a healthier economy and livelihood, challenges are small and can be solved with minimal costs.

References

- Digital Green. (2020). <https://www.digitalgreen.org/>
- Donate, Sponsor, Support Girl Child Education, NGO for Education of Girls in India | Nanhi Kali. (2021). <https://www.nanhikali.org/>
- Goonj | Non-Profit Organisation. (2021). <https://goonj.org/>

- History | WWF India. (2021). https://www.wwfindia.org/who_we_are/history/
- Home - The Rockefeller Foundation. (2021). <https://www.rockefellerfoundation.org/>
- Home | MI | Mumbai Indians Official Website - Mumbai Indians. (2020). <https://www.mumbaiindians.com/>
- Ipas Development Foundation. (2 0 2 1) . Ipas Development Foundation. <https://www.ipasdevelopmentfoundation.org/>
- NGO India: Charity in India, Elderly or Senior Care Non Profit Organization - HelpAge India. (2017). <https://www.helpageindia.org/>
- Paani Foundation - Creating a Drought-Free and Prosperous Maharashtra. (2020). Paani Foundation. <https://www.paanifoundation.in/>
- SaveLIFE Foundation. (2020). <https://savelifefoundation.org/>

Study of Preference of Mumbai Consumers Towards Healthy Snacks Like Diet Khakra And Nutrition Bars

Ms Shradha Mishra

*Aditya Institute of Management Studies and Research,
Mumbai*

Postgraduate in Diploma Management

Email Id: shradha.mishra@asbm.edu.in

Introduction

Food is one of our basic needs and is important for our survival. It tells how the creative mind of human beings has perfectly blended all the richest variety of ingredients, forms, shapes, tastes and colours. There are total three meals that are considered important in a day they are breakfast, lunch, and dinner. Even if snacks have now developed a bad impression it can help you to get a healthy life. Healthy eating means to eating a balance food that consist of nutritious foods and some high energy giving foods. A 'healthy snack' is eating between our meal that is not only bounded to be rich in nutrition. Snacks can provide enough energy in the day or during exercise. A healthy snack to be consumed between each meal can also decrease our hunger. There are many snacks to choose from, and certainly all snacks are not healthy.

A healthy snack can be citrus fruits, nuts, oats, pulses, etc. that people can have during breakfast also. Vegetables are good choices for healthy snacks. They are full of vitamins and low in calories and fat. Some whole-wheat crackers and cheeses also make good snacks. A healthy snack can be beneficial for both physical as well as mental health of a person. Almonds, dark chocolate, popcorns, fruit salad, etc. are a satisfying but healthy snack.

Objectives of the study

- To understand influential behaviors behind snacks consumption.
- To understand awareness of people regarding healthy snacking.
- To understand what people prefer more for during the snacking hours.

- To understand at what extent consumer is ready to pay for healthy snacks.
- To understand at what quantity consumer prefer to buy snacks.
- To understand consumer's preference for flavored snacks.
- To understand how healthy snacks has improved mental and physical health of people.

Scope of the study

The awareness of people regarding healthy food and healthy lifestyle has enhanced now a day. The study gives information about preferences of respondent to various parameters. People have become more conscious about the food they eat and what time they eat. This research will help the homemakers or the consumers to know more about the healthy snacking options. They can know what are the benefits of healthy snacking and how it helps to improve their physical as well as mental health. As most assumptions are that snacks are not good for health the study can break this assumption and convey the message that how healthy snacking can be a cherry on the cake for their healthy lifestyle. The research can also help the food manufacturing companies about the factors that attract the consumers most. They can customize their strategy around such factors that can give best results in market.

Review of Literature

Franziska Spritzler (April 29, 2019) Healthy Snacks

You may contemplate whether it's feasible to get more fit while not surrendering snacks. On the off chance that you pick solid, entire food choices with a great deal of protein and supplements, tidbits can be fundamental to weight reduction.

1. Mixed nuts: -Nuts are an ideal nutritious bite. They're connected to a diminished danger of coronary illness and may help forestall certain malignancies, sorrow, and different sicknesses. Regardless of being generally high in fat, they are very filling. A few investigations recommend that eating nuts with some restraint can assist you with getting more fit. In the event that you pick sound, entire food alternatives with a ton of protein and supplements, tidbits can be fundamental to weight reduction. Some can even assist you with staying full for the duration of the day and breaking point your longings for undesirable food sources.

2. Red bell pepper with guacamole: -

Red ringer peppers are amazingly sound. Albeit all chime peppers are nutritious, red assortments are especially high in cell reinforcements like beta carotene, capsanthin, and quercetin. They are additionally plentiful in nutrient C. Indeed, 1 enormous red chime pepper contains more than 300% of the everyday esteem for this supplement.

3. Greek yogurt and mixed berries

Plain Greek yoghurt and berries make a delightful, supplement thick tidbit. As well as being an extraordinary wellspring of calcium and potassium, Greek yoghurt is likewise high in protein. Berries are perhaps the best wellspring of cancer prevention agents around. Eat a combination of distinctively shaded berries to get a variety of these amazing mixtures.

Hatice Baskale (December 2009) Piaget's theory

Life-long habits are developed by the kids during their early ages they learn and develop different skills also. During this period, children learn about healthy eating habits and adopt the same for later years in their life. Piaget determined that children's overall development is important for knowing more about the world around them. Piaget's theory can be used as a guide in educating people more about the balance diet and nutritional intake. It can help to make effective nutritional education that is beneficial for the early stage of childhood. This Piaget's theory tells that how it is to be used in the development of nutritional habits of kindergarten children and will make an attempt to provide a view for all those people who provide healthy eating and nutrition education. Nutritional knowledge at a young age will motivate

nutritional habits in adulthood. Therefore, nutrition education should be continuous, effective and directed to all the families. It should include the certain stages: providing education, acquiring knowledge, behaviour enhancement, etc. Eating habits of parents influence the behaviour of children also in some or the other way.

Karen Trollope Kumar (2019) Lay concepts of health

Lay concepts of health is concepts that are used by individuals or communities in order to explain how to maintain a good health and also how to provide an explanation for any kind illness. Lay concepts of health and illness mostly have theoretical that come from the wider theories of illness like humoral, Ayurveda, etc. but also has locally developed concepts about the health and illness that may not be directly linked to the theories of illness. Lay concepts of health and illness consist of particular ideas about how the body functions. They also focus on specific symptoms which can be of special significance. Lay concepts of illness involves more than just ideas about the cause of an illness. They also include ideas about knowing or checking the severity of illness, concepts about proper treatment for an illness, and also ideas which tells about meaning of illness. Lay concepts of illness different among cultural groups of people. Where most of people agree about a pattern of symptoms or signs, and have a planned model about significance of these symptoms and signs, the illness can be termed a folk illness. Moral, social, and psychological sides are range of symbol in folk illness. An individual suffering from a folk illness mostly expresses emotional distress by a physical body.

Kris Gunnars (June 13, 2019) Foods That Are Super Healthy

It's not difficult to ponder which food varieties are best. Countless food varieties are both solid and scrumptious. By filling your plate with natural products, vegetables, quality protein, and other entire food sources, you'll have suppers that are bright, flexible, and bravo.

1-Fruits and berries: -Products of the soil are among the world's most famous wellbeing food sources. These sweet, nutritious food sources are not difficult to fuse into your eating routine since they expect practically no arrangement.

2-Meats: -Natural, tenderly cooked meat is perhaps the most nutritious food sources you can eat. Lean hamburger is among the best wellsprings of protein in presence and stacked with exceptionally bioavailable iron.

3-Nuts and seeds: -In spite of being high in fat and calories, nuts and seeds may assist you with shedding pounds. These food sources are crunchy, filling, and stacked with significant supplements that numerous individuals don't get enough of, including magnesium and nutrient E.

4-Vegetables: -Calorie for calorie, vegetables are among the world's most focused wellsprings of supplements. There's a wide assortment accessible, and it's ideal to eat various sorts each day.

5-Fish and seafood: -Fish and other fish will in general be solid and nutritious. They're particularly wealthy in omega-3 unsaturated fats and iodine, two supplements in which a great many people are lacking.

Tara Gidus (October 15, 2019) Healthy Eating for Seniors

Eating an even eating routine is a significant piece of remaining sound as you age. It can assist you with keeping a solid weight, stay empowered, and get the supplements you need. It additionally brings down your danger of creating persistent ailments, like coronary illness and diabetes. To meet your wholesome requirements, eat food varieties that are plentiful in fiber, nutrients, minerals, and different supplements

1-Calories: You'll most likely need less calories as you age to keep a sound weight. Eating a larger number of calories than you consume prompts weight acquire.

2-Appetite: Numerous individuals experience a deficiency of craving with age. It's likewise regular for your feeling of taste and smell to decrease. This can lead you to eat less. In case you're consuming active work, eating less may not be an issue. Be that as it may, you need to get enough calories and supplements to keep up solid organs, muscles, and bones. Not getting enough can prompt unhealthiness and medical conditions.

3-Medical Conditions: As you age, you become more powerless to persistent medical conditions, like diabetes, hypertension, elevated cholesterol, and osteoporosis. To

help forestall or treat these conditions, your primary care physician may prescribe changes to your eating routine.

4-Immune System: Your safe framework debilitates with age. This raises your danger of food-borne ailment, or food contamination. Appropriate sanitation strategies are significant at each age. Nonetheless, you may have to avoid potential risk as your safe framework debilitates. For instance, your primary care physician may suggest evading food varieties with crude eggs, for example, custom made mayonnaise or Caesar serving of mixed greens dressing.

Lilian W.Y. Cheung (2021) Kid's Healthy Eating Plate-

The Kid's Healthy Eating Plate is a visual manual for help teach and urge kids to eat well and continue to move. Initially, the realistic highlights instances of most ideal decision food sources to move the choice of good dinners and bites, and it underlines actual work as a component of the condition for remaining healthy. Eating an assortment of food sources keeps our suppers intriguing and delightful. It's additionally the way in to a sound and adjusted eating routine in light of the fact that every food has a remarkable blend of supplements—both macronutrients (carb, protein, and fat) and micronutrients (nutrients and minerals). The Kid's Healthy Eating Plate gives a diagram to help us settle on the best eating decisions. Alongside filling half of our plate with brilliant vegetables and products of the soil (them as tidbits), split the other half between entire grains and sound protein: Eat a lot of products, everything being equal. Pick entire organic products or cut natural products (instead of natural product juices; limit natural product juice to one little glass each day). Go for entire grains or food varieties made with insignificantly handled entire grains. The less handled the grains, the better. Breaking point red meat (hamburger, pork, sheep) and evade handled meats (bacon, shop meats, franks).

Eatright (March 8, 2021) Healthy Eating for Women

A fair eating design is a foundation of wellbeing. Ladies, similar to men, ought to appreciate an assortment of stimulating food sources from the entirety of the food varieties gatherings, including entire grains, organic products, vegetables, sound fats, low-fat or without fat dairy and lean protein. Be that as it may, ladies

additionally have uncommon supplement needs, and, during each phase of a lady's life, these requirements change. Supplement rich food varieties give energy to ladies' bustling lives and help to diminish the danger of illness. A good dieting plan consistently incorporates:

At any rate three ounce-reciprocals of entire grains, for example, entire grain bread, entire wheat oat drops, entire wheat pasta, earthy coloured rice or oats. Iron is imperative to acceptable wellbeing, however the sum required is diverse relying upon a lady's phase of life. For instance, iron necessities are higher during pregnancy and lower subsequent to arriving at menopause. Food varieties that give iron incorporate red meat, chicken, turkey, pork, fish, kale, spinach, beans, lentils and some strengthened prepared-to-eat cereals. For solid bones and teeth, ladies need to eat an assortment of calcium-rich food sources each day. Calcium keeps bones solid and assists with lessening the danger for osteoporosis, a bone infection where the bones become powerless and break without any problem.

NHS (April 12, 2019) Tips for Healthy Eating-

1. Base your meals on higher fibre starchy carbohydrates: Pick higher fiber or wholegrain assortments, for example, whole-wheat pasta, earthy coloured rice or potatoes with their skins on. They contain more fiber than white or refined bland carbs and can help you feel full for more. Attempt to incorporate at any rate 1 boring food with every primary feast. A few group think dull food varieties are stuffing, yet gram for gram the sugar they contain gives less than a large portion of the calories of fat.

2. Eat lots of fruit and veg: It's suggested that you eat in any event 5 bits of an assortment of leafy foods consistently. They can be new, frozen, canned, dried or squeezed.

3. Eat less salt: no more than 6g a day for adults: Eating a lot of salt can raise your circulatory strain. Individuals with hypertension are bound to create coronary illness or have a stroke. Regardless of whether you don't add salt to your food, you may in any case be eating excessively. Around 3/4 of the salt you eat is now in the food when you get it, for example, breakfast grains, soups, breads and sauces.

4. Get active and be a healthy weight: Just as eating

strongly, standard exercise may help decrease your danger of quitting any and all funny business ailments. It's additionally significant for your general wellbeing and prosperity.

Rudy Mawer (July 5, 2016) Macronutrients

The three macronutrients are sugars (carbs), fats and protein. These supplements are required in generally enormous sums. They give calories and have different capacities in your body. Here are some basic food sources inside each macronutrient gathering:

Carbs: 4 calories for every gram. All bland food sources like bread, pasta and potatoes. Additionally, incorporates organic product, vegetables, juice, sugar and some dairy items.

Protein: 4 calories for every gram. Fundamental sources incorporate meat and fish, dairy, eggs, vegetables and vegan options like tofu.

Fats: 9 calories for every gram. Fundamental sources incorporate nuts, seeds, oils, spread, cheddar, slick fish and greasy meat.

Magnesium: Plays a part in more than 600 cell measures, including energy creation, sensory system capacity and muscle compression

Potassium: This mineral is significant for circulatory strain control, liquid equilibrium and the capacity of your muscles and nerves

Iron: Primarily known for conveying oxygen in the blood, iron additionally has numerous different advantages, including improved safe and cerebrum work

Calcium: A significant primary segment of bones and teeth, and furthermore a critical mineral for your heart, muscles and sensory system

All nutrients: The nutrients, from nutrient A to K, assume significant parts in each organ and cell in your body. The entirety of the nutrients and minerals are "fundamental" supplements, implying that you should get them from the eating regimen to endure.

NHS (July 11, 2018) Healthier takeaways

Takeaways are frequently modest, advantageous and

fulfilling in any case, sadly, they're not in every case solid. Some takeaway suppers can push you over your suggested day by day most extreme measure of salt and fat, which can prompt an assortment of medical issues, like coronary illness and diabetes. The following are a few hints on food sources to maintain a strategic distance from and better choices when requesting your number one takeaway.

Fish and Chips-There are heaps of approaches to make your outing to the chippy a better one. Have a bit of prepared beans or soft peas with your fried fish and French fries. Watch out for different food varieties that are high in fat, like pies and frankfurters.

Attempt to keep away from: dainty cut chips, pies like cheddar and onion or steak and kidney, and gigantic hotdogs.

Better alternatives: fish covered in breadcrumbs, soft peas, thicker-cut chips without salt.

Italian- In case you're having pizza, pick lower-fat garnishes, like vegetables, ham, fish and prawns. You could want some additional veg on your pizza to knock up your every day leafy foods parcels. Yet, on the off chance that you would prefer not to build the immersed fat substance and number of calories in your feast, don't request additional cheddar.

Attempt to stay away from: huge profound skillet pizzas, pizzas with a cheddar stuffed outside, triple cheddar with pepperoni pizzas, smooth pasta sauces, garlic bread.

Better alternatives: little or medium pizzas with a slim base and vegetable or lean meat beating, tomato-based pasta sauces, bruschetta.

Indian: - Attempt to stay away from anything that is smooth or broiled. To diminish the measure of fat in your feast, pick dishes with tomato-based sauces, for example, jalfrezi and madras, or baked cooked meat, plain rice or chapatti. Likewise pick a lot of vegetables, including lentil side dishes (known as dhal or dal).

Attempt to dodge: any smooth curries, for example, korma, passanda or masala with pilau rice, naan, bhajis, pakoras and poppadoms.

Better alternatives: baked cooked meat or jalfrezi or

madras with chicken, prawns or vegetables, plain rice and chapatti.

Research Methodology

Data collection source: - It is a social research which is based on primary data for the findings and also for analysis. Primary data is collected with the help of questionnaire from different segments of consumer like homemakers, students, etc.

Data collection instrument method: - It was a study about the awareness of healthy snacking habit among the consumers and so generally question is based on healthy snacks, quantity of snacks, flavoured snacks, price of healthy snacks affordable etc.

Sampling plan: - The research had used questionnaire and distributed it in the Mumbai city and Palghar district in different segments of total 130 consumers individually for respondents.

Limitations

Time: - There was the limited time duration for the research that is for two months therefore the sampling size of the consumer data collected was limited to 130.

Taste and preferences: - Some people were not so familiar with the product in research as it was a traditional snacks and had not tasted that due to lack of knowledge about it or awareness.

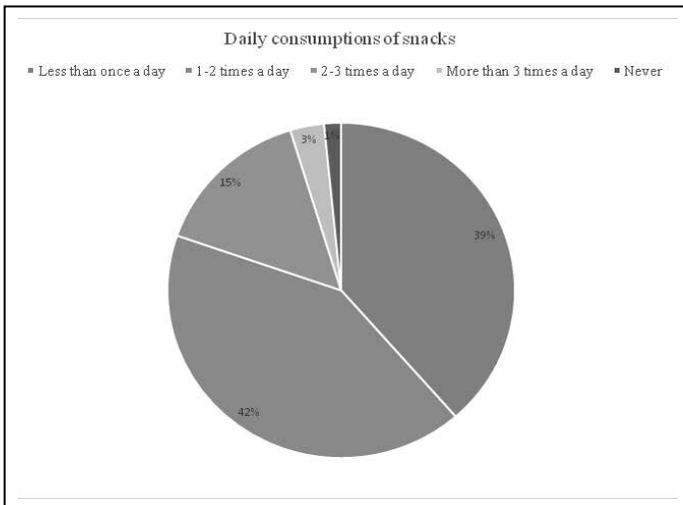
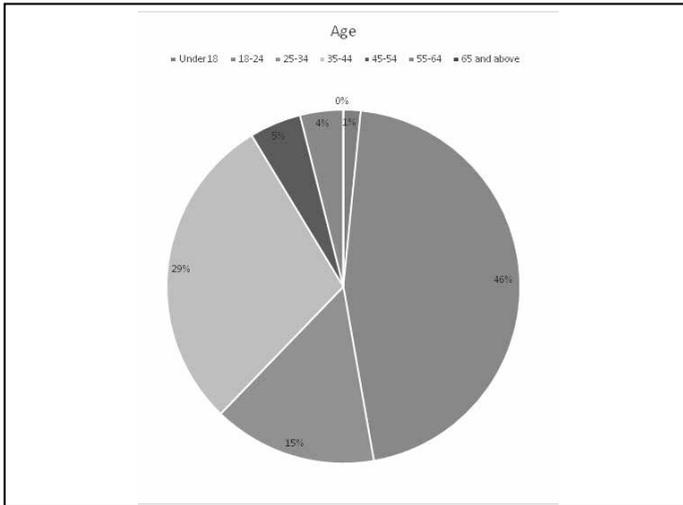
Geographical: - The research was done in the area of Mumbai and Palghar district only so the area of research was limited to this places only.

Environmental: - Due to pandemic there was environmental restriction as people were not allowed to get out of their house and research was done wholly using electronic medium and internet.

Limited product: - As the research was for only healthy snacks and two products specifically the boundaries got limited of questionnaire.

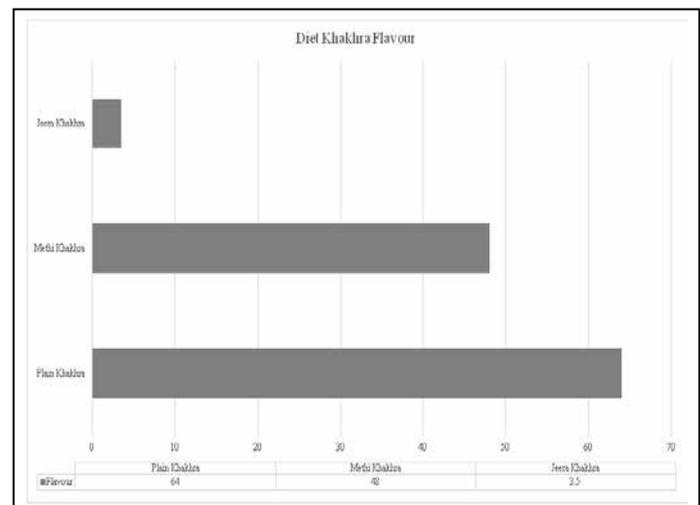
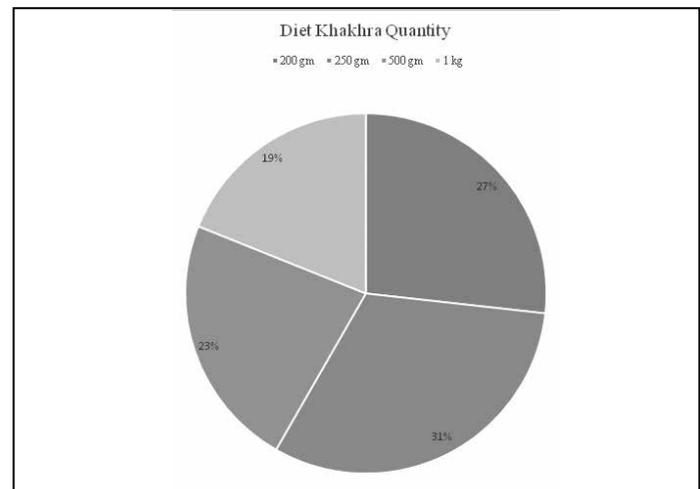
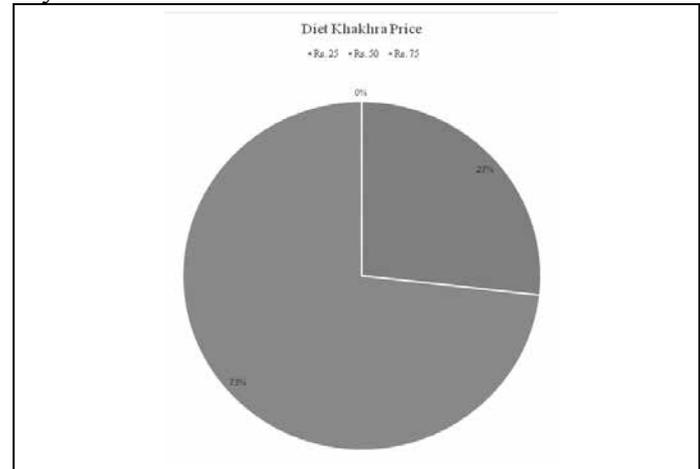
Acknowledgment: - Many people were not that aware of this healthy snacking food so they were not able to answer some questions and that particularly lead to lack of information or acknowledgment.

Results

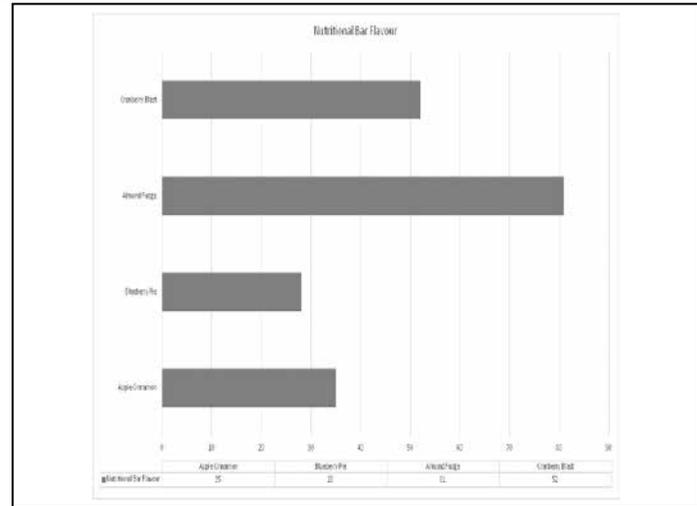


Only 0.7% people consumes the ready to eat snacks for less than once a day and 0.7% for 1-2 times a day who are under 18. Looking towards the age group 18-24, 19.68% consumes for 1-2 times a day, 4.72% consumes for 2-3 times a day, 20.47% consumes for Less than once a day and 0.7% has never consumed the ready to eat snacks. For age group 25-34, 6.29% consumes for 1-2 times a day, 0.7% consumes for 2-3 times a day, and 7.87% consumes for Less than once a day. For age group 35-44, 11.81% consumes for 1-2 times a day, 7.87% consumes for 2-3 times a day, 6.29% consumes for Less than once a day, 2.36% consume it for more than 3 times a day and 0.7% has never consumed the ready to eat snacks. For age group 45-54, 1.57% consumes for 1-2 times a day, 0.7% consumes for 2-3 times a day, 1.57%

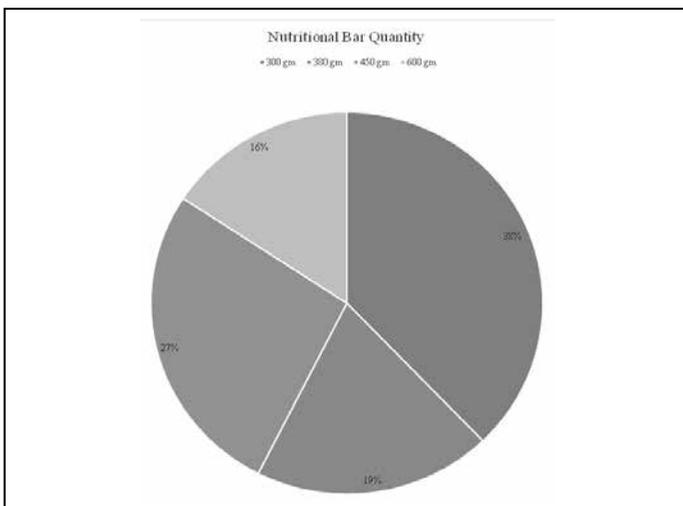
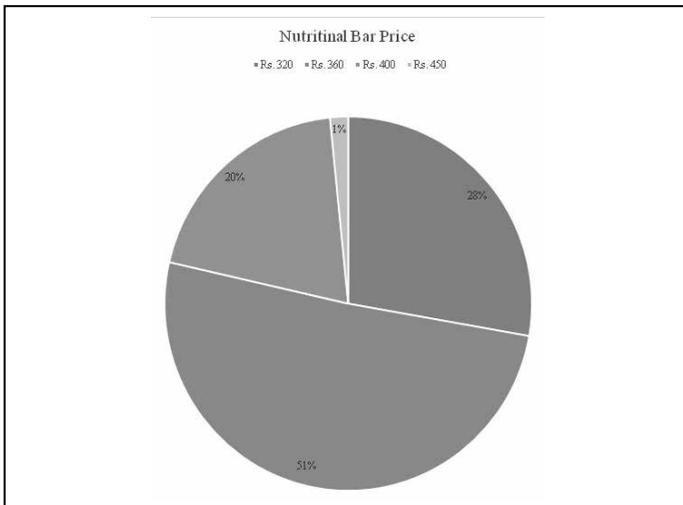
consumes for Less than once a day and 0.7% consumes for more than 3 times a day. For age group 55-64, 1.57% consumes for 1-2 times a day, 0.7% consumes for 2-3 times a day, and 1.57% consumes for Less than once a day.



According to the analysis for diet Khakhra 12.59% people prefer to buy 200gm Plain khakhra, Methi khakhra, Jeera khakhra at the rate of Rs. 25/-. Whereas 7.87% people to buy 250 gm Methi khakhra, Jeera khakhra at the rate of Rs. 25/-. 2.36% people to buy 250 gm Methi khakhra, Jeera khakhra at the rate of Rs. 25/-. 3.93% people to buy 250 gm Methi khakhra, Jeera khakhra at the rate of Rs. 25/-. Looking forward there are 14.17% people who prefer to buy 200gm Plain khakhra, Methi khakhra, Jeera khakhra at Rs. 50/, 23.62% people prefer to buy 250 gm Plain khakhra, Methi khakhra, Jeera khakhra at Rs.50/-. 20.47% people prefer to buy 500gm Plain khakhra, Methi khakhra, Jeera khakhra at Rs. 50/-. 14.96% people prefer to buy 500gm Plain khakhra, Methi khakhra, Jeera khakhra at Rs. 50/. We have also done a survey for selling the diet khakhra at Rs. 75/- but there is a 0% response from the people to buy the khakhra at this high rate.



The analysis of nutritional bar says that 18.89% people prefer to buy 300gm Apple Cinnamon, Blueberry Pie, Almond Fudge and Cranberry blast at Rs. 320/-. 5.51% people prefer to buy 380gm Apple Cinnamon, Blueberry Pie, Almond Fudge and Cranberry blast at Rs. 320/-. 0.7% people prefer to buy 450gm Apple Cinnamon, Blueberry Pie, Almond Fudge and Cranberry blast at Rs. 320/-. 2.36% people prefer to buy 600gm Apple Cinnamon, Blueberry Pie, Almond Fudge and Cranberry blast at Rs. 320/-. 15.74% people prefer to buy 300gm Apple Cinnamon, Blueberry Pie, Almond Fudge and Cranberry blast at Rs. 360/-. 11.81% people prefer to buy 380gm Apple Cinnamon, Blueberry Pie, Almond Fudge and Cranberry blast at Rs. 360/-. 17.32% people prefer to buy 450gm Apple Cinnamon, Blueberry Pie, Almond Fudge and Cranberry blast at Rs. 360/-. 5.51% people prefer to buy 600gm Apple Cinnamon, Blueberry Pie, Almond Fudge and Cranberry blast at Rs. 360/-. 3.14% people prefer to buy 300gm Apple Cinnamon, Blueberry Pie, Almond Fudge and Cranberry blast at Rs. 400/-. 1.57% people prefer to buy 380gm Apple Cinnamon, Blueberry Pie, Almond Fudge and Cranberry blast at Rs. 400/-. 7.87% people prefer to buy 450gm Apple Cinnamon, Blueberry Pie, Almond Fudge and Cranberry blast at Rs. 400/-. 7.87% people prefer to buy 600gm Apple Cinnamon, Blueberry Pie, Almond Fudge and Cranberry blast at Rs. 400/-. 0.7% people prefer to buy 380gm Apple Cinnamon, Blueberry Pie, Almond Fudge and Cranberry blast at Rs. 450/-. 0.7% people prefer to buy 450gm Apple Cinnamon, Blueberry Pie, Almond Fudge and Cranberry blast at Rs. 400/.



Discussions

- According to Franziska Spritzler Nuts are an ideal nutritious bite. Red ringer peppers are amazingly sound. Albeit all chime peppers are nutritious, red assortments are especially high in cell reinforcements like beta carotene, capsanthin, and quercetin. Plain Greek yoghurt and berries make a delightful, supplement thick tidbit. As well as being an extraordinary wellspring of calcium and potassium, Greek yoghurt is likewise high in protein.
- Kris Gunnars tells that by filling your plate with natural products, vegetables, quality protein, and other entire food sources, you'll have suppers that are bright, flexible, and bravo. snacks like fruits and berries, meat, nuts and seeds, vegetables, fish and seafood's are super healthy food one can have in their meals.
- Tara Gidus states that Eating an even eating routine is a significant piece of remaining sound as you age. It can assist you with keeping a solid weight, stay empowered, and get the supplements you need.
- Lilian W.Y. Cheung tells that how the Kid's Healthy Eating Plate gives a diagram to help us settle on the best eating decisions. Eatright articles gives a view about healthy Eating for Women that how a fair eating design is a foundation of wellbeing. Ladies, similar to men, ought to appreciate an assortment of stimulating food sources from the entirety of the food varieties gatherings, including entire grains, organic products, vegetables, sound fats, low-fat or without fat dairy and lean protein.
- NHS articles tells that how one can follow tips of healthy eating and make their life healthier. Basing our meals on higher fibre starchy carbohydrates, eating plenty of fruits and vegetables, eating less salt in our food, etc. are some tips shared.
- According to Rudy Mawer the three macronutrients are sugars (carbs), fats and protein. These supplements are required in generally enormous sums. They give calories and have different capacities in your body. It also tells about how the takeaways are not healthy and can lead to major health disorders.
- According to the research done of 130 people most of the respondent were from the age 18-24. The daily consumption of snacks in a day was 1-2 times a day according to the survey results. People were asked question related to two different products that is Diet

khakra and Nutrition bar.

- Most of the people according to reports said that the acceptable price for 250g of diet khakra was of rupees 25. The research result of nutrition bar showed that mostly people feel that for 300g of nutrition bar the price of rupees 360 was most affordable.
- The flavour preferred most for the diet khakra was plain salted khakra by mostly 64% people in the research. Similarly, for nutrition bar the most preferred flavour was Almond Fudge for approximately 81% of people in the research.

Conclusion

The Analytical study of preference of Mumbai consumers towards healthy snacks like diet khakra and nutrition bars concludes that people have become more health conscious and their health has become first priority. People consume snacks 1-2 times in a day and prefer mostly plain salted ones than other flavours. There is a huge scope for healthy snacks industry to adapt to new market and come with various products that are healthy as well as tasty.

Scope for future results

- Innovation and all technologies can also help us to know about the food we eat or consume.
- The technologies can help to understand the things like what should be eaten, how it should be eaten, and even expand and broaden the ways of food processing and making industries.
- As people can know about a healthy diets and life style they can take a quick and effective decision on food consumption.
- It can be said that the future of food can be into the direction where technology and also innovations can help to find a way for healthy food.
- The survey can be done on a large scale and data collected can be more enough to get on any conclusion.

Role of Transformational Leaders As Enablers In An Era Of Perpetual Change

*Ms. Geraldine Cruze,
Post Graduation Diploma in Management
Aditya Institute of Management Studies and Research*

*Ms. Tanvi Kothari
Post Graduation Diploma in Management
Aditya Institute of Management Studies and Research*

Abstract

Leadership principles and practices have evolved over the years. In the face of perpetual change leadership continues to evolve. In today's era change being the only constant, leadership paradigms across businesses and across the globe are being challenged and forced to evolve at an even faster pace than before.

We have surpassed the days when leaders who 'run a tight ship' were celebrated, or the authoritarian style of leadership was the only way to go. We now live in times when yesterday has no resemblance to today and tomorrow is here before we know it. Leaders today are subject to rapidly changing business environments which result in a complex world. Historical data and ways of the past are losing their relevance. Today, leaders have to pave their own way. Gone are the days when a leader had to make black and white decisions, today, one must acknowledge the grey areas as well. So, what kind of leader will thrive in this dizzying speed of change?

This paper seeks to find answers as to what characterises today's leader. We attempt to analyse the skill set required by today's leader. The research methodologies used in this paper are primary research by way of interviews conducted with leaders across several industries as well as secondary research. Our findings indicate that in today's rapidly changing world a leader who demonstrates courage and is empathetic, is agile in his management style, aware of current trends, uses innovation to solve problems and most importantly is not afraid to make mistakes, is the kind of leader that the world needs today. The way they choose to run their businesses needs to also cater to societal and environmental issues. The terms 'meaning' and 'purpose' have become the corner stones of all decision-making processes.

KEY WORDS: VUCA, Change, Innovation, Visionary Strategies, Agile Leadership.

I. Introduction

Leadership practices have changed over the years. There is a stark shift from the authoritarian style to the coaching and servant styles of leadership. Many a times leaders adopt multiple styles which some have termed "transformational". The term "boss" has an almost archaic ring to it. While the terms "leader" and "coach" have taken centre stage. Uncertain times, constant shifts in team dynamics, everchanging scope of a leader's role in a dynamic and global business environment are some of the causes of such shifts and changes in leadership styles. Our research paper aims to understand the changes that have led to current prevalent leadership styles and how such change can impact society as a whole.

II. Objectives

The objectives of our research paper are:

- To understand what leadership characteristics are required to survive as a leader in today's changing times
- To understand the challenges faced by leaders in current times
- To uncover what's new in the leader's tool-kit
- To study prevalent leadership styles
- To understand the role of leadership in driving change that benefits society at large

III. Scope

In order to understand the change in leadership styles

and its possible impact on society we interviewed leaders across several industries, from multinational corporations to local start-ups. Hence the findings of our research paper will be of interest to both current leaders across industries as well as young leaders who are on the verge of stepping foot on the playing field.

Through our research we were able to uncover key shifts in the mindset of today's leader and the broadening scope of leadership roles and duties. Leadership has a new meaning and is no longer limited to one's office. We live in a VUCA world. VUCA stands for Volatility, Uncertainty, Complexity and Ambiguity which means that leaders today have to face a different set of challenges as compared to their predecessors. In the light of uncertain times conventional leadership practices have turned on their heads. Leaders across the world have been forced to think global and mitigate the risks of their decisions not only for the companies they represent but for the society at large.

IV. Literature Review

1) Transformational Change: Role of Leadership Report – Ivy Panda, 04th Dec. 2019

Leadership can fundamentally be characterized as the cycle in which an individual gives bearing or an interaction of social impact, which is enrolled by an individual along with help from others to achieve or rather achieve a shared objective.

Leaders are people endowed by the public to get change their condition of living: positive changes that will empower them exist together and achieve different objectives throughout everyday life. Consequently, Leadership is tied in with giving bearings to a bunch of individuals.

There exist different viewpoints or implications ascribed to Leadership dependent on the finding of different specialists. For example, the viability of leadership dependent on gender orientation directed between 1967-1987 by Eagly and Johannesen found that leadership styles among the sexes was more cliché.

Prior analysts recognized two initiative styles specifically the errand situated and relationally arranged style.

While task situated methodology concerns achievements

of the undertakings allocated without vital setting accentuation on the systems in which the errands were achievement, relationally arranged style concerns close commitment through associations with others by tending to the subject's government assistance and assurance. Further, there exist two classifications of Leaders: majority rule and despotic.

Popularity based Leaders are accommodative and permit support of subjects in dynamic rather than dictatorial Leaders give orders to their subordinates.

This thusly shows the various types of Leaders and their approach. Contemporary investigates praises the groundbreaking chiefs who rouse and inspire their adherents by supporting their capacities to contribute emphatically to the development and achievement of the association.

2) An analysis of the transformational leadership theory - M. Moradi Korejan and H. Shahbazi , 15th May 2016

In the quick evolving world, hierarchical leadership turns out to be more significant and it is considered as a basic achievement factor. In such manner, not just high-level supervisors need to show their abilities, yet all directors at all levels of the association likewise want to help others to accomplish the ideal outcomes. Despite their work, they should realize how to impact others, incite them into working and furthermore they should assume liability for results. Transformational leadership alludes to leaders who try to make thoughts and new viewpoints to make another way of development and success before the association. By creating responsibility, passion and loyalty among supervisors and staff, they assemble association's individuals to roll out major improvements in fundamentals and premise of the association to be readied and to acquire essential capacities for moving in new ways and arriving at higher ideal execution tops.

Transformational leaders are moving and imaginative and drives individuals such that they attempt more than their capacities in the association and furthermore develop and enhance in their work territory. Researchers and scholars accept that Transformational leadership administration is more compelling than down to earth authority. Transformational leaders cause their workers to understand the estimation of what they do.

3) Transformational Leadership, Engagement, And

Performance: A New Perspective – Kyle Sandell, 20th January 2012

The transformational leadership style has for quite some time been appeared to inspire better than expected execution in supporters; in any case, the thinking behind why this interaction happens is indistinct. The current examination research whether adherent commitment intercedes the connection between saw transformational leadership and execution on an assignment. Albeit the connections between transformational leadership, worker commitment, and occupation execution have been concentrated previously, they have been learned at a full-scale level that appears to conflict with the first conceptualization of commitment as being task related. Thusly, the current research facility study investigates these connections at a miniature assignment related level, in a particular collaboration among pioneer and devotee in which the pioneer designates an errand to the adherent. Results give proof that supporter task commitment intervenes the connection between saw transformational leadership and errand execution. By better agreement how pioneers fabricate commitment and drive execution concerning a particular errand, associations can exploit the impact that pioneers have on regular collaborations with their adherents.

4) A Research Study of Transformational Leadership Comparing Leadership Styles of The Principal – Kathleen A. Luft, May 2012

This examination explored the connection between two rudimentary structure managers and their instructing staff with respect to leadership styles of the head.

Authority examination decided one head who was transformational leaders and one head who was value-based. A review evaluated the impression of rudimentary educators with respect to each school's environment, and their own strengthening bringing about educator adequacy. Results were not harmonious with the audit of writing.

The school with the value-based chief went through an intercession for a twelve-week time frame during which changes were made dependent on the information from the pre-tests directed. These mediations mirrored a more transformational leadership approach. The scientist additionally acquired experiences as to future

examinations and suggestions for training, for example, replication of the investigation utilizing a more drawn-out mediation period and a bigger example inside one school or mores schools in the examination.

5) Effects of Transformational Leadership on Organizational Knowledge and Innovation – Bohtala, July 2019

Impacts of Transformational Leadership on Organizational Knowledge and Innovation clarifies that Leadership has been evoked to be a significant factor influencing authoritative information and development. Kind of investigates have displayed that transformational leadership altogether impacts hierarchical information and development. By and by, there is a deficiency of studies analysing the qualities or perspectives under which this impact results or is expanded. Consequently, this exploration coordinated to research the impact of transformational leadership ascribes on authoritative information obtaining, change, well-spoken, creation and to learn whether this scattering of hierarchical information impacts developments in the associations.

Authoritative information is an organized combination of abilities, encounters, social data, and an expert knowledge that delivers an establishment for evaluating and joining novel thoughts, encounters, and data this demeanour of the associations, will in general grow new designs, strategies, administrations and items and it jackpot in presenting these constructions, items and administrations to the market. Transformational leadership credits: Idealized impact, Inspirational inspiration, Individual thought and scholarly incitement was guessed to have a positive relationship on authoritative information; Explicit and Implicit and association developments (Radical, steady and Process). Additionally, proposed an impact of authoritative information on developments.

According to examine these guesses, information was assembled structure 262 workers, the board, and chiefs of 36 private and government Pakistani associations from administrations, creation, IT and R&D ventures. Surveys were used to gather the information containing the proportions of transformational leadership, authoritative information, and advancement. transformational leadership estimates embraced utilizing a Multifactor Leadership Questionnaire. Connection

investigation procedure applied to decide the theorized impacts. The aftereffects of the examination contributed a huge connection between transformational leadership and authoritative information. Scholarly incitement showed irrelevant relationship with unsaid information on the people in the associations. The consequences of transformational leadership gave a positive impact on hierarchical advancement; moreover, association information likewise showed a critical relationship with developments of the associations.

6) Criticisms and Arguments Against Transformational Leadership Management – UK Essay, 01st January 2015

An individual can have numerous characteristics, administration is among those characteristics, not every person has such quality, which made this quality unique and exceptional. In the field of business, a choice regularly comes down to progress and disappointment, initiative is perhaps the main quality for an administrative individual to have. As Thomas J. Watson, Jr. had put it: “I believe the real difference between success and failure in a corporation can be very often traced to the question of how well the organization brings out the great energies and talents of its people.”

Leaders that can carry positive or advantageous impact to a gathering or endeavour are considered as a transformational leader, they are vigorous, energetic, not just the centre around the frameworks and the construction of a business, they additionally centre around the individual worker to progress nicely and to be fruitful too. As per Cox, authority is separated into two classes: transactional leadership and transformational leadership. The qualification between the two, as per James McGregor Burn's work on political leaders, are those ones who utilize the arrangement of remunerations to thought process and acquire his/her worker's effectiveness and dedication, is called conditional leaders; and those ones who gets include with his/her representative, likewise have assurance, and submitted towards progress just as rouses its workers in return for their elite, additionally their reliability. In any case, in this always evolving world, business leaders need improve his/her expertise and capacity to facilitate with the change. In this specific article, the fundamental spotlight will be on the transformational leadership and a portion of the contentions and reactions against it, just

as some counter contentions for the transformational leadership; alongside supporting clarifications, realities, and different models.

7) Change Leadership: The Role of Emotional Intelligence – Mohammed Issah, 14th September 2018

This article presents the job of emotional intelligence in driving change in an association. In particular, the article features the alternate points of view of emotional intelligence, and the connected five segments—mindfulness, self-guideline, self-inspiration, compassion, and social expertise—are talked about. In facilitation, I propose how enthusiastic insight adds to change authority zeroing in on building a group to influence change, and conquering protection from change.

The consistently expanding tension on associations and organizations to go through change to endure and keep up their pertinence cannot be overemphasized in the period of globalization. Thus, pioneers in the 21st century have gigantic obligation to effectively lead change in their associations. Nonetheless, the change cycle includes feelings since no one jumps at the chance to give up the solace related with the situation or give up what they esteem. Despite that, leaders should prevail in the fog of these difficulties, among which are the feelings of those to be influenced by the change. Consequently, there is an increment in centre around emotional intelligence in initiative in dealing with the interaction of progress.

Change consistently includes some type of emotions since individuals appreciate comfort. Nonetheless, change upsets this solace causing a circumstance loaded up with tension and vulnerability among change beneficiaries. For example, when change addresses gives near the hearts of those influenced, they will undoubtedly respond sincerely because of tension or dread of the obscure; Moreover, when change influences the suspicions, qualities, convictions, and generally personalities of people and can roll out the improvement beneficiaries hesitant to acknowledge the proposed status. As Foltin and Keller (2012) noticed, the making of a climate described by opportunity to impart is pivotal for the acquaintance of progress with an association. As per the creators, it is not unexpected to notice individuals from an association become safe just as suspicious when confronted with the requirement for a change:

“Change leadership is the engine of change, it is about urgency, vision, empowering people, and seizing opportunity. The goal is to make change happen smarter and faster with an accelerated efficiency. It is the process that fuels large-scale transformation”. (John Kotter).

8) Is Transformational Leadership Universally Applicable? - Drs M. Jadnanansing RA, 04th February 2020

This intelligent work in progress research paper depicts the manner of thinking of a director in the public area of a Caribbean Small Island Developing State. Scrutinizing the appropriateness and adequacy of transformational leadership, particularly the utilization of characteristic inspiration as a device for improving workers' profitability and effectiveness, the creator portrays the socio-political setting and its impact on the impact cycle among pioneers and supporters. The perspective closures with a finish of the administrator in regards to the viability of transformational leadership hypothesis in the given setting and the evident moderating effect of this setting on successfully driving and creating pioneer devotee connections. The paper closes with the ID and explanation of potential inquiries for future examination in regards with the impact of socio mental components of a Caribbean Small Island Developing State setting on the impact interaction among pioneers and supporters.

Figuring out how to think about your conduct and musings as on the wonder under examination makes a method for constantly improving as an analyst. Reflexivity is accordingly viewed as fundamental, conceivably encouraging comprehension of both the marvel under examination and the exploration interaction itself. At the point when individual perceptions are the way to accumulate information like the case in this paper-practicing reflexivity on the experience and cycles fills a few needs like making associations among hypothesis and practice and accomplishing a mindfulness with respect to the job of the onlooker's own discernment.

This article is the impression of a supervisor who has worked in a public area association in a little Caribbean island. For quite a long time this administrator had noticed pioneers come and go in the association, all with their own authority style, perseveringly placing in their most extreme to apply what they thought were

the awesome best initiative styles. What they shared practically speaking was the genuine attempt to utilize the strategies depicted in authority speculations to upgrade supporter viability, proficiency, and efficiency, for example, interest, assignment, instructing and strengthening.

9) The Mind of the Transformational Leader – Wilbur A. Reid, August 2020

The solid connection among legitimate and transformational leadership presents a chance to inspect valid administration through the psyche of the transformational leadership. Understanding the brain of the transformational leadership can be refined by inspecting extraordinary transformational leaders in the Bible and in chapel history. transformational leadership can identify with their adherents by and by and spur their devotees to take a stab at a mission or reason that is more noteworthy than them. They should be real, transform devotees into pioneers, and rally their adherents to a reason that is more noteworthy than them. Christian leaders have a typical reason as they guide their supporters toward Christ.

10) Indispensable Actors in The Era of Change: Transformational Leaders – Guven Murat, Banu Acikgoz, January 2008

The need for dealing with the fast change set off by innovation, hyper rivalry, changing buyer needs and assumptions, correspondence gear, and information the executives expand the significance of transformational leadership from one day to another. Toward this path, pioneer does not fear sharing his/her force and the capacities which he/she possesses any more. Despite what might be expected, he/she wants to enable the devotees and train them as future's splendid chiefs. Leaders need to make reformist and creative dreams and set moving objectives to animate the supporters in accordance with change. As such, the period of progress requires the sort of pioneers whose transformational leaders preponderate. This investigation expects to characterize transformational leadership through value-based authority, underline the significance of passionate insight with regards to transformational leadership and set forth the connections between transformational leadership, authoritative vision, and culture.

11) The Need for Transformational Leaders – Johan Mazorra, July 2019

The World Wide Web and the rising of the overall economy are rapidly changing the way business is coordinated. Affiliations that might want to prosper need exceptional leaders, leaders that are some different options from accomplished executives and bosses. They need leaders that have some allure and can animate disciples to subordinate their own personal benefits to assist the entire association. What affiliations need, if they need to change rapidly, are transformational leaders. A standout amongst other trans-formational pioneers at any point was, apparently, the Biblical Abraham, ancestor of three critical religions. This paper shows that the characteristics Abraham had, attributes important to individuals longing for to advance toward turning out to be transformational leaders, were a fantasy, some magnetism, assurance, dauntlessness, quietude, a strong sensation of value, a capacity to show up as something different, stress for others, and a status to make remarkable repentances for his vision.

12) Transformational leaders in the perioperative setting – Michelle Tinkham, March 2015

Transformational leaders are a need in the perioperative setting. Working room administrators should be good examples for their staff individuals by offering help and establishing a climate of open correspondence and shared administration. Perioperative staff medical attendants and auxiliary staff individuals additionally can exhibit ground-breaking initiative among their companions. By getting effectively engaged with division choices (e.g., making significant ideas in staff gatherings) and sharing information (e.g., how to set up a difficult surgery) with peers, staff individuals show themselves as pioneers to their group).

One technique chief can use to be transformational leaders is to make initiative rounds, which comprise of arranged, organized discussions with colleagues and patients to survey the fulfilment with current administrations and recognize openings for improvement. This assists the administrator with being noticeable while pushing for staff individuals and patients and adds to a culture of progress and accountability. This cycle additionally offers staff individuals the chance to be locked in as

pioneers and give options or answers for regions requiring improvement. This kind of comradery establishes a climate for uplifting inspiration and glorified influence, two components of transformational leadership.

13) Transformational leaders necessary for modern business – Vidoje Stefanovic, Dragon Milovanovic, Biljana Illic, January 2017

To make an effective administrative role, associations should execute suitable administration techniques. Applying the right administration technique is particularly significant when organizations take huge business projects, since they have put incredible assets in the business game, and it is significant for associations to appropriately oversee them. The term the executives includes the leadership that prompts the acknowledgment of the objectives, with the utilization of various strategies and methods, just as ideal use of accessible assets. Business in the new thousand years, under the states of current rivalry, requires arranging, speed and adaptability. Thus, associations and top supervisors apply different leadership styles. Inside the styles of initiative over the most recent thirty years transformational style has pulled in most consideration, of the two theoreticians and professionals. It is a particular style of authority that is intrinsic to those leaders who, in addition to other things, can persuade the representatives to the degree that they can do what, else, they think they cannot do. Ground-breaking administration is described by an interaction of consistent change, both of ground-breaking pioneers themselves and their devotees. of transformational leaders are COMETS (innovative, open, sparks, powerful, cooperation arranged and profoundly proficient.

14) Transformational Leaders Know Themselves Better – Bernard M. Bass, Francis J. Yammarino, May 1989

Self-appraised authority conduct (transformational, value-based, free enterprise) was acquired for a delegate, irregular example of 155 Naval surface armada officials in corresponding to the leadership portrayals for similar measurements given by the officials' senior subordinates. Also, wellness reports finished by the officials' bosses gave execution and advancement information which were ordered as evaluations of the officials' prosperity. The self-evaluations would in general be expanded, yet

the more effective officials were more averse to blow up their self-portrayed leadership conduct. A potential clarification for this impact is that subordinates' depictions of authority were fundamentally identified with bosses' evaluations of execution and advancement, however self-appraisals of leadership were not related with these actions. Catchphrases: Transformational leaders; Transactional leaders; Self-appraisals; Subordinates' appraisals; USN officials and subordinates; Surface armada; Fitness reports; Discrepancy scores; Superiors' assessments.

15) The Future of Leadership in Learning Organizations - Bernard M. Bass, September 2000

ChiefSummaryAmongthemostnoticeableadvancements lately in the examination of transformational leadership has been the affirmation of the utility of ground-breaking initiative for expanding hierarchical fulfilment, responsibility, and viability, and the 6-factor model of the ground-breaking conditional factorial construction. Likewise, we have expanded our comprehension of transformational leadership elements. In this paper, I desire to show how ground-breaking initiative identifies with the creation and support of the learning association. To do this, the importance of transformational and conditional authority and the Full Range of Leadership will be talked about and how the segments of ground-breaking and value-based administration add to a learning association will be analysed. The eventual fate of initiative and organization will be considered in the light of the present status of undertakings in instructive leadership.

V. Methodology

The data for this research paper was gathered through primary and secondary research. Primary research was conducted by way of telephonic interviews with CEOs and senior managers of various companies from different sectors. Since the questions were open ended, the questionnaire was mailed in advance to facilitate thoughtful responses. A total of eleven interviews were conducted. The identities of the interviewees have been kept anonymous. Secondary data was collected via published reports and blogs.

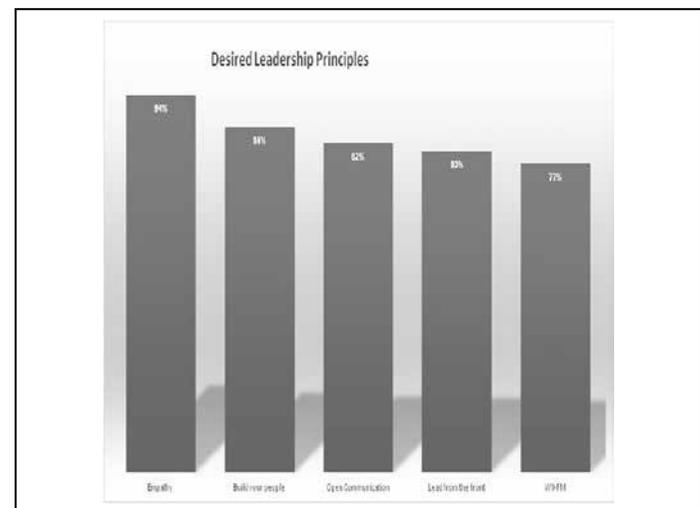
VI. Limitations of the Study

This study has potential limitations given the subjective nature of the questions. Firstly, the result of the study is based on a sample size of eleven interviewees. Given the qualitative nature of this paper a larger sample would generate a clearer outcome. Secondly this research paper focussed on established leaders in their respective domains. While the authors of the paper made several efforts to include 'new-age' leaders for a fresher perspective, a more in-depth study will facilitate future research in uncovering new leadership mantras and possibilities through which leadership can drive change to create a positive impact on society. Thirdly in light of the current pandemic the primary data was collected via telephonic interactions. As proven in countless other scenarios, interviews in person have a better impact on the research results as it facilitates open conversation. When interviews are conducted over the phone, several environmental stimuli can act as distractions and barriers to communication which may affect the quality of responses generated.

VII. Results

Desired Leadership Principles

The interviewees were asked what according to them were the ideal set of principles a leader should follow. We gained clarity on their personal leadership mantras and how those principles have changed over the years.

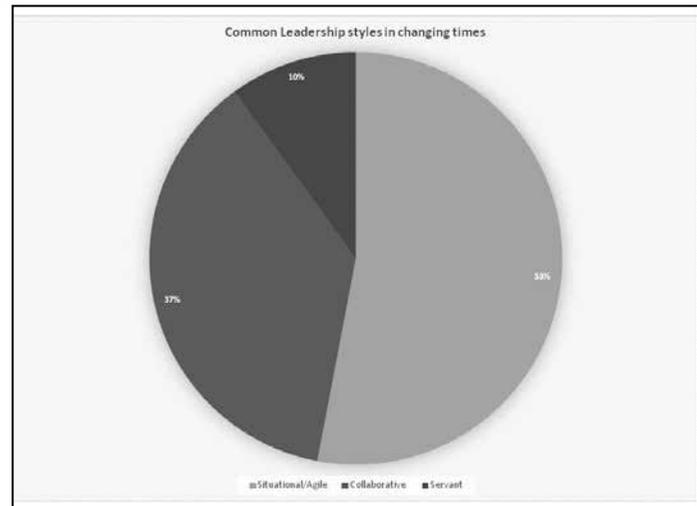


A majority of the executives ranked 'empathy' as the most valuable leadership skill. Being able to step into

your subordinates' shoes was a key problem-solving tool. 86% of the interviewees felt that in order to build a successful organisation it was important to build its people first. 'Open communication' came in a close third with 82% of the interviewees ranking it as a critical part of solving disputes at work. A majority also felt strongly about setting the right example by leading from the front, and answering the question 'what's in it for me' or WII-FM from the employee's perspective. By doing this a leader is able to effectively assign responsibility and get work done, simultaneously facilitating the employee's growth as well. WII-FM is also an effective way to get your team members to become personally invested in the work they do and align their goals with the company's. According to a top official who is a partner in leading global consultancy firm, there is no longer a need for a "trade-off between the organisation's goals and people's goals". Instead, leaders should strive to find the "sweet-spot" that satisfies not only the company goals but also the goals of the employees. This is the key to overall success and the way to optimise human capital which leads to employee satisfaction.

Most Effective Leadership Styles

The interviewees were asked to comment on the relevance of leadership styles and what style they practice. A vast majority agreed that the most potent leadership style is the Situational leadership style. According to this practice leaders change their styles as per the demands of the situations they find themselves in. This style is also called Agile Leadership. The leaders switch between various styles be it authoritative style or the servant style depending on the situation. According to another top executive the relevance of a particular style depends on the 'context' of the situation and the industry in which one works. The ability of a leader to be agile calls for an attitude of constant learning. All successful leaders are in the process of constant learning be it from other industry experts, leaders or their own mistakes. These learnings are critical for a leader as it enables them to evolve and function successfully in a VUCA environment.



Followed by Agile leadership was the Collaborative leadership style. Characterised by collective responsibility, this leadership style was another favourite among the interviewed leaders. According to 37% of the executives interviewed the collaborative style of leadership helps engage the employee to a larger extent thereby effectively assigning responsibility. It facilitates open communication and free flow of ideas and creative solutions to problems. It was found that newer companies, especially start-ups incorporated this style when leading their teams. The leaders that worked with this style reported happier team members and a more inclusive work culture.

A small group of executives felt that the servant leadership style was an ideal fit for certain industries especially those from the service industries. However, many leaders heavily criticized this style as many of them felt they are perceived to be weak leaders. Also, leaders felt that it was not possible to take quick decisions. This style requires leaders to take into consideration all the opinions of all the staff under their supervision, which sometimes left them feeling like they were being taken for granted. In current times this leadership style has been widely discussed but there's still not wide felt approval for it and leaders are uncertain of its effectiveness.

Role of Leaders as Enablers of Social Change

Our group of leaders were asked on what they think are the best ways leaders can drive change to benefit the society at large. One top official felt that the ability of a company to drive positive social change lies in its value system. A value system is a product of an organisation's

belief system. According to this leader, a company can no longer be only about its ‘vision’ or ‘mission’ but has to discover its “purpose”. This leader says, “A strong sense of purpose will help in galvanizing the team”, to work in the direction that not only benefits the company but also equips it to create a lasting social impact.

Another leader echoed the same thoughts, and believes that creating social impact will depend on the extent to which a company’s values are integrated with its social impact goals. If a company is “oriented” towards creating social change and accordingly trains its workforce, it will be in a position to drive social change. Today’s consumer has access to a vast amount of knowledge and is more aware when making purchases. With this in mind, according to this leader when companies operate in socially responsible ways, they can also use it in their marketing campaigns thereby generating a huge amount of goodwill which will eventually reflect in their revenues.

A leader from the education industry emphasised on the importance of tailoring business processes to help achieve social impact goals. A leader should be capable of providing innovative solutions through which companies can incorporate social impact strategies into their business strategies. He gave an example of how the food industry could switch to biodegradable take-away containers instead of plastic containers.

Another leader from the education industry took his own company’s example. Theirs is a chain of premium pre-schools with multiple centres across India. They are in the process of creating sustainable operations in terms of child health and safety protocols which can easily be implemented by anganwadis and balwadis across India at minimum cost. Their motive is that each child should learn and grow in a safe and healthy environment irrespective of its economic background.

VIII. Discussion

The role of leaders as enablers of social change largely depends on what characterises such a leader. The term ‘leadership’ has been under debate for a very long period of time offering no consensus between the scholars and researchers of the world as to what exactly makes a leader.

Through this paper we have attempted to understand what characterises transformation leaders and how they can enable social change. We begin by trying to understand the current principles, mantras and styles followed by leaders. As per the findings of our research, characteristics such as empathy, the desire to build one’s team, leading from the front and open communication makes a transformational leader. Such leaders practise Agile leadership in their approach to solving complex problems and resolving disputes at the workplace. An attitude of constant learning facilitates a transformational leader to successfully adapt to and grow in a constantly changing business environment.

The success of leaders in enabling social change also depends on their ability to creatively and innovatively marry their organisation’s goals and team’s goals to their social impact goals. As one leader said, these times no longer demand a trade-off between the welfare of the people, the organisation or the society, but rather an amalgamation of business processes, objectives and purpose to enable positive social impact.

IX. Conclusion

Leaders and their organisations across the world are waking up to the fact that businesses can no longer function in silos with gay abandon of the impact of their operations on society and the environment. They have come to realise that their role as leaders is not confined to the boardroom but to the society at large. They must transform into leaders that enable positive change within society. Given the rapidly changing business and social environment leaders have to find innovative ways to integrate business process with social impact goals and become transformational leaders that enable growth and development for their organisations, workforce and for the society.

X. Scope for future research

The pool of leaders interviewed for this paper has been limited to companies in India and Singapore. Further research can be done to include leaders across a larger geographical area to uncover a wider range of principles, characteristics and leadership practices.

Survey of opinions of Mumbai based consumers towards packaging & price preferences of healthy snacks like millet/pulse based Ladoos and roasted makhana.

*Ms. Manisha Pandey,
Post Graduate Diploma in Management
Aditya Institute of Management Studies & Research
Mr. Ramesh Maria,
Masters of Management Studies
Aditya Institute of Management Studies & Research*

Abstract

Food has always been an integral part of the society. India and specifically in Mumbai we have seen that people always get attracted towards western culture and slowly we are adopting there way also for e.g., Ready to Eat Foods. So, the aim of this paper is to explore the behaviour of Mumbai based consumers towards ready to eat foods category in an emerging market. In this we would be focusing on the purchase decision of customers and the possible parameters like occasion, lifestyle, age, and gender that may influence that process.

We would also be focusing on how people of Mumbai are changing their preferences and choosing the healthy foods over everything. We are showing how people are becoming more health conscious. Although they might be doing this because they get very less time to prepare something at home that is why some of them prefer to eat outside. The aim of this research paper is to focus on all the possibilities that why healthy snacks industries are growing and what are the possibilities that they are going to bloom in future also.

Based on the survey that we have conducted we have found that what are the packaging size and money people want to put on those healthy packages. While talking with Respondents we have found that they are giving preference for Consuming healthy snacks for breakfast compared to lunch or dinner. Because they feel light after having these healthy ready to eat snacks.

Our findings can be useful for the healthy snacks industries and for the manufacturers in Mumbai who want to grow in this category and who want to grow their market share.

Keywords: Ready to eat Foods, customers preferences, healthy snacks habit.

INTRODUCTION:

Snack Amor is a company which was Founded by Mr Deepak Grover in 2017. Their products are basically made with plant-based ingredients for adding 'nutrient rich' self-love for the people's 4PM snacking habit. Their munchies are wholesome, power packed with nutrition, bursting with exciting flavours and offer a guilt free snacking experience for all the in between meal pangs and on the go cravings. To understand the people's opinion about the healthy snacks like millet/pulse based Ladoos and roasted makhana we conducted a research in Mumbai region.

OBJECTIVES:

Aim: To focus on the possibilities why healthy snacks industries are growing and what are the future possibilities.

Product: To study the packaging and size preferences of healthy snacks like millet Ladoos and roasted makhana.

Focus: To understand the changing mindset of people and analyse their behaviour towards healthy snacks

LITERATURE REVIEW:

A 'healthy' shift in India's snacking habit (Published: Jul 20, 2020 01:24 PM by IANS)

While nibbling envelops an assortment of food sources, a new review tracks down that in the course of recent years, there has been a cognizant change in individuals' inclinations and propensities, and a more grounded tendency is seen towards better eating things. As per a review led by IPSOS, 91% of the members attempt to select better choices while nibbling.

The quantitative overview planned to recognize the eating propensities and inclinations among a gathering

of individuals whose dietary inclinations were partitioned into two classes - 'vegan' and 'non-veggie lover'. In general, the outcomes show that the members across the two classifications like to nibble on solid and nutritious food things like almonds and natural products. An aggregate of 4,064 SEC A people, between 18 - 50 years were met across 11 urban areas in India, in particular Delhi, Mumbai, Bengaluru, Chennai, Bhopal, Chandigarh, Jaipur, Coimbatore, Kolkata, Hyderabad and Ahmedabad.

The study likewise featured that the majority of the members - veggie lovers just as non-vegans favoured nibbling on natively constructed things (53%). Moreover, inclination for better eating alternatives, for example, products of the soil explicitly was likewise seen in members inside the age band of 41-50 years. Other than that, the study saw that ladies in India were more stressed over nourishment needs (63%) when contrasted with men (53%). Remarking on the overview, Sheela Krishnaswamy, Nutrition and Wellness Consultant, said: "The way that a bigger level of ladies has shown an interest in selecting better bites is a decent sign, and over the long haul, this can help trigger a move towards driving better ways of life. For some families in India, ladies have total charge of the family's nourishment and feast plan, and a higher mindfulness among them can prompt the whole family receiving better other options.

This pattern of nibbling on good food sources like almonds is a positive change, and I firmly prescribe to keep on eating a modest bunch each day as they are a wellspring of supplements like protein, fibre, iron, folate, copper, solid fats and so on and known to be gainful for weight the board, heart wellbeing and diabetes the executives."

As indicated by Ritika Samaddar, Regional Head - Dietetics, Max Healthcare - Delhi, "it's intriguing to take note of that individuals across India, remembering for metro just as non-metro urban communities, are gradually changing their perspective on nibbling. Regardless of whether it's picking natively constructed bites, natural products or almonds, the study features a pattern that most Indians are moving towards sound and careful nibbling choices which is extremely delighting. Almonds specifically make for a decent tidbit since they are 'crunchy' and 'solid'- the two properties that

most members related with. Added to that, ordinary utilization of almonds can likewise emphatically affect an individual's insusceptibility since they are high in Vitamin E, which is known to animate the body's protections, improve humoral and cell safe reactions." The overview exhibited that generally 72% of the members knew about the supplement prerequisites of the body, members from Ahmedabad (89%), Delhi (82%), Chandigarh (80 percent), Mumbai (78 percent) showed greatest mindfulness and though least mindfulness was seen among the members from Kolkata (46%).

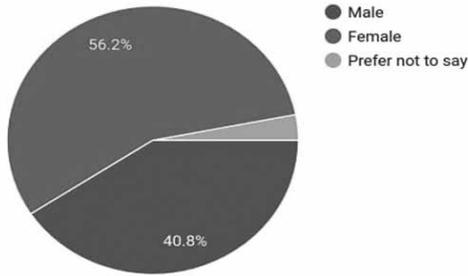
Moreover, among both vegan and non-veggie lovers, 59% of the members said they stressed over their healthful necessities. While members in Ahmedabad (83%) and Chennai (70%) were generally concerned, taking an interest in Bhopal (45%) were least concerned. Weight acquires (22%) trailed by deficient supplements (21%) arose as the top concerns related with nibbling and keeping in mind that members in Jaipur (55%) were generally worried about weight acquire, members in Bengaluru (6%) were least concerned.

Madhuri Ruia, Pilates Expert and Diet and Nutrition Consultant, said: "By changing to healthier and supplement rich tidbits like almonds, numerous families have started their excursion towards a better way of life. However, make certain to roll out these improvements across the range of eating timings and events, and instil these altogether family individuals - youthful or old, to see long haul benefits. Eating on almonds specifically is a decent propensity that can without much of a stretch be adjusted by all, as they can be burned-through whenever during the day, and pair well with Indian flavours. Other than that, almonds are known to help in weight the executives, which was a critical worry among most members. According to a new report, nibbling on 42 grams of almonds ordinary additionally decreased focal adiposity (gut fat) and abdomen boundary, all grounded coronary illness hazard factors."

RESULTS AND FINDINGS:

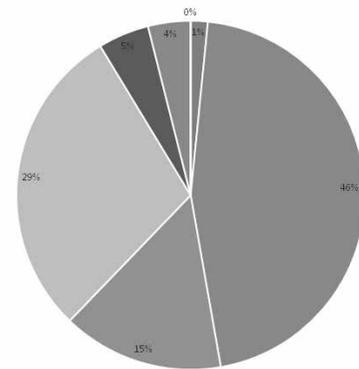
Gender

130 responses



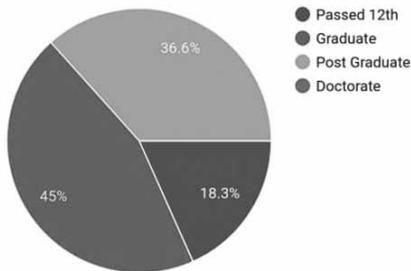
Age

Under 18 18-24 25-34 35-44 45-54 55-64 65 and above



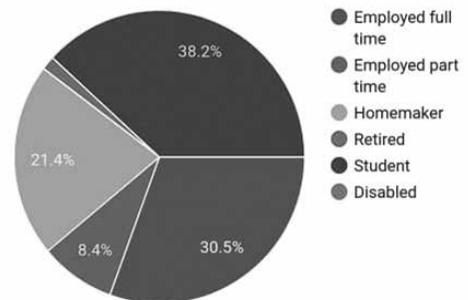
Educational level

131 responses



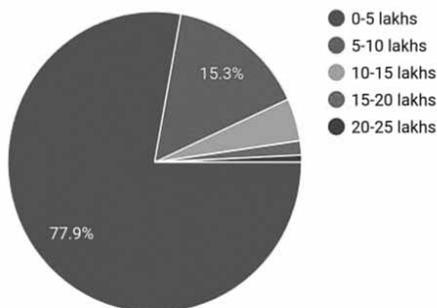
Occupation

131 responses



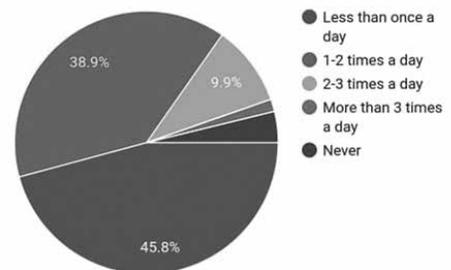
Annual Income

131 responses



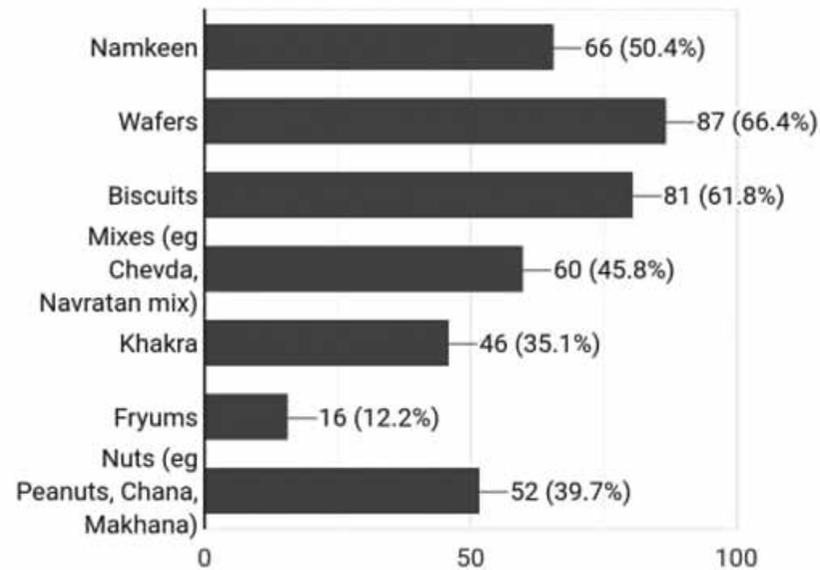
How frequently do you consume "ready-to-eat" snacks

131 responses



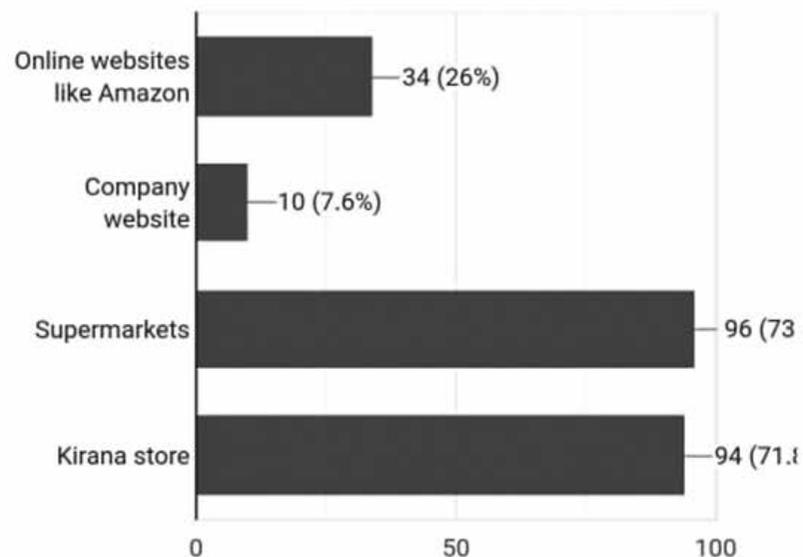
What type of snacks do you like to eat? (Select all that apply)

131 responses



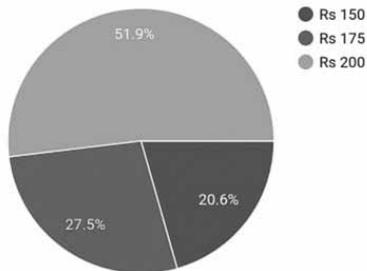
From where do you buy these snacks? (Select all that apply)

131 responses



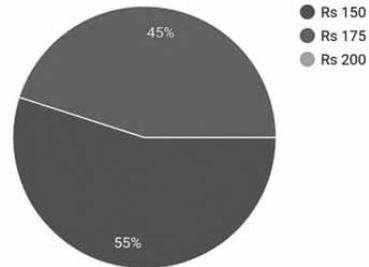
For a 200 gm pack of diet Millet Ladoos. At what price do you think it will be too Expensive

131 responses



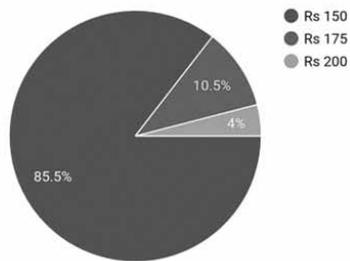
For 200 gm pack of diet Millet Ladoos ,At what price do you think it will be too Affordable*

131 responses



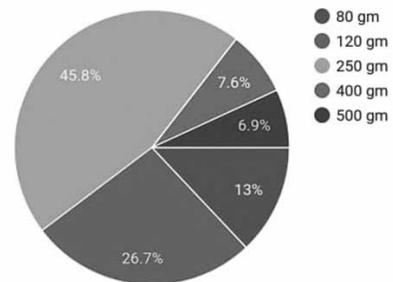
For 200 gm pack of diet Millet Ladoos, At what price do you think it will be too Cheap *

124 responses



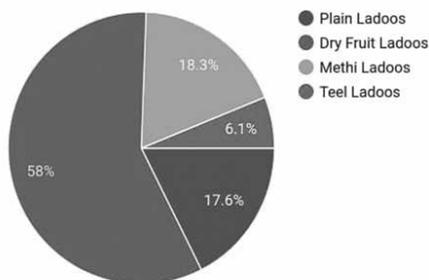
What packet size would you prefer while buying

131 responses



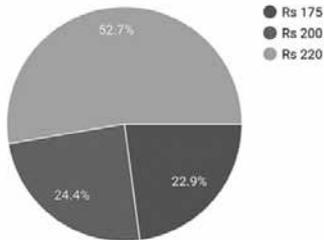
Which flavours would you prefer in 200 gm Millet Ladoos

131 responses



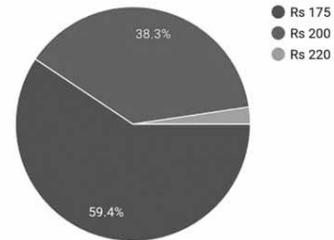
For a 80 gm pack of Normal Roasted Makhana At what price do you think it will be too Expensive

131 responses



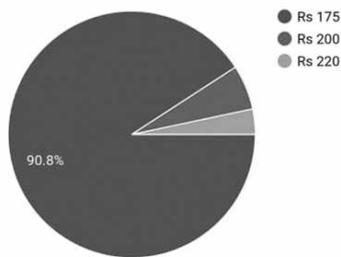
For a 80 gm pack of Normal Roasted Makhana At what price do you think it will be too Affordable

128 responses



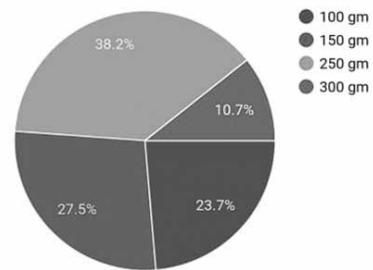
For a 80 gm pack of Normal Roasted Makhana At what price do you think it will be too cheap

120 responses



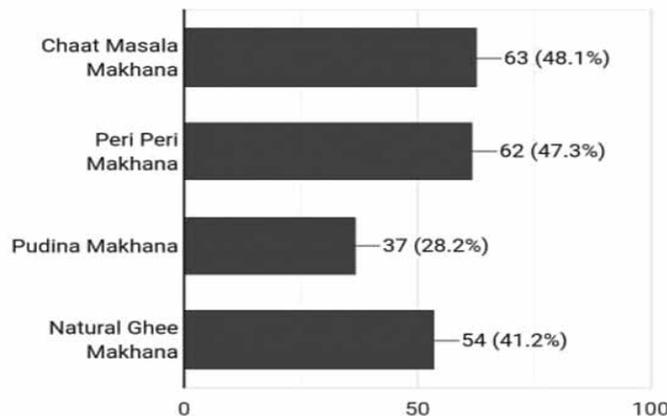
What packet size would you prefer while buying *

131 responses



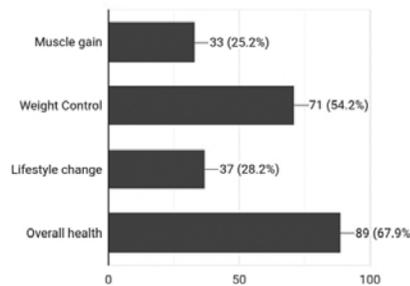
Which flavours would you prefer in 80 gm Makhana (Select all that apply)

131 responses



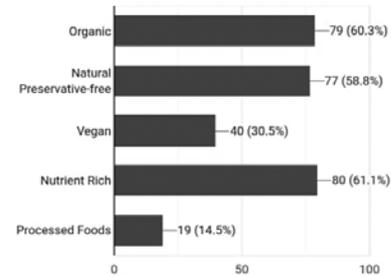
What is your motivation behind a healthy life-style? (Select all that apply)

131 responses



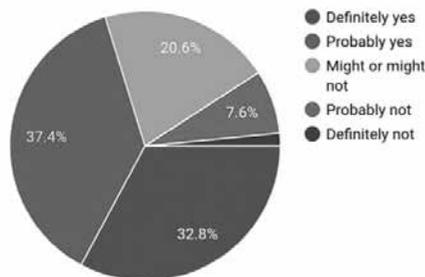
According to you, which of these products are healthy? (Select all that apply)

131 responses



Do you consider yourself health conscious?

131 responses



speed way of life consistently in a hurry, individuals are deliberately making solid eating a necessary piece of their routine. In a new overall survey directed online on eating propensities and inclinations of individuals that additionally included Indians, 63% of respondents insisted that wellbeing was a first concern.

In sum, healthy snacking has become an enduring habit of snack lovers in the country. Driven by this smart snacking culture coupled with the recent Covid-19 push, a market which has been estimated to cross INR 1 billion will only touch greater heights. A more aware and educated consumer universe will ensure that it happens.

CONCLUSION:

In contrast to prior when the craving and hunger for taste frequently used to eclipse the requirement for dietary components for a lion's share, paying little mind to staying alert or not, today burning-through nutritious and good food varieties has certainly ascended to the highest point of individuals' need records. The rotate from normal white bread to brown bread, the expanding fame of oats as a morning meal choice or even something else, and the flooding interest for sound refreshments and beverages especially in our metros – they all encapsulate the ascent and development of trendy wellbeing cognizant nibble darlings. Indeed, nuts and dry natural products, yogurt and new organic products also have likewise discovered more acknowledgment and utilization among them. A study led by IPSOS has uncovered that while 72% of members knew about the dietary necessities of the body, 91% of Indians might want to investigate better other options while hoping to 'nibble up'. Incited by a high-

Innovative Practices in Green Hr - Case Studies from The Industry

*Prof. Col Venkat Raman (Retd)
Aditya Institute of Management studies and Research
(Adjunct Faculty)*

*Ms. Geraldine Cruze
Post-Graduation Diploma in Management
Aditya Institute of Management Studies and Research*

ABSTRACT

Green management initiatives are becoming an increasingly important element for competitive advantage in businesses around the world today. Industries today require a high level of technical and management skills in an attempt to develop environmental initiatives and innovative programs to ensure efficient, sustainable business practices. There is also a need for strategic green HRM initiatives which calls for an integration of environmental management into HRM practices.

There is substantial gap today in the availability of literature on HR practices for sustainable business. This paper therefore seeks to review the literature on HR aspects of environmental management, including innovative concepts such as assessment-based HR Interventions, environmental management system, green intellectual capital and corporate environmental citizenship.

Today, Green HR has become a key business strategy for large Organizations where Human Resource Departments play an active part in going Green at the office. The paper largely focuses upon the various Green Human Resource Practices practiced by Organizations all over the world. It also looks at the challenges that Organizations face when attempting to implement these initiatives. It then goes on to explore the innovative practices in green HR being followed in the Indian Industry and how they have helped companies to gain a competitive edge.

Key Words

1. Green HR
2. Environmental Conservation
3. Innovative practices
4. Green Intellectual Capital

Introduction

We live in an era where human progress and advancement has taken a heavy toll on the Environment causing irreparable damage to the Earth. However, there is a sliver of hope in that, that people all over the world are now beginning to realize the folly in their ways and are gradually taking steps to reverse this damage. There is increasing environmental awareness everywhere in related fields like politics, public, and business. The recent interest in global environmentalism has arisen from specific treaties to combat climate change, like the protocols of the WTO, namely Kyoto in 1997, Bali in 2007 and Copenhagen in 2009. Due to the harmful consequences of industrial pollution and waste materials, including toxic chemicals, Governments and NGOs round the globe are promoting regulations and policies in a race against time to slow down and maybe even reverse to some extent the destruction of natural resources and its negative effect on the mankind and the society as a whole. There is a clear message that in the corporate world today, a large part of the workforce feels strongly about conserving the environment as people nowadays are more committed to working with organizations that take a proactive part in implementing environment friendly initiatives. In the past two decades, a worldwide consensus has emerged around the need for proactive environmental management.

Human Resource Management (HRM) is one of the most important functions of management as it deals with the most valuable resource of an organization which is human resources. HRM needs to be seriously considered today in the light of sustainability. This is because Green Human Resource Management (GHRM) as an initiative is the most significant element of sustainability today. It is all about Human Resources engaged in managing the

environment within an organization. Green HRM may be defined as the use of HRM policies to encourage the sustainable use of resources within business enterprises and promote the cause of environmentalism which further boosts employee morale and satisfaction. Another way to describe Green HRM as the use of HRM policies, philosophies, and practices to promote sustainable use of business resources.

Literature Review

A paper by Jabbour (2011) looks at the significance of moving towards the alignment of HR practices in a methodical manner so as to put people who are managing key Operations in charge of managing environmental issues. He is of the opinion that, unless formalization in the inclusion of environmental issues in traditional HR practices is not adequately carried out, this can adversely affect performance in formation of teams, organizational culture and learning thus creating a negative cycle. Another view by Schroeder (2012) is that, there is not much agreement on the choice of the key functional area for positioning sustainability initiatives. An empirical study by Jabbour et al. (2010) done for Brazilian companies opined that firms varied considerably in the degree to which HRM activities were aligned with environmental management. They observed that in spite of Organizations being publicly committed to environmental sustainability, still, a few HRM practices such as job analysis, selection, performance management, training and reward appeared to be untouched by environmental management efforts. They have hypothesized the evolutionary stages of green management as reactive, preventative and proactive based on the extent to which companies incorporate environmental issues into their management practice. According to Paillé et al. (2014), Organizations that are able to align practices and HR dimensions with the objectives of environmental management and performance tend to be more successful in their organizational journey towards environmental sustainability. More recently, Jabbour et al. (2015) have found that dimensions such as organizational size, certification and stakeholder interests and stress at the workplace, all these influence green product development and, ultimately, company performance.

The literature on the strategic positioning of the

environmental function in Organizations brings out the need for integration of knowledge that generates capacities in this function and establishes a collective vision based on sustainability amongst the members of the organization. It can be interpreted that strategic integration of environmental management greatly influences the achievement of an environmental action-based competitive advantage in an organization. However, whilst it is often seen that organizations may be 'talking green', the level to which they may be 'acting green' also needs to measure up to the same scale (Prasad & Elmes, 2005).

Strategic alignment between HR functions and green initiatives

There is no doubt that the HR function has a critical role to play in creating and implementing sustainable business strategies throughout the organization. Nonetheless, it has become imperative on the part of HR to pioneer efforts at sustainability strategically, and HR managers must now see themselves as strategic leaders of environmental and sustainable ingenuities; while they generally see themselves as merely partners to communicate the values that encourage behavioral change after strategy had been developed by the Management. It is crucial that HR position green initiatives in its functions and align these to the corporate strategy as this creates better branding which is the key to improving environmental sustainability in organizations.

Overall, whilst the current literature on the subject has made us look at the strategic dimensions for environmental management within HR, so far, the focus has been limited to in theory. Therefore, there is a need for elaborate studies on the practical applications of these concepts, so as to understand and appreciate the dynamics of role and positioning of the elements in the HR functions and their implications on strategic environmental management and performance. This is particularly relevant in the context of HRM systems of MNCs aiming to establish a proactive approach to environmental management across more than one operation and geographical boundary.

Green initiatives in HR Functions

Green HRM is an initiative that helps to create green workforce that can understand and appreciate green culture in an organization. Such green initiatives can

maintain its objectives in all the HRM process like talent acquisition, talent management, learning and development, compensation management, career development, and developing the firm's human capital. The Human Resource Department of a company is capable of playing a significant role in the creation of a sustainable culture within the company. HR processes play an important role in translating Green HR policy into practice therefore, human capital and its management are instrumental in order to achieve

HRM objectives like the selection processes, incentive compensation, performance management systems, the employee involvement, and training to be central for the company's success. Consequently, the argument is advanced that the HR function is instrumental in realizing organizational change aimed at acclimatizing to the new-found requirements for corporations and therefore also a potentially important contributor to such a strategic issue.

Recruitment and selection

Attracting high-quality staff is a key HR challenge in the "war for talent". In a study undertaken on turnover and retention of employees at select companies in Europe, it was found that the most important benefit dimensions of HR and sustainability are retention/recruitment and satisfaction. Firms are now beginning to recognize the fact that gaining reputation as a green employer is an effective way to attract new talent. German firms such as Siemens, BASF, Bayer and Mannesmann use environmental activities and a green image to attract high-quality staff. The Rover Group carmaker, in Britain, makes environmental responsibilities and qualifications part of every job profile. Increasingly, green job descriptions with environmental aspects are now being included for employees within the recruitment agenda. Green recruitment is defined as the process of hiring individuals with knowledge, skills, approaches, and behaviors that identify with environmental management systems within an organization. It is also felt that recruitment practices can support effective environmental management by making sure that new entrants are familiar with an organization's environmental culture and are capable of maintaining its environmental values.

Green recruiting is a system where the focus is given on importance of the environment and making it a

major element within the organization. Complementing this, the recruits are also enthusiastic, and to some extent, passionate about working for an environment friendly "green" company. Recruiting candidates with a green bent of mind makes it easy for firms to induct professionals who are aware of sustainable processes and are already familiar with basics like recycling, conservation, and creating a more green world. During a study on impact of environmental standards of a company on recruitment of an employee, it was found that environmental commitment of the company adds to profile of a company. In their primary survey, they found that professionals were more concerned about the environmental strategy of a company.

Performance Management

Performance management (PM) is the process by which employees are prompted to enhance their professional skills that help to achieve the organizational goals and objectives in a better way. The fusion of corporate strategy and objectives with the right kind of talent culminates into the PM. With the focus on environment affecting global business strategy, PM is also being influenced by the green wave in a possible positive manner. Green performance management consists of issues related to environmental concerns and policies of the company. In a study it was found that when HR managers integrate environmental performance into PM systems like use of paperless Appraisal, they safeguard environment management against any damage. Today firms deal with the issue of PM by installing corporate-wide environmental performance standards, and Green information systems/audits to gain useful data on environmental performance.

The most important aspect of PM is performance appraisal. In addition to meeting the criteria of reliability, validity, and fairness, effective performance appraisals provide useful feedback to employees and support continuous improvements in the firm's environmental outcomes. Issues involved in environmental PA concern the need for managers to be held accountable for EM performance in addition to wider performance objectives. It is suggested that future research on green performance appraisal should focus upon issues such as environmental incidents, environmental responsibilities, communication of environmental policy, and green

information system and audits. The job description should be aligned with green tasks and goals to be achieved. The HR staff should modify the performance appraisal rating system to include dimensions for rating people on the following behavioral and technical competencies: teamwork, collaboration, diversity, innovation, and environmental stewardship. Such competencies would reinforce the company's core values. Managers should discuss the performance of the employees and give the needed feedback not only during the scheduled time of appraisal, but also all round the year. This practice will help the employees to enhance their knowledge, skills and ability.

Training and Development

Training and development is a practice that focuses on development of employees' skills, knowledge, and attitudes, prevent deterioration of EM-related knowledge, skills, and attitudes. Green training and development educate employees about the value of EM, train them in working methods that conserve energy, reduce waste, diffuse environmental awareness within the organization, and provide opportunity to engage employees in environmental problem-solving.. Green T&D activities make employees aware of different aspects and value of environment management. It helps them to embrace different methods of conservation including waste management within an organization. Further, it sharpens the skill of an employee to deal with different environmental issues. In a survey of managers, on best management practices, it was found that environmental training and education, along with establishing a favorable environmental culture for the employees where they feel that they are the part of environmental outcomes, were the most important HRM processes that facilitate the achievement of environmental goals. In a study on the role of HR in achieving a sustainability culture, it was found that the HR Department can offer leadership development workshops to help managers develop their "front wheel" soft, people skills, or behavioral competencies, in teamwork, diversity, managing change, and collaboration. Future research that facilitates green training on one hand and helps organizations on the other to develop eco-friendly managers who without any hesitation can indulge as well as promote sustainability throughout the process would be particularly useful.

Green employee engagement

The role and responsibility of the employee in the successful alignment and integration of Green activities into the strategic aims of the organization has to be measured. It has been suggested that engaging with employees in addressing environmental concerns is one of the most significant challenges facing organizations today and in the future. This might explain why employee involvement in the area of environmental management is well researched and grounded in theory Organizations have identified the importance of employee involvement in the implementation of environmental strategies. Why organizations choose to engage the workforce in environmental management is therefore well Employee involvement in environmental management has three foci: first, through tapping employees' tacit knowledge gained through their close links to the production process; second, through engaging and empowering employees to make suggestions for environmental improvements and, third, through developing culture in the workplace, which supports environmental improvement efforts. Experiential studies have identified a range of methods to engage the workforce in environmental management, including amongst others, team formation, employee training, developing green leadership and developing a supportive culture.

Concluding the above discussion, we envisage that the need of the hour is: organizations should train their employees on best business practices enthused with green initiatives. Besides, sustainable training and education employees should also be adept to educate the customers regarding the advantages of becoming more earth-friendly and buying green products.

Case Studies from the Industry

1. Sustainable Initiatives at HCL: It was in the year 2013 that HCL won the Asia-Pacific Enterprise Leadership Award (APELA). This award recognizes and rewards companies for their achievements in the areas of sustainable development and corporate responsibility. HCL has come out with a multi-layered corporate program "Go Green" to drive its sustainability initiatives. This consists of green processes across facilities as well as in travel, IT and events. The company adheres to compliance with ISO 14001 standards. It runs campaigns that pioneer individual action concerning

environmental issues. HCL looks at green initiatives across the enterprise and understands that Green goals can be set as an organization strategy using the top-down approach which could then be adopted for its implementation, which would create green business processes and Green workplace for employees. Recently the company has been bestowed with the 'Global Sustainability Leadership Awards 2014' under the category 'Best Community Action' at the World CSR Congress. The award recognizes Best Practices & Outstanding Individuals engaged in Corporate & Social Responsibility.

2. IBM: Over the last few decades, IBM has undergone a tremendous and well structured transformation, creating a globally integrated worldwide enterprise from what was once a strong multinational business. Such companies integrate production and value delivery worldwide by ensuring business functions are placed where they are best located, based on the right costs and skills. To remain aligned with this strategy and support other business needs, IBM's human resources (HR) organization analyzed its own functions and processes, separating core HR roles, such as designing policy and internal business consulting, from noncore back-office administrative tasks. Earlier, IBM was spending an inordinate amount of time on processing and administrative aspects, operating technology, and a lot of generic activities things that were not contributing much to business. Currently as it is in a very large number of countries around the world and that too with a majority of its business being service based, IBM sees the need to capitalize on talent worldwide. In order to do that, HR has shifted to a globally based, process-driven model. IBM's five building blocks provide the tools to operational savings and business growth. They have realized that by going green the both profit and the planet gets impacted.

3. Wal-Mart: Wal-Mart has created ripples in the International community due to its ambitious plans of its entire operations being supplied completely by renewable energy, ensuring zero waste and creating products that sustain people and the environment. There has been a considerable buzz on its plans to make its entire supply chain environmentally friendly in order to achieve a 20 million metric ton reduction in greenhouse gas emissions as also the development of environmental

product ratings. Wal-Mart is going all out to ensure that its two million plus associates, located across four continents, do all they can to ensure that their announced strategies convert into tangible results through a volunteer associate sustainability program. Wal-Mart's associates are ensuring this by focusing on wellness, their community, and the environment. Wal-Mart is enabling collaborative management/associate thinking that has succeeded in growing green revenues, profits and environmental improvements.

4. Gas Authority of India Limited (GAIL): GAIL is one of the premier Navratna Public Sector Undertakings of India which has consistently maintained its position in Navratna list since 1997. The company is following the best of Human Resource Management practices which are prevalent and followed in top level international organizations. GAIL India Limited owes its success to TEAM GAIL, a name given to its employees. It has a vast potential of growth in the coming times as it is spreading its base in India for more use of green energy. It has been able to check the environmental pollution in the country to a great extent. Saving of Taj Mahal from air pollution, reformative steps in New Delhi, Surat, Mumbai and a number of other cities is a living example of its excellence.

5. ITC: ITC has the reputation of being one of the largest names in the Industry in FMCG, Hospitality, Packaging, Papers and IT. It has a strong commitment to the triple bottom line and has been a frontrunner in adopting eco-responsible processes, much ahead of laws for the Environment were introduced as benchmarks for the industry to follow. It has a market capitalization of over US \$ 22 billion and a turnover of over US \$ 5 billion with a diversified presence in cigarettes, hotels, paper boards and specialty papers, packaging, agribusiness, packaged foods and a whole range of other services. ITC upholds the values which are at the core of their HR Philosophy, namely trust, teamwork, mutuality and collaboration, meritocracy, objectivity, self-respect and human dignity. These values form the basis of their HR management systems and processes. The HR function in their Organization does its bit by contributing significantly to the green management practices of the company. The Company attaches great importance to a healthy and safe, green work environment. ITC is committed to provide good physical working conditions and

encourages high standards of hygiene and housekeeping. Particular attention is paid to training of employees to increase safety awareness and adoption of safe working methods, particularly designed to prevent serious or fatal accidents.

6. ONGC: Our country should be proud that ONGC is an Energy major in Fortune's Most Admired List 2012 under 'Mining, Crude Oil Production' category. ONGC has also been ranked 39th among the world's 105 largest listed companies in 'transparency in corporate reporting' by Transparency International making it the most transparent company in India. ONGC has successfully completed its Project of Landscaping, designing of garden and greening of area in the environs of Jollygrant Airport, Dehradun. ONGC has several such initiatives towards green HRM.

7. Indus Ind Bank The bank is operating many solar powered ATMs and has initiated an eco-savvy transformation in the Indian banking industry with its innovative green initiatives. The bank has been awarded the 'NASSCOM IT User Award 2012' for Environmental Sustainability. The bank is planning to develop additional initiatives for addressing the challenges thrown up by climate change in its operations including HR processes.

8. Tata Consultancy Services The Company is credited with standing eleventh on Newsweek's Annual Rankings of the "World's Greenest Companies" with a Green Score of 80.4 globally. It has achieved this position mainly because of its pioneering efforts towards Environmental friendly processes and products. The company also takes keen interest in enhancing the community and agricultural needs of the area, where its offices are situated. This makes it one of the country's most environmentally proactive entities. The sixteen premises from where Tata Consultancy Services operates within the country promote in-house composting and some of those have bio-digesters that turn waste into kitchen usable fuel.

9. Suzlon Energy The company is responsible for creating the Suzlon One Earth Campus, which is the Suzlon corporate headquarters at Hadapsar, Pune. This is singly the most energy efficient structure ever built in India. It has an energy efficient lighting system, insulated green roof, renewable energy supported hot water arrangement, wastewater treatment and waste

management, carpooling facility, a green education program among others. Continuing its commitment to protecting the environment, the Suzlon factory in Pondicherry is entirely run on wind power. State Bank of India has also tied up with Suzlon to become the first Indian bank to take up harnessing of wind energy under its Green Banking initiative.

Survey

A Survey (Primary Research) was conducted where the respondents were from HR in Organizations around Mumbai. The results are given as under:

Findings from the Survey

1. It was seen that in a majority of Organizations, Awareness Programs are being conducted to sensitize employees on environmental issues.
2. It was also observed that a majority of the companies were portraying their advertising (Branding) towards environmental issues.
3. It was seen that a majority of Organizations were looking for potential candidates who had an aptitude for green thinking and attitude while hiring them.
4. It was seen from the Survey that a majority of Organizations were working towards a paperless Office.
5. It was also seen that in a majority of Organizations, the KRAs of employees were linked to environmental targets of the company.
6. Finally, it was observed that in most Organizations, employees were rewarded when they achieved their Green targets.

Conclusion

In this paper, we have tried to give an overview on the concept of what Green HR is, why it is an important Strategy for Organizations in order to gain a competitive edge over their rivals, what are the various initiatives being taken by Organizations to make their HR functions more environment friendly and how companies can be innovative in adopting such measures. We did a literature review of important research on the subject on what is being said about Green HR initiatives in the Industry. We then looked at each function in HR separately to see what can be done for "greening" them. We also looked at Case studies from major Organizations across Industries

to see how they have adopted environmental friendly measures in their HR and how it has helped them. Lastly, we also conducted an online Survey (primary research) to understand these issues in greater detail from companies in our neighborhood.

References

1. Roy Sanjoy Kumar, Choudhary Sabbir Hassan (2019, “Green HR Practices and Its Impact on Employee Work Satisfaction”, International Journal of Research and Innovation in Social Science (IJRISS) |Volume III, Issue III, March 2019|ISSN 2454-6186, <https://www.rsisinternational.org/journals/ijriss/Digital-Library/volume-3-issue-3/129-138.pdf>
2. Mallick Anupriyo, (2019), “Green HR practices for competitive business advantage”, Article in “Business Manager”, August 2019, <https://www.businessmanager.in/green-hr-practices-for-competitive-business-advantage.php>
3. Sharma Ridhi, Gupta Neha, “Green HRM: An Innovative Approach to Environmental Sustainability”, Paper presented at the Twelfth International Conference of AIMS International, <http://www.aims-international.org/aims12/12A-CD/PDF/K723-final.pdf>
4. Dingra Reshma, Dr Padmavathy G, (2019) “Green Human Resource Management– A leap towards sustainability”, Paper published in the International Journal of Research and Development, Vol 4, Issue 1, <https://www.ijarnd.com/manuscripts/v4i1/V4I1-1166.pdf>
5. Garg Shalini, Lather Anu Singh, (2014), “Green HRM Practices – A Case Study of a Few Selected Indian Companies presented at National Conference on Organizational Re-engineering: New Age Tool for Competitive Advantage”, presented at the National Conference on Organizational Re-engineering: New Age Tool for Competitive Advantage, https://www.researchgate.net/publication/322635703_Green_HRM_Practices_-_A_Case_Study_of_a_Few_Selected_Indian_Companies_presented_at_National_Conference_on_Organizational_Re-engineering_New_Age_Tool_for_Competitive_Advantage
6. Sakhawalkar Akshata, Dr Thadani Anand, (2015) “To Study the Current Green HR Practices and their Responsiveness among the Employees of I.T. Sector in Pune Region” published in International Journal of Science and Research (IJSR), Volume 4 Issue 1, January 2015

References:

<https://snackamor.com/>

<https://www.designerpeople.com/blog/packaged-snacks-food-business/>

<https://www.healthline.com/health/social-media-choices>

<https://brandequity.economictimes.indiatimes.com/news/business-of-brands/the-rise-of-mindful-snacking-how-brands-are-responding-to-all-day-snackers/77615960>

<https://www.timesnownews.com/health/article/nachni-chips-what-you-need-to-know-about-this-healthy-snack-for-weight-loss/518377#:~:text=Protein%20also%20plays%20an%20important,heart%20health%20and%20man%20age%20diabetes>

*Insights and Preferences towards
healthy snacks like Ragi Chips & Soya
Chips: A case of Mumbai Consumers*

*Ms. Kinjal Joshi,
Masters of Management of Studies
Aditya Institute of Management Studies & Research
Mr. Vrushabh Salvi,
Masters of Management Studies
Aditya Institute of Management Studies & Research
Ms. Shivani Epili,
Masters of Management Studies
Aditya Institute of Management Studies & Research*

Abstract: Indians are snacking a lot more during the day, sometimes replacing a whole meal with small snacks consumed throughout the day. Changing lifestyle trend are clearly emerging, like time compression across emerging and developed markets are pushing the move towards increased snacking. There is an increased instance of snacking as time-starved millennials seek more options. Consumers demand a range of natural products that deliver health benefits in suitable formats. The definition of food that falls in snacking category is changing, with the rising consciousness to nutritious ingredients. They are more attuned to healthy eating habits and what goes into their food. This growing innovation has led to rapid shifts in category and brand portfolio.

In this paper the aim is to get the insights of Mumbai consumers on their preferences towards healthy snacks like Ragi Chips and Soya Chips. Mumbai being a Mega city, the increase in urbanization, the soaring need for an on -the-go snack for people with hectic lifestyles coupled with the increasing consumer spending power is propelling the market growth. Consumers are striving to detox with their eating habits to reduce, delay or reverse preventable diseases. But the presumed notion of healthy snacking being boring is long gone.

Snacking is not simply a quest for “healthier “but also delicious foods because of which brands are bringing in the same robust and ethnic flavours into their offerings. This paper will help us to understand what influences consumers to go for ready-to-eat healthy snacks, the preferences of Mumbai consumers for healthy Ragi and Soya Chips in FMCG healthy snack product category, it will also help us to understand their snacking habit, what packaging size they would prefer along with the amount

they would be ready to spend on each packet and the reason for consumption of healthy snack products on the basis of survey that we have conducted.

Keywords: On-the-go snacks, Healthy eating habits, Survey, Mumbai Consumers.

Introduction: A FMCG company named Snack Amor, founded by Mr. Deepak Grover in 2017. It started with an aim to provide a healthy snacking option to consumers. Its existing products are categorized into Baked and roasted snacks, Seeds and Nuts, Dried Fruits, Breakfast Cereals, Healthy Mixes and Healthy bars. We conducted this research as we were keen to study the consumer insights and preferences towards healthy ragi and soya chips in Mumbai region.

Objectives:

- Changing lifestyle trend are clearly emerging, like time compression across emerging and developed markets are pushing the move towards increased snacking.
- There is an increased instance of snacking as time-starved millennials seek more options. Consumers demand a range of natural products that deliver health benefits in suitable formats.
- To understand the insights of Mumbai consumers on their preferences towards healthy snacks like Ragi Chips and Soya Chips.
- The definition of food that falls in snacking category is changing, with the rising consciousness to nutritious ingredients. They are more attuned to healthy eating habits and what goes into their food. This growing innovation has led to rapid shifts in category and brand portfolio.

- This research will also help us to understand what influences consumers to go for ready- to-eat healthy snacks, the preferences of Mumbai consumers for healthy Ragi and Soya Chips in FMCG healthy snack product category.

- It will also help us to understand their snacking habit, what packaging size they would prefer along with the amount they would be ready to spend on each packet and the reason for consumption of healthy snack products on the basis of survey that we have conducted.

Literature Review:

Priyanka Nair & Amit Bapna, ETBrandEquity – The rise of mindful snacking: How brands are responding to all – day snackers

In this article, the authors have talked about how mindful snacking is an approach to eating with intention and attention. The article has a story which says that how people are hungry all the time, but in the current stay – at – home culture there is a constant balancing act between what’s good for health and “immunity boosting” and what’s good for the soul and taste buds.

According to the people in food business there is a fast-growing set of consumers, who like to take multiple snack breaks during the day but are ‘mindful snackers’. These include those health-conscious consumers that indulge in snacks like chocolates, cookies, chips and cheese- filled crackers to go for some time.

Mondelez describes the approach to eating with intention and attention as being conscious of what it is you want to eat, why you’re eating, and how it makes you feel. This is so you don’t have to choose between snacking and eating right for the moment.

Sarah Garone, Healthline.com – The Surprising Ways Social Media Influences Your Health Choices

In this article, the author has explained about how social media has an influence over our health choices that we make on our day-to-day basis. The article states that on an average a person spends over two hours a day on various social media platforms, it’s only natural that the friends and influencers we follow online affect our real-world decisions around our well-being. There are surprising ways users say social media has fuelled

their health or harmed it. According to author there are some pros and cons to how does social media showcase health. The pro is “Social media can provide health inspiration”. The posts we see on social media can boost our motivation towards fitness goals or offer us hope for a healthier future. The con is “Social media can foster unrealistic expectations of health”. The author states that, when the images we see online present perfection, we may end up feeling that healthy eating and physical fitness are unattainable, or only for a select few. Erin Palinski-Wade, RDN a dietitian says “Social media can give the impression that creating ‘perfect meals’ and meal prepping can almost be effortless”, “When it isn’t, users can experience frustration and feel like they aren’t doing it correctly, which can cause them to give up completely.”

There is also pro vs. con on how social media lets us talk about health. The pro is “Social media can be safe space to get support and discuss health”. Though the impersonal nature of connecting with others from behind a screen receives criticism, the anonymity of social media actually has its advantages. Angie Ebba, who lives with chronic illness, says she’s found Facebook groups also offer an environment for like-minded people to share health struggles.

“These groups have given me a place to ask questions about treatment without judgment,” she explains. “It’s nice to follow other chronically ill folks online, as it makes the bad days not feel quite as isolating.” This type of emotional support could have powerful physical effects, too, since social connection improves overall. Then there is a con that “Social media can become an echo chamber of negativity”. The research has shown that the mental health phenomenon known as “emotional contagion”, in which emotions are transferred between people, especially powerful on Facebook. The article says that, if someone you follow focuses solely on the negativity aspects of a health condition, or if a group only bemoans the difficulties of weight loss, it’s possible your own mental and physical health could be affected or influence for the worse. The next pro vs. con is on “How accessible is health content on social media”. Here the pro is “Social media provides access to helpful products and health information”. The article states that social media has largely taken the place of resources

like cookbooks for recipes, physical videos for at-home workouts, and a dusty old medical encyclopaedia for answers to health questions. Instagram user Julia says she first heard about a life-changing health and wellness book on social media after a friend shared the info. “I immediately went out and bought it and started doing exactly what the book suggested,” she says. As a result, she’s achieved a healthier weight and improved thyroid function.

Anushree Gupta, Timesnownews.com - Nachni chips/Ragi chips: what you need to know about this healthy snack for weight loss

In this article, the author has highlighted how nachini/ragi chips have recently become very popular among celebrities and social media influencers and that Ragi chips can be a healthy weight loss snack, and also have benefits for diabetics, and skin.

Dr. Aron Tabor (CEO of Kenersville), Food navigator – Soy chips to aid weight – loss –

In this article, the author has stated the health benefits of Soya chips, which are its great taste, high in protein, is low-fat baked alternative to the traditional high fat chips and is a unique blend of soy and rice.

Megha Malik, Designerpeople.com - Packaged Snacks Food Business in India

The author in this article, shares some insights on how The Indian snack market will be in boom with more than INR 1 Billion by the end of 2024. The future of India Snacks Market will grow with double-digit CAGR for the time frame of 2018 to 2024 and that of Healthy snacks market Size Worth \$32.88 billion by 2025.

This article also explains 4 areas of Snack market in India – Process of starting a snack business in India, Challenges facing by Packaged snack industry, how snack food stand out from the competition, and the most common packaged snack in India.

Methodology and Sampling Plan:

Research Design – Descriptive research

Data Collection Source – Newspaper Articles

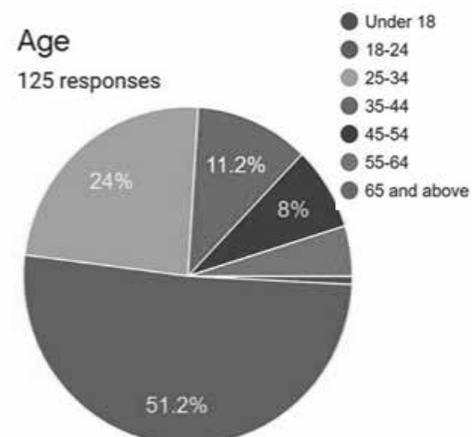
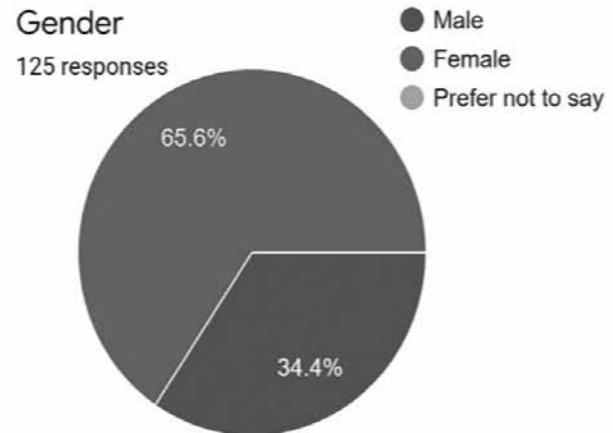
Online Articles and Blogs Surveys

CMIE and Company’s Website

Description of Questionnaire – A survey to understand consumer preferences. To find out price behaviours, flavour preferences etc in snackers for healthy Ragi and Soya chips.

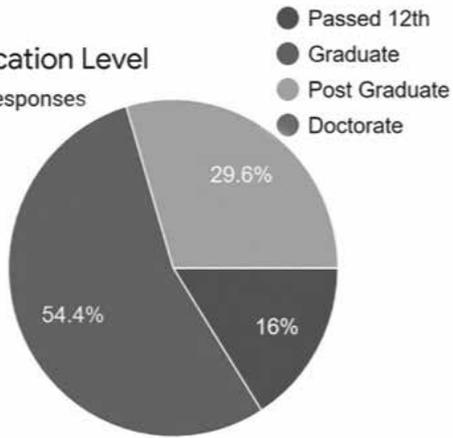
Sampling Plan – Any Individual, Age (under 18 till 65 and above), any gender, educational level (Passed 12th, Graduate, Post Graduate and Doctorate), Occupation (Employed full time, part time, homemaker, retired, student and disabled), with any or none annual income (max 20–25 Lakhs). With sample size of 125 individuals.

Results and Findings:



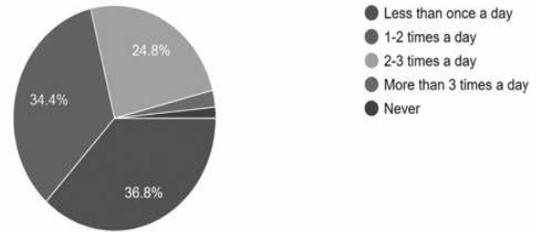
Education Level

125 responses



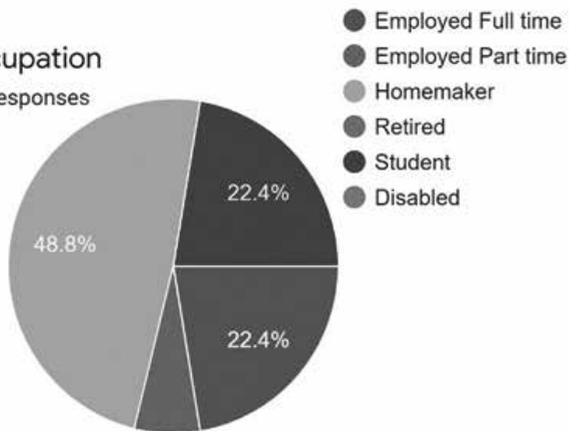
How frequently do you consume "ready-to-eat" snacks

125 responses



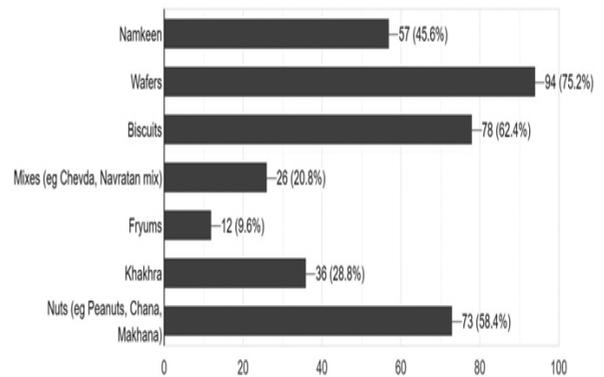
Occupation

125 responses



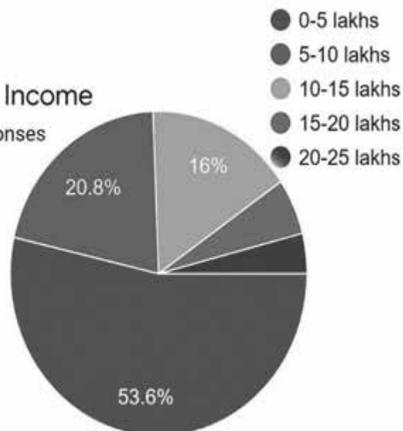
What type of snacks do you like to eat? (Select all that apply)

125 responses



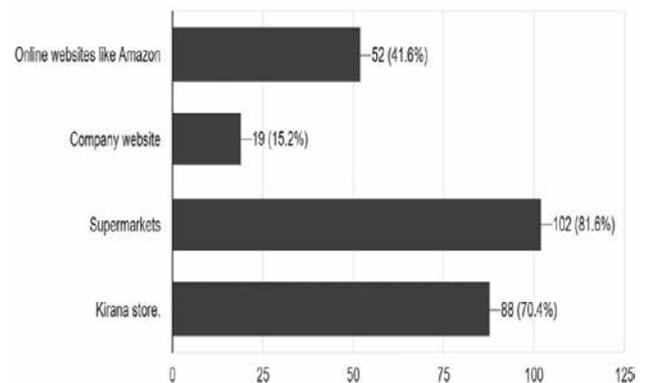
Annual Income

125 responses

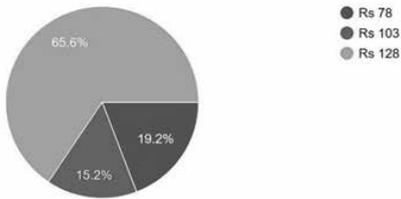


From where do you buy these snacks? (Select all that apply)

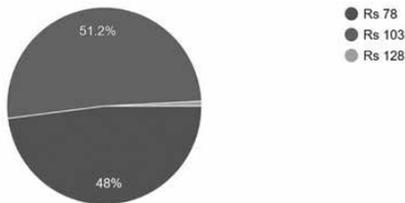
125 responses



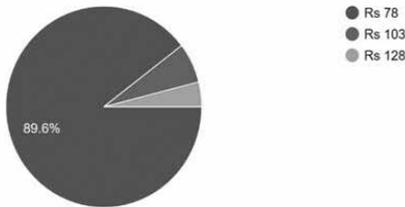
For a 100gm pack of Soya chips, At what price do you think it will be too Expensive
125 responses



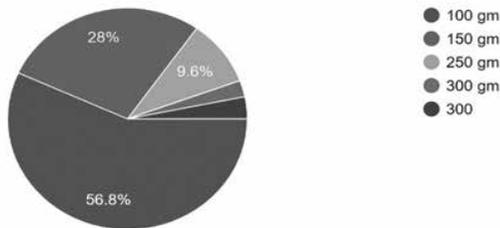
For a 100gm pack of Soya chips, At what price do you think it will be Affordable
125 responses



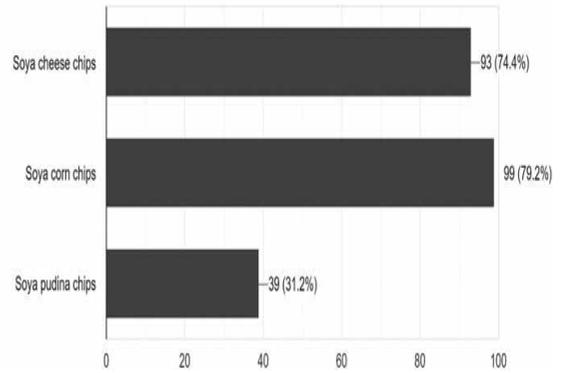
For a 100gm pack of Soya chips, At what price do you think it will be too Cheap
125 responses



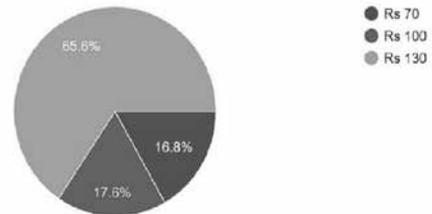
What packet size would you prefer while buying
125 responses



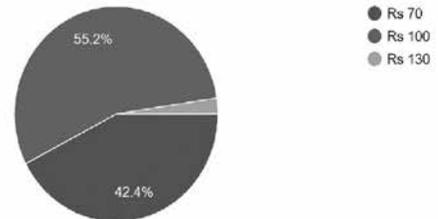
Which flavours would you prefer in 100 gm chips (Select all that apply)
125 responses



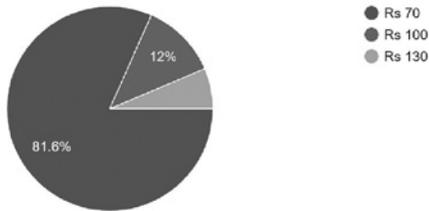
For a 100gm pack of Ragi chips, At what price do you think it will be too Expensive
125 responses



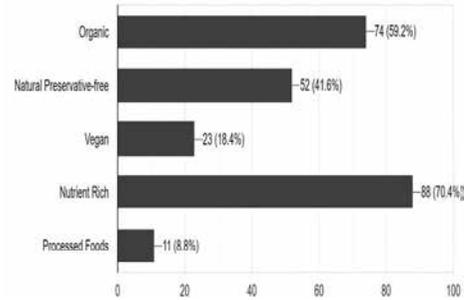
For a 100gm pack of Ragi chips, At what price do you think it will be Affordable
125 responses



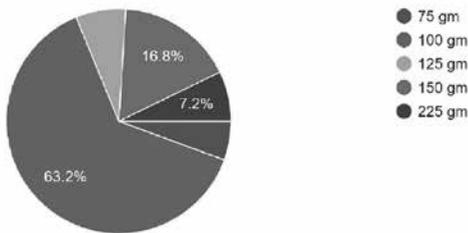
For a 100gm pack of Ragi chips, At what price do you think it will be too Cheap
125 responses



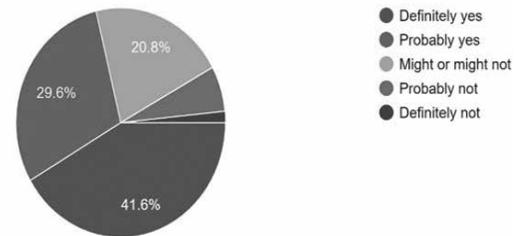
According to you, which of these products are healthy? (Select all that apply)
125 responses



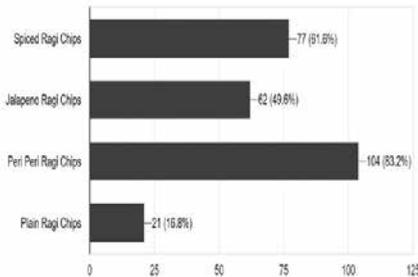
What packet size would you prefer while buying
125 responses



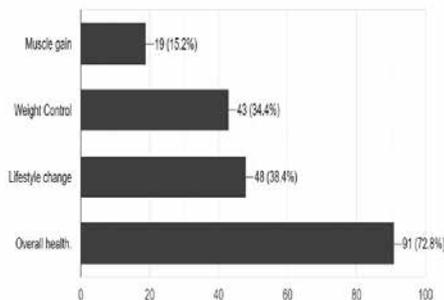
Do you consider yourself health conscious?
125 responses



Which flavours would you prefer in 100 gm chips (Select all that apply)
125 responses



What is your motivation behind a healthy life-style? (Select all that apply)
125 responses



Conclusions: With this research conducted, we have drawn three conclusions.

While launching the healthy snack product like ragi and soya chips these are the parameters (included in our research) one should look for from the consumer side.

The target market for these healthy chips could be females between the age of 18-24, majorly targeting home-makers and according to the survey, targeting the ones whose motivation is weight control, lifestyle change and overall health.

A strategic plan to enter would be Initially launching only 100 gm packets and price for the product should be around the range of Rs. 80 to 100 and for Soya chips, initially launching Soya cheese and soya corn flavours and that for Ragi chips could be Peri Peri Ragi chips and Spiced ragi chips, Jalapeno and Plain ragi chips could be introduced at the later stage.

References:

<https://snackamor.com/>

<https://www.designerpeople.com/blog/packaged->

snacks-food-business/

<https://www.healthline.com/health/social-media-choices>

<https://brandequity.economictimes.indiatimes.com/news/business-of-brands/the-rise-of-mindful-snacking-how-brands-are-responding-to-all-day-snackers/77615960>

<https://www.timesnownews.com/health/article/nachni-chips-what-you-need-to-know-about-this-healthy-snack-for-weight-loss/518377#:~:text=Protein%20also%20plays%20an%20important,heart%20health%20and%20man age%20diabetes>

STUDY OF EXISTING SNACKING HABITS OF CONSUMERS IN INDIA FOR THE CATEGORY OF FMCG

Mr. Anunay Mishra
Aditya Institute of Management Studies and Research
Email: anunay.mishra@asbm.edu.in

Abstract

This paper consists of a study of consumer consumption pattern amongst the generations, namely Gen Z and Millennials, in terms of their consumption of Fast-Moving Consumer Products and the shift in trends from traditional snacking habits to healthier snacks. The study also has an overview of how the companies in the FMCG sector, can utilise various marketing tools to capture more market share and strengthen their brand image through health endorsements and moral discourse. Additionally, this study also oversees, how the current pandemic has led to a new market space of the e-commerce platform for majority of the FMCG companies and have proven to be beneficial.

Introduction

Food in India holds a worth beyond a mere survival necessity. It holds the fort of sentiments, culture, heritage, innovation and way of living for many Indians. Over the course of time, India has travelled miles to return to the present state of food and consumption patterns witnessed today. As a sworn statement to the present, from freshly made snacks, we now see solid traction for packed, instant and ready-to-cook snacking food items. The Indian snacking food industry may be a promising and a booming arm of the FMCG category, because of the evolving consumer consumption patterns. The shift in demographics is fuelling changes, because the fixed three meals a day' model seems to be not relevant. With the increase in busy lifestyles, millennials and Gen Z's have adopted snacking attitudes and are making different snack choices supported health, convenience, brand and trust. Consumers are intentionally trying to find snacks to enjoy, to satisfy a craving or to carry themselves up until their next meal.

This paper provides very different snacking options from what we used to have some years back. Today, there's a clear shift within the narrative, with the main target being on healthy snacks that don't compromise on taste. Crackers laced with salt and cookies dipped in sugar have made way for grab-and-go yoghurts, fruit and nut bars, vegetable and bean snacks, quinoa soup and burgers, and amaranth cupcakes. But the pattern has shifted towards healthy versions now. Snacks like roasted black chana with cold cereal, mixed nuts and seeds (trail mix), wheat/quinoa/bajra puffs, roasted makhanas (fox nuts), whole fruit, cucumber/celery/carrot sticks with hummus dip, etc, boost health and immunity.

Objectives

- 1.To understand trends in customers consumption choice
- 2.To understand the changing mindset of consumer behavior towards snacking habits
- 3.Industries adaption to changing market
- 4.To understand the level of Consumer knowledge on healthy snacking
- 5.To map out the Impact on future eating habits
- 6.Effect of moral discourse as a marketing tool
- 7.To realize the impact of health endorsements on brand trust, brand loyalty and brand equity
- 8.Understand the change in lifestyle of the average customers after the impact of the covid-19 pandemic.
- 9.Factors Affecting Buying Behaviour of Indian Consumers towards Online Purchase of FMCG Product
- 10.Understanding the consumption patterns of different

kind of consumers in terms of their ability to buy.

Scope

This study aims at different aspects of consumption patterns of the current generation and analysis of where this pattern is headed. The paper also contains an analysis of a survey conducted around India and its major cities, regarding snacking habits of the prevalent amongst Gen Z and Millennials. The paper defines their demographics on different aspects and furthermore gets their opinion on two new world snacks which would be Jowar and Quinoa puffs, which are going to be launched by the healthy snack company SnackAmor.

Moreover, the paper also aims to understand how the companies can reach out to wide range of customers and how different aspects of a consumer behaviour will affect their perception of the product. Once that is established, one will be able to deduce what strategy health companies can utilize to reach out to more and more customers on different platforms both online and offline in the FMCG sector.

Following are some of the benefits that can be drawn from this research paper:

- 1) Provides an in-depth knowledge about Gen Z and Millennium consumer consumption habits.
- 2) Increases the scope of understanding the trends in the Indian market be shifting in the FMCG category for future research.
- 3) Provide an in-depth knowledge on health endorsement as a marketing tool for healthy food companies.
- 4) Helps in understanding what type of market structure will be formed for the future of the FMCG sector.
- 5) Provides context for understanding the potential of online market space for the FMCG industry.

REVIEW OF LITERATURE

Factors Affecting Buying Behaviour of Indian Consumers

Fast-Moving-Consumer Goods sector is the fourth largest sector of the Indian economy. Due to the increase in earning of the population, this sector will see a

significant rise in it as well and because of increased government support, more and more foreign investment is flowing into this sector. FMCG are products that are bought by customers at a low rate and quickly. Due to them not having a very high profit rate, these items are often bought in bulk capacity, so the aggregated revenue procured from their sale is considerably large. The FMCG sector in the Indian economy is estimated to have a size of 1,300 Crore, making it the fourth largest sector in the economy. In accordance to previous ten years, this sector has seen an annual growth of about 11% (Hassan, Apoorv, Bhatia, Malvika, & Mohan, 2021).

FMCG Going Online

In contrast with the rest of the world, the Indian consumer is very much the same, we all live in the world powered by the internet, including getting medicines, food from restaurants, even purchasing groceries. Even though the Indian Kirana store has a major hold in the market, purchase of groceries online seems to a significant channel for the future generations. Worldwide, the purchase of FMCG products is growing. The Indian consumer is now not only restricted to purchasing books, attire or electronics, they have a whole spectrum of products to choose from. From the point of view of giant e-commerce platforms like Amazon and Flipkart, one can purchase shampoos, oils and other self-care products, however on other e-platforms like Big Basket and Grofers provide grocery items like, packed food, vegetables and meats on your doorstep. These sorts of platforms provide a sort of relief to the customers who are occupied at work with their busy timetables, so they can shop anytime, anywhere. Studies have also shown that there is a significant increase of purchase of FMCG products through different e-commerce worldwide (Hassan, Apoorv, Bhatia, Malvika, & Mohan, 2021).

Assessing the Change in the Consumption Pattern of Indian Consumers

India in the trying times of COVID-19

According to the studies done by the Centre for Monitoring Indian Economy, the Unemployment rate stands at 24% for the date on May 10, 2020. This can cause problems in regards to the fall in GDP due to unemployment. UN's ESCAP has reported that there is a possible fall in India's GDP to 4.8%, while other authors like McKibbin

and Fernando have estimated that the GDP might fall by \$21-567 billion conditional to the situation. If this current pandemic outweighs itself in comparison to any other epidemics seen so far, Indian death count could go to a toll of 70 million, a fall in consumption and GDP of 20% and 15%, respectively (Barro, J, & Weng, 2020). Due to the fear of the COVID -19 virus, there has been a shift in the trends of purchasing of products to an online platform. There has been a humongous increase in the usage of internet by 13% due to people staying indoors. According to a survey done by Nielsen, the Indian customer will not indulge on spending on discretionary items, rather would spend them on essentials only and this trend very likely is to continue after the lockdown as well (Anand, 2020).

Consumption changes in FMCG categories due to COVID-19

There was an overall increase in consumption by 54% as seen in the study out of which 46% had a noteworthy increase in consumption and the rest 8% had a significant increase in consumption. Out of every three respondent one has reported buying more than usual quantities of essential products. The spread of change in consumption across all categories of products was not observed to be the same across the field in the change of overall consumption, in simpler terms, there is a relationship being realized between change in consumption of products across all categories and the change in overall consumption. A comparable relationship was also observed between the change in consumption of all categories of products and the change in purchasing amount of the product. This means that the shift in consumption of all categories of products is not evenly distributed in respect with the change in amount purchased (Mehta, 2020).

Fast Food Consumption Pattern

In current times, eating habits of younger generation has drastically changed. This change in consumer consumption patterns is due to the high demand of food products in the preserved and processed form, in order to suit the everchanging lifestyle of the current generation. Going out to eat has evolved from a once a week or few times a month thing to a regular occurrence. The Indian fast-food industry has taken off quite a bit

in these past years. Young adults and Adolescents are more prone to these new concepts as they are more curious and concerned about trying out the new thing. In current times, the younger customers are consuming more grain-based foods, beverages and combination foods such as, pasta, noodles, pizza and burgers. After its introduction, soft drinks have seen a drastic increase in its consumption especially amongst the younger crowd (Sehrawat, 2019).

In the bigger picture, the analysis of data illustrates that the soft drinks and snacks have now become an intimate component in the dietary aspect of the young consumer. Indian is one of the youngest countries in the world. Hence it should be focused the health of its youngest generation. This demographic should be educated in making healthier choices in food habits and should be taught about the harmful effect of the fast-food industry. The Adolescent section of the consumer market needs specific nutrition and lack of these may lead to anemia. Due to improved income and increased urbanization, there is a drastic shift in the eating habits and patterns of college students in India. When these students go through college they are exposed to stress and lack of time, which results in bad eating habits. They are more prone to adopting unhealthy eating practices because of feasibility in terms of affordability and easy access to fast food. Eating and snacking habits learnt during adolescence have a very high chance of following into adult life as well. These unhealthy dietary patterns can cause many non-communicable diseases in the alter stage of life like eating disorder and obesity. Affordability, good taste advertisement and convenience play a major role in growing sales of the fast-food sector throughout the world (Sehrawat, 2019).

A multimodal critical discourse analysis of corporate storytelling

This new era focuses on public health, health-conscious consumers have stated a pursuit towards healthiness that is being backed up by a blooming health industry. "Healthy" snacks in some contexts are products used to capitalize on the conscious healthy consumers. In order to reach this capitalistic goal, companies position themselves as a solution to the issues of snacking in the market and form a moral discourse to establish their legitimacy in the market. This type of moral discourse

portrays “citizen consumer” and “conscious capitalism”.

Even though it creates a moral discourse, it provides these companies a chance to differentiate themselves from the mega-capitalists who are responsible for environmental degradation, social inequality and health problems. Although on the other hand, this moral discourse does make the customers feel like a “Good consumer”. It provides them with a feeling of being an empowered citizen consumer endorsing an ethic and righteous consumption pattern, which fits perfectly with the conscious and active lifestyle of the middle-classes in most countries these days. This moral discourse also emphasizes on the recontextualizing of the businesses.

The analysis shows that even through the application of these discourse is effective, it lacks sincere moral content and has failed to recognize any considerable health outcomes. The strategies for communication applied by some companies are motivated by strategies that use encouragement of consumption by advertising (Chen & Eriksson, 2019).

The impact of health endorsements on brand trust, brand loyalty and brand equity

Branding has been a major Focus in the FMCG industry for research in the recent decade, as it helps better differentiate products for each firm in this highly competitive market. Firms can choose what they want and how to differentiate their products due to the highly competitive market space because the consumers are spoilt for choice. Getting health endorsements is one such strategy that companies use to gain market share. Health endorsements are a great form of marketing strategy for companies to form differentiation in their products. Strategies in particular health endorsements provide the “independent” stamps of approval which provide added value to the conscious healthy consumer (Botha, Creaven, & Mandy, 2020).

Many researchers suggest that this positive association with health endorsements provide a positive effect on the brand image and product perception before purchase. Research done by Williams(2005), has shown how health endorsements and claims cause a “Halo Effect” and intrigue the consumers curiosity to seek further nutritional information on the product (Williams, 2005). There are other authors also who have looked at other

aspects, like Levin and Levin (2010), have focused on packaging and its influence on consumers choosing healthier options (Levin & Levin, 2014). Even though there is an increasing amount of investment done by companies on celebrity endorsements, many have overlooked the impact of third-party health endorsements for the brand. There are many questions which one can ask when a product is endorsed, these days a large number of products are being endorsed and one can never say whether their effects hold solid across different categories of products. One major question that holds is, whether health endorsements impact convenience versus shopping goods differently? According to Holton’s(1958), which provides a classic definition of types of goods, convenience goods are those products which are purchased frequently, with little effort and almost immediately (Holton, 1958). On the contrary, shopping products are explained as those products on which consumers spend time evaluating on the bases of quality, competing products and price (Holton, 1958). Even though there has been previous research on the influence of health endorsement through product involvement, the influence of health endorsement to differentiate between categorisation of products through brand dimensions still remains unclear (Montandon, Ogonowski, & Botha, 2017) (Botha, Creaven, & Mandy, 2020).

The main aim of this study is to establish if health endorsements in food products create a positive effect on brands. Brand loyalty, brand equity and brand trust were utilized to measure such effects. The study furthermore tries to figure out whether the effect of health endorsements differ through different product types. As a result of the study, it showed that the overall image of the brand was not impacted by health endorsements to large extent, however, when product categorisation was considered, there was a significant influence which was realised. It was realised that health endorsements did influence consumers brand loyalty, brand equity and brand trust in convenience good, but the same was not present for shopping good (Botha, Creaven, & Mandy, 2020).

Firms operating in the FMCG industry looking out to increase the strength of their brand or to create a new brand should consider health endorsement as a marketing

strategy to achieve their goals. Increase in brand loyalty is very important to create a competitive advantage in the current marketplace as those customers who are loyal, are most likely to continue to repurchase and neglect competing brands (Cyr, Hassanein, Head, & Ivanov, 2007). Experiencing an increase of brand trust is also associated with an increase in probability of consumers repurchasing your product (Garbarino & Johnson, 1999). A brand having brand equity also ensures that consumers will choose your brand and will be willing to pay more or a premium price over the other brands (Yoo, Donthu, & Lee, 2000). Hence, taking it from a marginal point of view, a lucrative value adding tool for convenience food might be health endorsements (Botha, Creaven, & Mandy, 2020).

Nutritional knowledge of the parents and Home Food Environment

Snacking habits are considered to a very complex process which are influenced by different factors which in the end determine the food intake of an individual. There are many factors which affect the preference towards a snack or food created by an independent and complex interaction in-between environmental and genetic factors. Therefore, research have started to consider the role of environment as an important factor which might influence transition and dietary patterns of the current generation. Many researchers have described different food environmental factors to impact the consumption patterns for children and adolescents (Gerards & Kremers, 2015). The child's Home Food Environment (HFE) has been deemed as an important setting that qualifies his/her activity level, diet quality and ultimately their weight and nutritional status. Many studies have been conducted to evaluate the impact of various environmental factors on the consumption patterns for the children. A number of studies have resulted in positive links between the impact of accessibility and availability of food on consumption patterns (Pearson, Griffiths, P, Biddle, & Johnston, 2017). Even with the availability of healthy snacks, the availability of energy dense unhealthy snacks is relatively positively associated with their consumption. The nutritional knowledge of the parents really influences the various aspects of Home Food Environment and will easily determine the consumption patterns and food choices of their children.

The determination of children's health and nutritional status will depend on the food preferences, dietary patterns as well as the parent's knowledge about the subject (Birch L, 2007).

Many studies have found noteworthy relations between parent's consumption of fruits and vegetables, their nutritional knowledge level, as well as with their children's BMI and weight status, signifying that parents with higher knowledge have better control upon the eating patterns of their children (Johri M, 2016). A child's or adolescent's eating behaviour can be determined by the different styles and attitude of the parenting style the parents have (Nawab, Madan, & Moitra, 2019).

Parent's food purchasing behaviours

In a study conducted by Nawab, Madan & Moitra, more than half of the study population (i.e., 56.8% of parents) agreed that while making the decision to purchase a product they do notice the packaging and signs which incite them to purchase and consume healthier food. About 50% of those parents reported that they generally buy food which is kept at eyesight level on the shelves in the stores. A very large number of parents, about 44.0% of the study sample 'strongly agreed' to looking over the nutritional labels before making a decision of purchasing the product. Around 60% of the parents found that it is difficult to find healthier option while eating in a normal restaurant and 54.4% agreed that Healthier options generally cost more. However, still making a healthy food choice whilst going out for a meal was still considered as important to 74.4% of the study sample, nearly three-fourth of the crowd (Nawab, Madan, & Moitra, 2019).

METHODOLOGY: A cross-sectional study was carried out through out major cities of India. 135 parents, students, working and non-working adults were included in the sample size via convenience sampling method. The numerous variables to be considered for the study are consumer ability to buy, consumption frequency, preferred flavours, age and gender demographic and purchasing platform.

RESULT: the study found a shift in the paradigm of snacking habits in terms of healthy snacking. 71% of the sample size suggested to have a health-conscious mindset. The purchasing platform for FMCG products

before the pandemic was lenient towards offline platforms but shift in platforms is underway. Healthier snacks are preferred by the study sample provided they come in similar flavours as traditional snacks.

CONCLUSION: There is a drastic shift in the purchasing platforms of FMCG products. There is a potential scope that the younger generations might change their consumption habits to a healthier lifestyle, if provided with more healthy options with easier approach. Differentiation of FMCG products helps in increase sales of convenience products and shopping products. Moral discourse and health endorsements are effective marketing tools, if the message is clear and the product actually provides the benefits as portrayed in the advertisements.

KEYWORDS: Consumer Consumption Pattern, FMCG, Healthy snacking habits, Health Endorsements, Moral Discourse.

METHODOLOGY

• RESEARCH DESIGN:

According to the literature review, it should be clear that there has been prior research done on similar terms by various other authors. This study is an add on to the existing ones, which create an understanding to identify and analyse numerous factors affecting the consumer consumption patterns and buying decisions when purchasing FMCG goods through offline or online channels. Therefore, the data accumulated for this study is of quantitative nature. Furthermore, to collect the data a vigilantly detailed questionnaire was employed. The paper research is limited to Indian Population. Primary data that was collected via a structured questionnaire contained potential consumers varying from the age group of 18 to 30 years of age. The study has tried to cover primary data collection to its most extent to reduce bias and since the population is infinite, the sample size was limited as the calculations.

There are two types of sources that this study has utilized, both primary and secondary research. In terms of primary research, the research paper uses survey method which was carried out through an online portal. The secondary research data was obtained through web traffic and official journal websites pertaining to the

topic of the study.

For the survey which was conducted for the primary research of this study, the ideal demographics for the study sample would be the Gen Z and Millennial generation. The up-and-coming customers with money to spend on curiosity to try out new products. The locations were not restricted to just one city in India but the survey was carried out in an online platform so it reaches out to different states and cities. The snacks used for the survey were the new products that are being launched by the company SnackAmor. The products under question were Quinoa and Jowar puffs.

The analysis presented in the study is based on the data provided after conducting a questionnaire which was created to evaluate the demand of healthier snacks in the current market. Apart from the demographics, each question was created to gain information about the consumers preferences, wants and their attitude towards healthier snacking options. Responses finally were collected from 135 potential consumers using online survey platforms in 5 days starting from 28th December 2020 till 2nd January 2021. The data that was collected was carried out as per non-probability convenience sampling.

LIMITATIONS:

There is bound to be some form of constrain & limitation, which can create to some extent diversion from the papers main line

of thought. There was complete effort to make the study relevant and accurate to its objectives, however, there will always be some general problems and limitations, which should be identified to make the study noteworthy:

1. First of all, study is confined to only food items of the retail fast-mover consumer goods (FMCG) sector.
2. Demographics as well as past purchase behaviour were used as inputs in the models, based on data.
3. The sample size of 135 adults, working, not working, mothers, fathers, students (135 respondents do not represent the universe fully.)
4. Through every caution in forming questionnaire and in conducting, the study was taken but to human nature,

the possibility of biases in the questionnaire can't be ruled out. Many respondents may give biased answers.

RESULTS

After doing an online survey of exactly 135 people around India, there is a collective data regarding the customer choice and understanding of their buying behaviour which has been presented in graphical manner for better understanding. The study aimed at capturing this market to have a more health concerned sample size who don't have many dietary restrictions After a deep data analysis, we have found that there are many factors which affect the customers buying behaviour, some aspects utilized in the study are: -

- Age
- Education
- Income
- Type of product
- Buying location
- Quantity of purchase
- Reason for consumption

There can be a direct correlation realized in terms of all the above factors mentioned in relation to buying behaviour of the customer.

As per the study and the data collected, we can see that the study population or the sample size which responded the most for the study were the ages groups between 18-35. Linking another aspect with the age factor would be education, which provides us with the population of the younger generations comprising of Gen X and Millennials.

The main aim of this research project is to understand the shift in trends of the customer in terms of snacking habits. We have seen a shift in trend from traditional snacking habits to more health conscious snacking behaviours. To understand the customers mindset about the same, the survey provided us with data relevant to various demographics of customers and their consumption habits. There were many times that we realized that the sample size was leaning towards a healthier snacking

trend. Figure.1., shows a graphical representation of whether the sample size considered themselves as health-conscious people. As one can see, 71.1% of the study population believes in healthier style of living. They are concerned with what they eat, but also like to have good flavours in what they consume as well.

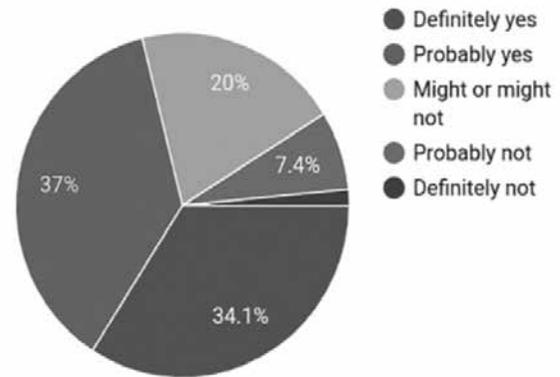


Figure.1 Health consciousness

As per the data, we have realized that many people are still unaware of the type of healthy eating snacks available to them right at their doorsteps.

As you can see in figure.2., people are still lenient towards the traditional snacks like biscuits, wafers, namkeen, etc.

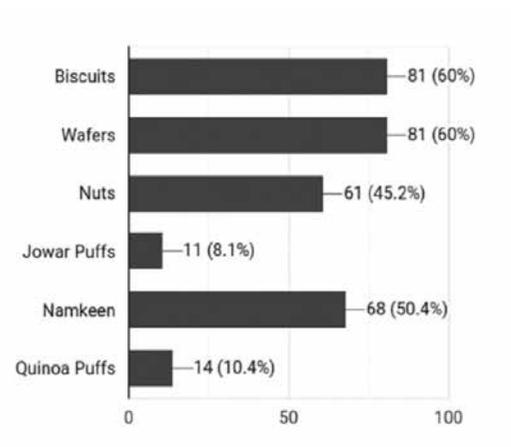


Figure.2. Preference of snacks.

But when the customers are asked about quinoa and jowar puffs, many tend to seek this new type of snack which provides variety of flavour that other traditional snacks provide and also is a healthier option. Figure .3., shows the different types of flavours offered for the

customers to choose from and the one that prevailed was the Indian spices with 82 people ticking that as one option. This shows that the Indian study population wants the flavours of the traditional Indian snacks but if given a healthier option, they would choose the new world snacks with similar flavours provided.

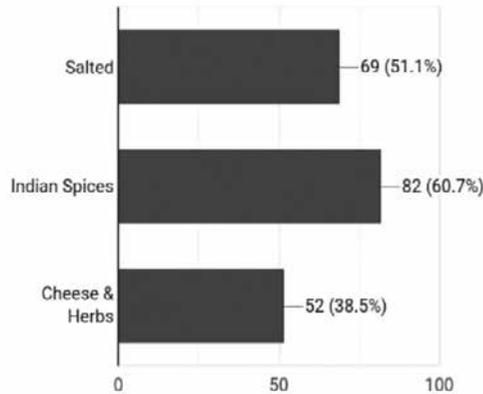


Figure.3. Flavour choice.

In order to understand whether the study population is open to different types of snacks and

To tap a potential untouched market, the survey had many questions related to the two products Jowar and Quinoa puffs.

There were many parameters that were taken in terms of understand the customers mindset

about these snacks, the quantity they were willing to purchase, the price which seemed

reasonable to them and the flavours they would like to see on the shelves.

According to the data results, many people in the study group don't order these snacks online and through third party website. In figure.4., one can understand that the study group majorly go to purchase their snacks in and around their local supermarkets and kirana stores, due to it being so convenient many people would rather just buy it from a nearby store than order it online and wait for it to come to them days later.

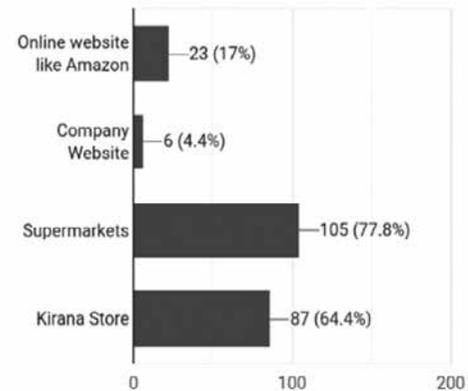


Figure.4. Purchase methods

As you can see in the figure. 5,6., the customers have very similar expectations from these new world snacks in comparison to the traditional snacking items. In figure.5., we understood that the customer expects the price of a 200 gms packet of Jowar Puffs to be in similarity to your usual namkeen which costs around Rs.20-40 depending on the packet size. One can also deduce that due to the product not being so popular yet, many survey results suggest that a smaller version of the product quantity is demanded.

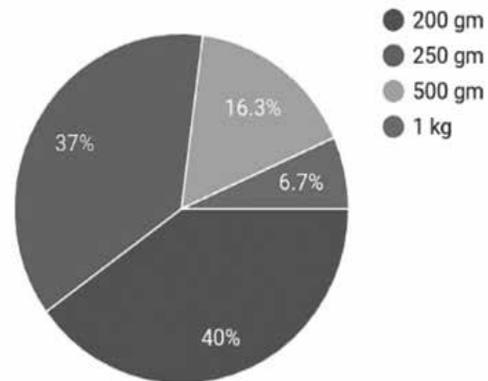


Figure.5. Preferred price range

As mentioned in figure.6., major lineage goes towards the 200 and 250 gms packets, but one can say that after a rise in popularity people would be willing to purchase more in quantity due to not only its health benefits but also it being easy on the wallet.

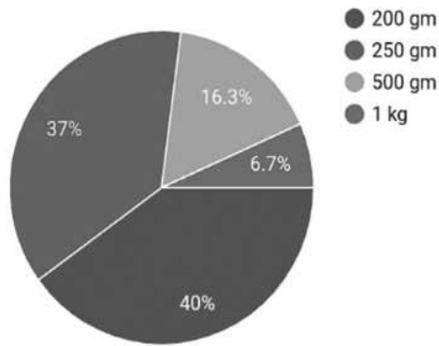


Figure.6. Preferred quantity of product

SUMMARY:

After the survey conducted of 135 people, we can conclude that there is certainly a shift in the paradigm of snacking habits that the Indian population is heading towards. Many people in the survey are still hanging on to traditional snacking habits due to the snacks having not only a nostalgic appeal linked with them but also due to it being conveniently available. Indian traditional snacks have already a very strong established market space which has been going on for generations. In order to break through to the population, the new world snacks would have to have a more appealing bases not only in taste but also in terms of price, quality, quantity and availability to the customer. Even though the younger generation of consumers are shifting towards healthier snacking habits, reaching out to each and every customers about the perks of healthy snacking is imperative for market capture.

DISCUSSION

After through analysis of data, the findings that one can conclude is that the up and coming population of Gen X and Millennials have many different choices in terms of snacking option, but are more leanant towards healthier options. As we saw from the analysis of the survey data, almost 71% of the study population is concerned about eating healthier food rather than traditional snacks. According to them, a healthy snack must contain not only organic raw materials, but also also not having preservatives and should be nutrient rich food. The main reason for these generations to shift the trend

from traditional snacks to healthier snacks is not only to control weight gain but also have better overall health and change in lifestyle.

The Indian FMCG and fast food industry has boomed in the past decade. The younger generation of the country has been experiencing a better Quality of Life (QOL) due to increase income and upsurge in urbanization. Now due to the younger generation being more prone to trying out new products and curious about the next thing, there is almost a very resting change in trends in every sector. Now with this shift in trends, many consumers are bound to head towards a healthier lifestyle in terms of snacking and consumption of food items. Even though there are not many options still available to the population currently, our findings do predict that the study population was not aware about healthier options in terms of snacks, but are keen on giving them a try. Due to traditional snacks having more domainance in the market share, many customers overlook the healthier options and not even notice the incentives that come along with new world snacks.

One very interesting finding that we found after analysis is the fact that a huge percentage of women have shown incentive to opt for healthier snacks, which shows a positive way of life for the future. This could lead to a healthier life style for household in the future as according to our survey which contains 61.5% women in the sample size, are aiming for healthier snacking option. For the fact remains that many households in India, women take charge of the family's meal plan and nutrition. So inculcating these values in the future of the country may help a lot in the long run. In the literature review, the study uses a survey conducted by Nawab, Madan & Moitra to understand how the eating habits of the parents affect the future generation. Due to the population agreeing to having a health conscious mindset for themselves as well as their children, one can say that the Indian population both current and future might be heading towards a healthier lifestyle.

There is another finding which correlates the traditional snacking items and the new world one happens to be flavor. Many participants in the survey wanted similar flavours which are found in traditional snacks to be available in the healthier options as well. According to the data, Jowar puffs were demanded to have the Indian

Spice flavour as a favorite in relation to the other flavours offered.

Now when it comes to creating an impact from the perspective of the brand, many FMCG companies have chosen to use moral discourse as a marketing strategy and it seems to be working just fine for most companies. Utilizing the emotional factor and hitting it on the spot where it impacts the customers the most. Since positive association with health endorsements provide a “Halo Effect” towards the company, utilizing it to reach out to all health conscious customers seems like a lucrative method of market capture. The trend of reaching consumers through celebrity endorsement is always an option but in this new technological era, companies can use third party health endorser for brand which are much cheaper financially speaking. In order to create competitive advantage brands must not only have brand loyalty but also brand trust and equity are equally important. Having these three pillars in your marketing strategy is bound to create consumers who are loyal, negligent towards competitors and repurchase your product.

Many companies have now shifted to the e-commerce platform which provides a new market space for reaching out to consumers. And due to the offline market space has already been dominated and established by traditional snacks, this new market sector would be the area to take over if healthy snacking companies like SnackAmor have to capture the market.

CONCLUSION

Due to the evolution of consumer lifestyle, time has become an increasingly scarce resource for retailers. Growing labour force of women, rapid urbanization and other factors are contributing to increased time-pressed practices in India. Due to Socioeconomic drifts creating more time-pressed routines, the Indian customers are constantly looking out for time-saving options and higher accessibility throughout different aspects of their lifestyle, which also include their food habits. So, the Indian market has realised a gradual shift in food and snacking habits towards pre-prepared food and packaged snacks for a less time-intensive cooking procedure.

The shift of focus on saving time has created more erratic eating and snacking habits in India. A lot of consumers

have now days started avoiding the usual “three-square meals” and are slowly shifting onto different and diverse on-the-go meals. However, in India having a small snack in mid afternoon or evening was a common tradition seen from ages ago. Although in recent years, we can see a shift in trend from customers preferring snacks over proper meals. A huge factor which could have started this trend is the year-on-year upsurge in commute time for heading to the office or back home, particularly in metro cities such as Hyderabad, Bengaluru, Mumbai and Chennai. Due to this, customers and consumers are seeking portable, quick, convenient and healthy on the go options for meals.

Consumers are also motivated to detox in accordance to their eating habits to reduce, reverse or delay avoidable diseases. Thankfully the presumed notion that healthy snacks are not tasty or are quite boring is not there anymore due to companies like Snack Amor. Providing quinoa puffs and jowar puffs in various flavours that enrich not only the customer's palate or also their metabolism. Snacking now is not only a simple quest to find healthier food but delicious as well. Snack Amor as a health food brand has been able to bring in some ethnic and robust flavours into the market which should catch much of the customer's fancy.

Due to consumers looking out for more convenient and healthier eating options, smaller single-server packet sizes have expanded their horizons in this newly found market space. Going forward, many companies will have to adapt to a wider characteristic of the competitive landscape in packaged foods and snacks due to their intense competition with traditional snacking habits of the Indian consumer. Also, due to the increase in demand for more healthy and convenient food products and snacks the competition is just going to increase by a major chunk in the coming years. So, in order for Snack Amor to win over this market share, they should leverage their distinct advantages for them to overcome and win the health-focused snack war, they should inform and educate customers about their products so they can bring out the best in their customer's snacking habits. In the foreseeable future, the thin line between a snack and a meal are expected to diminish even more, heading towards consumers wanting more and more options for healthier and convenient snacking.

SCOPE FOR FURTHER RESEARCH

The research paper has shown us that customers loyalty and understanding customers consumption patterns can prove to be useful information to identify at risk customers. Although these facts limit the researcher's ability to access theoretical insight inside the consumer behaviour process, it can be said that acquiring this set of data through questionnaires would be an expensive and laborious process. Moreover, one can anticipate that utilizing the above mentioned or other variables would not essentially improve the analytical capability and take out problems such as non-response bias. So as a scope for further research, these aspects can be taken up by other researchers.

REFERENCES

- Anand, S. (2020, April 17). Covid-19 Lockdown Impact: FMCG Sales Witness Sharp Decline in March Last Week, Says Nielsen Survey. Retrieved from The Economic Times : <https://economictimes.indiatimes.com/news/economy/indicators/covid-19-lockdown-impact-fmcg-sales-witness-sharp-decline-in-march-last-week-says-nielsen-survey/articleshow/75200367.cms>
- Barro, J. R., & Weng, J. (2020). The Coronavirus and the Great Influenza Pandemic: Lessons from the 'Spanish Flu' for the Coronavirus's Potential Effects on Mortality and Economic Activity. NBER Working Paper Series, 51-65.
- Birch L, S. J. (2007). Influences on the Development of Children's Eating Behaviours: From Infancy to Adolescence. Canadian Journal of Dietetic Practice and Research : A Publication of Dietitians of Canada. Revue Canadienne de La Pratique et de La Recherche En Dietetique : Une Publication Des Dietetistes Du Canada, 56-68.
- Botha, E., Creaven, G., & Mandy, J. (2020). Conveniently healthy: The impact of health endorsements on brand trust, brand loyalty and brand equity in Fast Moving Consumer Goods convenience versus shopping goods. South African Journal of Business Management , 50-61.
- Chen, A., & Eriksson, G. (2019). The making of healthy and moral snacks: A multimodal critical discourse analysis of corporate storytelling. Discourse, Context & Media, 1-10.
- Cyr, D., Hassanein, K., Head, M., & Ivanov, A. (2007). The role of social presence in establishing loyalty in e-service environments. *Interacting with Computers*, 43-56.
- Garbarino, E., & Johnson, M. (1999). The different roles of satisfaction, trust and commitment in customer relationships. *Journal of Marketing*, 70-87.
- Gerards, S., & Kremers, S. (2015). The Role of Food Parenting Skills and the Home Food Environment in Children's Weight Gain and Obesity. *Current obesity reports*, 30-36.
- Hassan, D. S., Apoorv, Bhatia, R. K., Malvika, & Mohan, P. (2021). A Study of Factors Affecting Buying Behaviour of Indian Consumers towards Online Purchase of FMCG Product. *Journal of Research in Business and Management*, 46-51.
- Holton, R. (1958). The distinction between convenience goods, shopping goods, and specialty goods. *The Journal of Marketing*, 53-56.
- Johri M, S. S. (2016). Maternal Health Literacy Is Associated with Early Childhood Nutritional Status in India. *The Journal of Nutrition*, 1402-1410.
- Levin, A., & Levin. (2014). Impact of celebrity endorsements and brand mascots on consumer buying behavior. *Journal of Global Marketing*, 128-143.
- Mehta, S. (2020). Assessing the Change in the Consumption Pattern of Indian Consumers Due to Pandemic Lock-Down: A Study from FMCG Sector. *International Journal of Business and Management Invention*, 18-35.
- Montandon, A., Ogonowski, A., & Botha, E. (2017). Product involvement and the relative importance of health endorsements. *Journal of Food Products Marketing*, 649-667.
- Nawab, S., Madan, D. J., & Moitra, P. (2019). Nutritional knowledge of the parents and home food environment of 10 to 12 year old children of Mumbai. *International Journal of Physiology, Nutrition and Physical Education*, 114-119.

Pearson, N., Griffiths, P., Biddle, S., & J. J. (2017). Individual, behavioural and home environmental factors associated with eating behaviours in young adolescents. *Appetite*, 35-43.

Sehrawat, M. (2019). Fast Food Consumption Pattern among University Hostel Girls. *Journal of Advances and Scholarly Researches in Allied Education*, 62-67.

Williams, P. (2005). Consumer understanding and use of health claims for foods. *Nutrition reviews*, 256-264.

Yoo, B., Donthu, N., & Lee, S. (2000). An examination of marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*, 195-208.

***PROBLEMS AND PROSPECTS
FACED BY THE WOMEN WORKER
IN UNORGANISED SECTOR***

Dr. Sumathi Gopal
Asst. Professor
Sterling college of Arts, Commerce & Science, Nerul,
Navi Mumbai
Email- adv.sumathigopal@gmail.com

Abstract

The unorganized women workers are living below the minimum accepted standards without adequate facilities and having very lower income that did not meet their daily needs of life. Unorganized women workers including home-based works like rolling papad and beedis, self-employment programs like selling vegetables, employment in household enterprises and small units, agricultural workers, labour on construction sites, domestic work, handicrafts, khadi and village industries, handloom weaving and sericulture etc. The women workers are employed mainly in the field of construction sector as a worker and comparatively more opportunities are there due to redevelopment process & improvement in the infrastructure policy in Maharashtra. They work hard in constructing building, bridges, mall etc. to make their life better and reach their children in quality education and healthy food without acquiring any special skill and training. The study focused on the job satisfaction of women and the data were collected from 100 respondents and also from various books, reports, journals and websites. This study will reveal that whether women are satisfied with the facilities including wages, ESI, EPF, leave with wages etc. at work place given by the employer for the women staff. The study revealed that most of the women workers were dissatisfied with the facilities & statutory compliance by the employer. The researcher could find that the workers were not earning basic livelihood during monsoon due to lack of work & with the result it affects their personal life. Without a doubt, many informal workers are not in a position to meet their daily requirement.

Keywords: Unorganized; Women; Job Satisfaction; Legal Compliance & wages

Introduction

Women form an integral part of the Indian workforce. According to the information provided by the office of Registrar General & Census Commissioner of India, As per Census 2011, the total number of female workers in India is 149.8 million and female workers in rural and urban areas are 121.8 and 28.0 million respectively. Out of total 149.8 million female workers, 35.9 million females are working as cultivators and another 61.5 million are agricultural labourers. Of the remaining female workers, 8.5 million are in household Industry and 43.7 million are classified as other workers.

As per Census 2011, the work participation rate for women is 25.51 percent as compared to 25.63 per cent in 2001. The Work Participation Rate of Women has reduced marginally in 2011 but there is an improvement from 22.27 per cent in 1991 and 19.67 per cent in 1981. The work participation rate for women in rural areas is 15.44 per cent as compared to 30.02 per cent in the urban areas.

In so far as the organized sector is concerned, in March, 2014 women workers constituted 20.5 percent of total employment in organized sector in the country which is higher by 0.1 percent as compared to the preceding year. As per the last Employment Review by Directorate General of Employment & Training (DGE&T), on 31st March, 2011, about 59.54 lakh women workers were employed in the organized sector (Public and Private Sector). Of this, nearly 32.14 lakh women were employed in community, social and personal service sector.

The Indian constitution is one of the most progressive in the world and guarantees equal rights for men and women. Despite the advances women have still given second priority almost everywhere especially in unorganized sector in terms of level and quality of employment compared to males. Even women workers continue to labour because of many severe problems like Poverty, lack of access to education and inadequate health facilities etc. They are made to work for long hours and wages paid to them are not according to their work. In Mumbai, unorganized women workers constitute the mainly in the field of construction sector as worker. They worked hard to make their life better and reach their children in quality education and healthy food without acquiring any special skill and training.

Employment in the Unorganized Sector

According to the National Commission for Enterprises in the Unorganized Sector (NCEUS), unorganized workers consists of those working in the unorganized enterprises or households excluding regular workers with social security benefits and the workers in the formal sector without any employment social security benefits provided the employees. A number of Acts such as the Workmen's Compensation Act (1923), the Industrial Disputes Act (1947), the Employees State Insurance Act (1948), the Minimum Wages Act (1948), the Maternity Benefit Act (1961), the Contract Labour Act (1970), the Payment of Gratuity Act (1972), the Building and Construction Workers Act (1996) etc. are there to the organized workers to attain different kinds of social security and welfare benefits. Though it has been argued that the above Acts are directly and indirectly applicable to the workers in the unorganized sector also but it is not implemented properly in the case of unorganized workers.

NEED AND SIGNIFICANCE OF THE STUDY

The unorganized women workers are living below the minimum accepted standards without adequate shelter and toilet facilities. The low earning of these women cannot meet with their daily needs. They do marry, bear children, and get old but under these phases of life, they live the same life. They live under unhygienic environment which results dangerous diseases. They work

more than men as they have to play a dual role working both in and outside the home. No doubt, there are some laws to protect women and prevent exploitation like the Interstate Migrant Workmen Regulation of Employment and Conditions of Service Act 1979, The Bonded Labour System (Abolition) Act 1976 and Maternity Benefit Act 1961 etc. but these laws are not practically and strictly implemented. Many women workers are there in the field of construction and often they do not get support from the employer. So this study mainly focused on the problems of women in the construction site they are poor and with lower education by understanding their working conditions and job satisfaction and also to find out whether they were satisfied or not.

REVIEW OF LITERATURE

Dr. Vandana Dave (2012) made an attempt to understand the socioeconomic condition of women labourers, nature of their work, their working conditions, wage pattern, wage discrimination and other difficulties faced by them at their work place. It was carried out with 350 respondents including women construction workers, agriculture labourers and domestic helpers working in the unorganized sector. The results showed that majority of the migrant women were engaged in the construction industry and were only employed in unskilled and low paying jobs as coolies, laborers and helpers and women were exploited to a greater degree as they were paid less compared to men for similar nature of work and hours spent on work. The conditions of work in the unorganized sector were unsatisfactory and the problems confronted by them were acute. And that their illiteracy, poverty and indebtedness forced them to work for lower wages and under unjust conditions.

Anthony P. D'souza (2013) focused the status and contribution of unorganized sector focused more on the challenges and problems faced by the youth in selecting job as self-employment. It is found that larger number of workers was getting their livelihood from this sector and entrepreneur plays a vital role in bringing up unorganized sector at the better position in the country. Vasudev and Romica (2012) conducted a study amongst working women of the organized and unorganized sector for understand their status within the family by looking

at their involvement in key decision making areas including distribution of household duties and money related decisions.

Study Report Naka^o Workers (Construction Industry) (2007) aimed at examining the present status of Naka^o Workers^o in construction industry in Navi Mumbai. Number of issues have come up through the study viz. minimum wages are not paid, labourers are not skilled, lack of elementary education, oblivion about their statutory and constitutional rights. The conditions of construction workers in Naka^o Markets are still worse.

(REPORT OF THE PUBLIC HEARING ON WOMEN CONSTRUCTION WORKERS MUMBAI, FEBRUARY 11, 2004) bring out the consequences and determinants of women's work in the unorganized sector. It is revealed that women in the construction sector are working with very lower wages than the minimum wage fixed. They are not getting any service benefits such as increment, leave, pension, P.F and insurance. They are all coming from the lower class family and are exploited in many ways.

OBJECTIVES

1. To Study the problems faced by the workers in construction site.
2. To analyze the reasons for the problems suffered by women worker in construction site.
3. To specify the problems of women relating to statutory compliance and their job satisfaction.

HYPOTHESIS

HO The employer takes the advantage of the illiteracy the employee

H1 There is no significant advantage taken by the employer regarding the illiteracy the employee

HO Women employees are satisfied with the facilities & statutory compliance in the construction site.

H1 Women employees are not satisfied with the facilities

& statutory compliance in the construction site.

METHODOLOGY USED FOR THE STUDY

Construction industry is one of the main livelihoods of the poor and uneducated women. Women workers in the construction site in Mumbai, Thane & Navi Mumbai areas were the respondents of this study.

Data Collection: The primary data were collected from 100 respondents

Secondary Data: Books, reports, journals and websites.

Method: Exploratory & Analytical method

DATA ANALYSIS AND DISCUSSION

This is clear from the study that the women engaged in construction site is comparatively higher than the other works because of easy accessibility and also no need for particular skill. But compare to men women also face some sort of inequality in wages. This revealed that most of the women were dissatisfied with the facilities at work place given by the employer like special facilities for the women staff and staying or hostel facility etc but there is no time for refreshment because of continuous working hours without shifting the job. Respondents also said that they had less work load during monsoon, etc. and less breaking time at that time. The main points of the study were noted the below table.

Opinion	Highly satisfied	Satisfied	No Opinion	Dissatisfied	Highly Dissatisfied
Wages	0	5	25	55	15
Facilities at workplace	0	4	4	50	42
Working Hours	7	30	0	33	30
ESI Facilities	0	0	100	0	0
Working conditions at Monsoon Season	0	2	0	68	30
Break time including lunch	6	44	5	23	22
Bonus	0	12	0	48	40
Safety measures	0	2	0	29	69
Medical Facilities	0	0	0	30	70
Weekly Off with wages	0	0	0	50	50
Overtime Facility	3	2	0	45	50
Crèche Facility	0	0	0	50	50

Note: HS – Highly Satisfied, S – Satisfied, NO – No Opinion, D – Dissatisfied, HD – Highly Dissatisfied

FINDINGS:

It is clear from the study that the 55% of the workers were dissatisfied & 15% were highly dissatisfied on the wage pattern in the construction company 50% of the employees were not satisfied with the infrastructure provided by the employer & 42% were highly dissatisfied with the facilities provided to them in the work place. Though the statutory requirement for the employee regarding the bonus, medical, ESI facilities & leave with wages have been advocated by the government but the employer failed to provide these statutory requirements to the workers working in a construction industry. They were not provided with the safety measures as required by law. In contrast, sales women faced some problems like seasonal work load, low wages compared to men, less break time and continuous working hours. So the

poor women consider it has their livelihood and still continue with the job just like an addition to the family income for better life. One of the special problems of construction workers is that they are practically bonded labourers. Contractors bring workers and their families from distant states. This ensures that the workforce is totally dependent on the contractor for survival. Many of these workers cannot speak the local language and are unable to communicate their problems to local authorities or trade union persons or social workers. Many construction labourers die in accidents but the contractors and builders cover up these cases. They send the bodies back to their native place and claim that the deaths were because of liquor consumption. They had neither ration cards nor electoral identity cards. Constantly relocating homes from worksite to worksite and living in impromptu housing without clean water and sanitation was extremely difficult. This affected their health and that of their families. Childcare, they

said, is a special problem, as children are particularly vulnerable to accidents on the worksites. Children cannot be educated because of the constant relocation. Sexual harassment and non-payment of wages are major problems.

A major problem of construction workers is the lack of proper employment venues. To find work, they are forced to stand in the open and wait for contractors to offer them casual daily work. When workers stand in the naka (crossing) shopkeepers and businessmen object and complain to the police. Police do not take the side of workers. Kantabhai, a women worker working in construction sit at Thane, narrated that in the construction sector many women work right through pregnancy and even deliver children at the worksite or naka. They do not go to hospitals because they are ill treated there. They get neither maternity leave nor maternity benefits. As a result of living in poor conditions, infections and diseases of the reproductive tract are common and leucorrhoea is a big problem. The health of all the women is affected; they are weak and most say that they have lost a few children. Childcare was a special problem. She has seen women take babies up to top floors of tall buildings and tie the paalna (cloth cradle) there. They cannot leave the babies at home or even on a crèche on the ground floor (if there is one) because they have to be breastfed. Women feed their babies hiding from the contractor. There are no toilets on any site, so where do women go? There is no place to bathe in privacy and clean oneself of the dust and dirt of the workday. There is clean water provided when it is needed for construction but not for drinking. Women who live in impromptu housing cannot cook and leave the food lying in their huts because cats and dogs can get in. They cook during the lunch break and hurriedly feed the family.

CONCLUSION

Women workers have to perform dual role of both outside employment with or without violent working conditions and also manage their home. They are also having same productivity and efficiency like men even then they faced discrimination in wages and poor working conditions and insecurity. Both the central and state governments have formulated certain specific schemes to support unorganized workers but which fail in meeting the real needs and requirements of the unorganized labour force.

This study deals with the problems and satisfaction level of sales women in the construction site and found that their working conditions and wage patterns were comparatively higher than other unorganized work like contract, agriculture, self employed, household units, etc. Engagement of women in this field was high because of no skill and easy accessibility even some sort of inequality is there when compared to men. This revealed that most of the women were dissatisfied with the facilities at work place and in continuous working hours and lack of work or less work during monsoon.

REFERENCE

JOURNALS

1. Madhu Balaaji S and Girija Anil, ML (2018) 'A Study on Labourers and Their Problems in Unorganised Sector in India', International Journal of Current Advanced Research, 07(2), pp. 9977-9979.
2. Anthony P. D'souza, "Unorganized Sectors: Role of an Entrepreneur and Challenges in SelfEmployment", International Journal of Scientific and Research Publications, Volume 3, Issue 6, June 2013
3. Dr. Vandana Dave, "women workers in unorganized sector" women's link, vol. 18, no. 3, julyseptember 2012.
4. Usha. P.E, "Determinants and consequences of women's work in the unorganized sector", Research Programme on Local Level Development, Centre for Development Studies.
5. Vasudev and Romica, "status of women in family: a study among women workers of organised and unorganized sectors in urban areas". Thesis, Christ University, 2012.
6. Shashank, K., Hazra, S., & Pal, K. N. Analysis of Key Factors Affecting the Variation of Labour Productivity in Construction Projects.
7. Bureau, L. (2007). Indian Labour Journal. Ministry of Labour and Employment, Government of India.
8. Devi, K., & Kiran, U. V. (2013). Status of female workers in construction industry in India: A Review. IOSR Journal of Humanities and Social Science (IOSR-JHSS), 14(4), 27-30.

9. Kumar, D. (2013). Inimitable Issues of Construction Workers: Case Study. *British Journal of Economics, Finance and Management Sciences*, April,7(2), 42- 53.

10. Madhu Balaaji S and Girija Anil, ML (2018) 'A Study on Labourers and Their Problems in Unorganised Sector in India', *International Journal of Current Advanced Research*, 07(2), pp. 9977-9979.

Sindhi Swaleha - 2012, Prospects & Challenges in Empowerment of Tribal Women, *Journal*

of Humanities & Social Science, Volume-6, Issue-1

Sindhi Swaleha - 2012, Prospects & Challenges in Empowerment of Tribal Women, *Journal*

of Humanities & Social Science, Volume-6, Issue-1

Sindhi Swaleha - 2012, Prospects & Challenges in Empowerment of Tribal Women, *Journal*

of Humanities & Social Science, Volume-6, Issue-1

Sindhi Swaleha - 2012, Prospects & Challenges in Empowerment of Tribal Women, *Journal*

of Humanities & Social Science, Volume-6, Issue-1

11. Sindhi Swaleha - 2012, Prospects & Challenges in Empowerment of Tribal Women, *Journal of Humanities & Social Science*, Volume-6, Issue-1

12. D'Souza, P. Antony, (2013), "Unorganized Sectors: Role of Entrepreneur and Challenges in Self-employment", *International Journal of Scientific and Research Publications*, 3 (6), 1-5

BOOKS

13. Naidu, E. M. & Krishnamoorthi, D. (2002) "Sources of Inequality In Salaries : a Decomposition", Edited by Mittal A.C. & Sharma Sanjay Prakash "Labour and Economics", RBSA Publishers, Jaipur pp.144-156

14. Patel, S. K. & Talati, R. C.(2002) "Labour Migration In India : Some Issues" Edited by Edited by Mittal A.C. & Sharma Sanjay Prakash "Labour and Economics", RBSA Publishers, Jaipur pp.45-73 15. Panda Damodar (1999) "Labour in Unorganised Sector- The Devalued and The Deprived", Manak Publications Pvt. Ltd.

WEEKLY

16. Rao, V.M., Rajashekhar, D. and Suchitra J.Y. 2006. "Unorganised Workers: Social Security Needs, Policy Implications" *Economic and Political Weekly*, Vol. No. 19 (May 13-19. 2006)

17. Kathuria, Vinith, Rajesh Raj S.N and Kunal Sen (2010), "Organized versus Unorganized Manufacturing Performance in the PostReform Period" *Economic and Political Weekly*, 45 (24), 55-64

WEBLIOGRAPHY

18. <http://en.wikipedia.org/wiki?curid=2491879>

19. <http://fedina.org/777/2011/10/UNORGANISED-SECTOR-IN-INDIA1.doc>

20. <http://www.grkarelawlibrary.yolasite.com/resources/LLMSY-Lab-2-Shreya.pdf>

21. <http://mpira.ub.uni-muenchen.de/9247/1/>

22. http://urizengeography.nsm.du.edu/~psutton/AAA_Sutton_WebPage/Sutton/Publications/Sut_Pub_7.pdf

23. Bharat Jyoti (2008), report on socio economic status of the women domestic workers, ministry of WCD, pgs 11-13

24. <http://www.questia.com/library/journal/1G1-235631658/unorganized-workers-welfareimperatives-initiatives>

25. <http://www.iasaspirants.com/category/main-exam/general-studies-mains-paper-iii/>

26. <http://en.wikipedia.org/wiki?curid=10880532>

27. http://www.labour-rightsindia.eu/studies/2_AILS_study.pdf

28. <https://www.sokanu.com/careers/constructionworker>

IMPACT ON CONSUMER PSYCHOLOGY TOWARDS SHOPPING BEHAVIOR DURING COVID-19 PANDEMIC

AKM Kamrul Haque

Abstract

Much has been talked about around the alternative of buying items among the distinctive segments of the supply chain during the global pandemic. However, consumers are learning to contrive and learn modern propensities due to lockdown and social separating mandates. I focus on explaining the adjustment of modern structure of consumer behaviour during post pandemic. I collect and analyze the interviews from twelve respondents from the different segments (consumer and retailer) in northern part of Dhaka. We find that consumer behavior on online shopping is being changed in an emergency and steps of typical supply chain may be changed for a while during global pandemic. At exceptionally stating of emergency, consumers expend a huge sum of ingredients instead of a wrapped-up food and also lean toward purchasing the items from the branded retail shop through online. Consumer's new habits emerge with the advance technology, demographical change and innovative ways of learning to cope with blurring the shopping behavior in the ongoing pandemic situation. This change towards more technology-based communication will coordinate understudies to proceed with their learning and engage virtual mentoring to empower consumers.

Keywords: Consumer Shopping Behavior, Consumption, Non-durable goods, Supply chain, FOMO, COVID-19

Introduction: Covid-19 has revolutionized not only the consumers choice but also the Marketing Strategies of many retailers as consumers have grown accustomed to different products, online purchasing, and the door-step delivery of products from anywhere in the world (Bucko, Lukáš and Martina 2018; Mohammad et al. 2018). Consumer Shopping Behavior depends on many different situations like Demography, Emergency

situation and so on. Consumers have been experiencing new ways of staying safe, protecting their health, and following shelter-at-home protocols by adopting new brands and channels in order to purchase anything. Mr. Sheth said in his article on 2020 that all consumption is location and time bound. Consumers develop habits over time about what to consume, when and where (Sheth, 2020).

He also said that rules and social-distancing practices by restrictive lockdown have severely disrupted consumer behavior worldwide (Sheth 2020a). As a result, various types of businesses have been forced to find new ways to reach homebound consumers and to re-penetrate their markets. As consumers embrace new digital technologies in their confiscated lifestyles, their daily routines and habits are transforming the space of online shopping (Bucko, Lukáš and Martina 2018).

Objectively, the pandemic and the realistic threat of contracting COVID-19 means that it is now quite reasonable for people to be on alert and highly sensitive to threat and take precautions such as social distancing. Fear, anxiety, and worry are now quite normal and to be expected (abhors et al., 2020; Pakpour & Griffiths, 2020); normalization makes fear less unique to particular individuals. There are also clear implications that realistic threat has in terms of how personality constructs should now be regarded. For instance, being a perfectionist seems less dysfunctional during those times in life when making a mistake can cost someone her or his health and perhaps life. the ongoing pandemic has clear impacts in terms of the relevance of psychological needs.

The classic hierarchy model of needs espoused by Maslow (1962, 1971) as part of his humanistic theory is based on the premise that psychological needs such as

self-esteem, love, and self-

actualization only become relevant once basic physiological needs and safety and survivor needs have been satisfied. The emphasis has clearly shifted from growth motives to deficiency motives and basic issues of survival for many people.

Conceptual Frame

Consumption

Usually Consumption means satisfying needs. Well, the concept of needs compulsory for existence because consumers get pleasure when they are satisfied with fulfilling need otherwise feel pain (Dolu,1993:21). As world resources may be inadequate, human being should consume

those efficiently. Thus, we may not face scarcity of resources only but also probability to share in a fair way. However, the consumption concept will be formed by consumer attitude and behavior, because of the consumer's social, cultural, economic, and psychological differences. According to Solomon and his friends (1999) who study the consumer behaviors, consumers usually buy goods because of the meanings they have rather than their main features. Consumption fact forms with the meanings that consumer loads before the purchasing behavior

occurs, with the purchasing and after it.

Consumer

Individuals who buy “marketing components” to provide their personal requirements, desires, and needs or have the ability to buy are called consumer (Tek & Özgül, 2013). The concept of buying, in modern understanding, is expressed as buying or renting but consumer concept was examined and said that the individual who demands to buy the product, which buys and benefits by using it can be different. In this regard, consumer is the one who consumes; user is the one who benefits from it; purchaser, on the other side, is the person who is willing to pay for it. Many attempts have been made to understand consumers and the complex decisions they make in product acquisition (Goodman, Lockshin, & Cohen, 2008; Grunert, 2002; Gutman, 1982; Kaynak & Kara, 2002; Lockshin, Mueller, Louviere, Francis, &

Osidadcz, 2009).

Schiffman and Kanuk (2006), stated in their article that consumer could be individual or corporate body that buy and consumes the goods and services that provided by producers. In the

similar fashion, it does not matter whether consumers are households, individuals whoever in need of are seeking, have consumed, and/or bring important perspectives to the planning and decision-making process (Schiffman & Kanuk, 2006). Lancaster and Massingham (2011) noted

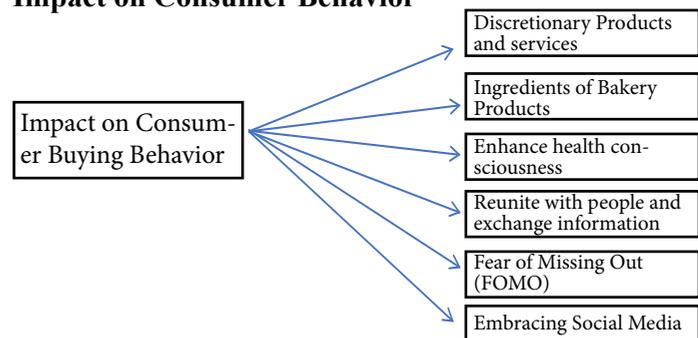
that a consumer is anyone involved with buying and using products or services for personal, household and organizational benefits. However, the Western Australia Consumer Affairs Act (Government of Western Australia, 1971) defined a consumer as a person who either purchase or takes on hire or lease even potential buyers or lessees or hirers of, or borrower of money for the sole aim of buying goods without recourse to re-selling or leasing.

Consumer Behaviors

Consumer behavior is the study of how individuals, groups and organization's select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants (Kotler and Keller, 2006). Consumer behavior deals with basic topics such as why individuals choose a product, which brands they emphasize, what kind of stores they do shopping. Also socio-cultural features like culture, social classes, belief, and attitudes affect the consumer behavior (Karafakioğlu, 2012a).

Some Major impact on Consumer Behaviors cause of COVID 19 is bellows.

Impact on Consumer Behavior



Objectives:

To know the consumers' purchasing behavior during the emergency and non-emergency period To what extent consumers are being benefited by changing shopping behavior

To find the factors that consumers afraid of COVID 19

Literature Reviews:

Consumer behavior is the very fundamental study of purchasing, utilizing products and disposing services, choosing the company, desire to acquire and adapt innovativeness based on individuals or in a group to satisfy their basic needs and requirements. Mr. Nelson stated in his article on 1970 that shopping behaviors consider to the influences of consumers in the market and latent motives for those actions. Kotler and Keller stated on 2011 that "consumer buying behavior is the study skills of purchasing and disposing of services, goods, experiences or ideas by the single person, groups and organizations in order to fulfill their requirements". Product purchasing

relates to its purchase, consumption and disposal; hence, consumer behavior exposes the processes, activities and inactivity's involved with a product (Payne & Frow, 2005).

Uncertainties and Challenges are very usual things which face by every organization which might be not only any company but also family, society or any individual (Eisenhardt Melissa and Scott 2016; Ferraro et al. 2015). Consumers behave on making their purchases based on crisis situation. The general recommended measures are avoiding contact with persons susceptible of infection, isolation, wearing protection masks in public spaces, quarantine and strict personal hygiene (WHO, 2020a).

We have found in the literature about FOMO is related to broader sense of depression, anxiety, and physical symptoms (Baker, Krieger, & LeRoy, 2016; Elhai, Levine, Dvorak, & Hall, 2016), and to more problematic social media and mobile phone use (Beyens, Frison, & Eggermont, 2016; Oberst et al., 2017). People are afraid of their own analysis and based on that focus on using products and services thus lead their daily life.

According to the Accenture report on April 2020 on consumers, 88% said they are feared about the impact on the economy, 64% said worried about impact on their personal Job security, 82% of consumers are fearful of others health and only 64% are feared about their own health.

Luo, Wang and Zhang (2019) stated in their Article that China has the largest e-commerce market in the world and its household consumption growth was shaped by developing e-commerce.

According to United Nations Conference on Trade and Development (UNCTAD) report, the COVID-19 pandemic has changed online shopping behaviors than ever, they surveyed about

3,700 consumers in nine emerging and developed economies and survey found that half of the survey's respondents now shop online more frequently and rely on the internet more for news, health-related information and digital entertainment, women, people with tertiary education and aged 25 to 44 increased their online purchases more than others.

Huseynov and Yıldırım (2014) stated in his Article that Online shopping have unique characteristics and it is emphasized that the lack of physical interaction tends to be the safe from each other. Consumer behavior research identifies of buying behavior that depicts the processes used by consumers in making a purchase decision (Vreder, 2016).

Retail stores supposed to implement popup solutions as early as can go for action. While executing your strategy, they can learn and adapt quickly towards changing consumer's behavior regularly (Deloitte). Deloitte also surveyed on about 2,000 consumers and found 30–40% of consumers who used online channels more during the lockdown said they will continue to utilize those channels more in the future.

Methodology: The study began with a literature review; used credible journal articles, books, websites, and other content relevant to the research problem. Secondary data was collected from retailers and consumers' by interviewing from 20 to 25 minutes in Bangladesh. Participants engaged in a close ended questions initially then synchronous conversation and response in their

own ways. Data were analyzed and interpreted to understand the disparity between physical and online shopping venues. We have tried to find out the scenarios of retail stores from 2 different stakeholders Retailers and Consumers.

Some previous articles recommended that qualitative studies require a minimum sample size of at least 12 to reach data saturation (Clarke & Braun, 2013; Fugard & Potts, 2014; Guest, Bunce, & Johnson, 2006). However, we have interviewed total 14 people from Northern part of Dhaka, Bangladesh in which 5 are employees of Retail stores and rest of the 7 are consumers. It is noted that Employees of Retail stores are denoted as upstream members and Consumers are downstream members.

	Retail code	Informant	Informant position	Interview length (Min)	Informant experience	Interview length (Min)
Upstream Members (Retail Stores managers)						
	R1	Inf1	Manager	20 20	>15 years	>15 years
2	R2	Inf2	Senior Asst. Manager	18	10-15 years	10-15 years
3	R3	Inf3	Asst. Manager	22	1-5 years	1-5 years
4	R4	Inf4	Senior Asst. Manager	30	10-15 years	10-15 years
5	R5	Info5	Employee	20		
	Interview Number	Cons. code	Informant	position	Interview length (min)	
Downstream Members (Consumers)						
6	C1	C1	Inf6	Professor	20	
7	C2	C2	Inf7	House wife	23	
8	C3	C3	Inf8	House wife	30	
9	C4	C4	Inf9	Business	20	
10	C5	C5	Inf10	SchoolTeacher	21	
11	C6	C6	Info11	House wife	25	
12	C7	C7	Info12	Owner of Pharmacy	30	
					15 years	40

Proposition 1:

Consumer's attitude in the retail stores before and during COVID 19 period even while they were entering.

Retail code R#1 who is a manager for more than 15 years. After interviewing him about 20 minutes, I got to know a lot of things related to our Research. As he stated- Consumers used to come to the stores and touch anything and everything without having a minimum hesitation. Despite Consumers of Bangladesh like to touch even smell products before buying anything,

whereas during COVID-19, as a manager he observed they were very reluctant to touch their necessary

products. As retail managers, they were have conducted Consumer's Pulse check

and found that their Behaviors are being changed toward more dynamic means reacting instantly to changing the situation (R#3,4&5).

As we have taken 5 (Five) interviews from retail employees and asked them almost the same questions and they have answered the kind of similar answer in different ways and tones. Retail code # 2 said- consumers tried to watch the crowd before entering the store which we haven't seen before. Retail code # 3 said consumers checked the shoes and hands sanitizers at the entrance, employees of stores wear masks or not then got into the

store. Consumers didn't even touch the shopping cart unless it is sanitized in front of them (R#1). Retail code # R4 said that the consumers who are more than 50 years old didn't see in the store from March 2020 to end of the month of May.

Importantly, we got the similar type of information with interviewing consumers. Customer code C#1 said "I was very reluctant to go to the normal stores where no shoe and hand sanitizers at the entrance. But only concentrated departmental stores like Trust Family, Agora, shawpno, super shop have these facilities". Code # C 2 stated in her interview that she has ordered over phone and pick it up from in front of stores instead of going into the retail stores. I found exactly similar message from C#7 to R#4. C# 7 is 57 years old who is an owner of a Pharmacy said he hasn't gone to his neither own pharmacy nor to any Retail stores during COVID 19 cause it is health hazard to go to the place where many people gather and even touch anything in the stores.

Proposition 2:

Retail Managers use the pull system in supply chain which is demand-driven rather than based on predictions during the COVID 19 period.

The quotation here is R# 5 said that consumers demand for products have changed during the COVID 19. There are 3 different types of suppliers such as International, National and local. Due to have Transportation problems throughout the world, it was very hard for retailers to import some foreign Grocery products like Rice, Butter, Cheese, Bakery ingredients to prepare Pizza, Cookies, Bread, Cake including Birthday Cake and so on. Code R# 4 stated in his interview that some consumers demand for imported products and Retail store adopted Pull Strategy with

international suppliers to satisfy them but it didn't even work out as expected. R# 3 said national suppliers are very much supportive during the COVID 19 to have the products available in the retail stores and keep the country's economy running. R#1, 2, 3, &5 said separately in their interview that they tried to keep the products based on customers demand rather prediction as used to do before Pandemic time.

C# 2,3,4,5, & 6 stated in their interviews that they have

changed their buying habits from ready-made Fast foods items to raw ingredients and prepare final food in their home cause of not only saving money for rainy day but also much more hygienic especially during Covid 19 period.

Proposition 3:

Consumers' change behaves in shopping in the stores, paying money, online shopping, picking up products asked to deliver products at their doors.

The Internet itself not just a rich medium to use but also has global reach. Many consumers even in Bangladesh like to use social media such as Facebook, WhatsApp, YouTube, LinkedIn etc. Surprisingly, Facebook and YouTube have more than billions subscriber and daily users. Many buyers do change their buying pattern cause of being informed from Digital Technology. C#4 of my interviewers said- they have started on depending online shopping pushed by especially COVID 19. C#2 stated that he became one of the fans of chaldal.com (online Retailer in Bangladesh). C#1, 2, & 6 said in their own way that Digital media work as an electronic word of Mouth which made consumers life easier to gather information including preparing fast food in home. R# 1, 2, 4, 3 are already taking order through Digital technology and delivering at customer's door. C# 7 said "Nowadays, Retailers are at the consumer's door not the consumers are at Retail stores". Social Media plays vital roles that pervasive in their daily life. It is the first time to have online shopping during the pandemic period (Downstream member (C#2, 3, 5, 6&7)).

Proposition 4:

Fear of Missing out (FOMO) effect on consumers buying behavior.

As I have taken 7 interviews from different districts of customers, there was a questions for all of them that is "what is the factor that make them afraid most then least which effect on their purchase behavior"? The Downstream members C#1 said in his interviews that he is afraid of

future economic situation which change his buying behavior. He stopped purchasing clothes, readymade fast foods, and the better quality of dairy milk products etc.

C#2 said that she was mostly feared of own and family member's health and that is why tried to purchase fruits which contain vitamin C and D, in addition, all the consumers that I have asked said that they have purchased all the hygienic stuff like hand sanitizers, Masks, and other home cleaning things. As I have found from 7 customers, 5 of them change their shopping behavior due to afraid of health issues. 1 of them change purchasing behavior cause of future economic uncertainty and 1 of them feared of their personal job security.

Proposition 5:

Retailers and consumers have learned something from COVID 19 anyway.

Retail stores ought to be arranged in such a way where respected consumers can shop around easily, comfortably, keep distance from each other especially when they are on the queue. (Upstream member R#1&2). Indeed, there are benefits in aspects of hygienic purpose to make the consumers' shoes and hands germs free before entering into the stores and vigorously believe to continue even after covid-19 over (R#4&5). Downstream member C#1, 2, 3 stated in their interviews, they have learned to keep distance from each other in the public place, purchasing raw ingredients to prepare different foods, cleaning stuff, use plastic money instead of cash and being habituated. Hence, they will continue these healthy habits. In addition, Consumers also provides the advices to retailers for maintaining their stores hygiene, improving quality, technological advice and so on (C#3, 4, 5, 6, &7)

Limitation: Though it's a qualitative research, more interviews could be taken to have more information. It's not easy to manage people especially Retail managers not because of they are busy but not willing to contribute to the Researchers. Consumers also very reluctant to give me time with patience.

Findings: The main finding that Retailers understood consumers purchasing behaviors change as the situation being very unstable in terms of health safety, priority for products, payment methods, offline and online shopping, prefer In versus out of home, Local vs. global products etc. Hence, they are preparing themselves as such kind of products and services provider to handle consumer's volatile demands.

On the other hand, Consumers are being much more conscious than ever in spending money, choosing stores, purchasing products based on priority, preferring to make payments and so on. More importantly, consumers are very much reluctant to go to the stores where distance, wearing masks and hygiene are not maintained.

Discussion and Recommendation: The outcomes of above inspections are too many from different aspects towards impact on shopping behaviors. Though I have taken interview from only 7 consumers but our discussion was long enough to hear about their relatives and friends buying behaviors also. Consumers use and depend much more time on technology like whats app, messenger than ever to reunite with relatives and friends sitting in the porch and talking about the current global issues, exchanging ideas and information. According to the interviewees, the conversations are very fruitful, helpful to make decisions about maintaining healthy life, purchasing discretionary products and services, ideas of cooking varieties of food in home during the Covid-19 period. We do see and may expect more dramatic changes in consumer behavior cause of speedier and universal adoption of new technologies accelerated by the Covid-19.

As we know, Globalization is one of the major drivers of our economy over more than decades – this is the first time ever travel, global exchange, supply chains even taste and preferences have been severely affected. As I have found from interviewing some Retailers and Consumers that many people are already fostering ongoing localization trends – especially in the foods and retail sectors cause of becoming familiar with unavailability of imported products also locals are cheap as well. Consumers are likely to adopt technology cause of adapting prolong to the house arrest and consuming in more convenient ways.

In these circumstances, what I have found from research that retailers may go for omnichannel strategy where consumers will be empowered to make decisions about the interior environment of retail, maintaining hygiene, purchasing their desired products. Nevertheless, retailers would be just service providers. COVID-19 has a long-lasting impact on the importance of online channels for goods & services.

References:

1. Accenture(2020).COVID-19: Fast-changing Consumer Behavior. Retrieved from <https://www.accenture.com/us-en/insights/consumer-goods-services/coronavirus-consumer-behaviorresearch> on Dec. 20, 2020
2. Ahorsu, D. K., Lin, C-Y., Iman, V. Saffari, M., Griffiths, M. d., & pakpour, a. h. (2020). the fear of Covid-19 scale: development and initial validation. *International Journal of Mental Health and Addiction*. advance online publication. doi: 10.1007/s11469-020-00270-8
3. Bucko, Jozef, Lukáš Kakalejčík, and Martina Ferencová. (2018). Online Shopping: Factors that Affect Consumer Purchasing Behavior. *Cogent Business and Management Journal*, 5 (1): 1–15.
4. Baker, Z. G., Krieger, H., & LeRoy, A. S. (2016). Fear of missing out: Relationships with depression, mindfulness, and physical symptoms. *Translational Issues in Psychological Science*, 2(3), 275.
5. Beyens, I., Frison, E., & Eggermont, S. (2016). “I don’t want to miss a thing”: Adolescents’ fear of missing out and its relationship to adolescents’ social needs, Facebook use, and Facebook related stress. *Computers in Human Behavior*, 64, 1-8.
6. Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3,77–101.
7. Braun, V., & Clarke, V. (2013). *Successful qualitative research: A practical guide for beginners*. London: Sage.
8. Dolu, j. (1993). *Medya ve Tüketim Çılgınlığı*. İstanbul: Düğünen Yayınları
Eisenhardt, Kathleen M., Melissa E. Graebner, and Scott Sonenshein. 2016. Grand Challenges and Inductive Methods: Rigor without Rigor Mortis. *Academy of Management Journal*, 59 (4): 1113–1123
9. Ferraro, Fabrizio, Dror Etzion, and Joel Gehman. 2015. Tackling Grand Challenges Pragmatically: Robust Action Revisited. *Organization Studies*, 36 (3): 363–390.
10. Fugard and H.W.W. Potts for theory-based interview studies. *Psychology and Health*, 25, 1229–1245. doi:10.1080/08870440903194015
11. Goodman, S., Lockshin, L., & Cohen, E. (2008). Influencers of consumer choice in the on-premise environment: more internal comparisons. *The Australian and New Zealand Grapegrower and Winemaker*, 529(1, February), 76-78.
12. Grunert, K.G. (2002). Current issues in the understanding of consumer food choice. *Trends in Food Science & Technology*, 13(8), 275-285. doi: 10.1016/S0924-2244(02)00137-1
13. Gutman, J. (1982). A means-end chain model based on consumer categorization processes. *The Journal of Marketing*, 46(2), 60-72. doi: 10.2307/3203341
14. Huseynov, F., & Yıldırım, S. Ö. (2014). Internet users’ attitudes toward business-to-consumer online shopping: A survey. *Information Development*, 32(3), 452–465. doi:10.1177/0266666914554812
15. Kaynak, E., & Kara, A. (2002). Consumer perceptions of foreign products: An analysis of product-country images and ethnocentrism. *European Journal of Marketing*, 36(7/8), 928-949. doi: 10.1108/03090560210430881
16. Karafakıoğlu, M. (2012a). *International marketing management*. İstanbul: Beta Publishing.
17. Luo, Xubei, Wang Yue, and Zhang Xiaobo. 2019. *E-Commerce Development and Household Consumption Growth in China*. World Bank eLibrary.

- <https://doi.org/10.1596/1813-9450-8810>
18. Lockshin, L., Mueller, S., Louviere, J., Francis, L., & Osidacz, P. (2009). Development of a new method to measure how consumers choose wines. *The Australian and New Zealand Wine Industry Journal*, 24(2), 37-42.
 19. Lancaster, G., & Massingham, L. (2011). *Essentials of Marketing Management*, 1st edition. New York, NY: Routledge.
 20. Oberst, U., Wegmann, E., Stodt, B., Brand, M., & Chamarro, A. (2017). Negative consequences from heavy social networking in adolescents: The mediating role of fear of missing out. *Journal of adolescence*, 55, 51-60.
 21. Payne, A., & Frow, P. (2005). A Strategic Framework for Customer Relationship Management. *Journal of Marketing*, 69(4), 167-176. doi: <http://dx.doi.org/10.1509/jmkg.2005.69.4.167>
 22. Pakpour A. H., & Griffiths, M. D. (2020). The fear of CoVID-19 and its role in preventive behaviors. *Journal of Concurrent Disorders*. advance online publication.
<https://concurrentdisorders.ca/2020/04/03/the-fear-of-covid-19-and-its-role-in-preventive-behaviors/>
 23. Solomon, M. R. (2006). *Consumer Behavior: Buying, Having and Being*, Upper Saddle River, NJ: Pearson Prentice Hall,
<https://concurrentdisorders.ca/2020/04/03/the-fear-of-covid-19-and-its-role-in-preventive-behaviors/>
 24. Schiffman, L.G., & Kanuk, L.L. (2006). *Consumer Behaviour*. Englewood Cliffs, New Jersey, NJ: Prentice Hall International.
 25. Sheth, Jagdish. 2020a. *The Howard-Sheth Theory of Buyer Behavior*. New Delhi, India: Wiley and Sons, Elsevier.
www.elsevier.com/locate/jbusres
 26. Tek, Ö. B., & Özgül, E. (2013). *Principles of modern marketing*. İzmir: Birleşik Publishing
 27. Vrender. (2016). Importance online shopping. <http://www.sooparticles.com/shopping-articles/clothing-articles/importanceonline-shopping-1495828.html> Retrieved on Nov. 20, 2020
 28. World Health Organization WHO, (2020a), Coronavirus disease (COVID-19) Pandemic, Public Advice (30.04.2020), (online), retrieved on Dec. 17, 2020 available at
<https://www.who.int/emergencies/diseases/novel-coronavirus-2019>.
 29. <https://unctad.org/news/covid-19-has-changed-online-shopping-forever-survey-shows> retrieved on Dec.12, 2020
 30. https://www.deloitte-mail.de/custloads/141631293/md_1804032.pdf Retrieved on Dec. 28, 2021

Author's Guidelines

AIMSR solicits articles and papers by academicians, practicing managers and students. The aim of this journal is to promote, share and discuss various new issues and developments in different areas of management. Authors may adopt the content of their articles accordingly.

1. Articles must be sent by e-mail along with a hard copy to: The Editor, Shodhaditya, at the address given below.

Aditya Institute of Management Studies & Research
Aditya Educational Campus, R. M. Bhattad Road, Ram Nagar,
Borivali (W), Mumbai 400 092.
Tel :022- 6110 6111 | E-mail : reaserch@aimsr.com, aimsr.mumbai@gmail.com
Web : www.aimsr.edu.in

2. The article's length should be between 5000 to 7000 words in Microsoft word format, font style Times New Roman and font size 11.5. Each article must be accompanied with an abstract of 150-200 words.
3. All drawings, graphs and tables should be provided on separate pages.
4. The author's name, designation, and affiliation must be provided on a separate sheet.
5. Editorial decisions will be communicated within a period of 4 weeks of the receipt of manuscript.
6. References must follow APA style sheet
7. Articles submitted for consideration in Shodhaditya should be accompanied with a declaration by the author that they have not been published or submitted for publication elsewhere.



**SHODHADITYA (DECEMBER 2020 - JUNE 2021)
DECLARATION FORM**

	<p>ADITYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH Aditya Educational Campus, R. M. Bhattad Road, Ram Nagar, Borivali (W), Mumbai 400092 Tel: 022-61106111/6110 6112 Email : research.aimsr@gmail.com; research@aimsr.edu.in</p>
DECLARATION TO BE SIGNED BY THE AUTHOR(S)	

I/we hereby declare that this document -----

Submitted to -----

is based on my/our individual/joint, original, previously unpublished research and development work. This article has not been submitted for publication or already published elsewhere in any conference, seminar, workshop, journal, periodical, book, e-book, web site or other on-line publication. To the best of my/our knowledge, the article does not contain any material that infringes the copyrights of any other individual or organization and does not hurt the sentiments of any individual(s) or religion(s). Any quotation or reference in the article has been cited properly. No portion of this article has been copied or downloaded from any paper, book, periodical, web site or other sources. In particular, no diagram, figure, chart, graph or photograph has been taken from any other source without prior written approval from the copyright holder(s). Further, the opinions expressed or implied in this article are entirely mine/ours and do not necessarily reflect the opinions of my/our employer.

Signature of the AUTHOR(S)

To,

The Editor

ADITYA GROUP OF INSTITUTIONS

Aditya Educational Campus, R. M. Bhattad Road,
Ram Nagar, Borivali (West), Mumbai 400 092.

Tel : +91-22-6110 6111 | 6110 6112



Published By :

ADITYA GROUP OF INSTITUTIONS

Aditya Institute of Management Studies & Research

Aditya Educational Campus, R. M. Bhattad Road, Ram Nagar,

Borivali (West), Mumbai - 400 092

Tel : 022-6110 6111 | 6110 6112

E-mail : research.aimsrgmail.com | research@aimsrgdu.in

Web : www.aimsrgdu.in