

RESEARCH PAPERS

Impact of Demographics on Interactive Advertising Effectiveness: A Study on Consumer Durable Advertisements in India

Ravi Kumar, Yogeshwari Phatak

Digital Transformation: Effect of Social Media on Digital Buying Behaviour of Teenagers

Jaya Beri, Pallavi Kumari

NEP 2020 – A Critical Analysis of New Education Policy & Challenges in its Implementation

Shreya Makam

An Analysis of Islami Bank Bangladesh Limited's CSR Contribution in Bangladesh

Md. Mekail Ahmed

An Investigation into Grocery Shopping Behaviour Changes During COVID-19 pandemic

Maria Boaler, Pankajakshi R

Challenges of Women Micro Entrepreneurs during Covid Pandemic in Malappuram District

Biniya George

Factors Affecting Participation Decision in Small Scale Irrigation Scheme In Asayita District, Ethiopia

Solomon Alemu Tesfaye

My Life in Full: Work, Family and our Future

Devaki Nadkarni

BOOK REVIEW

Anvesha full text
is available at
ProQuest and EBSCO
databases

Editorial Advisory Board

Dr. Smita Shukla Director Alkesh Dinesh Mody Institute for Financial & Management Studies, Mumbai	Dr. Ranjan Chaudhuri Professor Indian Institute of Management Ranchi Audrey House Campus, Ranchi	Dr. Sanjay Rastogi Professor Indian Institute of Foreign Trade New Delhi.
B.K. Mohanty Professor Indian Institute of Management, Lucknow	Dr. Pankaj Kumar Professor Indian Institute of Management, Lucknow	Dr. Kishor Bhanushali Director - Research Karnavati University, Gandhinagar, Gujarat
Dr. Harsh Purohit Dean, FMS-WISDOM and Off. Dean Jamnalal Bajaj School of Legal Studies Banasthali Vidyapith, Rajasthan	Dr. Ipshita Bansal Dean - Faculty of Management Studies Bhagat Phool Singh Mahila Vishwavidyalaya, Sonipat, Haryana	Ms Manisha Agnihotri Associate Director - Market & Investor Outreach Associate Director - Market & Investor Outreach. CRISIL Limited
Dr. Nilay Yagnik Professor and Director of Executive Education, Reliance Foundation, Jio Institute, Mumbai	Ms. Sonali Tipre Founder & Managing Director, PiSquare Group, Mumbai	Dr. Rajesh Srivastav Prof and HOD -Marketing and Research, Govt of Maharashtra's Sydenham Institute of Management Studies research and Entrepreneurship, Mumbai.
Dr. Pradip Pendse In-Charge Director University Programs and CTO, WeSchool, Mumbai.	Dr. Chandan S. Adhikari Senior Adjunct Faculty School of Business Management NMIMS, Navi Mumbai	Dr. Vikas Phalle Associate Professor Department of Mechanical Engineering, Veermata Jijabai Technological Institute, Mumbai

Chief Patron: Dr. Vijay Bhangale
Director
IES's Management College and
Research Centre, Mumbai

Chief Editor: Dr. Ritu Sinha

Associate Editors: Dr. Beena Narayan Tripathi
Prof. Devaki Nadkarni

About the Journal

Anvesha-Journal of Management is an academic forum for encouragement, compilation and dissemination of research on various aspects of management and business practices. It includes original empirical research as well as theoretical and conceptual works related to the field of management. It also publishes case studies, critical evaluation of existing business models and theories, and reviews of the latest books relevant to the scope of the Journal.

Anvesha is a quarterly refereed Journal. All papers go through blind review process by peers. Based on the reviewers' recommendations, highly competitive papers are considered for publication. The Journal is to provide a platform for discussion and debate, thus aiding towards development of new processes in Management Theory and Practice.

Copyright

The research papers of Anvesha Journal have been rigorously refereed, quality-improved and professionally selected by our editorial staff. The journal has an exclusive rights of the publisher to sell, to reproduce (by any means, including photographic or electronic), to distribute (including via photocopies, reprints, or electronic means), and to store (on microfilm, in electronic data bases, on video disks, etc.) this material.

Disclaimer

Publisher do not accept any legal responsibility for errors or inaccuracies, inadequacy of the information, omissions or claims, nor do they provide any warranty, express or implied, with respect to information published in Journal. The views and opinions presented in the research papers published in Anvesha are solely attributable to the authors of the respective contributions.

All correspondence may be addressed to:

The Chief Editor – **Anvesha**
IES's Management College and Research Centre
'Vishwakarma' M. D. Lotlikar Vidya Sankul,
791, S.K.Marg, Bandra Reclamation,
Bandra (W), Mumbai 400050.

Email: anvesha.ies@gmail.com, anvesha@ies.edu

Anvesha is included in the ProQuest and EBSCO database. You can access the ProQuest and EBSCO website if your institution is a member.

Copyright ©Vol-14, 2022, IES's Management College and Research Centre

ABSTRACT COMPILATION

Impact of Demographics on Interactive Advertising Effectiveness: A Study on Consumer Durable Advertisements in India

The present study attempts to provide a comprehensive overview of advertising effectiveness with respect demographics. It was conducted using an extensive literature review, a scale to measure advertising effectiveness of interactive advertisements and conducting a national survey of 1000 respondents across different zones of India. The respondents were shown interactive advertisements of different brands. The impact of demographic factors like age, gender, income and location was analyzed. In the case of interactive advertising, income was found to have a significant impact on advertising effectiveness. This was observed because the higher income groups tend to subscribe to premium services, which exposes them to fewer advertisement as compared to the free users or non-premium users. The results of the study will be useful to marketers, advertisers, advertising agencies, and researchers. It can serve as a great value in the areas of media planning, client servicing, advertising research, advertising budgeting, and campaign management. The study has also identified aspects where the findings and methodology of the current work can be explored and made more useful to advertising agencies in both creative and strategy point of view. The findings of the study are also evident in the recent developments by Apple App Tracking Transparency feature which reduces the number of advertisements shown to the user, in he/she opts out of it.

Ravi Kumar¹

Yogeshwari Phatak²

Key words : Novel Corona Virus, Covid-19, WHO, Stressor, Mental and Physical Health.

Digital Transformation: Effect of Social Media on Digital Buying Behaviour of Teenagers

Internet and social media have become an integral, inseparable and definite part of our lives and thus play an important role in purchase decision of varied kinds of products online where teens are considered to play a crucial changing factor. This study attempt to reveal the various factors of Internet and social media that influences the purchase decision among teens of Patna and Ranchi considering online peer communication, social networking groups, Brand/company pages online and several other factors. In-depth literature reviews reveals the growth of social media and internet as a key to teenager socialization and teen profiling remains a challenge along with several other factors e.g.; Brand interaction through social media page, online social groups of brand influencers along with cultural effect on teen socialization. Hypothesis testing is done using ANOVA suggests a significant trend in involvement of demographic/environmental factors as a key influencer in purchase decision making style of the teenagers. Socialization process is analyzed among 330 respondents. The result shows a positive influence of antecedent variables like age, social media and peer involvement in purchase decision making and product involvement in family decision making. The study is significantly important for companies who are attempting to make a mark in minds of the teenagers who are not only potential future consumers but are also lucrative present customers. This study will be useful for business operating online, researchers and for all those business that are connected with E-commerce.

Jaya Beri¹

Pallavi Kumari²

Key words : Internet, social media, Teenager socialization, Family decision making, Product involvement, Peer communication.

NEP 2020 – A Critical Analysis of New Education Policy and Challenges in its Implementation

National Education Policy 2020 aims to address the many growing developmental imperatives of our country. This Policy

proposes the revision & revamping of all aspects of the education structure, including its regulation and governance, to create a new system that is aligned with the UNESCO's Sustainable Development Goals (SDG4), while building upon India's traditions and value systems. SDG4 commits all countries to ensure equal opportunity in access to quality learning opportunities at all levels of education in a lifelong perspective. The rich heritage of ancient and eternal Indian knowledge and thought has been a guiding light for this Policy. The pursuit of knowledge (Jnan), wisdom (Pragyaa), and truth (Satya) was always considered in Indian thought and philosophy as the highest human goal. The aim of education in ancient India was not just the acquisition of knowledge as preparation for life in this world, or life beyond schooling, but for the complete realization and liberation of the self.

World-class institutions of ancient India such as Takshashila, Nalanda and Vikramshila set the highest standards of multidisciplinary teaching & research for students across the world. It has also produced great scholars such as Charaka, Susruta, Aryabhata, Varahamihira, Bhaskaracharya, Brahmagupta, Chanakya, Chakrapani Datta, Madhava, Panini, Patanjali, Nagarjuna, Gautama, Pingala, Sankardev, Maitreyi, Gargi and Thiruvalluvar, among numerous others, who made seminal contributions to world knowledge in diverse fields such as mathematics, astronomy, metallurgy, medical science and surgery, civil engineering, architecture, shipbuilding and navigation, yoga, fine arts, chess, and more. By & large, this new education policy appears to finely blend SDG4 with our traditional ethos. The main objective of this paper is to critically analyse the various hurdles in its implementation so as to make it successful.

Shreya Makam¹

Key words : NEP, ESD, Education Structure, Revision, Regulation, Governance

An Analysis of Islami Bank Bangladesh Limited's CSR Contribution in Bangladesh

The study's main aim is to investigate IBBL's CSR initiatives, employee awareness, and CSR activities. This research is focused on an in-depth analysis of Islami Bank Bangladesh Limited's CSR activities in Bangladesh. Corporate social responsibility clearly enables companies to participate in social and philanthropic initiatives that foster sustainable and long-term social development. The paper concludes that CSR activities are gradually permeating industries and will eventually become a significant factor in market access. The findings suggest that CSR is essential, not only for enhancing workplace rights, community welfare, respect for employees, and managing the environment, but also for growth in global markets. This study contributes to the growing need for greater transparency and understanding of CSR practices designed to benefit society and its members. The majority of banks are averse to disclosing specific information. Many people are unfamiliar with this form of job. Due to the regional branches' inability to adequately represent the current state of affairs, not all research data was provided. Further research in the banking sector should be conducted to ascertain the motivation for these voluntary disclosures as disclosed in company reports.

Md. Mekail Ahmed¹

Key words : Corporate Sustainability, Corporate Social Responsibility, CSR Issues, CSR Practices, IBBL .

An Investigation into Grocery Shopping Behaviour Changes during COVID-19 Pandemic

The coronavirus (Covid- 19) outbreak wreaked havoc on economies all around the world. The pandemic, which began in China in early 2020 and expanded around the world, has had a significant impact and generated unanticipated changes in global consumer behaviour, particularly in regard to groceries and essential food products. In India, the unexpected declaration of a lockdown following the outbreak, followed by normalcy, and then the second wave of the virus overall this led to severe disruptions and widespread confusion among people. People panicked and it saw grocery shopping behavior change seemingly overnight. Based on interviewing consumers about their grocery shopping prior to Pandemic and then during the pandemic the researchers could investigate the changes of grocery buying behaviour in relation to the criteria used to select a store, shopping behavioral changes while purchasing essentials or groceries in terms of products purchased and the safety protocol to be followed to purchase after pandemic. Online purchase started to see a trajectory rise in terms of grocery shopping. The study was done online with 59 respondents from various parts of Bangalore city

using a convenience sampling technique and an online questionnaire. The choice of a retail store for purchase of groceries was analyzed on different variables before and after the pandemic. Following the data collection via an internet survey, the data was analyzed using paired T- Test, chi-square. Paired t-Test was done to mainly identify grocery purchase behaviour pattern pre and post Covid. The results implied that changes have taken place in the purchase pattern and these changes have a lot of implications for retailers. Hence through this paper the researchers suggests how to handle the changes the pandemic has brought, and to analyze if this will impact future shopping behavior once the country returns to a new normal. The findings have ramifications for marketers, merchants, and advertising in terms of future initiatives.

Maria Boaler¹

Pankajakshi R²

Key words : Lockdown, COVID 19, Pandemic, Retail store choice and Consumer behaviour, social distancing, Contactless shopping.

Challenges of Women Micro Entrepreneurs during Covid Pandemic in Malappuram District

The goal of this article is to examine the issues faced by micro women-owned businesses during the covid 19 pandemic in Malappuram District, Kerala, as well as to outline government initiatives that can help women business owners deal with an unanticipated emergency. This study uses a descriptive research design to pinpoint the main issues faced by women-owned microbusinesses during the Covid 19 pandemic. With the help of simple random selection, 60 business owners were chosen from the population of 1513 women-owned microbusinesses. Data collecting methods include direct interviews and a well-structured interview schedule. hence giving a current perspective on the main issues encountered by women microentrepreneurs during a time of significant social and economic upheaval. The findings offer insightful information regarding the main issues faced by female microentrepreneurs in the areas of finances, manufacturing, and marketing. The main issues facing businesses run by women pointed to the need to reevaluate innovation and digitalization for business survival. Additionally, the findings showed that the influence of the financial, manufacturing, and marketing issues faced by women microentrepreneurs underscores the necessity of taking government policies for COVID-19 into consideration.

Binija George¹

Key words : Covid-19, Micro enterprises, Women entrepreneurship, Crisis, Business Survival, Government Schemes.

Factors Affecting Participation Decision in Small Scale Irrigation Scheme in Asayita District, Ethiopia

The study was conducted in Ethiopia, specifically in Afar Regional State focusing on districts having a reasonable access to irrigable water source from Awash River. The main objective of this study is to identify determinants of small farm households' participation in small-scale irrigation scheme. Primary data were collected from both participants and non-participants of selected farm households through structured questionnaire. The legit model was employed to identify major factors affecting small scale farmers' participation in small-scale irrigation participation in the study district. It was found out that, households' experience, their engagement in off-farm income generating activities, acquired land size, access to extension service and distance to market are major determinants affecting farmers' participation decision to small-scale irrigation scale. On the other hand, family size and access to food aid are significant factor negatively affecting their participation decision in small-scale irrigation scheme in the study area. Finally, the study concluded that, to be effective in reducing rainfall dependence of the Afar Regional State's agriculture through the small scale-irrigation scheme, the intervention policy has to consider the identified determinants of participation.

Solomon Alemu Tesfaye¹

Key words : Small-scale, participation decision, Irrigation, logit model, Households.

Journal Subscription Form

The annual Subscription rates, including postage, are as follows:

	Institutional	Individual
Within India	Rs. 1000	Rs. 600
Within SAARC Countries	US\$ 50	US\$ 30
Rest of the World	US\$ 100	US\$ 50

The subscription order should be accompanied by payment in the form of Bank Draft drawn in favour of "IES-MCRC", payable at Mumbai.

Name:

Position (If Individual):

Organization:

Mailing Address:

.....

.....

Telephone:

Fax:

Email:

Payment Details:

Bank Draft/ Cheque at par drawn in favour of "IES-MCRC", payable at Mumbai

DD No. Dated:

Date:

Signature:

Mail to:

The Chief Editor – Anvesha,
IES's Management College and Research Centre
'Vishwakarma' M. D. Lotlikar Vidya Sankul,
791, S.K.Marg, Bandra Reclamation, Mumbai - 400 050

Guidelines for Authors

The editors invite original unpublished empirical and theoretical papers, case studies and scholarly articles consistent with the scope of the journal.

- Review Process: All contributions submitted for publication will be subjected to peer-review. To allow blind review, authors are advised to provide their identification, affiliation etc. in a separate sheet and not in the main text. The Chief Editor reserves the right of making editorial amendments in the manuscript to meet the journal's standards.
- Format: Articles/Papers (3000-8000 words), and book reviews should be neatly typed as Word document on one-side of A4 size paper with double spacing in Times New Roman, 12-point font size justified text. The author(s) must also submit the soft copy of article/paper either in a CD or through e-Mail.
- Cover page should provide the title of the paper, name(s), designation and contact details of the author(s), along with a short biography of the author(s) within 100 words.
- The paper should be accompanied with an Abstract (150-300 words) and a list of keywords included in the paper.
- Footnotes to the text should be avoided. If required, they should be numbered consecutively and presented as endnotes.
- Citations of other works should be limited to the name of the author and year of publication. Short quotations should be included in the text within parentheses, while quotations of more than 30 words should be placed in a separate paragraph indented from the main body of the text.
- References should be indicated in the text by giving the name of author(s), with the year of publication in parentheses. All references should be alphabetically listed at the end of the paper in the following standard APA format:
 - Books: Gregory, James R & Wiechmann, Jack G. (2002) Branding across borders: a guide to global brand marketing. Chicago: McGraw-Hill.
 - Journal Articles: Joseph, H. (1997) Social Work with Groups: A Literature Review, The Indian Journal of Social Work, 58(2), 195–211.
 - Conference Papers: Mehta, Minu (2007) 'Entrepreneurship & empowerment of women; how & why', paper presented at the International Conference on Empowerment of Women, CHM College of Arts, Science & Commerce, 28-29 May
 - Dissertations: Ahmed, Shahid (1994) 'An analysis of globalisation of Indian economy' M.Phil Dissertation, Maharshi Dayanand University, Rohtak
- In the covering letter accompanying the manuscript, the author(s) should certify that the manuscript has neither been published anywhere nor is it being considered elsewhere for publication.
- The authors should obtain copyright clearance for the information and data used in the manuscript
- Copyright of all accepted papers for publication and use in any form/format will vest with IES Management College.

Authors/researchers are requested to upload their research paper using our online systems. To submit your paper online, please go to <http://www.ies.edu/management/anvesha.php?cid=5&scid=52>. All the submitted papers will be reviewed as per full double blind peer review by experts in your field. The online submission would help you in tracking the status of your submitted paper. Use the reference number you received after submission to track your submission.

Any queries relating to publication can be directed at any time to anvesha.ies@gmail.com, anvesha@ies.edu.

The Chief Editor - **Anvesha**
IES Management College & Research Centre
'Vishwakarma' M.D.Lotlikar Vidya Sankul,
Opp. Lilavati Hospital, Bandra Reclamation,
Bandra (W), Mumbai 400050

Call for Paper

Anvesha, The Journal is an academic forum for encouragement, compilation and dissemination of research on various aspects of management and business practices. It includes original empirical research as well as theoretical and conceptual works related to the field of management. It also publishes case studies, critical evaluation of existing business models and theories, and reviews of the latest books relevant to the scope of the Journal.

Anvesha, is an annual publication offering researchers more opportunity to publish their papers/articles. It has ISSN No. 0974-5467 and is available online through ProQuest and EBSCO databases. All articles are subjected to a double blind refereeing process.

Authors/researchers are requested to upload their research paper using our online systems. To submit your paper online, please go to <http://www.ies.edu/management/anvesha.php?cid=5&scid=52>. All the submitted papers will be reviewed as per full double blind peer review by experts in your field. The online submission would help you in tracking the status of your submitted paper. Use the reference number you received after submission to track your submission.

Any queries relating to publication can be directed at any time to anvesha.ies@gmail.com, anvesha@ies.edu



IES's Management College and Research Centre

'Vishwakarma' M.D. Lotlikar Vidya Sankul, 791, S. K. Marg,
Bandra Reclamation, Bandra (W), Mumbai 400 050.

Tel.: 91-22-50001725 / 50001749

Email: anvesha.ies@gmail.com, anvesha@ies.edu

Website: www.mcrc.ies.edu

Anvesha full text is available at ProQuest and EBSCO databases