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A Study of consumer behavior with respect to various brands of Toothpastes in Nagpur city

Dr. Saket Narendra Bansod, Shaad Syed, Jay Kuratkar

Abstract

'Consumer is king' – the assertion conveys significant truth in it. Today the accomplishment of any firm relies on the fulfillment of buyers. For fulfilling the purchasers, the firm should think about the conduct of the customers. In these conditions, the understanding customer is a troublesome undertaking in light of the evolving innovation, development, and changes in way of life. Specialists led numerous kinds of examination here, and they are given a couple of ideas, however there is no last end. According to the thoughts given by the scientists, there are two variables affecting the shoppers like inborn and outward factors. It is hard to group purchasers by traditional segment factors and except if their perspective and purchasing conduct are completely perceived, choices on item plans and bundling, marking, and appropriation channels are probably going to be lost. With the certainty of progress scaring enormous into the great beyond, Indian organizations should gain from their western partners; not exclusively to recognize the sources, timing, and heading of the progressions liable to influence India, yet additionally the new skills and point of view that will empower them to react to these changes, thoroughly and viably. This investigation fundamentally centers around understanding the outside factors like segment, social, social, value, quality, item credits, and so forth for purchasing Toothpaste. The piece of the overall industry of any item is profoundly controlled by the buying conduct of the shoppers. The accompanying examination is led by the specialist to discover the conduct of the customers, to investigate the inclination of buyers, and shopper mindfulness. An engaging exploration configuration was embraced and the information is gathered through essential and auxiliary sources. The strategy received for leading the review is the poll and a helpful inspecting method was embraced for choosing the purchasers.

Key words: *Consumer behavior, Toothpaste buying pattern and, Promotion impact*

Introduction

Purchaser conduct is expressed as the conduct that customers show in looking for, buying, utilizing, assessing, and discarding items, administrations, and thoughts that they expect will fulfill their necessities. The investigation of buyer conduct is concerned with what shopper's purchase, yet in addition with why they get it, when and how they get it, and how frequently they get it. It is worried about learning the particular implications that items hold for purchasers. Purchaser research happens at each period of the utilization interaction, before the buy, during the buy, and after the buy. Philip Kotler characterized shopper conduct as "all mental, social and actual conduct of possible clients as they become mindful of assessing, buy, burn-through and enlighten others regarding items and administrations". The extent of purchaser conduct incorporates not just the real purchaser and his demonstration of purchasing yet additionally different jobs played by various people and the impact they apply on the last buy choice. Singular shopper conduct is affected by monetary, social, social, mental, and individual variables.

Consumer purchase decision

A decision is the selection of an action from two or more alternative choices. Consumer decision to purchase the goods from the available alternative choice is known as "consumer purchase decision". The various options of the consumer may be classified into five main types of decisions. They are what to buy, how much to buy, where to buy, when to buy, how to buy. The participants in the buying decisions may be classified as the initiator, influencer, decider, buyer and users. The marketing people should initiate the participants in the purchase decision to make the purchases of the product at different marketing strategies. There are number of reasons why the study of consumer behavior developed as separate discipline. Marketers had long noted that consumer did not always act or react, as marketing theory would suggest. The size of the consumer market in the country was vast and constantly expanding: millions of dollars were being spent on goods and services by millions of people. Consumer preferences were changing and becoming highly diversified.

Review of literature

Consumer behavior

Consumer behavior has been always of great interest to marketers. The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers. In this study, the researcher emphasizes the importance of lifestyle and its impact on the buyer behavior.

Consumer Personality Factors

There are two factors mainly influencing the consumers for decision making: Risk aversion and innovativeness. Risk aversion is a measure of how much consumers need to be certain and sure of what they are purchasing (Donthu and Gilliland, 1996). Highly risk adverse consumers need to be very certain about what they are buying. Whereas less risk adverse consumers can tolerate some risk and uncertainty in their purchases. The second variable, innovativeness, is a global measure which captures the degree to which consumers are willing to take chances and experiment with new ways of doing things (Donthu and Gilliland, 1996). The shopping motivation literature is abound with various measures of individual characteristics (e.g., innovative, venturesome, cosmopolitan, variety seeking), therefore, innovativeness and risk aversion were included in this study to capture several of these traits. Measures by Donthu and Gilliland (1996) were used to measure innovativeness and risk aversion.

Perception: Perception is a mental process, whereby an individual selects data or information from the environment, organizes it & then draws significance or meaning from it.

Perceived fit

Perceived fit is an attitudinal measure of how appropriate a certain channel of distribution is for a specific product. Morrison and Roberts (1998) found that consumer's perception of the fit between a service/product and a channel is very influential in determining whether they will consider using that channel for a specific service. In fact, perceived fit was found to be more important than consumer's preferences for the distribution method or service.

Quality

It is our aim to provide the best product for the consumer and we believe that if the products have quality the consumer will pay the price, says Amal pramanic, regional business director .Oral-B

Packaging

Packaging establishes a direct link with the consumers at the point of purchase as it can very well change the perceptions they have for a particular brand. A product has to draw the attention of the consumers through an outstanding packaging design. Earlier packaging was considered only a container to put a product in, but today, research in to the right packaging is beginning at the product development stage itself. Packaging innovation has been at the heart of Dabur's attempt to rap with the urban consumers. It spends large sums annually on packaging research. -"We have been laying emphasis on aesthetics, shelf appeal and convenience for consumer"" says Deepak Manchandra, manager packaging development

Promotion

The greatest challenge faced by companies today is holding and increasing their market share and value. This is always a strenuous exercise and one of the tools for the same is marketing. There is no specific game rule available for using these marketing tools .The reason is: each promotional tool has its own characteristics.

Familiarity with a channel

Consumer's familiarity with a channel is a measure of the general experience they have with purchasing products through specific channels (i.e. catalog, internet, and bricks-and-mortar retailer). Through frequent use consumers should become accustomed to using the channel, which reduces their apprehension and anxiety in purchasing products through the channel.

Brand Awareness

According to Rossiter and Prey (1987), brand awareness precedes all other steps in the buying process. A brand attitude cannot be performed, unless a consumer is aware of the brand. In memory theory, brand awareness is positioned as a vital first step in building the bundle of associations which are attached to the brand in memory (Stokes, 1985).

Family influence

A family exerts a complex influence on the behaviors of its members. Prior family influence research has focused on intergenerational rather than intergenerational influence in consumer generationalisation. As has been compellingly demonstrated, parents influence children. Yet, consumption domains clearly exist where sibling efforts may also be exerted.

Shopping motives

Shopping motives are defined as consumer's wants and needs as they relate to outlets at which to shop. Two groups of motives, functional and nonfunctional, have been proposed by Sheth (1983). Functional motives are associated with time, place, and possession needs and refer to rational aspects of channel choice. Whereas nonfunctional motives relate to social and emotional reasons for patronage. The functional motives included: convenience, price comparison, merchandise assortment. The nonfunctional motives entail: recreation. The purpose of the study is:

1. To examine the external factors influencing purchase decisions
2. To examine the consumer awareness of Toothpaste
3. To find out how promotional schemes are influencing the consumers
4. To examine how the product attributes influencing the consumer buying Toothpaste

Research Methodology:

Research methodology is the process of solving the problem systematically by research. The objective of the study is to solve the problem by using available data.

Sample technique

Sample is the fraction of the population; sampling is a technique or a method of selection of samples. The researcher in carrying out this research adopted the most appropriate sampling technique for research that is the simple convenient sampling technique.

Data analysis and Interpretation

Table-1: Demographic Variable

Demographic variable	Number of respondents	Percentage
Age (Years)		
6-18	50	25
16-25	70	35
20-30	50	25
30&above	70	35
Gender		
Male	130	65
Female	90	45
Educational Qualification		
Up to 10+2	60	30
Up to graduation	80	40
PG/Higher education	90	45
Status		
Student	90	45
Professional	70	35
House wife	30	15
Businessman	50	25
Monthly income		
Below 5000	30	15
Rs.5000-Rs.9000	50	25
Rs.9000-11,000	90	45
Above Rs.11,000	70	35

Table-2: Toothpaste Usage Rate

Average Rate	Number of Respondents	Percentage
Yes	170	85
No	50	25

With a view to find the usage of Toothpaste, the data pertaining to this is presented in table 2 based on this survey 85% of the respondents using Toothpaste in Nagpur city and 25% using like Toothpowder, neem, salt etc.

Table-3: Consumer Brushing Pattern

Brushing frequency	Number of respondents	Percentage
Once	130	65
Twice	70	35
Thrice	30	15

With a view to find the brushing frequency of consumer, the data pertaining to this is presented in table 3. An examination of the data reveals that 65% of the consumers cleaning their teeth once, 35% of the consumers cleaning twice, and 15% cleaning thrice. So the frequency of cleaningteeth was less in Nagpur city, but as per the dentist's advice 2 times cleaningteeth is compulsory for avoiding teeth related problem. Normally Indian people are not giving much importance to teeth care, so the share of toothpaste industry is less in India when compare to developed countries.

Table-4: Frequency of Purchase

Per month usage	Number of respondents	Percentage
One	50	25
Two	110	55
More than two	70	35

By having a view to find that frequency of purchasing Toothpaste, the data pertaining to this is presented in the table 4. An examination of the table reveals that most of the consumers buying Toothpaste twice in a month, more than two times in a month, and once in a month. Of the respondents 55% of them purchase twice, 35% of the respondents purchase more than twice and 25% of them purchase once in a month.

Table-5: Awareness of Brands

Brands	Number of respondents	Percentage
Colgate	108	54
Pepsodent	50	25
Close-up	12	06
Miswak	08	04
Dabberlal	06	03
Others	16	08

With a view to find that awareness of Toothpaste brand, the data pertaining to this is presented in table 5. An examination of the table reveals that most of the people aware of Pepsodent, Colgate, Close-up, Miswak, Dabberlal. Before some time Colgate was the generic name for Toothpaste, this is the main reason, most of the respondents (54%) aware of Colgate. 25% respondents aware of Pepsodent and ,Close-up, Miswak, Dabberlal have a awareness level of 6%,4%,&3% and (8%) respondents aware of by other brands

Table-6: Usage of Toothpaste Brands

Usage of brand so far	Number of respondents	Percentage
Two	60	30
Three	100	50
More than three	40	20

To identify the usage of different brand, the data pertaining to that is presented in the table 6. An examination of the table reveals that most of the consumers used 3 brands, two brands, and more than 3 brands. Of the respondents 50% of them used 3 brands, 30% of the respondents used 2 brands, and 20% of them used more than 3 brands.

Table-7: Dentist's Recommendation for Buying Toothpaste

Dentist's Recommendation	Number of respondents	Percentage
I am using Toothpaste as per Dentist's advice	80	40
Fragrance and color makes me to Change brand	60	30
I am not interested in Teeth care	20	10
I feel it is a sales promotion technique	40	20

With a view to find the Dentist's recommendation for buying Toothpaste, the data pertaining to this is presented in table 7. Of the total respondents 40% of the respondents are ready to accept dentist's suggestion, 30% of the respondents are changed their brand due to fragrance and color, 10% of the respondents are not interested in hair care, 20% of the respondents felt that this is one of the sales promotion technique backed by the company for increasing sales.

Table-8: Factors Which Makes Consumer to Buy Toothpaste

Factors	Number of respondents	Percentage
Price	80	40
Availability	62	31
Packaging	30	15
Others	28	14

With a view to find the reasons to buy Toothpaste, the data pertaining to this is presented in table 8. An examination of the table reveals that, consumers are influenced by the price, availability and Packaging. Of the total respondents 40% of them influenced by the price, 31% influenced by the availability, 15% influenced by the packaging, and 14% influenced by other factors. When the respondents were asked to mention the factors which motivate them to buy a particular brand of Toothpaste their replies are mostly price and availability.

Table-9: Preference of Toothpaste

Preference	Number of respondents	Percentage
Brand	80	40
Quality	60	30
Fragrance & color	40	20
Others	20	10

With a view to find the reason to buy Toothpaste, the data pertaining to this is presented in table 9. An examination of the table reveals that, most of the consumers preferred brand, quality, and fragrance & color. In the above table 40% of the respondents preferred brand name, 30% of the respondents preferred quality, 20% of the respondents preferred fragrance & color, and 10% of the respondents preferred other factors. Brand name played a vital role in selection of Toothpaste in Nagpur city.

Table-10: Person who Influenced Consumer to Purchase Toothpaste

Persons	Number of respondents	Percentage
Friends	40	20
Kids	30	15
Parents	80	40
Spouse	40	20
Self	10	05

With a view to find the persons who influenced consumer to purchase Toothpaste, the data pertaining to this is presented in table 10. An examination of the table reveals that, the people who influenced more are, parents, friends, spouse, kids and self decision. Based on the above data, 15% kids are influencing the parents for buying particular brand, parents are the main deciding authority for buying Toothpaste (40%), spouse and friends are equally influencing (20%) and 5% decide them self.

Table-11: To Which Mode of Promotion Consumer gets Attracted

Mode of promotion	Number of respondents	Percentage
Advertisement	90	45
Celebrity	50	25
Banner	40	20
Others	20	10

With a view to find out which mode of promotion consumer gets attracted, the data pertaining to this is presented in table 11. An examination of the table reveals that, most of the consumers preferred advertisement, celebrity, banners. Majority of the respondents 45% preferred advertisements, 25% of the respondents preferred celebrity endorsements, 20% preferred banners, and 10% preferred other mode of promotion. Advertisement creates attention and stimulates the consumer to buy a particular brand.

Table-12: Factors Which Makes Consumer to Buy Toothpaste

Promotion tools	Number of respondents	Percentage
Gift	70	35
Discount	40	20
Extra quantity	50	25
Price off	30	15
Others	10	05

By having a view to find the promotion tools preferred by consumer, the data pertaining to this is presented in table 12. An examination of the above data reveals that, most of the consumers preferred gift, extra quantity, discount, price off. Above table indicates that, gift attracted more respondents (35%) 25% of the respondents preferred extra quantity, 20% preferred discounts, 15% preferred price off and 5% preferred other tools. Sales promotion tool especially gift attracted more respondents.

Table-13: Switching to Other Brand

Reason for switching	Number of respondents	Percentage
Impact of packaging	20	10
Price rise of current brand	32	16
Scheme of brands	36	18
Advertisement impact	40	20
Consumer brand is not available	20	10
To try new option	28	14
Influence by other	24	12

With a view to find the reasons for switching to other brand , the data pertaining to this is presented in table 13. An examination of the table reveals that, most of the consumers switches to other brand due to strong advertisement impact; next factor was scheme available with product like discount, free gift, price off etc. Due to sudden increase in price also makes the respondents to switch; some consumers always have a mindset like laggards to try new options available in the market. Kids also influencing the parents to buy a particular brand, not only kids and also friends, relatives, wife etc. sometimes consumers are attracted by packaging to switch. Non availability of brand is one more reason to brand switching. In this analysis 20% respondents changed to other brand due to advertisement impact, 18% respondents due to scheme (offer), 16% respondents changed due to price rise, 14% respondents switched to other brand to try new options, 12% respondents due to the influence of others, while other 10% respondents switched to other brand due to better packaging, and 10% respondents changed non-availability of product in the market.

Conclusion

Consumer behavior is not exactly predicted one; somewhat it is predicted with the help of research activity. Starting and ending of the survey ends with only one statement 'consumer is king' .So the companies concentrate in analyzing the requirement of people thoroughly to satisfy and retaining the consumer. This study revealed that consumer awareness of Toothpaste is less in Nagpur city. Toothpaste market offers huge potential as penetration and per capita consumption of Toothpaste is very low in India. However, rising per capita income and increasing awareness is driving demand of Toothpaste, dentist's population is also low in India. Manufactures have used advertising campaigns to promote higher consumption of Toothpaste. Creating the awareness is a part of social responsibility of the company. Most of the consumers are ready to accept the suggestion of dentists. There are some important factors considered by the consumer for decision making. Brand image, advertising, and offer play an important role in purchasing Toothpaste, sometimes based on the offer the consumer compare with competitor product and select the best one. Product

attribute also analyzed by the consumer for deciding a brand. Switching of one product to other company product is mainly based on advertisement, brand name, packaging availability, and price rise, etc. So the companies analyze all these factors and find out the best suitable tools for promoting their Toothpastes in India.

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Consumer perception of green product: Young generations point of view in Nagpur city*Shraddha Pawar, Dr. Saket Bansod***Abstract**

The current prevalent situation has highlighted the frugality of present market situation. Although this year has been one of the worst years due to the global pandemic, but on the other hand somehow this has given a positive change on the environment and individuals' mindset as well. They are more aware and conscious about the environment, and the surrounding they are living in. people have seen this change in positive light and have a general feeling to maintain and contribute to keep the situation in the same way. So as per the researches it is the right time to test the waters for green products as more and more buyers will be inclined to their bit and hence offers a new window for green marketing/green products.

The researcher intends to carry out primary research for analyzing the perception and possible growth of these green products. Youth being the key driver for Indian economy, the researcher intends to gather the data from age group of 16-25. As this age group does not hesitate to trying out new brands/products. Hence the researcher feels that the perception and buying behavior of this targeted group will help researcher to have a better insight of their psyche along with pointers to how to move ahead with green products for manufacturers. The researcher would like to explore many untouched areas which are rarely looked at and would like to find solution which can be applied and adapted by the business sector. The research will also throw light on mind set of targeted population while giving insight about their buying behavior towards green products. There will be vast difference between green marketing and traditional way of marketing post the global pandemic, which the consumers and the producers have to take in account. Here the researcher has tried to study how green marketing/green products will be bringing a change.

Keywords- green marketing, green products, environment, consumers, marketing, manufacturers etc.

Introduction

“Do consumers really care about green? They do! But there’s a chasm between green concern and green consumerism. To close that gap companies, need to communicate more effectively- and make sure their messages and marketing and pitch- perfect” - Joel Makower
Executive editor, GreenBiz.com

Corporate profit from green marketing wherein overall drifts of transparency, connectivity, and augmented alertness of sustainability topics add to inclusive value of marketing messages. Sustainability oriented goods and services are becoming projected and necessitated in a world further willingly involved with conservational apprehensions. Nowadays young entrepreneurs and long run businesses are looking forward to integrate genuine green programming, rather than compromising the brand value and consumer poise. In these prevalent situations, where each individual is further motivated to the preservation of environment, green marketing can be an exceptional occasion to advance market positions and develop their customer base. In the coming future, green marketing is going to be an essential aspect of the business world.

It is detected that economy is turning green, not adding green. As for now this transformation amid turning and adding is vital to upcoming business evolution, indirectly in which marketing is combined. There is perceived a growing request within customers and business models that combine sustainability and green action throughout management and people. Even municipalities are integrating green into their structure and in this progression of incorporating green action Nagpur which is a 3tier city is no behindhand the other metropolitan cities. Effective apprehending of customer audience consents for market adaptation of Green marketing and combination of sustainability within a business model.

Green business helps cut costs and exploit incomes for Business to business merchants, meaning those within the supply chain. Be it components, supplies, training, conservation, or by-products alteration, green marketing permits for business development by eradicating as much waste as possible. Each facet of the supply chain is exposed to green marketing and sustainability issues.

In a developing city like Nagpur Green business, this is normally identified as sustainable business is a fast-rising feature of the business world. It is observed that greenness isn't the driving feature behind consumer buying; the outcome is that consumers want products that have chemicals that are harmless in a home. Rather than buying a chlorine-based product from Clorox, customers are able to purchase non-chlorine-based products that have the similar use. This permits them to be assured in the efficiency of the product, as well as the safeness.

There is a benefit to the foremost movers in the marketplace. In green marketing, this advantage lies with who will present a green service or product. Consumers will gravitate towards the products or services that meet up their concern. By being the first one to pioneer the green substitute, marketers then are more bound to capture the mind of those consumers and generate long term consumer reliability.

By establishing a status for accountability, sustainability, and community awareness will attract forward thinking capacity, as well as preserve them. An outcome of this is the formation of an ethnicity of trustworthy employee base which can, eventually trim down recruiting overheads.

Investors have observed and are ready to invest in the next wave of immense business. As the request for such products and services is growing. Entering into the green market is striking as it illustrates a respect for the environment and public the business lies within.

A Consumers environmental alertness is a pre-condition for green purchasing which is sturdily based on the hypothesis of much green marketing literature. Both researchers and corporations seem to have mistreated while following such a behavioristic green marketing that green products are bought only if customers recognize the products as superior to competitors' offerings. The question and main emphasis is on the youth, that how green is today's youth and there valued involvement to green marketing. The Millennial whom we call as the tech-savvy generation grew up with computers and internet. They are hasty to experiment marketing practices they reckon to be forged or misleading, Skeptical of government and authority. They are capable of gathering instant reactions from millions around the world with the capability to express their sentiments through blogging, texting, and social networks. Late consumers have also become worried with environmental problems and started demanding eco-friendly products in advanced nations; meanwhile many customers are conscious of the influence of numerous substances on the environment.

By implementing and promoting green marketing means, boosting and urging people to purchase environmentally friendly product, which discloses the company as a firm which highlights their social responsibility and promotes their businesses as friends of the environment. Advancing green purchases through operative promotional campaigns entirely depends on the point of going green. Green purchase behavior of the customers is what the firm needs to recognize to attain this goal.

To boost green marketing and to lessen waste and mend energy efficiency the product, price, place, and promotion are the key components which should be modified or some alteration need to be offered in the marketing mix elements. Amended environmental value and customer satisfaction are the two intentions which Green marketing must fulfil. As the demand for green products undeniably exists, Green Marketing delivers a prospect to the

companies to upsurge their market-share by presenting eco-friendly products. With the altering times the colour green has nearly become identical for the environment. The term green is thoroughly allied with development and faith.

Literature review

Green marketing is the marketing of products that are presumed to be environmentally safe.

It is the tip of iceberg that Sustainability is on the rise. Eco-friendly businesses are swiftly becoming industry frontrunners; the population of conscious citizens is escalating as they have become alert of our awful environmental condition.

The mounting trend towards sustainability and the climate crisis isn't fading any time soon. According to some current studies the part of Gen-Z the batch of individual presently 23 years old or younger deeply worry about these issues, so much so that 68% of Gen-Z's lately reported that they have made an eco-friendly purchase within the past year. When news like this one announces that 73% of global millennial are agreeable to pay extra for substantially more for eco-friendly products. If a brands business practices aren't up to par, it won't be able to take benefit of this increasing prospect. When measuring company's exact loyalty to the environment, consumers are eagerly aware of nasty marketing tactics and know exactly what to look for. When measuring Businesses that challenge to market for sustainability severe public criticism can be met when the practices aren't constantly sustainable. H&M found this out prior this year when they announced their "conscious collection". After being publically accused of burning 12 tones of fresh unsold clothes per year, it didn't take long for fashion bloggers and the media to call out H&M for green washing.

The term green marketing came into prominence in the late 1980s and early 1990s.

Two tangible milestones for the first wave of green marketing came in the form of published books: Green Marketing by Ken Peattie (1992) in the United Kingdom and Green Marketing: Challenges & Opportunities for the New Marketing Age by Jacquelyn Ottman (1993) in the United States of America. Yeow Kar Yan & Rashad Yazdanifard (2014) states that the consumers' concern about the environmental protection has led to the diversification in consumer buying approach headed for a green lifestyle, as the ecological issues are getting inferior. Several valuable techniques that are used by firms to amplify economical compensation and stand a chance of getting hold of the satisfaction of customers in order to attain the firm mission and vision are Green marketing and green product development. The hazardous substance of a product may influence the consumers purchasing behaviour; hence the manufacturers tend to manufacture the commodities which are eco-friendly to convince the demand of green consumer. Around 30% of

customers have assured that the green products must be energy efficient, assist in water conservation, and be safe to the surroundings throughout the procedure of manufacturing, utilize and removal. Mihaela Kardos, Manueala Rozalia Gabor and Nicoleta Cristache (2019) opening up new directions for the debate on the role and responsibilities of businesses in society, Over the last few decades, society has turn into more and more apprehensive with sustainable development issues. As a result, companies worldwide have modified their performance to better address the new challenge, incorporating unlike aspects of sustainability into their deeds, by using sustainable products in beneficial circumstances, and also associal actors with responsibilities to support sustainable development. Harendra Pal Singh Chauhan and Dr. Ramesh Chaturvedi(2015) Environmentalism has started getting hold of ground in India too. Mutually government and non-government organisations have floated green campaigns to battle the ever escalating inconvenience of pollution and rapid reduction of natural resources. A number of environmental laws have been promulgated in the country to avert environmental degradation. According to Nikhil Agrawal, Akhil Agrawal(2014) the youth being the most responsive should have a apprehension about the nature and environment, for companies to be thriving in green marketing campaigns, they need to certify that consumers are truly alert of the idea of this conception. Their campaigns should be in such a way that utmost youth is fascinated in the direction of buying the goods.

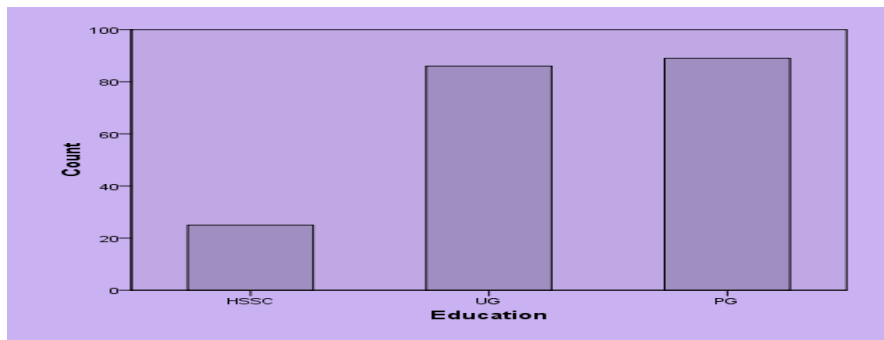
“Green” is the catchphrase that is gaining recognition amid the modern generation. A number of businesses right from private entity such as Wal-Mart demanding to set in motion the conception of organic food to public entities like the London governments obstruction charge are all intended at improving the environment by promoting ‘Green’ products and issues according to a study by (Jacob Cherian and Jolly Jacob). In various nations like Canada, Brazil, China, France, Germany, India, the UK and the US have 87% of their population who has shown interest in reducing their impact on the environment, sighted through a survey by (McKinsey, 2007).

Research Methodology

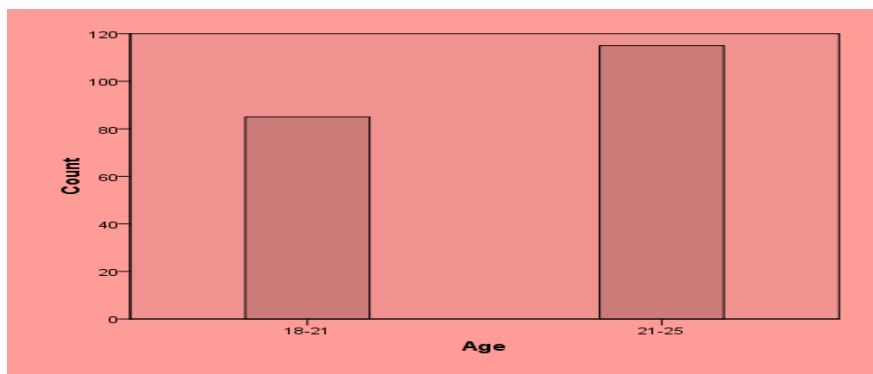
To explore and understand buyer’s perception of green products in Nagpur city. Secondary data was collected form research papers, internet and books. The data was used to gather basic information about the topic. In order to gather primary data researcher prepared a questionnaire. The questionnaire was developed in consultation with subject faculty and research expert. The data was collected across age group of 18-25. A total data of 200 respondents was collected with the help of google form.

Objectives of Study

- 1) To know the young generations perception about green products.
- 2) To know the relationship between their education level and understanding of purchasing behavior towards green products

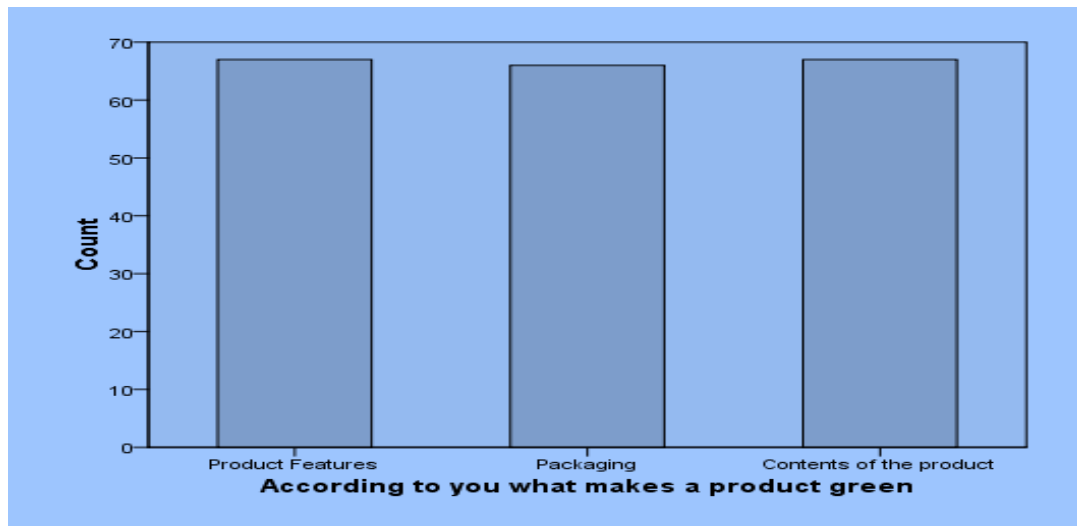


Here the researcher decided to have a look whether education plays an important role while trying to decipher with respect to HSSC, UGC & PG. We can clearly see that the age groups" between" 18-25 who belong to the UG & PG group are more educated and aware about the topic. Better the education better the awareness.

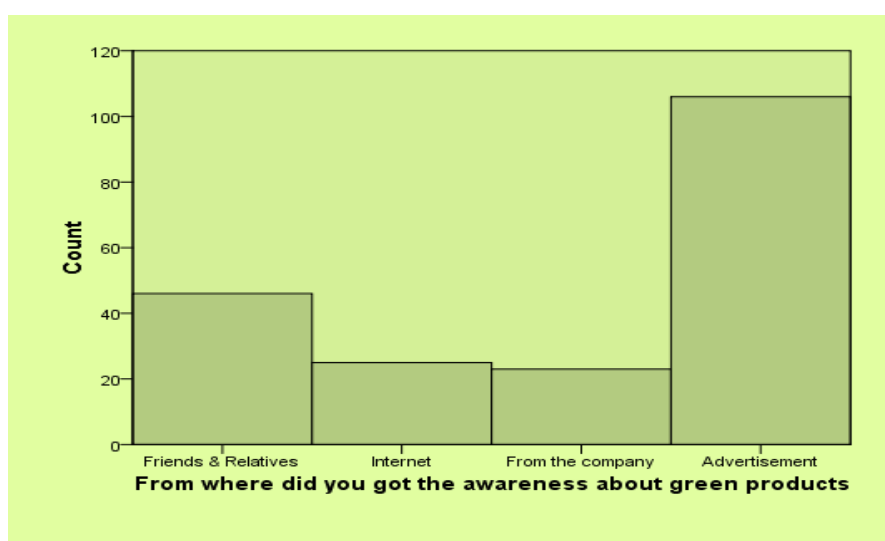


The researcher is intended to carry out a research in terms of age group while considering the result the researcher decided to administer a questionnaire between the age group of 18-25. As the researcher wanted to know the perspective of young generation so the questionnaire was prepared in such a way that one can note that along with education and age the youth is more concerned about the environment.

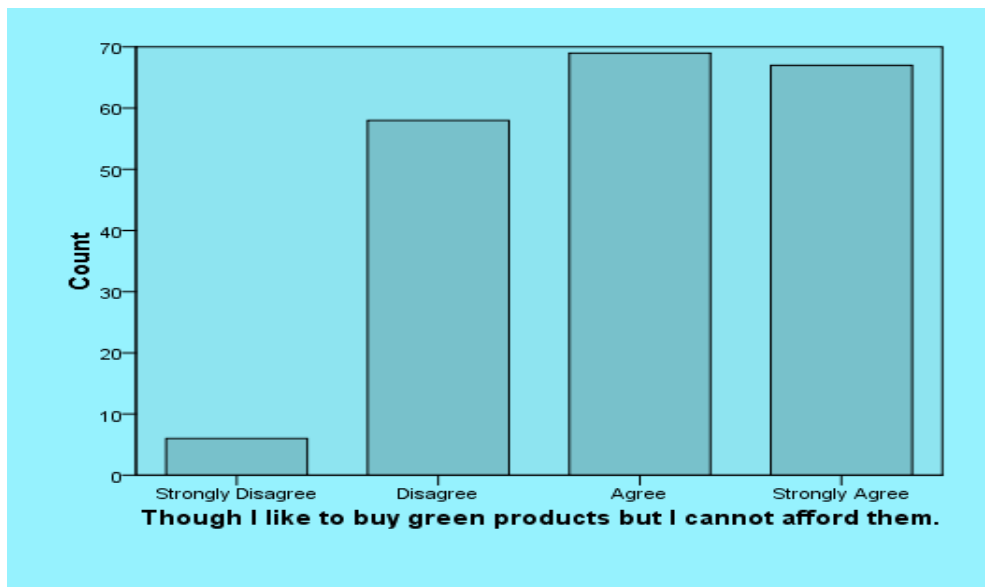
In this the researcher carries out a research in terms of gender from which we can say that men are more inclined towards green products as compared to women.



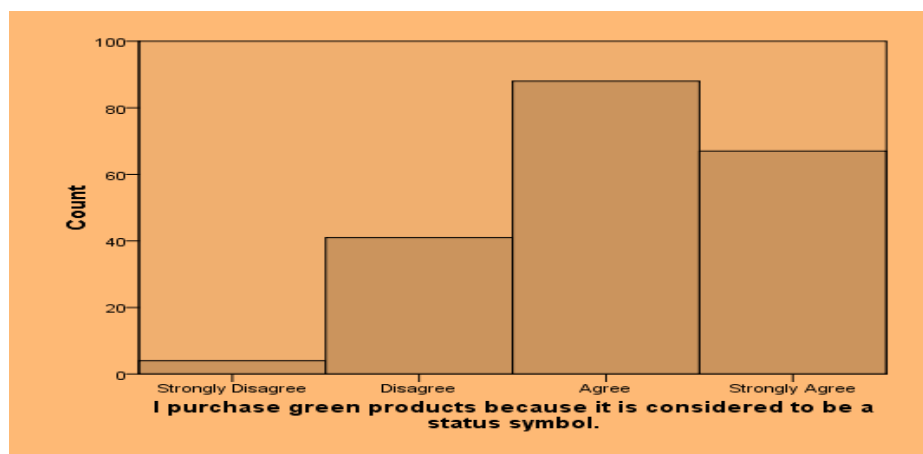
The researcher asks a question to the audience that what according to them makes a product green, whether the product features, packaging or contents of the product. From this the researcher states that a green product attracts them because of their product feature, packaging and the contents.



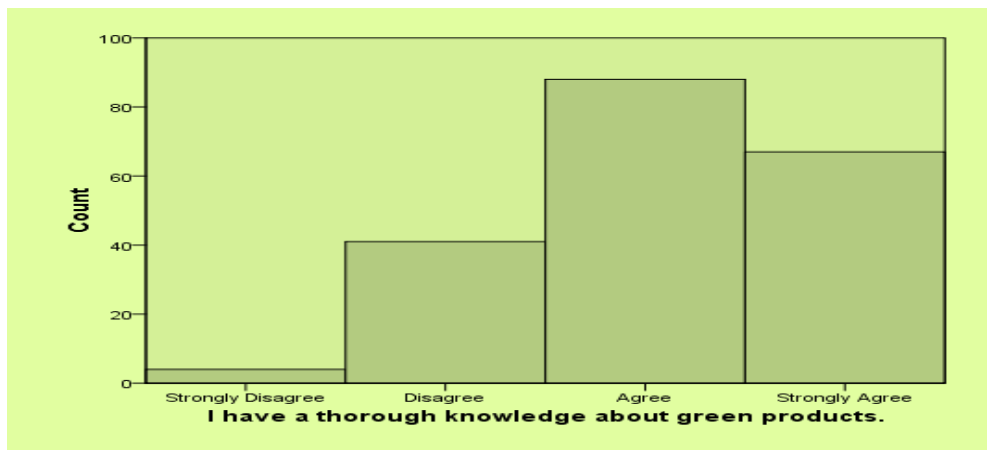
With this question researcher has to find that from where the consumers get awareness about the green products. From which the researcher gets to know that advertisements are the most helpful to create awareness.



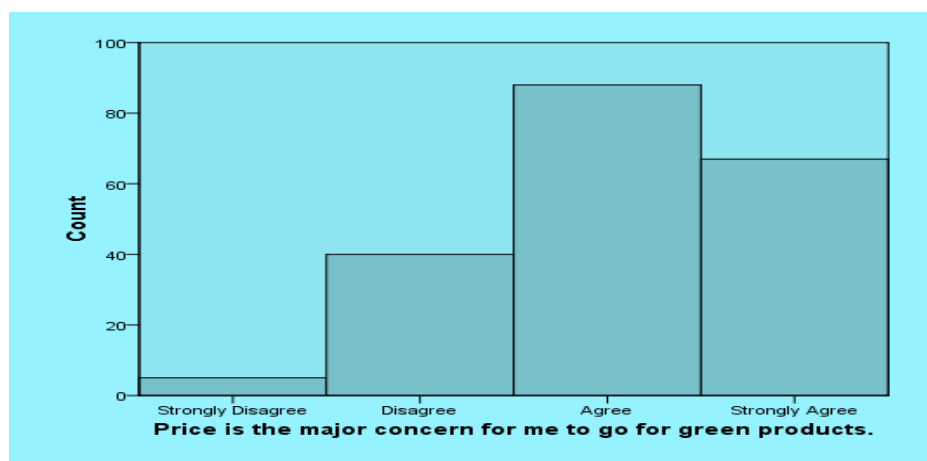
According to the research conducted the 133 people stated that though they like to or looking forward to buy green products, but they cannot afford them. It is a common perception that green products are higher in rate because of which consumers are not willing to buy them, but many people were stunned to know that many green products were available at an affordable rate in the market.



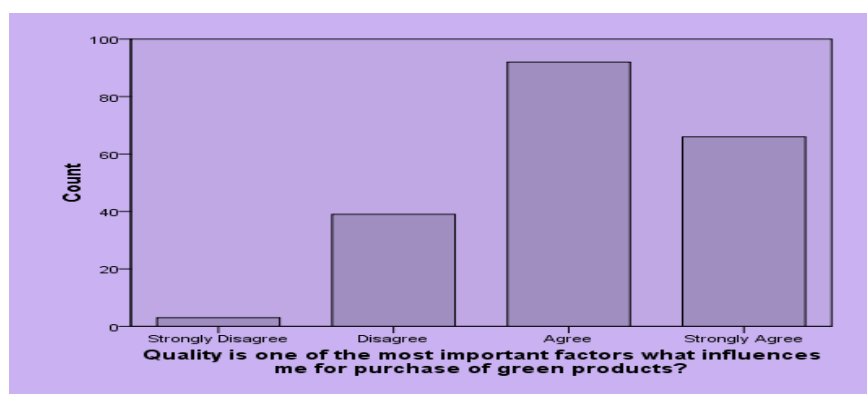
Living in a society where ones status of living matters general public nodded affirmatively by agreeing or strongly agreeing that the purchase of green products is considered to be a status symbol.



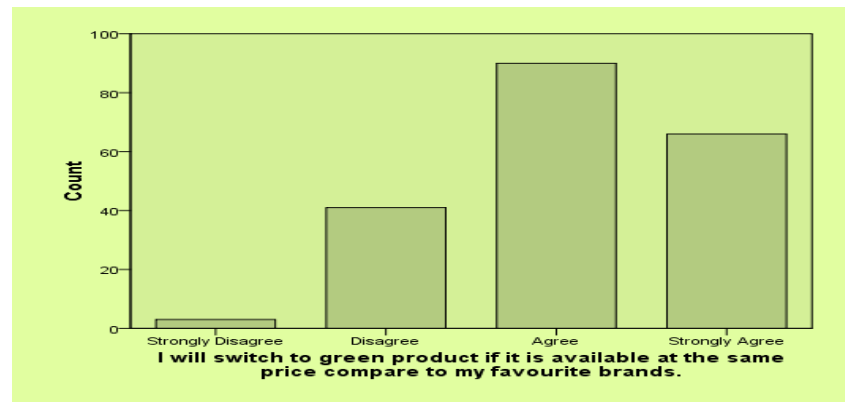
Researcher has to find out whether people have clearer idea in which 150 people said affirmatively by agreeing or strongly agreeing to the question whereas others denied the complete understanding



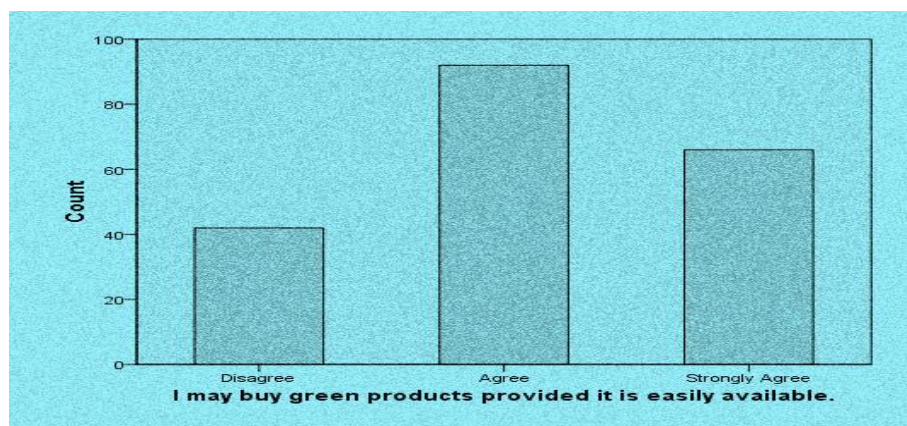
Talking about affordability, price is one of the major concerns to them to go and buy green products. 5 candidates strongly disagree to the fact that these green products are affordable. But on the other fact the common public seemed to be well aware about the pricing of the products which are available at affordable rates.



155 people favorably said that quality of the product is one of the most important factors which influenced them to purchase green products; this is because quality of any product plays a huge role in the consumers buying behavior.



It is noted that people are ready to switch to green products if they are available to them at the same price compared with their favorite brands. The youth is more environment and brand conscious nowadays which makes them attract towards green products.



The researcher says that the customers are willing to buy green products provided they are easily available to them in the market. As easy accessibility of a product makes it considerably easier to reach the audience.



Major number of people feels that they personally can protect the environment by buying the environment friendly products. As people are more aware and conscious about the environment, they are ready to make changes in their lifestyle to protect the environment.

Findings

Consumer's Values/Beliefs, Attitudes towards Environmentally Friendly Products: No one strongly disagreed that green products were need of the hour. The buyers being educated and tech-savvy were relatively better informed about green products. They actually felt that by buying green products they can make a positive impact on overall environment. Green products are still very nascent concept and hence customers are still quite unsure of how to utilize them in best possible manner. Many a times customers are not very sure to were to look for green products specifically. Products given greater exposure will be more likely to sell in greater numbers. Pro-environmental values are more likely to result in more pro-environmental behavior when values and beliefs are specific enough, the green action aligns with consumers' subjective interests, and product attributes are positively perceived.

It was found that customers were willing to pay slightly more if they feel that it can act as a status symbol. If the companies establish themselves as creditable source of green products, they can have a very young and dynamic customer base who actually feels that they can make a difference by using green products.

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IS PROCRASTINATION KILLING YOUR PRODUCTIVITY?

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ABSTRACT

The term "Procrastination" has become a buzzword. How procrastination has effects on someone's work and regular life productivity is depicted in this paper. We have specifically focused on procrastination in the working phase of life. We also tried to observe the understanding of the topic 'Procrastination' with working employees as well as working students who are continuing their studies with work in different tiers of life. Either the humans were incapable to understand it or we keep these feelings aside to make ourselves feel better. We are living in a world where we have to be productive in work as well as daily life. There is so much competition to get something that is rare. And that rare thing in life is a stable career. To have a stable career in life, we have to be specific about what we want in our life and if we don't set specific goals, we are far behind the race that has already started in the right direction. But it is always a chance of us moving ahead of them. But if we stop procrastinating and start focusing on our path, on our journey.

The present research aims at knowing the characteristics of Procrastination ,reasons of procrastination .The study also helps us in knowing the possible ways to overcome the procrastination at work place.

Keywords: *Procrastination, Productivity, Perfectionism, Work-Life, Performance, Purpose, Discipline*

INTRODUCTION

Procrastination is an act of delaying anything to the extent that we feel burdened by it. The origin of the word Procrastination comes from the Latin word *procrastinatus* (*pro-*, meaning "forward," and *crastinus*, meaning "of tomorrow"). To be more precise, intentionally delaying the initiation or completion of the task, despite knowing the negative consequences.

Procrastinators do not recognize all that is going on below the clouds, in an attempt to avoid uncomfortable situations and feelings. The emotional roots of procrastination go down to fears, memories, dreams, pressure, and hopes from either our peers or ourselves. Whereas, your body, brain, and your genetic inheritance are biological roots of procrastination. Apart from all of this, most of them are afraid of being unacceptable in some way. As painful as it is to analyze yourself for your procrastination, criticizing yourself seems easier than tolerating the feelings of vulnerability and exposure that come with trying your best and then landing in the territory of your fears.

If your "subjective time" conflicts with "clock time," it is difficult to anticipate deadlines, work steadily toward a goal, or predict how much time you need to get things done.

In this paper, we focus on procrastination in working professionals as well as working students [Interns]. Our research aims to advance the overall understanding of procrastination and its effects on the Work-Life balance.

1. Procrastination

In simple words, choosing short-term benefits with long-term costs over long-term benefits with short-term costs is Procrastination. We face many hurdles blocking us from getting up and living the dream life that we always wished for. Out of many, Procrastination is a major barrier.

We regret more for the things that we did not do more than the things we have done. Also, feelings of guilt and regret resulting from missed opportunities tend to stay longer within us. Several times all the opportunities seem to be manifested, but because of procrastination we just cannot reach them.

Procrastinating is to waste time which we could be investing in making the best out of our opportunities. Overcoming procrastination unblocks the doors to accomplishing more and it leads to better utilization of the potential that life has to offer. Since the world today is conducive to procrastination, learning how to overcome it is one of the most important skills one can learn. The majority of the people who procrastinate are anxious about being judged by others or the critic within themselves. This concern reflects a fear of failure.

(*FEAR OF FAILING: THE SEARCH FOR PERFECTION)

(Self-worth = Ability = Performance)

In essence, the above-mentioned equation translates into the following statement: "If I perform well, that means I can do well, so I like myself." Or, "If I don't perform well, that means I cannot do well, and I feel terrible about myself." It's not simply how well you did at a particular time on a particular day under particular circumstances.

Your performance is a direct measure of how able and worthwhile you are—forever. Dr. Beery pointed out, procrastination breaks the equation between Ability and Performance:

Self-worth = Ability(Procrastination) = Performance

Ability and Performance can no longer be equated because the complete effort has not been made. The world is full of perfectionists and people who procrastinate belong to this category. In order to showcase their perfectionism, they strive for unachievable, assuming they would face no problems accomplishing out-of-the-world goals. When the goals are unfulfilled, these perfectionists feel overwhelmed and discouraged.

We do not accomplish everything we intend to do. We are not able to do things the way we planned them. We do something well but not with perfection. We don't get the deserved recognition for the accomplishments.

"The timely pursuit of your intentions" gradually leads us to success and makes us feel delightful just for trying. In the case of procrastinators, they have trouble following through with their intentions in a timely way, and then they feel like failures every time they let themselves down. Postponing and Delaying also regulate the degree of closeness we maintain with others, preserving whatever seems safest and most comfortable.

1.2 Characteristics Of Procrastination At Workplace**a. *Procrastination is a Habit that is Formed Overtime***

It is not worth procrastinating as a habit. As soon as we start normalizing procrastination, it becomes easier every day to delay tasks and responsibilities until we hit the deadline.. When we press the snooze button once on the alarm clock we subconsciously signal our brain that it is okay to delay.

b. *Procrastination is a Lack of Awareness of Time, Vision and Organisation*

Punctuality and productivity go hand in hand, one who is acutely aware of time is the one who can make the most out of his or her time at the workplace. Becoming more aware of time helps us in changing our procrastination habits. Start by becoming more punctual, making a to-do list of the tasks assigned and make sure you stick to it..

c. *Procrastination is being a Perfectionist*

Perfectionism is a trap that creates space for procrastination and makes you feel good about yourself. When we create something good, procrastinators always think about multiple ways to improve. Instead, step back and decide the conclusion in advance. It leads to investing a lot of time on the tasks that can be done in minutes and when we get out of the zone to always be perfect we actually accomplish more at work.

d. *Procrastination is getting Distracted easily*

Our brain is always looking forward to distractions be it social media like Instagram or Facebook or Video platforms like YouTube. We are living in a world of distractions. So, it is our responsibility to not get distracted and focus on our vision, our purpose in life. This can be done by doing what we love to do. Distracting ourselves from the tasks assigned is ultimately 'Procrastination at work place'.

2 PROBLEM STATEMENT AND OBJECTIVES

As we are progressing as humans, Procrastination has become a part of our life.. Putting something off till the last minute is procrastination. It affects our work life. And yet, we all are comfortable with it. We might procrastinate on a task that has great importance. It might even break a career or dream. Additionally, it leads to stress and anxiety.

1. How many working professionals procrastinate and are aware of it?
2. What are the factors responsible for Procrastination?
3. What are the effects of Procrastination on one's Work-life?
4. How Procrastination is connected with Productivity?
5. Is Procrastination killing one's Productivity?

These questions will help us understand the effects of procrastination in our work life in terms of productivity.

3. RESEARCH METHODOLOGY**1) Research Method**

The quantitative research method is used for the present study.

2) Data collection

Both the primary and secondary method of data collection are used for the present study.

Under the primary data collection method, Questionnaire, observations are used for data collection. The secondary data for the present data includes the online research papers, websites, etc.

3) Sampling Framework

a) Population Definition: The population for the research includes working professionals and students interns of Nagpur.

b) Sample Size: Keeping into consideration the limitation of time, the researcher has taken the sample of 100 working professionals and working students.

c) Sampling technique: By keeping in view the limitations of time, resources, population researchers have decided to apply convenience sampling techniques for the purpose of collecting experimental material.

4) Questionnaire Design

The questionnaire is carefully designed to meet the requirements of the research. The questions are taken on reasons of procrastination at a work place with a view to validate the research more. The questions are self structured to cover the diversity of research problems. The questionnaire consists of two parts. The first part is basically focused on questions in terms of demography. The second part of the questionnaire consists of questions related to different aspects of procrastination which are constructed with 5 points Likert's Scale ranging from 1(Strongly disagree) to 5 (Strongly Agree).

4. DATA ANALYSIS AND INTERPRETATION

Data analysis and interpretation is divided as under

1. *Data Pertaining to Demographics*
2. *Data Pertaining to Types of Procrastination*
3. *Data Pertaining to Degree of Procrastination*
4. *Data Pertaining to Reasons of Procrastination*
5. *Data Pertaining to Procrastination and Productivity*
6. *Data Pertaining to overcoming procrastination and becoming productive in work life*

4.1 Data Pertaining to Demographics

1. AGE OF RESPONDENTS

Age Demographics

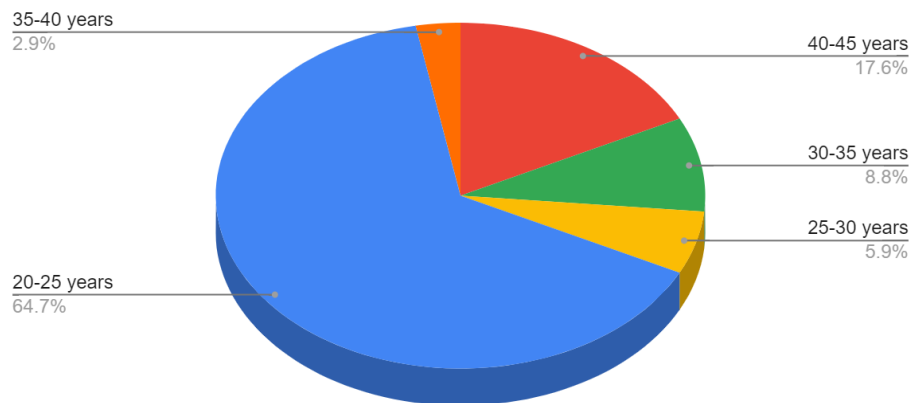


Figure represents the AGE of respondents, where major respondents i.e 64.7% belong to 20-25 age group, 5.9% of respondents are from 25-30 age group, 8.8% respondents represents age group from 30-35, and as we can see there's least response from 35-40 age group i.e. 2.9%, second highest response rate i.e 17.6% of respondents belong from 40-45 age group.

2. GENDER OF RESPONDENTS

Gender Demographics

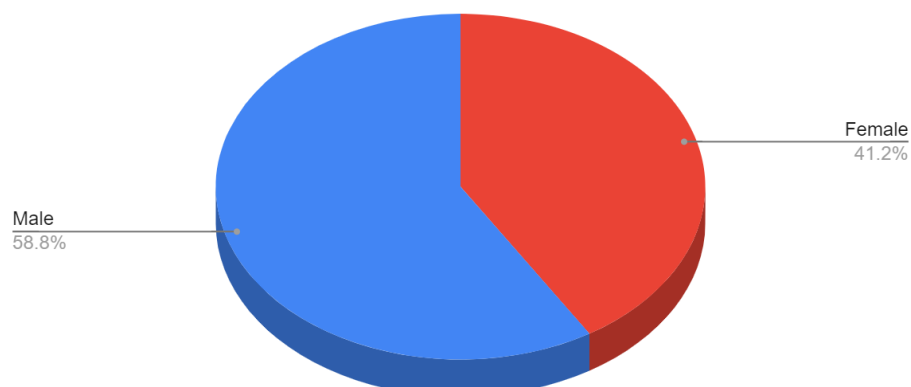
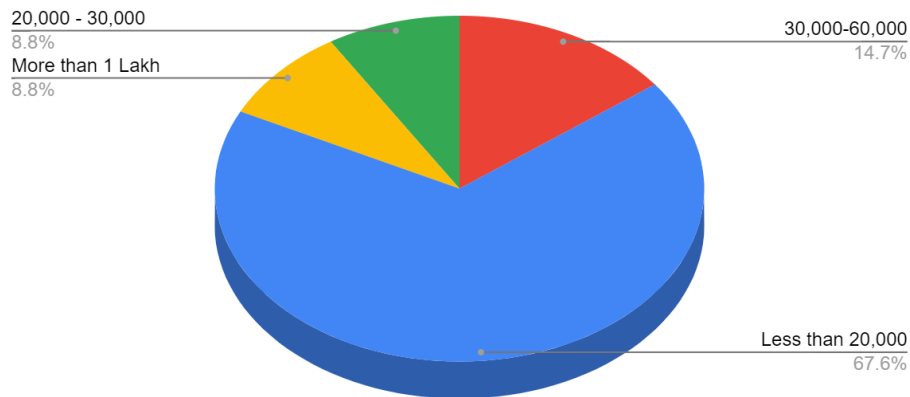


Figure 2 represents the gender respondents, 58.8% respondents are male and 41.2% respondents are female.

3. MONTHLY INCOME

Monthly Income



Income is one of the important and sensitive demographic variables. The above Figure represents that 67.6% respondent's monthly income is below Rs.20,000, whereas 8.8 % respondent's monthly income is in between Rs.20,000–Rs.30,000, 14.7% respondent's monthly income ranges from Rs.30,000-Rs.60,000, only 8.8% respondent's monthly income is Rs 1 Lakh and more.

4. JOB /SERVICE

Job/Service

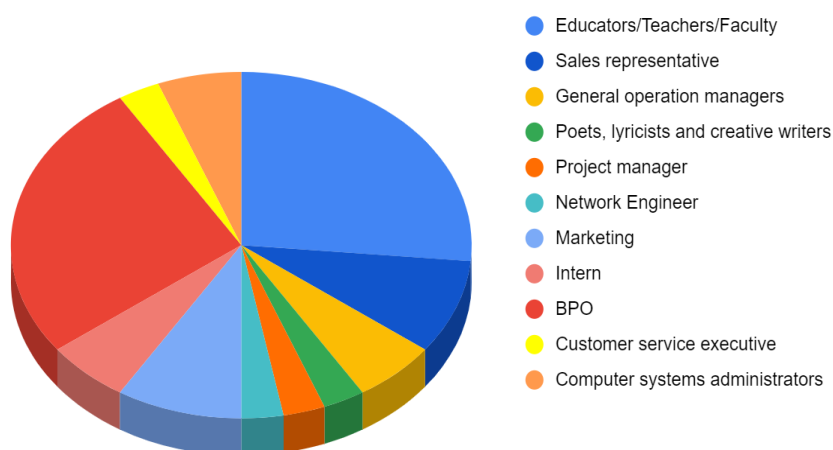


Figure 4 represents the JOB profile of the respondents where the majority of respondents belong from the education sector and BPO. The other respondents belonged to different sectors like sales, manager, marketing, executives, administrators, engineer, interns, poets etc.

5. DURATION OF JOB

Duration in hours

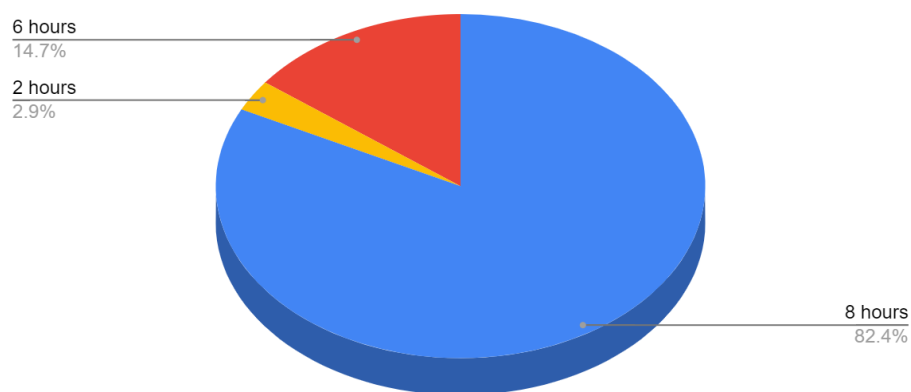
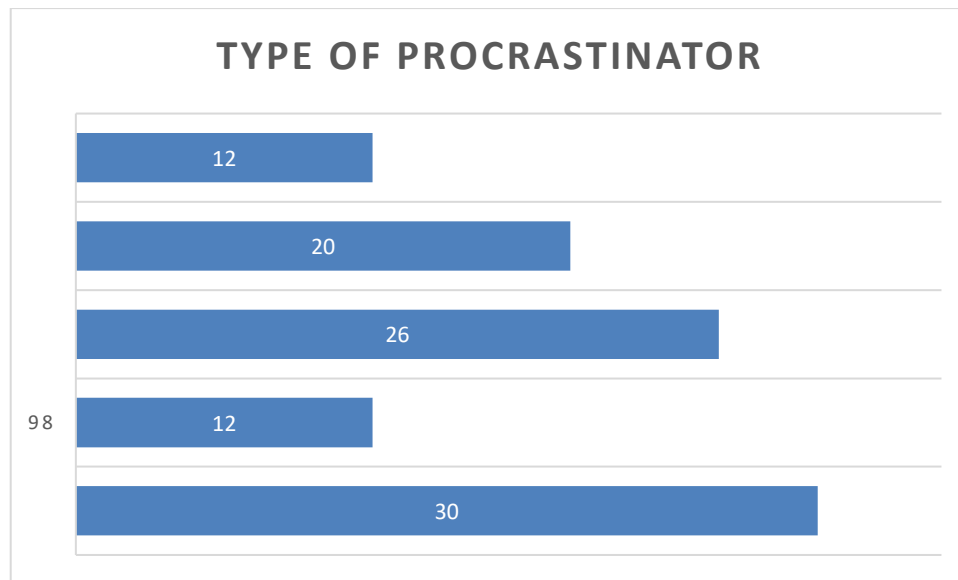


Figure 5 represents the duration of work of respondents where 82.4% of respondents have a work duration of 8 hours whereas 14.7% of respondents have 6 hours of working schedule and 2.9% of respondents have a work duration of 2 hours indeed.

4.2.a Data Pertaining to Types of Procrastinator

The different types of Procrastinator which are studied in this research paper are –

The Perfectionist ,The Crisis Maker ,The Busy Procrastinator ,The Dreamer ,The Avoider.

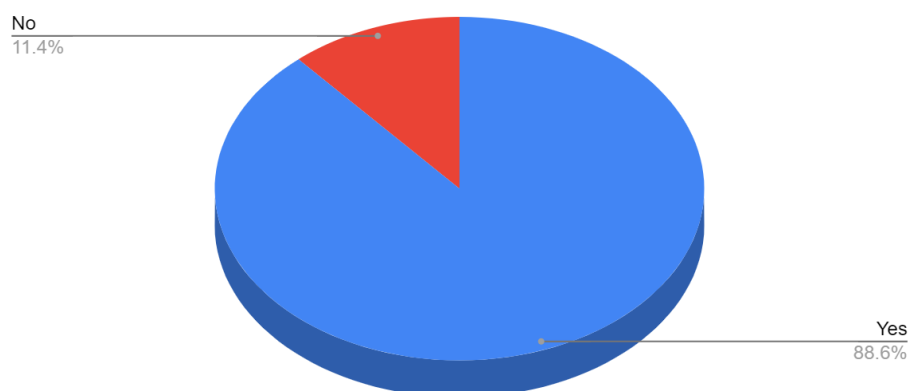


From the above graph, it is clear that around 30 % Procrastinator belongs to the Category - The Perfectionist who pays too much attention to the minor details. Whereas, 26 % respondents are found with the Busy Procrastinator category who find trouble in prioritizing their tasks. While The Dreamers are less in numbers who are highly creative but find it hard to actually finish a task. The respondents responded to same percentage level for being The Crisis maker and The avoider. It also means that the people who push their work to the last minute of time are very less.

4.3 Data Pertaining to Degree of Procrastination

1. Do you Know What Procrastination is ?

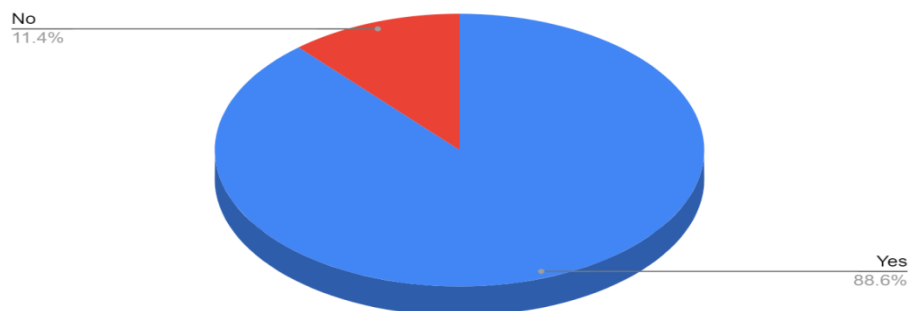
Do you know what Procrastination is?



From the above figure 6 it is clearly seen that 88.6% of the people are aware of the term whatdoes procrastination means and 11.4% of people are still unaware of its understanding.

2. Do you feel Procrastination has any connection with Productivity ?

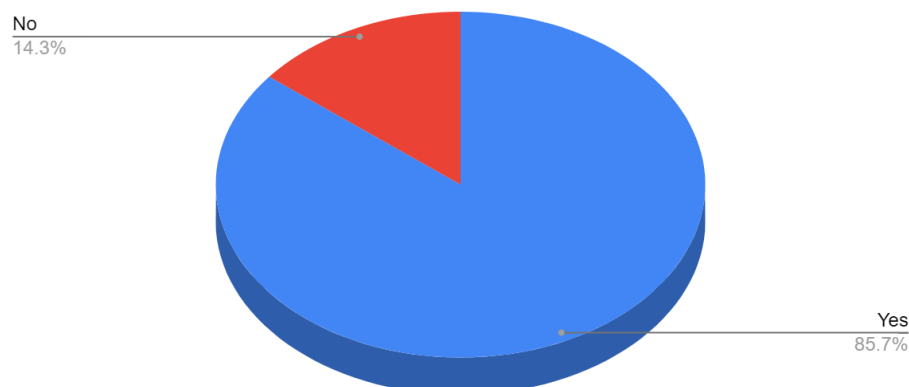
Do you feel Procrastination has any connection with Productivity?



From the data ,it is found that the relation between procrastination and productivity cannot be ignored. Majority of the respondents were those who knew they procrastinate, and they believe that procrastination has a direct connection with Productivity.

3. Is Procrastination killing your Productivity ?

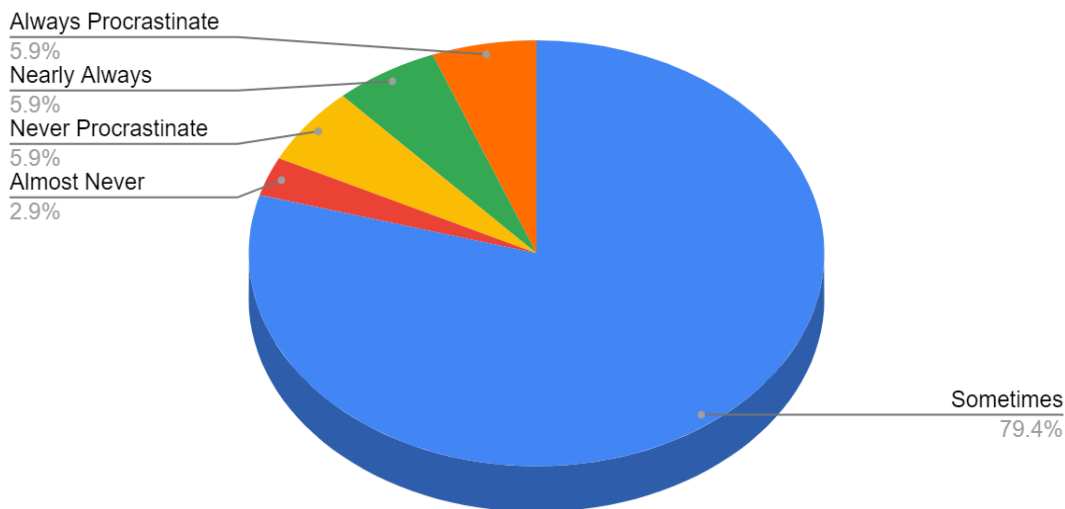
Is Procrastination killing your Productivity?



It seems hard to decide the answer to the most important question of the survey, but if we rule out the responses that are unsure about the diminishing of productivity due to Procrastination. We have a clear answer that Yes, Procrastination is killing Productivity. Approximately 86% of the people have the understanding that procrastination does kill their productivity.

4. To what Degree Do you Procrastinate on any task ?

To what degree do you procrastinate on any task?

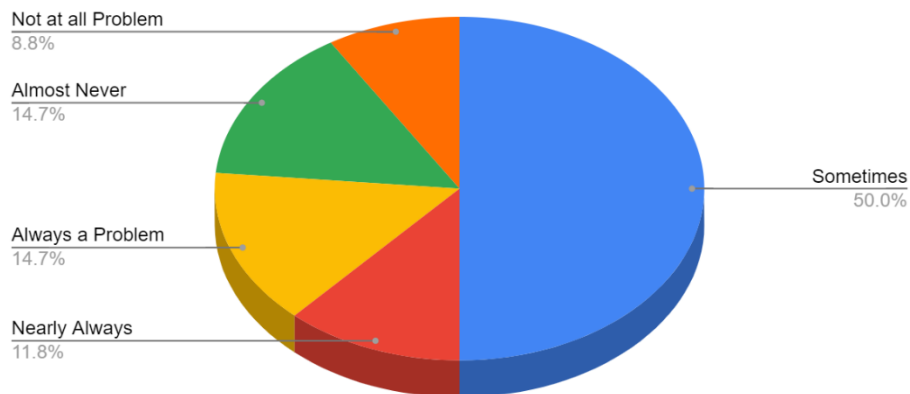


As we can see the above figure tries to explain us about the degree to which extent people procrastinate on any task and people are aware about the fact that they do procrastinate sometimes around 79.4% of respondents believe that they do procrastinate sometimes, whereas 5.9% of respondents always procrastinate. Also we can see here only 2.9% of respondents never procrastinate.

5. To what Degree is Procrastination on any task a problem for you?

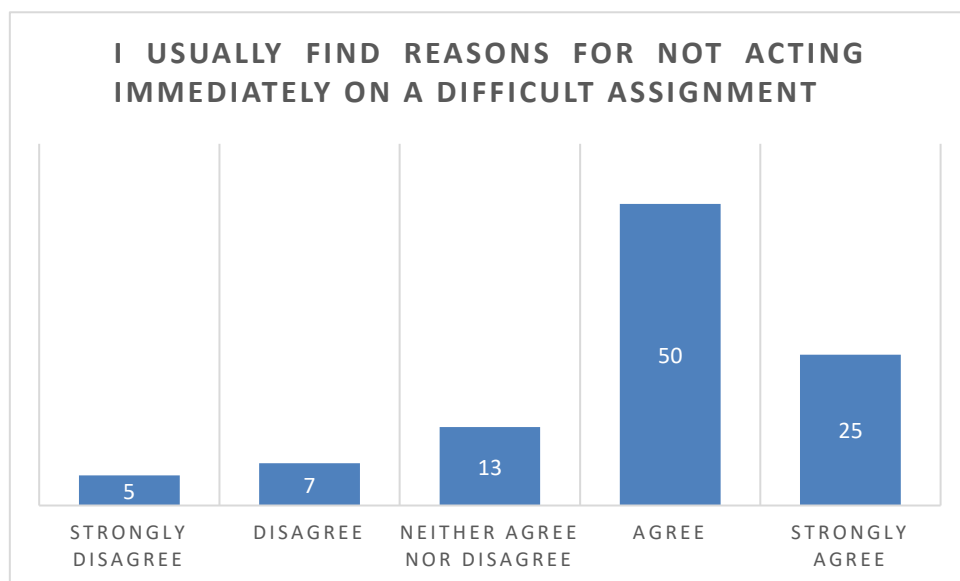
The above figure represents to what degree is procrastination on any task is a problem here, we can see that almost 50% of respondents believe that sometimes they face problem of procrastination, whereas 14.7% respondents are aware of the fact that they always face a problem of procrastination while performing any task.

To what degree is procrastination on any task a problem for you?



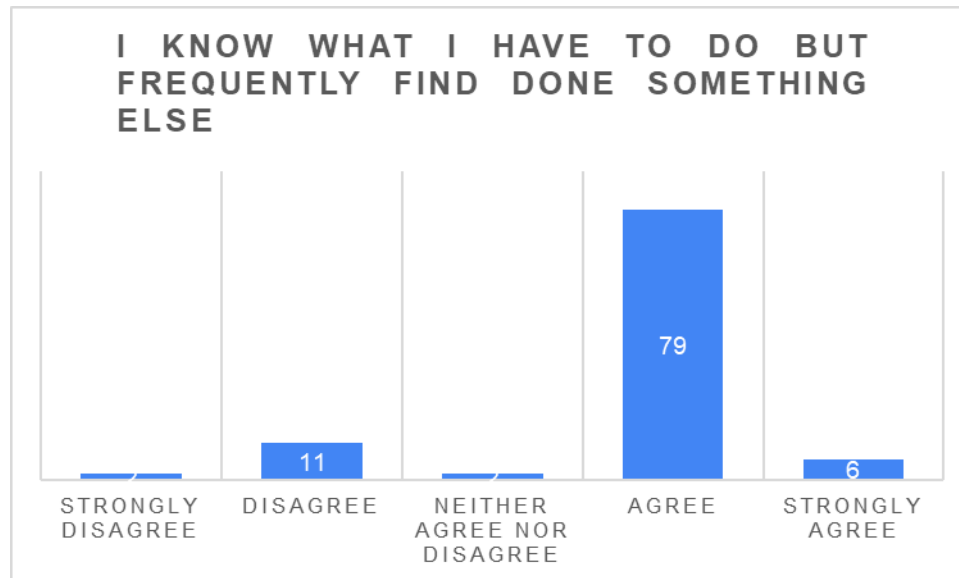
4.4 Data Pertaining to Reasons of Procrastination

1. I usually find reason for not acting immediately on a difficult task.



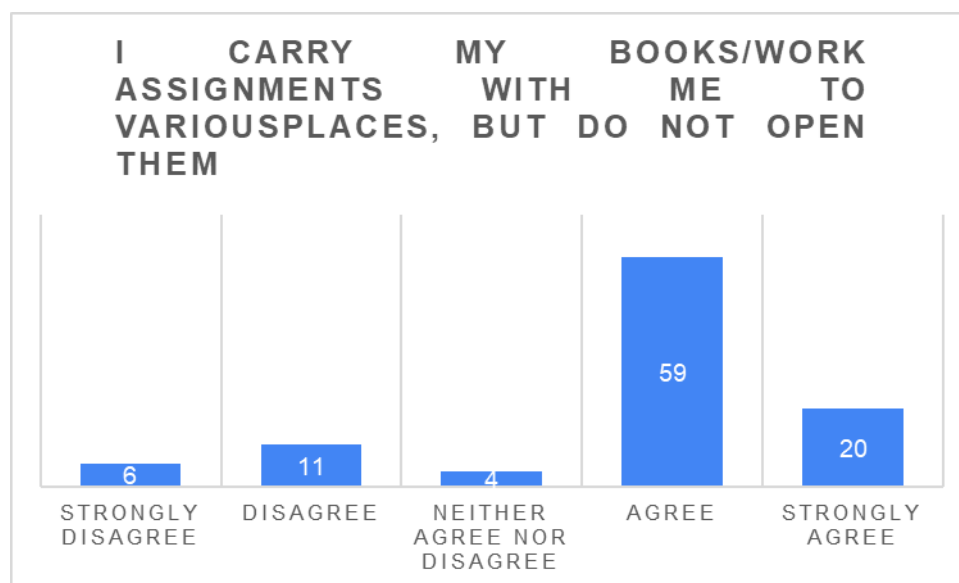
Around 75% of the respondents agrees that they immediately find reasons for not performing any difficult tasks. Thus, they do Procrastination very much at their workplace and hence their productivity is killed. The reasons may be laziness at workplace or even distraction at workplace.

2. *I know what I have to do but frequently find done something else.*



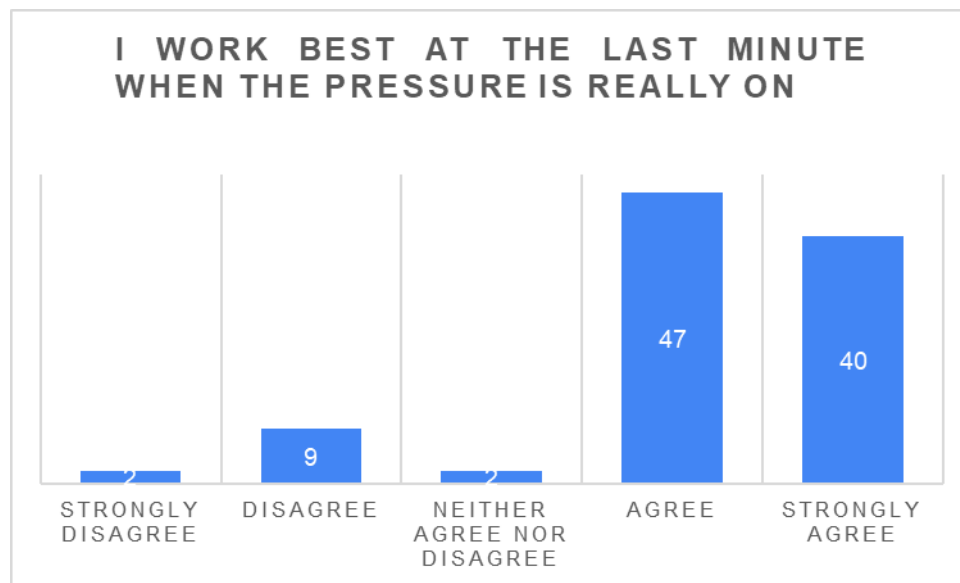
From the above figure it is clear that 79% of the Procrastinators frequently switch upon tasks easily. Thus their work gets delayed .The reason being not focussed on one task

3. *I carry my books/work assignments with me to various places ,but do not open them*



The above figure represents that people agree on the reality that when they carry book or work assignments to various places they even don't like to open their assignments and complete it. Around 80% of the respondents believe that they do carry their assignment but so not execute them at different place. The reasons for procrastination here are trying to avoid the work to get it done later.

4.1 Work best at the last minute when the Pressure is really on.

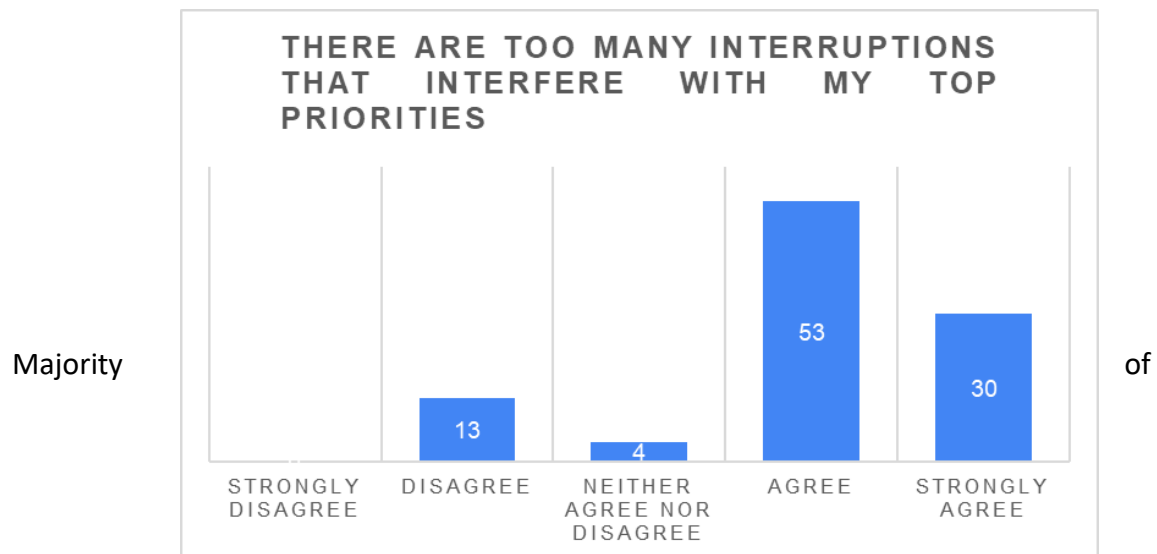


It is a known fact that when deadline of work comes then work seems to be more important

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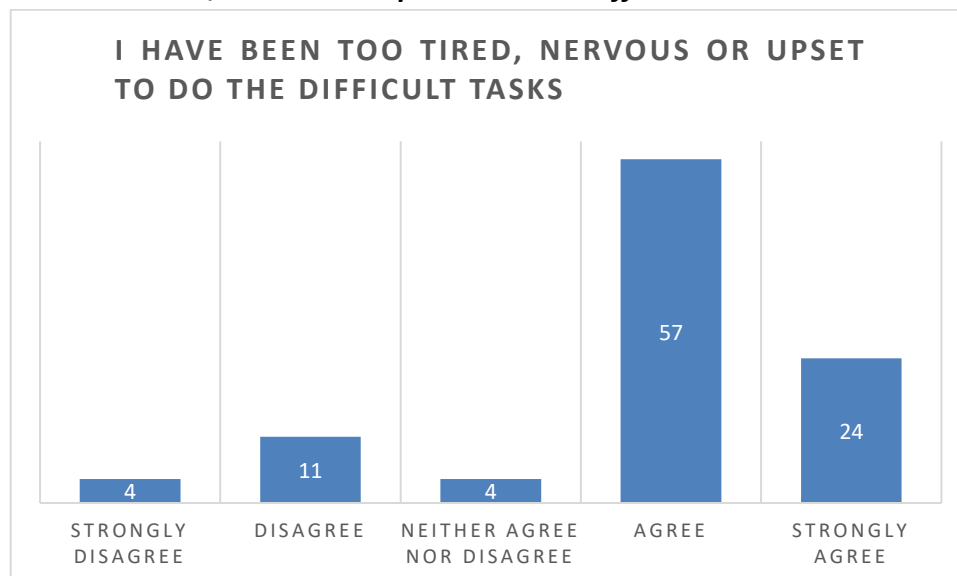
Around 87 % of the respondents agree with the statement that they perform better when the pressure comes on them about their work.

5. There are too many interruptions that interfere with my top priorities.



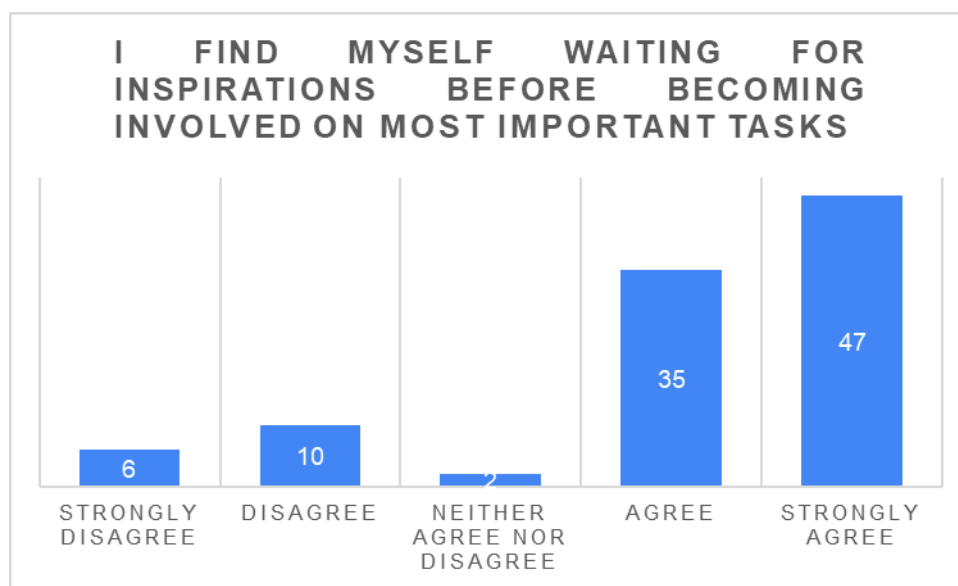
respondents agree that they find some or other interruptions that interfere with their work. Reasons of interruptions may be undecided tasks which in fact come in between while doing the assigned tasks. Interruptions like family responsibilities, overburdened with some task may lead to non-prioritization of important work.

6. I have been too tired, Nervous or Upset to do the difficult task.



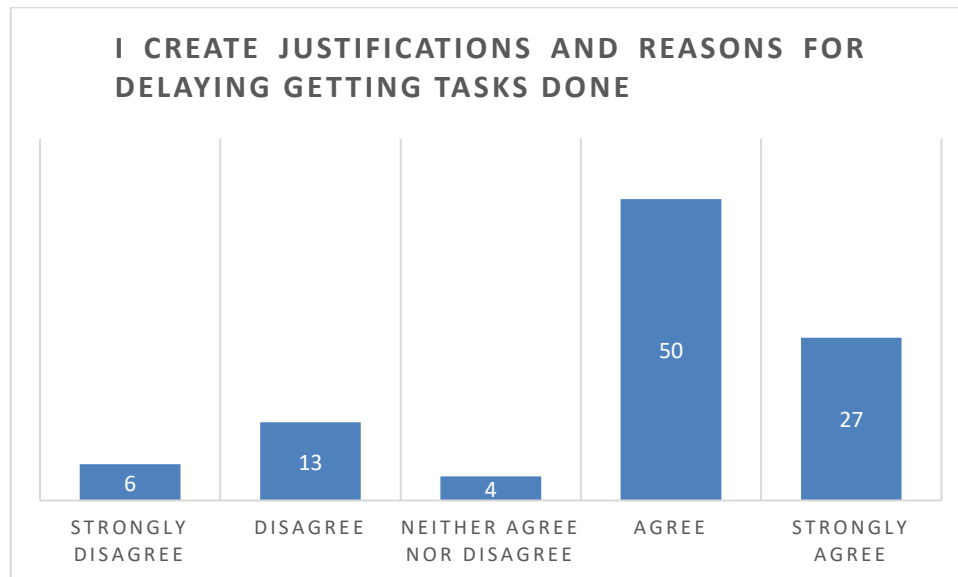
This figure depicts the fact that the majority of people agrees on the fact that they often feel tired, nervous or upset while performing difficult tasks. So they procrastinate and they drop the task as it is .They even try to do but they carry with little willingness. More than 80% respondents feels that they get tired or upset .Such Procrastinators always are in a need of some motivation by others .

7. I find myself waiting for inspiration before becoming involved on most important tasks.



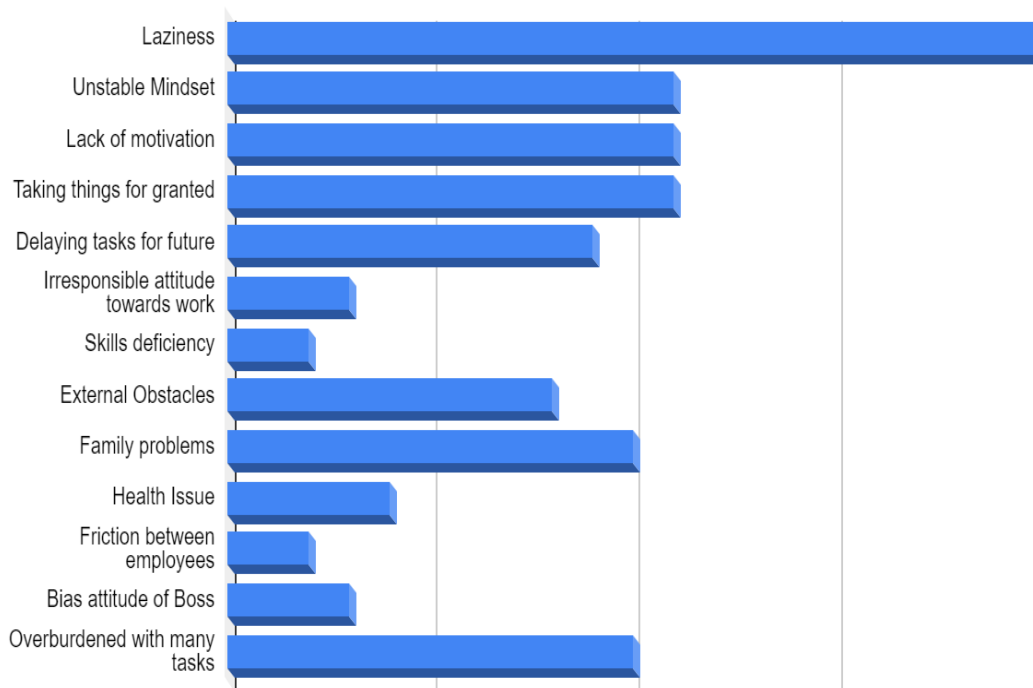
The above figure depicts the fact majority of the procrastinator tend to wait for inspiration to get involved in an important task. Other people's inspiration and motivation a key to success for such procrastinator who always wait for someone to push them for their own tasks.

8. I create justifications and reasons for delaying getting tasks done.



The figure shows that around 77% of the respondents believe that they create justifications and reasons for delaying getting tasks done. Excuses and justifications are often the readymade package which we carry with us when we have to do some important task. Here, willingness is the key to success for all tasks.

9. *Reasons of Procrastination at work place is shown with the help of following graph.*



The above figure represents the reasons behind procrastination.

Majority of respondents believe that the main reason behind procrastination is laziness, they tend to procrastinate because of the lazy attitude, whereas respondents suspects that other reasons which are responsible for procrastination are unstable mind, lack of motivation, attitude of taking things for granted, overburden with many tasks. We can also see that family issues also play a major role as a responsible factor for procrastination.

The reason behind asking this question was that we wanted to understand what the reasons people tend to procrastinate are.

While going through this survey we came across certain factors which are the reasons people think procrastination comes from i.e.

a. Laziness

Procrastination is often confused with laziness, but they are very different. Procrastination is an active process – you choose to do something else instead of the task that you know you should be doing. In contrast, laziness suggests apathy, inactivity, and an unwillingness to act.

4.3. b Unstable Mindset

Lack of clear vision about their future is the major reason why people have unstable mindsets or lack of focus. Because these people are moving in a random direction rather than moving towards their goals. So sometimes we even question things that contribute to our success.

c. Lack of Determination/ Motivation

When we lack a vision and purpose to do things in our lives and we find things meaningless then we lose motivation to do things no matter how important that thing could be. This is a clear sign of Procrastination.

d. Taking things for granted

We are living in a generation where getting anything is way easier and more achievable compared to the past. Everything is accessible now. We all know how difficult it is to find work that pays you back for the efforts that you give in an organization. But we observe a lot of people just do not care about the tasks assigned to them. We can hear them say, "I do not receive the value that I give to the organization." People also tend to take work for granted for a very simple reason that they often think that they have a job, while other people are struggling for it or consider it as indeed a 9-5 job which limits them and then they start procrastinating. It is the responsibility of the supervisor to make their employees understand the importance and build a good relationship with them. Good relationships lead to happy employees, which can help to increase production and to create harmony among them.

e. Delaying tasks for future

This is the most common trait in everyone and this proves that almost everyone is a Procrastinator. We delay things that we believe are not a priority right now. During this process, we increase the probability of doing it last minute. This is a clear sign of Procrastination which is so common that almost everyone does it.

f. Irresponsible Attitude towards Work

This is the origin of procrastination where we see every activity as it will be done by itself. As soon as we develop an irresponsible attitude towards our tasks we delay doing those activities guilt-free and in a carefree manner.

g. Skill Deficiency

Skills are the ability of a person which can be mastered through training and practices. But nowadays we see that people lack basic skills which are most required at the workplace. If a person lacks in certain skills which are of most importance then he/she might not be able to perform the responsibilities at the workplace to reach the organizational goals which may lead to procrastination.

h. External Obstacles

The working culture has substantially shifted to Work-from-home. When it comes to prioritising and dealing with multiple aspects of life, we often have to look out for forthcoming barriers in completion of our tasks. Majority of them are external like disconnection of the internet and no working space at home can adversely affect productivity and ultimately lead to procrastination.

i. Family problems

Every single person has their own way of managing their family problems. Sometimes the problems are unavoidable, which means we have to invest our time in family related problems irrespective of the work to be done.

j. Health Issue

Your health affects your work, your work affects your health.

We cannot deny the fact that our health can affect our work. If you are not healthy enough you will not be able to concentrate on the work which may lead to absenteeism, inaccurate work, impaired performance. which may give procrastination a chance to grow. Now that's where we can correlate productivity with health.

k. Friction between employees

It's not important that everyone might do the work in the same manner. Every person may adopt a different work style which can be a reason for the friction between employees. It might happen when colleagues are interdependent for each other's cooperation and will seek help to get their own job done which makes a space for procrastination. As people rely on each other they face difficulties to collaborate due to which the working efficiency is hampered.

I. Bias attitude of Boss

We are living in a society which is built on a biased attitude towards something or the other. And we cannot deny that favoritism is now in the roots of every organization. This leads to low motivation and a feeling of ignorance in the minds of un-favored employees. When this continues to nurture, productivity faces a steep decline and ultimately leads to procrastination as an acquired behavior. Even though the respondents did not emphasize this, it is definitely an important reason for procrastination.

m. Overburdened with many tasks

Once we start delaying the tasks for the later, we are continuously contributing to the list of tasks that need to be done. When this list crosses the threshold, we are over-burdened with the tasks assigned to us. This is a clear case of procrastination at will. Always try to avoid adding a new task if the prior is not yet completed. Prioritising helps in a great way to deal with overburdening of the tasks.

4.4.a Data Pertaining to Procrastination and Productivity**Procrastination And Productivity In Work Life****a. Productivity**

Productivity is a measure of the efficiency of a person completing a task at your workplace. We presume that productivity is getting more things done each day. Absolutely Wrong. Productivity is getting important things done consistently.

To become productive, start by maintaining a steady, average speed on a few things and not maximum speed on everything.

b. Productive Procrastination

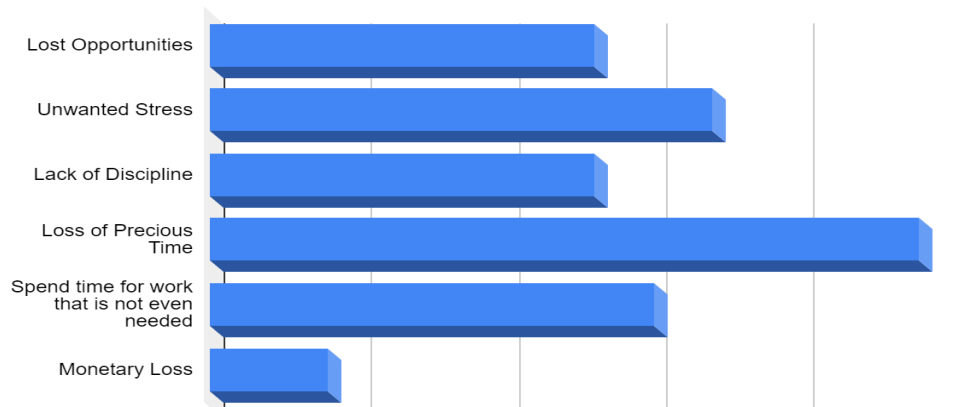
The act of being busy while still procrastinating on your most valuable tasks is Productive procrastination. After working for 8 to 10 hours and keeping yourself busy the complete day, it does not mean you are truly productive. In reality, you just distract yourself from doing the truly important and impactful work.

c. How Procrastination is connected with Productivity

When we procrastinate on a task that has great importance which might even break a career or dream, Productivity is compromised. Additionally, it leads to stress and anxiety.

- **Lost Opportunities**
Procrastination leads to lost opportunities. We often procrastinate when we get an opportunity and push it off to do something of importance. This leads to losing golden opportunities.
- **Unwanted stress**
Stress is a result of procrastination. And Stress is always there until you complete the task. If you do not complete the task then it becomes a burden. It will cause anxiety and overwhelming feeling.
- **Lack of discipline**
Discipline is a major part of life. And we cannot disagree on the fact that why it is taught right from school because of its importance. Procrastination leads to a lack of discipline. Once you adapt to procrastination as a habit, discipline is tough to practice. We eventually lose all motivation and drive to complete a task as soon as possible.
- **Loss of precious time**
Time waits for no one. It is not up to us to reuse the time, but we can definitely practice optimum utilization to have very few regrets in our life. The feeling of guilt is unmatched. Once the time is gone, it's lost. Then you need to rush to complete work. This could lead to a lot of tasks. Besides, it causes stress, and you are not able to give 100% to any task. Procrastination ends you up with no time.
- **Spend time for work that is not even needed**
When we procrastinate our work, we spend several hours just to complete the work which we have been delaying for a very long time. And later we realize, it would have been wise if we had done the piece of work when we had time in our hand. Procrastination is delaying our growth if we continue to postpone our tasks and do not take our work-life seriously. If we complete our tasks in time, we can invest the later hours in our growth.
- **Monetary Loss**
It is a pretty clear fact that if we do not procrastinate and deliver our task on time, we receive rewards in terms of incentives, payables or any kind of monetary value.

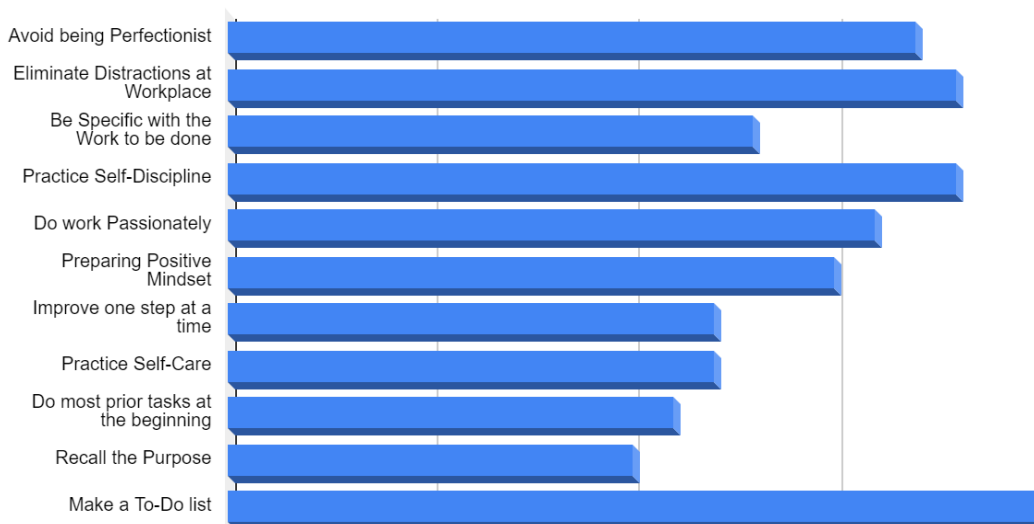
What are the effects of Procrastination in your Productivity?



From the above graph it is clear that the major effect of procrastination is loss of precious time. Infact, working professionals and student interns carry unwanted stress and spend time on unnecessary things. The after effects of Procrastination thus indicates that time is lost when we procrastinate and infact at the end ,any procrastinator find that we are donw with the work which was not at all needed.

4.5 Data Pertaining to overcoming procrastination and becoming productive in work life

How do you overcome Procrastination and become Productive in Work-Life?



To overcome the procrastination ,one has to Make a to Do list and prioritize the tasks in 3 categories -the most important work ,the less important and the least important work .Another thing which could help to overcome the procrastination at work place is to eliminate the distraction at work place like gossip with employees must be minimized or curtailed or even practicing self- discipline will help any employee at work place to reduce

the degree of procrastination to a great extent. One must avoid being perfectionist as it itself built up a habit of procrastination at work place. If anyone tries to focus on work can easily overcome distractions. Passion is what that motivates people to do the things that they are fond of. When we are passionate, that strong desire allows us to create something extraordinary, it is that fuel that keeps the fire burning. Being passionate about something gives us a sense of purpose. It gives us that feeling of significance.

If you are eager to kick start your days right and set your day in motion, take time to look over it a night before.

Is there anything you missed? Have you scheduled enough time for Activity? Have you prepared for the client call in advance? Are there any relevant tasks you failed to include? Don't use this as another way to procrastinate. A quick 5-minute overview is all it takes to boost your productivity to the next level.

CONCLUSION

We are experiencing a rapid change in the pace of getting things done. If we could not cope up with it, we end up procrastinating. Procrastinating is something everyone can relate to, cause they have been doing it knowingly but as per our study majority responded that they are not aware when they procrastinate. The reason being procrastination gives us a sense of false accomplishment when we do a less important activity but if we just prolong the activity we take that time for leisure rather than getting things done.

After mentioning all these points, it is important to understand Procrastination is not always bad!

Sometimes, Procrastination allows our creativity to flow, questioning our capabilities and many have converted their procrastination activities into startups or discoveries. It is always important to not forget that rest is necessary for being productive i.e. doing important things consistently. But this does not allow us to Procrastinate. It is always wise to understand the opportunity cost of Procrastination. We have lost a lot of opportunities due to procrastination and we regret it, but from now on choose wisely.

In this study, we have come to understand that people are aware of what procrastination is and how it is impacting their work life. Yet people are comfortable procrastinating and losing the opportunity to create remarkable things in their life. Sooner or later, we hope everyone realizes the opportunity cost of delaying important things, which are a high priority and needs to be done.

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Factors Impressing Buyers Boost Paying Attitude in Retail: A Conceptual Study

Dr.Harshali Gomase, Dr. Dayanand Surwade, Dr.Seema Choure

Abstract

This paper aims at identifying the factors influencing consumer's impulse buying behaviour on a personal level as well as the outlets' atmospheric level. This research is descriptive in nature as it tries to find out the factors involved in impulse buying behaviour. Moreover, this research also focuses on looking at different aspects of impulsive buying behaviour of consumers and how it is done. It studies the factors that influence impulsive buying in consumers in a modern retailer format. Additionally, this research will help the retailers to form their strategies based on the findings of the research. This paper proposes a conceptual framework with a different factor influencing the behaviour, which affects the impulsive buying pattern in a customer. The primary objective of this research paper is come up with a conceptual model pertaining to the factors influencing the boost purchasing attitude in the consumers while they go for shopping in a typical retail store. The future researcher can test the proposed conceptual framework empirically to validate the proposed model in different contexts.

Keywords: - Impulsive purchasing, Personal Factor, Retails Outlet's atmosphere.

1. Introduction

Shopkeepers always feel good when their shops are filled with customers who are willing to buy. Shoppers who are doing window shopping suddenly sometimes feel the impulse to buy certain products based on their display style. Past research has shown proof of the unplanned purchases that happen for about 60% of the customers out of the total purchases that are accounted by the retailers (Ahmad et al.; Ali & Sudan, 2018). However, impulse buying behaviour varies from the product to product.

The fact that most of the customers shows unplanned behaviour and to be more specific, impulse buying behaviour proves that there is a sizable percentage share of unplanned *versus* the planned buying (Bellini et al., 2017). In 2017 a study conducted by (Bellini et al., 2017) on the Point-of-Purchase advertising revealed that 76% of the total purchase decisions are made while scrolling through the stores. Some authors also talk about different factors that affect the behaviour of the buyers toward the products available at their hands on the point of visiting stores (Husnain et al., 2019).

For instance, if it rains in the middle of the day and a person does not have his umbrella with him, he might go to the nearest possible store in search for the same, but he does not find it, he might buy a Raincoat, to save himself from getting wet.

The atmosphere also changes the impulse of a person for thinking of buying one thing but ending up with buying some alternate product available easily (Lo et al., 2016). As **Kotler States (2017-74)** *"The design of the retail chain outlet that produces specific emotional effects on the buyer that enhances his purchasing probability."* The attractive pitches by the salesperson, the impressive atmosphere of the retail outlets create an experience worth remembering, which in turn affects the consumer's purchase decisions and its process for the same.

Sangalang et al., (2017) while studying the Consumers buying behaviour in developing countries (e.g., India) adds more insights to the existing literature by understanding of the factors that affect the behaviour of the consumers towards a specific product.

2. Literature Review:

Previous research in this field work on the theories of factors affecting the impulsive buying in consumers that highlight key factors that affect the impulsive buying behaviour based on the internal i.e. personal factors and environmental i.e. micro environmental or atmospheric factors as suggested by Qureshi & Vakkassi, (2019). The study was done on different types of outlets that affect impulsive buying behaviour of the consumers in retailer.

In the current scenario of the market and different companies fighting to maximize their sale, impulsive buying is a topic getting recognized by most researchers and academicians,

more importantly on how to gain a competitive advantage with the 'unplanned purchases' which result in maximum sales. This also substitutes the buying pattern of the purchasers and its unexpected buying behaviour involves studying decision making. As a reported to the CEO of Coca Cola, Mukhtar Kent, their 70 % of the sales depend on impulsive buying (Sangalang et al., 2017). So, to understand, such behaviour a study had to conduct to know in much depth, the working of the factor that influences impulsive buying.

2.1 Impulsive behavior

Over the past decades, many authors started to identify the decisions or the factors that influence the buying decision of the consumers which can also change during the last moment (Parmar & Chauhan, 2016).

There are two major contributors that affect the impulsive buying behaviour namely, personal factors (Lo et al., 2016) and outlets' atmosphere factors (Husnain et al., 2019). Both factors have carried out most of the factors written by different authors in the past for impulsive buying.

Analyzing the boosting attitude, which is thinking about as a conflicting attitude over time, conclude that emotional decisions are a rational conditions. For this cause, boosting attitude is conflicted as part of an area where boosts purchasing is perceived to be "socially acceptable". This attitude may even be motivated and build up by marketing actions. Even its not simple to provide a direct explanation of boost buying, researchers in buyer attitude do agree on the cause that it is the rapid purchase, which is more or less thoughtful and unexpected, of a product which the personal did not need in advance (Bellini et al., 2017). This kind of buying is indicated, among other things, by a immediate impact that manages the steps of purchasing; the consumer feels strength full and strong enforcement, an excitement and incitement, a impression of starting good or bad, and a failure to get hold of into account the significant.

2.2 Personal Factors influencing impulse Buying behaviour

2.2.1 Emotions

Despite millions of years of evolution and the development of abstract thought and critical thinking, humans still rely heavily on emotions when making purchase decisions (Husnain et al., 2019). The role kind of role emotions play while making purchase decisions can't be ignored. As emotion plays a crucial role in any decision made by the consumers.

Lots of buyers look forward to their inner support to be satisfied by their social reciprocity, inborn to the purchasing experience. When they are in a psychological state that enforces them to compel useless buying, purchasers are frequently a lot anxious about their high emotions of pleasure, amusement, and delight beyond the thinking about the outcome financial aftermaths.

A research conducted by the University of Glasgow suggests that in reality all of our modern emotions stem from 4 core feelings; happy, sad, afraid/surprised, and angry/disgusted. These are the feelings that entitled us to live against difficulty. They are deep-rooted into our minds, and shouldn't be avoided while arranging products into the mind of the buyers. Different moods change the buying perspective of consumers, and moods are affected by the emotions of a person. A person's emotional state can make them buy unwanted buying, purchasers are frequently more anxious about making the consumer happy, delightful, and full of joy due to which consumers sometimes buy without thinking about the end bill for the products.

2.2.2 Time Availability

Time availability with a consumer is also an important factor which influences the impulse buying attitude. As earlier noted various circumstances can impact the buying additions in a buyer's attitude. Among such factors include the available time with the consumer. There is a end and significant relationship between time availability and impulsive buying attitude of a consumer (Khan et al., 2015). Especially, lot of time accessible to an individual in purchasing circumstance, the higher will be the probability of the person to build boosts buyers. Based on various studies, it is find out that customers required time to buy more, and all this influence the encouraging purchasing attitude of the buyers. If they stay at a place for a longer time, they will look at more things in the outlet that will attract them toward those items, and they will be bound to buy the product. As noticed by (Foroughi et al., 2012; Underhill, 2009), the longer a customer stays in a store, the higher are the chances of impulsive buying.

2.2.3 Friends and Relatives

The one of the most significant factor which comes under the personal factors is the influence of the friends and sometime the relatives. Moreover, most of the impulse shoppers get influenced by their friends while making purchase decisions. In certain cases colleagues also play a pivotal role to affecting the buyers during buying (Qureshi & Vakkassi, 2019). A relative or colleagues swing you towards producing a purchase just because they expect something will go good with you.

For example, they will boost you to buy a Saree or T-shirt because they imagine it looks superior on you. Based on certain judgments, relative, colleagues, friends and families can influence an individual's buying attitude. It has been observed that Retail is a setting that attracts people connected to each other, like family, relatives or acquaintances. These people encourage each other to perform impulsive buying. As reported to Parboteeah (2005), Individuals' buying improves in the influence of acquaintances and decreases in the company of colleagues and friends are more active regarding personal moneymaking Problem. In a collective people, society provides more importance to colleague requires than their own. So

aforesaid a people, boosts purchasing improves in personally to purchase for their colleagues and friends.

2.2.4 Money Availability

In this study money availability refers to the amount an individual has while going for the shopping. The income level and the money available of a personal is a greater and relevantly giving factor to why a buyer attracts in unlimited purchasing. When a buyer has adequate investments at the time of buying, he/she will expand the buying binge to incorporate things that they hadn't designed for and those that they also don't required.

The availability of money tends to develop positive feelings in individuals which consequently lead to boots buying from the customers. Money opportunity can be explicate as collections which an individual detects to pay out while going to the market for shopping which can be a significant element in boosts purchasing (Beatty & Ferrell, 1998). Money plays as the most important factor in the process of impulsive buying while making a purchase in a retail outlet (Beatty & Ferrell, 1998). More money means more purchasing power, which in turn increases the demand for a product, creating more chances for impulsive buying. But for money availability, Demographic factor is very important.

2.3 Outlets' atmosphere factors influencing impulse Buying Behavior

2.3.1 Discount offers

'Sale', is a word that has attracted a large number of crowds towards any retail outlets for years. A very good driver for influencing impulsive buying, it is a part of Discount offers. This factor, if applied in a store to a particular section can attract a large number of customers.

2.3.2 Displays

A well decorated white colored store of apple, a store with Ronald McDonald outside its stores to attract India crowd to take photos, colorful displays, calm surroundings, all such factors contribute towards displaying a store in such a way so as to attract a large number of customers and encourage them for impulse buying attitudes.

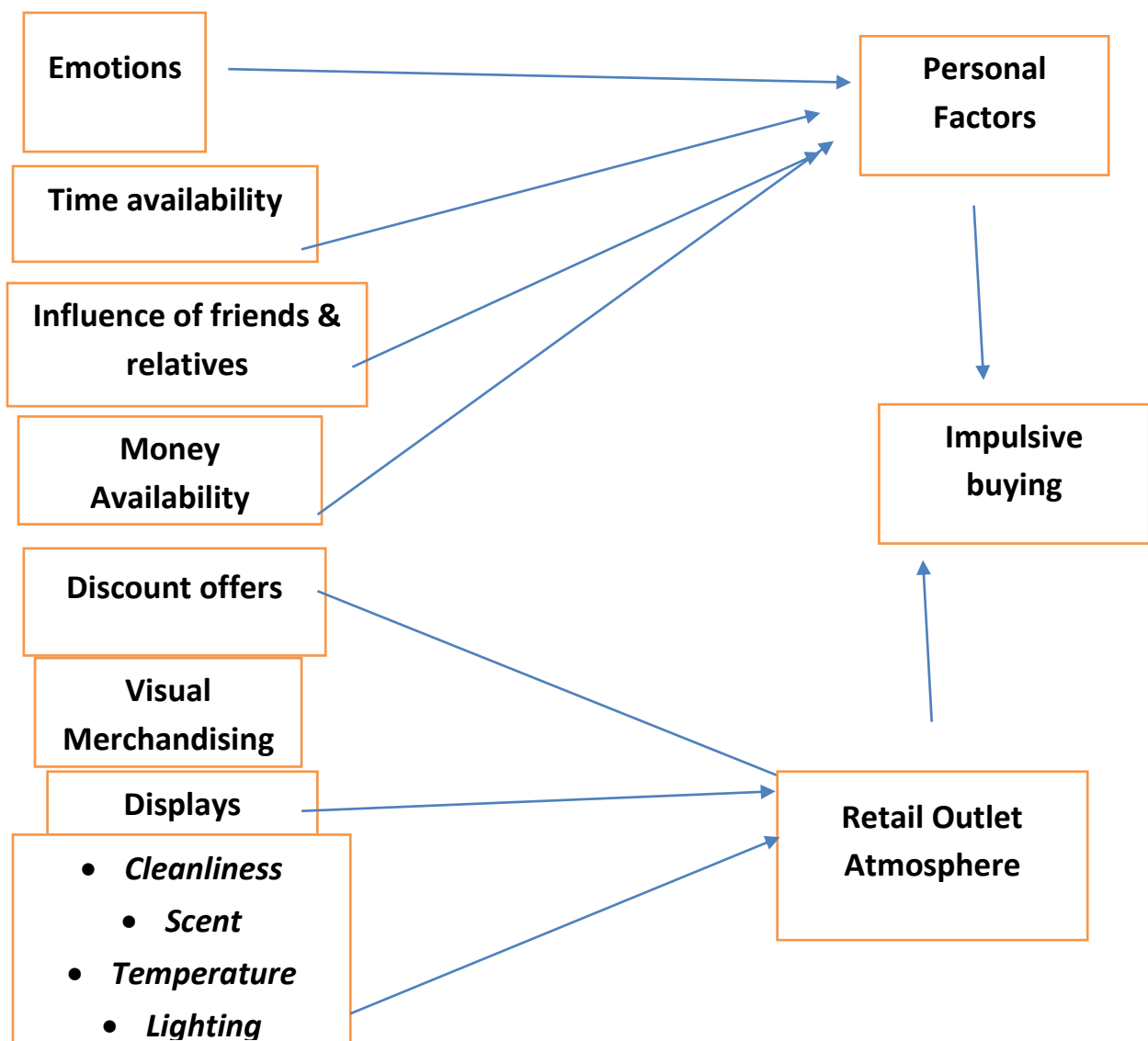
2.3.4 Visual Retailing

Visual retailing contributes to communicating the advantage of the product and standard to buyers. It is a move that is used by the retailers to improve the image of the product and grab proper attention and convince them to buy the products, thus contributing greatly towards impulsive buying.

2.3.5 Cleanliness, scent, Temperature & lighting

Clean appearance of a store creative a positive word of mouth towards that specific retail chain outlet which improves the atmosphere of the retail store. The scent is also a huge contributor towards a great positive factor for good image build-up for the retail outlet. Some scents are very attractive to most of the customers, which drag customers of different cultural backgrounds toward that particular store, in turn, increases the chances of impulsive buying. Temperature is a variable factor of the atmosphere of an outlet that leads to customer attraction. A pleasant temperature inside the retail outlet will retain the customer for a longer time, which increases the chances of impulsive buying. Lighting is an important factor that might cause excitement or dissatisfaction, depending on the type of lighting used. When a product is kept under proper lighting, customers are inclined to touch that product to check its quality (Areni & Ki, 1994).

3. Conceptual Framework of the factors influencing impulsive buying:



4. Conclusions and Recommendations

The major objective of this research was to identify the different factors that affect impulsive buying in consumers. In the past, many researchers have conducted research on these variables, but either personal factors were taken into considerations or the atmospheric variable. We did this research on both these factors to identify on a more specific detail with the information and with the help of the conceptual framework that might help to understand the effect of the listed factors in a brief but better way.

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Digital Marketing Model of BigBasket*Harsh Gondane*

Abstract

Online grocery shopping has witnessed an enormous modification within the lifetime of shoppers. Online shopping is widely popular instead of physical store shopping as a result of it is home based mostly shopping that makes life easily manageable and relaxed. One can purchase Indian grocery things on-line from any online platforms at the foremost cheap costs. One will avail significant discounts on every purchase & thereby saving massive amounts. Currently shoppers are progressively adopting electronic channels for getting their daily required product. The increasing use of net by the younger generation in India is making opportunities for on-line retailers. To stay ahead in extremely competitive market currently most of the businesses have started utilizing the internet with the aim of cutting selling prices, thereby reducing the value of their product and services within the markets. The rising use of internet in India provides an impetus to online shopping. The purpose of this paper is to throw a light on digital marketing strategies used by Big Basket.

Keywords : *Online grocery shopping, Internet, BigBasket, Online.*

INTRODUCTION

BigBasket.com is that the India' largest on-line food and grocery store with over 18,000 products & merchandise and over thousands of brands within the catalogue wherever one can look for everything they're searching out for- fresh fruits to vegetables, rice to dals, spices to seasonings or any pre-packaged products, beverages, personal care product, and meats and many more. they provide a large varieties of choices in each category, handpicked and therefore the best quality accessible at the lowest costs to patrons in major cities of india.

Initiated in 1999, there have been 5 friends- Hari Menon, VS Sudhakar, Vipul Parekh, Abhinay Choudhary and VS Ramesh launched their on-line retail web site called "Fabmart". Being quite further at that time, the concept attracted attention however couldn't shake the masses. They tried to revolutionised the retail industry however their efforts become unsuccessful. In spite of being disreputable, they decided to line up a physical distributor of grocery stores in South India- "Fabmall". Today, the stores are presently operative everywhere the world as more, by the Aditya Birla group. Then, the groups of 5 friends

reunited again to figure on the business model of obtaining back to their original idea of an online grocery store. Once obtaining funds, the group of 5 friends finally gave birth to BigBasket.com in December 2011. A digital marketing strategy describes a series of actions that use online marketing channels to achieve various goal. In the present paper, the researcher has tried to discuss the digital marketing strategies adopted by BigBasket.

OBJECTIVES

The main objective of present research paper is to study the **digital marketing strategies** used by BigBasket.

METHODOLOGY

Secondary data in the form of articles, journals, research papers, etc. is used.

DIGITAL MARKETING MODEL OF BIGBASKET

BigBasket needed to ease the pressure of grocery shopping for consumers and make the weekends comforting. BigBasket has revolutionised the online shopping expertise and have thrived to become one of the favored platforms for buying food suppliers, grocery or products. They targeted everybody through its top-digital marketing methods. Consult some of the brand activation agencies to reach most consumers through best digital marketing services.

Following are the Digital Marketing Strategies

1. SEARCH ENGINE OPTIMISATION

BigBasket tapped search engine optimization services to improve its organic search rankings to attract maximum authentic traffic on their website and establish their brand presence. They targeted renowned keywords like on-line grocery shopping, grocery on-line, on-line grocery, grocery shopping on-line, big basket delhi, on-line market and on-line supermarket. This implies that whenever somebody searches for these terms on-line, BigBasket's results are the first that appear. They have additionally optimised their blogs and articles for simple crawling and exploring through Google. They have adopted the most effective search engine optimization services to optimize their content with potential keywords that show up high in search results.

Search engine optimisation refers to the usage of specific keywords so as to make sure the maximum quantity of traffic on a brand's web site. These keywords are those that have the highest search rates on Google from their target consumers. If a website is in a position to

optimise itself based on the search engine's keywords, then it is sure that they will be able to reach the maximum quantity of relevant consumers.

Some of the foremost popular keywords for BigBasket are on-line grocery shopping, grocery on-line, on-line grocery, grocery shopping on-line, big basket pune, on-line grocery and dry fruit on-line. This suggests that whenever somebody searches for these terms on-line, BigBasket's results are the primary that appear.

Often, brands bid on certain search terms to confirm that once users search these specific terms on the internet, the particular brand's page pops up collectively of the first results. This possibly beneficial for BigBasket in reference to words that it could extremely capitalise on if they were ready to be one of the highest results.

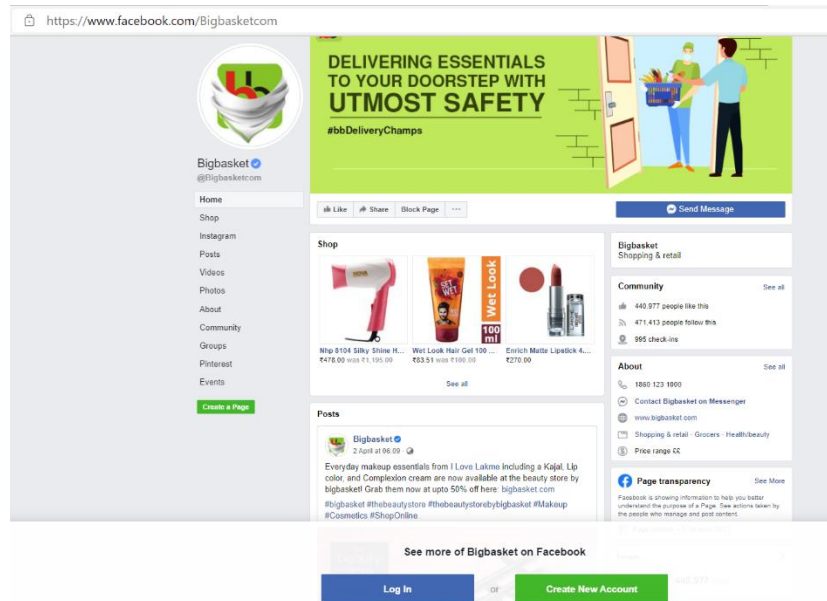
Some of the recommended keywords for BigBasket are best food brands on-line, organic fruit delivery, on-line grocery, and best homecare products . This ensures that when somebody searches for the same terms on-line, they're certain to encounter BigBasket's web site collectively of the primary results. This makes the web site a lot of accessible to the consumers looking to buy for the said product on-line, that is ultimately the group of people BigBasket needs most to reach out to.

2. SOCIAL MEDIA MARKETING

BigBasket has established its established social presence and has leveraged various social media platforms for its inbound lead generation. BigBasket has really become professional with its social media strategies and plan of action.

i. FACEBOOK

When it involves social media, Facebook remains the unbeaten champion. Facebook has dominated scenario of social media, and it feels like there's no stopping it. There are several robust competitors like Instagram, Twitter and variety of others that try to contend, however Facebook still stands strong among the competition. A Facebook Business Page could be a free chance for any business to extend whole awareness and promote positive viva-voice. Facebook advertising conjointly helps marketers use the knowledge they need to refine their methods and target their audience in a very additional value and time economical manner.

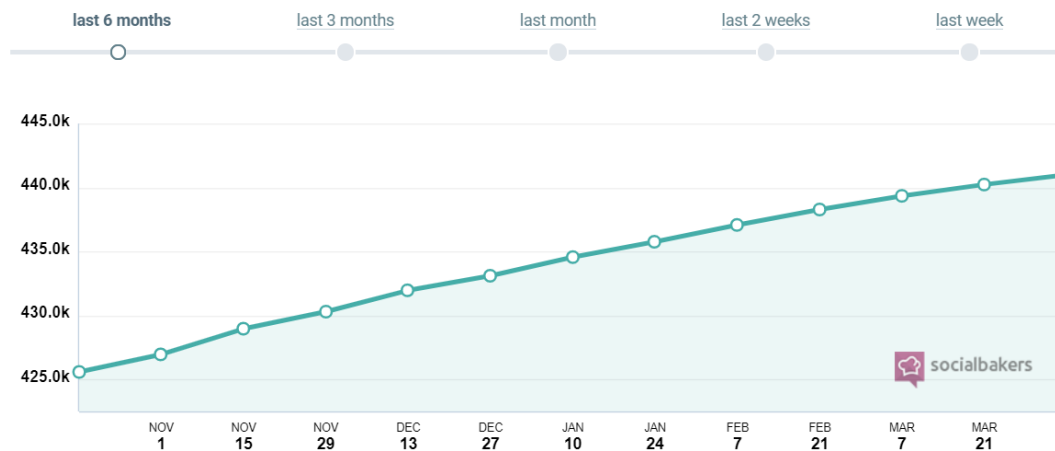


By making a Facebook Page BigBasket is able to build associate audience and connect with those that have an interest in what BigBasket should provide. Facebook The facebook Business Page has conjointly helped BigBasket to form it simple for folks to search out additional growth regarding its business. It provides a platform wherever consumers will connect together with your product or services, and strengthen client relationships.

Currently, BigBasket has around 440,726 likes on its Facebook page.

With a massive following of 4,00,000 fans, the company makes use of the Facebook page to engage with customers by promoting various campaigns, posts which encourage homemade food, and offers discounts and rebates. In fact, the e-retailing brand has now enabled the '*Shop Now*' button on its social media channels to redirect consumers to their e-commerce website for purchasing the products they wish to buy without losing any interest in the purchasing decision.

Bigbasket Fans



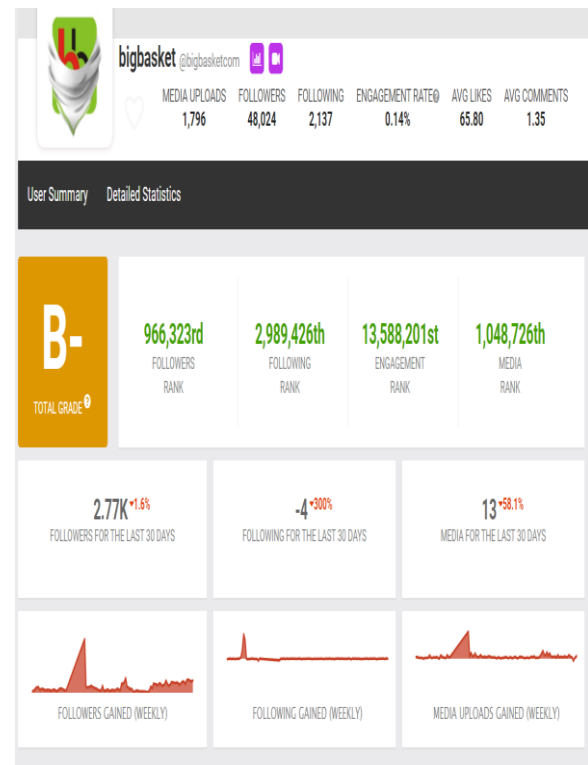
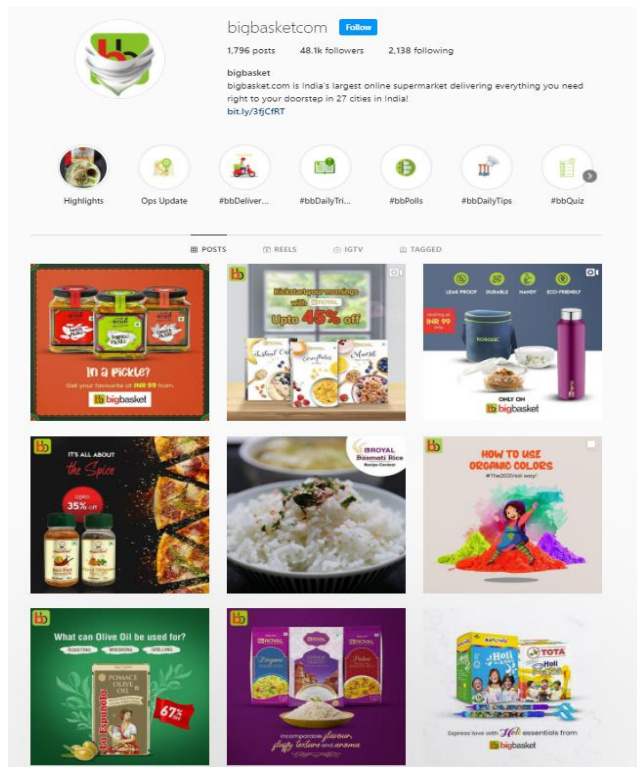
ii. **INSTAGRAM**

Instagram has grown up vastly over the years, and it continues to broaden its horizons. The photo-sharing app has gone an extended manner from once being beloved for vacationers sharing their vacation photos to presently appealing to any or all sorts of influencers, advertisers, and brands.

BigBasket made use of Instagram for social media marketing. The time spent on Instagram matters as a result of the longer consumers spend within the app, the additional advertisements they see, and also a lot of opportunities they need to note.

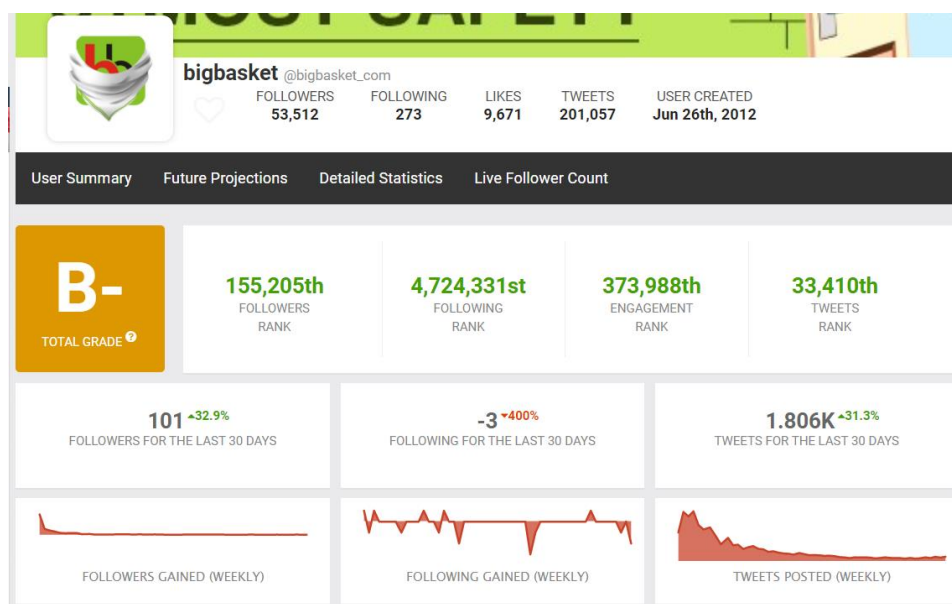
There's a bunch of various techniques that BigBasket used to impact the customer decision on Instagram. Instagram ads, participating users with inventive stories, or together with the relevant Instagram hashtags are ascertainable.

BigBasket currently has around 48k followers and 1796 posts posted on their feed.



iii. TWITTER

Twitter provides a platform for brands to own purposeful conversations with customers, and guarantee their messages get response. 50% of Twitter users follow brands, and also the platform drives double the brand favorability of an equivalent ads on TV.



BigBasket joined in Twitter in 2012 and currently has around 53k followers on Twitter

3. CONTENT MARKETING

For creating an awareness to the large public, Big Basket uses Content Marketing. To attract and keep the common audience engaged on its brand's website i.e. publishing creative and engaging content has become a compulsory strategy to the Big Basket. The Different types of content strategies adopted by BigBasket are Blogs, reviews, suggestions, how-to videos, DIY videos, funny content like memes, gifs, collaboration of

influencers and promotion of various events and offers. To engage customers and ensure that they stay on your brand's website for a longer duration of time, BigBasket has made use of interesting blogs, videos and reviews to browse through. Blogs and video marketing are a few examples of content that BigBasket has adopted to ensure that website visitors spend more time with BigBasket online.

4. YOUTUBE MARKETING

Video Advertising creates a lasting impact on the consumers. BigBasket owns a dedicated YouTube channel "BigBasket.com". This channel basically provides the consumers with up to date and best video guides. These guides are related to the use of beauty and wellness products and making people aware of the latest trends in the society.

With the numerous collection of "how-to videos" they additionally show recipes for creating tasty food in every household. BigBasket has garnered 12.6K subscribers on their YouTube Channel.

5. INFLUENCER MARKETING

To promote its own Brand, BigBasket had collaboration with with social media influencers. These influencers have a large following on social media and Influencer marketing is considered as one of the excellent method of reaching the target audience and maximising Brand's reach to the mass number of people.

BigBasket conducted influencer campaigns where an influencer has to post about their brand. For example, Being Momma, a feminine influencer with a following of 57k, can offer BigBasket's reference while talking regarding health and baby merchandise. Beer Biceps, a male bodybuilding influencer with 1.4.M followers on instagram.

To create buzz around the online grocery platform, BigBasket also tapped on influencer marketing tactics. The brand collaborated with influencers to create a conversation about health products, baby products, and more. These influencers also talked about how to maintain health and build a fit body using good food habits and maintaining lifestyle. BigBasket had additionally partnered with the renowned Bollywood actor Shah Rukh Khan as their brand ambassador.

6. ONLINE REPUTATION MANAGEMENT

In order to improve its reputation on online platforms, BigBasket tapped the power of Online Reputation Market. The brand benefitted from the well known and most-visited platforms like trusted Company, Quora, Mouth Shut, Google Play Store and Yahoo

Answers, that guided customers share the reviews of BigBasket services and help spread the word.

Digital marketing has been operating flawlessly for BigBasket. It helped e-Commerce platforms to achieve huge of recognition within a short amount of time.

CONCLUSION

From the above research ,it is concluded that Bigbasket has created a good digital marketing strategies to capture the market. Infact in COVID 19 pandemic situation ,when people really hesitate to go out from their homes to purchase the groceries or any items ,then it's the Brand BigBasket which has made everything easy for the common people. These digital marketing strategies has not only gave the huge profits to the company but also has changed the consumer buying behaviour .

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